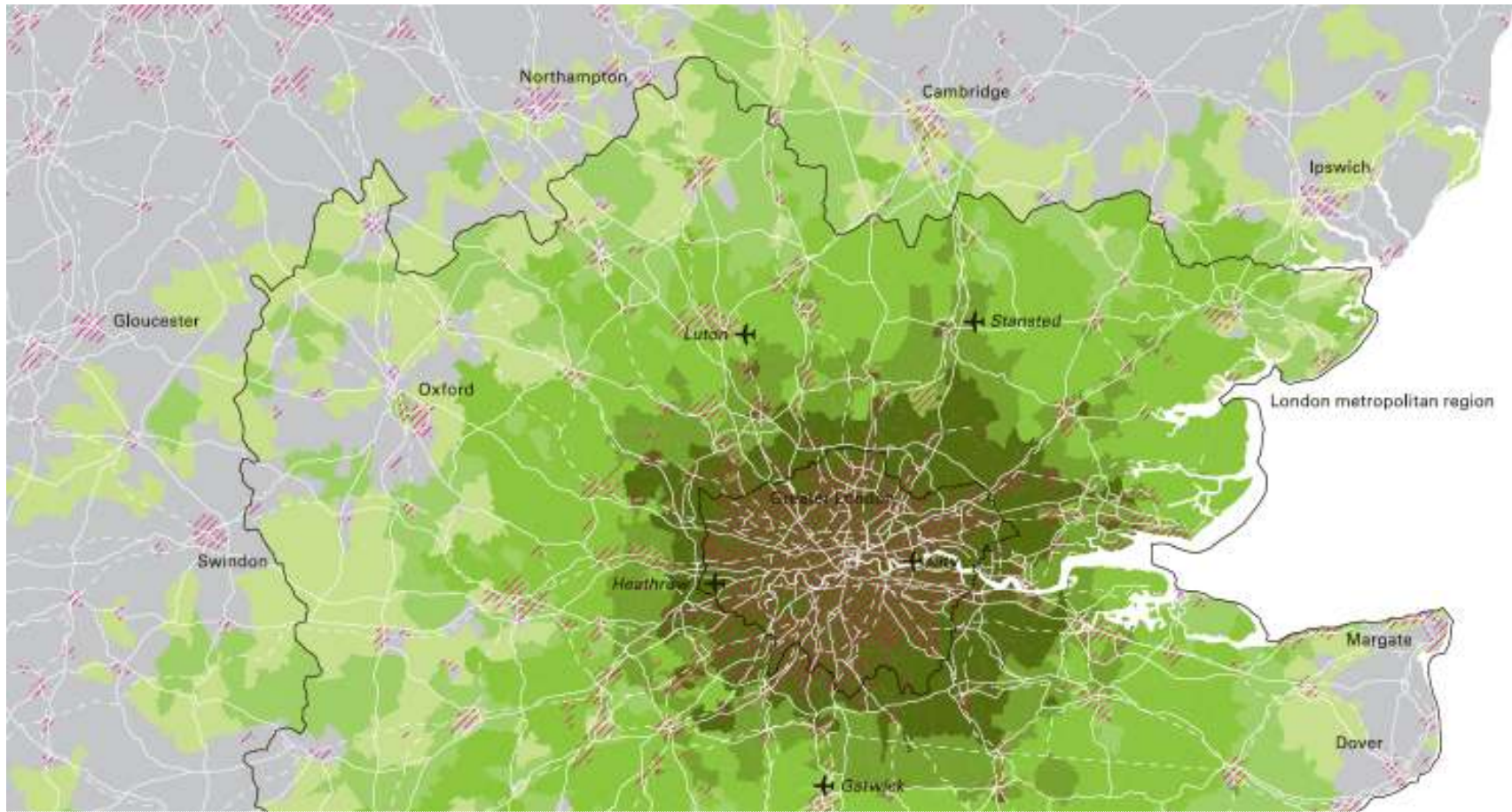


Andrew Altman, 64 Squares Ltd.



Redrawing the Map of London

8, 174, 100



LONDON

Greater London: 8.1 million, Metro region: 19 million

Driver of UK economy (£220 bn year)

London GDP = Saudi Arabia

LONDON METRO REGION - DENSITY

19.0m

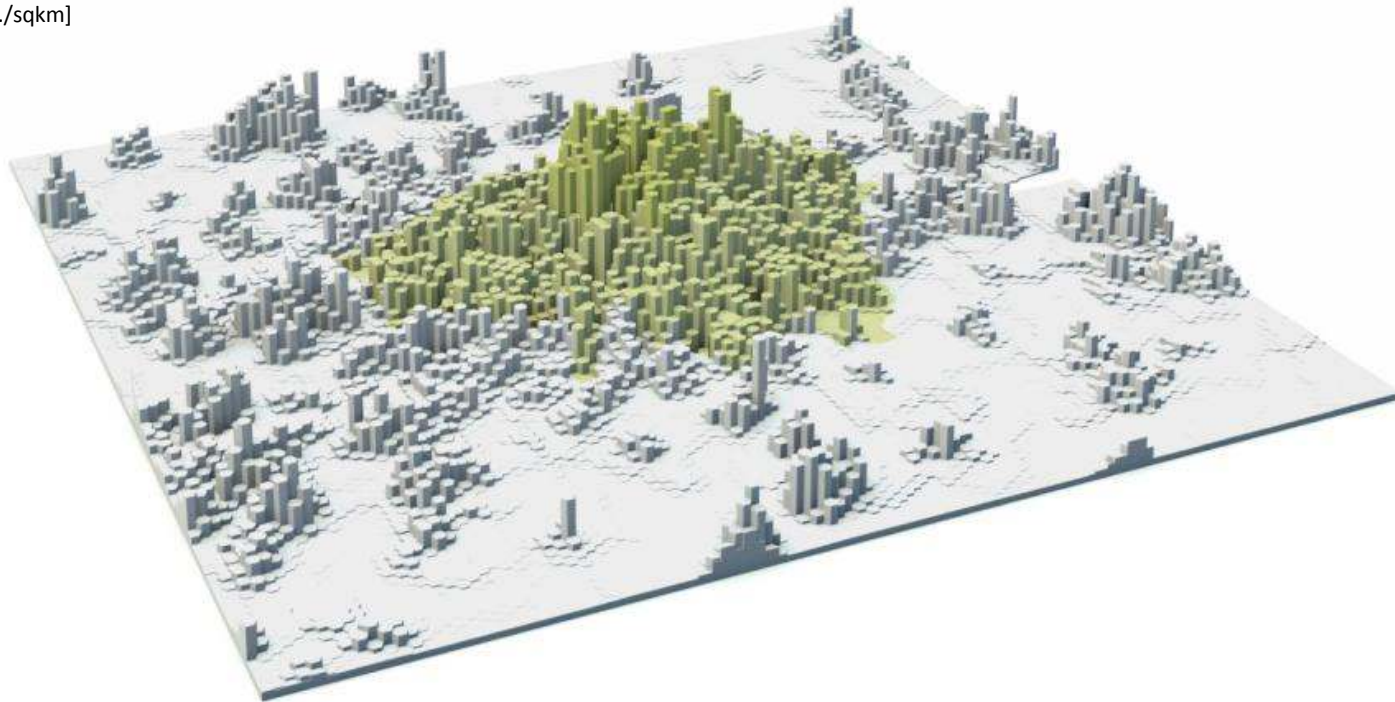
Metro Population

8,326

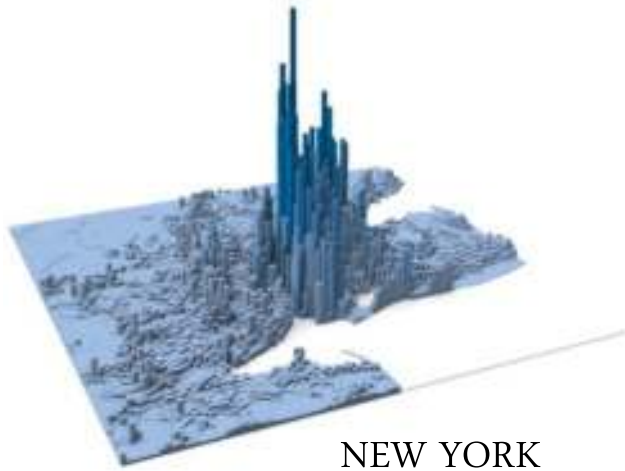
Avg. density central area
of 10 km radius [pers./sqkm]

17,324

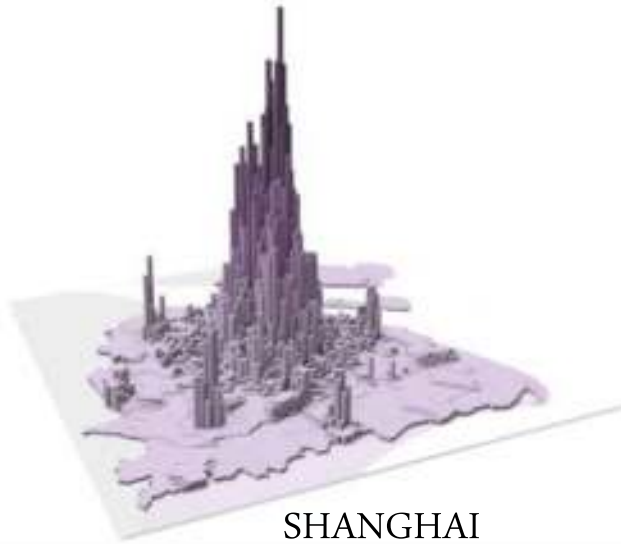
Max. Density [pers./sqkm]



URBAN DENSITY



NEW YORK



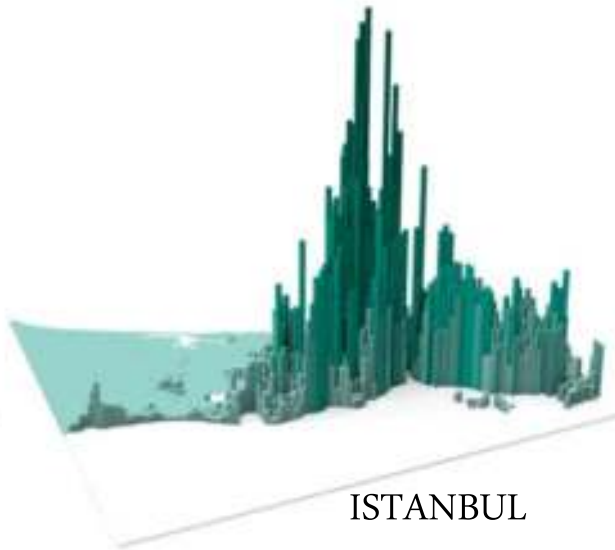
SHANGHAI



MUMBAI



SÃO PAULO

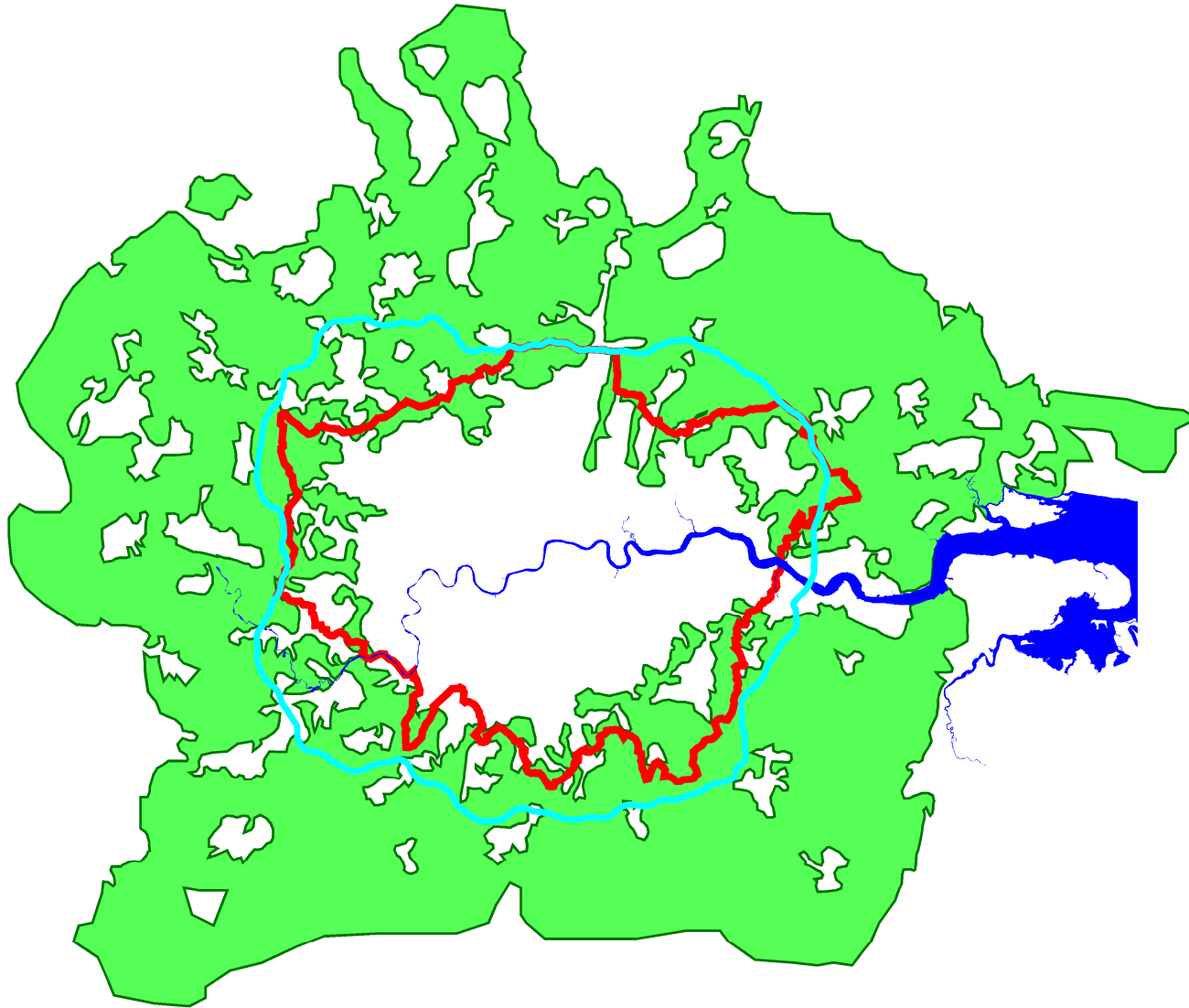


ISTANBUL



LONDON

London's Green Belt

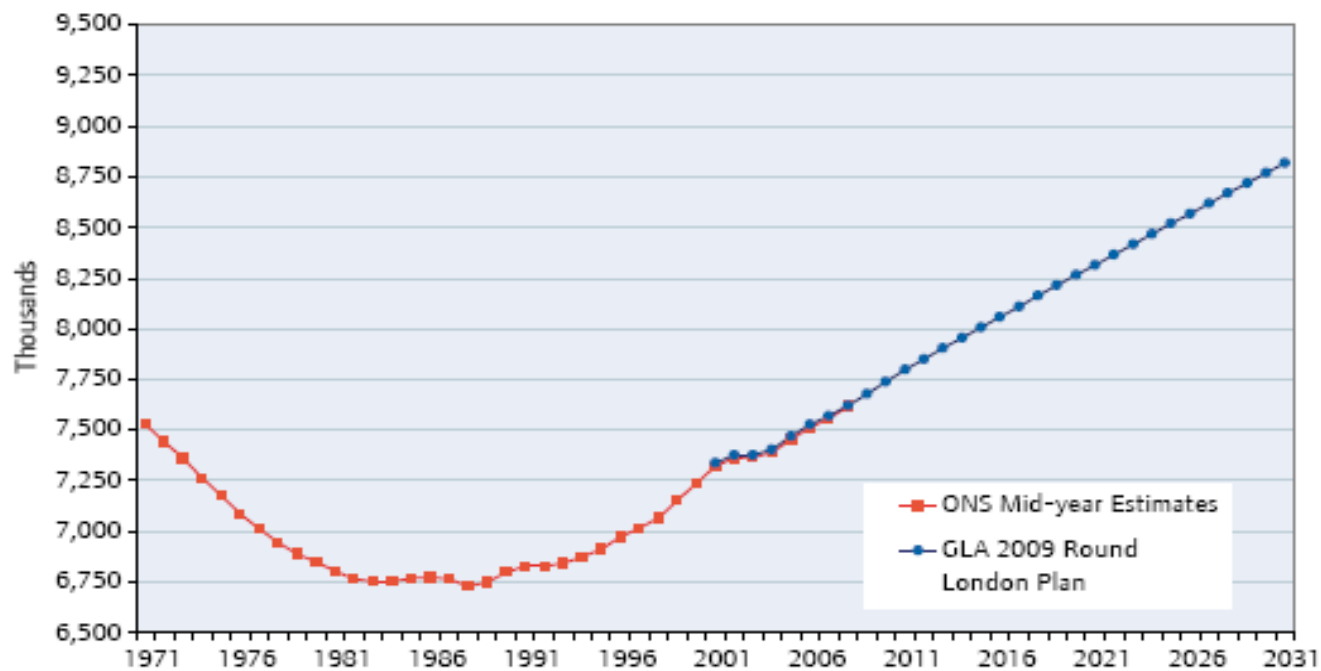


Prepared by GLA DMAG
Maps based on OS boundaries © Crown Copyright (GLA)(LA100032379)(2004)



THE LONDON PLAN context

- A growing population



Source: Greater London Authority DMAG

EMPLOYMENT AND POPULATION GROWTH

Increase to 5.5 million jobs

Projected Employment Growth

2001 - 2025



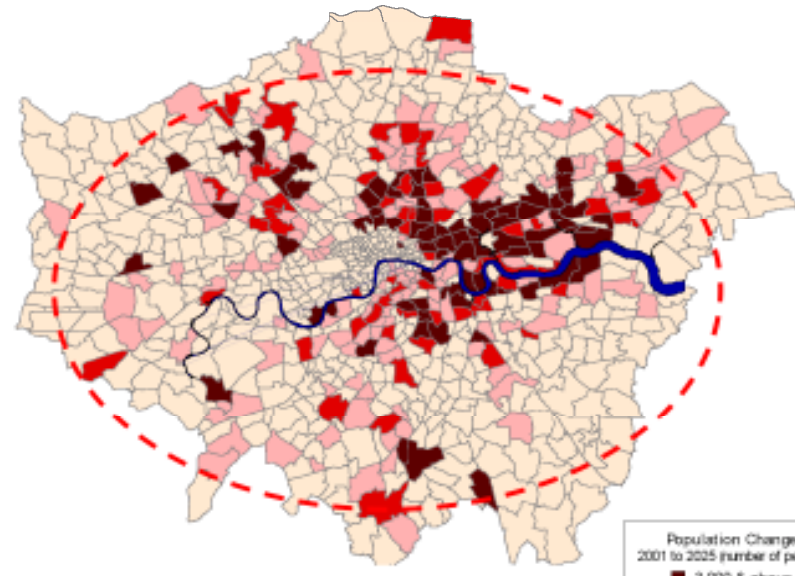
+ 900,000 jobs

Concentrated job growth in a central east-west corridor

Increase to 8.3 million people

Projected Population Growth

2001 - 2025



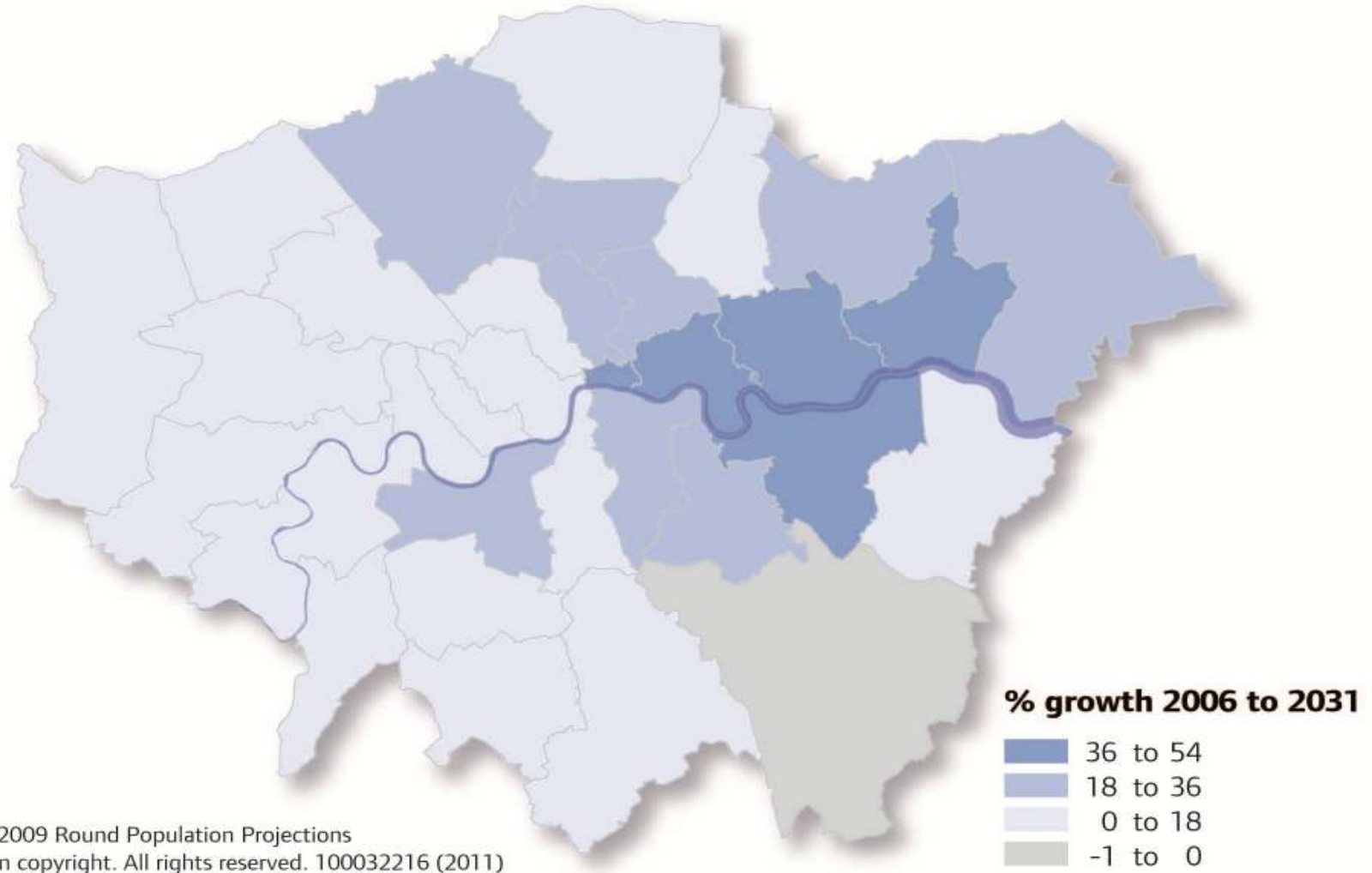
+ 800,000 people

Population growth across London

THE LONDON PLAN context

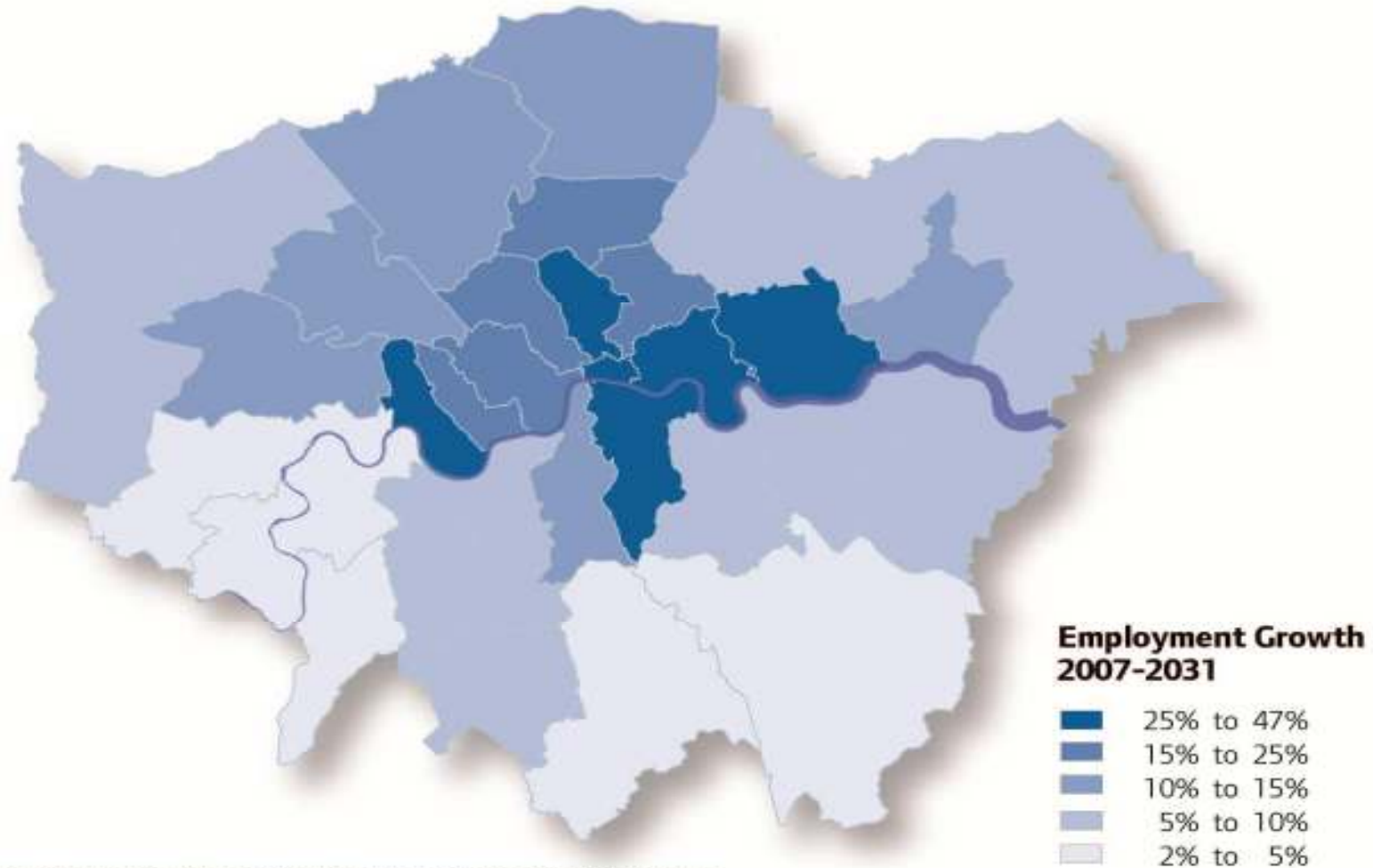
- By 2031 there could be:
 - 1.3 million more Londoners
 - 0.8 million more households
 - 0.7 million more jobs
 - 4 million more trips per day (2023)
- And need for
 - 34,900 more homes
 - 1,3-2.2 m sq ft of office space in central London alone
 - 1.3 – 2.2 m sq ft of comparison retail space
 - 40,000 more hotel bedrooms

THE LONDON PLAN context: distribution of population growth



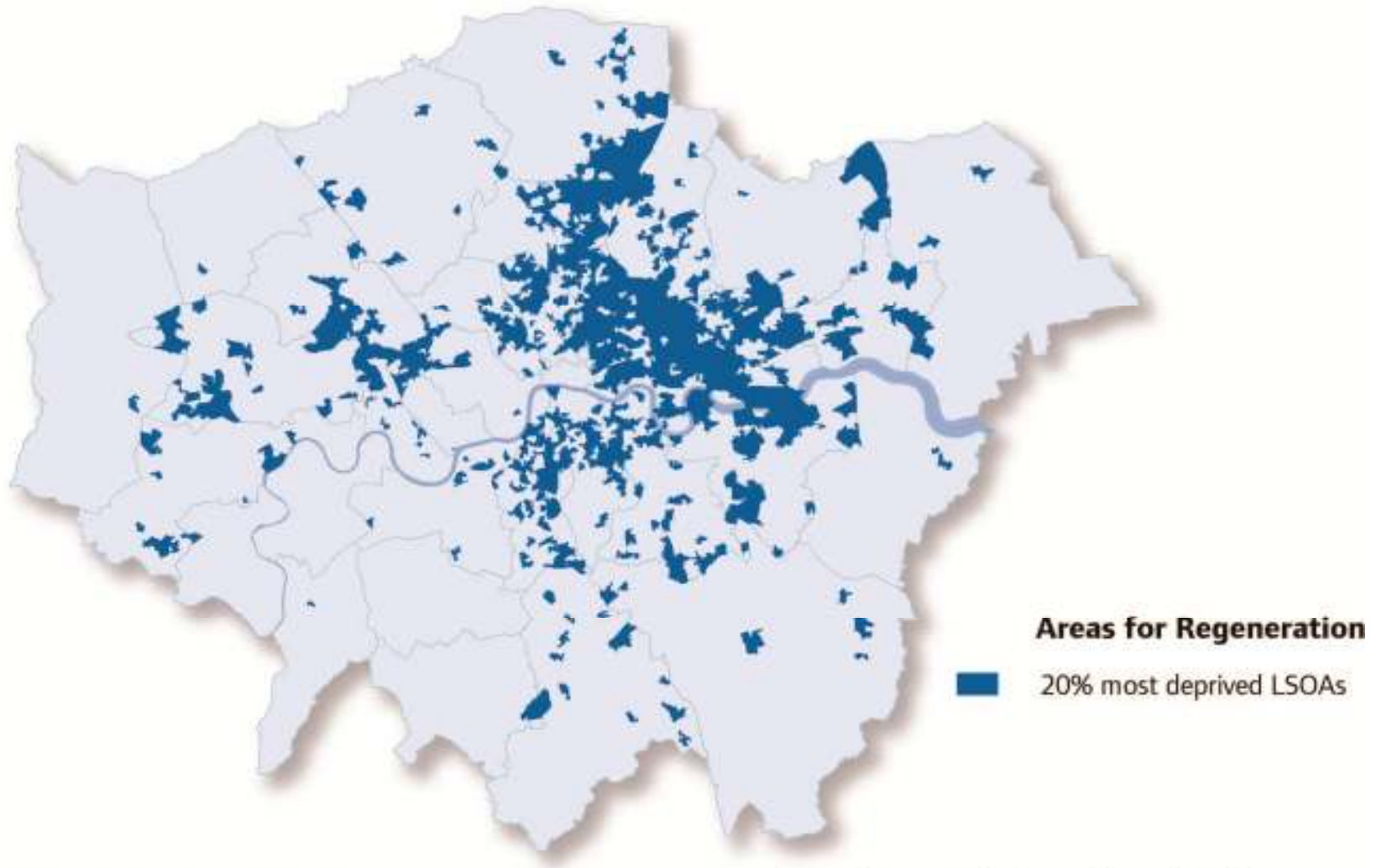
© GLA 2009 Round Population Projections
© Crown copyright. All rights reserved. 100032216 (2011)

THE LONDON PLAN context: distribution of employment growth

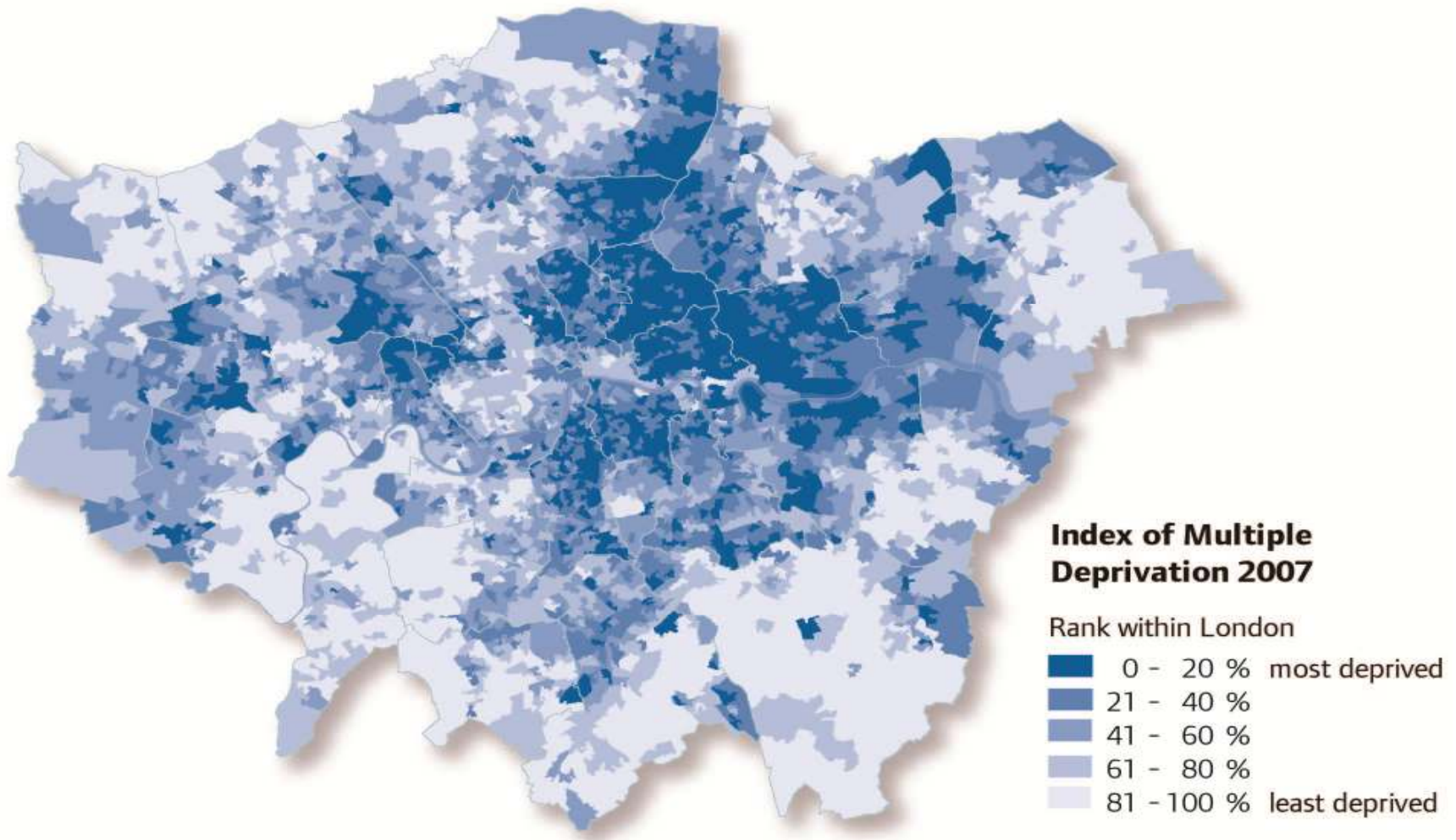


© GLA Economics 2010 Triangulated Employment Projections by borough
© Crown copyright. All rights reserved (LA100032216) (2011)

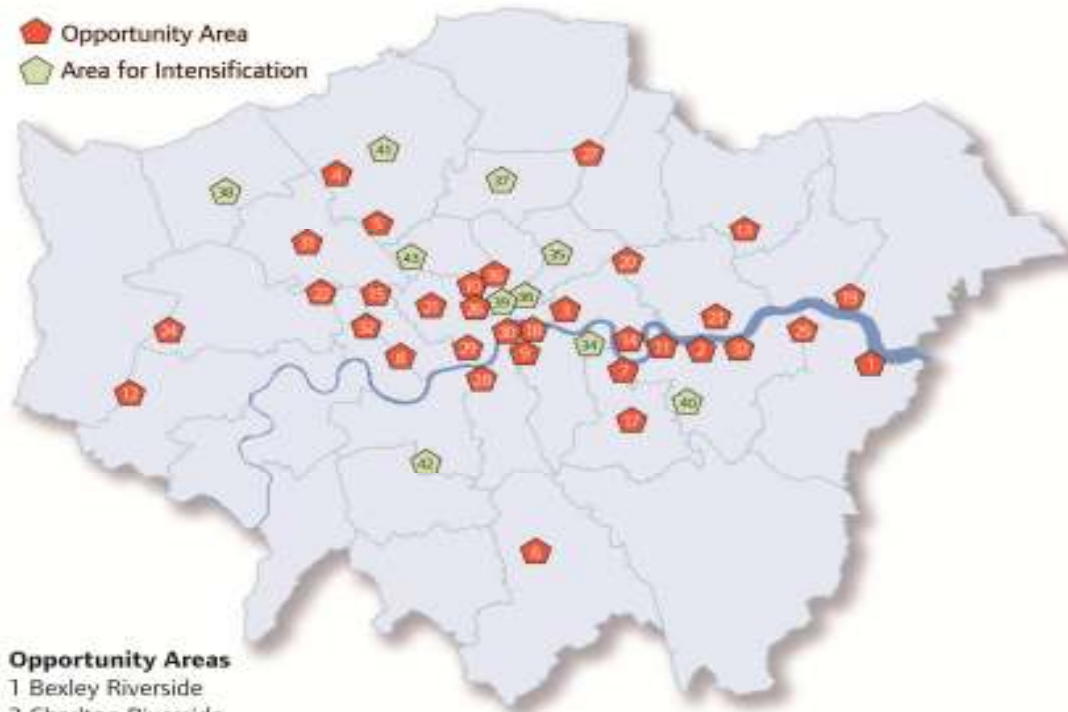
THE LONDON PLAN: Areas for Regeneration



THE LONDON PLAN context: distribution of deprivation



THE LONDON PLAN: Opportunity & Intensification Areas



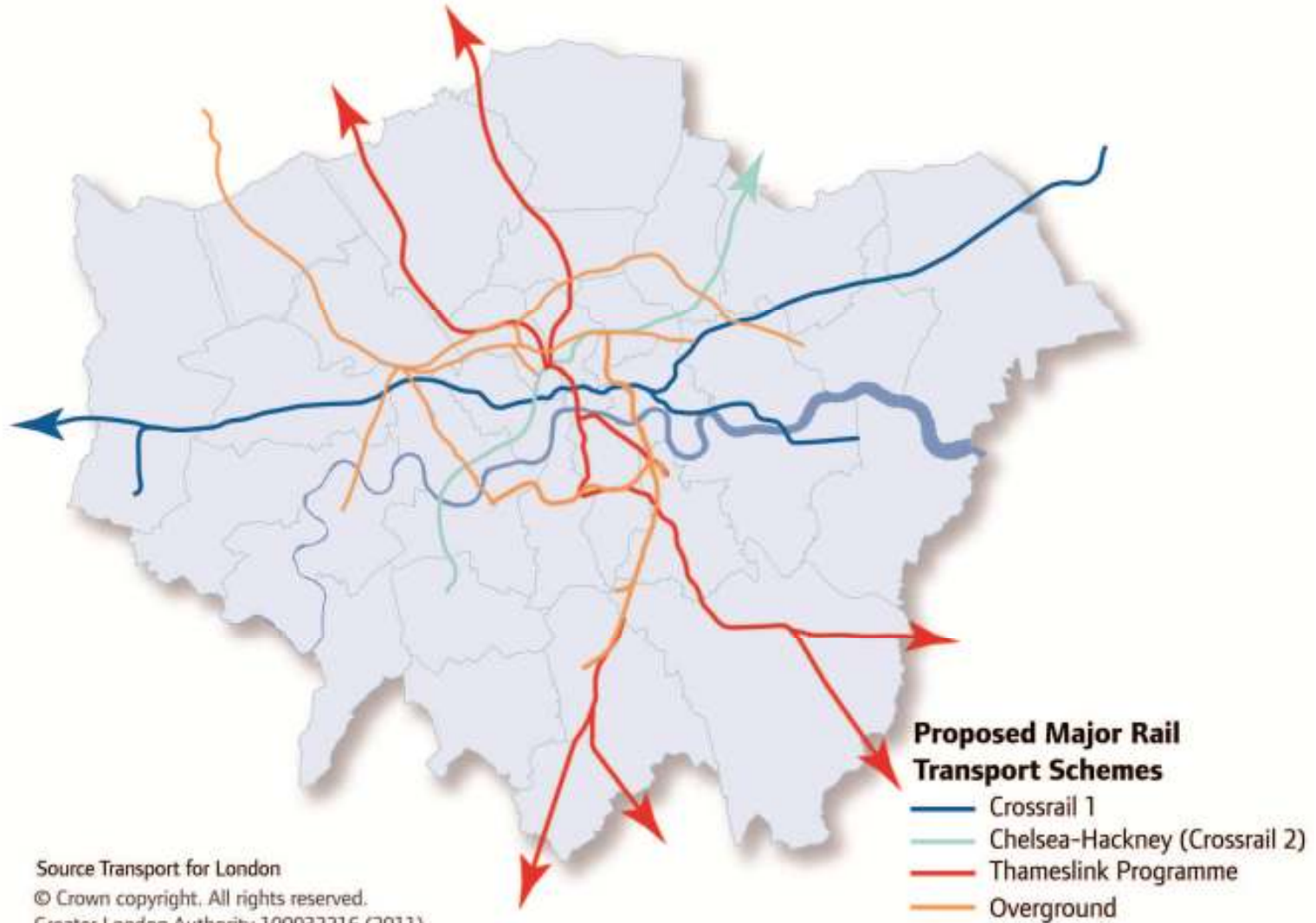
Opportunity Areas

- 1 Bexley Riverside
- 2 Charlton Riverside
- 3 City Fringe
- 4 Colindale/Burnt Oak
- 5 Cricklewood/Brent Cross
- 6 Croydon
- 7 Deptford Creek/Greenwich Riverside
- 8 Earls Court & West Kensington
- 9 Elephant & Castle
- 10 Euston
- 11 Greenwich Peninsula
- 12 Heathrow
- 13 Ilford
- 14 Isle of Dogs
- 15 Kensal Canalside
- 16 King's Cross
- 17 Lewisham, Catford & New Cross
- 18 London Bridge & Bankside
- 19 London Riverside
- 20 Lower Lee Valley (including Stratford)
- 21 Paddington
- 22 Park Royal/Willesden Junction
- 23 Royal Docks and Beckton Waterfront
- 24 Southall
- 25 Thamesmead & Abbey Wood
- 26 Tottenham Court Road
- 27 Upper Lee Valley
- 28 Vauxhall, Nine Elms & Battersea
- 29 Victoria
- 30 Waterloo
- 31 Wembley
- 32 White City
- 33 Woolwich

Areas for Intensification

- 34 Canada Water
- 35 Dalston
- 36 Farringdon/Smithfield
- 37 Haringey Heartlands/Wood Green
- 38 Harrow & Wealdstone
- 39 Holborn
- 40 Kidbrooke
- 41 Mill Hill East
- 42 South Wimbledon/Colliers Wood
- 43 West Hampstead Interchange

THE LONDON PLAN: major transport schemes



Source Transport for London
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Greater London Authority 100032216 (2011)

Figure 33: Further rail capacity needed in London

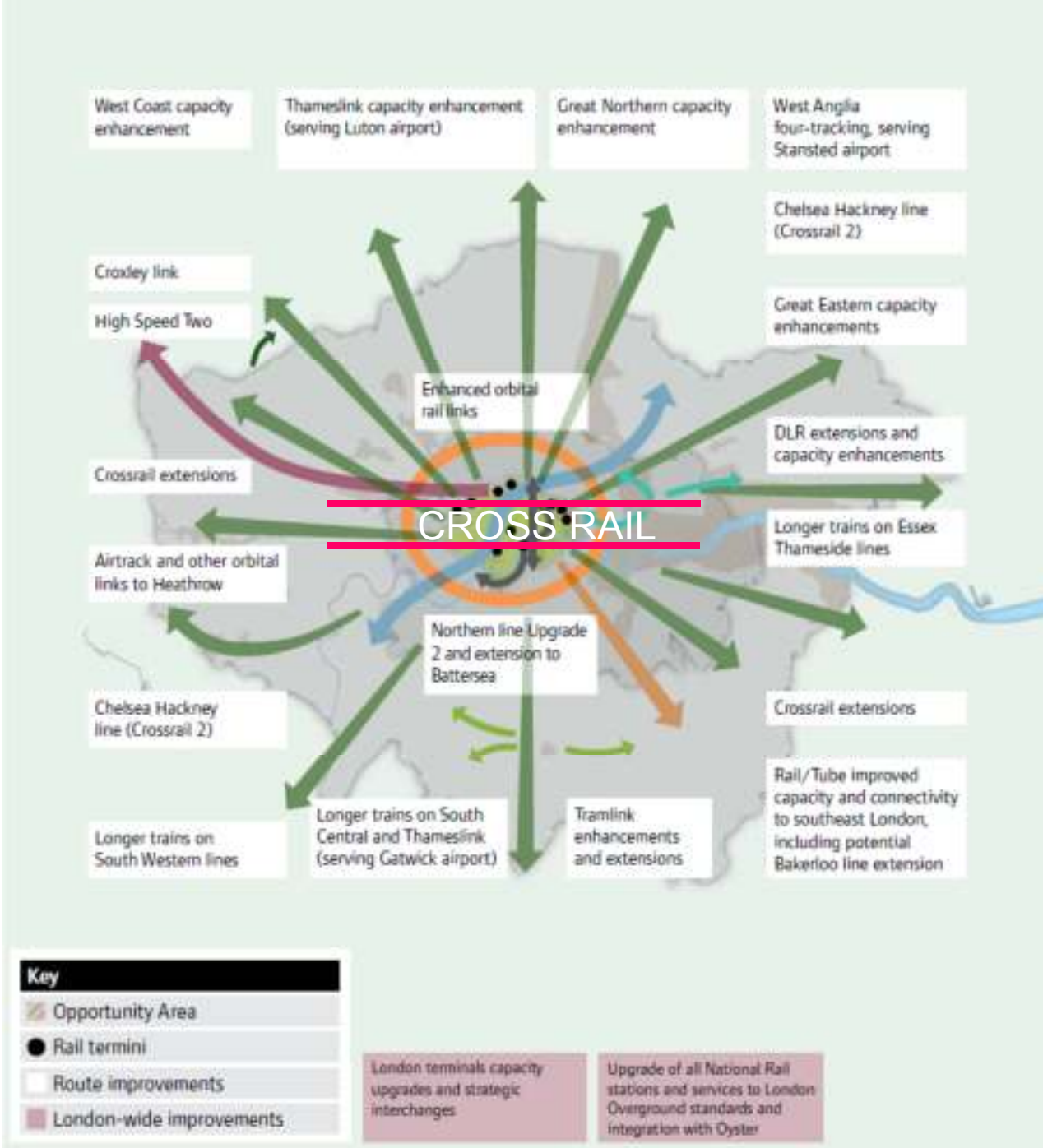
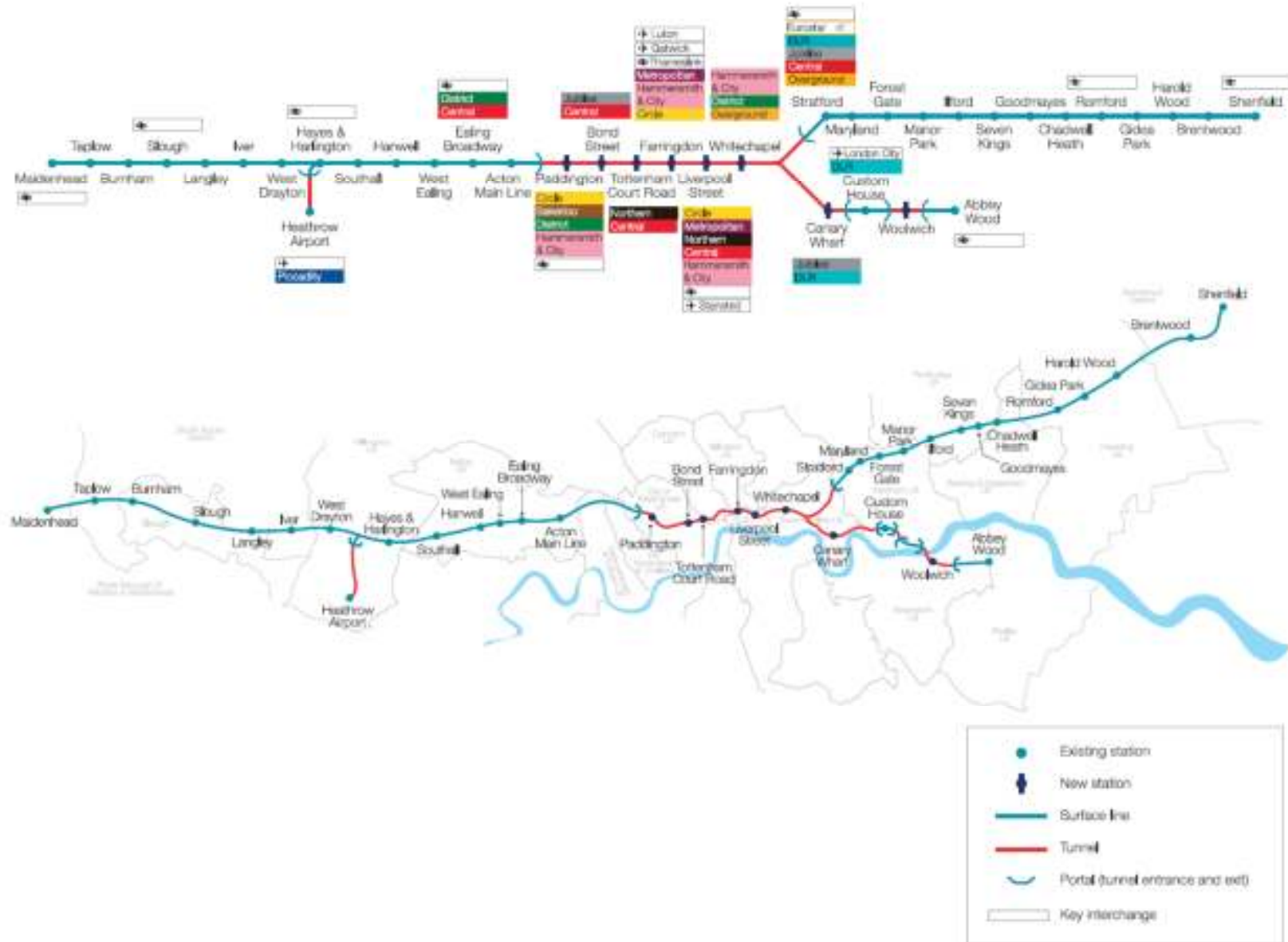


Figure 30: Crossrail route connections and regional maps

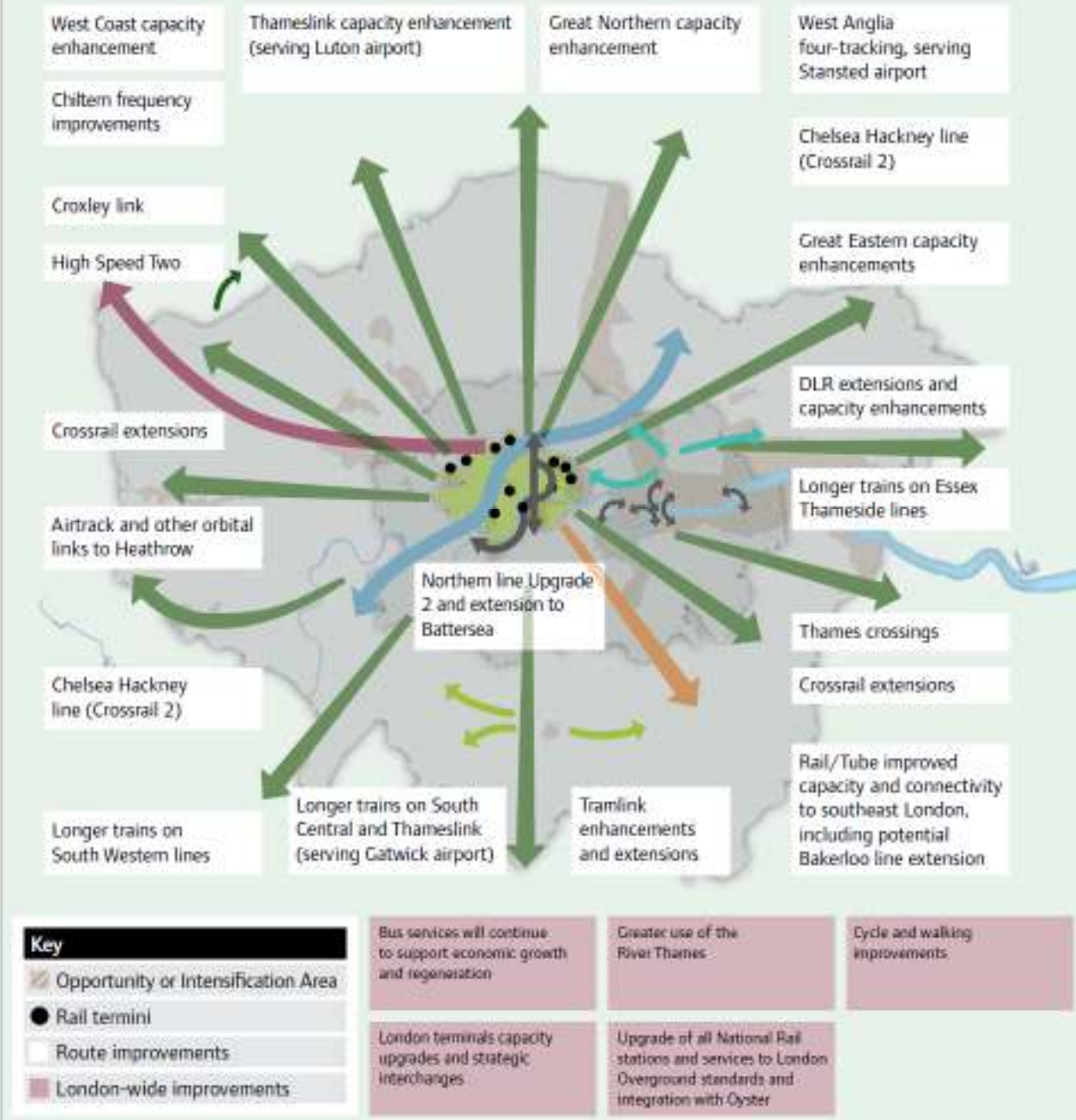


CROSSRAIL - SUMMARY

- New east-west mainline rail route under central London
- Links 4 key economic centres: Heathrow airport, West End, City and Docklands
- Links poorer areas with employment
- 118 km long (42 km in tunnel), 37 stations
- Budget £14.5bn, cost-benefit ratio 1:3



Significant additions to transport capacity and connectivity in London





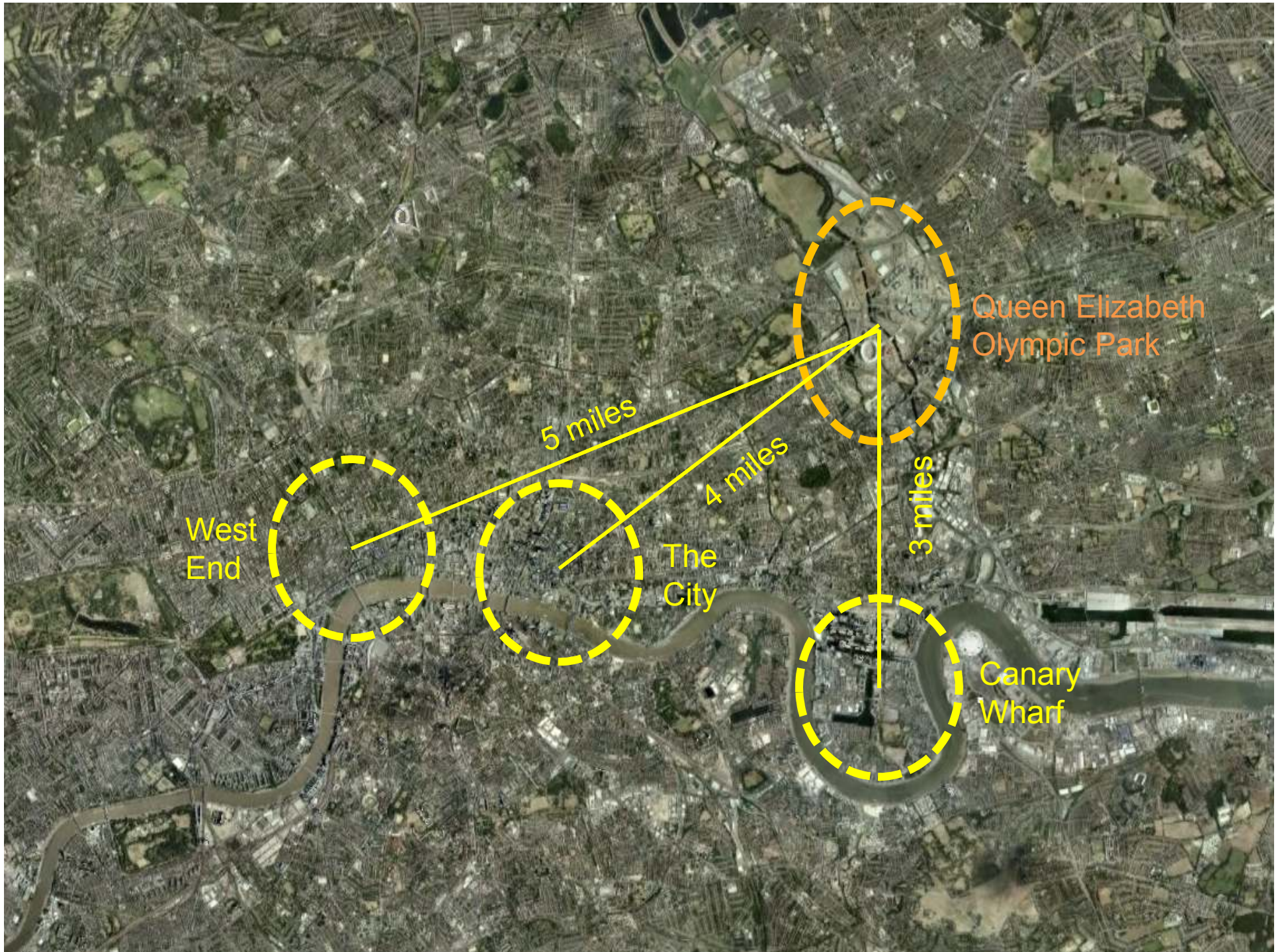




London wins the 2012 Games, July 2005 (7 years to go)

To see London's future, look East





West End

5 miles

The City

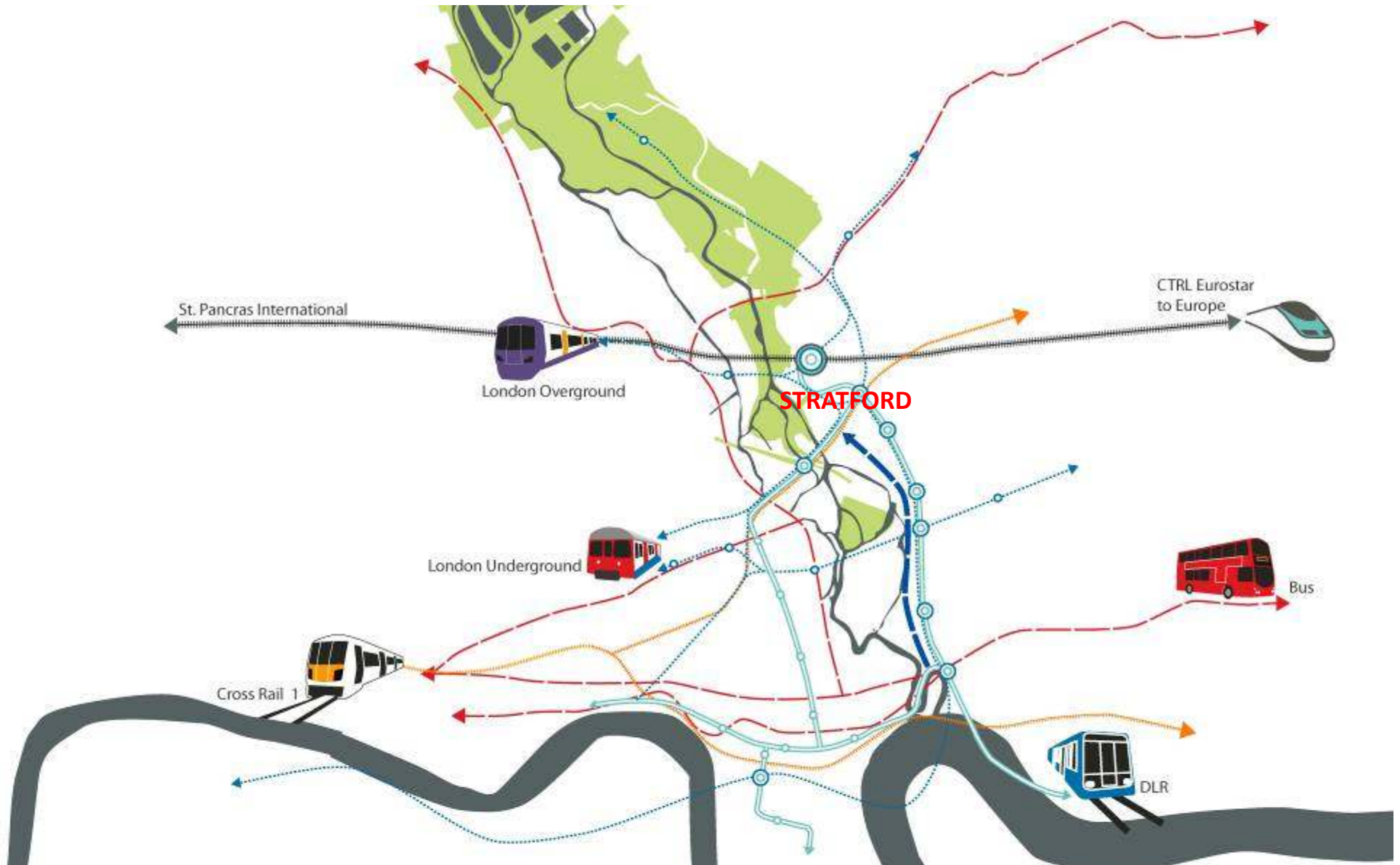
4 miles

Queen Elizabeth Olympic Park

3 miles

Canary Wharf

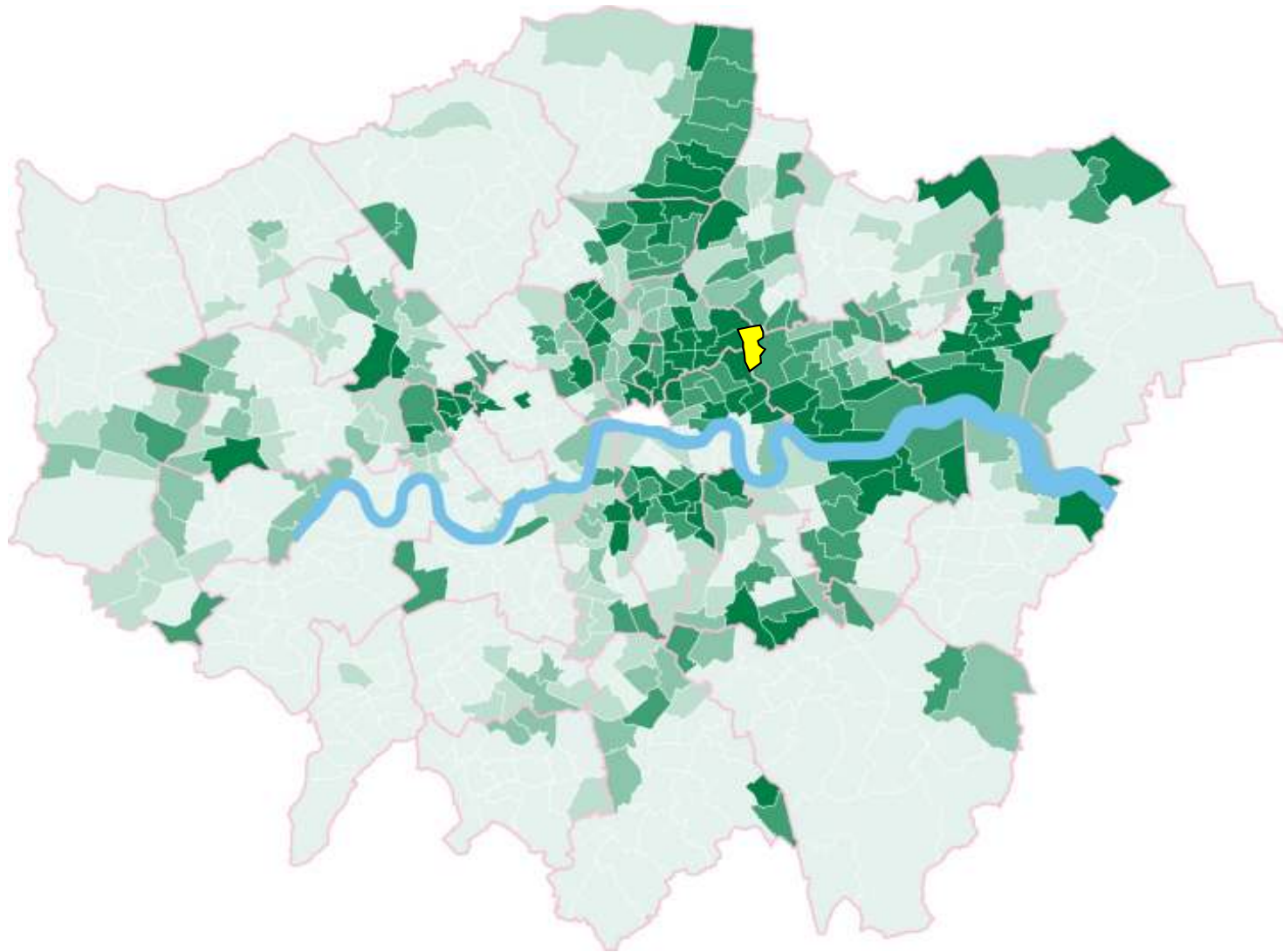




A strategically well connected place:

Stratford is forecast to be in the top 5 busiest transport interchange in London; it currently handles 27 million passengers per year which will increase to over 40 million per year.

Index of Multiple Deprivation, 2007



“Within 20 years, the communities who host the 2012 Games will have the same social and economic chances as their neighbours across London”

Mayor of London and Six Host Boroughs

Convergence Framework and Action Plan 2012-2015, December 2011

£5.9 billion contribution to UK GDP

Oxford Economics, 2010



2005



2012



2025



In the beginning

The waterways in and around the Olympic Park suffered from years of neglect, water quality was poor, river walls were in bad condition and the landscape was scarred by shopping trolleys and car tyres. Potential habitats were suffocated by invasive plant species such as Japanese Knotweed and Floating Pennywort.



- Olympic park site (546 hectares) assembled, remediated, prepared for development on time and budget
- 425 residents and 35 traveller families relocated
- 198 businesses previously located on the site relocated and assisted: 98% jobs retained within East London







A place with space for creativity



Olympics 2012



Transformation 2014



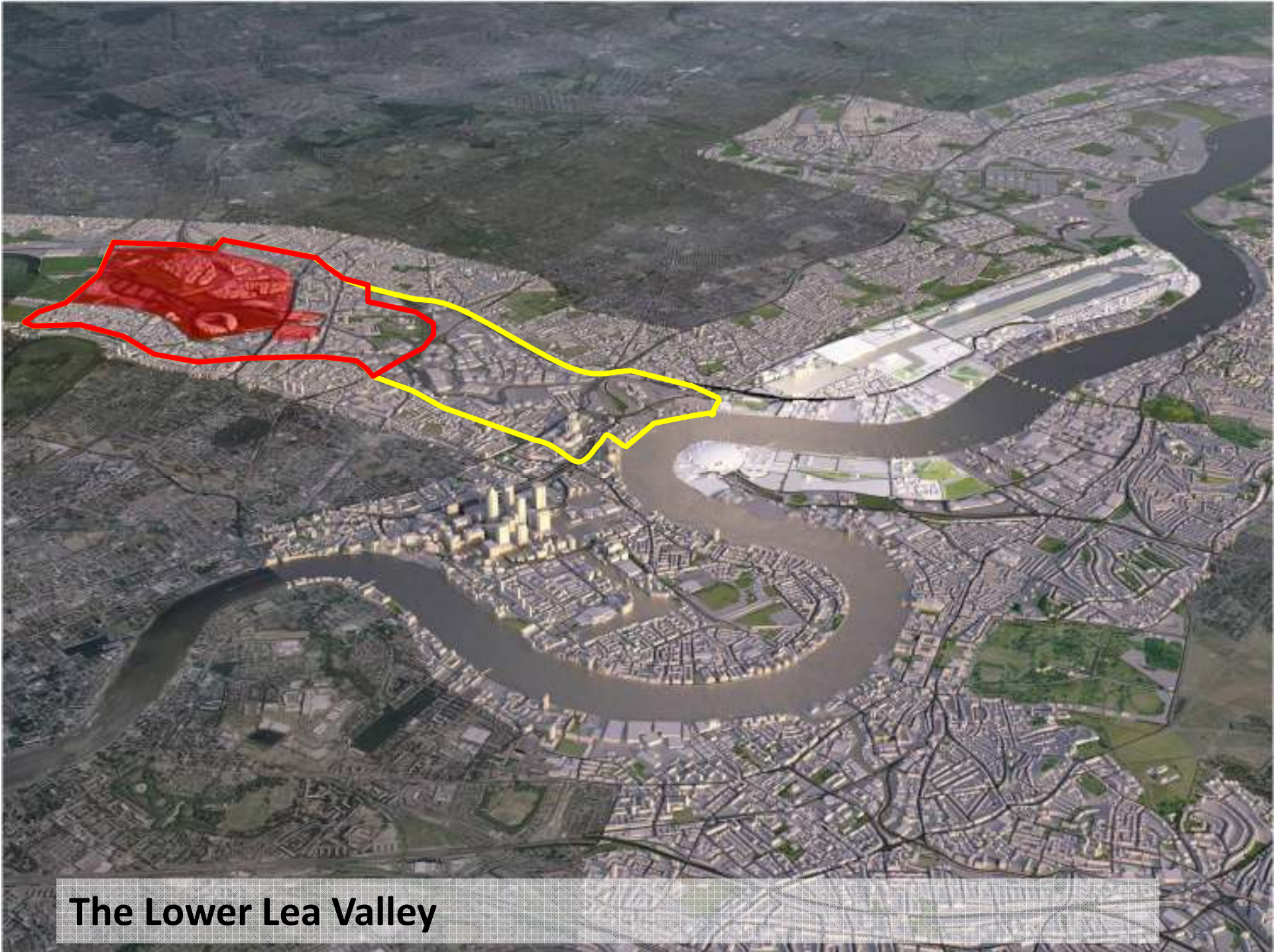
Legacy 2030



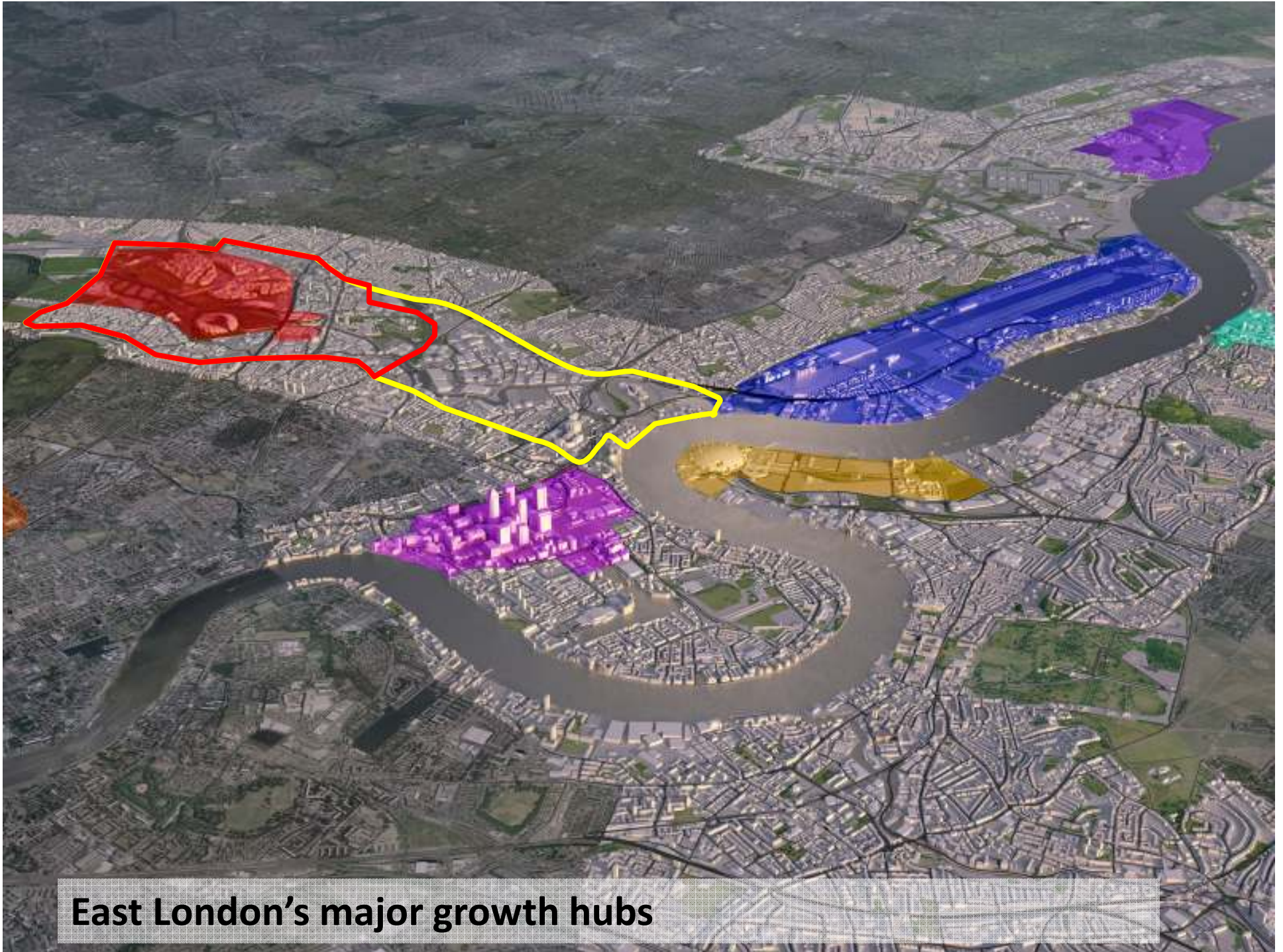
The Queen Elizabeth Olympic Park



The Development Corporation area



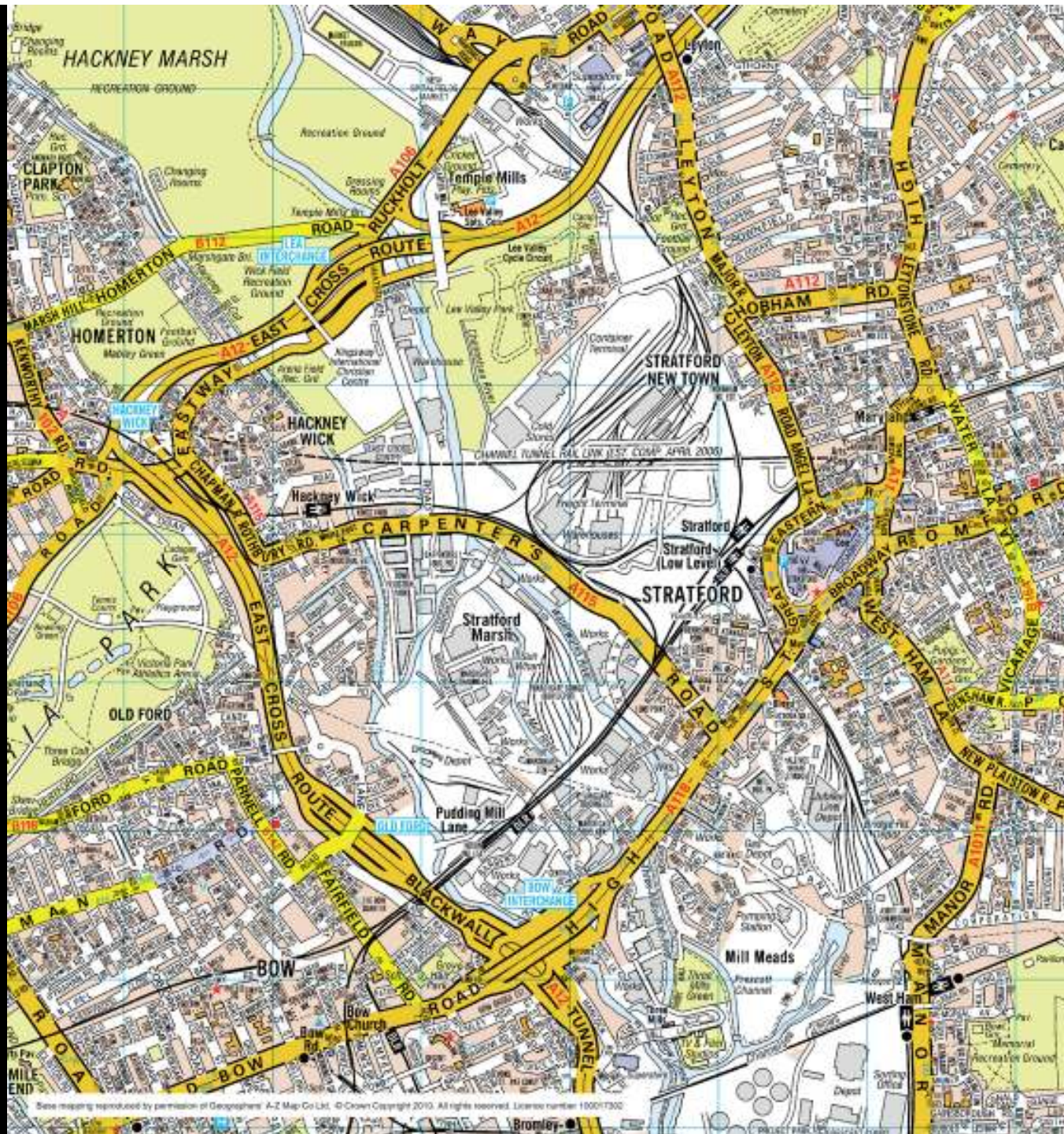
The Lower Lea Valley



East London's major growth hubs







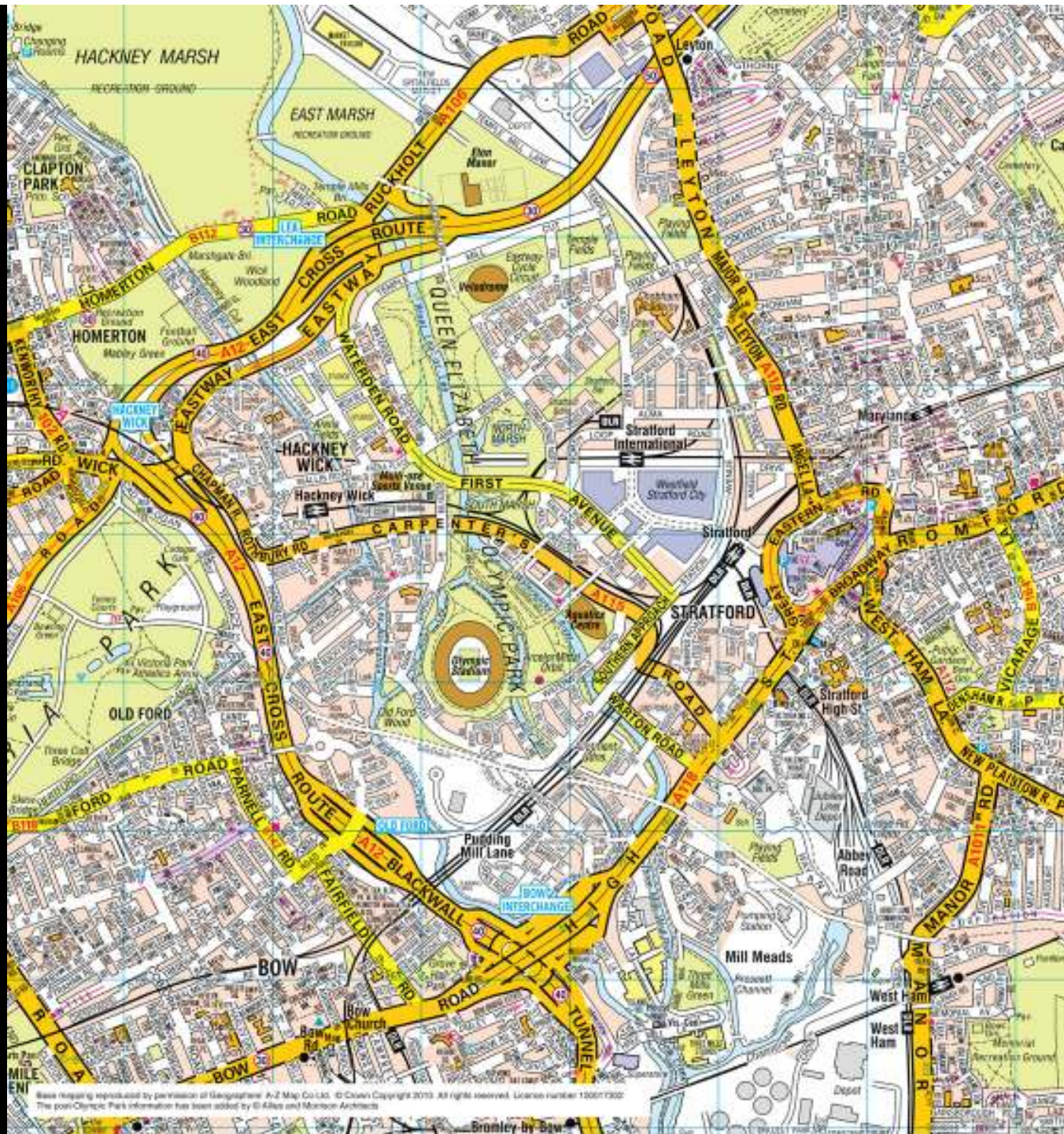
2005

Olympics



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Bromley by Bow



Legacy

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Bromley by Bow

Topics to be covered include:

- the Games
- performance by key modes
- main themes
- lessons and legacy



- The Games
- Nearly 12m tickets sold : 20 million people in total
 - 900,000 spectators at venues on the busiest days
 - 29 days of first class sporting activity
 - Exemplary safety record



Rail performance during Olympics

- 12.4m extra seats offered on National Rail
- Over 1.4m people used Javelin
- More than 60m journeys on the Tube (+30%)
- More than 6m journeys on DLR (+100%)
- Nearly 6m journeys on London Overground (+47%)



Road network

- ORN delivered by TfL to ODA designs and specifications
- Games family journey time reliability averaged nearly 90%
- Over 50% and sometimes as much as 60% of dedicated Games lanes were opened to all traffic



Directly managed transport

- DMT buses and coaches provided important additional transport option
- Over 900,000 spectators used park-and-ride, shuttle buses, accessible shuttles & direct coaches during Olympics and over 500,000 during Paralympics
- Nearly 1,000 vehicles and 6,000 staff delivered this service
- More than 300,000 spectators used park-and-ride and rail shuttle buses at Eton Dorney alone



Sustainable modes

- ODA ensured walking, cycling and river services were realistic options
- All facilities required by cyclists provided at all competition venues
- 180 free led walks and 350 led cycle rides to encourage uptake
- 14,000 spaces provided with occupancy on average of 40% across venues, 100% at out of London venues
- River services moved 3,000 people to the Greenwich venues and 1,400 spectators to Eton Dorney



Taxis and private hire vehicles

- ODA produced handbook for the industry which detailed road changes in London, venue & rail station arrangements
- Nearly 100,000 spectators picked up by taxis and PHVs during Olympics
- Peak day was Day 8 (August 4) with taxis carrying close to 8% of all spectator traffic



Accessibility

- Over 20,000 wheelchair tickets were purchased for the Games
- Manual boarding ramps used at 18 LUL stations during the Games
- 23,000 Blue Badge holders parked up
- 100,000 spectators use free accessible bus shuttle services



Analytics

Performance metrics

- Daily Tier A report including a summary of passenger numbers with a selection of key performance indicators for the previous day
- Companion Tier B report providing more details and including comparison data

Arrivals and departures hub

- Facilitate the delivery of successful and positive A&D experience for international spectators
- ODA worked with partner agencies to collect, validate and disseminate cross-channel travel intelligence

The screenshot shows a dashboard titled 'ANALYTICS WORKBANK'. It features a table with the following columns: Description, Status, EOC, Progress Reported to ODA, Progress Planned to ODA, and Date Complete. The table lists various tasks such as 'New hot spot maps', 'Ring Ceremony note', 'E Ceremony look back', 'Arrive to monitor 'Are numbers returning?' and time in TAG daily report', 'Site bump out analysis', 'Back Forward look - ODA', 'Back Forward look - ASD', 'Heron Quay usage', 'Link loads all line', 'Games Family total -', and 'Football analysis'. The status for most tasks is 'Commissioned', while two are 'Scheduled'. The dates range from 08/08/2011 to 08/08/2012. Below the table, there is a section for 'Useful Info:' and a list of names: 'ommerville', 'nales', 'Camm', 'an Kelly', and 'arden'. The Windows taskbar at the bottom shows 'Microsoft Excel - 120...' and 'Windows Task Manager'.

Description	Status	EOC	Progress Reported to ODA	Progress Planned to ODA	Date Complete
New hot spot maps	Commissioned		08/08/2011	11/08/2011	
Ring Ceremony note	Commissioned		10/08/2011	11/08/2011	
E Ceremony look back	Commissioned		13/08/2011	18/08/2011	
Arrive to monitor 'Are numbers returning?' and time in TAG daily report	Commissioned		08/08/2011	08/08/2011	
Site bump out analysis	Commissioned		08/08/2011	08/08/2011	
Back Forward look - ODA	Scheduled		08/08/2011	11/08/2011	
Back Forward look - ASD	Scheduled		08/08/2011	11/08/2011	
Heron Quay usage	Commissioned		08/08/2011	14/08/2011	
Link loads all line	Commissioned		08/08/2011	11/08/2011	
Games Family total -	Commissioned		08/08/2011	11/08/2011	
Football analysis	Commissioned		08/08/2011	11/08/2011	

Travel demand management

- TDM programme designed to influence travel behaviour and mitigate against high levels of forecast demand
- Information and advice to commuters and spectators
- National programme covering public transport and road impacts
- An average of 35% Londoners reduced or changed journeys during Games
- Spectator journey planner on the London 2012 site had 3.7m users
- 107.6 million emails



Working together:

MAYOR
OF LONDON

National Rail

Department for
Transport

ROADWAYS
AGENCY

Transport
for London

Customer experience

- ODA worked with GLA to develop 'Welcome to London 2012' training for 16,000 people across the transport industry
- 20,000 magenta London 2012 tabards provided for customer facing staff and volunteers
- 80,000 Games time transport handbook, *En Route*, given to frontline rail staff, ferry companies, airlines etc
- Magic moments included free ice creams, Daleks, flowerpot men, medallist announcements etc
- 94% of travel ambassadors actively engaged with spectators
- 83% of spectators rated their experience of getting home after attending an event during the Olympic Games extremely good



Lessons and Legacy

- £6.5bn of transport investment
- Travel Demand Management
- Integrated transport : TCC lite
- Flexibility and adaptability
- Collegiate “One Team Transport”

