

Queen Elizabeth Olympic Park 2030



Inclusive Growth 2030: A place which attracts investment, enhancing local lives and national economic growth

Queen Elizabeth Olympic Park in 2030 is recognised as a place where companies compete to locate in order to gain access to world class universities and cutting-edge research, in the heart of a unique London visitor destination. It is valued for its diverse, ambitious and globally-minded talent, its rich and creative local heritage, and its culture of innovation and collaboration. This is a place where established businesses and pioneering east London start-ups are encouraged to build exciting new alliances and blaze new trails to shape the way we live, work and play. A growing number of multidisciplinary clusters are defining industries of the future, and the internationally celebrated East Bank has channelled the artistic vitality of east London to become a major contributor to the capital's creative economy. The Park is better connected than ever, with significantly enhanced transport hubs, fast access to central London and Europe, and a fantastic digital infrastructure. Together with a hugely diverse range of sporting and entertainment events and an

inspirational cultural programme, this has created an exceptional residential, business and visitor experience. With similarly ambitious regeneration activity underway across the four London boroughs that span the Park, a long history of local deprivation is in reversal. The attention of the world is now firmly on the capital's east.

Community 2030: An attractive and inspiring place where people come together to achieve great things

Queen Elizabeth Olympic Park in 2030 is a place where home, work, study and leisure come together in a sustainable urban environment that redefines London's industrial heartland. Spanning parts of four east London boroughs, established communities and districts connect to newly delivered neighbourhood centres via footpaths and cycleways, providing a focus for local shops, services and activities. With wide streets and bustling squares surrounded by beautifully landscaped parkland and playgrounds, the area has been innovatively designed to foster a strong and resilient sense of community, and to enable time, space and ideas to be shared by all. Accommodation and workspace has been delivered to the highest design and sustainability standards and, in line with all facilities and activities on offer, in a way which prioritises affordability and accessibility. This, together with the range of education, training and employment opportunities, the exceptional cultural and leisure offer, and the easy accessibility of public transport, has encouraged families and young people in particular to secure their roots here. This is somewhere they truly care about, where they can thrive and make connections that will last a lifetime.

Opportunity 2030: A place where local talent is celebrated and the benefits of regeneration can be shared by all

Queen Elizabeth Olympic Park in 2030 is home to a diverse, creative and economically mobile population which no longer has to look beyond east London to realise its aspirations. A broad programme of investment across the east of the capital has brought a wealth of opportunity to the area, building on existing talent and infrastructure, and changing lives. Global and national businesses and organisations are well established and thriving in an environment of innovation, ideas and skills exchange, creating thousands of new jobs for the local workforce. Space is safeguarded for local entrepreneurs and start-ups, and support is given to them throughout their development. Young people starting school at the time of the London 2012 Games are now taking advantage of the many and varied apprenticeship and internship schemes on offer, and pool of capable young professionals have been supported to develop sought-after skills in exciting new areas across the tech, fashion and creative

worlds and beyond. One of London's largest student populations has made its home here, attracted by the opportunity to access world class sporting venues and East Bank's global cultural institutions on their doorstep, as well as by a new approach to practical learning which combines ground-breaking research, education, engagement and enterprise.