



A host for 2012

The London Olympic and
Paralympic Games



Hackney: A host for 2012

- **Ian Freshwater: 2012 Legacy Team, Hackney 2012 Unit**
- **“The boost which the games and legacy will give to East London will be felt for generations to come”**
Sebastian Coe, January 2007
- The 2012 Olympic and Paralympic Games will be great for Britain. As the borough’s 2012 Unit, it’s our job to make sure they are also great for Hackney too.



Hackney in London

- Located in inner London, to the north east of the City of London, Hackney is the smallest of the 14 inner London Boroughs at 1,898 hectares (18.98 square kilometres)
- The name 'Hackney' is probably derived from the term 'Hacasey' – meaning a raised place in a marsh.
- Hackney has a long history of attracting innovative industries: Lewis Berger moved his paint factory to Hackney in 1780. Xylonite, an early plastic was invented in Hackney and the firm that claimed to have coined the term 'petrol' (Carless, Capel and Leonard) were based at Hackney Wick. The famous Lesney factory (which produced 'Matchbox' cars) is also located in Hackney Wick.
- Large scale industry started leaving Hackney after 1945. High value manufacturing remains alongside an emerging digital manufacturing sector sitting alongside other new growth industries, attracted by the proximity to Canary Wharf, the City of London and the 2012 Olympic Site.

London's growth and Hackney

- Hackney is located at the apex of two growth corridors, the Thames Gateway and the London–Stanstead–Cambridge growth corridors, on the edge of the City of London.
- The City Fringe areas of Hoxton, Shoreditch, and Spitalfields are attracting new technologies and significant growth.
- The Lower Lea Valley area of opportunity includes Hackney Wick.



Hackney: the statistics

- A place of contrasts...
- Around 210,000 residents. Younger than average aged population (32 vs 38 nationally)
- Well qualified – 32.9% say they have a degree (vs 19% nationally)
- 10,340 people of working age are permanently sick or disabled (highest in London)
- 56% of households do not own a car compared to 27% nationally



Hackney: the statistics

- Ethnicity: White British: 44%, other ethnicity: 52%
- There are 7,691 people of working age claiming unemployment benefit. At 5.5% of the workforce, this is higher than the London average of 4.5%.

Hackney's Commercial Sector

- Current main employer is the public sector in the shape of the Borough Council, PCT and Network Rail.
- Core growth sectors including finance and accounting, retail, hospitality & entertainment, digital media, service industries and the cultural & creative industries.
- ...but at 11%, Hackney's manufacturing base is higher than the London average of 6%.

Hackney and the Olympic Games

- **6 core themes:**
- Sustainable benefits
- Community engagement
- Employment and Enterprise
- Transport
- Participation
- Image and reputation
- In all, 24 projects being delivered under one Olympic programme.



Suite of 24 projects under one Olympic programme in Hackney

- Improving the railways
- New homes for travellers
- Press and Media Centres Legacy
- Youth engagement
- Schools at the heart
- Bringing through the talent
- Mapping the change
- Re-making the Marshes
- Investing in Hackney
- Selling the Hackney Brand
- Games business for local business
- Doing the day job
- * Keeping the roads local
- * Masterplanning the Wick
- * Our sustainable Olympic Park
- * Community engagement
- * Activity for all
- * The Cultural Olympiad
- * Building our bases
- * Volunteering – the big opportunity
- * Bringing in the Visitors
- * 5 Boroughs working together
- * Making employment and training local
- * A safer, healthier Games

A Legacy Now?

- Projects are already underway within the borough that will impact on local residents before the 2012 Olympic and Paralympic Games commence.
- Examples include...



Transport

- Hackney is already perceived as the bike and bus borough of London; national awards highlight such.
- By 2010, Hackney will also have four new tube stations on the East London line extension. Shoreditch, Hoxton, Haggerston and Dalston.
- The North London Line (now part of the London Overground) will receive £200 million investment, delivering a new fleet of trains and substantial stations improvements. This will go some way towards bringing to fruition the vision of a new outer circle line around London, running through Hackney.
- Close proximity to City Airport, Stanstead Airport and the Stratford international station.

Culture, the Arts and 2012

- London's Cultural Olympiad commenced last weekend with over three official '2012 Inspire Mark' festivals in the borough.
- Hackney are also the lead for the 5 host boroughs on the East London Festival.
- Already 750,000 people visit cultural events in the East London each summer, where there are more galleries than anywhere in the UK.
- With an increase in visitors, there is an opportunity to boost the local cultural and creative market including heritage sites, parks, markets, retail outlets, theatres, music venues, galleries, cinemas, bars and restaurants.
- We are hoping to shape a clear legacy for East London as a cultural destination and as a centre of excellence for Culture and the Arts.

Hackney Marshes: the home of football

- Known as the grassroots of Football in the UK, the area has over 70 grass Football pitches
- Nowhere in Western Europe is there a larger cluster of pitches in regular use.
- The 2012 games have unlocked £3.5 million pounds of investment into the marshes, investing into new changing rooms and playing surfaces. In addition, we are in advanced discussions to access significant further sports funding.
- The council is working with the English Football Association to invest and strengthen the offer at amateur and professional levels.
- = helping to invest in the future of local football.



The 2012 Olympic and Paralympic Park



Hackney Wick Masterplanning

- Hackney Wick is currently one of the most deprived wards in London and the UK.
- Located within the Lower Lea Valley, it falls under the GLA's area of opportunity, to be delivered by LTGDC.
- Long an area designated for employment led regeneration, the games will act as a catalyst for this area.
- The Wick / Fish Island masterplan will see a long term plan for investment, development and change for this area.
- Core vision is for a neighbourhood improvements and improved accessibility with a new 'town hub' around Hackney Wick station.

The 2012 International Media and Broadcast Centre

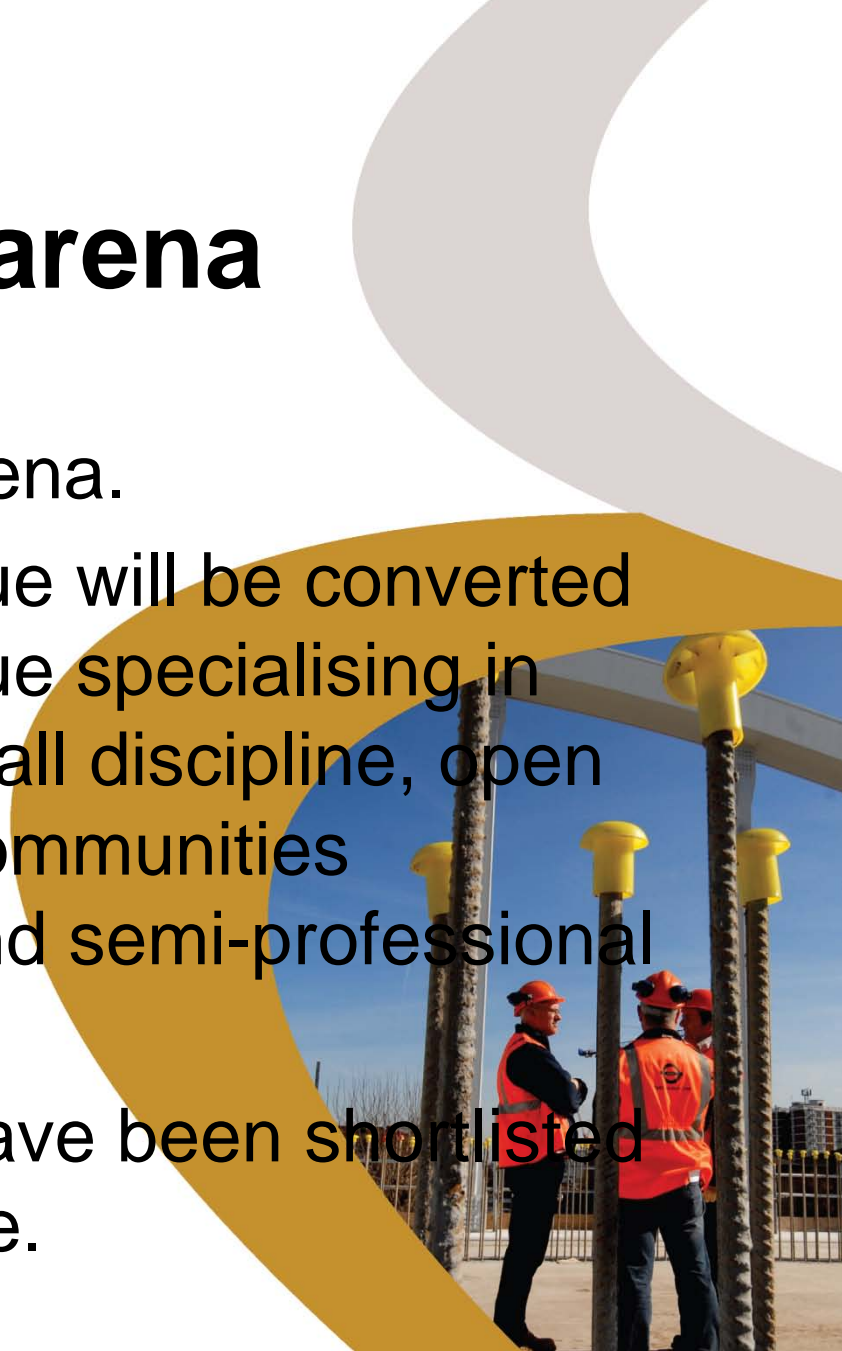
- State of the art facilities to accommodate 20,000 international and domestic accredited broadcasters and technicians.
- 1.3million sq. feet. (Canary Wharf tower)
- 1,300 car parking spaces during games time; secure accreditation.
- The media centre will be the largest legacy facility after the Games.
- Employment led, business led opportunity in legacy.

International Broadcast Centre Legacy

- Local political aspiration is for cluster of digital media business able to deliver a range of high skilled, wage corridor jobs. Strong desire to avoid warehouses or empty sheds.
- Already equipped with the facilities to deliver.
- Conversations between the shortlisted development consortium and 35 regional and national broadcasters, digital media and post production companies regarding technical build, environment, services and other possibilities have taken place.
- Include BAFTA, BT, ITV, Red Bee Media amongst many others.
- A recent MPs meeting at House of Commons and Beijing London House breakfast (with Tessa Jowell attending) highlights progress.

Handball arena

- A 6,000 seat Handball arena.
- After the games, the venue will be converted to a multi-use sports venue specialising in basketball and the handball discipline, open and accessible to local communities alongside professional and semi-professional athletes and clubs.
- Five British consortium have been shortlisted to develop this new venue.



The 2012 Games as a catalyst for change

- A real opportunity for the borough to address outlined themes.
- Clarity sought: SPV? Long term funding? But the borough is progressing partnerships and opportunities with the private sector, developers building venues, unions, government at all levels.
- Clearly, the global economy may have a part to play...
- We are encouraging community engagement, social involvement in future service delivery and a clear focus on existing communities around the park fringes
- The focus for us is on helping to deliver a successful games but the importance of what we are left with cannot be overstated! So Olympics at the heart as the catalyst but with equal importance placed on work now, the legacy left behind and significant wider changes throughout East London such as LTGDC investment, Stratford City, Stratford International Station, an expanded City Airport, Royal Docks Developments amongst others.

London 2012 Hackney's Olympic Park future

