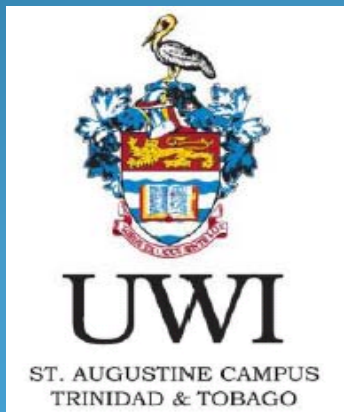


# The London 2012 Cultural Olympiad: Sustainable Transport for all?

Petros Ieromonachou

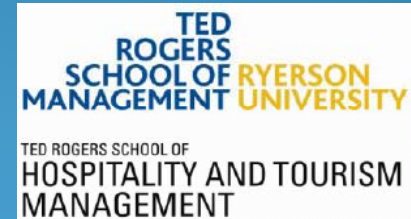
University of Greenwich Business School, UK



**2<sup>nd</sup> INTERNATIONAL TOURISM CONFERENCE**

**Theme: “Tourism, Culture and the Creative  
Industries: Exploring the Linkages”**

**18-21 January 2012, St. Augustine (Trinidad)**



# Some of my questions...

- How interested in sustainable development are tourists visiting mega-events?
  - Do they care?
- What is the contribution of transport to mega-events?
  - How much does it contribute to a visitor's carbon footprint?
- How much can the greening of transport contribute to the greening of mega-events such as the Olympic Games?
- What is the connection between tourism and mega-events?

# Some of my pilot studies...

- Car free zones in the Olympic Park area – impacts on residents and SMEs
- Walking and Cycling – lessons from the Olympic Park area for the rest of London
- Olympic transport legacy – a design conundrum
- Olympic cargo – facilitating freight movements on the river Thames

# Creative/Cultural industries

- 'Creative Industries' - a range of economic activities which are concerned with the generation or exploitation of knowledge and information – also referred to as the 'Cultural Industries' (Hesmondhalgh, 2002) or the 'Creative Economy': advertising, architecture, art, crafts, design, fashion, film, music, performing arts, publishing, R&D, software, toys and games, TV and radio, and video games (Howkins 2001).
- *"human creativity is the ultimate economic resource"* (Florida, 2002)
- *"the industries of the twenty-first century will depend increasingly on the generation of knowledge through creativity and innovation"* (Landry & Bianchini, 1995)

# London's Cultural Olympiad

- Includes festivals and other events taking place during the London 2012 Games.
- London2012 indicates that:
  - *“The Festival is the finale of the four-year Cultural Olympiad, taking place from 21 June to 9 September 2012”, and,*
  - *“Complementing the sport events at the Olympic and Paralympic Games, the Festival will be the biggest party the UK has ever seen, with a huge range of events from leading artists from the UK & all over the world.”*

# Cultural programme

- A formal cultural programme (developed by LOCOG) will include a range of concerts, outdoor screenings, exhibitions and carnivals.
- Most events open to public participation and viewing and based around Olympic Games themes.
- The focal point for the large scale events associated with the cultural programme is likely to be in central London.
- At the same time many creative industries as well as neighbourhoods are planning concerts, festivals, theatre productions and hope to attract some of these visitors...
- → more people in need of mobility/accessibility

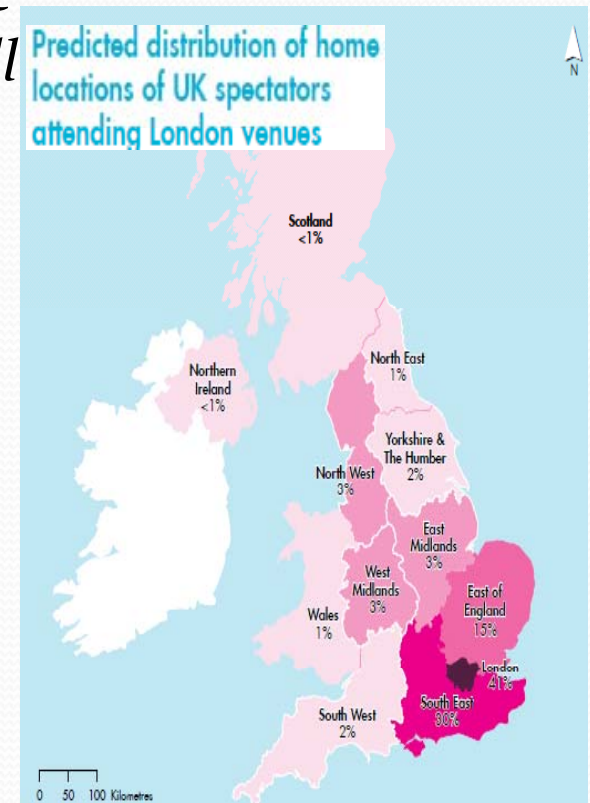
# London Olympics

- 1908 (IV)
  - 24 sports, 22 countries, 2,000 athletes
- 1948 (XIV)
  - 19 sports, 59 countries, 4,104 athletes
- 2012 (XXX)
  - 26 sports, 205 countries, 17,000 athletes



# The UK Government's ambition for the 2012 Games

- To create a sustainable legacy which will involve regenerating East London and ensuring that “*all communities in the UK feel the benefits of hosting the London Games*”.
- The Department for Culture, Media and Sport (DCMS) has a central role in delivering this legacy, and set out five key commitments for doing so...
  1. Make the UK a world-leading sporting nation
  2. Transform the heart of East London
  3. Inspire a new generation of young people to take part in local volunteering, cultural and physical activity
  4. Make the Olympic Park a blueprint for sustainable living
  5. Demonstrate the UK is a creative, inclusive and welcoming place to live in, visit and for business



# Transport for the London 2012 Olympic and Paralympic Games

- The 2012 Olympic and Paralympic Games was awarded to London on 6 July 2005.
- By March 2006 the House of Commons Transport Committee had published the first of its in depth reports on the draft transport plan for the Olympics.
- In fact transport planning for a 2012 Games began in 2003 when TfL established the Olympic Transport Strategy (OTS) team.
- → A recognition of the pivotal role of transport in determining the success of the Games.

# Transport importance

*An important formula...*

*Spectators + Athletes = Games !*

*(right people, right time, right place)*

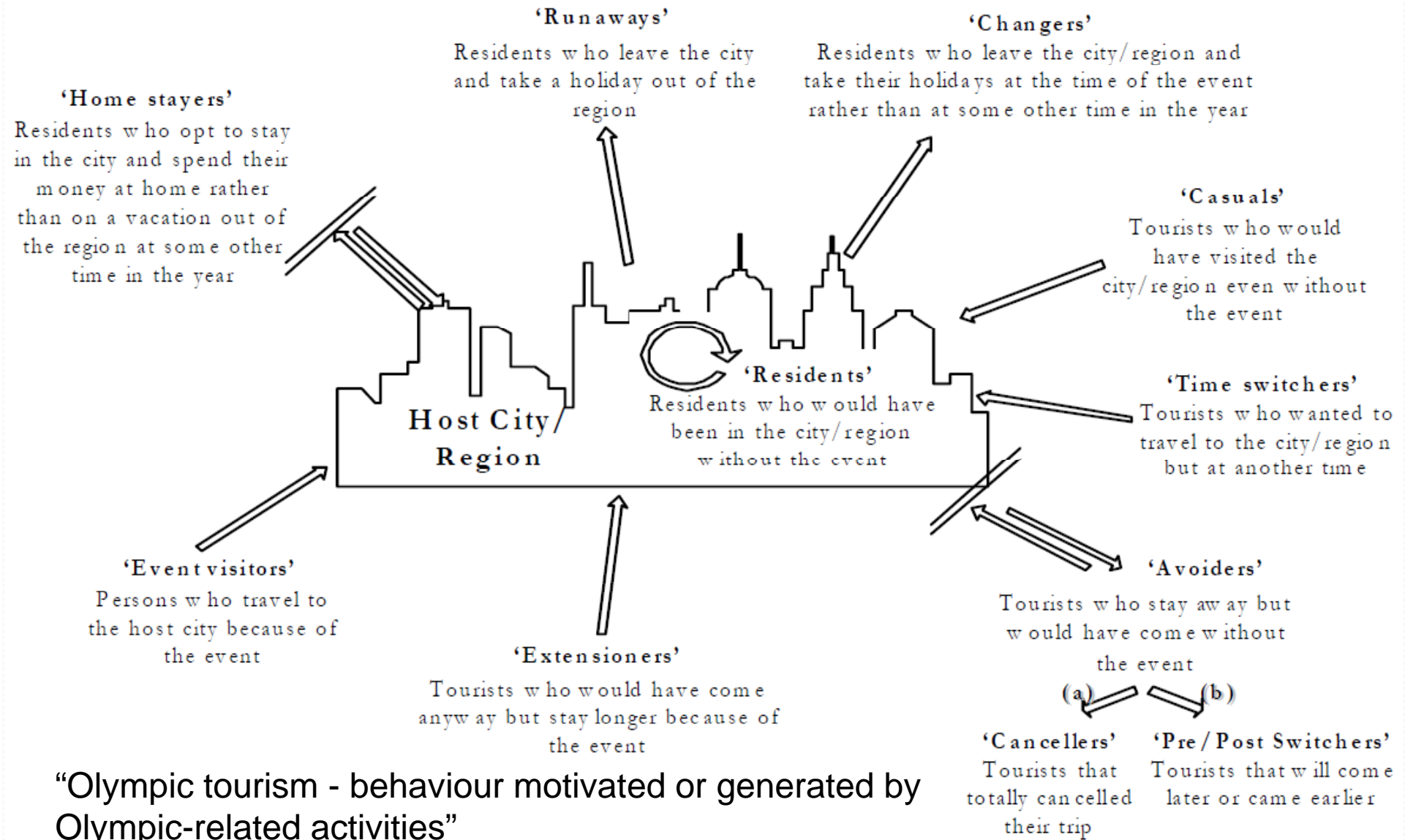
- Atlanta: 15,500 transportation staff
- Sydney: AUS\$370m on transport
- Athens: 21.7m passenger trips
- London: near 1 million additional visitors expected during the Games period + more than 0.5 million to move on certain routes daily

# Delivering London 2012



- Over 10 million spectator tickets available for 27 days of games.
- Transporting those people to and from the venues has to take place while keeping London and the rest of the UK moving.
- London aims hosting a 'green/public' transport games, with base planning assumption that 80% of spectators will choose rail as preferred mode of travel.
- Remainder to use bus, coach, park-and-ride, water, taxi and the sustainable modes of walking and cycling.

# Tourism Flows in London during the Games (Weed, 2008)





# Legacy

*“Legacy is different things to different people at different times”*

*“Legacy is always more than you imagined it would be”*

*Cllr Chris Roberts, Greenwich Council 2008*

- Tangible/Hard: e.g. sports facilities, infrastructure, urban and economic regeneration, jobs, promoting sustainability, barrier free environments, cultural tourism
- Intangible/Soft: e.g. community spirit, memory, friendship, sports participation, inclusion, skills, experience, international understanding, Olympic values, place promotional, volunteering

# The IOC's view

*“Legacy is our raison d’être. It ensures that the Olympic Games are more than metres and medals.. Values, partnership and legacy are all required to turn the Olympic Games into an enduring celebration of the human spirit..*

*Once an Olympic City, always an Olympic City. Wherever the Games have appeared, cities are changed forever.”*

*Jacques Rogge - Chicago Nov 2007*





# The stakeholders' view

The stakeholders and participants in the host city and nation want to see an Olympics that is:

- *“Sensitive to cost, provides major infrastructure improvements, minimum of personal sacrifice (in terms of demolition, disruption and taxation), and a better environment (cleaner, prettier, safer). It will create an attractive place for investment, be able to generate international recognition, will promote respect for local culture and creativity, stimulate cultural tourism, and produce a nation of medal winning athletes who will dominate the Olympics for decades to come.”*

Gold & Gold, 2008

# Past examples

Barcelona 1992



Phase 3

Phase 1

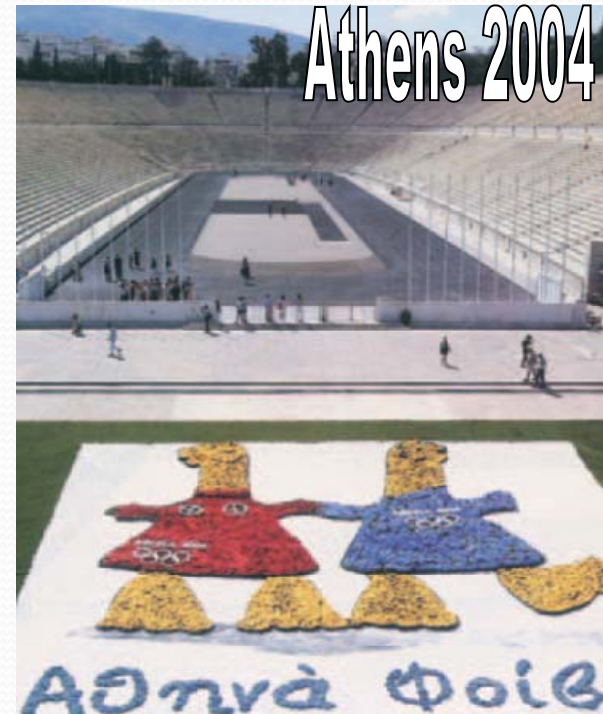
Legacy momentum

Phase 2

Athens 1896



Athens 2004



# Past examples

- Montreal
  - Original estimated cost: CAD \$310 million
  - Final cost... CAD \$2 billion
  - Deficit financed by lottery and taxes...
- Turin
  - Not in mountains
  - Formed 'Olympic territory' with nearby Alpine towns
  - Total cost ~ €1.4bn
  - 93% publicly financed (!)



# Past examples

- Vancouver 2010
  - New transport infrastructure
  - Many improvements temporary however (+ tough laws)
  - Athletes village turned into a living community
- Sydney 2000 – the friendly Games
  - Viewed as great success
  - Live Sites and street parties
  - Transport improvements
  - Post Games, stadium not used as much
  - Tourism decline for about 5 yrs

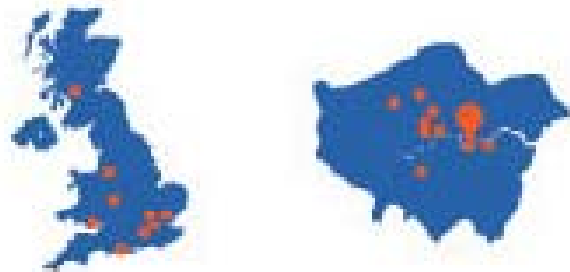


# Regeneration Budgets

Budget	Barcelona 1992 ~ €5.8bn	London 2012 €17.6bn (predicted)
New Olympic Sports facilities	24%	23%
Olympic Village	11%	7%
New Transport	43%	45%
Operations	3%	18%
Other site infrastructure	19%	7%

## Olympic Venues

Around the UK and London



Working on the Olympics

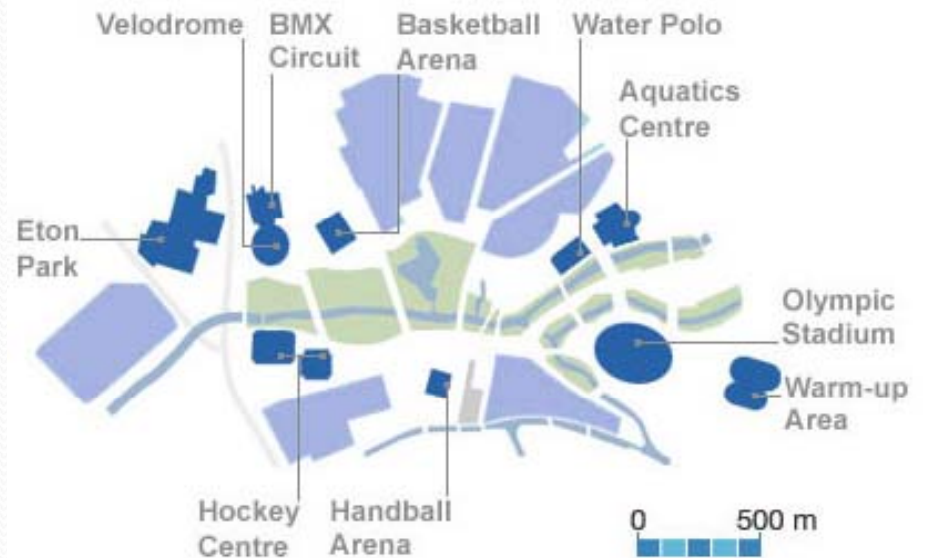


**12,000**  
at peak

Tonnes of steel used



**10,000**



# Hard/Soft Legacy for Transport?

## **Tangible Transport**

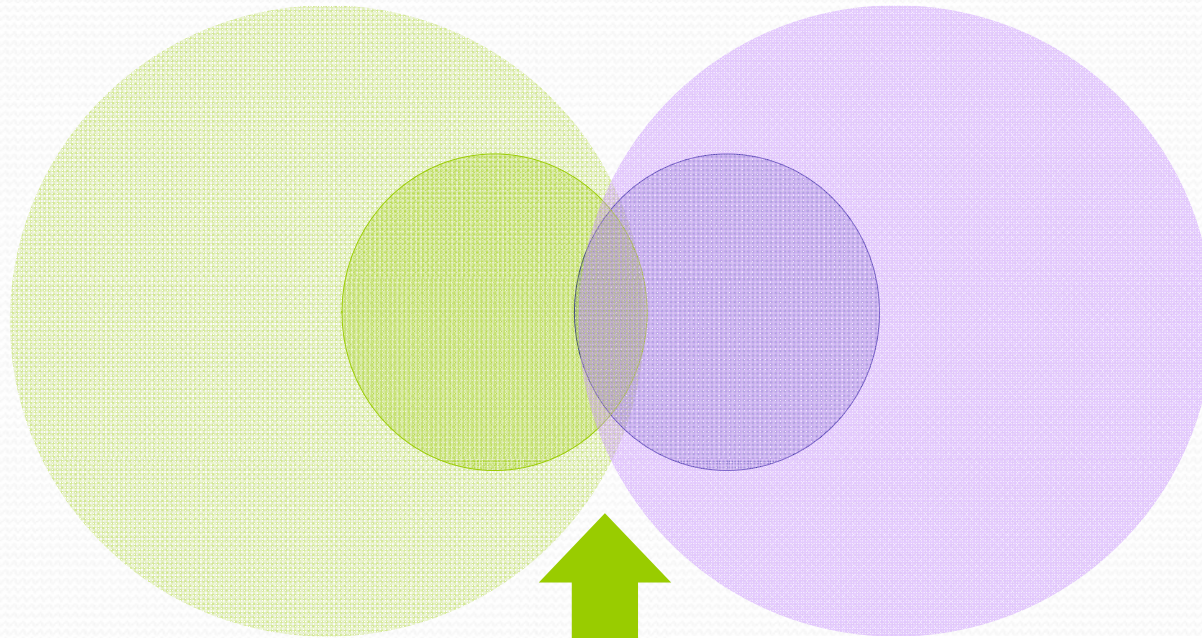
- Infrastructure: stations, rails
- Additional units: vehicles, coaches
- Street furniture: signs, enforcement cameras

## **Intangible Transport**

- Patterns: new travel patterns due to housing/commuting
- Behaviour: changed attitudes towards travel
- E-Transport
- “*Happy travel*” for all visitors\*

Employment: creation  
of new transport jobs

# Transport Planning framework



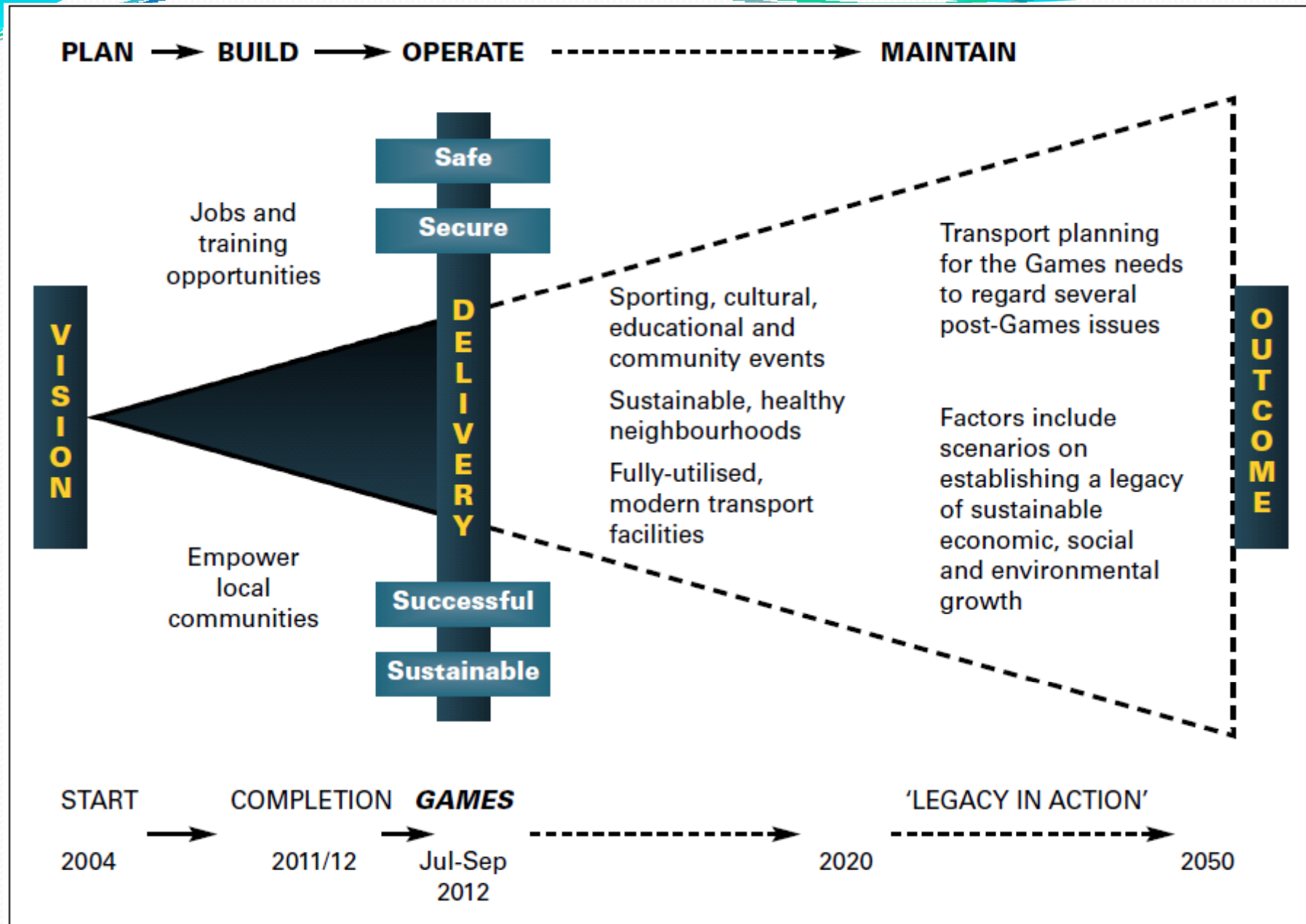
**Designing for  
Games**

**Designing for  
post-Games**



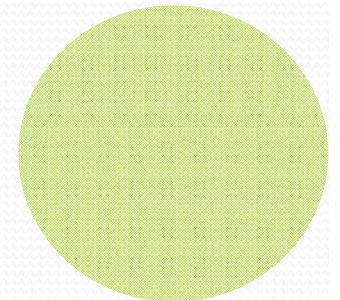
**Visitor travel needs**

## Planning for the Olympics and beyond (Ieromonachou, et al. 2010)



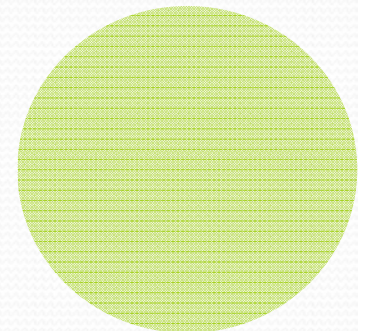
# Games parameters

- Specific, known, understood - problem and solution
- Audience, volunteer, employee and athlete centric
- Deadlines are known
- Many issues well defined
- post-Games is the more 'difficult' design problem:
  - Transport demand unknown (visitors?)
  - Legacy implies a longer period than payback
  - Geography and land use will be critical

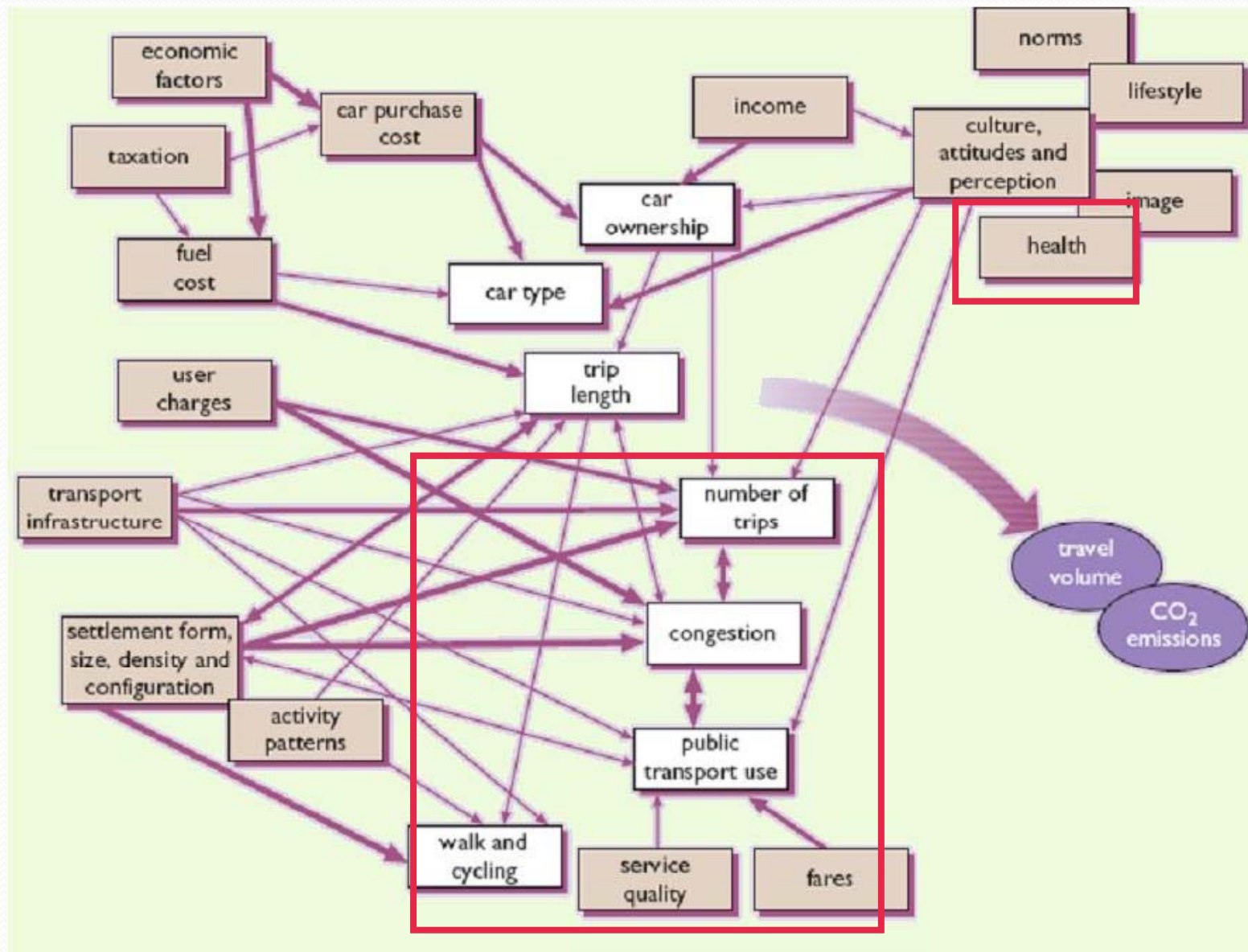


# Transport for the Games

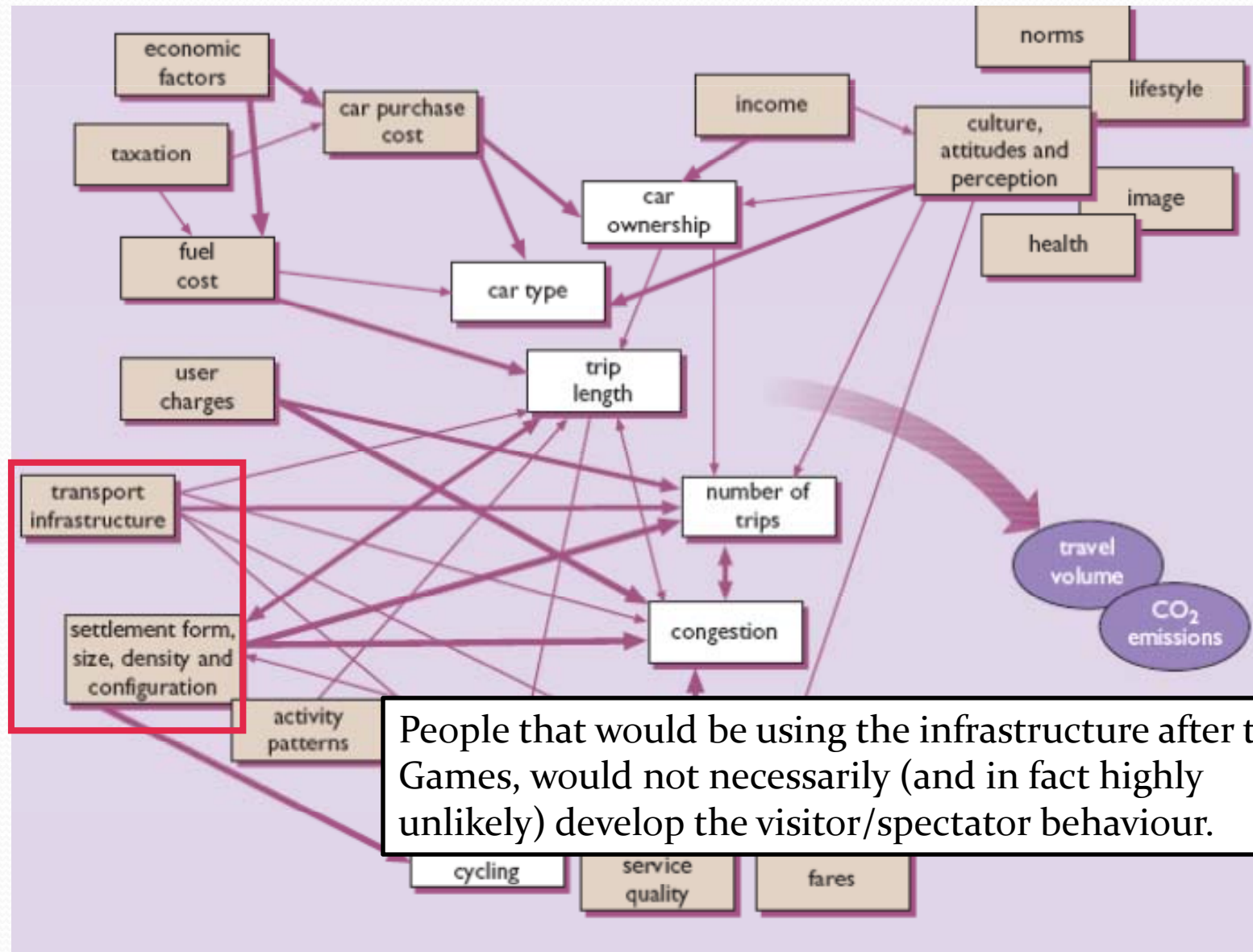
- Traditional transport problem
  - Increased network load of 675,000 people
  - Has additional issues (ticketing, tourism)
- Rapid transit times
  - (18 min/trip for athletes)
- Use of core routes & Olympic Lanes (\*)
- Behavioural trip motives not fully known
- Emphasis on existing infrastructure
- DfT core criteria need to be met
- Solutions seem 'sustainable'



# Transport during the Games

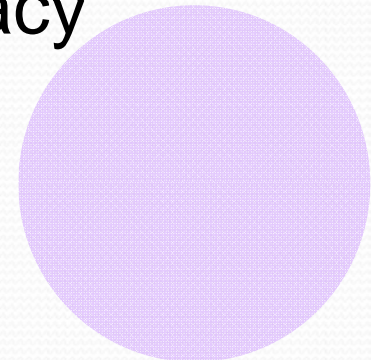


# Transport after the Games



# Conundrum issues for Design

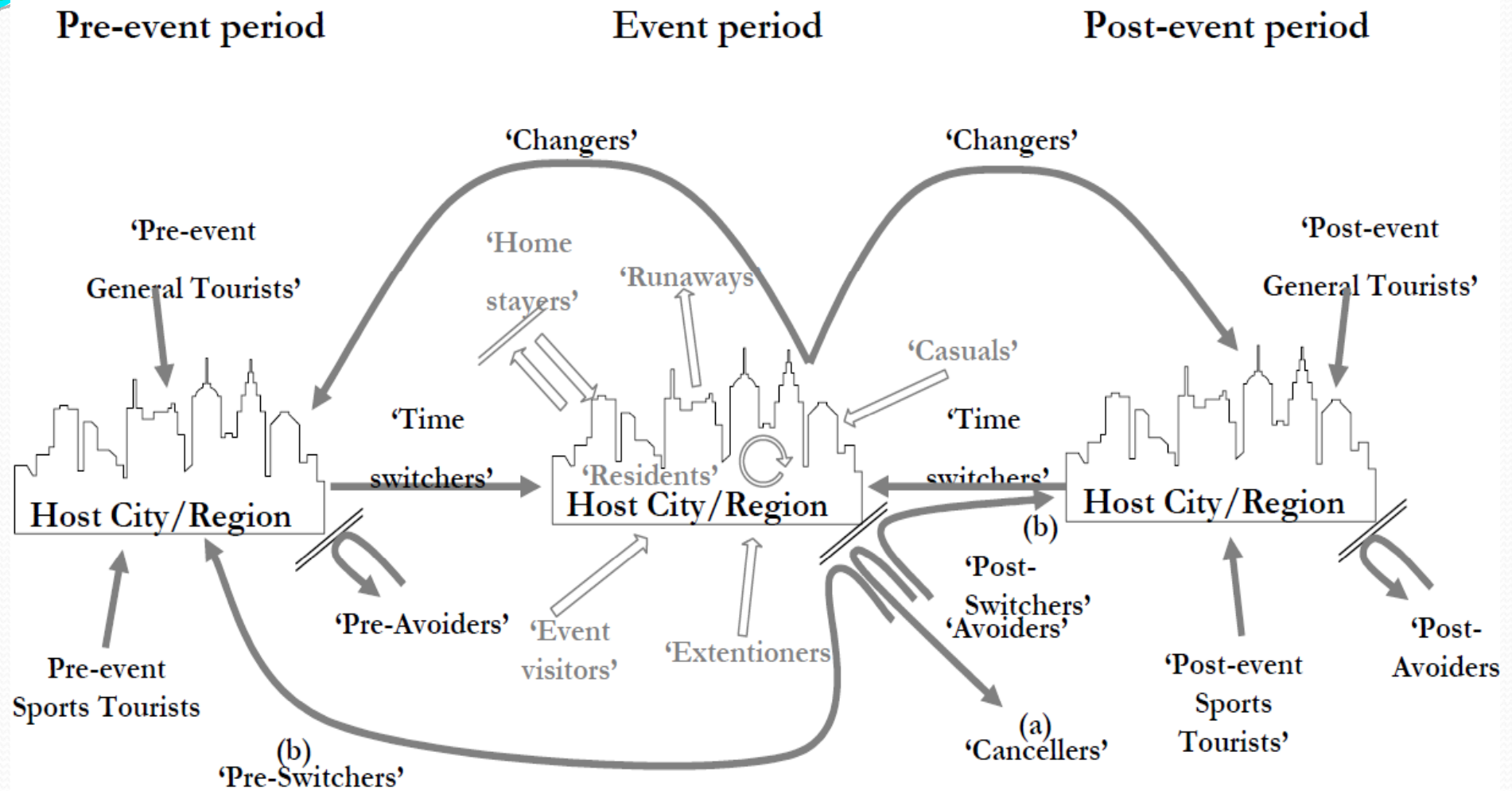
- *Is this a design for 'Regeneration Games'?*
- Freight not part of the Games Framework (purposely, separately)
- Thames crossing issue may not ever be fully solved – not exploiting '*natural mappings*'?
- Can the infrastructure be modular, adaptable?
  - Does it simply '*conform to technology*'?
- Holistic approach needed to decipher legacy question about '*hard*' artefacts (tangible)
- What people want or what people get?



# Transport infrastructure

- “*Because humans plan, build and operate transport systems it is assumed that they are also in control of them, but unfortunately this has proved to be a fundamental misjudgement.*” (Knoflachner, 2004)
- Prototype and test for both design briefs.
- Iteration needed for *during* and *post* phases, yet time may not allow.
- Plan for ‘worst scenario’ since cannot be correct for all variables/conditions.

# Tourism Flows in London before and after the Games



# Transport & economy

- Transport infrastructure → economic development
- Barcelona (tourism/GDP): 2% (pre 1992) → 15% (2005)
- London?
- Britain?

*‘Transport cannot of itself create growth: it is an enabler that can improve productivity when other conditions are right.’ (Sir Rod Eddington, 2006)*

- *Designing for 2012 or 2050?*
- *Designing for Games or enabling creativity?*

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All health news »

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Last updated 18 January 2012



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Experts from around the world are working together to boost the Games' disease safety efforts, with such mass gatherings a rare

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by Laurie Hanna and Rachael Getzels, Daily Mirror 18/01/2012

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Congestion levels are expected to soar by around 33% as more than five million sports fans flock to London. And drivers have been warned to avoid travelling on the weekend of the opening

Either stories as above...  
or transport chaos news will dominate  
the period before the Olympics...

But if you get a chance visit the  
following:

<http://festival.london2012.com/>

# Thank you

- Any questions?
- If yes, contact me ...
- Petros: [ipo7@gre.ac.uk](mailto:ipo7@gre.ac.uk)

