

Legacy United? The Legacy of London's Olympic Venues

Responses to the recommendations set out in the London Assembly's Economic Development, Culture, Sport and Tourism Committee's report, *Legacy United? The Legacy of London's Olympic Venues*.

Recommendation 1

After 2012 the Olympic Stadium must be used frequently by a high number of visitors, and operate without the need for ongoing public subsidy. In a response to the Committee by the end of January 2011 the Mayor and the Olympic Park Legacy Company should set out how the choices being made about the future operator(s) of the stadium will guarantee this happens.

Response

As a Founder Member of the Olympic Park Legacy Company (OPLC), alongside Government, I have agreed with OPLC, five objectives for securing the best long-term use of the Olympic Stadium. These are rooted in our shared policy commitments to deliver a sustainable and viable legacy from the 2012 Olympic and Paralympic Games. These objectives are contained in Mayoral Decision MD637, published on the GLA website on 30 August 2010. They form the basis against which the shortlisted bids have been assessed in delivering the best solution to secure a viable, long-term stadium legacy.

Recommendation 2

The Olympic Park Legacy Company must ensure the media centre provides a large number of skilled jobs after 2012. Proposals from any industry should be considered, on the condition that they offer this employment legacy. Alongside this, the OPLC should continue to pursue discussions with potential tenants from the creative industries and related sectors, without setting an arbitrary deadline for this activity. In a response to the Committee by the end of January 2011 the Mayor and the OPLC should set out how choices being made about the future tenants of the media centre will guarantee its employment legacy, and how the OPLC will work to promote the media centre to the creative industries.

Response

I am committed to the media centre becoming a long-term centre for employment at the heart of a vibrant new district that will be created in the north-west of the Park. This will bring much needed jobs and opportunities to east London after the 2012 Games. I fully support the market testing exercise that the OPLC has initiated to secure long-term employment legacy uses for the media centre. They have also done a tremendous job in working with LB Hackney and Think London to reach out to the creative community to see what they have to offer, and continue to engage with organisations to promote interest in securing legacy uses for the buildings.

OPLC is reviewing the results of their market testing exercise, which I understand has generated an excellent response internationally from a range of sectors. I am confident that this will enable the company to secure legacy uses with the vision and capability to become effective employment drivers for the area.

Recommendation 3

The Olympic Park Legacy Company needs to secure investment in adapting the media centre for legacy use and in enhancing transport connectivity. We recommend that any modest public sector contribution to this should come from the ODA's transformation budget, and if required from remaining contingency funds in the Olympic budget, in the event that this money is available. We ask the Mayor to respond to this proposal by the end of January 2011 and set out initial estimates of funding requirements for this investment.

Response

The extent of any funding requirement (if necessary) for adapting the media centre, particularly for the International Broadcast Centre, for legacy uses will depend on the final legacy scheme. It would be premature to prejudge the outcome of a process to secure the legacy for the media centre or any transformation requirements, before the process has even commenced.

From the market testing findings, I have been informed that it has become even more apparent that the need for a high quality, low cost or even free, shuttle bus is required as well as enhanced routes through to Hackney Wick station.