Lee Valley Regional Park Authority

Securing a lasting legacy from the Games

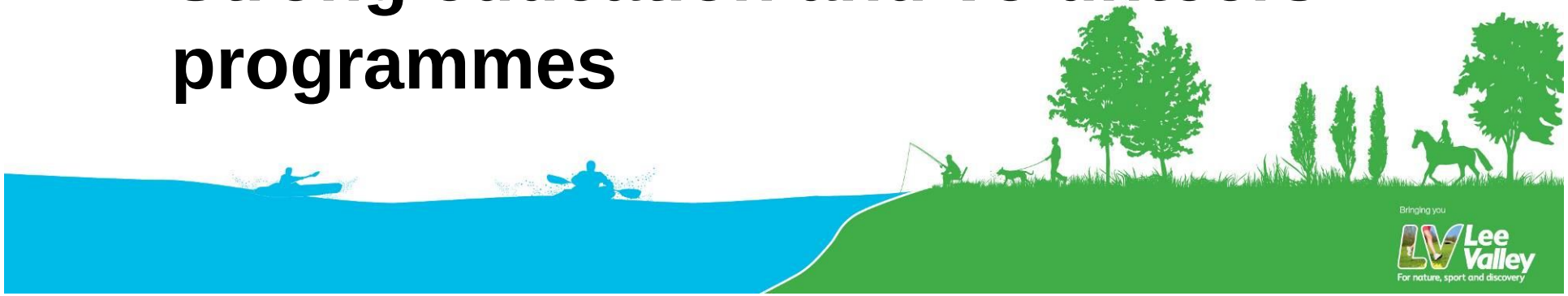
Shaun Dawson - Chief Executive

Lee Valley Regional Park Authority

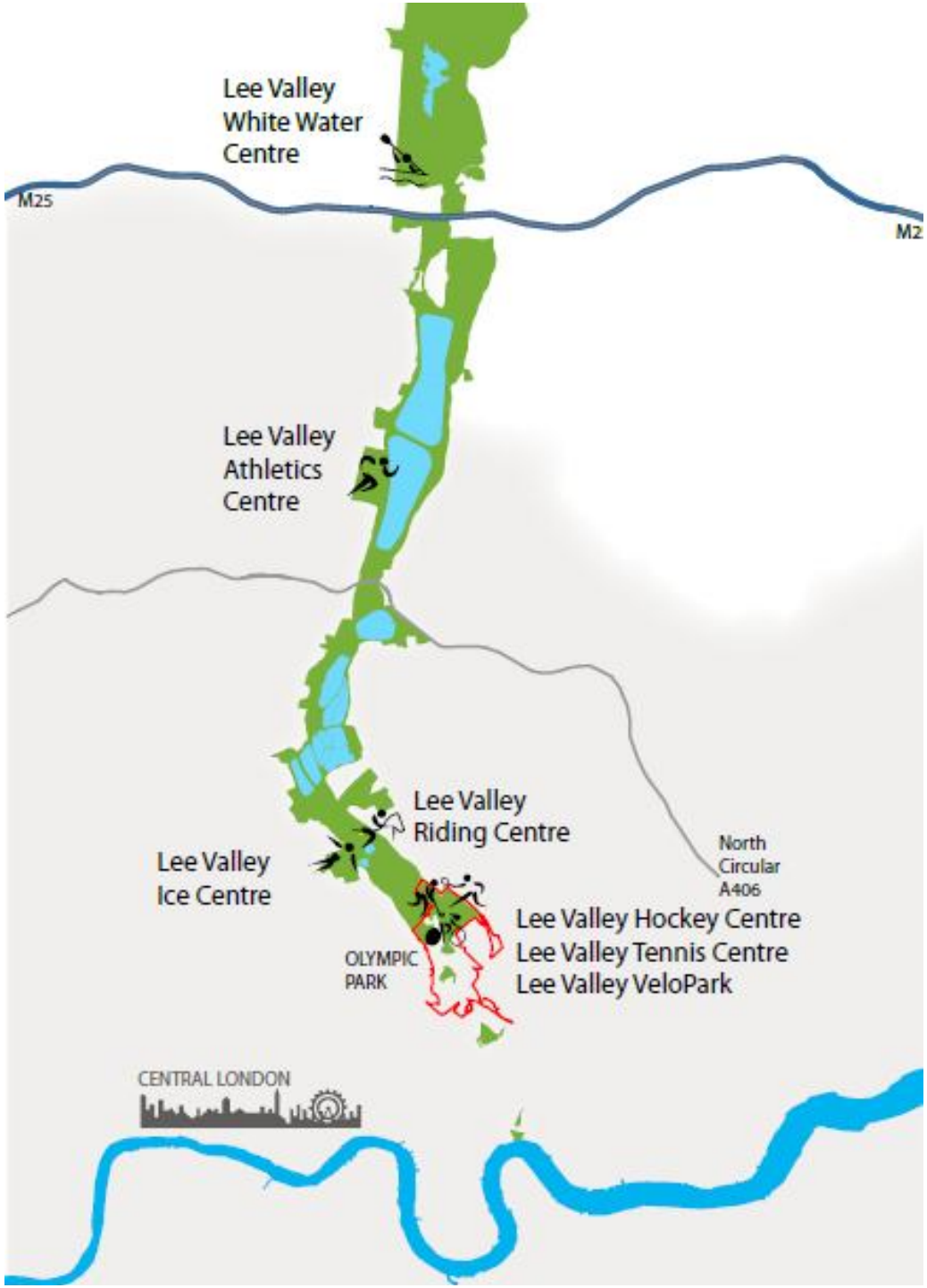
Bringing you Lee Valley For nature, sport and discovery

Lee Valley Park

- 26 miles - 10,000 acres
- 5 million visitors a year
- £22m sport and leisure business
- Community focussed and commercially driven
- 500 events per year
- Strong education and volunteers programmes



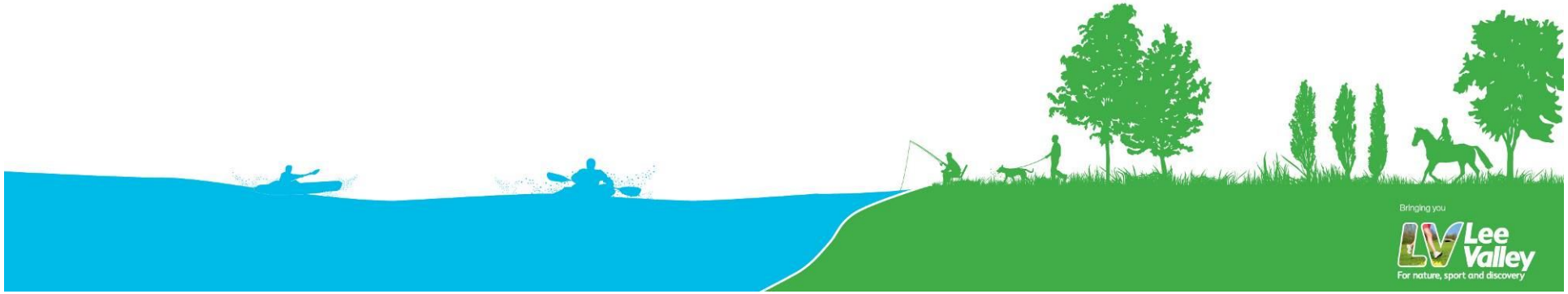
Lee Valley Sports Venues



SPORTS PITCHES
HACKNEY MARSHES
VELOPARK
BMX PARK
ROAD CIRCUIT
CAR PARK
PRESS CENTRE
BROADCAST CENTRE
ATHLETES VILLAGE
DLR STATION
LEE NAVIGATION
Hackney
STRATFORD INTERNATIONAL
HACKNEY WICK
MULTI-USE ARENA
STRATFORD REGIONAL AND BUS STATION
Newham
AQUATICS CENTRE
COLLEGE DRIVE
STRATFORD HIGH STREET
GREENWAY FOOTPATH AND CYCLE TRACK
PUDDING MILL LANE
Tower Hamlets

Lee Valley Regional Park Authority

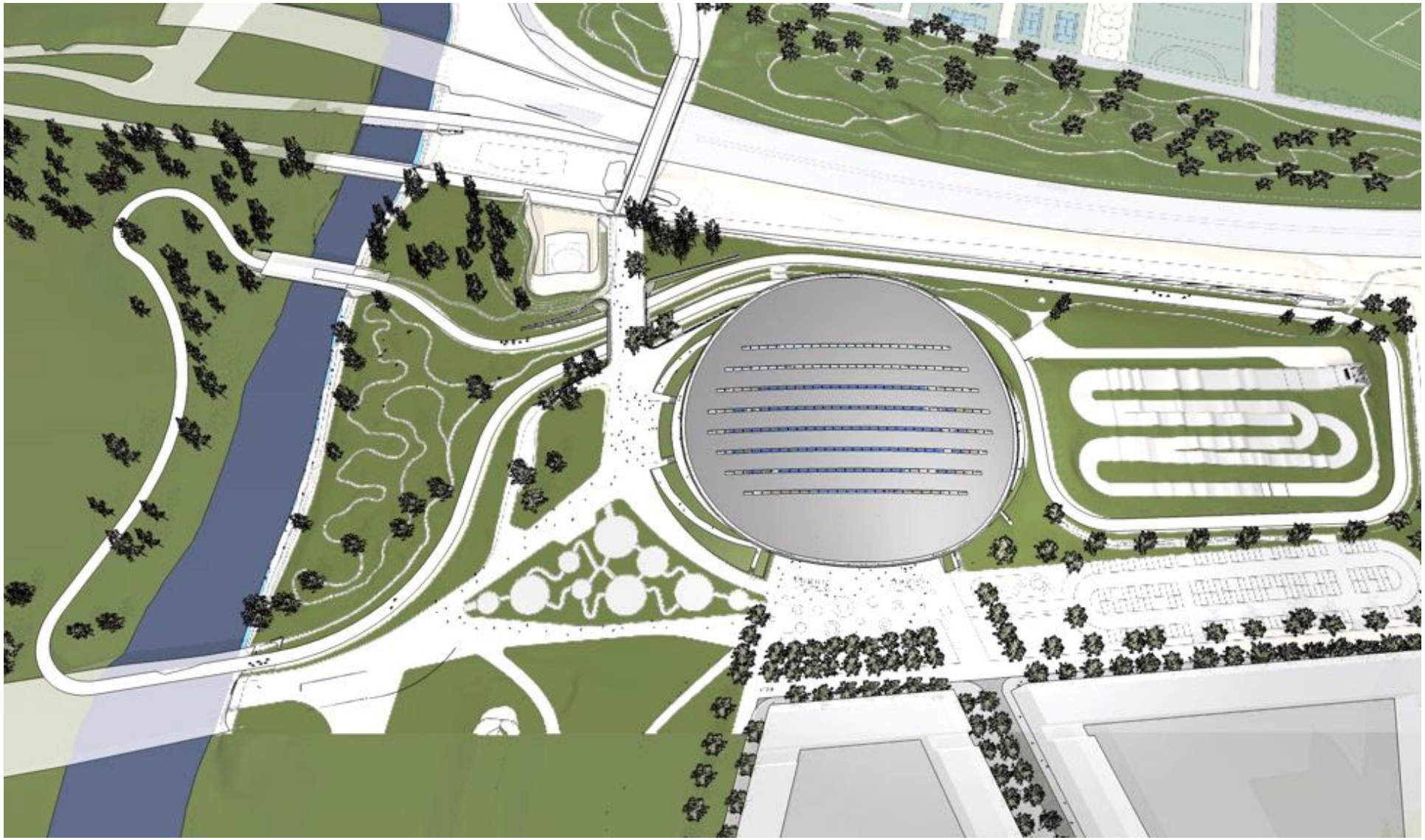
Lee Valley VeloPark



2 LAPS TO GO

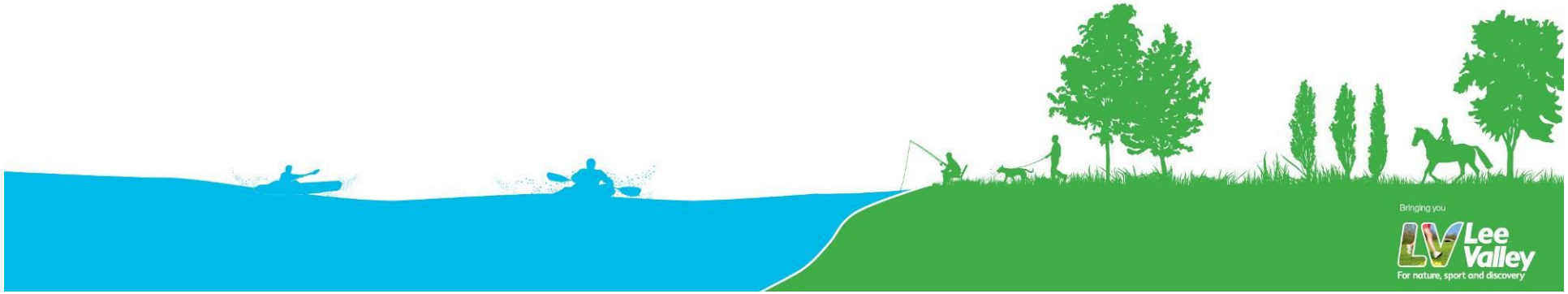
Lee Valley VeloPark Business Plan

- ‘Learn to Ride’ to ‘Setting World Records’
- Clubs & schools to elite & corporates
- Bike hire for four disciplines
- Comprehensive events programme: 2016 World Track Championships?
- Sponsorship/naming rights



Lee Valley Regional Park Authority

Lee Valley Hockey Centre



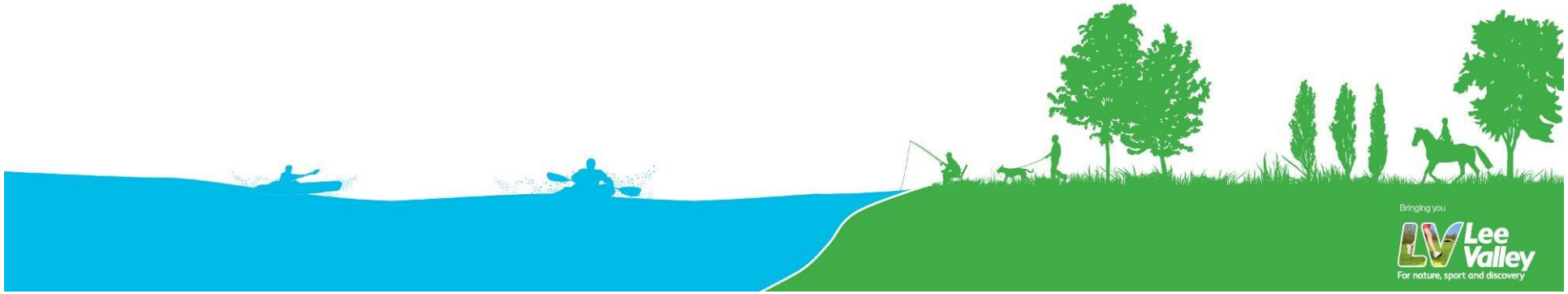
WHITE
28
THOMAS
24
WALTON
18

London 2012

London 2012

Lee Valley Hockey Centre Business Plan

- 2015 EuroHockey Championships
- Strong partnership with England Hockey
- Clubs, community and schools
- Development programmes



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11
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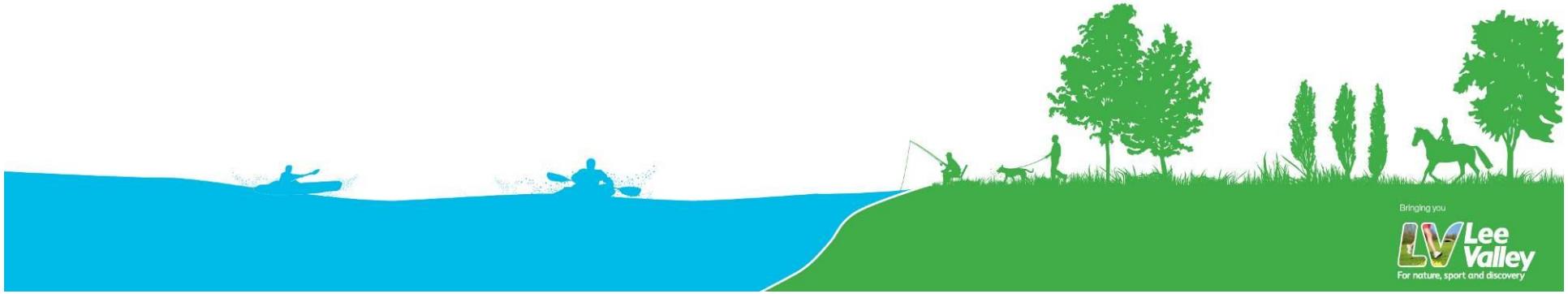
KUKRI

Lee Valley Regional Park Authority

Lee Valley Tennis Centre



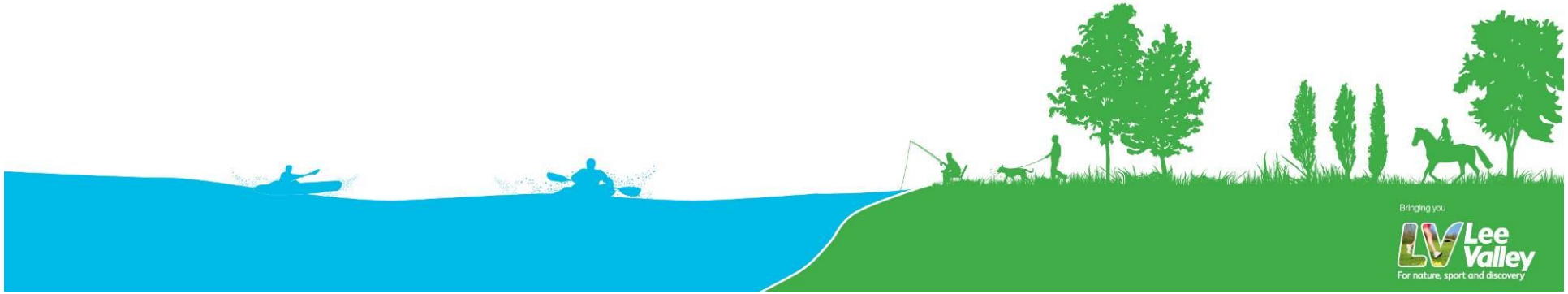
London 2012
Paralympic Games

London 2012
Paralympic Games
London 2012
Paralympic Games
London 2012
Paralympic Games
London 2012
Paralympic Games
London 2012
Paralympic Games
London 2012
Paralympic Games

WILSON
BLADE LITE
adidas
Great Britain
London 2012

Lee Valley Tennis Centre Business Plan

- Stunning venue
- Only purpose built Paralympic venue on Olympic Park
- Bidding for ITF Wheelchair Tennis Masters 2014-16
- Clubs, Community and Schools

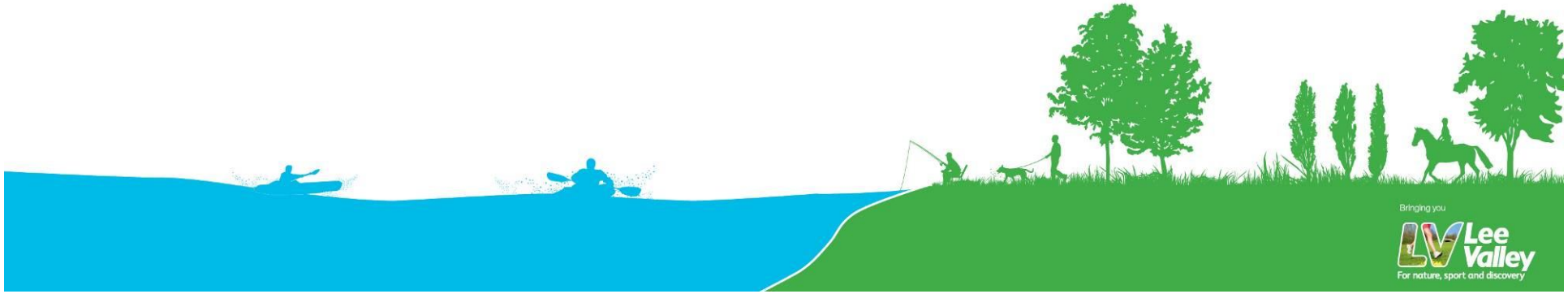


Helping more people play tennis

OR ELSE!
IT WASN'T ME!

Lee Valley
Regional Park Authority

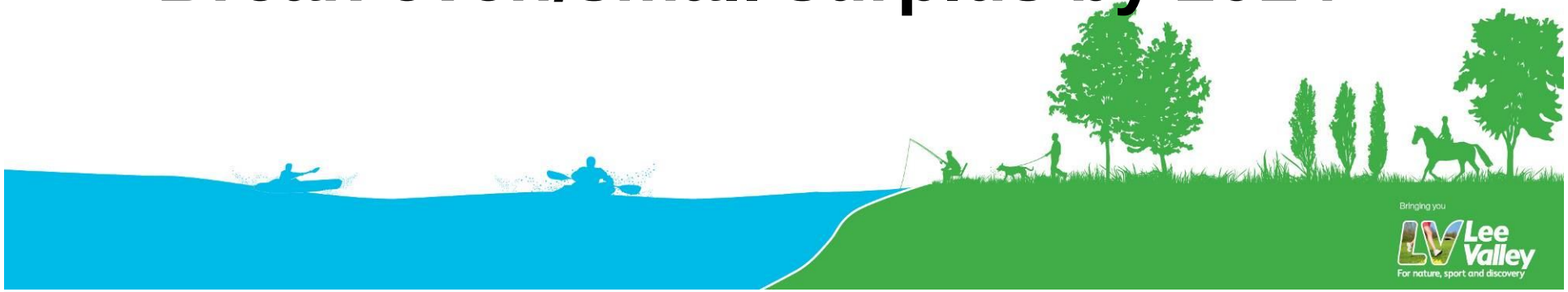
Lee Valley
White Water Centre



GBR
T. BAILLIE/E. STOTT
93.7

White Water Centre Business Model

- Community focus: clubs, schools, families, casual user
- National centre for canoe slalom
- Commercial focus
- Events: 2015 world championships
- Break-even/small surplus by 2014



Lee Valley

For nature, sport and discovery

Lee Valley White Water Centre

www.go**whitewater**.co.uk

Brought to you by

Lee Valley Regional Park Authority

Lee Valley Regional Park Authority

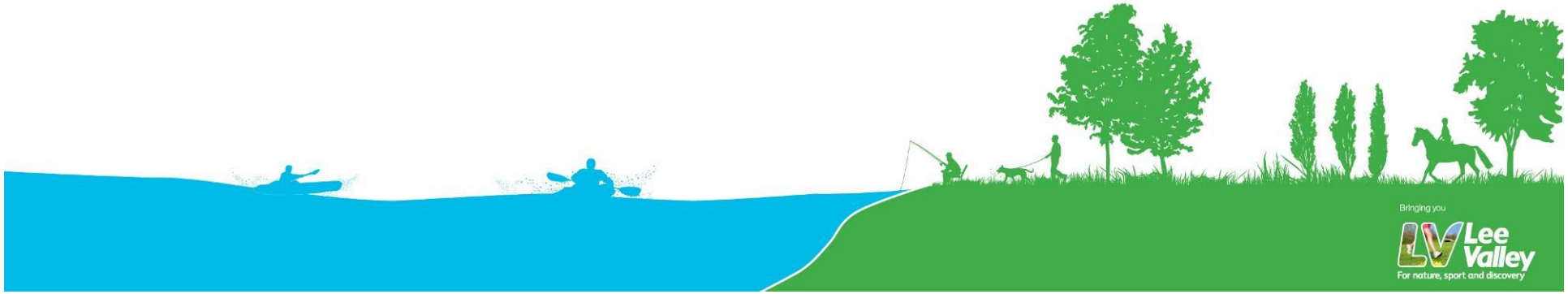
First Season Performance 2011/12

- 160,000 visitors - 40,000 participants
- £1.9m income (30% from corporate bookings)
- Two schools festivals
- 135 jobs
- £400k of business for local suppliers
- Gold & Silver at 2012 Games

New Investment

£4.5m in 2012/13

- **Catering**
- **Car parking**
- **Changing areas**
- **BCU offices/support facilities**



Ingredients for Successful Legacy Venue

- Legacy owner identified at the start
- Owner at heart of process from bid to delivering legacy
- Designed for legacy with ability to host biggest sports events
- Sustainable business model: Community & Commercial