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By email

Julian Knight MP
Digital, Culture, Media and Sport Committee Chair

Dear Chair,

We note that earlier this month, the Digital, Culture, Media and Sport Committee held the first session in its inquiry into major cultural and sporting events. We at London Legacy Development Corporation (LLDC) were delighted to hear the positive references made towards the legacy of the 2012 Olympic Games and Paralympic Games.

As the body responsible for delivering this legacy, we wanted to take this opportunity to highlight some of the major achievements made over the last nine years, and invite the Committee to Queen Elizabeth Olympic Park to see this in person.

It is undisputed that the 2012 Games were an enormous success but the legacy would always be more than a wonderful summer of sport. Key to the long-term success is the impact of the wider regeneration of the area and the creation of new opportunities for Londoners for decades to come. As a regeneration agency and local planning authority, LLDC's core mission is to use the once-in-a-lifetime opportunity of the Games to drive investment, promote growth and generate prosperity in east London; creating jobs, homes and opportunities which truly benefit local communities.

It is through our powers and responsibilities as a Mayoral Development Corporation that we have been able to drive forward extremely successful regeneration in a short period of time. The MDC model, when hand in hand with land ownership and control, is an extremely effective way to bring forward mayor physical change and we would be happy to explain the benefits to the Committee if this was of interest.

Where we are now

Since 2012, we have worked in close collaboration with local boroughs, businesses and communities to transform and integrate one of the most challenged areas of the UK into world-class, sustainable and thriving neighbourhoods. We're doing that by supporting the delivery of 33,000 homes in the area by 2036 alongside the supporting social and transport infrastructure, attracting world-class investors and driving new business to this part of east London – creating skills and training opportunities for local people as well as 40,000 jobs by 2025.

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With regard to the development of housing, we have complied with and are now exceeding the GLA targets for affordable housing (recognising that these have changed with the new administration at City Hall).

In just nine short years, almost 11,700 homes have been built across the wider MDC area - 2,615 of which are affordable. On the Park itself, our first neighbourhoods are under construction, with Chobham Manor nearing completion. Once all of our schemes are complete, housing built on land owned by LLDC (5,774 homes) is expected to reach a minimum of 40% affordable housing (measured by unit) and approximately 64% will be family-sized homes (2Bed+), bringing families to the heart of Queen Elizabeth Olympic Park.

Our approach is to work closely with developers to drive high quality and highly sustainable developments, many of which are award winning. We always ensure that suitable supporting infrastructure is brought forward (alongside the four existing schools that we have already built) in order to create thriving, sustainable neighbourhoods. And as construction continues in and around the Park, we remain committed to supporting UK businesses in procuring suppliers and contractors.

Almost 25,000 jobs have been brought to the area with the Park attracting a diverse business base to its component business districts at Westfield Stratford City, International Quarter London and Here East, where a critical mass of start-ups and scale-ups sit alongside the creative and cultural talent in the nearby Hackney Wick and Fish Island Creative Enterprise Zone.

Here East is an outstanding example of the success of the 2012 legacy. From its origins as the press and broadcasting centre during the Games it has transformed into London's fastest growing tech and innovation campus, becoming a key component of an emerging Inclusive Innovation District on the Park.

East Bank

Work continues at pace to deliver LLDC's flagship project – a world-class cultural and education district on the Park. Marking the biggest single investment in a culture-led regeneration project since the 1851 Great Exhibition, the £1.1 billion East Bank scheme will bring internationally acclaimed institutions including the V&A, Sadler's Wells, BBC, UAL's London College of Fashion and UCL to the heart of east London. This will further add to east London's growing reputation as a global cultural powerhouse, with London Film School and English National Ballet in close proximity.

While East Bank, like all major construction projects, has faced challenges brought on by the Covid-19 pandemic, we're delighted the project has been able to continue moving forward; bolstered by the cross-party support it has sustained across local, regional and national government.

Indeed, we're honoured that all are united in the vision that East Bank has a major role to play in London and the UK's socio-economic recovery from the pandemic. We know that culture, arts and education have been among the sectors hit hardest by Covid-19, and while

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the future will be hugely challenging, we are proud that East Bank is seen as a cornerstone of the city's plans for post-pandemic economic growth.

Once open, East Bank will generate £1.5 billion for the London economy, attract 1.5million additional visitors and 10,000 additional students to Queen Elizabeth Olympic Park each year while creating over 2,500 jobs.

While there is much to be done ahead of the first buildings opening in 2022, we're delighted to see the impact of East Bank already reaching far beyond the boundaries of the construction sites; delivering real and tangible benefit for the communities of east London. Already, partners have worked with more than 180 local organisations, engaged with over 160,000 local people through events and workshops and generated an additional £31 million in R&D grants in the local area.

This is only the beginning, and as East Bank continues to progress, we look forward to helping deliver the social and economic benefits promised.

Creating Opportunities

At the heart of all of our work, we want to ensure that the scale of opportunities being created reaches as many people as possible. Through our socio-economic programmes, we've built a long-standing and successful track record of working closely with employers and their supply chains, proactively identifying specific skills gaps and opportunities to create job and apprenticeship vacancies for local residents. We've trialled and tested various programmes and initiatives over the last nine years, cumulating in the development of a Good Growth Hub (GGH) on the Park.

The GGH will serve as a focal point for Park-based careers and opportunities, linking local, diverse talent with businesses. By providing a wide range of services including apprenticeships, careers coaching and specialist skills training, the hub will offer a gateway into an array of different careers – a space that is a physical embodiment of our commitment to inclusive growth.

At over £2million, the GGH represents LLDC's largest single investment in a socio-economic project; made possible through its endorsement by the 4 neighbouring boroughs and Park partners whose ongoing involvement will be critical to the success of the hub. Together, we want to shift the narrative of this area away from deprivation, to a focus on the untapped talent and potential evident here.

Wider Benefits of Regeneration

Our successful regeneration work has helped to transform not only Queen Elizabeth Olympic Park and its surrounding hinterland, but the wider east London area; making a tangible economic impact that can be felt on a regional and national scale.

All eight permanent Park venues have a secure legacy, including the London Stadium which remains one of the best multi-use entertainment venues in the country. Since re-opening in 2014, over 38 million people have visited the Park and its venues, helping to support the local and wider economy. Indeed, additional council tax and business rates

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being generated within the LLDC area since 2005 was estimated to be almost £70 million in 2019-20, and is forecast to increase to almost £0.25 billion by 2039-40.

We're immensely proud that almost ten years on since the Games, our venues continue to host some of the top sporting and cultural events in the world. The 2017 World Athletics Championships and 2019 Major League Baseball London Series are just two examples of the wide-scoping benefits such events bring. In 2017, the Championships reached 1 billion people and contributed £107 million to the national economy while in 2019, the two-day MLB meet attracted 120,000 spectators to London Stadium, boosting London's economy by £37 million, with a further £9.5 million generated nationally.

Moreover, we're proud that this sporting legacy continues to be enjoyed by all. At the London Aquatics Centre, elite athletes and local communities alike reap the benefits of its world-class sporting facilities. With 2,500 permanent spectator seats, the venue has hosted a range of local, national and international competitions, welcoming over 6 million visitors since it opened in 2014. Before the Covid-19 pandemic, the venue had 900 school children attending weekly swimming lessons, 4,000 people signed up to the Better Swim School programme (including children) and 600 to Tom Daley's learn to dive programme.

With restrictions ending and the venue now reopened, we look forward to continuing to welcome local communities, athletes and spectators to enjoy all that the venue has to offer.

We hope that this has provided some new insight into all that has been achieved since 2012 as well as a flavour for what is to come. We would welcome the opportunity to discuss this with you in greater detail, and would be honoured to host the DCMS Committee on the Park to see the 2012 legacy work in action.

Yours sincerely

Sir Peter Hendy CBE
Chair

Lyn Garner
Chief Executive

Copy to: dcmscom@parliament.uk