

## **Welcome from Newham's Mayor Sir Robin Wales**

Welcome to Newham – where two thirds of London 2012 will take place. New London starts here. London is moving east and Newham is at the centre of that change. It is the future of the capital both in terms of regeneration and opportunity.

I have always said the real benefits of the Olympics and Paralympics come in making people's lives better. The real legacy for us is about people. Whether getting a better job, getting more active, exploring our creativity or volunteering in our community, I want the Games to inspire us all to do something to enrich our lives. The council and community here in Newham have led the way in providing opportunities for people to be inspired through sport, the arts and civic participation. These have been ramped up in the approach to the Games.

We are the borough of golden opportunities: where diversity, culture, ambition and opportunity are welcomed and celebrated. Newham has the most diverse community in the United Kingdom and the youngest population in the country. Our diversity means more than one hundred languages are spoken here – on our streets you'll hear everything from Mandarin to Malayalam.

The arrival of the Games is by no means our only large regeneration project. Next door, is the world-class, multi-billion pound Westfield Stratford City development – with Europe's biggest urban shopping centre - providing entertainment facilities, offices, hotels and housing. And these are just two of the major developments that make Newham the heart of one of Europe's biggest regeneration zones. There is also the £3.7 billion Canning Town and Custom House regeneration programme, in addition to the Royal Docks revival – it is London's first enterprise zone - including substantial expansion of the thriving ExCeL exhibition centre, in Custom House. A multi-million pound cable car spanning the Royal Docks has just opened.

We're already London's best-connected international location thanks to London City Airport and, in the near future, we hope to see the start of direct high-speed rail services to mainland Europe from Stratford. And with our superb road links to the City and beyond, Newham is only a hop, skip and jump to the rest of Europe. We can say with confidence that the new centre of London starts right here in Newham. I hope the warmth and unique character of the borough comes across. We're delighted to have you.



**Sir Robin Wales, Mayor of Newham**

## **Olympics – Local people getting the most from the Games**

The London 2012 Games was won on the promise to transform the East End and create jobs for local people. Newham and the other host boroughs have high levels of deprivation and the Olympics presents us with a once in a lifetime opportunity to inspire our residents and spark real change in our community. Gaining legacy for our residents is what drives us; that includes legacy in sports, jobs and regeneration. But it's also about making sure local people are included in the celebrations and feel part of the greatest show on earth as it arrives on their doorstep.

Our Inspiring People Programme was set up to encourage our local people to be more ambitious, and have greater opportunities to participate in cultural and social activities, sports, community activities, volunteering, learning, skills and employment. It's also about recognising and utilising the talents of local people for the benefit of our borough.

### **What is Newham doing to help our residents benefit from the Games?<sup>1</sup>**

#### **Events**

Newham has a great record for bringing people together and getting people to be more active. There will be at least 4,000 community events taking place across the borough this year – and this number is growing daily. These include:

- The Mayor's Newham Show and Under the Stars, which are free, annual, borough-wide events held for the whole community. This year we expect 45,000 people at the Mayor's Newham Show alone.
- As part of our "Let's Get the Party Started" programme - supporting residents to run their own events – we've received more than 700 applications and approved £186,000 worth of grants to help with the costs.
- During the Queen's Diamond Jubilee, Newham had the highest number of street parties in London, with a total of 279 taking place.
- Last year we provided 168 Go-for-it grants worth £85,000, to not-for-profit sustainable projects that bring communities together.

#### **Volunteering Opportunities**

- We've got the biggest council-led volunteer programme in the country with more than 3,000 active Newham Volunteers.
- We've got 500 volunteers helping to run our borough-wide and local events; they'll also support visitors passing through Newham, to and from Olympic venues.

#### **Games time**

- We have bought 500 Olympic and Paralympic tickets for residents, ranging from the highest demand Opening Ceremony tickets to day passes for the Olympic Park. The vast majority of tickets are for events taking place in Newham.
- The tickets have been paid for using funds received from LOCOG for use of Newham venues as Games time training venues, there is no cost to the taxpayer.

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<sup>1</sup> All figures are from the London Borough of Newham

- 50 pairs of the highest demand tickets were awarded through our "Inspiring People Rewards" programme to residents who go the extra mile, inspire others and help out in their community.
- 50 pairs of tickets will be given away to reward residents who are up to date with their council tax and paying it by direct debit. Incentivising cost-effective Council Tax payment is in the best interests of the Council and our residents.
- Through LOCOG we've also secured an exclusive offer of 2,700 Olympic Park day pass tickets from as little as £5 for our residents. These tickets will ensure that our residents can access the park during the Games.
- Seven schools from Newham will take part in the opening and closing ceremonies of the Games.

### **Newham ensured our residents have access to the Olympic Park and events prior to the Games**

- Free tickets to the Handball and Goalball events in the Olympic Park in November 2011.
- Our young swimmers participated in the six Olympic borough Gala in the Aquatics Centre in March 2012
- 500 residents taking part for free in the National Lottery Run and access to the stadium for their friends and family in March 2012
- 500 young people taking part in a multi sports event at the Copper Box venue event in April 2012
- Priority access for residents to London Prepares tickets in the run up to 2012
- 14,000 free tickets for residents for the London Prepares events in May 2012
- All Newham schools have signed up to the Get Set network which receives rewards including access to exclusive Games related events.
- The Olympic Torch will be welcomed by a 180 strong choir made up of young musicians from every school in the borough at the Mayor's Newham Show.
- 1,500 residents will celebrate the arrival of the Olympic Torch at the Newham Carnival before it reaches the Meridian Square outside Stratford Station.

### **The Ideas Olympiad**

- As the main host borough for the London 2012 Games, we wanted to inspire our residents by bringing debate and ideas to Newham. We'll be running a series of free talks which will provide access to top thinkers, artists, scientists and politicians. Speakers include David Bailey and Professor Robert Winston.
- All events are free but they are ticketed, for more information about dates and venues please visit <http://www.newham.gov.uk/Events/TheIdeasOlympiad.htm>

"For us it's vital that local people really feel part of the Games and can benefit from the incredible array of things going on. We've worked hard to make that happen

"The most important part of the Games is bringing legacy to the people of Newham and East London. We're investing in bringing people together, creating inspiration and raising ambition because that's what will make a difference long after the Games are over.

***Sir Robin Wales, Mayor of the London Borough of Newham***

## The Olympics catalysing regeneration in Newham post 2012

The London 2012 Games was won on the promise to transform the East End and create jobs for local people. With regeneration on a massive scale, we have a once in a lifetime opportunity to establish Newham as an important player on the international stage. By 2030, we fully expect Newham to be recognised across Europe as a leading economic and residential district of London; a wealthy and forward-looking borough, synonymous with sustainable employment and opportunity.

Newham is the second most deprived local authority area in London and the country.<sup>1</sup> Compared with many other parts of the Capital, many of our residents are unemployed, suffer health problems and have lower life expectancies.<sup>2</sup> Economic regeneration across the East End will help us to become net contributors to UK GDP.<sup>3</sup>

The 2012 Games has put Newham in the international spotlight and is driving change at an unprecedented pace. By 2025 it is envisaged that £22 billion will have been invested in the area, creating more than 35,000 new homes and 100,000 new jobs.<sup>4</sup>

Some of the most recent regeneration projects in the borough are listed below.<sup>5</sup>

- Westfield Stratford City - a £1.4 billion project, Europe's largest urban retail centre with cinemas, restaurants, a casino and a footfall of 1 million visitors per week.
- Stratford International Station – a £1 billion investment in the station and supporting infrastructure. This will lead to 200 direct peak trains per hour, access to St Pancras International in 6 minutes, and Crossrail in 2018 bringing direct access to Heathrow Airport in 40 minutes.
- The International Quarter - £1.3 billion project in the heart of Stratford City: 4 million square feet of workspace, 350 new homes, 275,000 square feet of hotel provision, and 52,000 square feet of retail, set within parklands
- Canning Town and Custom House - £3.7 billion transformation of Canning Town and Custom House. This includes a revitalised town centre, new homes, leisure and retail, green space.

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<sup>1</sup> Indices of Multiple Deprivation 2010

<sup>2</sup> Newham's unemployment rate is 15.2%, Nomis Labour Market Statistics July 2012, health problems; Newham Joint Strategic Needs Assessment 2010, life expectancy; ONS Neighbourhood Statistics 2011

<sup>3</sup> London Borough of Newham

<sup>4</sup> The London Borough of Newham, Destination Newham, A new heart for London 2012

<sup>5</sup> These are all from The London Borough of Newham, Destination Newham, A new heart for London 2012 and London Key Messages During Games Time, London Partners 2012

- Royal Docks Enterprise Zone - 122 hectares of prime waterfront land, adjacent to London City Airport, and ExCeL London. The Enterprise Zone status offers added incentives to occupiers and developers who want to invest in Newham.
- ArcelorMittal Orbit observation tower in the Olympic Park. It is Britain's largest piece of public art.
- Emirates Cable Car - a 1km cable car line from Greenwich to the Royal Docks. It is the first urban cable car in the UK. The cars will carry up to 2,500 passengers an hour.
- Strand East – will transform 10.5 hectares of post-industrial land into a new neighbourhood in Newham. The designs propose 1,200 new homes, 480,000 square feet of offices and hotels, shops and restaurants.

### **The London Borough of Newham's role in driving change**

In Newham we're building partnerships and encouraging further investment in the borough's key regeneration areas. We're building awareness amongst public and private partners that the 2012 Games is only the catalyst to unlock the potential of the borough as the new heart of London. We are pushing the government and business to help us realise the full legacy of the Games.

Over the long term, we're attracting new industries and making Newham the ideal base for high-tech, manufacturing, research and green enterprise. We're doing this by promoting the borough's unique assets; our proximity to the financial district and our abundance of land that is ripe for development.

On transport and infrastructure we're lobbying to get the best services for businesses and for our people for example by helping to secure international rail services at Stratford International Station and encouraging the world class research institution University College London to open a site in Newham.

Alongside massive regeneration, we're ensuring opportunities match up with jobs for our residents through Workplace, the council's employment programme. In the last 5 years, Workplace has helped get 13,000 people into work.<sup>6</sup>

*"Newham offers an investment opportunity on a scale unmatched anywhere else in Europe. The 2012 Games is a catalyst for the transformation of our borough. As the world's eyes are on Newham, it's time to make the most of our abundance of land ripe for development, our world class transport and digital infrastructure, and our young and increasingly skilled workforce."*

**Sir Robin Wales, Mayor of the London Borough of Newham**

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<sup>6</sup> London Borough of Newham and Workplace

## Games time jobs and Workplace

The London 2012 Games was won on the promise to transform the East End and create jobs for local people. Newham and the other host boroughs have high levels of deprivation and the Olympics presents us with a once in a lifetime opportunity for massive regeneration and investment.

Since London won the bid, we have been working to create a lasting legacy from the Games for our residents – getting people into work is our number one priority.

The challenge for Newham is significant – we need to create another 21,000 jobs in order to reach the average London employment rate.<sup>1</sup> Unemployment currently stands at 15.2% in Newham and is much higher than the London average 9.2%.<sup>2</sup>

We launched Workplace - the council's employment service - in 2007 to take advantage of the regeneration and transformation of the borough. Since then we have supported more than 13,000 people into work.<sup>3</sup> Our research shows that of the local people we placed in to work in 2010-11, three quarters were still in work a year later.<sup>4</sup>

### Achievements

- More than 13,000 people into work since 2007, 5,000 of these were helped into work last year. Half of the 5,000 were long term unemployed.<sup>5</sup>
- Through Workplace we supported more than 2,500 unemployed residents into jobs in Westfield Stratford City.<sup>6</sup>
- Through our partnership with Westfield, we opened The Skills Place Newham in September 2011, a retail, hospitality and leisure academy in the heart of Westfield Stratford City, managed by Seetec. Since then it has trained more than 1,500 local people.
- So far, almost 4,000 Games time job offers have been made to Newham residents through LOCOG.<sup>7</sup>
- Newham residents have received a third of the total job offers that were made to people from the host boroughs, and twice as many as any other host borough.

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<sup>1</sup> Understanding Worklessness in Newham, Institute for Employment Studies, 2010,

<sup>2</sup> Nomis Labour Market Statistics, accurate as of July 2012

<sup>3</sup> The London Borough of Newham and Workplace, accurate as of July 2012

<sup>4</sup> Workplace Sustainability, BDRC Continental, July 2012

<sup>5</sup> The London Borough of Newham and Workplace, accurate as of July 2012

<sup>6</sup> The London Borough of Newham and Workplace, accurate as of July 2012

<sup>7</sup> All job offers figures have been provided by LOCOG and are accurate as of 2<sup>nd</sup> July 2012.

- The majority of the jobs our residents have been offered are in security (2,115) and hospitality and catering (1,093). They are followed by jobs in cleaning (395), retail and ticketing (134), and logistics (260).<sup>8</sup>

### **What is Newham doing to help our residents benefit from the Games?**

One of the biggest economic legacies from the Games will be in the creation of wider employment opportunities and associated uplift of the skills of local people so that they can benefit from new jobs. Whilst we know that Olympic jobs will be short term - the majority are between two and eight weeks - we're also focussing on supporting our residents into the jobs that will come after the Games.

Newham's employment service, Workplace, has been working with LOCOG and the Games time job contractors to ensure our residents benefit from the jobs on their doorstep. So far Workplace has made more than 7,000 submissions for these jobs.<sup>9</sup>

Workplace offers bespoke support to meet our residents and business needs. This could be anything from advice on employment options, support with CVs or commissioning training.

Workplace isn't just focused on the easiest to help clients, we've used inspiration from the Games to encourage applications from the long term unemployed too. Around 40% of applications to LOCOG jobs are from long term unemployed candidates.<sup>10</sup>

And the Skills Place Newham- our training academy- will ensure that we continue to upskill our residents.

*"We are using the momentum from the Games to not only help our residents maximise their life opportunities but to inspire them to improve their learning, skills and employment. And Workplace (Newham's employment service) has been instrumental in helping us to achieve this.*

*"We know that our coherent programme to tackle worklessness will continue to improve the local employment rate and help us deliver a legacy of economic growth long after the Games has left.*

*"Its success to date is phenomenal and is set to continue with the many upcoming regeneration opportunities in the borough."*

**Sir Robin Wales, Mayor of Newham**

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<sup>8</sup> All job offers figures have been provided by LOCOG and are accurate as of 2<sup>nd</sup> July 2012.

<sup>9</sup> The London Borough of Newham and Workplace

<sup>10</sup> The London Borough of Newham and LOCOG