



## PRESS PACK: QUEEN ELIZABETH OLYMPIC PARK – AUTUMN 2024

### Introduction

Millions of visitors come to Queen Elizabeth Olympic Park each year for world-class sports, entertainment and culture, or just to enjoy the beautiful parklands and waterways. The Park is free to enter and is open 24/7.

London's successful bid to host the Games came with a legacy promise to transform the heart of east London. Jobs, investment, educational and cultural opportunities have been realised as a result of that legacy promise, and 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](#).

Planned events include:

[To May 2025 West Ham United Premier League and cup matches – London Stadium](#)

[To April 2025 London Lions BBA matches – Copper Box Arena](#)

[To June 2025 London Pulse Super League netball matches – Copper Box Arena](#)

[April 2025 British Swimming Championships](#)

[Sep 2024 World Halal Food Festival](#)

[Oct 2024 London 3-day cycling – Lee Valley VeloPark](#)

[Dec 2024 Ultimate Tennis Showdown London – Copper Box Arena](#)

[Dec 2024 UCI Track Champions League – Round 4 – Lee Valley VeloPark](#)

[April 2025 British Swimming Championships – London Aquatics Centre](#)

[July 2025 London Athletics Meet – London Stadium](#)

**For access to Park venues and interviewees about the Park, events and wider regeneration please contact [press@londonlegacy.co.uk](mailto:press@londonlegacy.co.uk) or call +44 (0) 203 734 9010.**

### About the London Legacy Development Corporation

Formed in April 2012, the purpose of the London Legacy Development Corporation (LLDC) is to use the once-in-a-lifetime opportunity of the London 2012 Games and the creation of the Park to develop a dynamic new heart for east London, creating opportunities for local people and driving innovation and growth in London and the UK. The LLDC is a Mayoral Development Corporation and accountable to Londoners through the Mayor of London.

*“(The London 2012 Games) are a fantastic example of how sport can be used to regenerate an area and how it can be integrated into people's lives to their benefit. Anybody who's lucky enough to rent or own a flat in Stratford now has this wonderful green space on their doorstep. They can go cycling and running. There's a swimming pool they can use. There's a Premier League football stadium. There are hockey pitches and tennis courts and all the facilities at the Copper Box. It's been utterly transformational.” – Sir Hugh Robertson, Chair of the British Olympic Association. Read his article on the legacy of the London 2012 Games [here](#).*

## The Park

### Download images of the [Park](#) here

There have been more than 20 million visits to the Park in the last year.

### Six permanent sports and leisure venues that are open to the public

- [London Stadium](#): The most versatile Stadium in Europe; generating millions in inward investment and visitor spend; regularly hosts world-class athletics, Major League Baseball, Premiership football and sell-out concerts. The events have a major economic impact on London and the local area as seen by the £107 million from the [2017 World Athletics Championships](#) and Major League Baseball in [2019](#) (£37 million) and [2023](#) (£53 million). See the latest video showing the Stadium's 2024 transition from football to MLB to concerts and athletics and back to football here [\[INSERT LINK\]](#)
- [Copper Box 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.
- [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.
- [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.
- [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 Park hosted a fantastic array of events over the summer of 2023, which saw the most diverse range of stadium events anywhere in Europe. For more details and for timelapse footage that shows the incredible transformation London Stadium has undergone click [here](#).

[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. The 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 [Evening Standard](#) reported that analysis revealed the ABBA Arena contributed £322.6 million in spending and £177.7 million in extra economic activity in its first year.

## Transport links

Stratford Station is one of the best-connected transport hubs in London with 10 different railway lines and two bus stations. Only 7 minutes from King's Cross on The Javelin from Stratford International, 15 minutes to the West End and 10 minutes to Canary Wharf.

## Playgrounds, fountains and 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.

## Hotels

The Park offers more than [10 different hotels](#) to suit all budgets – all are a short walk from the Park.

## 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](#).

## East Bank timescales

September 2022	<a href="#">UCL East One Pool Street</a>
September 2023	<a href="#">London College of Fashion</a> and <a href="#">UCL East Marshgate</a>
2024	<a href="#">Sadler's Wells East</a>
2025	<a href="#">V&amp;A East</a> and <a href="#">V&amp;A East Storehouse</a>
2026/27	<a href="#">BBC Music Studios</a>

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 in order 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.

## Housing and placemaking

- **5 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 5,800 homes – 40% affordable
- **50% affordable** homes on developments permitted on land owned by LLDC since 2016 (Stratford Waterfront, Pudding Mill, Rick Roberts Way, Aquatics Triangle and Chobham Farm)
- **33,000 homes will be built** by 2036 on and around the Park – average of 35% affordable
- **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 is split across two school sites – one primary, one secondary.

## Jobs, skills and business

- 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 neighbourhoods

Tens of thousands of jobs in and around the Park have already been delivered through initiatives like:

- £2m investment in Good Growth Hub –. Over the next 5 years:
  - 2,800 local residents will receive information, advice and guidance
  - 600 will receive mentoring
  - 850 businesses supported to adopt inclusive working practices
  - 465 jobs will be secured paying London Living Wage as a minimum
  - [SHIFT innovation district](#) - SHIFT is the innovation district based on the Park, which brings together business, academia, government and local communities to find and scale solutions to the major challenges of city life, with a focus on climate emergency response, health and wellbeing, and mobility
- 500 local people trained at Build East construction and skills hub each year along with 70 apprentices

The London Living Wage is paid to all employees working in Park's venues or businesses.

**For more information about the Park, venues and visitor attractions please contact the LLDC press office on [press@londonlegacy.co.uk](mailto:press@londonlegacy.co.uk) or call +44 (0) 203 734 9010.** The press office operates 24/7, 365 days a year.

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, regeneration, tourism, cultural quarters, jobs and skills, community relations and more.