



## Acknowledgements

Researched and prepared by  
Continuum Sport and Leisure Ltd

Design and print by  
London Borough of Havering

If you would like this document  
on audio tape, large print or you  
require a translation or general  
enquiries please contact:

Oliver Shepherd  
Thames Gateway London Partnership  
8th Floor, Anchorage House  
2 Clove Crescent  
East India Dock  
London E14 2BE

Tel: 020 7673 4531



# Next Stop 2012

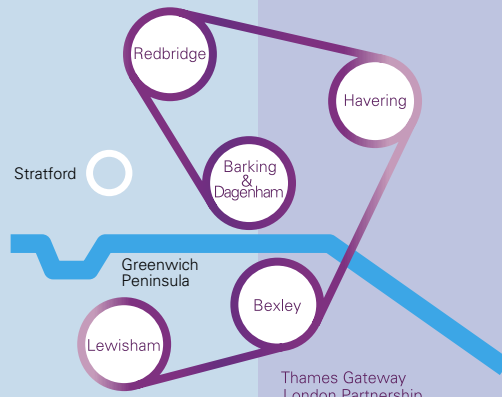
The Gateway Boroughs supporting the  
London 2012 Olympic Games and Paralympic Games



Barking & Dagenham • Bexley • Havering • Lewisham • Redbridge

# Introduction and Foreword

London's triumph in winning the right to host the Olympic Games and Paralympic Games in 2012 extends far beyond sport and culture. It is a unique opportunity for us to showcase to the world what London can already do and what we can achieve, a chance to capture the imagination of our communities and leave a lasting legacy for generations to come.



Thames Gateway London Partnership

As the closest geographical neighbours to the host boroughs for the 2012 Games the Gateway Boroughs of Barking and Dagenham, Bexley, Havering, Lewisham and Redbridge truly represent the Gateway to both the Games and the Capital. Whether living, working, staying, visiting or training in East London you can be as little as 3 miles or 8 minutes away from the heart of the Olympic Park, and never be more than 35 minutes from Central London.

As a partnership we very much look forward to opening our arms to welcome the world to the London 2012 Games.

Our prime geographical location and our physical and human infrastructure will enable us to play a pivotal part in the delivery of essential goods and services, ensuring that the Games are the biggest and most successful the world has ever seen.

We have excellent transport links, modern sporting and cultural facilities and quality residential and visitor accommodation. Our extensive areas of prime brownfield land will host some of the most exciting employment and housing sites of the future, offering key investment opportunities for businesses of all sizes looking to safeguard their involvement in the Thames Gateway regeneration programme, the largest anywhere in the world.

With vibrant mixed communities, an active and committed voluntary sector, a strong cultural heritage and a growing population of 1.1million people, we have a considerable pool of human and social capital. We will seek to ignite the enthusiasm of all our residents through the magic of the London 2012 Games, ensuring that they make the most of the opportunities to reach their potential and engage in planning and securing a real and lasting legacy for East London, both north and south of the river.

Our collective vision is to utilise the London 2012 Games "to engage our community and secure a sustainable regeneration legacy which maximises the opportunity to raise the profile of East London as a place to live, work, rest & invest."

This document sets out the vision, offer and priorities of the Gateway Boroughs and the Thames Gateway London Partnership. It expresses our desire to welcome the world in the lead up to and beyond 2012, and our determination to maximise our involvement in the preparation, hosting and legacy of the London 2012 Games. We hope very much that you will join us on our to the 2012 Games journey.

Barking & Dagenham

*signature*

Leader of the Council

Havering

*signature*

Leader of the Council

Redbridge

*signature*

Leader of the Council

Bexley

*signature*

Leader of the Council

Lewisham

*signature*

Chief Executive

Thames Gateway London Partnership

*signature*

Chief Executive



# Opening our arms to welcome the World

The London 2012 Olympic Games and Paralympic Games (the London 2012 Games) will include around 30,000 athletes and officials, coaches and members of the Olympic Family from over 200 countries. They will be supported by around 20,000 media representatives, 7,000 sponsors, 60,000 operational staff, 70,000 volunteers and the equivalent of 500,000 spectators per day. Throughout the Games all will visit, stay, train and compete in London, and we are ready and committed to play our part in ensuring that the capital stages the best Games and the biggest international celebration the world has ever seen.

The Olympic and Paralympic Games... are... a unique event and thrilling experience for competitors, spectators, volunteers and the billions watching on television across the world. For the world's best athletes, it is the pinnacle of their ambition. They leave a host of indelible memories but also long-lasting benefits for the cities and countries that host them"

**(Rt. Hon Tony Blair MP, London 2012 A Vision, 2004)**

## East London – A Home from Home

All visitors to the Gateway Boroughs can expect to find a welcome 'home from home'.

As the closest geographical neighbours to the 5 host boroughs, with exceptional transport links to the competition venues and Central London combined with a strong volunteer base and accommodation offer, we have a pivotal role to play before, during and after the London 2012 Games.

## Speaking Your Language

Residents of our diverse communities speak over 70 languages, and an extensive range of interpretation and translation services are provided by the five Gateway Boroughs, voluntary sector groups and individual volunteers from our communities. There are over 30 interpreter businesses that can also be on hand to ensure that all of our international guests are properly welcomed and supported throughout their stay.

## World Culture

'The London 2012 Games will inspire, excite, engage and be owned by the next generation; by the people who will compete in them, who will volunteer for them, who will watch them and whose lives will be transformed by them' **(Bexley Council, 2005)**

Our enthusiastic involvement in the London 2012 cultural festival will ensure that the Olympic ideals truly thrive in the Gateway Boroughs. The festival, scheduled to start in 2008, will include a range of innovative creative concepts and programmes, all designed to dazzle, inspire and celebrate world cultures, universal youth, friendship, reconciliation and peace, creativity and sharing.



The positive impact for London will be phenomenal, but the London 2012 Games offer an unprecedented opportunity for the arts right across England. The Games have the power to transform a nation's perception of itself and make a new relationship with the rest of the world: the arts will help us do that here."

**(Arts Council England)**

From concerts, festivals, exhibitions and firework displays, to street art, theatre, music and dance productions, the Gateway Boroughs will spread the excitement of the London 2012 Games among residents and visitors by staging a wide range of cultural events. We will support the celebration of world cultures and seek to play a part in supporting the Olympic Torch Relay and Opening and Closing Ceremonies. We will also champion the cultural programme and celebrate our riverside location.

## Global Connections

Complementing the vibrant cultural mix of our communities, the Gateway Boroughs have strong international business, educational and governmental links with a number of countries, including France, Germany, Japan, China, South Asia, Africa, the West Indies, the Americas and Australia. With international businesses including Aon Limited, Ford Motor Company, Securitas UK Ltd, Tilda Rice, British Bakeries, Welbeck Steel and Hays Logistics we have long been involved in supporting large international operations. We are genuinely committed to extending our international relationships and furthering our global business links. We will use the regeneration of East London, the London 2012 Games and our proximity to the heart of the capital as a catalyst to achieve this.





## East London – Past, Present and Future

We have a proud and important social, physical and economic history that can be traced back through the centuries. Many illustrious figures are linked to the area, such as William the Conqueror, Edward the Confessor, Dick Turpin, Captain James Cook, Sylvia Pankhurst and Winston Churchill, a rich ancestry matched by an enviable range of heritage sites, ancient woodlands, mansions and manor houses, parklands, open-spaces and waterways.

Our impressive range of modern, quality facilities offer an exciting entertainment scene, sound educational base, comprehensive healthcare provision, excellent sports infrastructure, innovative business clusters, accommodation and events centres. Lively creative and cultural industries, retail centres, restaurants and festivals reflect and cater for a world of different cultures and tastes.

East London also has areas of landscape set to be completely transformed by the regeneration of the Thames Gateway and numerous localised programmes. With a significant population increase forecast, our housing stock, business, education and facilities infrastructure is constantly evolving and improving. The area's investment opportunities are unparalleled, and by 2012 our 'offer' will be enhanced even further, making a visit to the Gateway Boroughs distinctive, attractive and memorable.

## Pre-Games Preparation Camps and Training Venues

Our passion and commitment, facilities, services and people enable us to offer high quality preparation camps and training venues potentially to Olympic and Paralympic Teams in the lead up to and throughout the London 2012 Games. With our comprehensive transport infrastructure visitors need never be more than 35 minutes away from the heart of the Games and Central London.

As the Games' closest neighbours we are located right at the centre of East London and the cultural programme. Two of our facilities, Goresbrook Leisure Centre and Redbridge Sports Centre, were identified in the candidate file as possible Training Venues, and with such close proximity we hope to see many more of our sites being utilised by Olympic and Paralympic athletes, thereby bringing the spirit of the Games right into the heart of our community.

Our facilities offer includes dedicated and multi-purpose venues which can be converted, upgraded and clustered to cater for the needs of most Olympic and Paralympic sports:

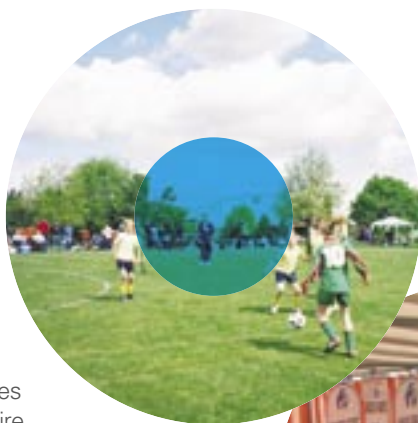
- Four purpose built Football Stadiums – Millwall Football Club, Dagenham and Redbridge Football Ground, Welling United Football Club and Hornchurch Stadium, each with enclosed grass football pitches and spectator facilities.
- Two 8 lane and four 6 lane floodlit Synthetic Athletics Tracks - Mayesbrook Park, Ashton Playing Fields and Track, Cricklefield, Erith Leisure Centre, Hornchurch Stadium and Ladywell Arena. There is also a 200m 4 lane synthetic track at New Cross Sports Arena.
- 29 x 25m+ Swimming Pools, including Dagenham Swimming Pool (plans to rebuild before 2012), Crook Log Leisure Centre, Chafford Sports Complex, Downham Lifestyles Centre and Fulwell Cross Pool.
- Proposals for a major new sports facility in Redbridge, featuring 50m and 25m Swimming Pools, new 12 Court Sports Hall and health and fitness facilities.
- 188 Sports Halls, offering an equivalent of 334 Badminton Courts. Significant facilities exist at: Goresbrook Leisure Centre, Redbridge Sports Centre, Crook Log Leisure Centre, Hornchurch Sports Centre, Central Park Leisure Centre, Millwall Lions Centre and Wanstead Leisure Centre.
- 20 full size Artificial Pitches, including sand based and third generation pitches.
- 3,500 Fitness Stations.
- 474 full size Grass Football Pitches.
- 18 Indoor Tennis Courts housed in 3 Indoor Tennis Centres - David Lloyd in Sidcup, The Next Generation Club in Havering and Redbridge Sports and Leisure Centre.
- 5 Indoor Bowls Centres offering 30 Indoor Bowls Rinks (large indoor spaces).
- 258 Parks and Open Spaces - including Parsloes Park, Danson Park, Dagnam Park, Beckenham Place Park and Valentines Park.
- 6 Country Parks - including Fairlop Waters, Eastendbrook, Hornchurch, Havering, Hainault Forest, Ripple and some sections of Epping Forest.
- 217 hard and 15 grass tennis courts.
- 3 Water-Sports centres - including Fairlop Sailing Centre (a 40 acre lake for water sports), Danson Watersports Centre and Stubbers Outdoor Activity Centre.
- Access to the River Thames for water based activities.
- 1 Ice Rink - Romford Ice Arena which measures 56x26x9.5m and has 900 spectator seats.
- Ten 18 hole and seven 9 hole Golf Courses.
- 1 Competition Standard BMX Track at Dagenham Arena.
- Large-scale Conference Facilities and Events Venues, including the Centre for Engineering and Manufacturing Excellence (CEME) and Goldsmiths College University of London.



## Looking After all your Healthcare Needs

The Gateway Boroughs have extensive healthcare and medicine facilities. Athletes and visitors can be safe in the knowledge that they have easy access to a range of world class public and private healthcare services on their doorstep, should they require them. The Gateway Boroughs are home to eight fully accessible General Hospitals offering a range of in and out patient care. Including the University Hospital Lewisham, five of our hospitals boast 24 hour Accident and Emergency Departments. We have around 250 Doctors Surgeries, 150 Dental Surgeries and a large number of ophthalmic and other specialists. Together with hundreds of related healthcare businesses we can offer responsive first class general medical care and access to a range of specialist clinics.

Our medical infrastructure is also geared towards providing quality preventative and rehabilitative healthcare. With around 50 Physiotherapy and 20 Osteopathy Centres we can offer dedicated treatment for orthopaedic, muscle and tissue care, sports injuries and rehabilitation. With ten hydrotherapy pools and dedicated Sports Science facilities our truly local services are on call to cater for the full range health care needs.



## Spotlight 2012

No event attracts greater media coverage than the Olympic Games, and over 20,000 official and many more unofficial media representatives are expected to attend the London 2012 Games. The Gateway Boroughs are keen to assist UK and international journalists, photographers and radio and television crews in delivering the best coverage of the London 2012 Games.

With the Olympic Park, River and Central Zones only minutes away we can offer over 100 pre and post production multi-media facilities. These include state of the art TV, radio, photographic, editing and music production suites at Goldsmiths College University of London, Barking East Side Studios and Barking College.

Across the Gateway Boroughs we have an abundance of local newspapers and radio stations such as TGR Sound, Radio Club Asia, Romford Recorder and the Ilford Recorder, all of whom can play a part in promoting the progress of visiting teams.

There are a variety of suitable and accessible Press Conference Venues, ICT facilities and scenic broadcasting points such as Telegraph Hill Park in Lewisham, offering stunning panoramic views across the capital. Combined with over 100 media related companies located in the area we can offer complete services to meet all needs and budgets.

The Gateway Boroughs offer the opportunity to keep in touch with home as well as broadcast live or pre-recorded media by TV, webcast or radio right the way across the world.



## Logistics and Planning

The five Gateway Boroughs can offer a well developed logistics infrastructure to cater for the needs of the modern Olympic and Paralympic Team, who travel with significant amounts of IT and media, nutritional, medical and fitness equipment. A range of warehousing, distribution, purchasing, transport, events, IT and customer service businesses will combine with our excellent air, land and sea links to provide a complete logistics service.

## Keeping You Safe and Sound

As part of the area covered by the Metropolitan Police Service we have unparalleled experience in security planning and general policing. We will work collaboratively with our 100+ security service providers in offering a range of services designed to ensure that competitors and visitors enjoy a safe and secure Games.



# Physical Capital – Live, Work, Rest and

The Gateway Boroughs' offer to support the London 2012 Games is underpinned by a wealth of natural and built resources as well as physical and human infrastructures.

Some of our areas have been identified as a national regeneration priority and work is already underway to enhance and in places transform the area's environment. This transformation has at its heart the principles of social inclusion, environmental sustainability, multi-modal accessibility, public arts projects (such as Barking Artscape) and high quality urban design. Our housing, education and healthcare facilities, transport links, businesses, town centres, sporting and cultural assets will all be enhanced as a response to the forecast growth in our population. By 2012 the Gateway Boroughs will boast an even more attractive range of facilities for local residents, investors and visitors to use and enjoy before, during and after the Games.

## Next Stop 2012

With neighbouring proximity to the Olympic Park, River Zone and Central Zone, and as a genuine gateway from Europe and beyond, we can offer rapid access and short travel times to and from the Games, leaving visitors to concentrate on the important part of their stay. Located within easy reach of major transport interchanges the Gateway Boroughs offer excellent connectivity for those wishing to explore England's national treasures. Within easy reach are the beautiful beaches and countryside of Kent and Sussex, the cathedral and University cities of Canterbury and Cambridge and picturesque East Anglia.

Transport is central to our offer. We have excellent existing and proposed transport links to the Olympic sites which are direct and reliable. They also connect our residents and visitors to jobs, services, education and training, culture and other vital community opportunities, and they allow us to continue to fulfill our regenerative potential.

## Fly East

London's five international airports are within easy reach of East London, providing direct flights to a huge range of European and worldwide destinations. London City Airport offers a direct route to the heart of the Capital and the Olympic Park for key UK and European cities, and can be reached in under 30 minutes from the boroughs north of the river. In under 90 minutes the Gateway Boroughs can be reached from the major airports of Gatwick and Heathrow, and the rapidly expanding London Stansted and London Luton airports are both less than 40 miles away.

Stratford International will offer direct rail travel to Paris and Brussels in around 2 hours. Just 7 miles from Bexley will be Dartford International Station (Ebbsfleet), the eastern terminus of the 'Olympic Javelin' shuttle service on the high-speed Channel Tunnel Rail Link (CTRL), which will offer a 10 minute journey time to Stratford International.

## Under or Over Ground

A well-established commuter network provides fast and frequent rail and underground links between us and the heart of the city and all Games venues. We currently boast a total of 44 rail stations to and from major central London terminals, 10 of which directly serve Stratford. Stratford can also be reached in a single journey from 16 of the Boroughs' 21 tube stations, in as little as 8 minutes.

Extensions to the Docklands Light Railway, London's only fully wheelchair-accessible railway, will see Barking and Dagenham linked to London City Airport and Stratford. Extensions and enhancements to the East London Line (Orbirail), c2c and Thameslink 2000 will enable us to significantly decrease our already enviable travel times to the rest of London and its surrounding areas, including Gatwick Airport. We fully back the proposals for Crossrail which would further enhance our connectivity to Stratford, Central and West London (in particular Heathrow Airport) as well as Essex.



# and Invest



## On the Road

Extensive road links (including the A406, A12, A13 and A2) also exist in and around East London. The Capital's major orbital route, the M25, is within easy reach, offering quick access to the main motorway routes between London and the rest of the country. A number of other major arterial roads already provide our extensive bus service, numerous private hire taxis and coaches with direct access to the centre of London and the London 2012 Games Venues. We wholeheartedly support the principle of a number of planned highway enhancements such as the East London Transit. They will provide unparalleled connectivity between our communities north and south of the river, and the regions and nations beyond.

## Ride the Tide to 2012

Barking and Dagenham, Bexley, Havering and Lewisham enjoy easy access to the River Thames and sea beyond, attractive resources that offer enormous potential for an integrated water borne transport service to cater for the Games and beyond. The major ports of Tilbury and the proposed London Gateway port at Shellhaven are close by. Lewisham will complement a number of cross-river services.

## Active Access

The health benefits of walking and cycling are well documented, and accessing the London 2012 Games by foot or bike from the Gateway Boroughs will be easy. A comprehensive network of safe public footways and cycle routes already exist in East London, offering a range of direct and more scenic routes. These are constantly being improved and upgraded to enhance the cohesiveness of our neighbourhoods as well as our connectivity with the rest of London.

## Train, Work, Rest and Play

Our residential and business communities have always embraced newcomers. In the lead up to 2012, during the Games and beyond, the welcome will be even warmer.

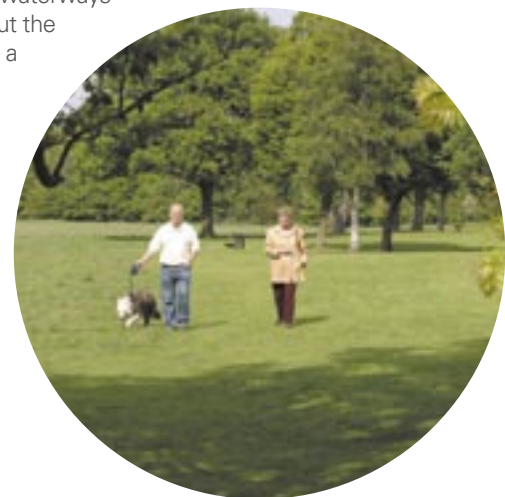


Whether visitors wish to train, enjoy a restful or energetic holiday, plan a day trip, find accommodation or organise business meetings, conferences or exhibitions the Gateway Boroughs will both delight and surprise. We already offer a remarkable range of natural, heritage, sporting, cultural and business resources, and we promise that there is much more to come.

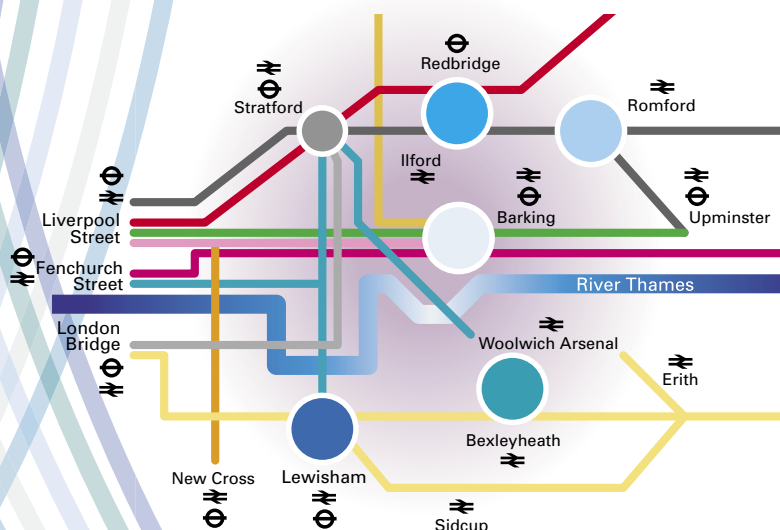
The area boasts seven Sites of Special Scientific Interest. The River Thames, one of the cleanest metropolitan rivers in the world, runs through the middle of East London. It is home to 170,000 birds and 121 species of fish, and tells the story of naval history, trade, Empire and immigration. The river also sustains the rare and ancient landscape of Rainham Marshes, set to become the London Riverside Conservation Park.

## London's Green and Pleasant Lands

As some of London's greenest boroughs Havering, Bexley and Redbridge boast extensive areas of park and woodlands. The 'Green Grid' and 'Blue Ribbon' Networks – attractively linked open spaces and waterways – are accessible throughout the area providing access to a network of strategically important open spaces, waterways and green links throughout East London. As well as opening up access to protected green areas and the River Thames, these provide excellent connectivity between our town centres, transport nodes, residential and employment areas.



Our industrial landscapes and buildings, such as Crossness Pumping Station and the Ford Visitor Centre, are widely regarded for their contemporary expressions of the richness of the area's heritage. These provide a striking and stimulating contrast to the more genteel beauty of the area's National Trust properties, listed buildings and historic houses and gardens including Valentines Mansion, the Red House, Rainham Hall and Hall Place and Park.



- 'One' Railway
- Central Line
- District Line
- Hammersmith & City c2c
- Docklands Light Railway
- Jubilee Line
- South East Trains
- Silverlink County & Metro
- East London Line



## Eat, Sleep, Dance and Celebrate

Our diverse communities support an exciting and enticing mix of cultural facilities and services, all reflected through cuisine, shops, music, art, drama, dance and a whole host of events. The Gateway Boroughs' cultural scene is very much alive, with visitors welcome to celebrate numerous local and national cultural festivals and celebrations. Acclaimed contemporary dance can be enjoyed at the Laban Centre, and a full arts programme can be experienced at Blackheath Halls, thought to be the earliest surviving purpose-built concert hall in London. Visitors can also enjoy the area's many varied theatres and cinemas complexes, explore the major retail centres of Ilford, Romford and Lewisham (and nearby Lakeside and Bluewater), or sample some of our 460 restaurants and 500 bars and pubs. Exciting proposals are also afoot in Rainham for a large casino and range of supporting leisure facilities.

Over 3,000 hotel rooms are already available across the Gateway Boroughs ranging from bed and breakfast to 4 star hotels, and come 2012 our accommodation offer can be further boosted by the availability of halls of residence at Goldsmiths College University of London and by major housing developments due for completion.

## Conferencing and Events

The Centre for Engineering and Manufacturing Excellence, Ford Motor Company, Hall Place and Clarendon Hotel Blackheath, and the Bexley's four star provide just a few of the conference and events venues in the Gateway Boroughs, all offering a competitive base and invigorating settings just moments from Central London.

## Land of Opportunity

"This is going to be the most exciting part of London... This is where the action is."

**(Ken Livingstone, Mayor for London,  
The Transport Agenda)**

The 2012 Games has given East London the unique opportunity to condense 25-50 years of regeneration into a fraction of that time. High quality civic and open space projects are being brought forward across the sub-region, further enhancing the area's liveability and sense of place. The London 2012 Games will help us successfully translate policy into practice through the realisation of 'the new city of East London'.

East London offers many exciting opportunities for large scale development with a range of investment opportunities. The scale of brownfield sites in prime locations offers new and expanding businesses the opportunity to grow in the heart of the Thames Gateway close to the Olympic park. There is also significant scope to bring forward exciting residential development providing homes for a growing, highly skilled workforce. Many sites will be close to the City Centre while only an hour from channel ports.

## East London – Time to Invest

Six key areas have been designated for sustainable development, including Barking Reach, London Riverside, Deptford Creek, Belverdere/Erith, Thamesmead and Ilford. Each location offers exciting opportunities for the development of employment, educational, residential, health, retail and leisure elements. Forming an integral part of this offer are:

- Ambition for South Dagenham – 80 ha of land for mixed use;
- Barking Riverside – major brownfield site for over 10,000 homes;
- Barking Town Centre – transformation to improve the mixed use of this prime site;
- Bream Reach Business Park – new industrial units and design and build opportunities;
- Bexley Riverside – range of sites for mixed use, commercial or residential development;
- Lewisham Town Centre – further improvements to this thriving town centre for employment, retail, residential and leisure activities;
- Convoys Wharf – mixed use development on Lewisham's riverfront with potential cultural/leisure venues;
- Ferry Lane – industrial site next to Rainham Village;
- Rainham Village and Rainham West – 5000 new homes, regional casino and entertainment complex, conservation park and visitor centre;
- Romford Town Centre – largest town in the Thames Gateway development
- Ilford Town Centre – major mixed use redevelopment;
- Surrey Canal Road, Deptford – strategic employment area for industry environmental, recycling, storage and distribution;
- Bell Green – business units and retail;
- White Hart Triangle – industrial units, warehouse and distribution space;
- Gallions Reach – 60 acre retail site.



# Engaging body, mind and spirit



“Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind”  
**(Baron Pierre de Coubertin, The Olympic Charter)**

## Continuous Improvement – Skills, Training and Jobs

It is estimated that the 2012 Games will create thousands of full-time equivalent jobs in the construction industry alone, with thousands more created as a result of various legacy developments currently underway across East London. Companies large and small in construction, retail, administration, transport, manufacturing, catering, merchandise, business services, media, creative industries and many more besides will be part of ensuring the delivery of the Games, thereby creating numerous employment opportunities. Prior to and on completion of the Games tens of thousands of jobs will be created across the Gateway Boroughs providing long-term opportunities for our residents. By continuing to expand and enhance the talents of our local workforce we will be able to offer the wide range of skills needed to help organise, supply and manage the London 2012 Games and their planned legacy.

We are fully committed to ensuring that people in the Gateway Boroughs have the skills and support they need to compete for the jobs and contracts to deliver the Games - and that these jobs should help them develop skills that will be useful to them long after 2012. We want to see a positive and permanent change in the way businesses recruit from within our local areas, and a continuation of the hugely successful Employer Training Programme pilot in East London, where over 1200 employers and 12,000 of their staff have benefited from enhanced training.

We will work closely with key employment and skills development agencies to develop a more responsive and demand-led approach to training to meet the skills needs of key sectors and occupations. We will join with the London 2012 Employment and Skills Taskforce, the Learning & Skills Council, Jobnet, London Development Agency, Skills Active and Skills for Business Network in ensuring that our residents are best placed to exploit employment and upskilling opportunities arising from the Games and beyond.

## Boosting Volunteering

Previous Olympiads stand as a testament to the enthusiasm and invaluable contribution of volunteers, and London 2012 will be no different. The Games present an extraordinary opportunity, especially for young people, to be part of the army of volunteers that will be needed to make the Games run as smooth as clockwork – leaving those who join up with memories for a lifetime and new-found skills and confidence.

Over 70,000 people are expected to volunteer for the London 2012 Games, carrying out hundreds of essential tasks from ushering, driving and general spectator services to providing translation services and running first aid care centres. The general and specialist volunteer skills required offer a unique opportunity for the people of the Gateway Boroughs to engage with the Games. With over 2,500 voluntary organisations in our community, thousands of people – many of them multi-lingual – regularly volunteer to support festivals, sports, arts and cultural activities, events, clubs and community groups. We will draw from and expand this vital resource, delivering and celebrating the Games with a true East London helping hand.

Our close proximity to the Games will enable our volunteers to travel quickly and reliably to and from key sites, with each volunteer able to offer invaluable local knowledge of the East London area. In turn, we aim to see our volunteers benefiting by gaining skills, confidence, experience and through developing new networks and friends.

We will use the power of sport and cultural activities as catalysts to increase the number of volunteers. We will establish and enhance our existing links with a range of agencies and programmes. These include local Councils for Voluntary Service, Step Into Sport, Community Service Volunteers, the National Volunteering Database, London Cares, Voluntary Arts Network, Thames 21, Skills Active and Volunteering England.

## Taking Part and Celebrating

The Olympic and Paralympic Games are a once in a lifetime opportunity to engage, inspire and excite our young people to take part in something truly spectacular.

There is probably no other city in the world that can unite sport, art and culture in a global festival of human achievement as well as London. Buoyed by the spirit of Olympism, we are committed to using the Cultural Olympiad to raise awareness and redouble our efforts to promote and enhance the value of education, sport, health and cultural activity.





## Educating the Next Generation

Education is a voyage of discovery. A strong new educational programme will also be launched as a result of the London 2012 Games. The unique context of the Games will inspire imaginative teaching and learning. This will involve a four year virtual journey aboard the Olympic Friend-ship, participating in the Young Ambassadors and the Olympic Language Programmes. Our schools will be engaged in these programmes exposing our children and young people to the Olympic ideals and history, new languages and cultures, developing improved interpersonal skills and confidence so that they may fully engaged in the Games, volunteering opportunities and sporting and cultural activities.

## A Springboard to Participation

“ This is an opportunity to develop our sporting talent, introduce exciting new programmes and play a complete part in the London 2012 Games”

**(Cllr Bramley, Barking and Dagenham)**

Stimulating increased participation in sport and physical activity is a long-standing aim of the Gateway Boroughs. We plan to use the Games and the guidance of the London Plan for Sport and Physical Activity to inspire greater levels of sporting activity and achievement, thereby helping to foster healthier and more active communities. We will explore the potential for inter-school competitions based on Olympic sports, enhance the School Sports Coordinator programme, and work with sports development and healthcare professionals to champion the Games to promote the benefits of physical activity to all. We will support our talented athletes and promote increased opportunities for disabled people.

## Investing in Our Sporting Future

A surge in sports club membership and participation levels are also expected as a result of the heightened interest and opportunities brought about through the Games. The Gateway Boroughs are committed to working with agencies including public and private sector organisations to further enhance the investment in our portfolio of sports facilities, development officers and coaches. By doing this we will ensure that we can provide accessible opportunities to meet the needs of all of our residents and visitors.



## Celebrating through Arts and Culture

Modern Games are a global social and cultural event, taking their inspiration from the spirit of cultural exploration that imbued the early Olympiads. A four-year cultural festival will accompany the London 2012 Games, and we plan to play a full part in hosting, supporting and contributing to the Cultural Olympiad's events, exhibitions and educational activities. The Gateway Boroughs are home to some of the most vibrant cultural and arts activity in the city. With an extensive range of festivals including the Hornchurch Festival, Spikefest UK (comedy), Deptford X, the Danson Festival, Shout and the Redbridge Literature Festival we have a history of celebrating through art and cultural activities. With facilities including the 1930's art deco Broadway Theatre in Lewisham, Hornchurch Queens Theatre, Horniman Museum, Rose Bruford College and Bird College, we have a strong network of cultural venues and 54 public libraries.



Building on these assets we will facilitate links and partnerships between practicing artists, cultural organisations, schools and the wider community. We will inspire our communities by promoting the importance of smaller local cultural activities, strengthening community and international links, widening audiences and enhancing the skills and repertoires of our artists and performers. We will forge close links with the Fringe Festival planned by the five host Boroughs, and work closely with the London Cultural Consortium, Arts Council England, London and a range of local arts organisations in unlocking East London's cultural potential and showcasing it to the world.



# Doing business with the Games – Go

London is the ultimate place to do business. Voted Europe's best city for business for 15 consecutive years, it offers unrivalled opportunities plus the skilled people, a huge choice of locations and the expert support functions required to make the most of them. The London 2012 Games offer a unique opportunity for businesses of all sizes within East London in particular. They offer a chance for our firms to find new trading partners, enter new markets and compete for lucrative and rewarding contracts - and to showcase themselves to an audience of four billion potential customers around the globe. We will show the world that before, during and after the Games, East London is very much open for business.

## **Growing the East London Economy**

Many of the opportunities for small and medium sized enterprises are likely to come from the supply chains that will surround the major contracts. The Gateway Boroughs will work with Business Link, Think London, Local Chambers of Commerce, Skills Active, the LDA and other Sector Skills Councils to actively engage identified local businesses from sectors likely to benefit from the Games.

Our businesses can play a key part in preparing the Olympic Park, building the nine new venues, the Olympic Village and the media centre, and creating the supporting infrastructure. There will also be numerous business opportunities during the Games and afterwards, when post-Games legacy development begins. We will work with KnowledgeEast to capitalise on the innovation within local universities to improve business processes and attract high-value knowledge economy business to the Gateway Boroughs, thereby helping new ventures like the Innovation Centre in Bexley become a lasting success. We will facilitate the sharing of 'best practice' amongst businesses to create competitive enterprise, and use the London 2012 Games to strengthen our local economy.



# Gateway Boroughs Open for Business

## Benefit Gateway Boroughs

As a part of East London we are also committed to using the influence of the London 2012 Games in supporting new businesses in breaking into new markets and providing long term employment opportunities.

We will proactively seek Games-related opportunities and work to promote the Gateway Boroughs of East London as a key investment location. Amongst others we aim to set to work some of our 3000 building and construction businesses, as well as our 1500 manufacturing companies. A key part of this is to promote the ready availability of brownfield sites within the Gateway Boroughs. With around 526 hectares of previously developed land available, and with the support of significant grant funding, locating a business in East London represents an invaluable investment opportunity that should not be missed.

## Supporting Our Creative and Cultural Industries

Away from the Games themselves, the Cultural Olympiad presents a unique opportunity for our cultural and creative industries to show off their talents to the world, as well as offering a great boost to their development. Within the Gateway Boroughs we will promote the Creative London Hub in Deptford and galvanise existing plans for the cultural sector around Deptford Creek, and progress the development of the Unity Square cultural quarter in Ilford. We will work in partnership to ensure that the combined talents of our creative industries are supported to fully maximise their potential as an employment sector and key attraction for visitors of the Gateway Boroughs.

## Promoting our Green Industries and Sustainable Development

London 2012 organisers have promised a low carbon, zero waste Games that will conserve biodiversity and promote environmental awareness. Green industries will therefore have an essential role to play, and the Gateway Boroughs offer superb conditions to support this diverse and fast growing sector. Alongside extensive opportunities for land remediation and brownfield development, we can offer easy riverside access to accommodate green industry or waste processing operations, financial support to fund new projects and technology development (many parts of our area are eligible for financial assistance from various government programmes), a huge talent pool of environmental engineering and waste management professionals and a receptive city-wide business environment for renewables and energy services.

Our green credentials are already well established, with London's first wind farm operating at the Ford Motor Works and an environmental industries cluster around the South East London Combined Heat and Power Plant (SELCHP) in Deptford. Sustainable design principles, transport and waste management remain at the heart of our work and our plans for the future. With around 60 local businesses that specialise in this sector we are keen to provide assistance to London 2012 to ensure that the Games leave behind a sustainable environmental legacy for our boroughs.



# Summary

East London is a prime example of London's diversity. It is filled with a range of vibrant, exciting destinations and products and it is this sort of range of visitor experiences that will keep tourists coming back time and time again"

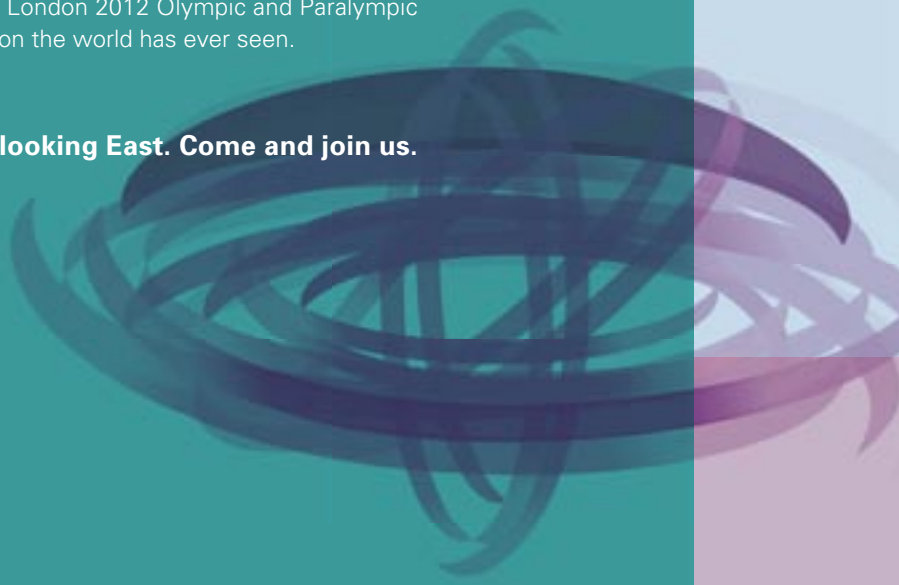
**(David Campbell, Chief Executive, Visit London)**

Hosting the London 2012 Games will be a force for good in our communities and across East London, the Capital and the whole country. The Gateway Boroughs have a genuine passion and serious commitment to ensuring that the London 2012 Games bring about transformational opportunities and outstanding memories for our residents, businesses, cultural and sporting organisations.

We are fully committed to work in partnership with each other and the rest of London to maximise the impact of this golden opportunity by creating a long lasting legacy. The London 2012 Games, combined with the predicted growth of our local population, offers us an outstanding opportunity to influence decision making and secure further improvements to our sporting and cultural facilities, transport infrastructure and community development work. We will ensure that the Olympic spirit is used to ignite enthusiasm within our communities as we strive to secure improvements to our health, education, skills, creativity and cohesion. And we will showcase our community to the world through first class celebrations of human achievement.

In the years and months leading up to and following the Games we will extend the warmest of welcomes to athletes, teams, volunteers and visitors from around the world. We will provide them with a truly unique and unforgettable experience by making our community a place they consider 'home from home', so that they choose to return again and again. We look forward to playing our part in making the London 2012 Olympic and Paralympic Games the biggest and best international celebration the world has ever seen.

**London's future is looking East. Come and join us.**





# Priorities for the Gateway Boroughs

The Gateway Boroughs already have a significant amount to offer. We are committed to continuous improvement and will seek to lever investment into a number of areas to enable us to make our vision a reality. We will work collectively to achieve and deliver our six agreed priorities:

## 1. Developing Productive Partnerships and Raising Our Profile

- Working collaboratively at local, regional, national and international levels to support the delivery of the Games and showcase the Gateway Boroughs and East London as a destination to live, work, rest and invest.

## 2. Opening Our Arms to Welcome the World

- Utilise the area's significant existing and proposed facilities, businesses and vibrant diverse communities to create a range of bespoke packages that promote the area's key attractions and 'home away from home' experience.

## 3. Doing Business with the Games

- Capacity build key sectors to support the Games and the wider regeneration of East London through sustainable job creation.
- Showcase business of all sizes and support them in ensuring they are central to supply chains.
- Promote investment opportunities for businesses.

## 4. Committing to Sport and Culture

- Utilise the Games and the wider value of sport and culture to engage, excite and enthuse our communities and play a full part in celebrating and supporting the Cultural Olympiad.
- Protect and gain further investment into sporting and cultural facilities, events and development programmes.
- Identify and nurture talented athletes and artists.

## 5. Developing Physical Capital

- Secure investment to deliver proposed transport infrastructure improvements.
- Further improve the attractiveness of new and existing neighbourhoods and town centres through new cultural and sporting facilities.
- Showcase and secure investment in brownfield sites.

## 6. Building Capacity to Deliver the Games

- Engage first and second time learners in programmes of training and education in key growth areas.
- Further strengthen and enhance the capacity of the voluntary sector.
- Secure employment and volunteering opportunities for our residents to enhance their experiences and opportunities.