



QUEEN ELIZABETH OLYMPIC PARK MEDIA PACK

SEPT/OCT 2025

OVERVIEW

- ▶ Spread across 560 acres, Queen Elizabeth Olympic Park is a dynamic east London destination, featuring landscaped gardens, historic waterways, five permanent sporting venues, an arts and events programme and the ArcelorMittal Orbit visitor attraction. Open 24/7 and free to enter, the Park welcomes millions of visitors each year.
- ▶ London's successful bid to host the Games came with a legacy promise to transform the heart of east London. The area is now evolving into a vibrant hub that blends visitor experiences with opportunities to live, work, learn, innovate and engage with knowledge, culture and technology.
- ▶ At the centre of this transformation is our Innovation District - a thriving ecosystem of startups, scaleups, community-based non-profits, leading universities and renowned cultural organisations.
- ▶ These include world-class institutions such as Sadler's Wells East, BBC Music Studios, V&A East, UAL's London College of Fashion and UCL East.



LLDC

- ▶ London Legacy Development Corporation (LLDC) is the first Mayoral Development Corporation and accountable to Londoners through the Mayor of London. It is the organisation behind Queen Elizabeth Olympic Park.
- ▶ Formed in April 2012, LLDC was established to use the once in-a-lifetime opportunity of the London 2012 Games to drive sustainable regeneration in the Park and surrounding areas.
- ▶ LLDC is committed to fostering inclusive growth and creating thriving, sustainable neighbourhoods that provide opportunities for lasting economic and social benefits for local communities and beyond.
- ▶ Through its [Climate Action Strategy](#), LLDC advocates the right of all communities to a liveable climate and works with its partners to tackle climate challenges and promote environmental resilience.
- ▶ The International Olympic Committee sees London's regeneration commitments as a blueprint for other cities to follow. Watch the IOC's video showing how the legacy of the Games goes far beyond the physical changes of the Park [here](#).



INNOVATION DISTRICT

- ▶ In 2025 Queen Elizabeth Olympic Park was recognised as one of three of London's Innovation Districts in the Mayor of London's Growth Plan.
- ▶ With a rapidly growing ecosystem of over 270 organisations working at the forefront of climate, health, and mobility, the District is proving what's possible when emerging ideas are given the space and support to scale.
- ▶ One of our key programmes has been the Future Industries Demonstrator (FID) - a £1.47m UK Shared Prosperity Funded programme to support innovative local businesses.
- ▶ FID has aimed to empower innovative SMEs through The Loop Circular Economy Hub. Operated by Hackney Wick Fish Island Community Development Trust, The Loop hosts 12 East London-based circular economy SMEs, offering affordable space they might not otherwise access.
- ▶ In addition to innovation across science and technology, the Park is championing innovation across the arts and culture.



HOUSING & PLACEMAKING

- ▶ Five new neighbourhoods will be built on the Park - Chobham Manor, East Wick, Sweetwater, Stratford Waterfront and Pudding Mill plus developments on LLDC-owned land on Rick Roberts Way, Hackney Wick and Chobham Farm delivering 5,877 homes - 40% affordable
- ▶ Almost 1,400 homes have been delivered to date - 35% are affordable and 62% are 3-bed or more.
- ▶ 26 zero carbon exemplar homes have been built at Chobham Manor
- ▶ Building new communities isn't just about housing - it's also about making sure the right support and facilities are also built for new and existing residents. Four new schools have been built on or near the Park: [Chobham Academy](#) in East Village, [Mossbourne Riverside Academy](#), and [Bobby Moore Academy](#), which is split across two school sites - one primary, one secondary.



SPORTS AND LEISURE VENUES

ARCELORMITTAL ORBIT

- ▶ ArcelorMittal Orbit: With breathtaking views of London, the world's longest and tallest tunnel slide and the UK's highest freefall abseil, the ArcelorMittal Orbit is a viewing experience like no other. The slide loops its way around the ArcelorMittal Orbit 12 times taking visitors through gentle curves, thrilling drops and a tight corkscrew named 'the bettfeder' – bedspring in German. The venue is now operated by [Zip World](#).



COPPERBOX ARENA

- ▶ Premier destination for sports and entertainment in London; holds 7000 people; hosted high-profile esports events like League of Legends and Apex Legends, to boxing matches, music concerts, skateboarding competitions and the Wheelchair Rugby League World Cup.



LONDON AQUATICS CENTRE

- ▶ Designed for swimmers of all abilities, from absolute beginners to Olympic and Paralympic champions; offers a wide-ranging programme of activities including fun family sessions, lane swimming, diving, swimming lessons and the very popular inflatable AquaSplash course.



LONDON STADIUM

- ▶ Europe's most versatile stadium regularly hosts world-class athletics, Major League Baseball (MLB), Premiership football and sell-out concerts driving major economic benefits for London, including £107m from the [2017](#) World Athletics Championships and MLB events in [2019](#) (£37m), [2023](#) (£53m), and 2024 (£56.5m). As of April 2023, LLDC no longer has strategic responsibility for London Stadium through E20 Stadium LLP.



SPORTS AND LEISURE VENUES

LEE VALLEY HOCKEY AND TENNIS CENTRE

- The excellent facilities include two hockey pitches, four indoor tennis courts and six outdoor courts, available for public use, all year round. A state-of-the-art clubhouse offers changing rooms, a bar and areas to relax and socialise. The Centre has hosted many high-profile events, including the NEC Wheelchair Tennis Masters and the 2015 EuroHockey Championships, as well as the 2018 Women's Hockey World Cup.



LEE VALLEY VELOPARK

- Lee Valley VeloPark is the first place in the world where people can take part in four types of cycling in one place: track cycling, road racing, BMX or mountain biking. Bikes and equipment can be hired.



ABBA VOYAGE

- ▶ ABBA Voyage, staged in a £50 million purpose-built state-of-the-art arena at Pudding Mill, blends cutting-edge technology, spectacular lighting, and some of the most loved songs ever written from the Swedish pop sensation.
- ▶ ABBA Arena, which seats about 3,000 people, was built specifically for the show.
- ▶ According to Bloomberg, in 15 months, the show has more than 1.5 million tickets and the venue is 99% full every night.
- ▶ Shows are currently scheduled to run until 2026.
- ▶ The Standard reported that analysis revealed the ABBA Arena contributed £1.4 billion economic boost to the UK economy



EAST BANK

- ▶ East Bank is the UK's newest cultural quarter at the heart of Queen Elizabeth Olympic Park. It is made up of BBC Music Studios, Sadler's Wells East, UAL: London College of Fashion, UCL East (University College London), V&A East and the V&A East Storehouse.
- ▶ A powerhouse for innovation, creativity and learning in Queen Elizabeth Olympic Park, East Bank is rooted in the diverse communities of East London and is a reflection of the creative spirit and the legacy of the 2012 Games. The East Bank press pack is [here](#).
- ▶ **Over the last 10 years:**
 - Over £600m of funding has been put in place from the Mayor of London and from the central Government.
 - More than 5,800 construction jobs have been created onsite across East Bank
 - East Bank will create over 2,500 jobs
 - More than 17,000sqm of brownfield land has been reclaimed to construct East Bank's buildings
 - East Bank has collectively engaged more than 40,000 children and young people from 326 colleges, schools, and further education colleges in a range of its programmes and projects.



EAST BANK TIMELINE

- ▶ **September 2022:** [UCL East One Pool Street](#) opens
- ▶ **September 2023:** [London College of Fashion](#) and [UCL East Marshgate](#) open
- ▶ **February 2025:** [Sadler's Wells East](#) opens
- ▶ **May 2025:** [V&A East Storehouse](#) opens
- ▶ **Spring 2026:** [V&A East Museum](#) opens
- ▶ **2026/27:** [BBC Music Studios](#) opens



JOBS, SKILLS & BUSINESSES

- ▶ 40,000 jobs to be located at Queen Elizabeth Olympic Park by the mid-2030s, including: 25,000 at Stratford Cross, 5300+ at Here East
 - 2500+ at East Bank, plus 1100 indirect jobs
 - 2000 in construction
 - 4000 in neighbourhood
- ▶ The London Living Wage is paid to all employees working in Park's venues or businesses.
- ▶ Tens of thousands of jobs in and around the Park have already been delivered through initiatives including £2m investment in the Good Growth Hub. Over the first five years:
 - 2,470 people have received employer-led skills development training through the Good Growth Hub (sponsored by LLDC and East Bank partners), with nearly 400 supported into jobs paid at London Living Wage.
 - 3,000+ residents have received training at Build East, a green construction skills centre, resulting in 700+ job starts (including 25% in green skills) and 140+ apprenticeships.



PLAYGROUNDS, FOUNTAINS & WATERWAYS

- ▶ Nestled among the Park's 30 acres of biodiverse woodland are incredible play areas for all ages. In the south of the Park the Pleasure Gardens play areas include swings, a sandpit and climbing wall.
- ▶ There is also an outdoor gym for adults. In the north, the award-winning Tumbling Bay playground and Timber Lodge café are exemplars of accessibility and universal design.
- ▶ The Waterworks Fountains outside London Stadium are a magnet for toddlers with 195 water jets providing a labyrinth of computer-controlled walls of water. Visitors can enjoy more than six miles of rivers and canals from the wetlands along the River Lea, the canoes and paddleboards on the River Lee Navigation or a relaxing boat tour along the canals with an expert guide.
- ▶ In May 2025, Queen Elizabeth Olympic Park launched its latest Biodiversity Action Plan (BAP), revealing exciting discoveries of new species and demonstrating the Park's evolution into a flourishing ecosystem for plants and animals. You can read the BAP [here](#).



UPCOMING EVENTS

- ▶ **To May 2026:** ABBA Voyage at Copper Box Arena
- ▶ **To 28 Sept:** Pop-Up Padel Tennis & Bola Beach Tennis
- ▶ **20-28 Sept:** London Sculpture Week
- ▶ **28 Sept:** QueerSwap X Sustainable Fashion Week
- ▶ **30 Sept:** Future Talks: Dangerous Ideas to shape the Creative Economy
- ▶ **To Nov 2025:** Darkfield: Immersive audio experience
- ▶ **4 Oct:** Look What I Found with Jazz Grant at V&A East
- ▶ **To Dec 2025:** Sixes Social Cricket at Riverside East
- ▶ **To Dec 2025:** Riverside East BIG Market
- ▶ **May 2026:** Metallica M72 World Tour at London Stadium
- ▶ **June 2026:** Take That Live at London Stadium



FURTHER INFORMATION

For more information about the Park, venues, visitor attractions or to request images, please contact the LLDC press office on press@londonlegacy.co.uk or call +44 (0) 203 734 9010.

Please contact us if you need spokespeople to talk about topics including Queen Elizabeth Olympic Park, the legacy from the London 2012 Games, events and sport, inclusive growth, regeneration, tourism, cultural quarters, jobs and skills, community relations and more.