



Passport

CITY TRAVEL BRIEFING - LONDON AND THE 2012 OLYMPIC GAMES

February 2011

Main benefits of Olympic Games

Key benefits

- A large-scale regeneration project for London's East will boost the capabilities of London. For example, the Mayor of London's project "Cultural Metropolis: Priorities for Culture 2009-2012", sets out a vision for culture in London and key development priority projects for this area.
- Public and private investment of around £11 billion in transport, hotel development and attractions across the capital including in Stratford, East London where the Olympic Park is being built will add a strong competitive advantage for the city.
- UK businesses are expected to benefit with thousands of contracts worth billions of pounds. The Olympic Delivery Authority estimates 75,000 companies will win 2012-related contracts over the lifetime of the project. The map of the supply chain to the Olympic Park in Stratford, East London, shows 1,500 companies.
- The Olympic Games will bring new visitors to London who might not otherwise have come (even with displacement effect) thus opening new visitor markets. Apart from London's regular source markets, the US, France, Germany and Spain, new markets might include the Gulf states, India, China and Russia.

More employment for low-skilled Londoners?

- The London Assembly launched an investigation into what is being done to ensure that low-skilled/unemployed Londoners benefit from the temporary jobs created during the Games.
- The investigation will focus on the 200,000-strong temporary, Games-time workforce needed from July to September 2012.
- Jobs will range from catering, cleaning, waste and security, to media, hospitality, tourism, sport and leisure and will include roles for 70,000 volunteers.
- The London Organising Committee of the Olympic and Paralympic Games (LOCOG) has set a target of employing 15-20% of the total workforce from people living in the host boroughs and between 7-12% of people who were previously unemployed.
- Most of the host boroughs (Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest) are home to some of the UK's most deprived communities, with employment rates and qualification levels significantly lower than the rest of London.

"Brand Britain" and "Brand London"

- The greatest long-term benefit to the tourism industry is the strengthening of "Brand Britain" and "Brand London".

The London 2012 Olympic Games

Costs and benefits

- Overall infrastructure investment: more than £11 billion in London for the Games (VisitLondon).
- Costs of the Games: £9.3 billion (National Audit Office & London Assembly).
- There will be 2,000 direct contracts with businesses which will in turn manage up to 55,000 agreements across their supply chains, bought and managed by the ODA (London 2012).
- Value of tourism benefit: an additional £2.1 billion during the Games (Hotel Industry Magazine).
- Total workforce needed during the Games: 200,000 (Hotel Industry Magazine)

Venues

- Although the Olympic Games will be hosted throughout the UK, involving some nine city/county councils in the country, London will be the main hub of activity with 12 London Boroughs involved.
- The focus will be the Olympic Park in East London. Up to 180,000 spectators a day will enter the Park to the Games. The main venues include an 80,000-seat Olympic Stadium, velodrome, fencing, hockey, handball and basketball arenas. New sporting venues are the VeloPark, the Aquatics Centre, the Basketball Arena, and the Olympic Stadium.

Visitors and ticketing

- Number of foreign visitors: 350,000 per day during the Olympic period (Hotel Industry Magazine).
- Tickets go on sale in March 2011. Tickets to the Opening Ceremony will cost between £20 and £2,012.
- There are 8.8 million tickets available for the 2012 Games.
- Ticket prices for different events vary across the 39 disciplines but London 2012 says 90% of the tickets will cost less than £100, two-thirds will cost less than £50 and there will be 2.5 million tickets at £20 or less.
- Another two million tickets (in addition to the 8.8 million) will be on sale for the Paralympic Games.

Save the date

- The London 2012 Olympic and Paralympic Games will open on 27 July 2012.
- The Olympic Games run from 27 July-12 August 2012
- The Paralympic Games run from 29 August-9 September 2012.
- In the period between the Olympics and Paralympics there will be a Cultural Festival.
- In the pre-Games period (first quarter 2012 there will be special one-off events taking place in London, called "Limited Edition London" (VisitLondon).

SWOT – London in the run-up to the 2012 Olympic Games

STRENGTHS

Top city destination

- London attracts over 15 million international visitors per year, making it the world's most visited city.
- London is a leading global city and top business and leisure destination.
- London is one of the most profitable cities in the world for hoteliers.

Highly connected

- London hotels experienced strong trading in 2010.
- The city is one of Europe's strongest performers in the race for recovery.
- London is the best connected European city in terms of air travel.

OPPORTUNITIES

Regeneration plans

- London is benefiting from a large-scale economic regeneration project.
- It comprises a housing legacy plan as well as a sustainable employment legacy for local people.

Infrastructure investments

- The estimated £11 billion infrastructure investments in London's transport, hotels and attractions are likely to strengthen Brand London and bring benefits to the capital over the next decade and beyond.

WEAKNESSES

Debts

- Concerns about the implications of transferring the Olympic Park to the Olympic Park Legacy Company.
- London Assembly reports that the land transfer will leave the London Development Agency with £387 million of debt.

Work on Olympic legacy

- Reports and debate on the legacy of the Games paint a mixed picture of the work done so far to successfully deliver the London Summer Olympic and Paralympic Games and meet the five legacy commitments made by the Mayor of London.

THREATS

Displacement effect

- Large sporting events such as the Olympic Games can displace tourists, ie for every two visitors that might normally visit London, one might not come.

Safety concerns

- London Assembly has raised concerns about whether London's security services are prepared enough, not only for the Games themselves but also for the safety of the rest of London.

Coordination and sustainable development

Route Networks

- The Olympic Transport Plan includes the Olympic Route Network and Paralympic Route Network (ORN/PRN), which will enable the people who are essential to the Games to get to their venues, but also help Londoners to go about their business with as little disruption as possible.
- Less than 3% of London's roads will form part of the ORN/PRN, which will be roadwork free and subject to measures such as changes to traffic signal timing and temporary "Games Lanes".
- Recent Games including Beijing, Athens and Sydney have all used Games Lanes. They will only operate in London on the busiest parts of the ORN and under 1% of London's roads will have a Games Lane.
- A new information document "On Time" has been published which details how London's road network will operate during the Games in 2012.

Transport Coordination Centre

- For the first time during the Games, transport operations from all modes across the nation will be fully integrated and co-located within a new Transport Coordination Centre (TCC).

The Sustainable Games

- A 2010 London Assembly report warns there is still much work to do if the 2012 Games are to meet the environmental promises made by organisers.
- London 2012 aims to map its carbon footprint and re-use or re-cycle 90% of temporary materials.
- However, the report warns that environmentally London 2012 may not be as "transformative" as originally hoped.
- Failing to secure more electric vehicles for the Olympic fleet is seen as a "missed opportunity".
- It is still not clear how carbon emissions from travel to London will be reduced and a target on renewable electricity during the staging phase of the Games is unlikely to be met.
- The capital's air quality has also not improved as hoped since 2005 which means some parts of the capital will still have harmful levels of the pollutant nitrogen dioxide (NO₂) in 2012.
- The report sets out work that is still needed to promote sustainable travel at the point of ticket sales to help cut carbon emissions from spectators' journeys to the Games.
- It is required to publish, by the end of 2011, NO₂ concentration modelling for Games time, taking into account traffic and other activity related to the Games and to set targets for the re-use of temporary materials and say how this will be monitored.

Opportunities and future outlook

Olympic promise for local people?

- The promise of economic regeneration through the Olympics during the Olympics bid in 2005 outlined benefits for the citizens of the Lower Lea Valley. Increased employment, improvement of skills and training opportunities were seen as tools for breaking the cycle of deprivation that has characterised the area for generations.
- Providing a sustainable employment legacy for local people is a target that is ambitious. Concerns have been raised that local people will not benefit from the opportunities that public money is being used to create.
- It remains to be seen if London can address its legacy problems. It is, however, expected that the positive media attention, new infrastructure and increased employment opportunities will outweigh current concerns.

London 2012 slalom canoeing venue opened

- The Princess Royal unveiled the Lee Valley White Water Centre, the first brand new venue for the London 2012 Olympic Games to be completed.
- The £31 million project, which incorporates the 2012 Olympic slalom canoeing course, was finished on schedule and will be open to the public from April 2011. The opening of such venues aims to strengthen infrastructure, which will fuel tourist development in London.

Iris for digital business

- LOCOG appointed Iris, creators of the controversial Olympic mascots, to handle its UK digital business for the Games. The agency won the account to promote its mascots online. The aim is to encourage young people to get involved in sport.
- The appointment strengthens Iris' relationship with LOCOG after it created Wenlock for the Olympics and Mandeville for the Paralympics. Wenlock and Mandeville are one-eyed metallic characters, which are meant to represent the last two drops of steel poured for the final girder of the 2012 stadium.
- Hosting the 2012 Olympic Games will further place London in the global spotlight and will help the city solidify its position as an economic powerhouse. The global exposure of the 2012 Games will boost the development of brand Britain worldwide.

