

# NEWHAM'S LEGACY STORY





## FOREWORD

In the summer of 2012, Newham played host to the greatest show on earth. The spectacular sporting achievements of all the Olympic and Paralympic competitors helped make the Games a truly unforgettable experience. Britain showed our pride in our athletes who embodied what hard work, courage and conviction can achieve with their greatest ever gold medal haul.

But it was the warmth and excitement of Newham's residents as they welcomed millions of visitors from across the Globe that showed me and many more billions across the world the true spirit of the Games. From the local volunteers who helped entertain and direct guests to the borough, through to the thousands of residents who we supported to get Games Time jobs, Newham was at the heart of building and delivering the Games.

I firmly believe the Olympic and Paralympic Games have the power to inspire people. It is now vital that we use that energy to realise benefits for all of our residents. We are already working hard to ensure that local people can access and enjoy the new facilities that were built for the Games, for example through the thousands of free tickets we distribute to music and sporting events in Queen Elizabeth Olympic Park and our investment in and joint ownership of the Olympic Stadium.

Equally we are working tirelessly to make sure that the promise made in the London bid to inspire a generation does not fade now that the Olympic torch is extinguished. This is why we are investing in Newham's Every Child a Sportsperson where we are giving our school children the chance to try different sports and join clubs to take it further. Creating the next generation of Olympians and Paralympians will take action not just words.

However, we were always aware that securing a real and lasting legacy will not happen overnight and will remain a challenge for generations to come. We are determined to help deliver the promises set out in the original Bid Book, to transform the lives of those living in London's East End, especially for the residents of Newham.

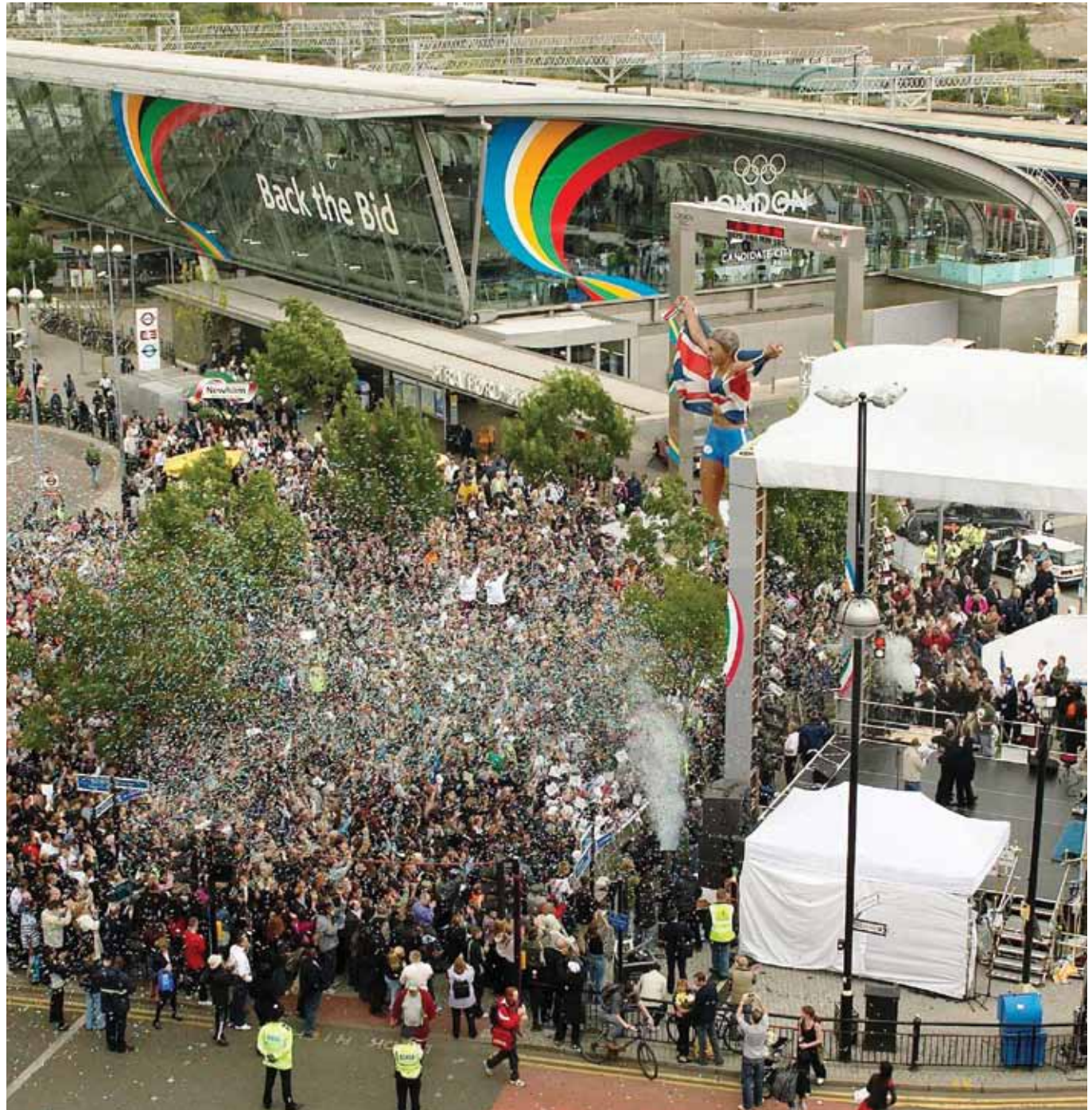
**Sir Robin Wales**  
**Mayor of Newham**

## WHERE WE STARTED

When International Olympic Committee (IOC) President Jacques Rogge made the momentous announcement that London had won the bid for the 2012 Olympic and Paralympic Games in July 2005, there were jubilant celebrations in Stratford's Meridian Square.

This was just a taste of things to come as seven years later Newham proudly welcomed millions of visitors from across the world with billions more watching the spectacle on TV. The eyes of the world were on Newham, London and Great Britain and we are proud that as the main host borough we showed what a truly dynamic place Newham is.

Newham has one of the youngest and most diverse populations in the country. This makes Newham an exciting and dynamic place to be. It also means we have huge amounts of potential with a young, energetic and talented workforce, ideally placed to accommodate much of London's eastwards growth. It is critical that we work to realise this potential and support our residents to take up all the opportunities that are coming to the borough.





Economic development and regeneration are not just about buildings and structures. In Newham we define regeneration by our commitment to a resilient population where residents have the personal skills and capacities to live successful lives; a resilient community where there are strong networks which underpin a cohesive and connected society; and a resilient local economy where residents are able to find work that pays and are equipped to take it up.

The magnificent 2012 Games were a huge triumph, but the real success rests on what happens next.

The London bid was won on the promise to transform East London and inspire a generation of young people. Newham and the five other Growth Boroughs<sup>1</sup> have suffered from years of chronic deprivation despite their location in one of the most affluent cities in the world. Charles Booth's Poverty Map of 1898/99 graphically demonstrates that the East End has continued to suffer from the effects of poverty for more than a century.

This legacy of inequality and deprivation has left East London lagging too far behind the rest of the capital on a number of measures. People living in the Growth Boroughs die younger, earn less, have fewer qualifications, are more likely to be unemployed, live in overcrowded accommodation or be a victim of crime than an average Londoner.

<sup>1</sup>The six Host Boroughs comprised of Newham, Greenwich, Hackney, Waltham Forest and Tower Hamlets, and Barking & Dagenham. Following the Games the Host Borough partnership was renamed the Growth Borough Unit.

The six Growth Boroughs hold 18% of London's population, but 62% of the areas of highest deprivation.<sup>2</sup>

The promise was that the Games would provide an opportunity to overthrow a legacy of inequality and replace it with one of aspiration and success; a promise that chimes with our ambition for Newham to be a place where people choose to live, work and stay.

We have always recognised that the 2012 Games alone would not bring the investment and opportunities to turn this story into one of a positive legacy. In Newham we know there is a once-in-a-lifetime opportunity to harness the success of the Games and ensure all residents see real and lasting benefits from investment in the area for generations to come.

This is why Newham Council and the other Host Boroughs drove forward calls to develop a central organising principle of 'convergence'. Despite initial resistance Newham and the Host Boroughs persisted and eventually secured the backing of the Mayor of London and central Government together with gaining the practical support of private and public agencies active in the area. Convergence means that "within 20 years the communities who host the 2012 Games will have the same social and economic chances as their neighbours across London".

## EARLY DAYS

In Newham, work on creating a legacy for local people began even before the bid was won.

### ***Newham - the ideal venue***

- By the time of the Games, we had 9 different train lines running into Stratford, with Crossrail on the horizon.
- Newham's employment service Workplace was established five years before the Games, ideally placed to secure the thousands of jobs that came to the borough for local residents.
- Plans for transformation outside the Stratford bubble were underway with the regeneration of Canning Town and Custom House and allocation of the Royal Docks as an Enterprise Zone just some of the highlights.
- Newham won the fight to keep the social legacy at the heart of planning for the Games with the establishment of the Olympic Park Legacy Company (OPLC) renamed the London Legacy Development Corporation (LLDC) in 2012.

### **Transport**

There is little doubt that the case for London hosting the Games was significantly boosted by decades of investment in transport infrastructure, making Newham one of Europe's best-connected centres. Years of lobbying and investment by the Council means that by the time Crossrail arrives in 2018, Stratford will have 10 tube and train lines with 200 peak trains per hour and will provide speedy connections to both Heathrow Airport and central London.

Stratford is unique in being served by National Rail, Underground, Overground, DLR and high speed domestic services making it one of the most accessible places in the Capital. The Stratford rail hub is the sixth busiest station in the UK with approximately 100million passengers using the station each year. When Crossrail arrives it will have five stations in Newham alone and will carry 200million passengers a year. The line will bring significant benefits to the whole borough.

London City Airport offers direct services to New York and most European capitals. Domestic High Speed 1 rail services run from Stratford International, with potential to offer international connections. Four London Underground lines and the Docklands Light Railway (DLR) already connect Newham to the heart of the capital.

<sup>2</sup> Indices of Multiple Deprivation 2010 - the Growth Boroughs have 69 of 112 of London's Lower Super Output Areas (LSOAs) in the bottom 5%

This strong transport infrastructure meant that Stratford was the perfect choice for the Games site. Winning the Games was not just a lucky break; the vision that led to years of investment in the borough made Newham the ideal venue.

### **Borough-wide regeneration**

The Council led the drive to ensure regeneration did not solely focus on Stratford. We wanted all of Newham's residents to benefit.

The ongoing £3.7bn regeneration of Canning Town and Custom House, initiated and driven by the Council, is already seeing physical, social and economic transformation of the area with the introduction of revitalised town centres, new homes, enhanced open spaces and thousands of new jobs.

The allocation of the Royal Docks as London's first Enterprise Zone, following our hard-fought campaign, demonstrated national recognition of the importance of the area to the future growth of London's and the country's economy. With a rich industrial heritage, the docks are already home to the University of East London and international events venue ExCeL London, one of the main Olympic and Paralympic venues.

### **Jobs**

We knew that staging the Games would bring unparalleled opportunities to the borough including thousands of jobs. That is why in 2007, five years before the Games arrived in Newham, we launched the Council's employment service Workplace to take advantage of the regeneration of the borough.

Newham Workplace was launched as a jobs brokerage programme to help residents find jobs and training, giving them the confidence and skills to secure work. This service was fundamental to our efforts to ensure that local people across Newham benefited from the employment opportunities created by the Games and beyond, therefore providing a genuine legacy for residents.

Plans for £4bn of investment in Westfield Stratford City were ready even before the bid was won and received a welcome boost by the Games. When the largest urban shopping centre in Europe opened its doors in September 2011, it attracted 13.6 million visitors in its first 14 weeks alone. As a result of our close work with Westfield through Workplace, around 2,500 of the 4,000 new jobs on opening went to local residents, half of whom were long-term unemployed and half aged under 25.

Research commissioned by the Westfield Group found that staging the 2012 Games rapidly accelerated the regeneration of East London, delivering a massive £2bn boost to the Capital's

economy and creating 10,000 permanent jobs many years earlier than forecast. As a result of winning the Games the research found that phase one of the Westfield Stratford City retail development forged ahead up to seven years earlier than planned and enabled the full completion of the centre well ahead of investor's plans.<sup>3</sup>

### **Social legacy**

However, the physical regeneration of the borough means little if this is not matched by a true social legacy. Newham Council fully backed the drive to ensure a commitment to young people and regeneration was at the heart of plans for the London Games, despite initial resistance from early developers of the bid.

There was huge endorsement from local residents and school children who fought hard throughout the campaign to Back the Bid. Our lobbying and work together with the other Host Boroughs meant that when Newham school girl Amber Charles presented the London 2012 Bid Book in Switzerland it declared the ambition that "the most enduring legacy of the Olympics will be the regeneration of an entire community for the direct benefit of everyone who lives there".

Newham fought to keep this commitment at the heart of planning for the 2012 Games. Even though the promise of regeneration was central to the success of London's bid, there

<sup>3</sup>Westfield Stratford City: The Inheritance before the Games, June 2011, Volterra

were early signs that this might be forgotten in the clamour to deliver the Games. As preparations began two organisations were created - The Olympic Delivery Authority was established to build the park and venues and the London Organising Committee of the Olympic Games (LOCOG) was set up to deliver the event.

But the third and arguably most critical element of the Games was absent – what would happen after the cameras had gone?

That is why Newham and the other Growth Boroughs, ably led by Baroness Margaret Ford, called for a body dedicated to keeping the fundamental focus of the Games on regeneration. The creation of the Olympic Park Legacy Company (OPLC) was therefore a major victory in our efforts to ensure that local people continue to benefit from the venues and wider Games site for many years to come. With a remit firmly based on the future, the OPLC was responsible for ensuring the Queen Elizabeth Olympic Park site embodied the legacy of the Olympic and Paralympics, providing new jobs, homes and community venues accessible to all.



Through our position on the boards of both LOCOG and the OPLC, renamed the London Legacy Development Corporation (LLDC) in April 2012, we were able to push for the legacy to remain the central ambition in the wider political agenda.

## INVOLVING LOCAL PEOPLE IN THE GAMES

The achievements of Team GB which led to a record-breaking gold medal haul meant that the London 2012 Games will go down as one of the greatest events in the country's history.

But it was not just the athletes that helped deliver an unforgettable experience. Thanks to the Council's Inspiring People programme more than one million Games Time experiences were available to Newham residents enabling them to participate in both hosting and celebrating the Olympic and Paralympic Games.

### ***Newham – personal best***

- 5,400 jobs for Newham residents as a direct consequence of the Games.
- 1,100 residents participated in the opening and closing ceremonies.
- 7,500 Newham volunteers helped make the Games a great success – recognised by a Queen's Award.
- 198,000 people welcomed the Torch relay
- All schools participated in LOCOG's Get Set programme.
- 475,000 visits to Newham's events during the Games were recorded.
- 100,000 people took part in free sport programmes.

### **Jobs**

Newham Workplace worked with LOCOG and the Games Time contractors to make sure our residents benefited from the jobs that were brought to their doorstep. Spurred on by the enormous potential that the Olympics and Paralympics provided, Workplace became a key player in Newham's wider legacy aspirations by encouraging applications from the long-term unemployed.

Although many of these opportunities were time limited, they offered vital work experience and a foot in the door for local residents. Following the Games Newham continued to work with people to harness the experience gained during the Games and help them secure longer term employment. Through Workplace 5,400 Newham residents were employed in Games-related jobs, ranging from hospitality and catering, to security and logistics, more than any other borough.

### **Children and Young People**

The Games were a unique opportunity to inspire a generation of young people to get involved in sporting and cultural activities, and in turn raise aspirations and deliver a real and lasting legacy, another central pledge in London's bid. This is why we worked hard to secure more tickets to events for our young people than any other borough. In total more than 8,000 children and young people received free tickets to the Games thanks to our preparation, lobbying and ability to deliver. At least 16,000 young people visited the Games in total.

Newham's Young Mayors also worked hard to put young people at the heart of the Games. In 2010, Kaycee de Belen persuaded Games organisers to lower their volunteering age from 18 to 16. Ali Mohammed travelled to New York to present the Olympic Truce to the United Nations in 2011, calling on nations to use sport to promote peace and inspire young people. During the Games, Abraham





Male represented Newham, welcoming athletes and VIPs from across the Globe to the Athletes Village.

Every Newham school and college enrolled in the official education programme London 2012 Get Set Network meaning that more than 54,000 young people took part in Games-related activities through their curriculum. All schools took part in preparatory events including park visits, test events and unique opportunities linked to the preparation of the venues. Through excellent work with LOCOG and schools, Newham received a maximum entitlement to Ticketshare tickets with more than 4,300 young people receiving a Games event ticket. In addition more than 3,000 young people accessed key



seats reserved for VIPs and athletes during the Olympic Games and more than 700 during the Paralympics. Newham was reported by LOCOG as having the biggest and most consistent take up of key seat tickets, thanks to our close work with the organisers.

More than 350 pupils had the thrill of participating in the opening and closing ceremonies in front of thousands of cheering sports fans, a further 200 had roles related to the ceremonies. Four teams of 16-to 18-year-olds from Newham were chosen by LOCOG to be Young Games Makers, more than any other borough, covering a range of events from track to courtside work at Handball matches and carrying kit for Usain Bolt and other



athletics finalists. The LLDC Youth Panel volunteer programme was successfully established in 2011, with continuing strong representation from Newham young people.



As part of the Council's Let's Get the Party Started scheme, which offered more than 1,000 grants and support for people wanting to run their own events, almost 100 children and young people's events received grants during 2012. In addition, youth centres had successful 2012 programmes running, including a full summer programme, providing additional learning opportunities for our young people. Following the Games, Lord Coe commended the "outstanding work" of Newham Council's children and young people services, stating: "Thank you for ensuring that Newham schools are engaged with the London 2012 Education programme – it is fantastic to see that they are making the most of their position as a host borough."

## **Newham schools hosted international sports teams**

- John F Kennedy School worked with the Australian Olympic Committee (AOC) to allow the Australian Olympic and Paralympic team to use the school's facilities as a recovery centre throughout the Games. The special needs school for pupils aged three to 19 is less than ten minutes from the Olympic and Paralympic site and has a state-of-the-art hydrotherapy pool which was used as part of holistic recovery support program for Australian competitors. In return the AOC provided the school with resources including Olympic standard cycles and has committed to twinning the school with an Australian school.
- Rokeby, a secondary school for boys in Canning Town received capital funding to upgrade its sports hall with a high quality timber sports floor and volleyball facilities.
- Langdon School in East Ham was used as a training base for Taekwondo.
- Sarah Bonnell School in Stratford was used as a logistics centre for team USA.
- The Royal Docks Community School hosted the US Paralympic Volleyball team.
- The Japanese badminton coach paid a recent visit to Forest Gate Community School to thank

pupils for allowing his team to train there helping them win their first medal in the sport.

## **Volunteers**

In 2004, Newham established a volunteering programme which has since grown to become the largest Council-run scheme of its kind in the country. With the importance of the bid and the potential that the 2012 Games could bring to Newham, it was crucial that there were volunteer ambassadors that could work alongside the Council to engage our residents in the opportunities and the legacy that the Games could bring to the borough. Since then, 8,000 people have signed up to the programme, which continues to grow.

## **Games Makers**

The spirit of the Games was epitomised by the thousands of Games Makers who every day welcomed, entertained, and directed the crowds flocking to the Olympic and Paralympic venues. The strength of national pride for those who had represented the country with such enthusiasm was reflected in part by the campaign to have the Games Makers honoured at the 2012 BBC's Sports Personality of the Year awards.

Thanks to our volunteer programme, Newham residents were at the heart of this force with more than 1,250 signing up as welcome ambassadors, nearly 1,140 as Games Makers and more than 160 additional Team London Ambassadors.

During Games Time 1,000 volunteer sessions were delivered totalling 6,825 hours. This involved welcoming visitors at transport hubs and areas of high footfall. In addition 1.5 million maps or information leaflets about Newham were distributed across London so visitors to the Games venues were encouraged to explore the rest of the borough, including destinations such as the Thames Barrier Park and Royal Victoria Dock.

The efforts of Newham's Volunteer force were rewarded in the Queen's Diamond Jubilee Awards where they received one of just 60 special awards distributed across the country recognising Newham Volunteers efforts in helping to deliver the Games.

## **Games Time events**

By working with the organisers and lobbying on behalf of residents, the Council helped to secure almost 25,000 opportunities for residents to access Queen Elizabeth Olympic Park before the Games through free test events and priority ticket offers. During the Games, Newham had more chances for residents to go to events or visit the Park than any other borough, with almost 70,000 residents taking part in activities in Games venues. In total, 5,500 day passes were issued to Newham residents. But of course, even though we worked hard to create these opportunities not everyone was able to go to one of the events in the stadium or other Olympic and Paralympic venues. We were committed to ensuring all local people were included in this once in a lifetime experience so

Newham ran a large scale programme of events to get as many people involved as possible.

These were not just limited to sport. We wanted residents to experience a variety of sporting, cultural and entertainment opportunities for free. An incredible 475,000 visits to Council-run activities were clocked up during Games Time.

### **Newham – Games Time events**

- More than 63,000 residents gathered for The Mayor's Newham Show.
- Thousands of residents saw the Olympic torch as it began its journey around the Capital with singer Paloma Faith and 16-year old Sheikh Sheikh, a wheelchair athlete from Forest Gate.
- The Mayor's show also saw 2,000 children taking part in Newham's Carnival procession.
- Residents who did not get tickets to the Games were still able to enjoy the electric atmosphere with more than 210,000 people attending live sites in Newham where the Games were streamed on large screens.
- More than 187,000 residents across the borough got a chance to get in the party spirit through the Council's Let's Get the Party Started initiative.

- Newham's highly successful Ideas Olympiad offered free lectures and debates with first rate speakers spanning the arts, science, politics, technology and of course sport, including world-renowned photographer David Bailey and scientist and presenter Robert Winston.

## **SPORTING LEGACY**

Newham has remained determined to use the Olympics and Paralympics to inspire a generation to take up sporting opportunities that can improve their health, wellbeing and bring people together.

In 2005, the Council published its Going for Gold strategy which detailed Newham's aspiration that "every person in Newham will have the opportunity to enjoy a healthy, physically active lifestyle on a sustained basis". Since then more than £44m has been invested in developing sports and park facilities, on top of the newly built Games venues. Continued investment in school sports sites and increased private sector investment in areas such as low cost gyms has also worked to expand the reach of sports infrastructure across the borough.

But investment in facilities alone is not enough to widen access. This is why the Council has worked hard to make sure investment in the social infrastructure required to promote increased participation in sport and physical activity also remains a priority.

- The number of clubs in Newham grew from 138 in 2002 to more than 400 in 2012.
- The number of sports coaches rose from 100 in 2002 to an extra 1,000 by 2012.
- Eight sport club development centres have been established, providing hubs that enable local sports clubs to access high quality facilities.

We want future generations to be encouraged into sport, helped by athletes like our own Christine Ohuruogu and Mark Hunter who have the power to inspire others in our community. Newham was the first borough to provide a scholarship scheme for young people who show talent in sport. With UEL as commissioning partners the programme focuses on providing support and bursaries to young people in the top 100 of their sport nationally. The challenge now is to ensure that the national governing bodies of sports continue to invest locally to support talented athletes.

Newham and the other Growth Boroughs have consistently challenged sport bodies to use the opportunity of the Games to address the current inequality in sport. Team GB is still dominated by those from higher socio-economic groups and independent schools. Some sports have started to take steps to address this, but sadly others have not. The promise to inspire a generation requires sports bodies to move beyond traditional methods that reinforce the inequality of the past. We therefore renew our challenge to sport to treat equality and diversity as a higher priority and focus.

### ***Every Child a Sportsperson***

Sport stars start at local level and we are supporting our children to grab these opportunities through programmes such as Newham's Every Child a Sportsperson. Working with the University of East London (UEL) and activeNewham is giving young people a golden chance to find a sport they enjoy and are good at. More than 4,500 children aged between 11 and 12 have the opportunity to try more than 20 different sports that are not usually part of the school curriculum. Using state-of-the-art sports facilities and local club coaches, pupils can be inspired to take up a new sport with local people supported to become coaches, helping children develop a passion for sport that will stay with them for the rest of their lives.



### **Participation**

The investment in physical and social infrastructure plus a commitment to affordability has helped increase participation in sports activity. Crucial to this has been our work in supporting grassroots activity and working to remove the barriers to participation.

We know that for some residents the barrier to engaging more is the cost of participation. We want local people to have the same opportunities as people elsewhere, which is why we invest in one of the largest programmes of free sports and community events in the country.

## **Removing barriers to sports participation**

- Newham was the first local authority in England to offer free swims to residents aged under 16 and over 60. In 2012 we had nearly 65,000 residents taking up free swims.<sup>4</sup>
- We've created a new charitable trust, activeNewham to run the borough's leisure facilities which means traditional activity can be delivered in a more cost effective manner and that we can bring in external funding that would not be open to the Council.
- In 2015 we will open the state-of-the-art Atherton Leisure Centre which will provide Newham residents with top class sport and leisure facilities. The new centre will feature a new community pool and teaching pool, a new fitness suite and a crèche, designed to break down barriers to participation.
- Newham won the argument to bring down pricing at the Aquatics Centre in line with rates across the rest of the borough.

Newham is acutely aware that to truly increase demand for sport and physical activity there needs to be a concerted long term effort across agencies, from planners and health professionals to schools and businesses and individuals themselves. There is still a long way to go to get activity levels up



<sup>4</sup>A Summary of Sport and Physical Activity in Newham, London Borough of Newham

across all age groups in the borough, but we're committed to making it happen.

## PHYSICAL LEGACY

Local government has been instrumental in efforts to secure a physical legacy from the Games. Decades of planning and investment to deliver essential foundations such as transport infrastructure were what enabled London 2012 to become such a resounding success. It is also the strategic push from the Growth Boroughs, which has allowed for ambitious plans for regeneration in an area which has suffered from decades of chronic deprivation, before the Games had even been won. Thanks to these efforts it is envisaged that by 2025 £22bn will have been invested in Newham alone, creating more than 35,000 new homes and 100,000 new jobs.<sup>5</sup>

The vision which now exists will ensure a real legacy from the re-use of the Olympic and Paralympic venues. The Council has been proactive in influencing the design of the future use of venues to ensure they are fit for purpose as operational facilities and for the community, rather than just as the preserve of elite competitors.

### **Queen Elizabeth Olympic Park**

The London Borough of Newham will use its voice as joint owner of the Olympic Stadium to ensure that it and the wider Queen Elizabeth Olympic Park is used by and relevant for local residents as well as a generator of local job opportunities. The stadium itself is expected to host a number of sporting fixtures, including five matches during the 2015 Rugby World Cup and the IAAF and IPC Athletics World Championships in 2017. From 2016, the stadium will be home to an east London institution, West Ham United Football Club, who will take residency as the long-term anchor tenant.

The development of the park will provide jobs and access to events for our residents. The park itself has already been used as a venue for music, cultural and sporting events. These incredible events in Newham will become the norm now that we have truly world class facilities and we will ensure that local residents benefit from these through free tickets.

The Athlete's Village brought the development of high quality new housing into a setting that will create a real community, not just homes. To make sure we build a community that is socially as well as environmentally sustainable, we are working hard to make sure it houses a mixed community, and that high standards of tenancy management are maintained throughout. We have negotiated the rights to nearly 350 homes in the village, more

than any other borough, including all of the four-bedroom properties and nearly all the three-beds for our residents.

We have also worked hard to make sure that the other sporting venues both in the borough and in surrounding boroughs are utilised in a way that will ensure they are accessible to residents and local sports clubs.

The Aquatics Centre offers two 50-metre pools and a diving pool, as well as seating for 2,500 spectators, The Copper Box arena provides an exciting 7,500 capacity venue, while the Velodrome offers state-of-the art cycling facilities. The Eton Manor hockey and tennis facilities will offer two outdoor hockey pitches, six outdoor and four indoor tennis courts.

The Parl itself is free and accessible to all offering unique parklands, waterways and activities.

The Olympic and Paralympic Games have radically transformed the physical landscape of north Stratford. The developments within the Park are self-evidently attributable to the 2012 Games. But the Games also acted as a powerful catalyst for other development, accelerating and expanding ambitions for the area. We have continued to fight to secure funding from regional and national government that can help realise benefits for the whole of the borough. This includes £16.5m

<sup>5</sup>The London Borough of Newham, Destination Newham, A new heart for London, 2012

secured to improve Newham's streets for Games Time and beyond.

Undoubtedly the Games helped ensure that Westfield Stratford City and the residential and commercial developments along Stratford High Street were delivered ahead of time and at the scale originally planned despite the pressure created by the economic downturn.

The international exposure Newham received throughout the Olympic and Paralympics and beyond coupled with our efforts to encourage inward investment in the borough have seen many international firms decide to locate here. Plans for a £1bn state-of-the-art business district in the Royal Docks have been secured from Chinese business developer ABP. A mix of commercial and retail premises and business incubator space as well as around 1,500 homes are planned for Silvertown Quays under the Chelsfield Development. And we have already welcomed international companies such as Siemens with their landmark sustainability centre The Crystal into the borough proving that Newham is now an emerging player on the world stage.

A range of other developments identified prior to the Games were given the necessary boost to see them implemented. For example:

- Stratford Town Centre improvements, including the public art feature the Shoal and major environmental improvements to the town centre and Meridian Square.
- Improvements to Stratford High Street
- The extension of the DLR from Canning Town to Stratford International and introduction of three car DLR trains
- Upgrade of Stratford station
- Improvements at Canning Town Station to cater for periods of high demand particularly during major events at the ExCeL

## SOCIAL LEGACY

Physical infrastructure and an increase in sports activity are a central measure of the impact of the Games; however the true test of legacy will be whether local people begin to see real and lasting improvements in their lives. This means ensuring we have the investment to realise growth and create new opportunities for residents in jobs, training, housing, health, safety and leisure.

A transformative legacy will not just happen. Newham planned to maximise on the benefits of the Games by ensuring the opportunities presented were accessible to residents, but also by Council investment in the things that matter. The single most important factor in tackling the persistent long-term deprivation in the Growth Boroughs is getting more residents into work that pays.

This is why we continue to invest more than £6m each year into our Workplace employment programme, which means our residents are in prime position when any job opportunities come to the borough. Since its inception, the scheme has helped to secure more than 20,000 jobs. Workplace continues to achieve major improvements with 5,000 residents securing work in each of the past two years, half of whom were long term unemployed; over and above the Games Time jobs. Our research tells us that 76% of these residents are still in work after a year, compared with the 52% national Department for Work and Pensions benchmark for 6 month sustainment.<sup>6</sup>

Our long-term commitment is to a legacy of convergence, where central, regional and local government, partner agencies, sports bodies and clubs work together to continue the successes achieved during the Games. Without this continued support and investment there is little hope that our residents will benefit from the same chances as those who live in wealthier parts of the Capital.

<sup>6</sup> Workplace Sustainability, London Borough of Newham, July 2012.



Newham together with the other Growth Boroughs was instrumental in securing support from regional and national government to agree convergence as a common, overarching objective. The challenge is to ensure that over 20 years the scale of disadvantage experienced by residents in East London is greatly reduced.

Newham and the other five Growth Boroughs agreed a set of measures to help monitor our performance towards the goal of convergence. Newham is ahead in delivering on convergence targets across employment and training, health and physical activity, educational achievement, and successful neighbourhoods. However, we know that a concerted effort is needed from both central and local government if we are going to realise the improvements in areas such as unemployment and wages that are vital to improving people's lives.

### **Convergence**

Across the Growth Boroughs we have started to see positive changes in a number of areas and have achieved our mid-term targets, two years early for:

#### **GCSE's**

- 62% of children in Newham achieved five or more A\* to C grades including maths and English in 2012 compared to 47% in 2009.
- The attainment gap between the London average and the Growth Borough average

reduced from 7.4% in 2009 to -2.3% in 2012.<sup>7</sup>

#### **Qualifications**

- 15.3% of 16 to 64-year-olds in Newham had no formal qualifications in 2012, compared to 19% in 2009.<sup>8</sup>
- The gap between the London average and the Growth Borough average for residents with no qualifications reduced from 5.4% in 2009 to 3.8% in 2012.<sup>9</sup>

#### **Child development**

- 65% of children in Newham achieved a good level of development at age 5 in the Early Years Foundation Stage for 2011/12 compared to 44% in 2009/10.
- The gap between the London average and the Growth Borough average for children achieving a good level of development at age 5 reduced from 6% in 2009/10 to 1% in 2011/12

#### **Affordable housing**

- The target for affordable homes built in the Growth Borough area by 2014/15 is 12,000. There is already confirmed delivery of more than 14,000 affordable homes.

#### **Violent crime**

- The gap between the London and Growth Borough violent crime rate reduced from 6.1 in 2009/10 to 3.1 in 2012/13.

## **DELIVERING ON THE OLYMPIC PROMISE**

Now that the party is over the task for the Growth Boroughs, the Mayor of London and Government is to ensure that the economic investment and growth in the area fully exploits the Games success; leads to further investment to realise growth and the promised legacy; creating new opportunities for our residents in terms of training, jobs, housing, health, environment and leisure.

We have always been clear that while the 2012 Games were an important milestone in the development of Newham and the surrounding boroughs, achieving convergence is a long term project, likely to take at least 20 years. The focus and commitment of all partners needs to be maintained. Crucially this commitment must be backed by continuing investment – both public and private – to tackle the historical levels of poverty in East and South East London.

That is why the principle of convergence is so important and why we welcomed that politicians of all three major Parties – nationally and in the capital - committed to realising that vision so that the benefit of the Games outlived the medals ceremonies and street parties.



This is not a self interested argument, although of course we want the best for local people. Economic modelling conducted for the Growth Boroughs in 2010 by Oxford Economics found that investment in East London would have major positive economic and fiscal benefits for London and the UK as a whole. The economic model forecasts that the area is likely to be one of the most significant growth points in the UK economy.

If productivity and employment rates in the sub-region had matched the average across London as a whole, UK GDP would have been £7.9bn higher and public borrowing could have been £5.5bn lower in 2008.<sup>10</sup> In 2013, Oxford Economics revised its earlier estimates upwards, taking into account the changing macro-economic outlook and found that the combined impact of public and private-led developments in the Growth Boroughs, including those directly related to the Games, would see the area gaining an additional 190,400 jobs and £36bn GVA above the baseline levels in East London by 2030.<sup>11</sup>

However, Government commitment to the jobs, growth and development needed to ensure a long term legacy which goes well beyond the Games has been weaker than we need. Instead Newham and the other Growth Boroughs have been the driving force behind much of the work to translate these words into action for our residents. Our campaign to keep the social legacy at the heart

of planning for the Games; lobbying for transport infrastructure; and strong support for business and regeneration opportunities are already yielding positive results.

The residents of Newham and the Growth Boroughs are starting to feel the benefits of investment in their area. The scale of the task is huge as we work to rectify decades of poverty and deprivation against a background of reducing public spending, welfare reform, rapid population growth and demographic change.

In Newham we are also putting our money where our mouth is and investing in people by continuing to spend more than £6m per year on our employment scheme Workplace, which is helping thousands of Newham residents to secure the job opportunities coming into the borough.

Our Every Child programme is offering our children the kind of opportunities that those in richer areas take for granted and demonstrates Newham's commitment to widening not just the sporting offer in the borough, but a wider cultural offer. Newham's Every Child a Musician gives every Year 5 pupil the chance to have a free musical instrument and free tuition for three years; we are giving children the opportunity to attend theatre performances and learn to play chess. Since 2009, we have continued to invest in universal free school meals for primary school pupils, which independent evaluation has

shown significantly improves attainment, particularly in disadvantaged areas like Newham.

Over the next 25 years Newham, East London, and the wider Thames Gateway region will be key drivers of national growth. Together with our partners we are already moving towards this vision. But there is more that needs to be done in order for the promise of a regenerated East End to be fulfilled. Government needs to show its commitment by making the right decisions now to deliver on the promised legacy.

That is why Newham is calling for a number of measures to boost growth; improve and protect our residents' quality of life; and generate real and lasting benefits for our borough and the country as a whole. These span transport, wages, public health, employment and capital investment.

Across the board it is a concern to Newham that at national level, responsibility for the Games legacy rests with the Secretary of State for Culture Media and Sport. We believe that a stronger voice is needed at the heart of Government to ensure the legacy is considered systematically in funding and policy decisions.

### ***Fair funding for local services***

Newham recognises that public finances are stretched and seeks no more than a fair share of available funding. However, we cannot accept that we and the other Growth Boroughs are asked to make deeper cuts than the wealthier areas we are aiming to converge with.

- Government cuts to local government grant have disproportionately impacted deprived areas. Between 2010/11 to 2015/16 Newham will face a like for like cut of £97.6m or £310 head compared with a reduction of £16.6m or £88/head for Richmond (using 2012 Mid Year Estimates).<sup>12</sup> Newham is ranked as the 2nd most deprived local authority area (on the average rank measure) and Richmond the 286th.<sup>13</sup> Astonishingly, some less challenged areas will receive increases in funding as Newham is required to make cuts.
- Public Health allocations recognise that Newham should receive £91 per head based on need, but we in fact receive just £75 per head, leaving the borough underfunded by £5m in 2013/14. Meanwhile in 2013/14 Kensington & Chelsea received £130 per head and Westminster £132 per head, well above their target allocations as a result of the unfair distribution of funds.

<sup>12</sup> Start Up Funding Assessment, DCLG <sup>13</sup> Indices of Multiple Deprivation, 2010. DCLG

# FURTHER TRANSPORT INFRASTRUCTURE INVESTMENT

There is huge potential in East London – and the significant impact in the Olympic and Paralympic Games has played an important role in incentivising growth. Newham welcomes the investment in Crossrail and the five stations it will bring to Newham. We also welcome the creation of London's first Enterprise Zone in the Royal Docks which is attracting inward investment. However the job is not complete. We remain concerned that infrastructure and investment decisions are not being viewed systematically with the goal of maximising growth and delivering a lasting legacy. It is vital that future decisions unlock further potential.

## **Maximising transport benefits**

- Newham supported plans for a second High Speed network on the condition proposals included a fit for purpose link between HS2 and the existing HS1 network, which facilitated a role for Stratford International. Removal of plans for a link undermines the business case and limits the potential for economic growth. Without a viable link between the two high speed networks, there would be no direct access for east London passengers to the regions HS2 serves

passengers will be unable to travel directly to Europe.

- The government needs to put its backing behind international services at Stratford International. The future viability of Queen Elizabeth Olympic Park and the surrounding area would be greatly enhanced if international high speed services stopped at its doorstep. The station has received more than £1bn of public investment to make it fit for purpose as a high speed stop, including £238m on the new DLR extension, a key purpose of which is to link international passengers more easily with Canary Wharf and the Docklands. Companies had factored this international link into their business cases for investing in the borough.
- The same is true of the Mayor of London's reluctance to commit to funding a fixed river crossing in South Newham at Gallions Reach. With 21 fixed river crossings to the west of the Greenwich Meridian, but only three to the east, including the Cable Car, after the Blackwall Tunnel the next road link between North and South London is as far out as Essex and Kent. A fixed link river crossing at Gallions Reach would produce 9,000 to 18,000 additional jobs for East and South East London and generate increased productivity for the current business base equivalent to

£55.7m per year, ten times higher than the equivalent gain from a ferry.<sup>14</sup>

- One of the barriers to achieving convergence and maximising the legacy of the Games is the perception that Stratford is remote from central London given that it is in travelcard zone 3. This leads to reluctance from employers to locate in the area. Rezoning Stratford Station so it can become a zone 2/3 station will help overcome this and improve employment opportunities in Newham.

Newham and the other Growth Boroughs know that local areas are best placed to solve problems in their local communities. We have therefore called for further devolution to help realise the potential of the area.

## **Greater powers for local authorities**

- **National Minimum Wage enforcement:**

Newham along with the GMB was the first authority to lobby for local enforcement of the National Minimum Wage. Local authorities have the relationship with local businesses, local knowledge and front line presence in the community to identify breaches. Councils routinely go into work places for regulatory reasons, so adding a minimum wage check would be a relatively straightforward process.

- **Localising back to work support:** Local authorities have the record of delivery, the relationships with local businesses and the knowledge of local people to be more effective and efficient than current providers. We believe that personalised local services, delivered by local authorities and partners, are more effective than national work programmes which are too large, too inflexible and too fragmented.





- **Local oversight of education:** Newham's Every Child programme demonstrates the strategic role local authorities can and should play in education. It has added value to educational attainment and helped us fulfil our duty to provide young people with opportunities that those in other boroughs may take for granted, but we are aware that as more schools are removed from the local authority family this kind of coordinated programme will be harder to implement
- **Devolution of skills:** Extensive contact with local employers, a strong relationship with providers and high aspirations for residents, mean local authorities are well equipped to drive up skills and increase local opportunities. To ensure we meet the needs of residents and wider ambitions for the local area, we believe a significant proportion of the existing skills budgets should be devolved, along with the power to vary incentives for providers to take into account job outcomes

## CONCLUSION

The commitment that Newham has shown to achieving a lasting legacy for our residents is beginning to show positive results, but our residents and those of neighbouring boroughs are being let down by a range of damaging policies that are at real risk of harming the work we have undertaken and investment we have made so far. The test of whether the promises of the Olympic and Paralympic legacy have been fulfilled will be whether we improve the lives of people living in the Growth Boroughs, not just in the development of infrastructure. Those things matter, but only because of what they can help us to achieve for our people.

With appropriate levels of intervention, Newham can be an economic powerhouse for the entire country. This is why aspirations for, and investment in, Newham must not fade into memory now that the Games are over. Regeneration and social legacy have been at the heart of the planning for and delivery of the London 2012 Games. It is vital that the political will for these remains at all levels of government so that residents of East London do not have to continue to suffer poorer outcomes than their counterparts in the rest of the Capital.

There is no doubt that the Games were a resounding success. However, while many of the developments in and around Queen Elizabeth

Olympic Park are already providing benefits to local people there is still a long way to go. The investment in the Games helped to put on a spectacular show, but it will only prove to have been truly worth it if we deliver lasting improvement in the lives of our poorest citizens. Now we must work to keep alive the energy and excitement that accompanied the Games to achieve a much bigger prize.

