QUEEN ELIZABETH OLYMPIC PARK
LONDON’S NEW HORIZON

LONDON’S MOST EXCITING DEVELOPMENT OPPORTUNITY IN A GENERATION
“London is an unrivalled global centre for finance and business. The 2012 games will elevate Stratford as a new energetic and sustainable commercial hub for the capital.”

Kevin Chapman, UK Head of Office Development, Lend Lease

1. Canary Wharf
2. London Eye
3. O2 Arena
4. Heathrow Airport
5. Wembley Stadium
6. London City Hall
7. Piccadilly Circus
8. The City of London
9. St. Pancras International
As a gateway to Europe, London is a main transport hub with high speed rail, 5 international airports and direct flights to 530 destinations worldwide.

London City Airport is ideal for business travellers as it features fast check-in. London’s other four international airports are all within 60 minutes of nearby Canary Wharf.

Stratford Station has a 27.2 million annual footfall. Currently, the daily peak hour footfall is around 38,000 and expected to rise to 83,000 by 2016.

Stratford Station is serviced by 9 London Overground and Tube links and will add Crossrail by 2017. Stratford Station is the second most connected station in all of London.

Passenger numbers on London Overground’s East London line have doubled in just the past year.
INVESTMENT AROUND THE PARK

The Legacy Company is responsible for the long-term planning, development, management and maintenance of the Park and its facilities after the London 2012 Olympic and Paralympic Games. With the support of the Mayor of London and the Government, we will deliver the promised legacy of lasting benefits from the London 2012 Games.

The future Queen Elizabeth Olympic Park will deliver a new piece of city embedded in the vibrant communities of the East End. It will be an exciting new destination, with a diverse programme of events and cultural activity, world renowned sporting facilities and five new family neighbourhoods. The Park offers long-term regeneration for the area, bringing investment and new jobs.

In 2009, tourism spend in the six Olympic host boroughs was £2 billion

Over £325 million will be spent transforming the Park after the 2012 Games

£5.8 B Stratford International Station, with access to the £5.8 billion High Speed 1 – a new high speed rail track that connects Stratford directly with Europe

£325 M £7.3 billion invested in the Park to date

£7.3 B
The south of the Park will be focused around urban entertainment, anchored by the Stadium, the Aquatics Centre and the 114 m tall ArcelorMittal Orbit. From 2014, the area will also become home to a range of new attractions as well as a rolling programme of cultural, sporting and community events.

The river valley in the north of the Park will be centred around waterways, landscaped parklands and entertainment venues. Sport and outdoor activities will be enjoyed along with play areas and cycle paths. Visitors will also be able to use the Velodrome, outdoor road circuit and off-road trails at the Lee Valley VeloPark and play tennis or hockey at the Lee Valley Hockey Centre and Lee Valley Tennis Centre.
Queen Elizabeth Olympic Park presents a rare investment opportunity reflecting the recent trend of London moving east. A combination of open spaces, state of the art venues, a world class shopping centre and a cluster of dynamic communities, will allow for the development of a new destination for business, leisure and life. It will be the best of London, all in one place.

**12.5 BILLION POUNDS INVESTED IN THE AREA**

- **2.5**  
  2.5 km² estate

- **5**  
  5 Olympic and Paralympic sports venues

- **11,000**  
  Up to 11,000 new homes including the Athletes’ Village

- **90,000**  
  62,000 m² of flexible commercial space in the Broadcast Centre and 29,000 m² of flexible office space in the Press Centre

- **250**  
  250 acres of open space

- **300**  
  Over 300 shops, restaurants and bars at Westfield Stratford City – Europe’s largest urban shopping centre at 1.9 million ft²

- **25**  
  25 year development plan

- **15**  
  15 minutes from the City of London and Canary Wharf

- **9**  
  9 direct rail links from Stratford to London and the UK

- **114**  
  At 114 m tall, the ArcelorMittal Orbit stands as a visitor attraction and the tallest sculpture in the UK

- **4,000,000**  
  4,000,000 people live within a 45-minute drive of the Park, with close to 30 million within 3 hours
There will be 845,000 m² of residential, commercial and employment space for development on the Park, making it the UK’s largest regeneration project.
INVESTMENTS IN EAST LONDON

THE INTERNATIONAL QUARTER
- £1.3 billion project by Lend Lease and London & Continental Railways.
- A vibrant, new urban quarter in the heart of Stratford City, providing 4 million ft\(^2\) of Grade A flexible commercial office space, 350 new residential units and hotel with associated retail, childcare facilities and community uses—all set within a unique parkland environment.
- 22 acre site of which 3 acres will be civic and open space.
- First commercial occupancy projected for 2014.

ATHLETES VILLAGE
- Delancey and Qatari Diar have invested £557 million in the Athletes’ Village, and will provide the long-term management of the Village.
- The joint venture will work alongside Triathlon Homes who have invested £268 million in this project to date, and will manage the affordable housing in the Village.
- Triathlon Homes is a joint venture company established by East Thames Group, First Base and Southern Housing Group.
- The Village will deliver 2,818 new homes, including 1,379 high-quality affordable housing.

ARCelorMittal Orbit
- ArcelorMittal, the world’s largest steel company, is funding £16 million of the £19.1 million project to create a world-class attraction in the Park.
- The ArcelorMittal Orbit is the UK’s tallest sculpture at 114m, designed by world-renowned artist, Anish Kapoor, and structural engineer, Cecil Balmond.
- The structure offers unparalleled views of the entire Park and London’s skyline for visitors to its 76m and 80m viewing platforms.

SIEMENS SUSTAINABILITY CENTRE
- £30 million centre in green enterprise district.
- Featuring an exhibition and educational facility.
- Anticipation of 100,000 visitors per year.
- Expected to open in 2012.

WESTFIELD STRATFORD CITY
- £1.45 billion project.
- 1.9 million ft\(^2\).
- A 50% stake in the development was bought for £871.5 million by a joint venture between Canada Pension Plan Investment Board and APG of the Netherlands.
- 300 shops and over 50 dining establishments.
- Will include a 17–screen cinema, the UK’s largest casino, a 14 lane bowling alley and over 600 hotel rooms.

LANDPROP
- 30 acre project.
- Development plans include 1.3 million ft\(^2\) of housing, 480,000 ft\(^2\) of office space and 200,000 ft\(^2\) of hotels, shops, health centre, community centre, nursery school, gym and parking.
1,000,000

PEOPLE CURRENTLY LIVE IN THE FOUR BOROUGHS SURROUNDING THE PARK.
20,000 of London’s businesses are foreign owned and London attracts more foreign direct investment than any other European city.

London has a top competitive labour market with 9.8 million in the workforce (up to 1 hour commutable distance), with about 1 in 3 with a university degree.

London attracts over 5 million business visitors a year.

33% of the world’s largest companies are headquartered in London.

The UK is the 6th largest economy in the world by GDP and the World Bank called the UK the easiest place in Europe to do business.

75% of all Fortune 500 companies have operations in London.

Average disposable household income in London is £1,455 / month – the highest regional figure in Europe.

More than 1 in 4 Londoners were born outside of the UK and over 233 languages are spoken.