

Lee Valley Regional Park

- 26 miles long
- 6 mill visitors per year
- 84% customer satisfaction
- Internationally recognised wildlife sites
- £26mill Leisure Business



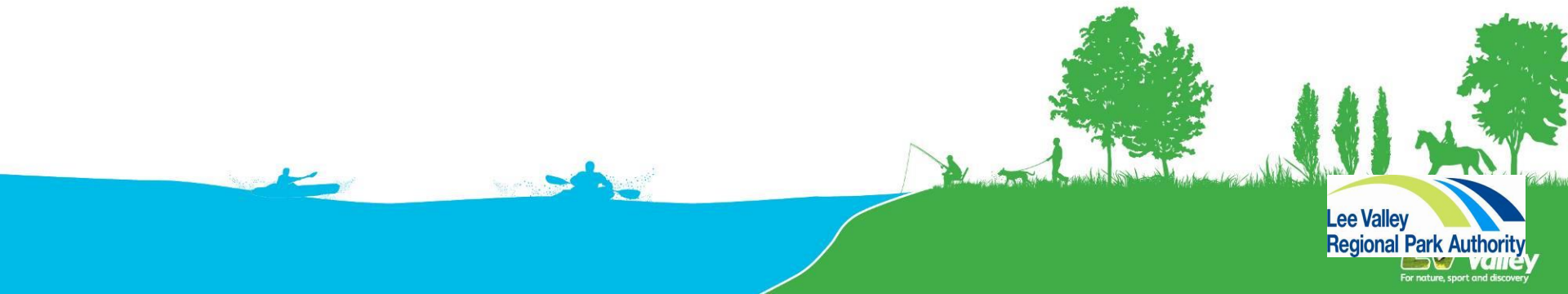
The Park in 2014

- Sports participation
- Community
- Biodiversity
- Waterways
- Education
- Sports Development
- Volunteers
- Events
- Facilities & Attractions



Lee Valley & 2012

- Venue plans pre-date London's Bid
- Key partner in the Bid
- Long term accountability
- Own and manage:
 - Lee Valley VeloPark
 - Lee Valley Hockey and Tennis Centre
 - Lee Valley White Water Centre



Lee Valley Vision 2003

- To create a zone of sporting excellence and a world class visitor destination in the Lee Valley

...meets Olympic opportunity

- Inspiring a generation
- Increasing participation in sport and physical activity
- Regenerating a hugely neglected area of London

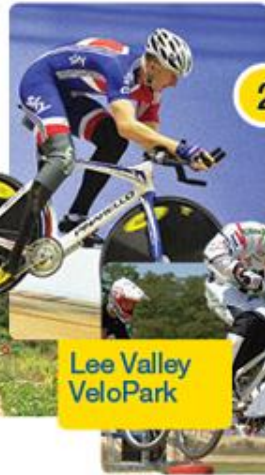


Zone of Sporting Excellence

Lee Valley White Water Centre



1



2

Lee Valley VeloPark



5

Lee Valley Ice Centre



Queen Elizabeth Olympic Park

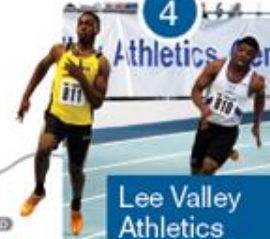
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Lee Valley Hockey and Tennis Centre



4

Lee Valley Athletics Centre



6

Lee Valley Riding Centre



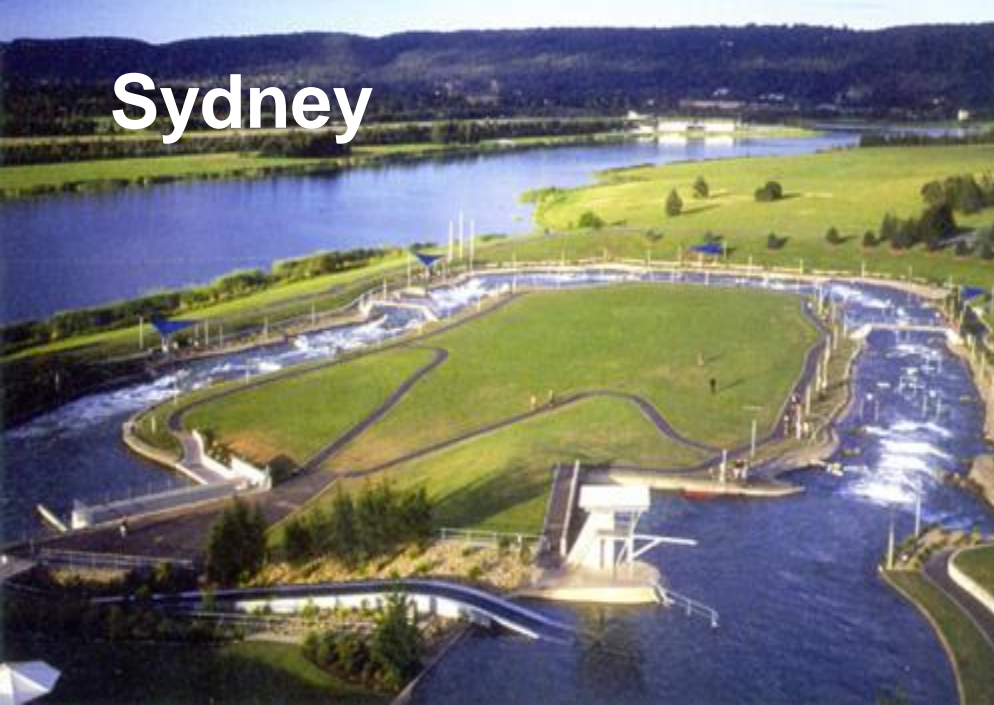
Lee Valley White Water Centre



Barcelona



Sydney



Athens

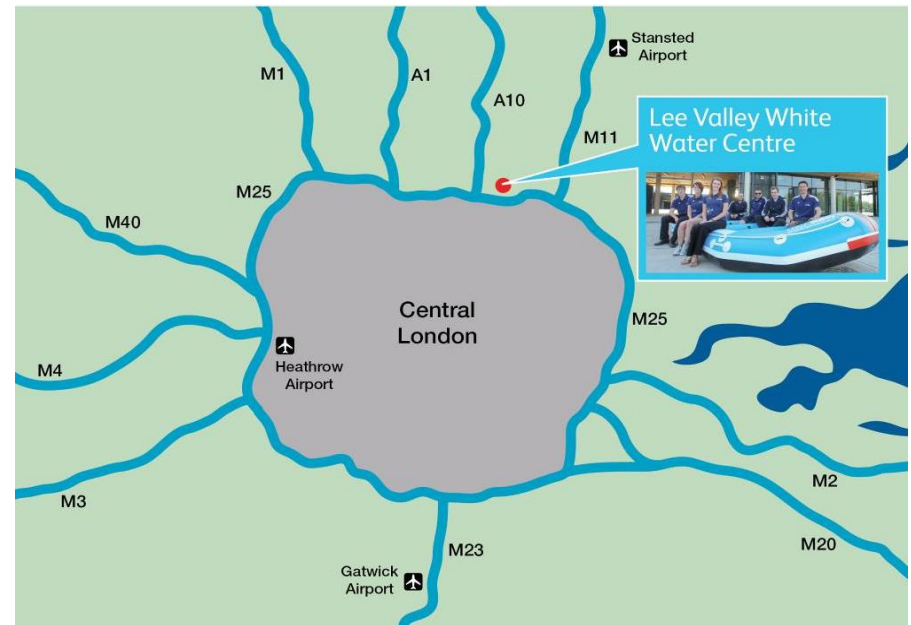


Olympic Venue to Sports Venue/Visitor Attraction



Location

- 14km north of Olympic Park
- 2km from M25
- 40 minutes by public transport from central London
- 8 million population within one hour drive



White Water Centre Business Model

- Community focus: clubs, schools, families, casual user
- National centre for canoe slalom
- Commercial focus – rafting business
- Visitor destination
- Major events:
- 2014 World Cup
- 2015 World Championships



Venue Building



Seminar Room/Function Space



Seminar Room Terrace



World Class Venue

- Newest and best pumped white water centre in the world
- Two separate world class channels
- Both courses pump fed
- Guaranteed clean water
- Won right to 2015 Worlds before it opened!



Olympic Competition



Flexible Venue

- Emergency Services
- Hot-dogging & River Boarding
- Freestyle
- Kayaking
- Rafting
- Canoe Slalom
- Triathlon



£6mill Investment 2012/13

- National high performance centre for BCU
- Additional catering facilities
- More car parking
- Extended changing areas
- Landscaping



Extended Public Terrace





Bigger Café/Events Space



LV WWC Performance

Income

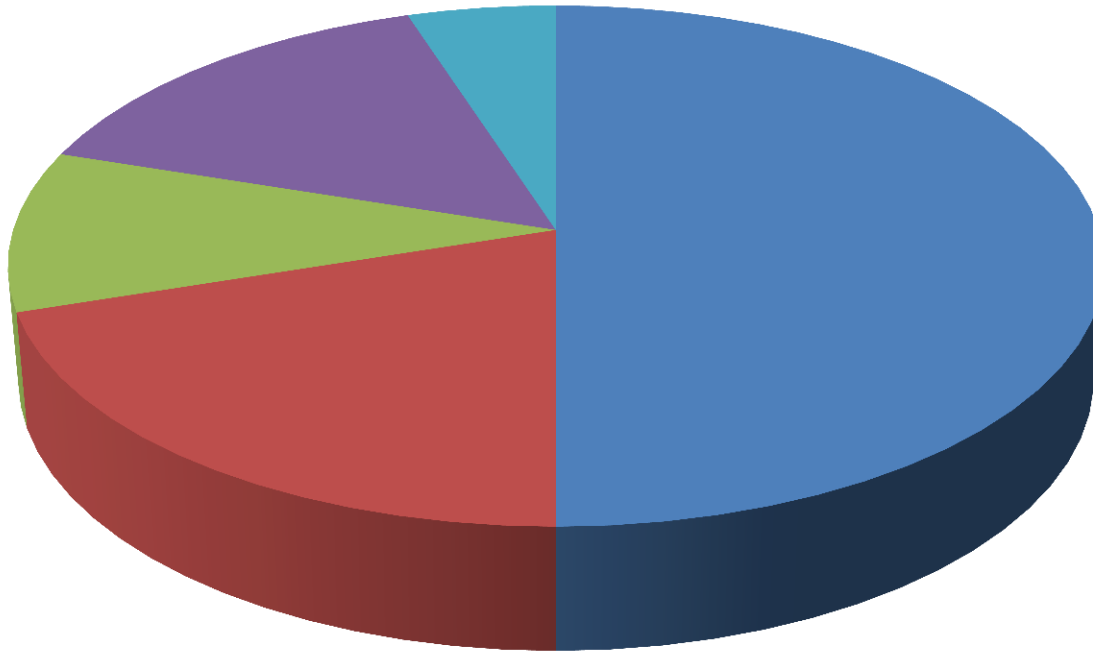
- 2013/14 £2.1mill

2014/15

- April/May 20% up to 13/14
- Corporate income up 100%
- F&B income up 50%
- 14/15 projection £2.6mill



Income Breakdown



- Public rafting 50%
- Corporates 20%
- Community activities 10%
- F&B 15%
- Emergency Services 5%



Bottom Line Budget

- 2014/15 – small budget deficit
- 2015/16 onwards – budget surplus



Future Plans

- New attractions
- Visitor accommodation
- Maximising impact of 2015 World Championship
- Continue to Inspire a Generation
- Increase participation
- Deliver commercial return



Lee Valley VeloPark



Lee Valley VeloPark Opened March 2014





Lee Valley VeloPark Business Model

- From learn to ride to setting world records
- Schools, clubs, community groups
- Capitalising on commercial potential
- Local, national and international events programme
- Commercial cycling events



- Open all day, every day 07:00 – 23:00
- Four different disciplines operating at once
- Busy, vibrant centre attracting 600,000 visitors a year
- Full range of cycles to hire



March 2014 Revolution Event





REVOLUTION
2013-14 ELITE CHAMPIONS
HOY FUTURE STARS CHAMPIONS

REVOLUTION

Commercial Potential of Lee Valley VeloPark

- Naming rights and sponsorship
- Commercial cycling events
- Non cycling commercial use-product launches, exhibitions, gala evenings



Imtech Event



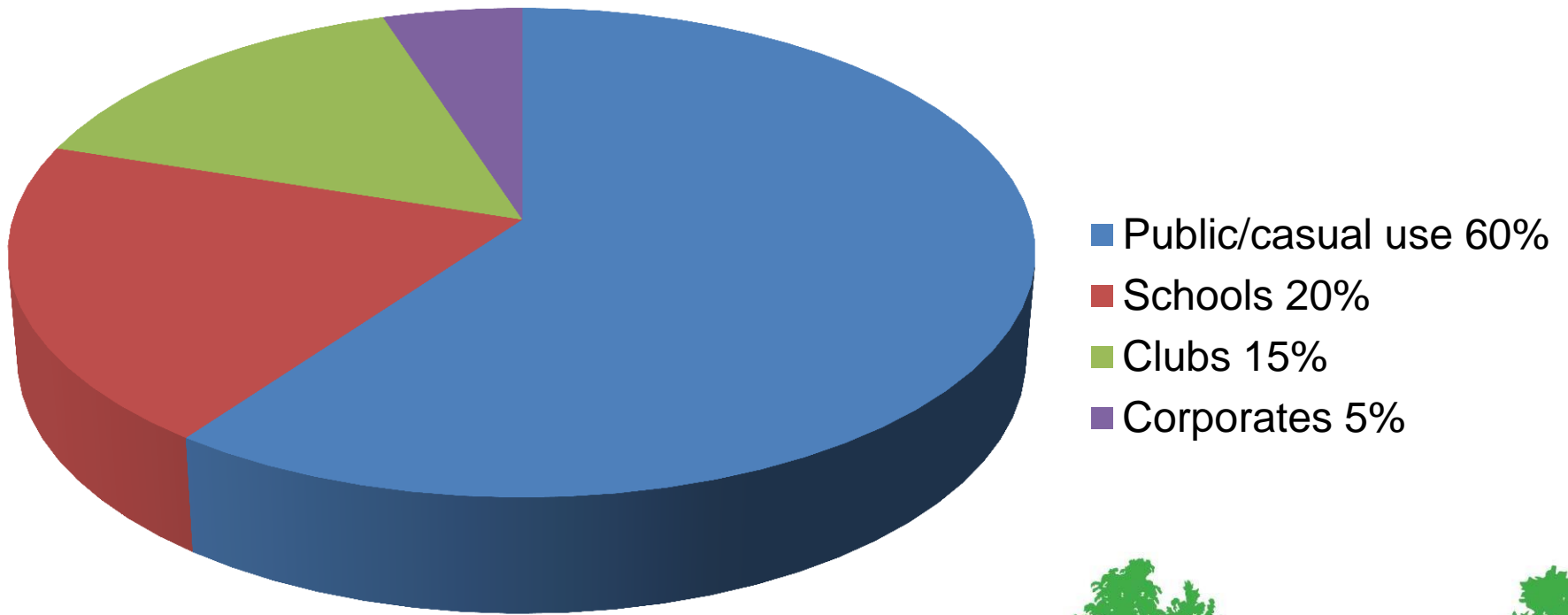
Bespoked Show





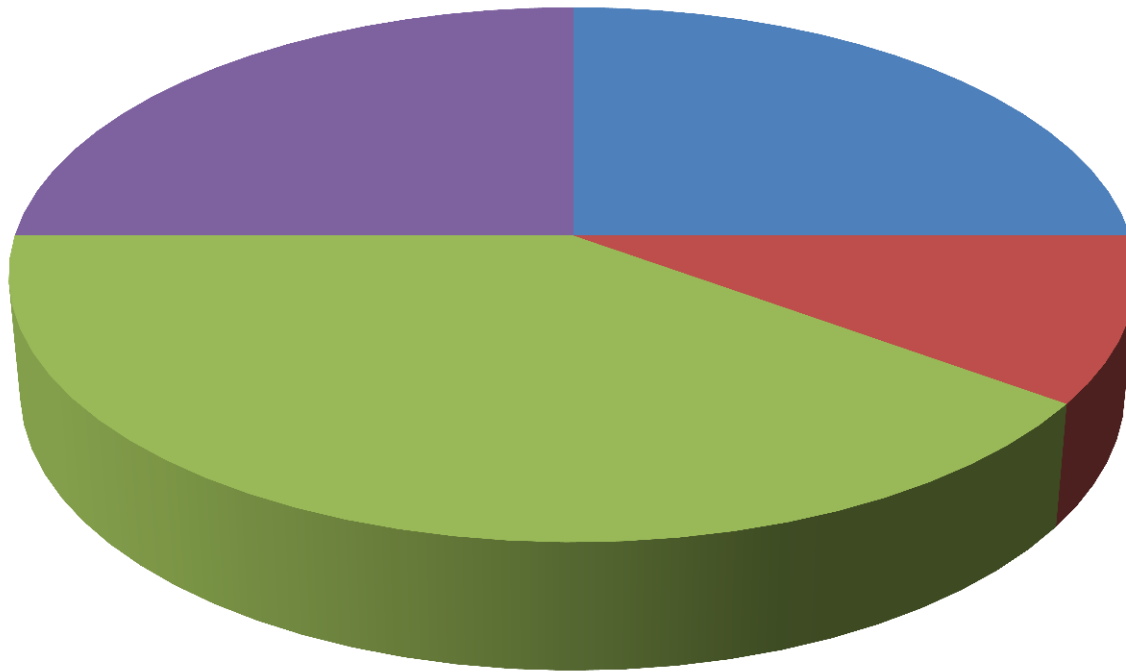


Programme for the VeloPark 2014/15



2014/15 Income Budget

Total Income £2 mill



- Public/casual use 25%
- Clubs & schools 10%
- Corporate & commercial 40%
- Food & Beverage 25%



Lee Valley Hockey & Tennis Centres Opening 17th June 2014



Major Sports Events 2014-2018

White Water Centre

- 2014 World Cup
- 2015 World Championships

VeloPark

- 2015 Track World Cup
- 2016 Track World Championships



Major Sports Events 2014-2018

Hockey & Tennis Centre

- 2014 – 16 ITF Wheelchair Tennis Masters
- 2014 Investec Cup (Hockey International Event)
- 2015 European Hockey Championship
- 2016 Hockey Champions Trophy
- 2018 Women's World Cup



Long Term Legacy Challenges

- Meeting customer demand
- Balance between community focus and commercial drive
- Maximising commercial potential
- Managing variety of stakeholders



Thank You

www.visitleevalley.org.uk



@LeeValleyWWC

