



23 September 2014

INFORMATION REQUEST REFERENCE 14-032

Dear 

Thank you for your request for information, received on 27 August 2014. You asked us to provide the following information under the Freedom of Information Act 2000 (FOIA):

"I recently saw reference to 3 million visitors to the Olympic Park in the Evening Standard <http://www.standard.co.uk/news/london/3-million-visitors-to-olympic-park-since-reopening-9682832.html> and subsequently on your website <http://queenelizabetholympicpark.co.uk/whats-on/events/2014/8/three-million-visitors-celebration>

The article in the Standard is somewhat confusing as it refers to the Park as a 'free attraction' so I would be grateful if you could supply the following information

- 1. the three million figure relates only to the time from the re-opening in July 2013?*
- 2. it refers to those visiting all kinds of events, free and paying, all kinds of venues and people just wandering around the Park? How is this figure compiled, on the basis of ticket sales, surveys, samples?*
- 3. it includes those attending the various concerts and sports events in the summer of 2013?*
- 4. Please supply figures showing the breakdown that you have for those visiting individual venues or events or activities during the time this figure refers to."*

I have set out below our response to each one of your questions following your order:

1. the three million figure relates only to the time from the re-opening in July 2013?

The London Legacy Development Corporation (the Legacy Corporation) can confirm that the figure of three million relates to the number of visitors to Queen Elizabeth Olympic Park (the Park) since 29 June 2013.

2. it refers to those visiting all kinds of events, free and paying, all kinds of venues and people just wandering around the Park? How is this figure compiled, on the basis of ticket sales, surveys, samples?

The three million figure includes all visitors to the park, including those visiting events. For the events of last Summer (2013), ticket sales were used. Since then the Legacy Corporation have been using automatic counters located at strategic positions across the Park.

The event figures were checked against the main monitoring to ensure that the count was as accurate as possible. They do not include the numbers from the venues to avoid double counting visitors. Please note that some figures are estimated due to technical equipment issues at certain times of the year but are as accurate as possible.

3. it includes those attending the various concerts and sports events in the summer of 2013?

Please see the response above.

4. Please supply figures showing the breakdown that you have for those visiting individual venues or events or activities during the time this figure refers to.”

Within the overall figures, the following visitor numbers reflect attendance at the venues and some of the events¹:

2013 summer events series: over 700,000
Between 29 July 2013 and 31 March 2014 - Visitors to North Park: 580,000
Between July 2013 and July 2014 - Copper Box Arena: 278,000
Between March and July 2014 - London Aquatics Centre: 330,000
Between April and July 2014 - Lee Valley VeloPark- 210,000
Between April and July 2014 - ArcelorMittal Orbit: 60,000
June 2014 - Holi Festival: 37,000
June 2014 - Hackney Half Marathon: 10,000
July 2014 - Great British Carnival: 27,000

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.

¹ To the nearest 1,000

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 / EIR Co-ordinator
London Legacy Development Corporation