



18 February 2014

BY EMAIL

Ref: FOI 14-004

Dear 

Thank you for your request for information, received on 21 January 2014. You asked us the following questions:

“Please advise me as to the costs involved in having the Tour de France pass through the Olympic Park and also how much revenue it is anticipated to generate.

The costs should be itemised and include but not be limited to how much paying the Tour de France race organisers; consultancy and agency fees, admin/course stewards, any maintenance/structural works in preparation works and repair.

The anticipated benefits should also be itemised and quantified.”

London Legacy Development Corporation (the Legacy Corporation) have set out below our response to each one of your questions following your order:

Item 1 - Please advise me as to the costs involved in having the Tour de France pass through the Olympic Park and also how much revenue it is anticipated to generate.

Planning is progressing for the Tour de France, which will past through the park on 7 July 2014. The route through the park will use Waterden Road only. The planning will establish any operational costs that may be incurred, including any security considerations. All such costs will be the responsibility of the Event organiser – Amaury Sport Organisation (ASO). ASO is the French events company who deliver the Tour de France.

<http://www.aso.fr/us/works-with-us.html>

The lead liaison with ASO for the London leg of the Tour de France is Transport for London (TfL). Freedom of Information requests can be submitted to TfL using the following contact information:

Email: foi@tfl.gov.uk

Address:
FOI Case Management Team,
Information Governance,
Transport for London,

7th Floor
Windsor House
42-50 Victoria Street
London SW1H 0TL

For the Legacy Corporation we would expect to benefit from more people being in the park using our food outlets and potentially visiting venues.

Item 2 - The costs should be itemised and include but not be limited to how much paying the Tour de France race organisers; consultancy and agency fees, admin/course stewards, any maintenance/structural works in preparation works and repair.

As outlined above, planning is progressing and all costs identified will be passed to the Event Organiser, ASO who also receive any direct revenues generated by the race.

Item 3 - The anticipated benefits should also be itemised and quantified.

The Tour de France is a major sporting event that will bring exposure to a global television audience of over 2 billion people and the ability to market the Park as a world class visitor destination, locally, nationally and internationally.

If you are unhappy with our response to your request and wish to make a complaint or request a review of our decision, you should write to:

Executive Director of Finance and Corporate Services
London Legacy Development Corporation
Level 10
1 Stratford Place
Montfichet Road
London
E20 1EJ

Please note: complaints and requests for internal review received more than two months after the initial decision will not be handled.

If you are not content with the outcome of the internal review, you may appeal directly to the Information Commissioner at the address given below. You should do this within two months of our final decision. There is no charge for making an appeal.

Further information on the Freedom of Information Act 2000 is available from the Information Commissioner's Office:

Wycliffe House
Water Lane
Wilmslow
SK9 5AF

Telephone 08456 30 60 60 or 01625 54 57 45

Website www.ico.gov.uk

Yours sincerely



FOI Co-ordinator
London Legacy Development Corporation