



MAYOR OF LONDON

Your
2012



Contents

- p4 A world of communities
- p6 A world of enterprise and employment
- p8 A world worth taking care of
- p10 A brand new world
- p16 A world of sport
- p18 A true world city
- p22 This world is yours

The world in London

The 2012 Games will be a showcase for our city's ongoing development

Our plans for the London 2012 Olympic Games and Paralympic Games have always been firmly rooted in what the Games could do for London, not just transforming one of the most deprived parts of the UK, but also improving opportunities right across the capital. The Lower Lea Valley, where the Olympic Park is being built, is currently characterised by contamination, dereliction and poor quality services and infrastructure. The challenges are social as well as physical: in the five east London host boroughs, 40 per cent of people are without jobs. And across the capital, we know that families and businesses all too often see the city's wealth and opportunities pass them by. Levels of sports participation among people of all ages are too low, with damaging effects on health and attainment.

That's why the legacy of the Games was central to London's bid, and why it remains central to our work. This document sets out how I am working with the London 2012 delivery agencies and partners across London to transform the Lower Lea Valley and ensure that people and businesses from all of London's communities have the opportunity to benefit in some way from the Games. I am delighted that so many

"These are ambitious targets. The pages that follow set out how we plan to meet them. Very importantly, we also set out how everyone can get involved. Only by working together, and each actively contributing, can we really make the most of the unique opportunity presented by the greatest show on earth coming to London."



organisations are joining together to get involved in this work, ranging from London's borough councils, through Sport England and the Learning and Skills Council, to Visit London. Together, we will achieve so much more than any of us could alone, because we all understand the power of this unique opportunity.

The new Olympic funding package agreed with government will allow the Olympic Delivery Authority not only to deliver the facilities for the Games but also to transform the area. The Games will lay the ground for a new sustainable mixed-use city district to be enjoyed by new and

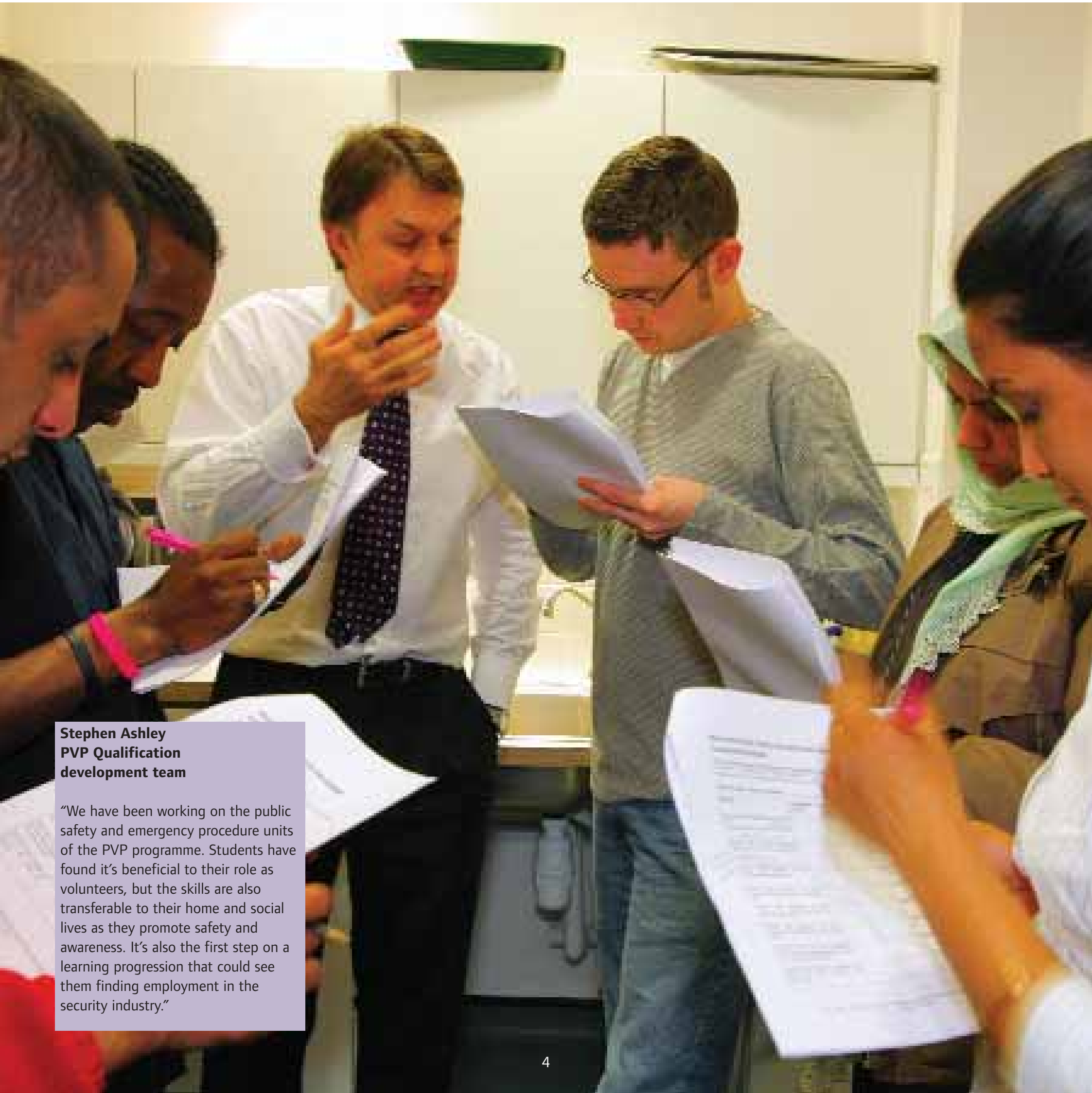
existing local communities as well as by people from miles around. Alongside the 9,000 new homes in the Olympic Park will come a further 30,000 homes in the wider Lower Lea Valley, as well as 50,000 new jobs and a legacy of world class sporting facilities for elite and community use.

We aim to reduce worklessness in London by 70,000, to increase the number of sports coaches, to help develop an inclusive and exciting Cultural Olympiad, to increase foreign investment and tourism in London, and ensure that as many Londoners as possible have the

opportunity to take part in the Games-time volunteering programme.

These are ambitious targets. The pages that follow set out how we plan to meet them. Very importantly, we also set out how everyone can get involved. Only by working together, and each actively contributing, can we really make the most of the unique opportunity presented by the greatest show on earth coming to London.

Ken Livingstone
Mayor of London



Stephen Ashley
PVP Qualification
development team

“We have been working on the public safety and emergency procedure units of the PVP programme. Students have found it’s beneficial to their role as volunteers, but the skills are also transferable to their home and social lives as they promote safety and awareness. It’s also the first step on a learning progression that could see them finding employment in the security industry.”

A world of communities

“We want every Londoner to see the opportunities of the 2012 Games”

London is the most diverse city in the world. Over 300 languages are spoken in the capital and Londoners consistently say that the city's diversity is one of the best things about living here. So London's communities will play a crucial part in making the 2012 Olympic Games and Paralympic Games a success.

The Mayor is working with Games organisers (the Olympic Delivery Authority, which will build venues and infrastructure; and the London 2012 Organising Committee, which will stage the Games themselves) and the London boroughs to make sure that all of these communities are fully involved in preparing for, delivering

We are...

■ ■ ■ ■ ■ **Developing the Pre-Volunteer Programme to enable people to improve their career prospects and their chances of successfully volunteering during the 2012 Games.**

■ **Encouraging employee volunteering through the London Better Together Charter and the London Employer Accord**
www.londonbettertogether.org.uk

■ **Promoting a programme of free community cultural events throughout the year**
www.london.gov.uk/mayor/culture/events.jsp

and benefiting from the Games.

We believe the Games provide a unique opportunity to showcase London's diversity and strengthen the city's social cohesion. We will make sure that the way the Games are staged provides for the cultural needs of all spectators and athletes, whether they're from London, elsewhere in the UK or around the world. At every stage, from the recruitment of staff and volunteers, to training programmes, to delivery of the Games themselves, London 2012 will reflect the diversity of the city's population.

A nationwide, four-year Cultural Olympiad will begin in the summer of 2008 at the close of the Beijing Games. In the run-up to 2012, London will operate a programme of events to celebrate our communities' role in this unique global festival. This will include public events through which the capital's communities can promote and celebrate their cultures – such as Diwali, Vaisikhi, Russian Winter Festival, Chinese New Year, St Patrick's Day, Carnival Del Pueblo and Liberty, the Disability Arts Festival.

In 2012, all competing teams and spectators will be made welcome by Londoners who speak their language or who share their culture. To help everyone to play a part, we have developed a Pre-Volunteer Programme (PVP) for the 2012 Olympic Games and Paralympic Games. This will help

Londoners who are not already in training or work to learn about volunteering and to improve their employment prospects – and their chance to become a London 2012 volunteer – by developing new skills.

By 2012, everyone should know someone who is playing a part in the Games or related activities. We want all Londoners to be part of a new, active generation. Together we can make this happen.

You can...

■ **Download resources for teachers, parents and students at** www.london2012.com/onyourmarks

■ **Find out about** www.worldskillslondon2011.com

■ **Register your interest in volunteering at the Games**
www.london2012.org/en/gettinginvolved/Volunteer_Form.htm

■ **Create opportunities in volunteering at**
www.londonbettertogether.org.uk

■ **Get volunteer info at** www.do-it.org.uk **and, if you are under 25, at** www.wearev.com

■ **Find out about a Pre-Volunteer Programme near you**
www.lda.gov.uk

■ **Register to go on the GLA's community organisation stakeholder list**
stakeholders@london.gov.uk



Anne Reed
Volunteer with Skillsmatch

Skillsmatch, run by Tower Hamlets Council, acts as a broker between job seekers and employers. It's one way to make sure communities have a chance to make the best use of the focus on 2012. "I feel that the Games will bring regeneration to our community in terms of jobs and improvements to the area," says volunteer Anne Reed.



Shaynul Khan
London Muslim Centre

"London 2012 will leave a positive impression in the minds of all those touched by the Games, one that is full of hope, opportunity and unity. As one user of the LMC said recently, 'During the build up to the bid, I felt that we were all standing behind one flag.'"

Joy Nichols
Nichols Employment Agency

“The biggest impact comes from the procurement opportunities – especially with the unprecedented regeneration of East London. We’re making sure that we can access good and timely information; that we remain visible to the decision makers; and that we are tender-ready. Our business mantra for 2012 is: ‘be a participant not a spectator’.”



A world of enterprise and employment

“Making sure every business and every Londoner can share the 2012 opportunity”

The 2012 Games will create opportunities for all kinds of businesses, not just the big building contractors. The Mayor is committed to helping London’s businesses and workforce to make the most of them.

The London Business Board (LBB, made up of the London Chamber of Commerce, the CBI and London First, all of which represent businesses across London) and the London Development Agency (LDA) are working with the Games organisers to set up a national Business Opportunities Network. The London arm of the network will help the capital’s enterprises to find out when opportunities arise (whether that’s directly or through supplying other businesses), as well as providing business support to help them access those opportunities.

The LDA is providing targeted help for enterprises run by disabled people, women and black, Asian and minority ethnic (BAME) entrepreneurs. We’re using programmes with a track record of success – like the Women’s Enterprise Regional Action Plan – to ensure that no business is left out. Through its Opportunities Fund, the LDA is also supporting Enterprise in Sight, headed by Action for Blind People, which aims to open up Games-related commercial opportunities for visually impaired entrepreneurs, primarily from BAME communities.

We are...

- **Funding community organisations to deliver Games-related training and support for jobseekers.**
- ■ **Working with partners to start up a London Business Network, to help London’s businesses make the most of opportunities related to the Games.**
- ■ ■ **Promoting employer-led volunteering and skills development through London Better Together and the Employer Accord.**
- ■ ■ ■ **Aiming to reduce the number of Londoners without work by 70,000 before 2012.**

The LDA and Learning and Skills Council are also looking at the best ways of supporting specific sectors, including construction, transport, retail, media, sport and hospitality, so that all London businesses and residents can benefit from the Games.

The London Employment and Skills Taskforce established by the Mayor and the government has set a target of reducing the number of Londoners without jobs by 70,000. To this end, the Chancellor of the Exchequer, the LBB and the Mayor launched the Employer Accord: businesses pledge to make entry-level vacancies available to trained, job-ready

candidates, and the public sector commits to providing the training they need. London’s boroughs will develop existing schemes that train jobseekers and match candidates to jobs. And the LDA has provided £10m to help the five east London host boroughs to launch targeted local employment and training initiatives, on top of pan-London resources.

These initiatives are underpinned by the Mayor’s commitment to diversity and sustainability, both environmentally and socially. We’re helping London’s businesses and workforce to make the most of the opportunities – before, during and long after the Games.

You can...

- ■ **Sign up for e-Business Alerts**
www.london2012.com/business
- **Check out the LDA’s development plans for businesses** www.lda.gov.uk/server/show/ConWebDoc.1216
- **Download the LEST Action Plan** www.lda.gov.uk/server/show/ConWebDoc.1646
- ■ **Register with the BOOST scheme to hear about job vacancies and business opportunities 0845 155 2012**
www.boost-opportunities.org.uk
- **Download the London Business Board’s ‘London’s Business Opportunity Prospectus’**
www.londonfirst.co.uk/press_centre/publications.asp



Elaine McKenzie
Proprietor of The Glass Bar

“As a community space for women, we encourage social bonding and personal development. We recognise these values in the 2012 Games, which is why The Glass Bar is making its own unique contributions to ensure that its customers enjoy the full benefits of the event.”



Clive-Anthony Douglas
Greenwich Leisure Limited

“As a social enterprise ‘on the ground’ in the Olympic Boroughs, we have a big role in the delivery of the Games,” says Douglas, who manages two leisure centres for GLL. “We’ll also be making sure we have a real legacy for London sport.”



Jane Wilde
East London Community
Recycling Partnership

ELCRP is becoming well known for projects such as Food Waste Composting on the Nightingale Estate and a 600 tonne green waste site on Hackney Marshes. “We are currently undertaking waste recycling for City Hall,” says the ELCRP’s Jane Wilde, herself something of a composting guru. “Wouldn’t it be great if, in 2012, we were doing it for all the London Olympic Games and Paralympic Games sites?”

A world worth taking care of

“London is, and will continue to be, a model for sustainable development”

The Mayor has long been committed to creating a better environment in London – a cleaner, healthier city will be our legacy to future generations. The 2012 Olympic Games and Paralympic Games will not only be ‘green’ they will also be sustainable, securing environmental, cultural and social benefits for years to come.

Our planning and procurement policies are vital tools in ensuring that the Mayor’s green goals are met. Whether it’s promoting the use of local

materials and carbon neutral renewable resources in building work, minimising waste of drinking water in the Olympic Park, or ensuring Londoners have easy access to green spaces, we’re making sure London is a model for sustainability.

Many organisations already use the Mayor’s Green Procurement Code. Now we’re promoting new targets: to encourage a diverse base of suppliers for more of London’s public projects; to promote fair employment practices; to encourage ethical sourcing of materials; and to achieve greater environmental protection. We’re also setting high standards for the Games themselves. At a summit hosted by the Prime Minister earlier this year, the Olympic Delivery Authority (ODA) pledged to meet tougher requirements to cut projected carbon emissions linked to the Olympic Park and venues. The Commission for a Sustainable London 2012 will provide independent assurance that those targets are being met.

London 2012 has already committed to a One Planet Olympics approach to ensure the Games itself is a zero-waste, low-carbon event. And the Active Spectator Programme is designed

You can...

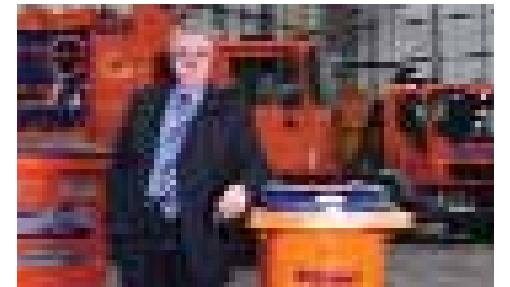
- **Find out how the 2012 Games is focused on sustainability at** www.london2012.org/en/ourvision/greengames
- **Get your organisation to sign up to the Mayor’s Green Procurement Code at** londonremade.com/mgpc.asp
- **Find out about the GLA’s DIY Planet Repairs project** www.london.gov.uk/diy
- **Make small changes to your own lifestyle and improve London’s sustainability** www.futurelondon.co.uk

We are...

- ■ ■ **Supporting the work of The Commission for a Sustainable London 2012, in order to ensure that the Games meet our sustainable development objectives** www.cslondon.org
- **Campaigning to reduce London’s contribution to climate change through DIY Planet Repairs.**
- **Working towards a green Games – for example, using renewables for 20 per cent of energy at the Olympic Park.**
- **Planning to make the 2012 Games car-free for spectators (allowing only disabled spectators to drive to the Olympic venues).**

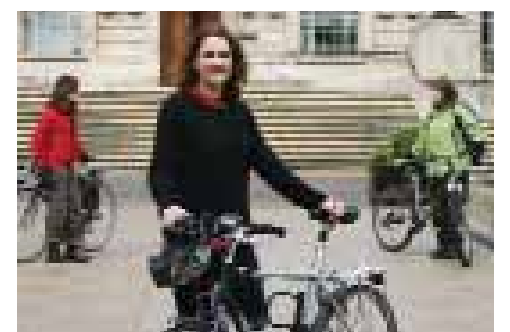
to ensure that public transport, walking and cycling displace all nonessential car use at the Games completely, promoting healthier lifestyles as well as reduced social and environmental impact.

The Olympic Park site will be a model for good environmental design, with state-of-the-art waste, power and transport facilities. The Mayor, LDA and the host boroughs are also working together on legacy planning, to make sure that the Olympic Park meets the needs of London’s communities after 2012, providing a new park, affordable housing, workspace and sports facilities for all.



David Rumble, Bywaters
– waste and recycling services

“We’ve benefited from a substantial LDA relocation package – gaining a fantastic 9.2 acre site at Bow. The Games will further our ambition to double in size in five years.”



Sophie Kneebone
Supporter of the London Cycling Campaign

The 2012 plans promote both cycling and walking, helping the environment – and providing a sustainable boost to London’s health. “The bid had a focus on inspiring people to be more active,” says Sophie Kneebone. “I hope to see Londoners walk, ride, run and be more active both in the lead up to, and after, the Games.”



Clare Wright
Wright & Wright Architects

“The buildings and infrastructure for the 2012 Games should be a show-stopper – and a lasting legacy for communities in London. I’m looking forward to all of us, including those from the creative industries who come in smallish packages, being a part of it. And I’m sure that the ODA will exploit the cutting-edge skills that British architects have developed in sustainable design.”

A brand new world

“How the 2012 Games will enhance and accelerate London’s redevelopment”

London is one of the great world cities – and that means it’s always growing and changing. Winning our bid to host the 2012 Olympic Games and Paralympic Games has provided a boost to London’s renewal, giving us the opportunity to enhance and accelerate existing plans, and making new projects possible.

The Olympic Park

The Olympic Park, in the Lea Valley, will be at the heart of the 2012 project. The Olympic Stadium will be the centre piece of the Park’s legacy to London after the Games, a ‘living stadium’ that will contribute to the day-to-day lives of local communities as well as being a world-class sports and event venue.

The other sports facilities to be retained in the Olympic Park will be a tennis and hockey centre, a multi-sports arena, an aquatics centre and a velopark for competition cycling, all set in 110 hectares of restored parkland. And the Olympic Village will provide 4,000 new homes immediately after 2012, with further housing to be built in the years that follow.

Outside the Lea Valley, venues in Woolwich, Greenwich Park and the Excel Exhibition Centre will be improved. All of these facilities are being planned, designed and built

sustainably – not just in environmental terms, but also for their legacy uses by local and regional communities, as well as for elite sportspeople. This will improve public health, bolster social cohesion and economic prosperity, make surrounding areas more attractive and encourage businesses to invest.

The Health Impact Assessment undertaken on the London 2012 Olympic Bid also sets out actions to mitigate the effects of building and other developments on local communities.

The Lower Lea Valley

The Lower Lea Valley (LLV) is an area of great potential, but which currently includes large tracts of derelict industrial land – so-called ‘brownfield’ sites – and some poor-quality housing. The Mayor’s Opportunity Area Planning Framework seeks to make the most of the area’s unique network of waterways and islands to attract new investment and opportunities, and to transform the Valley into a new sustainable, mixed-use city district.

p14>



A huge tunnelling project is taking place on the Olympic Park site to bury the powerlines which currently scar the landscape.

We are...

- **Co-ordinating planning across the region to ensure 2012 projects enhance our city’s long-term development goals.**
- **ensuring that all these projects are delivered sustainably and create opportunities for London’s diverse business communities**
www.london.gov.uk/mayor/strategies/sds/sustainable_design.jsp
- **Delivering new facilities for healthier lifestyles, usable by all communities including disabled Londoners.**

You can...

- **Download the London 2012 transport plan**
www.london2012.com/transportplan
- **Find out about investment opportunities in the Thames Gateway**
www.thames-gateway.org.uk
- **Download The London Borough of Tower Hamlets’ Olympic Strategy**
www.towerhamlets.gov.uk/Olympics
- **Read the ambitious plans to revitalize the Lower Lea Valley**
www.london.gov.uk/mayor/planning/lower-lea-valley.jsp

“2012: An opportunity for every Londoner”



The London 2012 Olympic Games and Paralympic Games will touch every Londoner. By using the event as a means of accelerating and enhancing existing redevelopment plans for key parts of the city, the Mayor and partners are locking in legacy benefits that transcend the Games themselves. Both in the run up to 2012, and well beyond, we will ensure that every community and every Londoner can use the focus of the Games to open up opportunities, present themselves and their city to the world in a positive light – and enjoy one of the world’s great festivals on their own doorstep.



A brand new world *continued*



The flagship transport service for the 2012 Games will be the Javelin, operating from St Pancras to Stratford International Station and then on to Ebbsfleet in Kent where a park-and-rail system will operate. The journey time from St Pancras to Stratford International will be seven minutes with a service frequency of approximately ten trains per hour in each direction during Games time.

Continued from p11>

The additional investment in infrastructure, the purchase and clean-up of land for the Olympic Park – and the global media focus on the area in 2012 – will give the LLV's revitalised communities a flying start. The Olympic Park will boost confidence in our plans to redevelop the area to accommodate up to 40,000 new

homes and provide 50,000 new jobs, creating a new urban district – complete with affordable housing, employment and recreational facilities – that's fully integrated with the surrounding areas.

Thames Gateway

The LLV stands at the western end of the Thames Gateway – an area that can offer the capital yet more

affordable housing and business opportunities. Plans to develop this entire region were being prepared well before the 2012 bid. But enhanced transport links (particularly the Channel Tunnel Rail Link running through North Kent into St Pancras, with a new station at Stratford) and the momentum generated by London 2012 mean that this area could see up to £38bn of investment by 2016.

The Games will be a catalyst for the regeneration of the London Thames Gateway through the increased pace of investment in Stratford and the LLV.

Developments at Greenwich Peninsula, the Royal Docks and London Riverside will also play an important part in delivering up to 100,000 new homes in the London Thames Gateway by 2016, as well as boosting the prosperity, quality of life and social cohesion of existing communities.

It's not just east London that will benefit from regeneration projects accelerated by the 2012 Games. Opportunities exist throughout London for boroughs and sub-regional partnerships to use the Games as an opportunity to develop regeneration projects, particularly around sporting and recreational facilities.

Transport

For the Games themselves, the challenge is to ensure reliable, safe and accessible transport for more than 55,000 athletes, officials and media; 140,000 staff and volunteers; and around 500,000 spectators (all on public transport) per day – as well as minimising disruption to commuters and local communities.

In fact, London's existing transport investment plan was a critical component in winning the bid to host the 2012 Games, and our bid confirmed government commitment to projects such as the East London Line extension.

Several projects are already on the go: there will be new Docklands Light Railway (DLR) carriages and the line will be extended under the river from the Royal Docks to Woolwich Arsenal. Services will run from Stratford International, with new stations at Star Lane, Abbey Road and Stratford High Street. By 2012, the number of North London Line trains running between Highbury & Islington and Stratford will have doubled. The East London Line extension will see it reach north to Dalston and south to Crystal Palace and West Croydon.

The Mayor is working with London Underground to increase Tube capacity (on the Central, Victoria

and, particularly, the Jubilee Lines), to invest in new trains for the District Line and to accelerate station enhancements across the network. The development of London's bus network will continue and we're also working to speed up the £239m investment in road maintenance and £338m investment in road improvements in time for 2012.

Enhanced public transport services will support our commitment to a green Games in 2012. London's cyclists should also benefit, with new and upgraded cycle path routes, secure cycle parking, seating at appropriate intervals and better signage; new walking routes will also be developed ahead of 2012 as part of the 'Active Spectator Programme', which itself fits into London's broader 'Active Travel' strategy to enhance the city's health and fitness.

All these transport developments are crucial for the Games, but they will also create an enhanced transport system for Londoners after 2012.

Hosting the Olympic Games and Paralympic Games in east London is an integral part of London's regeneration plans. In delivering for the Games, we will also create benefits for new and existing communities for years to come.



Jerome Frost
Olympic Delivery Authority Head of Design

"Inclusivity is at the heart of our design process, and has been since the project began. The Olympic Village, sporting venues, new transport services, supporting facilities and the Olympic Park itself will be accessible to people with a wide range of disabilities both during and after the Games. We want to set an excellent standard of accessibility for disabled people, older people and families with children – which will set a benchmark for future projects and act as an inspiration to others.

"The ODA is developing access strategies for each venue. For example, the gradients within the Park itself are being designed to ensure that everyone can reach all of the destinations. Designs will be subject to access testing and review

by the Access Forum on the Built Environment, which the ODA will establish in due course.

"These inclusive design principles also apply to the development of the Olympic Village. All of the homes in the Village will be built in accordance with Lifetime Homes Standards – and ten per cent of the housing will be fully wheelchair accessible after the Games. The plan is for all the structures we build for 2012 and beyond to be inclusive of all cultures, faiths and ages and fully accessible to people with a wide range of impairments. We will also provide an accessible transport network that will ensure the Games can be enjoyed by everyone, and leave a lasting legacy for equality in our city."



Co-ordinator of the Panathlon Challenge, Ashley Iceton says:

“The inspiration of the Olympic and Paralympic Games is immense. For a charity delivering access to sport for disabled young people across the country, it’s a unique opportunity. This will be the catalyst for them to become involved in sport, at whatever their level of performance, and we hope that millions will continue to see the benefits of an active lifestyle well beyond 2012.”

Image:
Panathlete Marcus Grandfield taking part in the javelin.

A world of sport

“By 2012, many more Londoners will be part of a new active generation”

Although they create opportunities in so many areas, the Games are primarily a festival of sport – a showcase for fitness, healthy living, willpower and self-improvement. The Mayor and partners, with critical support from the NHS, will use the inspiration and excitement generated by the Games to improve physical and mental wellbeing in London. Together with Sport England and a range of partners including London’s boroughs, community sports organisations and sport governing bodies, we will increase support for sport, from pre-school children right through to world-class athletes.

We’re helping to develop a network of multi-sport community centres across London to promote sport and healthier lifestyles. We’ve also set an ambitious target for 429 community sports coaches to be employed in London by the end of 2007; London Sports Forum for Disabled People will also help 150 disabled sports enthusiasts become qualified coaches with access to paid or voluntary employment. Each participant will be offered personal development opportunities and a package of support tailored to their impairment level, enabling them to gain the appropriate national governing body coaching qualifications.

In 2006, our London Summer of Sport Programme gave over 50,000 people taster sessions in sport at over 300 events. The project will grow every year up to, and after, 2012. We’re also working with the NHS to promote more general physical activities – from walking to dancing – as part of everyday life, so that every Londoner can improve their health, whatever their interest in sport.

By 2008, we are aiming for most Londoners to live within a 20-minute walk of a place where they can participate in organised sports and physical activity. London’s boroughs are committed to opening up school sports facilities for community use, to improve access for new and existing sports clubs. We’re working with the NHS, Sport England and London’s business community to promote ‘Active Workplaces’, encouraging healthier lifestyles for all employees.

London must also be able to support world-class sports as well as grassroots physical activities. By 2012, the capital will have five multi-skills academies and we aim to have 300 young disabled people involved in the ‘Gifted & Talented’ sports programme by 2008, rising to 1,000 by 2012.

We are...

- ■ **Promoting the London Youth Games**
www.londonyouthgames.org
- **Encouraging active lifestyles among London’s senior citizens with the Mayor’s Strategy for Older People.**
- **Improving access to parks and open spaces through initiatives such as the East London Green Grid and the Green Arc.**
- ■ **Using the Games to encourage active and more healthy lifestyles in schools, workplaces and communities.**



Nick Thompson, Project Manager, Limelight Projects

“Knowing that the Games will be just around the corner from us is already having a positive effect on youth sport in Tower Hamlets. It’s very exciting for everyone here and we aim to use the Games to increase participation in a number of the Olympic sports in the run-up to 2012.”



**Marlon Devonish
Team GB Olympic Sprint Relay
Gold Medallist**

“London Summer of Sport is a fantastic way for young people to try out a new sport. It is exactly the kind of programme we need to link young people to their local sports clubs and begin to develop Olympic and Paralympic champions of the future.”

You can...

- **Find out more about the UK School Games at**
www.ukschoolgames.com
- **Take the first steps in becoming a sports coach**
www.sportscoachuk.org
- ■ **Find out about the Gifted & Talented programme for young athletes at**
talentladder.org
- ■ **Join in the Summer of Sport**
www.london.gov.uk/summer-of-sport
- ■ **Discover healthier, more environmental eating habits at**
www.london.gov.uk/mayor/health/food/



**Margie Gormley
Stallholder at Spitalfields
Traders' Market**

Entrepreneurs like Margie make an enormous contribution to the variety and atmosphere of the capital – and she's looking forward to welcoming the world in 2012. The Olympic Games and Paralympic Games are not just there to provide sponsorship opportunities for global corporations. People throughout the host city can and will ensure the success of the event – and gain valuable profile for themselves and their capital in the process.

A true world city

“London is the most international city on Earth”

No other city in the world has such a diverse and internationally representative population – remember, there are some 300 languages spoken by Londoners. The city’s cultural life reflects this international diversity. From music to food, from the arts to nightlife, whatever your tastes or background, you’ll find something especially for you in London.

No other city in the world has an economy that is so well connected internationally. Companies from all over the world have offices, headquarters, design centres or other offshoots in the city. London’s financial centre is the leading global marketplace for investment, banking and insurance, and the capital is also a magnet for people working in creative industries like design, film and technology.

This international character is the foundation of London’s dynamism and contemporary success – a success that even has New York worried about losing its global pre-eminence.

The 2012 Olympic Games and Paralympic Games represent a unique opportunity to promote London as the best city in the world for investment, holidays, business and learning, and to showcase the city as a world centre for the financial, cultural, scientific,

technological, film and creative industries. It’s also our chance to celebrate the cultural make-up of a true world city.



Martin Senior
WWT London Wetland Centre

“Even if just a small percentage of the tourists attracted by the Games visit our project, we can show thousands how cities can be a haven for both wildlife and people. London 2012 also offers a unique opportunity to embed sustainable approaches to issues such as water recycling, urban drainage systems, constructed wetlands for waste water treatment and the enhancement of our watercourses. The variety of wetland ecosystems should all be accommodated within the design for the Games and its associated infrastructure. This legacy will benefit not only local communities and biodiversity, but also set the standard for future events around the world.”

Promoting London throughout the world

In the years before the Games, as well as during 2012, London will be under a worldwide media spotlight. Thanks to new technology and broadcasting techniques, London will have the potential to reach a wider viewing audience than any previous host city.

That means it’s hugely important that we project the right image of the city – one that will continue to make us attractive to potential visitors, students and businesspeople. The world is increasingly competitive and putting across the right image can help London to win even greater investment, especially given the boost that London 2012 has given to improvements across the city.

London is a dynamic, sustainable and diverse city – and we need to convey this idea in all of our marketing and promotion, both around the Games and more generally. Whether it’s encouraging tourism or persuading companies to base themselves in the capital, we need to be joined up in the way that we talk about London so that people throughout the world will get a consistent message about what it’s like to live, work or invest here.



Anwar Idris-Perrineau
Co-founder, e-cityvisit

“All eyes will be on London for the Games, so tourism will grow during and beyond 2012. We’ve created online walkthrough experiences of Carnaby Street and Brick Lane – we aim to have seven other areas online by 2008 – so that people can experience London (almost) as if they were here, either in advance of a visit or to savour the richness of the city if they can’t be here in person for 2012.”

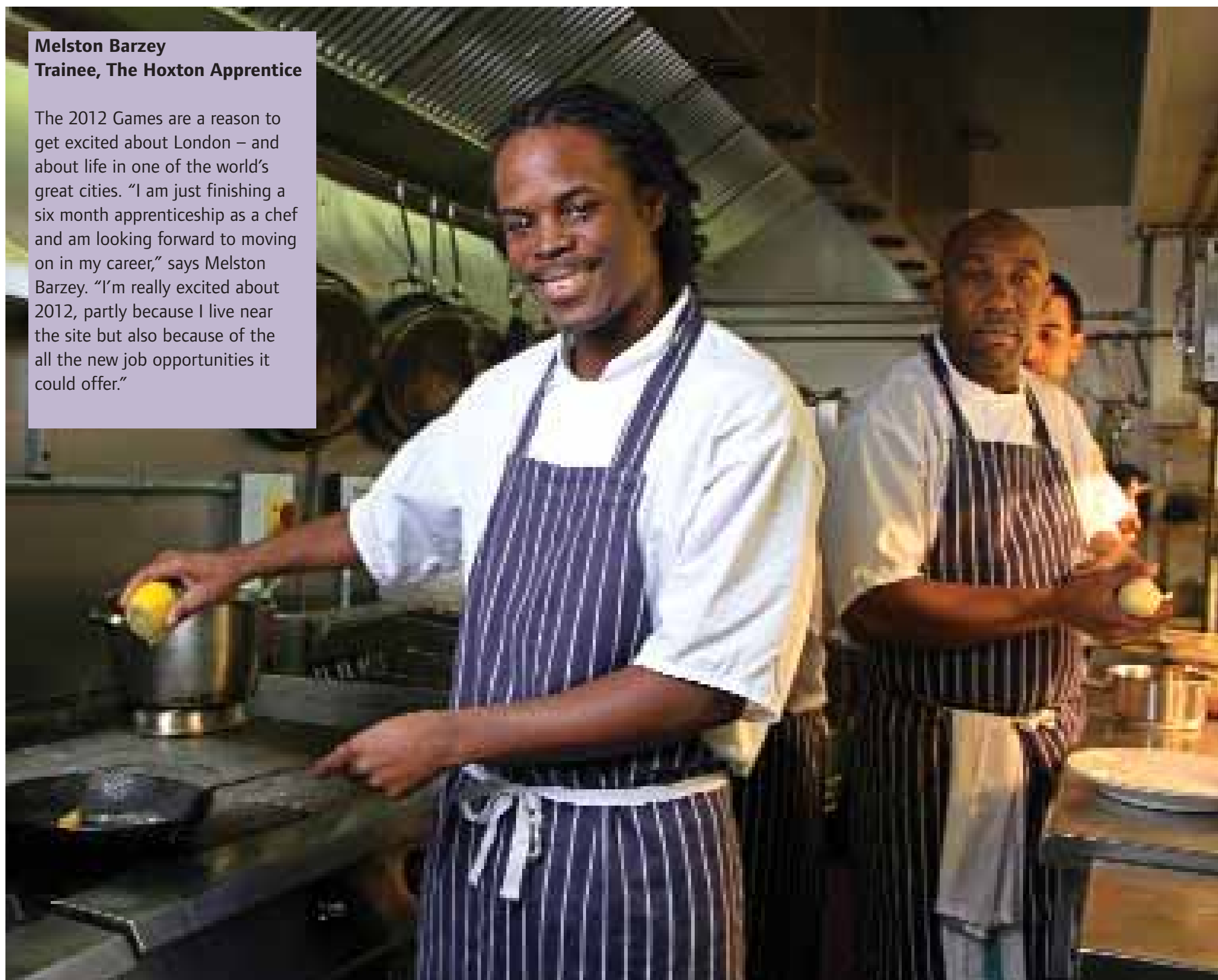
Attracting new people to London

As the world changes, the mix of people coming to our city changes too. London is welcoming more and more people from countries whose economies are growing quickly and will continue to do so. We’re seeing more visitors from Eastern European countries such as Poland and Hungary, as well as increasing tourism and business links from

A true world city continued

Melston Barzey
Trainee, The Hoxton Apprentice

The 2012 Games are a reason to get excited about London – and about life in one of the world’s great cities. “I am just finishing a six month apprenticeship as a chef and am looking forward to moving on in my career,” says Melston Barzey. “I’m really excited about 2012, partly because I live near the site but also because of the all the new job opportunities it could offer.”



booming economies such as India. Research suggests there is a potential revenue boost for London from Games-related tourism of as much as £2 billion over the period 2008-2017. The Games give us the chance to promote London in these growth markets and across the world.

The Mayor and partners have always worked hard to attract foreign direct investment. Think London (the capital's inward investment agency) estimates that the Games can add millions of pounds to this investment. The links we build with overseas partners between now and 2012 can create a network that will sustain jobs and opportunities for years to come. The Mayor has already opened offices in Beijing and Shanghai, demonstrating London's commitment to China. Plans are also in hand to make the most of the 2008 Beijing Games when the Olympic Flag is handed to London in the presence of the world's media and a TV audience that could reach billions.

A warm welcome

We need to be prepared for the increased number of visitors ahead of 2012, during the Games and afterwards – and we must make sure their experience of the city is truly world class. For example, we are

We are...

- ■ ■ **Putting in place an extensive programme to promote London to the world ahead of the Games.**
- ■ ■ **Running marketing campaigns to further enhance London's image as a tourism and business location.**
- ■ ■ **Using the profile of the 2012 Games to boost overseas investment in London.**
- ■ ■ **Supporting skills development to ensure London is the world's friendliest, most amenable host.**

putting in place plans to improve the quality, accessibility and sustainability of our visitor accommodation. The high profile of the 2012 Paralympic Games will also encourage the development and promotion of accessible venues, accommodation and transport.

We need to make sure that our hospitality workforce has the right skills for hosting the most high profile event in the world. To achieve this, we are testing out new schemes, such as a customer service standard developed by the Skills for Business Network. We will be considering every part of a visitor journey – from arrival to departure – so that the appropriate

training, signage and support will deliver a world-class welcome.

The LDA's ten year vision for tourism in the capital, Visit London's marketing and the input of London's boroughs will help to ensure that the benefits of tourism spread beyond central London and the Olympic Park area, to reach every part of the city.

Bringing events to London

The London 2012 Olympic Games and Paralympic Games are two of many major events that London will host over the next ten years. The huge investment in sporting, transport and tourism infrastructure will pay dividends far into the future in terms of providing the right facilities for all these events.

But London's reputation as a city able to host large-scale events is already growing rapidly. This year alone we have welcomed the opening stages of the Tour de France and will host an NFL American football game between the Miami Dolphins and New York Giants, taking place at the globally admired new Wembley stadium. London's legacy from the Games can already be seen in the range of global sporting, cultural and business events that the city is winning, thanks to this clear commitment to bringing major events to the capital.

Celebrating and promoting our culture to the rest of the world

The Games will be about culture as well as sporting competition. The Mayor is coordinating activities across London as part of the Cultural Olympiad: Between 2008 and 2012 a cultural and educational programme will build involvement in and support for the Games across the UK, with music, dance and comedy events in parks and other public spaces across the country.

The 2008 Beijing Games, with its billions of viewers around the world, will mark the start of the Cultural Olympiad. All eyes will be on London.

You can...

- **Download Visit London's guide to tourism and the Games**
http://corporate.visitlondon.com/london_2012/index.html
- **Find out whether you or your business qualify for support under the HLTT skills programme**
www.lda.gov.uk/server/show/ConWebDoc.968
- **Help your school become a cultural ambassador for London**
www.globalgateway.org.uk
- **Find out more about inward investment to London**
www.thinklondon.com

This world is yours

2012 is all about opportunity –
so what are you waiting for?

Organisations already involved:

■ **Department for Children, Schools and Families**

Maximising educational benefits for children and young people –
www.dfes.gov.uk

■ **Department for Innovation, Universities and Skills**

Maximising the benefits for those in post-16 education and learning –
www.dius.gov.uk

■ **Do-it!**

A national database of volunteering opportunities in the UK –
<http://do-it.org.uk>

■ **East London Business Alliance**

Working with major blue-chip companies on 'London Legacy 2020' to secure a lasting legacy from the Games for east London –
www.elba-1.org.uk

■ **Greater London Volunteering**

Representing member agencies in promoting and providing volunteering opportunities in London –
www.glv.org.uk

■ **Jobcentre Plus**

Securing access to jobs catalysed by, or directly resulting from, the Games – www.jobcentreplus.gov.uk

■ **Lee Valley Regional Park Authority**

Working with the London 2012 delivery agencies, and others, on the legacy usage of facilities –
www.leevalleypark.org.uk

■ **London Development Agency**

Assembling land and supporting initiatives to realise wider economic benefits – www.lda.gov.uk

■ **London Boroughs**

Ensuring that residential and business communities benefit from the opportunities that the Games offer –
www.londoncouncils.gov.uk/doc.asp?doc=17324&cat=989

■ **London Business Board**

Focusing the efforts of the London Chamber of Commerce, the CBI and London First on business-led actions to drive economic competitiveness.

■ **London Councils**

Working with London's boroughs to ensure they have the opportunity to benefit from the Games –
www.londoncouncils.gov.uk

■ **London Food**

Maximising opportunities catalysed by, or directly resulting from, the 2012 Games to develop a sustainable food system – www.lda.gov.uk/server/show/ConWebDoc.792

■ **London Higher & The Association of Colleges London Region**

Creating effective communication between the Games and the higher education sector –
www.londonhigher.ac.uk
www.londoncolleges.com

■ **London Unlimited**

Developing a global brand that positions London as the best city in the world in which to invest, visit, study and conduct business.

■ **Learning and Skills Council**

Maximising the opportunities for skills improvement and achievement –
www.lsc.gov.uk

■ **NHS London**

The Strategic Health Authority for London – www.london.nhs.uk

■ **Department of Health**

Using 2012 to reinforce the Government's commitment to promoting physical activity and improving health – www.dh.gov.uk

■ **Sport England**

Promoting, advising and investing in community sport to sustain and increase participation –
www.sportengland.org

■ **Sportscoach UK**

The lead agency for development of the UK Coaching System –
www.sportscoachuk.org

■ **Key**

See the 'We are' and 'You can' boxes for which organisations are involved in which areas of activity.

■ **Sub-Regional Partnerships**

Working to maximise the benefits of the Games for your area –

North London Strategic Alliance –
www.nlsa.org.uk

Thames Gateway London Partnership –
www.thames-gateway.org.uk

South London Partnership –
www.southlondonpartnership.co.uk

West London Alliance –
www.westlondonalliance.org

Central London Partnership –
www.c-london.co.uk

■ **Think London**

Maximising opportunities for business inward investment arising from the staging of the Games –
www.thinklondon.com

■ **Visit London**

Maximising benefits to London's visitor economy arising from the Games –
www.visitlondon.com

■ **V**

Championing youth volunteering –
www.wearev.com

■ **Youth Sports Trust**

Supports the education and development of all young people through physical education (PE) and sport – www.youthsporttrust.org

The London 2012 Olympic Games and Paralympic Games Family

The Olympic Board

Coordinates the overall delivery of the 2012 programme –
Mayor of London, Greater London Authority (GLA)
Minister for the Olympics, Central Government
Chair, British Olympic Association (BOA)
Chair, The London Organising Committee of the Olympic Games and Paralympic Games (LOCOG)

Greater London Authority (GLA)

Responsible for delivering a lasting legacy from the Games for Londoners –
www.london.gov.uk

Government Olympic Executive

Government Executive within the Department for Culture, Media and Sport with responsibility for the Olympic Games and Paralympic Games –
www.culture.gov.uk

British Olympic Association (BOA)

Responsible for selecting, preparing and leading the nation's finest athletes at the Olympic Games –
www.olympics.org.uk

British Paralympic Association (BPA)

Responsible for selecting, preparing, entering, funding and managing Britain's teams at the Paralympic Games – www.paralympics.org.uk

London Organising Committee of the Olympic Games and Paralympic Games (LOCOG)

Responsible for preparing and staging the Games –
www.london2012.com

Olympic Delivery Authority (ODA)

Public body responsible for ensuring delivery of new venues and infrastructure for the Games –
www.london2012.com

The five host boroughs

Responsible for securing opportunity and legacy benefits from the 2012 Games for the immediate communities in east and south east London –

London Borough of Greenwich –
www.greenwich.gov.uk

London Borough of Hackney –
www.hackney.gov.uk

London Borough of Newham –
www.newham.gov.uk

London Borough of Tower Hamlets –
www.towerhamlets.gov.uk

London Borough of Waltham Forest –
www.lbwf.gov.uk

Other formats and languages

For a large print, Braille, disc, sign language video or audio-tape version of this document, please contact us at the address below:

Public Liaison Unit, Greater London Authority
City Hall, The Queen's Walk, More London, London SE1 2AA
Telephone 020 7983 4100 Minicom 020 7983 4458 www.london.gov.uk

Chinese

此文件有提供大字體版本、點字、
錄音帶、手語影片及視聽錄音帶。

Vietnamese

Nếu bạn muốn có bản bản lớn hoặc
những bản ngôn ngữ của mình, hãy
liên hệ theo số điện thoại hoặc địa
chỉ dưới đây.

Greek

Αν θέλετε να ανακτήσετε αυτήν την έκδοση
μεγαλύτερη ή να έχετε μια έκδοση στα
ελληνικά, παρακαλούμε επικοινωνήστε
με το κέντρο επικοινωνίας μας ή με το
τηλέφωνο που αναφέρεται παρακάτω.

Turkish

Bu belgeyi büyük harflerle dilinizde
veya dilinizin bir sürümünü
aldığınız için, lütfen aşağıdaki
bilgilere başvurmanız gerekmektedir.
Veya aşağıdaki telefon numaraları.

Punjabi

ਜੇ ਤੁਸੀਂ ਇਸ ਦਸਤਾਵੇਜ਼ ਦੀ ਵੱਡੀ ਟਾਈਪ ਵੇਰੀਓਨ
ਜਾਂ ਆਪਣੇ ਆਪਣੇ ਆਪਣੇ ਆਪਣੇ ਆਪਣੇ ਆਪਣੇ
ਦੀ ਵੱਡੀ ਵੇਰੀਓਨ ਚਾਹੁੰਦੇ ਹੋ।

Hindi

यदि आप इस दस्तावेज़ की बड़ी आधी
भाषा में चाहते हैं, तो कृपया निम्नलिखित
संख्या पर कॉल करें या हमें निम्न पते
पर पत्र लिखें।

Bengali

আপনি যদি এই দস্তাবেজের বড় আকারে
কোনো ভাষা বা নিজস্ব ভাষায়
এই দস্তাবেজের বড় আকারে চান।

Urdu

اگر آپ اس دستاویز کی بڑی آڈی
یا اپنے آپ کے اپنے آپ کے اپنے
کی بڑی آڈی چاہتے ہیں۔

Arabic

إذا أردت نسخة من هذه الوثيقة بلغة
أو لغة أخرى، أو نسخة كبيرة من
النص، يرجى الاتصال بنا على
الرقم

Gujarati

જો આપને આ દસ્તાવેજની વੱਡી
અથવા આપણી ભાષામાં
આ દસ્તાવેજની વੱਡી
વેરિયનની વੱਡી આપવાની જરૂર છે તો કૃપા
પૂર્વક અમારો સંપર્ક કરો।

GREATER **LONDON** AUTHORITY

Greater London Authority
City Hall, The Queen's Walk
More London, London SE1 2AA

Enquiries 020 7983 4100
Minicom 020 7983 4458
www.london.gov.uk

The official Emblem of the London Organising Committee of the Olympic Games and Paralympic Games Ltd is protected by copyright. © London Organising Committee of the Olympic Games and Paralympic Games Ltd 2007. All rights reserved.

Production of this publication was managed by Rocket Science UK Ltd.
Photography: Andy Aitchison; Apex Photography courtesy of London Youth Games;
Jess Hurd / reportdigital.co.uk. Matt Essex @ Panathlon; James O Jenkins; Rehan Jamil;
Pavel Libra; Hayley Madden; Kois Miah