



City of London and 2012

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*host authority of the
Olympic and Paralympic Games*



London's aspiration

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"The sporting and cultural events that accompany the Games will be an unforgettable experience for all. The Games offer a once-in-a-lifetime opportunity to show the world that London is a vibrant modern City...



...and the business capital of the world and to inspire a huge range of benefits for London and Londoners in the run up to 2012 and for generations afterwards."



The City Corporation's role

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In full support of London's aspiration, the City will:

- ✓ contribute to the success of the 2012 games and
- ✓ make the most of the benefits and opportunities



As well as...

- meet the needs of stakeholders in and outside of the Square Mile
- meet the needs of visitors to the Square Mile
- work closely with the GLA, LOCOG and other relevant agencies
- provide hospitality and host events
- showcase the City as a great place to be
- promote a programme of cultural events across the City
- promote the role of the City as the world leader in finance and business
- generate positive PR for the City



Some key Olympic dates

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- ❑ **27 July - 12 August**
Olympic Games



- ❑ **29 August - 9 September**
Paralympic Games
- ❑ **10 September**
Heroes' Parade, City to Westminster



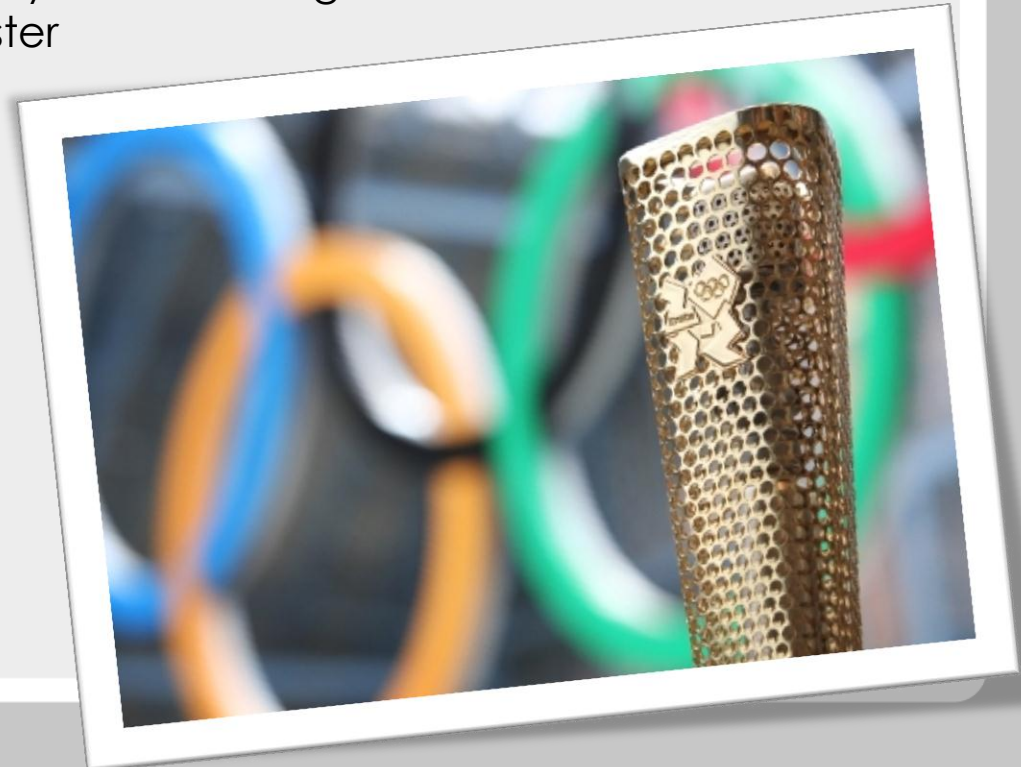
Olympic Torch Relay

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After travelling 8000 miles across the UK, the Torch will

- ❑ reach London on 20 July
- ❑ appear on EastEnders on 23 July
- ❑ arrive in the City on 26 July - culminating in a series of celebrations in Westminster

It will then travel on the Thames - after spending the night in the Tower of London - to the Olympic Stadium in time for the Opening Ceremony

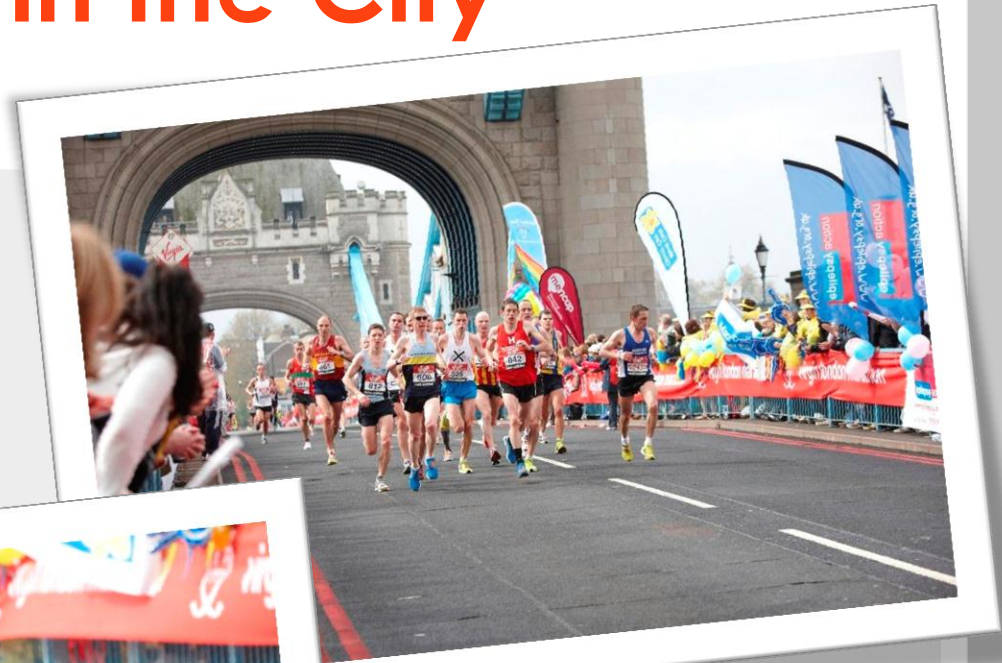




Marathons in the City

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- ✓ **Women's Marathon**
5 August
- ✓ **Men's Marathon**
12 August
- ✓ **Paralympic Marathon**
9 September



With the circuit going round three times, the City will be the best place to be a spectator



The City will be buzzing with events

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- ❑ **City of London Open Weekend:**
21-24 June - A rare opportunity to see inside some of fascinating cultural and architectural venues and be part of a fantastic programme of on-street entertainment
- ❑ **Barbican** is leading the way with the London 2012 Festival and its exciting programme
- ❑ **Many great exhibitions** at Museum of London, Goldsmiths Hall, Guildhall Art Gallery, Bank of England Museum...





The City will sparkle

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- ✓ The City and London will be 'dressed for the occasion'



- ✓ Tower Bridge will become the focal point with new lighting displays next to one of the 'Live Sites' at Potters Fields



Welcoming visitors

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- ❑ **GLA Ambassadors 'pods'** will be based in Liverpool Street, Fenchurch St and across London (15 in total)



- ❑ The **City Information Centre** & the **City Street Guides** will assist with information, directions to Olympic venues, live sites and Games viewing options....



Green to Gold & City of Sport

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The City is already involved in a series of events and campaigns in the run up to the games

- ❑ **Green to Gold** is inspiring communities to use open spaces for positive recreation to enhance health and well being which has been awarded the London 2012 Inspire Mark for taking inspiration from the Games
- ❑ The **City of Sport** a programme designed to help workers get fitter, faster, healthier and stronger in time for the Games

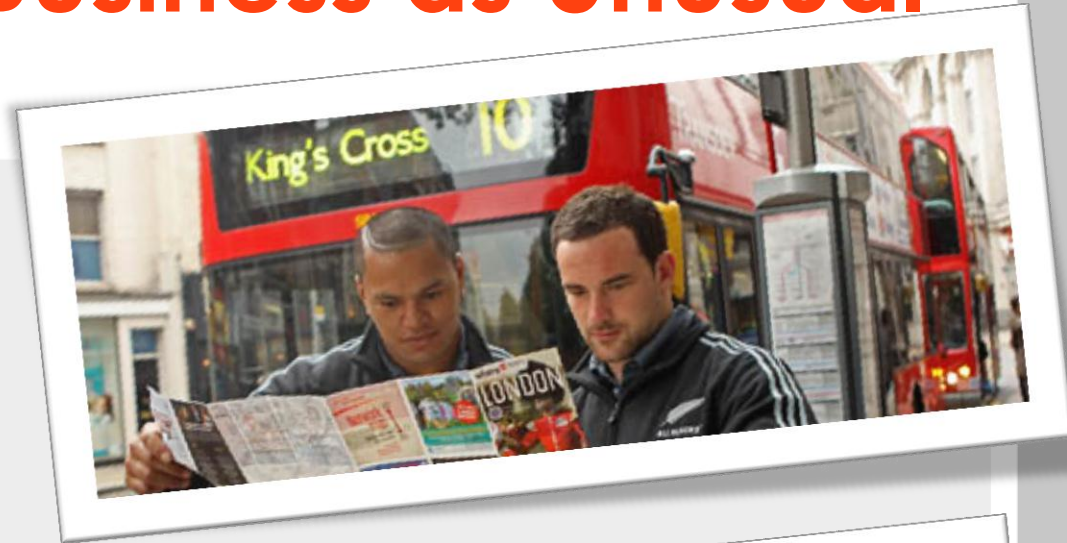




It will be 'Business as Unusual'

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- ❑ The Olympic and Paralympic Route (ORN and PRN) will mean changes in everyday activities such as journeys, deliveries, parking, etc.
- ❑ Special licensing arrangements will be confirmed in the coming months
- ❑ The City Corporation will tailor its services for this special time and sustain the facilities that businesses and individuals would usually expect. A different approach will be needed





And so in summary...

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- ✓ The City will be a focus for London's civic and ceremonial welcome to the world – to Head of State, dignitaries, Games agencies, athletes and visitors
- ✓ It will host a great range of cultural and sporting events
- ✓ Excellent opportunities for world media coverage will offer a unique opportunity to showcase the City to the world as the place to visit, work and live in
- ✓ Effective advance planning and communications to ensure 'business as unusual'

