



**LB Waltham Forest**  
**Olympic Legacy**  
**2 October 2008**



**Waltham Forest**  
It's happening here



# Waltham Forest Olympic Legacy

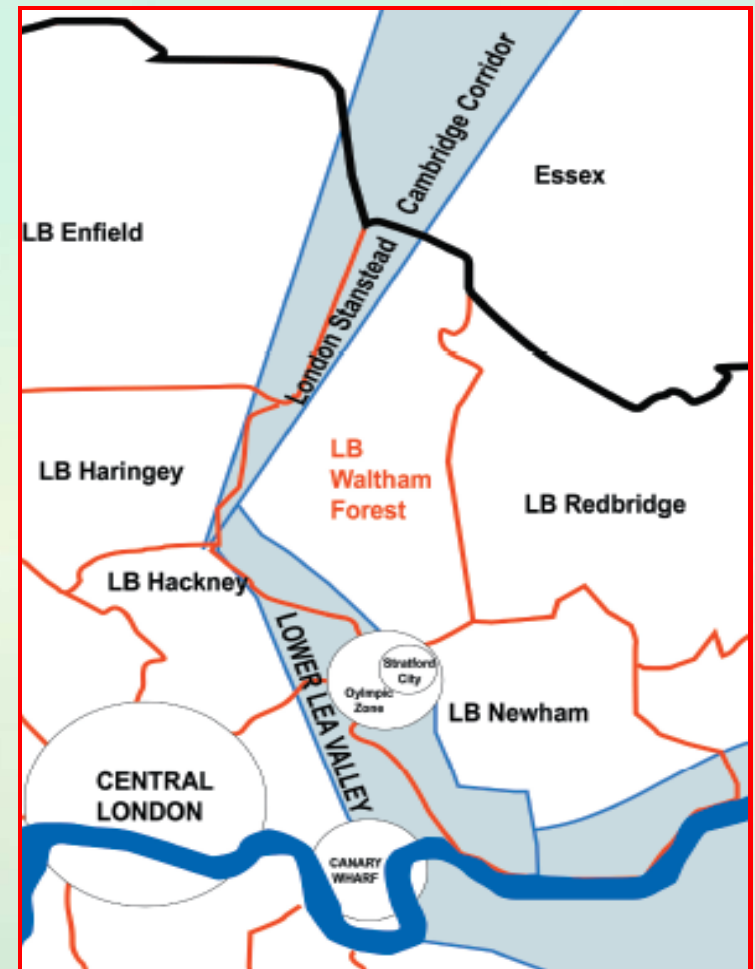
- London Context
- Regional Context
- LB Waltham Forest – ‘Our Place in London’
- 2012 Games as a catalyst
- Olympic strategic aims – Northern Olympic Fringe
- 5 Borough MAA
- Neighbourhood Legacy Initiative



## The London Context

We are on the doorstep of:

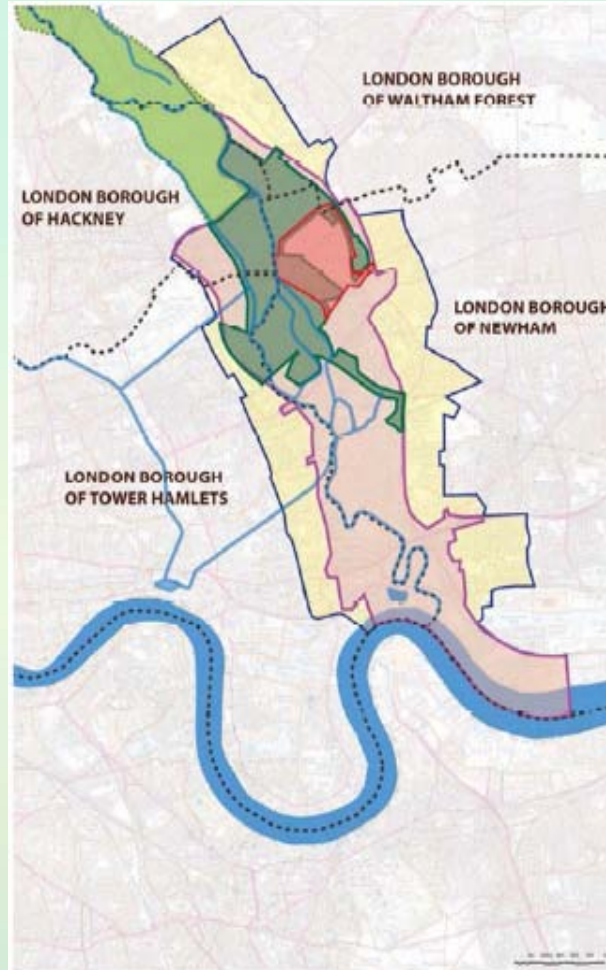
- Olympic Park & Stratford City
- Lower Lea Valley and Thames Gateway in the East
- Upper Lea Valley in the north
- London's financial districts





## The regional context

- WF one of 5 Olympic Host Boroughs
- Plethora of other agencies involved
- Multi-Area Agreement could govern future activities
- 5-borough unit coordinates much activity



Key:

- LOWER LEA VALLEY OPPORTUNITY AREA  
Planning Framework Boundary (GLA)
- 2012 LONDON OLYMPIC PLANNING APPLICATION  
SITE BOUNDARY
- STRATFORD CITY PLANNING APPLICATION  
SITE BOUNDARY (APPROVED)
- LTGDC BOUNDARY
- BOROUGH BOUNDARY
- LEE VALLEY REGIONAL PARK
- WATERWAYS



# Waltham Forest: Our Place in London

## Sustainable Community Strategy

- 1. Manage population growth & change**
- 2. Create wealth & opportunity for residents**
- 3. Retain more wealth in the borough**



## 2012 Games as Catalyst

### **Strategy = 'Better, Faster, Stronger':**

- Delivery against SCS & LAA
- Added Value
- Evidence based approach



# LB Waltham Forest - Olympic Strategic Aims

## Strategic aims:

*Improving **connectivity and permeability** within and between the neighbourhoods  
In the Olympic fringe area and the Olympic Park*

*Providing a means for better **linking the Lower and Upper Lea Valleys***

*Improving **access to the legacy sports facilities** on the Olympic Park*

***Optimising land uses** to enhance physical integration and connectivity*

***Integrate the existing neighbourhoods** in Leyton and Maryland **and the new neighbourhoods** in Stratford City and the Olympic Park*

*Exploit opportunities at Stratford City and the Legacy Masterplan Framework*

***All of the above = Northern Olympic Fringe Masterplan Partnership***



## Northern Olympic Fringe Masterplan Partnership

### Partners:

- LB Waltham Forest
- LB Newham
- Design for London
- Lea Valley Regional Park Authority
- London Development Agency
- London Thames Gateway Development Corporation



# 5-Borough Multi-Area Agreement

## **Key elements:**

- Worklessness
- Housing
- Public Realm



# Waltham Forest Neighbourhood Legacy Initiative

The Olympic NLI aims to implement sustainable improvements to:

- The public realm and street scene
- Town centres and neighbourhood integration
- Connectivity and permeability to the Olympic Park
- Private sector housing
- Employment, enterprise and skills



## Aims/objectives of the NLI

- ✓ To facilitate ***physical improvements*** to housing and the public realm in the most deprived wards of Waltham Forest
- ✓ To improve the ***local visitor accommodation offer*** and facilitate ***income generation*** for homeowners
- ✓ To stimulate ***enterprise, employment and training*** in the most economically deprived wards in Waltham Forest
- ✓ To generate ***civic pride*** and promote ***community cohesion*** in the local area
- ✓ To ***pilot an innovative housing improvement scheme*** working within the 5 Olympic Host Borough Partnership



## Olympic tourism

***London is the world's most popular city destination, hosting 120 million overnight visits each year.***

Experiences from past games suggests that visitor numbers in 'Olympic year' will rise by 10-30%:

- By 10%: 2.5 million (625,000 in July, August & September)
- By 20%: 5 million (1.3 million in July, August & September)
- By 30%: 7.5 million (1.9 million in July, August & September)

Sources:

Deloitte (2004), 'tourism hospitality and leisure-executive report' issue 3, January 2004

Visit London (2008): 'Tourism Prospects May 2008'

European Tour Operators Association (2006): 'Olympic report'



# Olympic tourism

## **9.6m tickets**

An unprecedented number of visitors are expected in London in 2012

## **14,250 athletes**

Experience suggests many will choose to reside outside the Village

## **8,300 coaches and officials**

Opportunities also exist to host a range of officials and their families

## **20,000 press/media officers**

Press and media officials represent another critical mass of visitors

## **7,000 sponsors representatives**

The massive sponsorship fraternity presents additional hosting needs



## Visitor accommodation & 2012

### *Visitor accommodation in the five Olympic Host Boroughs is expected to fall short of demand in 2012*

- Current overnight visitor accommodation capacity in the five Host Boroughs is estimated at c.10,000 bed spaces
- Many homeowners have already been approached by tourist letting agencies, encouraging them to open up their homes to foreign visitors
- Local homeowners will therefore undoubtedly plan to open up their homes to foreign visitors and seek to 'cash in' on the 2012 Games, **with or without a system of regulation**



# Visitor management: The Key Challenges

**Regulating** a system of property lettings, incorporating numerous landlords, properties, visitor needs and financial transactions

**Guaranteeing** minimum levels of quality for visitors

**Upholding London's reputation** as a global visitor destination and Host City

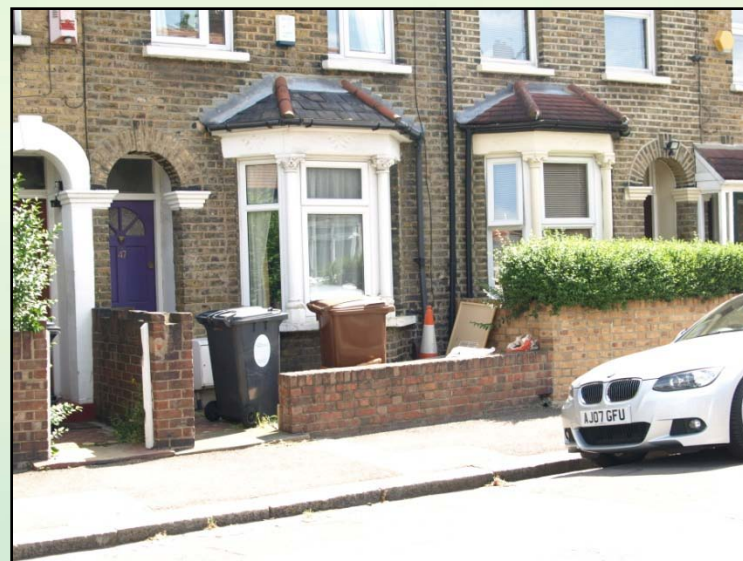
**Leaving tangible legacy benefits** for the local community and residents



# Housing in Waltham Forest

The borough's southern wards contain a large number of non-decent residential dwellings that require substantial improvement and capital investment.

Many are nevertheless situated in attractive tree-lined Victorian terraced streets, just a stone's throw from the Olympic Park.





# Proposed visitor accommodation improvements

- A central visitor accommodation 'agency' would manage bookings on behalf of all registered properties
- A home improvement programme, advance-funded and repayable from income generated by visitor lettings in 2012
- Training opportunities provided for prospective B&B operators and landlords



## Scope of the NLI

- Works expected on 4000+ privately owned properties
- Private homeowners, landlords and council tenants will all be involved
- Reducing HMOs through contractual agreements
- Training 10,000+ homeowners in hospitality, customer service, food hygiene, etc
- Expectation is to accommodate 50,000+ visitors



# Project phases

2008

2009

2010

2011

2012

Phase 1: Marketing, registration

Phase 2: Agency establishment & operation

Phase 3: Inspections; contractual negotiations; works programme

Phase 4: Training needs analyses; qualification development; delivery



## Benefits of NLI

### **Tangible benefits of the NLI exist for:**

- Homeowners
- Visitors
- Local Authorities
- LOCOG/IOC
- DCLG



Any questions?

