

CREATING A WELCOMING CITY



IAIN EDMONDSON

LONDON  **& PARTNERS**

LONDON EXPERTISE

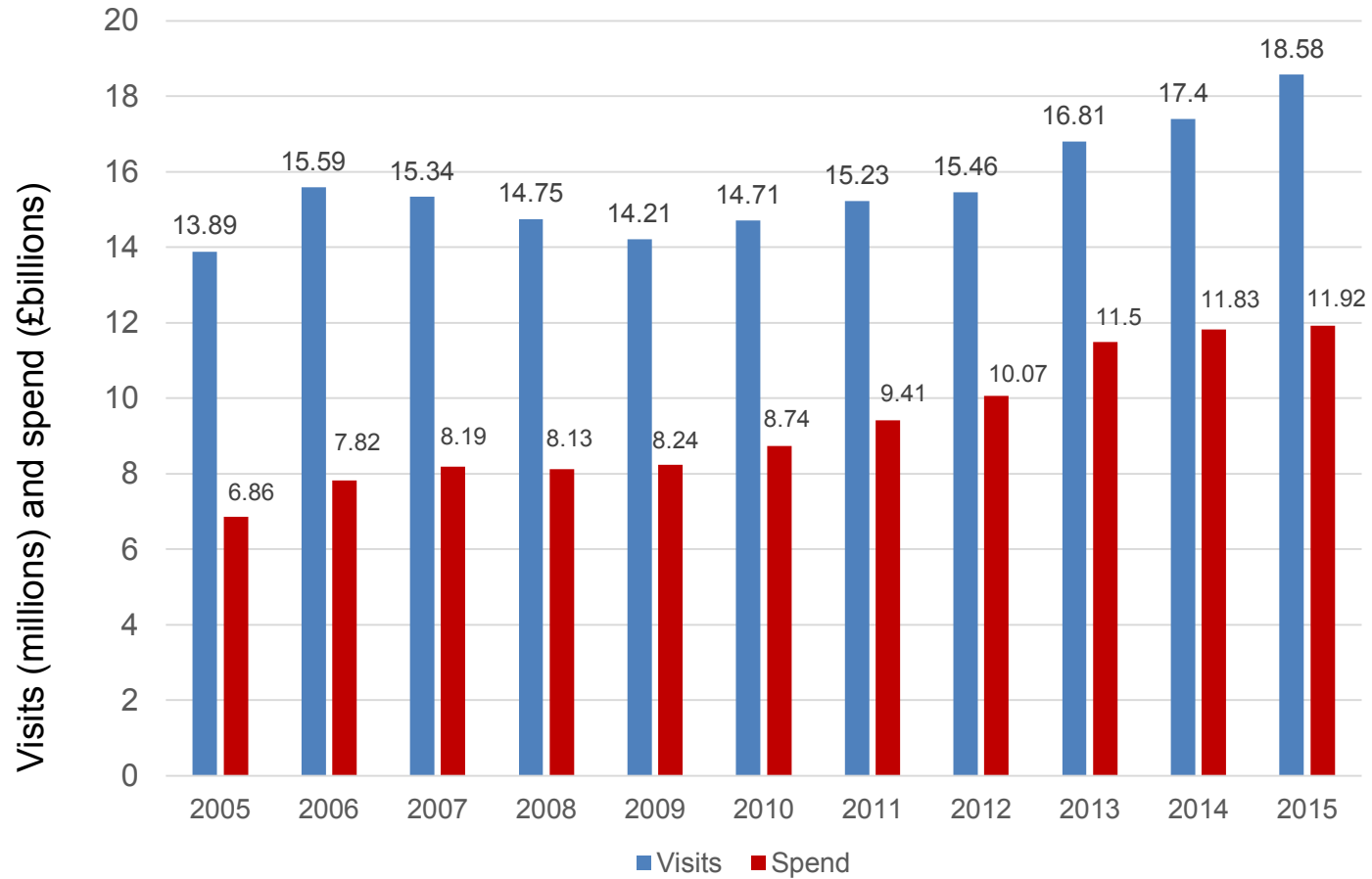
MAYOR OF LONDON



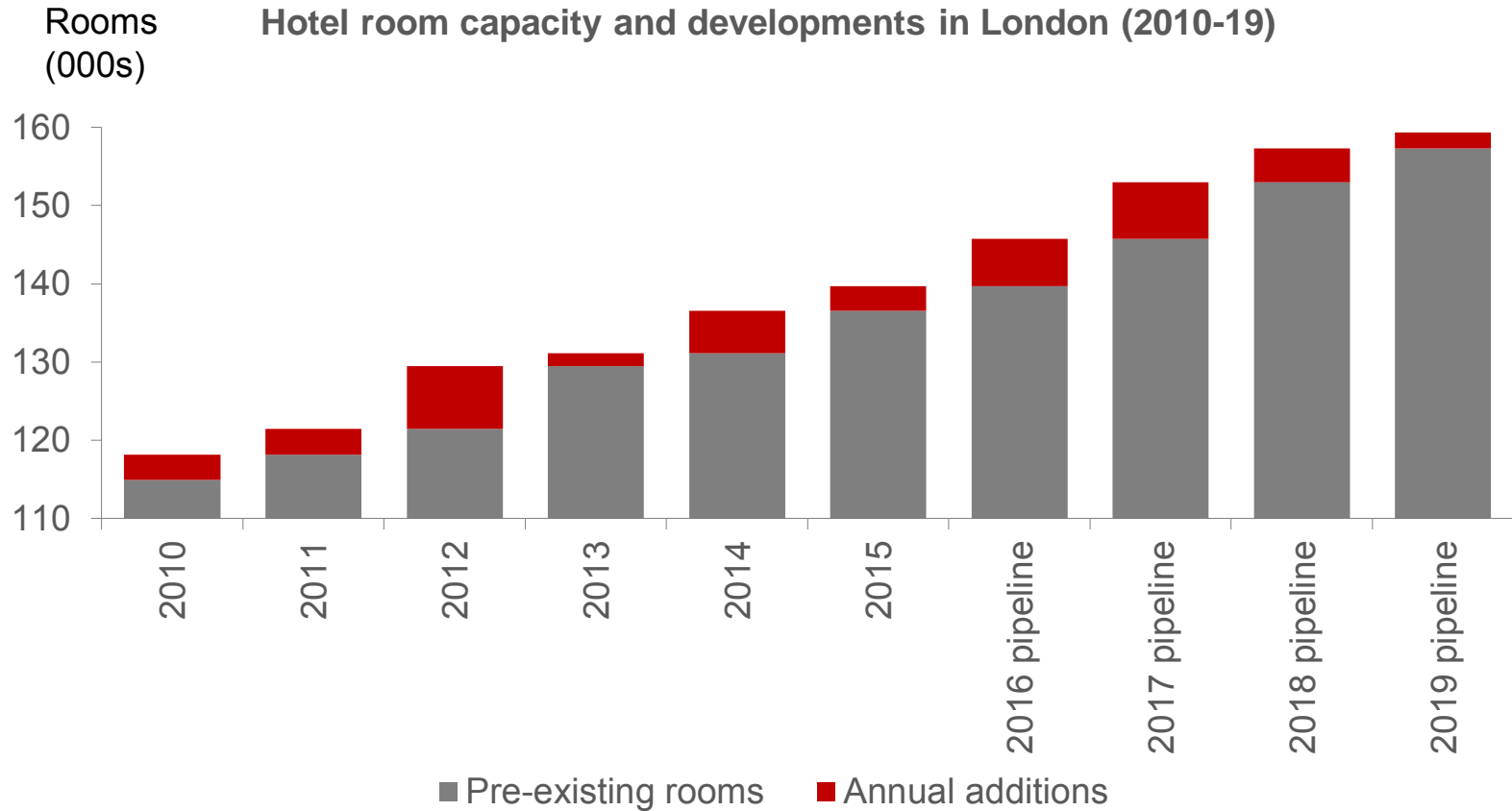
TEAM LONDON



International overnight visits and spend



Hotel room capacity and developments in London (2010-19)



London is growing by...

6 new residents
every hour



That's a car load
every 40 minutes



or

2 Buses
every day



or

2 Tube trains
every week



Today the population is

8,600,000

and by 2030, it will be

10,000,000

Number of journeys made in London in 2015/16

Road (lorries, cars, motorbikes and taxis)



Buses



London Underground



Cycling



London Overground



DRL



Tramlink



Rivers



Santander bicycles



Emirates Airline



Dial-a-ride



AGENDA

- Meeting the transport challenge
 - Olympic family - Olympic Route Network
 - Spectators & residents - transport messaging
 - Command, Control & Communication capability
 - Long-term cycling, pedestrian & disabled-friendly infrastructure
- Changing perceptions – dedicated investment in;
 - City dressing & live sites
 - Hospitality - media, business, sponsors
 - Volunteers
 - New events

TRANSPORT CHALLENGE

- Olympic family
- Spectators & residents
- Cycling road race “field of play”



8 million
tickets sold



4 million visits
to Live Sites



20 million
spectator journeys



1 million+ lined streets
for cycle road races



15 million+ lined streets
for torch relay



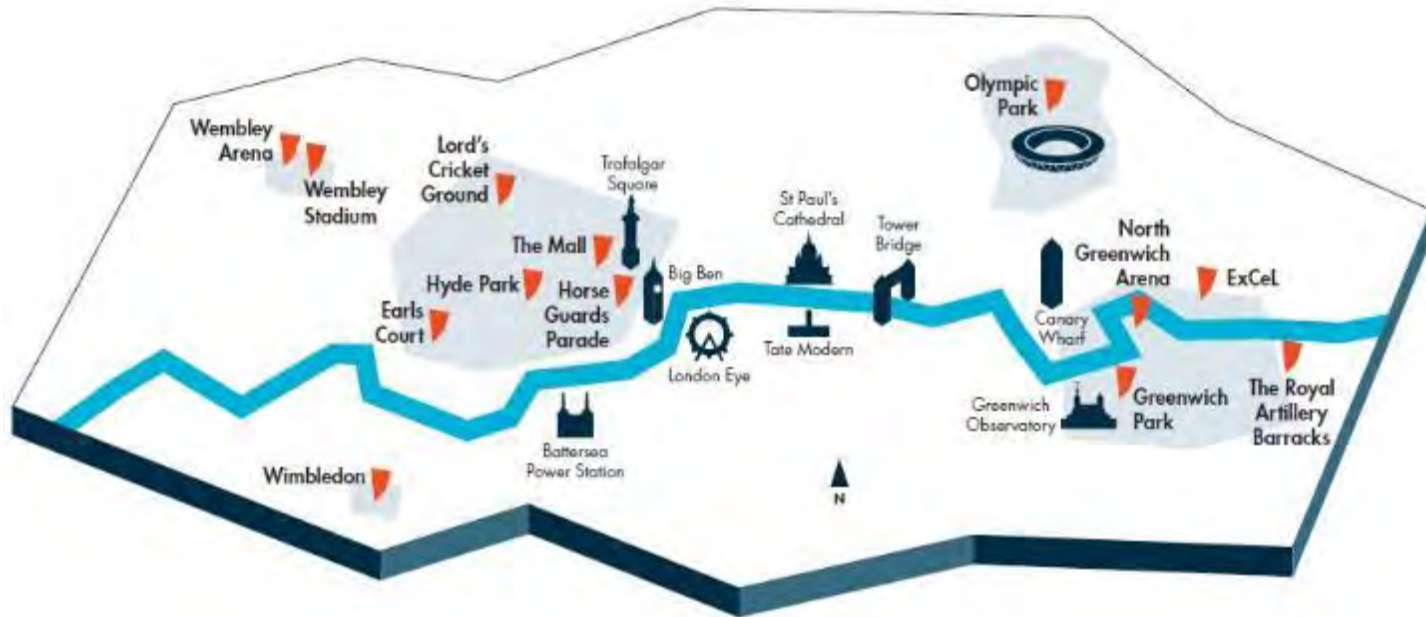
15 million app
downloads



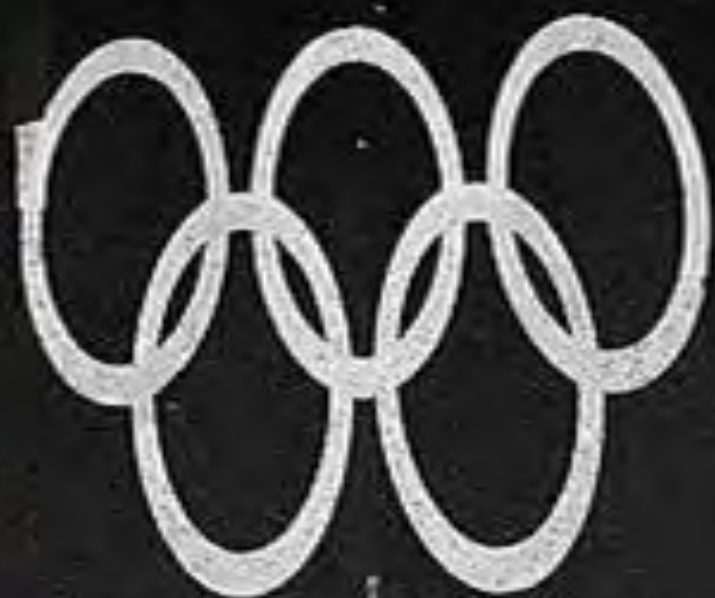
2.7 million visits
to Olympic Park



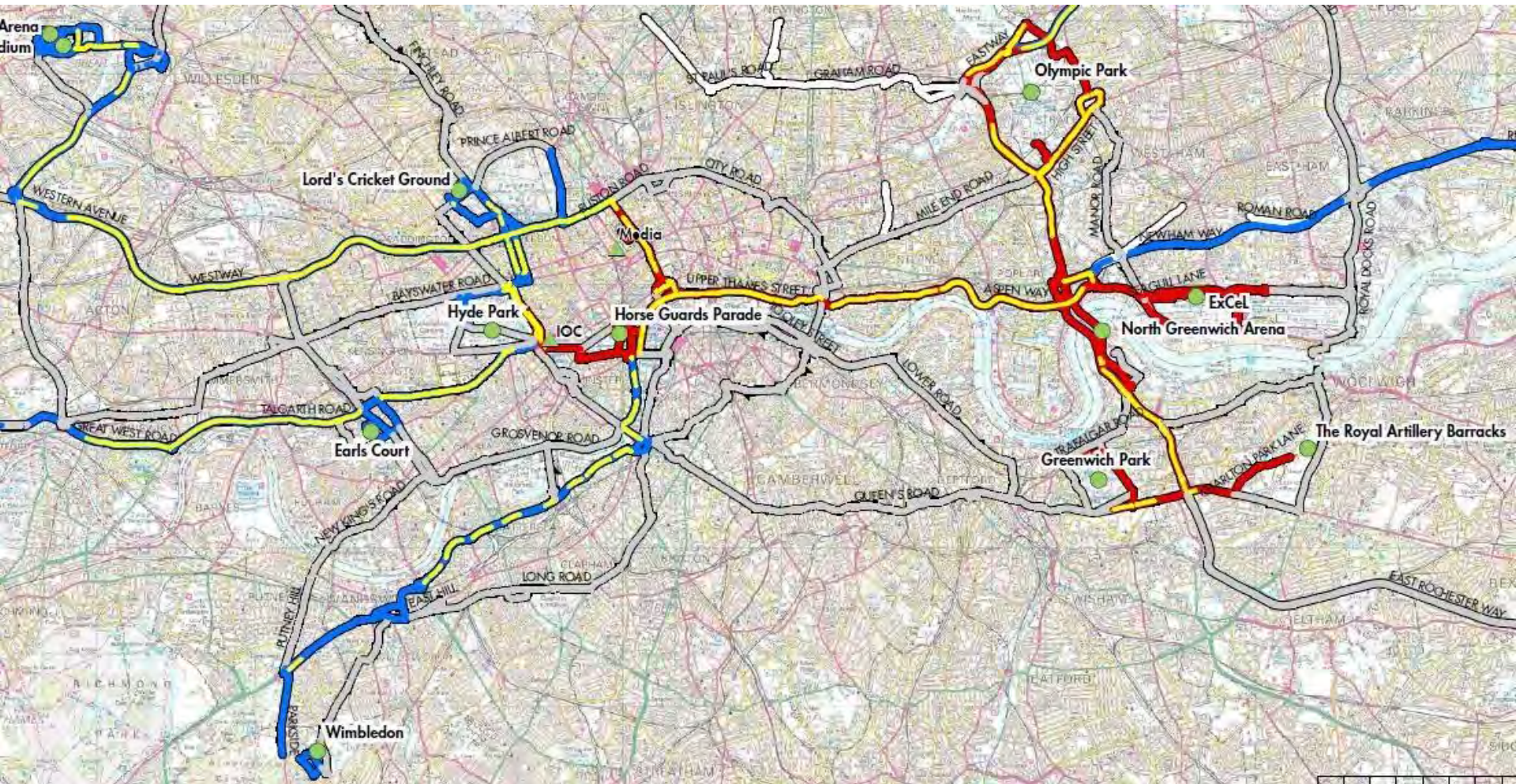
432 million visits
to website







LANE



2012 Olympic Games Family Demand Forecast Tool

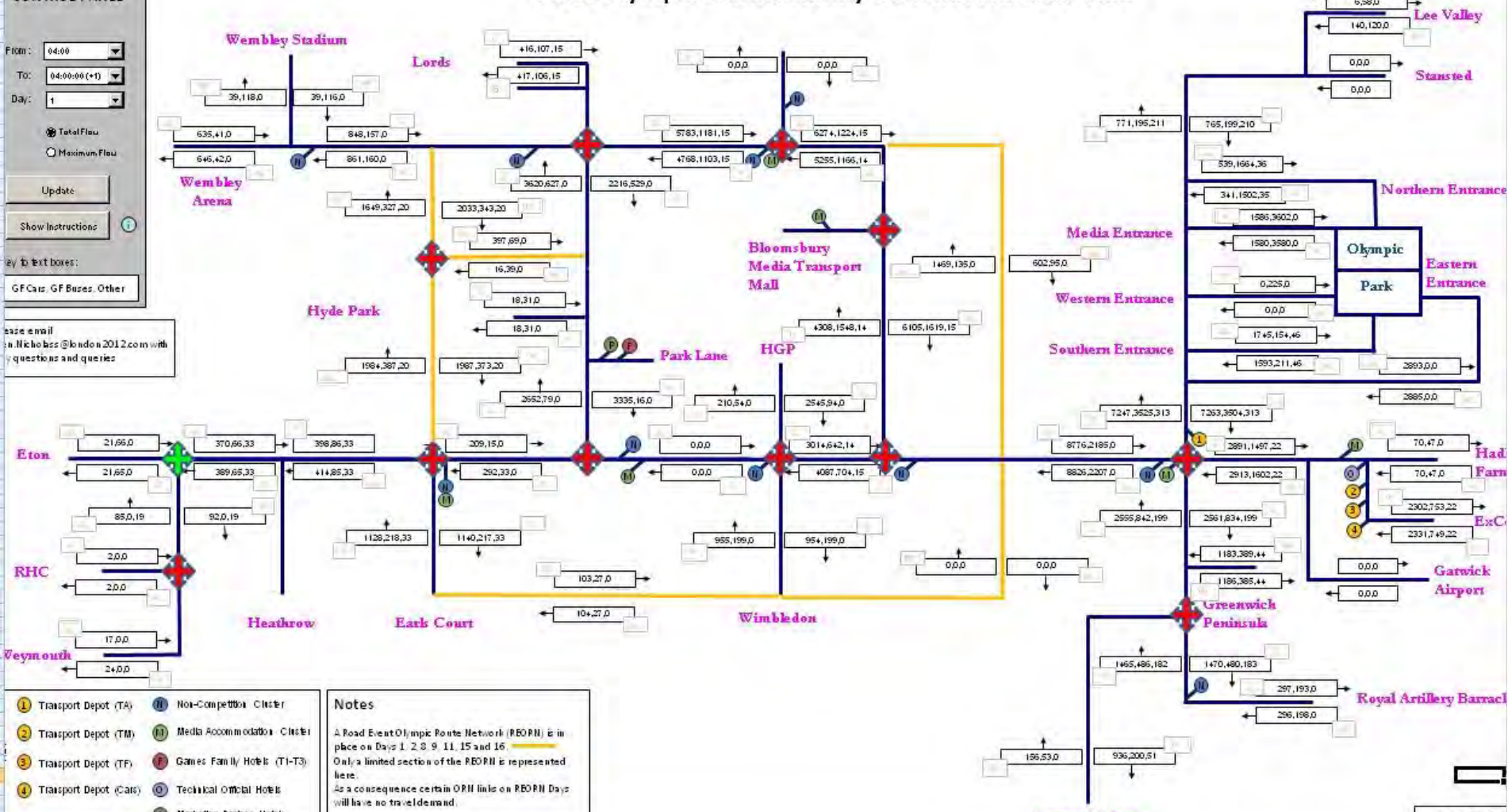
CONTROL PANEL

From: 04:00
 TO: 04:00:00(+1)
 Day: 1

Total Flow
 Maximum Flow

Update
 Show Instructions

Key ID text boxes:
 GFCars, GFBuses, Other



ORN Demand and Capacity Assessment

Time	Olympic Competition Day															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
04:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
05:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
06:00	0	85	0	95	0	65	225	205	0	115	215	90	0	0	0	0
07:00	230	290	185	210	140	200	375	315	120	355	315	190	310	0	115	0
08:00	370	425	325	315	215	315	495	495	220	410	485	335	320	0	100	245
09:00	160	155	155	250	105	140	300	260	70	345	430	265	0	0	0	130
10:00	75	140	0	0	0	0	150	205	160	65	95	0	0	0	0	0
11:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12:00	0	85	0	0	0	0	0	0	95	0	0	0	0	0	0	0
13:00	95	120	105	0	0	0	0	90	170	185	85	0	0	65	0	0
14:00	70	170	175	280	230	240	305	220	400	385	340	190	445	405	395	0
15:00	0	0	85	135	0	100	370	320	365	250	265	70	120	340	290	475
16:00	0	0	0	0	0	0	85	80	135	0	0	270	0	245	265	95
17:00	0	0	0	0	0	95	205	305	185	270	255	225	270	300	220	0
18:00	125	125	130	145	70	140	285	375	185	185	245	0	245	215	195	310
19:00	155	135	125	175	0	65	120	215	0	65	0	0	0	0	265	0
20:00	0	0	0	0	175	0	0	0	0	0	90	0	0	0	90	75
21:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
22:00	0	0	0	0	0	0	0	0	60	0	0	0	0	0	0	0
23:00	0	205	0	0	0	0	60	100	140	0	0	0	0	0	110	0
00:00	60	265	0	0	0	0	0	0	125	0	0	0	85	0	0	0
01:00	0	0	0	0	0	0	0	0	110	0	0	0	0	0	0	0
02:00	0	0	0	0	0	0	0	0	90	0	0	0	0	0	0	0
03:00	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

The Games are coming

Travel will be affected

Millions of spectators coming to the UK for the London 2012 Olympic and Paralympic Games this summer will put significant pressure on the transport system – both public transport and roads. To minimise disruption to your daily life, you will need to think about how you travel in advance.

Olympic Games
27 July – 9 August 2012
Paralympic Games
29 August – 9 September 2012



View information for your area

London



News & updates



London
Control the bus and street lanes to meet the Olympic Games



London
Olympic lanes: how to use them and what to expect

Read more news

Latest on Twitter

3 hours ago
London Roads is really busy as we just walked to Waterloo. Only took 20 mins along the river!

1 day ago
Cafe Continental on London Road are offering free coffee to anyone making to work between 7 and 9

Follow us on Twitter

Going to the Games

Spectator Information

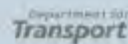
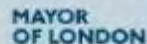
Are you a business?

Advice for Businesses

Stay informed Facebook Twitter Register for travel alerts

LinkedIn Google+ 1,767 YouTube Dribbble Flickr 44K

Working in partnership with:



How will your travel be affected during the Games?

27 July – 12 Aug and 29 Aug – 9 Sept

Find out which tube, rail and road journeys will be busier than usual and how to get around more easily at GetAheadoftheGames.com or follow us on Twitter @GAOTG

Working together:



LONDON STREETS TRAFFIC CONTROL CENTRE

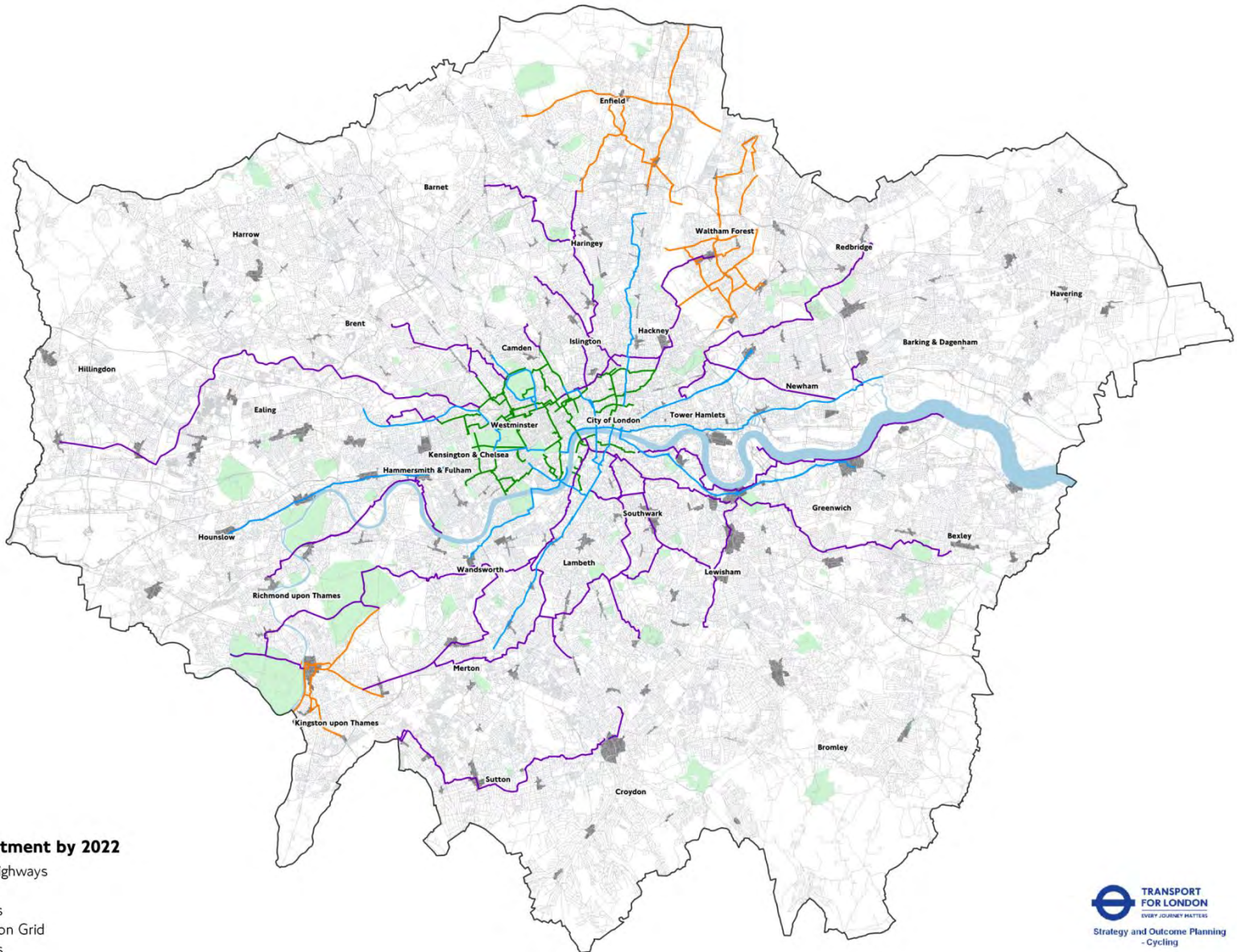


ROAD INFRASTRUCTURE





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Planned Investment by 2022

- Cycle Superhighways
- Quietways
- Mini Hollands
- Central London Grid
- Town Centres



CITY DRESSING



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& PARTNERS



London
2012

London
2012



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- Media
- Business
- Sponsors

MEDIA



BUSINESS



SPONSORS



VOLUNTEERS

- “Welcome to London” training programme
- “Team London” London Ambassadors

LONDON AMBASSADORS





By 2025
Over 100,000 jobs will be created in the Olympic Park area.



The Olympic Games will see
10,500 athletes
competing in 302 medal events, whereas
the Paralympic Games will see 4,200
athletes competing in 202 medal events.

Over
46,000
people have worked on the
Olympic Park construction project.



Every night for over
240 shops, cafes, bars
and restaurants.



TEAM LONDON

Team London Ambassadors Summer 2016

- **443** Ambassadors
- **103** Team Leaders
- **57** Languages spoken
- **250,000** Maps distributed

Trafalgar Square

Piccadilly Circus

St James' Park

Gatwick Airport

Exhibition Road (museums)

Parliament Square

Tower of London

Southbank (arts venues)





Inspiring the next generation



Championing and supporting the 3rd sector

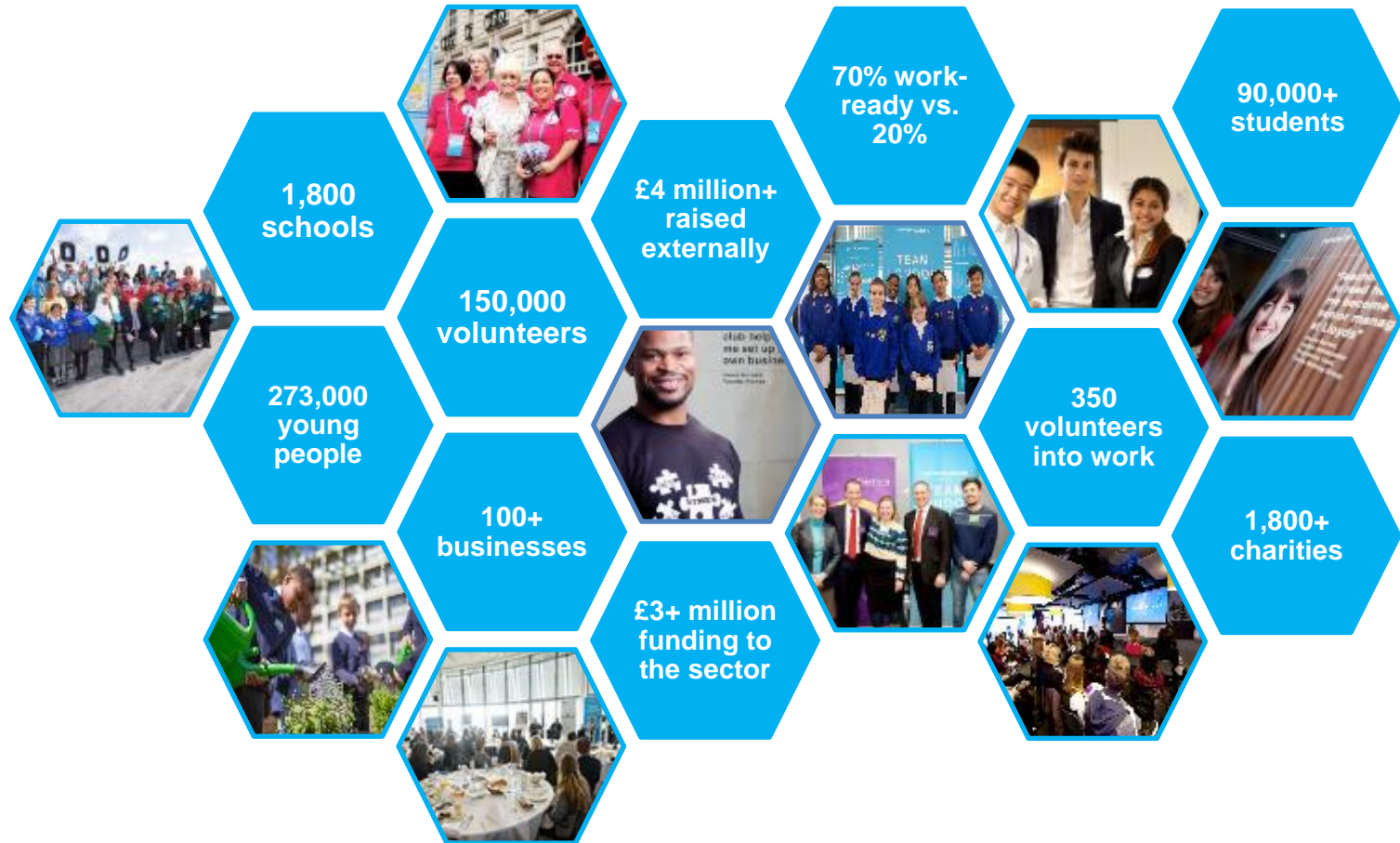


Welcoming the World to London



Partnering with business

TEAM LONDON



NEW EVENTS

- Maintained London's reputation as world's leading host
- Over £1 billion of economic benefit since 2012
- Investment in cycling events

FOUR YEARS 2012-2016

UEFA
Champions
League
Final
2013

Rugby
League
World Cup
2013

NFL
International
Series Games
2012, 2013,
2014, 2015

ITU World
Triathlon
Series
Grand Final
2013

ITU World
Triathlon
Series
2014, 2015

ICF Canoe
Slalom World
Championships
2015

Global
Champions
Tour
2013, 2014,
2015

London
Anniversary
Games
2013, 2014,
2015, 2016

UCI Track
Cycling World
Championships
2016

EuroHockey
Championships
2015

Invictus
Games
2014

EuroAquatics
Championships
2016

Rugby
World Cup
2015

Prudential
RideLondon
2013, 2014,
2015, 2016

UEFA
Champions
League Women's
Final
2013

Tour de France
Stage 3
2014

ATP World
Tour Finals
2012, 2013,
2014, 2015

Euroleague
Basketball
Final Four
2013

NBA Global
Games
2013, 2014,
2015



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FREE EVENT
PRUHEALTH WORLD TRIATHLON LONDON
Saturday 31 May 2014 Hyde Park
Elite Men 2.30pm
and
Elite Women 4.05pm

**NEXT
BIG
THING**

For London's Next Big Thing
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PRUDENTIAL RIDE LONDON









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1. ECONOMIC BENEFIT

- £24m DIRECT ECONOMIC IMPACT
- £12m RAISED FOR CHARITY

2. INTERNATIONAL PROFILE

- 95m NATIONAL & INTERNATIONAL MEDIA REACH
- £35m WORTH OF TV EXPOSURE

3. COMMUNITY IMPACT

- 100,000 PARTICIPANTS
- 36,000 NEW CYCLISTS





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THANK YOU

IAIN EDMONDSON

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