

WELCOME TO

QUEEN

ELIZABETH

OLYMPIC

PARK



THE BEST OF LONDON ALL IN ONE PLACE

257 ACRES OF OPEN SPACE

6.5KM OF WATERWAYS

9 DIRECT RAIL LINKS

5 WORLD CLASS SPORTS VENUES

2,000 EVENTS HOSTED EACH YEAR

5 NEW NEIGHBOURHOODS

9.3M VISITORS EXPECTED ANNUALLY FROM 2016

BEYOND THE FINISHING LINE

WHAT LIES AHEAD FOR LONDON'S OLYMPIC PARK

Millions of visitors descending on London this summer for the London 2012 Olympic and Paralympic Games will discover a dramatic new destination: a cultural and recreational hotspot that will become renowned throughout the world as an unmissable jewel in the capital's glittering crown.

Years of investment have turned this once-neglected area into a spectacular stage for the greatest sporting event on earth, but the attention won't end when the Games are over.

As 2013 dawns, work will begin to transform the park into the Queen Elizabeth Olympic Park and an exciting new era of entertainment, sport, recreation, commerce and community will begin.

Queen Elizabeth Olympic Park will provide an escape in its green, open spaces and beside the tranquil waterways. Elsewhere it will pulsate with a multitude of events, from local, national and international sporting competitions in the five world class venues built specially for the Games, to concerts, festivals, temporary attractions, art installations and more in its many public spaces.

It will be a place to live and a place to work, with five new neighbourhoods and its own commercial district. It will have Europe's largest urban shopping centre right on its doorstep, thousands of new hotel rooms just a short walk away and it will benefit from unrivalled transport links.

Queen Elizabeth Olympic Park is set to become London's leading destination for leisure, life and business; a model of modern, sustainable urban regeneration, attracting an estimated 9.3 million visitors each year. It will offer the best of London all in one place.

And all this will be yours.

QUEEN ELIZABETH OLYMPIC PARK WILL BECOME A PLACE UNLIKE ANY OTHER IN THE CAPITAL, A PLACE THAT COMBINES ALL THE ELEMENTS THAT MAKE LONDON THE WORLD'S GREATEST CITY: THE BEAUTIFUL OPEN SPACES, THE ARCHITECTURE, THE INNOVATION, THE QUALITY, THE CREATIVITY, THE SENSE OF FUN AND EXCITEMENT.

BORIS JOHNSON MAYOR OF LONDON

GOING THE DISTANCE

QUEEN ELIZABETH OLYMPIC PARK LEGACY TIMELINE

JANUARY 2012
 Tenants and operators secured for venues and parklands

SUMMER 2012
 First housing developer secured

SUMMER 2012
 Planning approval acquired for development of the Park

APRIL 2012
 London Legacy Development Corporation established

LATE 2012
 Rapid transformation begins for long-term use by local community, businesses, high performance athletes and visitors

27 JULY – 9 SEPT
 London 2012 Olympic and Paralympic Games

2013
 – Park officially becomes the Queen Elizabeth Olympic Park
 – Construction begins on first neighbourhood, Chobham Manor
 – Multi-Use Arena and VeloPark open
 – North Park opens and events programme begins

2015
 – Construction of first new housing development, Chobham Manor complete
 – First full year of events and activities across the Park

2014
 – South Plaza opens and events programme begins
 – Queen Elizabeth Olympic Park fully open
 – Tenants begin to occupy the Press Centre and Broadcast Centre

2016
 9.3million annual visitors

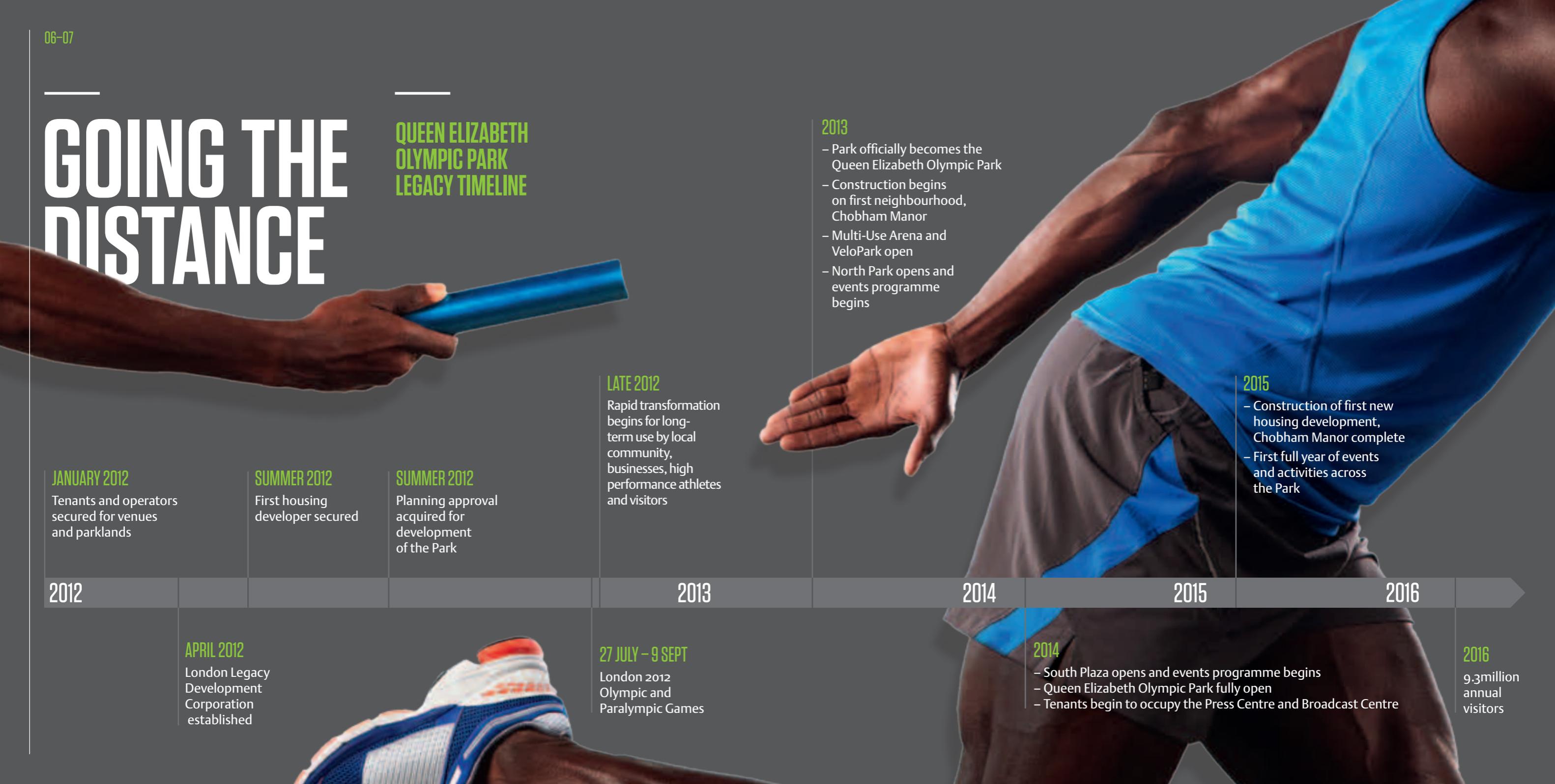
2012

2013

2014

2015

2016



A SHORT HOP FROM EVERYWHERE



UNRIVALLED TRANSPORT LINKS BRING THE PARK WITHIN EASY REACH, WHEREVER YOU ARE

Served by Stratford Regional and International stations, Queen Elizabeth Olympic Park will be one of the best connected destinations in London.

Nine overground and tube links – increased by the opening of Crossrail in 2018 – will bring all of London's major business and commercial districts, railway stations and airports within easy reach of the Park.

Whether travelling from Bristol or Brussels, Park visitors will enjoy quick and easy train travel and onward connections.

4

STOPS TO BANK AND THE CITY OF LONDON

4

STOPS TO CANARY WHARF

7

MINUTES TO ST PANCRAS INTERNATIONAL

20

MINUTES TO OXFORD CIRCUS AND COVENT GARDEN

40

MINUTES OR LESS TO ALL OF LONDON'S MAJOR RAILWAY STATIONS

30

MINUTES TO THE M1/M25

2 1/4

HOURS TO PARIS



ONE PARK TWO CHARACTERS

DISCOVER THE MANY FEATURES OF LONDON'S NEW PLAYGROUND

As a recreational destination that caters for everybody, from those in need of a bit of space to those who want to rub shoulders with the crowd, the Park will take on two very distinct personalities.

The South Park will be a buzzing hive of cultural activities, commerce, social interaction and entertainment, while the North Park, with its wetlands and landscaped parklands, will offer a more tranquil mood.



NORTH PARK

1. VELOPARK

The UK's foremost centre for cycling of all disciplines, from BMX and road cycling to indoor pursuit

2. RIVER LEA AND CANALS

Tranquil waterways populated by anglers, kayaks and the occasional water taxi

3. NORTH PARK HUB AND PLAYGROUND

A flexible space capable of hosting small-scale community gatherings and events

4. COMMERCIAL BUSINESS DISTRICT

29,000m² of sustainable office space in the Press Centre, 9,000m² of offices and 53,000m² of studio space in the Broadcast Centre, all adaptable for a variety of commercial uses

5. PARKLANDS

22,000m² of green open space, abundant with plants and wildlife

6. MULTI-USE ARENA

London's third largest indoor arena hosting a vast range of sporting and entertainment events and activities

7. EVENTS LAWN

A large green space hosting fairs, festivals, exhibitions and sports events



SOUTH PARK

8. WATERWAYS

Atmospheric canals brimming with places to eat, drink and relax

9. GATEWAY TO THE PARK

The Park's main entrance from Stratford, a 350m concourse with a vibrant urban pulse

10. SOUTH PARK PLAZA

The Park's beating heart, situated between the Stadium and the Aquatics Centre, and site of the ArcelorMittal Orbit

11. SOUTH PARK HUB

A vibrant meeting place with café and ticket office for park events

12. ARCELOMITTAL ORBIT

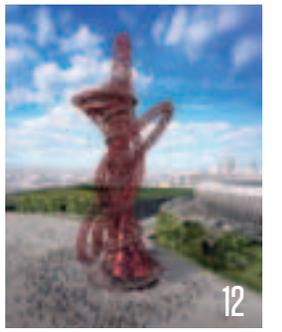
Britain's tallest sculpture with viewing platforms looking across the Park and Greater London

13. AQUATICS CENTRE

A stunning venue with two 50m swimming pools and a diving pool

14. THE STADIUM

Iconic 60,000 seat home to sports and entertainment events



IGNITING THE SENSES



AT 114M
TALL, THE
ARCELOMITTAL
ORBIT IS THE
UK'S TALLEST
SCULPTURE

SOUTH PARK

AS VISITORS ENTER THE PARK FROM STRATFORD REGIONAL AND INTERNATIONAL STATIONS, THROUGH THE MAIN GAMES-TIME GATEWAY, ALIVE WITH PERFORMING ARTISTS, STALLS AND DISPLAYS, THEY WILL BE STRUCK BY THE SIGHT OF THE BEAUTIFUL AQUATICS CENTRE, DESIGNED BY ZAHA HADID

Walk a little further and the Stadium itself looms into view, and between these two iconic venues lies the South Plaza, a dynamic open space furnished with fountains, light spectaculars, impressive garden areas and temporary installations such as urban beaches.

The Plaza will provide the stage for an exciting range of cultural, sporting and community events and activities, all taking place beneath the imposing form of the extraordinary ArcelorMittal Orbit.

From its two platforms, visitors will be able to take in the view of London's skyline and all the attractions of the Park, including the 7,500 capacity Multi-Use Arena, the third largest arena in London, and the South Park Hub, a vibrant place to meet, share a drink and a bite to eat, and buy tickets for Park events.

The South Park will have its laidback quarter too, along the canal paths, amid the floating restaurants thronging with diners. Here you'll find children kayaking, water taxis shuttling locals home from work and anglers trying their luck from the shaded banks.



WHERE COMMUNITY MEETS CREATIVITY



NORTH PARK

THE NORTH PARK WILL BEGIN TO REOPEN FROM LATE 2013, PROVIDING A VALUABLE AREA OF OPEN GREEN SPACE FOR THE NEIGHBOURING COMMUNITIES OF HACKNEY WICK AND LEYTONSTONE. IT WILL BE A PLACE FOR JOGGING, KICKABOUTS, CHILDREN'S PLAY AND FAMILY PICNICS

Cyclists will flock to the Lee Valley VeloPark, the UK's foremost cycling facility, while the adjacent Lee Valley Tennis and Hockey centres at Eton Manor will offer further encouragement for participation and sports development.

The first of the Park's five new neighbourhoods, Chobham Manor, will be built in the North Park, together with the development of the 90,000m² commercial district,

focused around the Press Centre and Broadcast Centre, which will be home to the world's media during the Games.

The North Park will be a hotbed of creativity, hosting exhibitions by the many local artists, together with regular cultural events and entertainments of all sizes taking place in the atmospheric event spaces by the River Lea.

CYCLISTS WILL FLOCK TO THE VELOPARK, THE UK'S FOREMOST CYCLING FACILITY



EVERYONE'S A SPORTING HERO

TURNING THE 2012 GAMES INTO A LONG-TERM SPORTING LEGACY

The Queen Elizabeth Olympic Park will enable and inspire future generations of high performance and recreational athletes. Sport will be a key element of the Park's atmosphere and personality, its open spaces and waterways designed to create a dynamic public playground, encouraging a culture of sport and active outdoor living.

The inspirational magic of the Games will live on in five world class venues, built specially for the world's finest athletes and then transformed to meet the needs of both high performance and community sports alike.



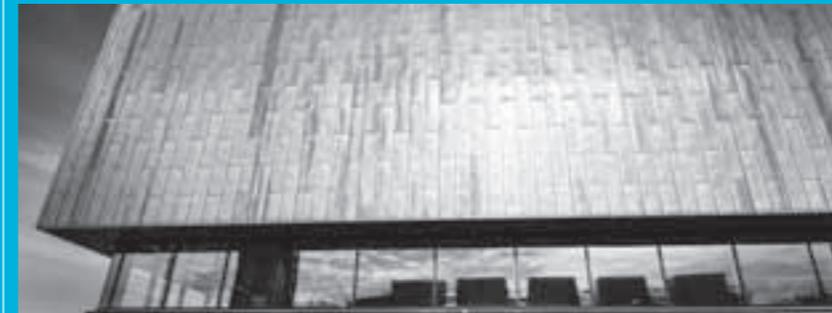
TENNIS & HOCKEY CENTRES

Next door to the VeloPark are the mixed-use sports facilities at Eton Manor, primarily catering for tennis, hockey and five-a-side-football after the Games. These, along with the VeloPark, will be operated by the Lee Valley Regional Park Authority.



THE STADIUM

The eyes of the world will be on this spectacular arena at Games-time, to see who is the fastest, the highest, the strongest. It will become an icon of sporting achievement, and after the Games it will remain as an inspiration to the champions of the future, hosting everything from community sports events to international meetings, including the 2017 World Athletics Championships, which are already secured.



THE AQUATICS CENTRE

This striking building, home to two 50m pools and a diving pool, will be one of the landmarks of the Park and an ever-popular destination. As a venue for world-class competitions as well as public and community sessions, adults and children will be able to swim and dive in the same waters, and enjoy the same superb facilities, as the world's top competitors.

THE VELOPARK

The VeloPark will be the UK's foremost cycling facility, marked out by the 6,000-seat Velodrome, alongside the BMX circuit, a 1km road cycling circuit and 8km of mountain biking tracks. With facilities for visitors to hire bikes and bring their own in for repair, the VeloPark will reinforce London's commitment to life on two wheels.



THE MULTI-USE ARENA

London's third largest indoor sports arena with flexible seating up to 7,500, the Multi-Use Arena will be used for a wide range of sports and physical activities for all. It features a sprung wooden floor space big enough for 16 badminton courts, around which are concession outlets, a café, meeting rooms, hospitality spaces, a fitness centre, crèche and changing rooms.

HOME SWEET HOME

5 NEW NEIGHBOURHOODS

8,000 HOMES

3 SCHOOLS

9 NURSERIES

7 COMMUNITY SPACES

3 HEALTH CENTRES

The construction of five new neighbourhoods, each with its own distinct character, will see up to 8,000 homes being built in the Park by 2030. Planned around pocket parks and squares, and built to the latest standards of environmental sustainability, these neighbourhoods are being designed to rekindle the heritage of east London life, with its famous community spirit and vibrant cultural diversity, in homes that

embrace and promote the most modern of living standards.

The first of these neighbourhoods, Chobham Manor, will start receiving residents in 2015. Situated in the North Park, bordering the green, open spaces, it will feature tree-lined avenues, intimate streets, mews houses and terraced homes with private gardens and open squares.

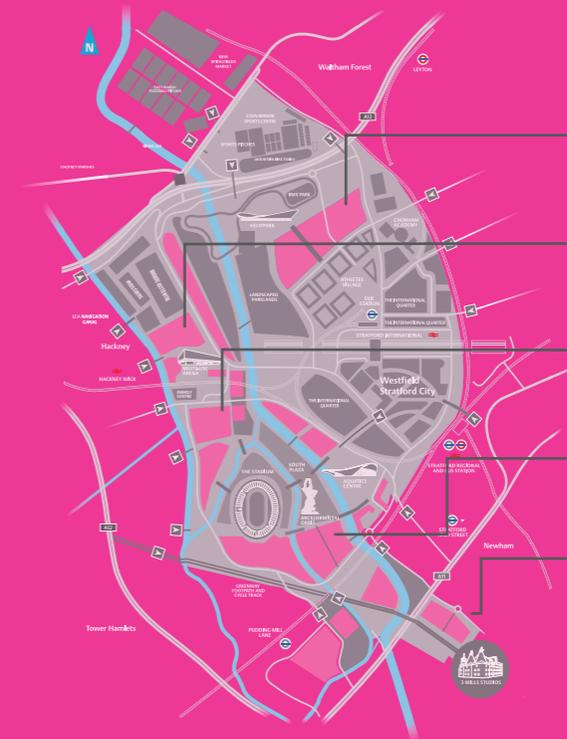
With family homes making up 70 per cent of the available housing, it will cater for Londoners who want to raise their children in a successful and safe community.

The five new neighbourhoods will cater for all the requirements of a growing family, providing play areas, schools, nurseries, community spaces, health centres and shops, with places to relax, play and exercise all within easy walking distance.

And with 300 shops across the Park at neighbouring Westfield Stratford City, as well as restaurants, bars and entertainments including a bowling alley, casino and 17 screen cinema complex, Queen Elizabeth Olympic Park will be one of the most desirable residential locations in London.

THE FUTURE QUEEN ELIZABETH OLYMPIC PARK WILL BE A PRICELESS ADDITION TO LONDON'S RESIDENTIAL LANDSCAPE, WHERE COMMUNITIES WILL GROW IN FIVE NEW NEIGHBOURHOODS, ALONGSIDE THE SPECTACULAR VENUES AND OPEN SPACES CREATED FOR THE GAMES.'

ANDREW ALTMAN, CHIEF EXECUTIVE



CHOBHAM MANOR
(NORTH-EAST OF PARK)

EAST WICK
(NORTH-WEST OF PARK)

SWEETWATER
(SOUTH-WEST OF PARK)

MARSHGATE WHARF
(SOUTH-EAST OF PARK)

PUDDING MILL
(SOUTH OF THE PARK)

YOUR NEW WORKPLACE

AN ATTRACTIVE PROPOSITION FOR BUSINESSES OF ALL SIZES

As a commercial centre, the Queen Elizabeth Olympic Park could not be better placed. The East End of London is a hotbed of investment and growth, and with two of the world's commercial hubs, the City of London and Canary Wharf, just four stops away by rail and tube, the Park will become a natural location for businesses to set up and thrive.

The north-west of the Park, bordering the emerging creative hotspot of Hackney Wick, will be transformed into an all-encompassing commercial district, providing more than 8,000 jobs.

This will be built around the Press Centre and Broadcast Centre, with both premises available, and adaptable for a variety of uses. Businesses and employees from all sectors, from start-ups to global corporations, will benefit from the vibrancy and easy accessibility of this new, forward-looking location.

The Park itself will also be a source of employment, its venues, attractions, bars, retail and ground management services all offering opportunities for permanent and part-time work.

THE PARK WILL BECOME A NATURAL LOCATION FOR BUSINESSES TO SET UP AND THRIVE



A PLACE TO CALL YOUR OWN

TRANSFORMING EAST LONDON

Queen Elizabeth Olympic Park is the fruit of an immense commitment to urban regeneration that, along with the sports legacy, formed a vital part of that winning 2012 Olympic and Paralympic bid promise. After the Games, the Park will not only be a destination for world-class sport and entertainment, it will be a place for Londoners to feel proud of, a place to live, work and play.

Since the winning bid was announced, this area of London has been transformed from one of the capital's deprived areas into a developing, vibrant and attractive quarter. What used to be waste ground is now pristine parkland; where once there was a breaker's yard and a mountain of broken fridges, now stands the beautiful Aquatics Centre.

Following the Games, a further £300million will be invested, continuing this transformation.

The North Park will open in early 2013, followed by the South Park in 2014.



THE OLYMPIC
PARK AND SURROUNDING
AREA IS LONDON'S
SINGLE MOST IMPORTANT
REGENERATION PROJECT FOR
THE NEXT 25 YEARS.'

BORIS JOHNSON, MAYOR OF LONDON

A SUSTAINABLE PARK

PROTECTING THE ENVIRONMENT EVERY STEP OF THE WAY

1 NEW ENERGY CENTRE

100 ACRES OF BIO DIVERSE HABITAT

2,000 SEMI-MATURE TREES PLANTED

6.5KM OF RESTORED WATERWAYS

Environmental sustainability is at the heart of the Queen Elizabeth Olympic Park. It has been built into the 2012 Games from day one, and this is reflected in all the Park's venues and infrastructure, through the use of the latest 'green' technologies and low-carbon designs.

The power required for much of the Park and its new neighbourhoods will come from the state-of-the-art Energy Centre, situated within the Park, which uses the latest sustainable energy technology.

Residents and visitors will be encouraged to get around by walking and cycling – with clear signposting for easy navigation – and to take advantage of the excellent public transport links to carry them to and from the Park.

Two thousand semi-mature trees, planted throughout the Park, and 100 acres of bio diverse habitat, created within the parkland, will provide a home for an abundance of flora and fauna.

This will be supported by the restoration and landscaping of the 6.5km of waterways, which includes natural solutions for reducing and managing flood risk.



LONDON LEGACY DEVELOPMENT CORPORATION

From 1st April the newly formed London Legacy Development Corporation will take over responsibility from the Olympic Park Legacy Company for the long-term planning, development, management and assets of the Queen Elizabeth Olympic Park and surrounding area.

Like the Queen Elizabeth Olympic Park, the London Legacy Development Corporation will be the first of its kind. As with previous development corporations it will have powers to take planning decisions and purchase land.

But in addition it will have the power to set planning policy – traditionally the remit of local authorities – providing certainty and acting as a single point of contact for developers, investors and communities.

The new Development Corporation will be the most important driver for high-quality, sustainable development and investment. Working to ensure the long-term success of the facilities and assets within its direct control, it will support prosperity in East London.

**THE LONDON LEGACY
DEVELOPMENT CORPORATION
WILL PROMOTE AND DELIVER
PHYSICAL, SOCIAL, ECONOMIC AND
ENVIRONMENTAL REGENERATION
IN THE OLYMPIC PARK
AND SURROUNDING AREA**

BORIS JOHNSON



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