

VALUES

Collaboration

Ambition

Responsibility

Excellence

VISION

Creating a dynamic new metropolitan centre for London

MISSION

To use the opportunity of the London 2012 Games and the creation of Queen Elizabeth Olympic Park to change the lives of people in east London and drive growth and investment in London and the UK, by developing an inspiring and innovative place where people want – and can afford – to live, work and visit.



OPPORTUNITY
Economic growth stimulated and life chances improved for people in and around the Park

By 2020
COMMUNITY
A cluster of places on and around the Park designed with people at the heart, in a way that is seen as exceptional

DESTINATION
The basis of a new metropolitan heart created in east London that attracts people from across London, the UK and beyond