

APSE Southern Region Seminar Beyond 2012 - The Olympic Legacy

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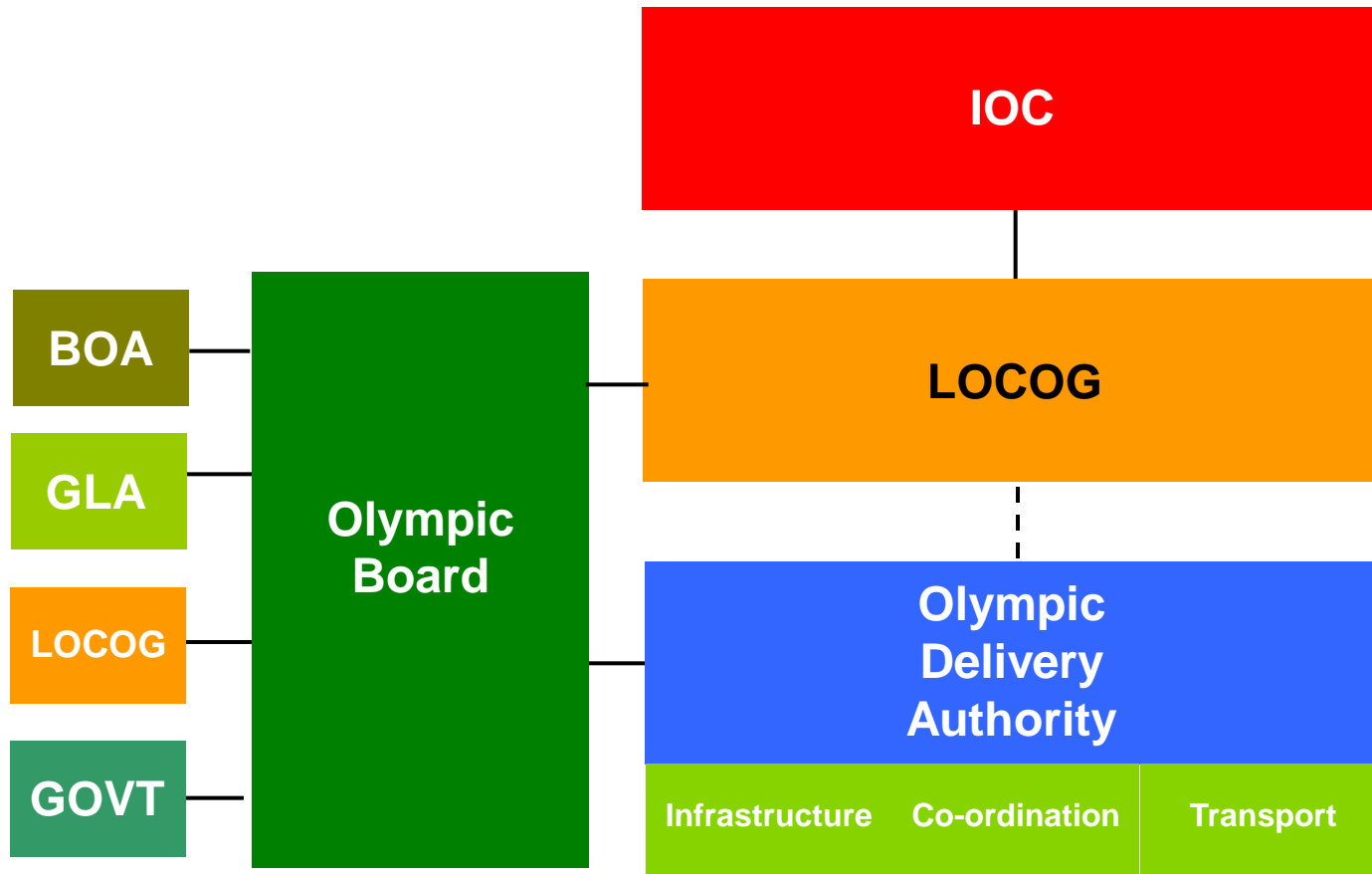
Head of Olympic Opportunity

London Development Agency

-2nd October 2008 -

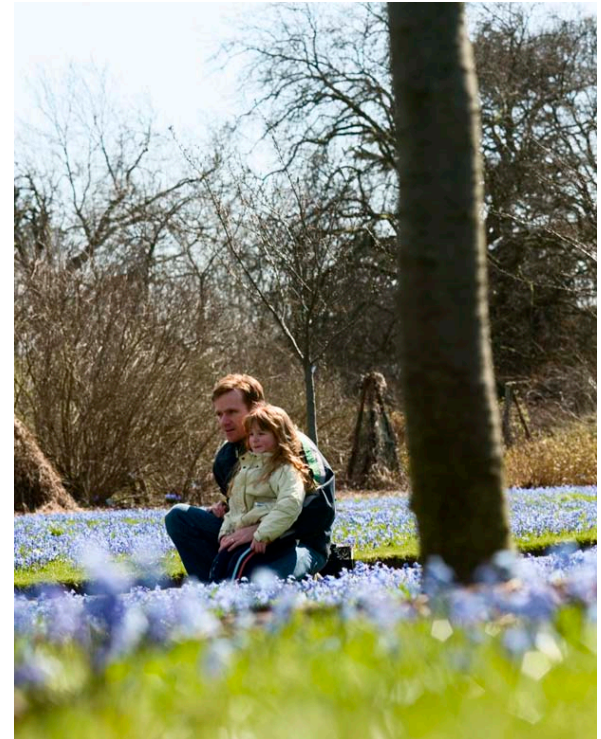
The Olympic Project

Who Does What



What do we mean by Legacy?

- **Legacy** means all the long-term benefits that the London 2012 Games will leave behind.
- This includes new homes, places of work, parkland, schools, health and sport facilities, public transport and more in East London.
- But it also means jobs, skills and other opportunities that will last long after the Games across the capital.
- So:
Legacy includes both the long term physical and non-physical changes that will take place as a result of the 2012 Games.



Role of LDA – Olympic and Paralympic Games

Physical regeneration

- Lower Lea Valley
- Delivering the land for Games
- Relocating businesses, residents and other uses

- **Economic and social benefits – working with partners**
- Delivering “Legacy Now!”
- Realising job, training and volunteering opportunities
- Getting London business ‘fit to supply’ the Games
- Using the Games to develop Cultural and Sports legacy
- Promoting the Capital as the most diverse, welcoming city in the world, to encourage tourism and inward investment

Legacy Client

- Responsible for transformation of Olympic park post 2012 and delivering the legacy

Overview of main Socio-Economic Programmes

1. Employer leadership and engagement

- The Employer Accord
- CompeteFor/London Business Network

2. Improved employment and skills provision

- Sector Training; initial focus on construction
 - LDA Opportunities Fund
 - Specific investment in training for 5 Host Boroughs
 - Personal Best

3. Effective outreach and engagement

- Job brokerage and pre-employment training
- Pan-London job brokerage network
- Linking with “welfare to work” initiatives
- Working with ‘big opportunity’: Get set London Roadshow





Realise your potential today

Joining the Personal Best Programme is your opportunity to learn new skills, gain a qualification and get support looking for jobs.

If you successfully complete the programme you will get a guaranteed interview to become a London 2012 Volunteer.

Join up today and achieve your personal best.



MAYOR OF LONDON



Pre-Employment and Vocational Construction Training



Get Set London Roadshow

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- Around **2,400 people from the East London host boroughs** received assistance in finding employment, with 470 securing work
- **200 people** placed into Olympic construction roles since April
- **London Employer Accord** helped 300 previously unemployed people find work
- **Opportunities Fund:** more than 1,100 people receiving employment support and delivering almost 800 training places.
- Launch of **Pan London Job Brokerage Network**
- **Get Set London Roadshow**
- **Personal Best Volunteer Programme:** benefited almost 900 people to date with 380 graduates.

19% of graduates in employment, 40% are in further education and 21% since participated in volunteering.

- Over 650 contractors won Olympic work worth over £2 billion
52% to London companies and 46% to companies across UK
- Launch of award winning CompeteFor January 2008:

11,000 registered London suppliers

Over 300 Olympic contracts advertised: All LDA contracts to go on system worth over £170 million per year

www.competefor.com

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WELCOME TO COMPETEFOR

PILOT STAGE OF COMPETEFOR



CompeteFor is an electronic brokerage service created to give businesses unique access to procurement opportunities.

The London Organising Committee of the Olympic and Paralympic Games (LOCOG) and the Olympic Delivery Authority (ODA) have chosen CompeteFor/london2012 as the channel through which they will publish, and encourage their supply chains to publish all contract tender opportunities arising from the London 2012 Olympic and Paralympic Games (The Games).

CompeteFor/london2012 is therefore in a unique position to let businesses access opportunities in relation to the Games. It also provides development support and networking opportunities to make businesses more competitive in the market place.

REGISTER NOW



[Register here](#) to gain access to your regional CompeteFor website and upcoming London 2012 procurement opportunities. Complete your business profile to ensure that you are 'business ready' for London 2012

PILOT PHASE



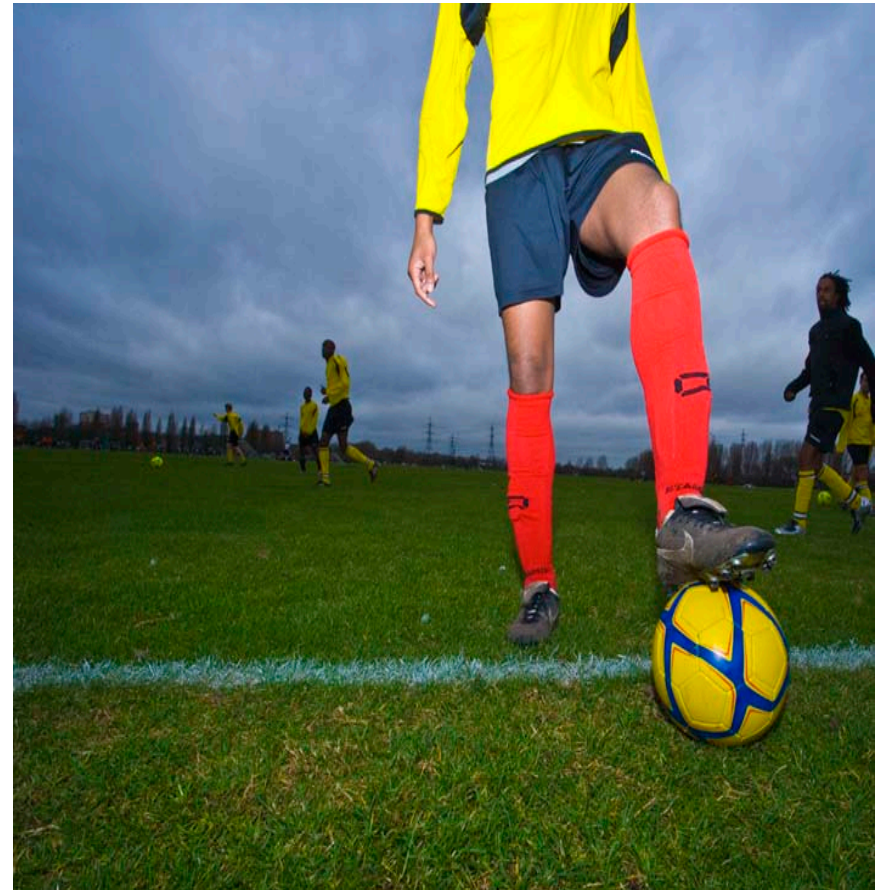
CompeteFor is currently in a pilot phase which is available only to a selected audience. The system initially will not have supply chain opportunities registered but these will be

available nationwide by winter 2007. In the meantime, registered members will be linked to the London 2012 e-tendering website to take advantage of direct ODA opportunities.

CompeteFor has been developed through cooperation of United Kingdom's national and regional development agencies and the organisers of the London 2012 Games.

Sports Legacy

- Olympic Park and venues - designing for legacy. 90% community use in legacy mode
- Sports skills - coaching, officiating , leading, managing - all through London Leisure Academy
- Young people - new after school clubs for those least likely to participate
- Sport participation - new clubs and new coaching opportunities
- Events - building community sport programmes around major events in London
- Opening of Redbridge cycle circuit – first piece of physical sporting legacy



Winter of Sport Mini Programme

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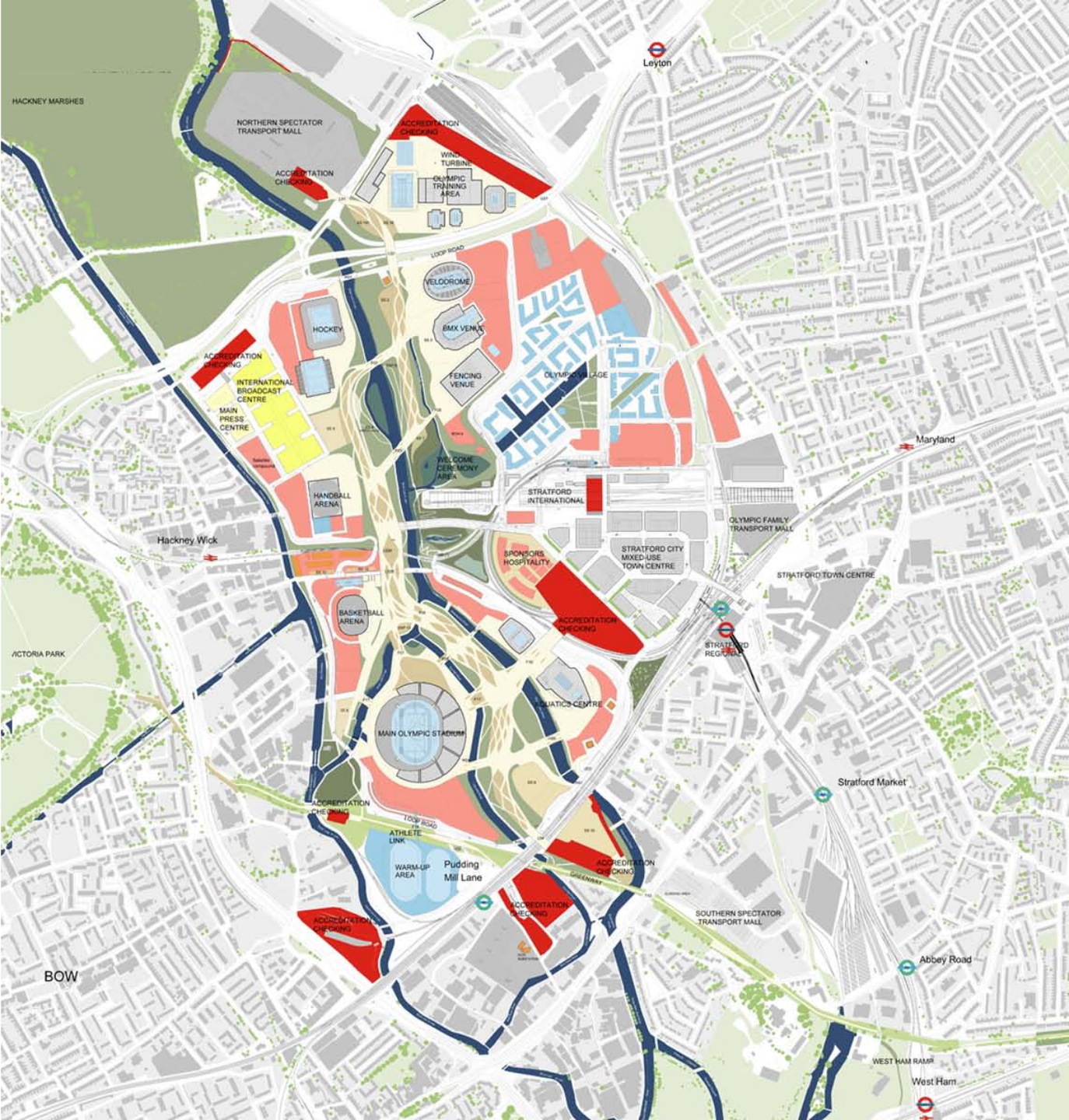
MAYOR OF LONDON

- LOCOG led national four year programme – launch September 2008
- Three 'tiers' of activity – ceremonial, major national events, local activities
- Embedding culture in Games time venues AND legacy
- Opportunities to participate/engage all parts of the UK and all sectors of society
- Success factors: greater participation, enhanced capacity, a cultural legacy

Sports and Culture Achievements to Date

- Winter of Sport (07/08) enabled nearly 3,000 people to become more active through 56 new after school clubs and 25 disability sports projects.
- New round of Winter of Sport funding available now
- Summer of Sport: offered more than 600 free sporting events across London
- £1.4m 2012 Cultural Skills bidding fund to be launched this Autumn

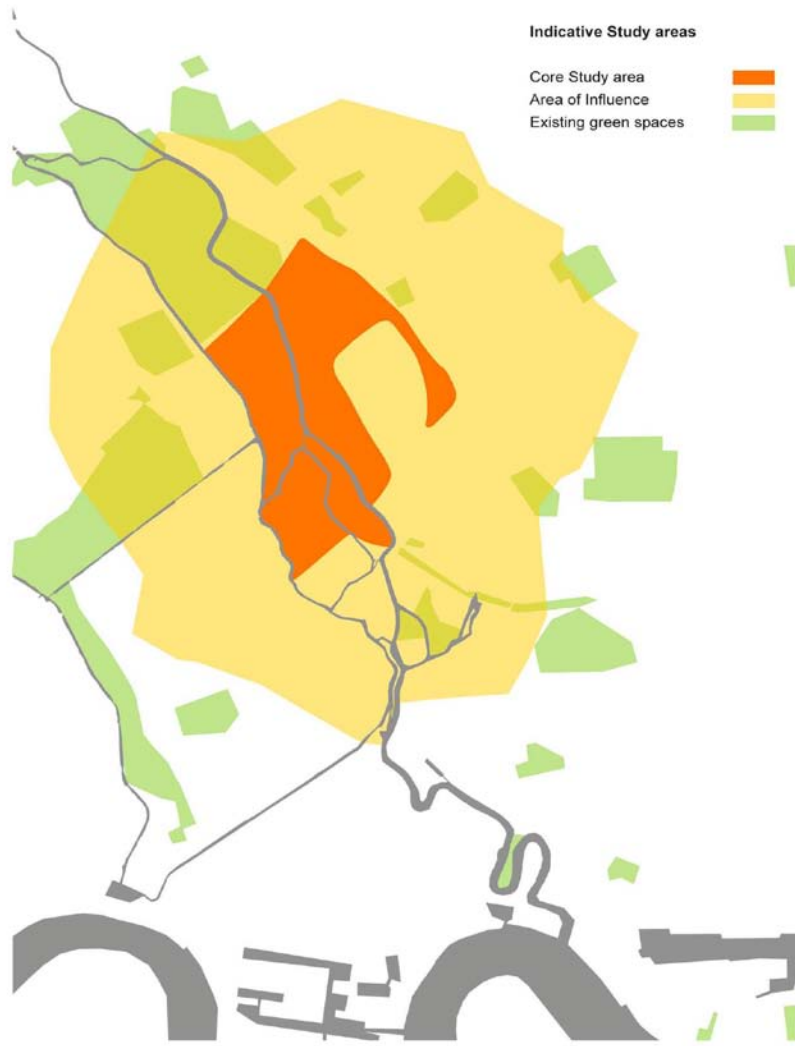
The Olympic Park in 2012



The 2012 Inheritance

- **102 hectares of parkland:** largest open space to be created in London for over 100 years with varied landscapes, spaces for nature, relaxation and a cleaned up river system
- **Minimum 7,000 homes** including family and affordable housing, together with a health centre and school to serve a growing population
- **Network of roads and bridges** and pedestrian walkways to link up the park with surrounding neighbourhoods
- **The International Broadcast Centre and Main Press Centre**, a mixed use development of over 1.5 million square feet
- **Enhanced transport system** through £13.5bn investment
- **5 world class sporting venues:** Olympic Stadium, Aquatics Centre, Velopark, Handball Arena, Eton manor Hockey/Tennis/Indoor Football Centre

Strategic Regeneration Framework: Scope



Olympic Legacy Masterplan Framework: INVITATION TO TENDER: APPENDICES October 2007

- **Wider Area**

Strategic Regeneration Framework

- Area of influence: social infrastructure, development scenarios, transport routes, urban design principles etc.

- **Core Area**

- Legacy Masterplan Framework – spatial development plan, focused on Olympic Park boundary
- Olympic Fringe Masterplans

A new park for East London

The ten objectives for the legacy Park

1. Celebrate the Games
2. Be a catalyst for economic development
3. Restore the waterways
4. Enhance biodiversity
5. Promote culture and the arts
6. Build community cohesion
7. Encourage healthy living
8. Develop skills and education
9. Provide connections
10. Integrate infrastructure

Illustrative Legacy Masterplan

- 1 East Moat
 - 2 Harbour Entrance
 - 3 Westwood Hockey Centre
 - 4 Gateway Alkennis
 - 5 Harbour Hill (diked)
 - 6 Central Hill (diked)
 - 7 Village, B&B, Warehouse & Roof Court
 - 8 Midweek Compound & Pavilion
 - 9 10k Storey Car Park (Economy transport only)
 - 10 Employment Uses (Economy/HC/MPC)
 - 11 The Wetland Bowl
 - 12 Channon's Grove & Billy Point
 - 13 Southern Hill (parked) & potential location for One Planet Pavilion
 - 14 10k Storey or Venue (Economy/Handball)
 - 15 Corporate Road Entrance
 - 16 Corporate Lock
 - 17 Olympic Stadium
 - 18 Aquatics & Stratford City Bridge Entrance
 - 19 Old Ford Woods
 - 20 Greenway
 - 21 Southern Entrance
 - 22 'Heart of the Park' Pavilion
 - 23 Legacy Development
 - 24 School playing fields
 - 25 Southern Olympic Pavilion
 - 26 Olympic Village Gate
 - 27 Wetland Boat Pavilion
 - 28 Housing opportunities
 - 29 City Parks & Gardens/ Stables & Equestrian Centre
 - 30 Decontamination Gardens
 - 31 Waterworks River
 - 32 Community Gardens
 - 33 Kings Road Energy Skills Centre
- Proposed Playgrounds
Gateways



- Engagement with:
 - Communities - creating opportunities; managing expectations
 - Delivery Partners and stakeholders: public and private sectors
- Co-ordination and integration of multiple programmes across multiple partners
- Establishing and integrating effective delivery mechanisms for physical and socio-economic legacy - MAA
- Understanding and meeting target group needs
- Delivering an affordable and imaginative legacy on the Park and integrating surrounding areas
- Ensuring sustainability is embedded – both physically and socio-economically

Any questions?



Visit www.legacy-now.co.uk