



London 2012 Media fact pack

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Games by numbers

Olympic Games

- 26 sports, 39 disciplines
- 34 venues
- 8.8 million tickets
- 10,500 athletes
- 302 medal events
- 21,000 media and broadcasters
- 17 competition days (19 with Football)
- 3,000 technical officials
- 205 National Olympic Committees
- 7,500 team officials
- 5,000 anti-doping samples

Paralympic Games

- 20 sports, 21 disciplines
- 19 venues
- 2 million tickets
- 4,200 athletes
- 503 medal events
- 6,500 media and broadcasters
- 11 competition days
- 1,200 technical officials
- 170 National Paralympic Committees
- 2,300 team officials
- 1,250 anti-doping samples

Public engagement

- 10.8 million ticketholders (8.8m Olympic, 2m Paralympic)
- 200,000 Ticketshare tickets for schools, colleges, troops, and other worthy causes
- 240,000 Games Maker applications; majority of 100,000 being interviewed, including over 1,000 Personal Best graduates; up to 70,000 Games Makers required – 1 million hours of training and 8 million volunteer hours will be delivered
- 50,000 Games Maker offers already made
- Total workforce of around 200,000 people, including 6,000 staff; 70,000 volunteers and 100,000 contractors
- 24,000 schools and colleges in Get Set programme, 17,000 in Get Set Network – more than 2 million students
- 3,673 London 2012 Open Weekend community events held over 4 years
- 2,027 Inspire Mark projects awarded, including c900 in sport and c500 in culture
- 12 million young people reached by International Inspiration in 20 countries
- 1,500 UK firms have won over £6.3bn of ODA contracts, LOCOG awarding a further £1bn
- 44 world-class companies signed up as domestic sponsors, each activating their sponsorship in communities in London and up and down the UK
- 28 Live Sites will be in place across every nation and region
- 118 overseas teams have signed Pre-Games Training Camp agreements in communities across the UK
- 2,012 official pin-badge designs

Pre-Games Test Events

- 42 sport test events in our venues over 12 months, including Olympic qualifiers, World Cups, British Championships, and International Invitational events
- 8,000 athletes from more than 50 countries
- Over 10,000 volunteers, and more than 250,000 spectators
- During the first weekend in May, five Olympic Park venues will be in use with 80,000 visitors on Saturday 5 May alone

Olympic Torch

- 8,000 inspiring Torchbearers, travelling 8,000 miles to over 1,000 communities, villages, towns and cities
- Each day, 110 Torchbearers (on average) will take part and the Flame will travel 110 miles (on average) each day
- 300 metres – the average distance each Torchbearer will carry the Olympic Flame
- 150 words – were required for each nomination
- 95% of the UK population will be within 10 miles of the Flame
- 66 evening celebration towns and cities
- 70 days is the duration of the relay
- 50% of the Torchbearers will be aged between 12 and 24
- 33 London Boroughs through which the Olympic Torch Relay journeys

Venue building – temporary venues and overlay

- £35m-worth of venue overlay to install
- Second 'big build' for temporary venues and overlay begins in March:
 - Complete venues built from the ground up – Greenwich Park, Horse Guards Parade, The Mall
 - Venues built except for Field of Play – Eton Dorney, Lee Valley, Hadleigh Farm
 - Olympic Park venues – Hockey, Water Polo Olympic Family Hospitality Centre, Prestige Ticketing Centre, Live Site, Sponsor Showcases, Concessions, Signage etc

- 3,500 cabins
- 1.7m sq ft of tent structures
- 200,000 temporary seats
- 7,500 temporary lights for broadcast of Field of Play
- 350 miles of cabling – could wrap the circumference of the London Eye 1.3 million times
- 539,000sq ft of concrete ballast - the equivalent of the weight of 30,000 elephants
- 76 miles (122km) of temporary fencing – enough to stretch from Canary Wharf to Weymouth & Portland
- 10,000 temporary toilets – enough to service the entire country of Malta
- 2,500 tent units – 2.5m sq ft, enough to cover all of Hong Kong
- 16,500 telephones to be installed across venues
- More than 350,000 fixtures and fittings just in the Olympic and Paralympic Village, and more than 250km of copper cable
- 5,000-seat dining facility in the Village
- 4,735sq m of turf to be reinstated at Lord's after the Games and cricket season ends
- 2,000 adjustable legs for Greenwich Park temporary arena
- 100,000 sq ft of retail space, including 40,000 sq ft for the Megastore and 400-500 tills to be installed

Equipment for Games time

- 1 million pieces of sport equipment are being sourced by LOCOG:
 - 510 adjustable hurdles for Athletics
 - 600 basketballs
 - 541 life jackets (Canoeing, Marathon Swimming, Rowing, Sailing and Triathlon)
 - 2,200 dozen Tennis balls
 - 2,700 Footballs
 - 53 sets of lane ropes for Swimming
 - 6,000 Archery target faces
 - 22 tape measures for Boccia
 - 356 pairs of Boxing gloves

- 12 pairs of goalposts for Handball
- 120 head protectors for Taekwondo
- 99 training dolls for Wrestling and Judo
- 375 doctors, 150 nurses, 200,000 pairs of gloves and 150,000 condoms
- 165,000 towels and 22,000 pillows in the Village
- 766 miles of fabric needed for Games Maker uniforms

Games-time

- 20 million spectator journeys made in London, 3 million on the busiest day
- 800,000 ticketed spectators will use public transport on the busiest day
- 600,000 pieces of luggage will be handled during the Games at Heathrow Airport, 203,000 on the busiest day (13 August) – 35% more than on a normal day
- 14 million meals to be served at the Games, Village will serve 45,000 meals per day
- 1 million square feet of warehouse space for logistics – 15,000 deliveries by 300 truck fleet
- 1 billion visitors expected at london2012.com

Cultural Olympiad/London 2012 Festival

- Over 1,000 different events around the UK as part of London 2012 Festival, with 10 million free opportunities as well as 3 million paid-for tickets
- 14 million people have already participated in Cultural Olympiad events, including four Open Weekends, the Big Dance and BT National Portrait Gallery exhibitions
- Over 155,000 people have attended more than 8,000 Cultural Olympiad workshops

Olympic Park

- 2.5sq km (246 hectares) in size – equivalent to Hyde Park or 357 football pitches. At Games time the Park will include:
 - 9 major competition venues
 - 11 sponsor showcase areas
 - 1,000 picnic benches, 362 toilet blocks

- and almost 4,000 bins including recycling and composting bins
- 273 temporary buildings for back-of-house facilities – cleaning and waste compounds, equipment rooms and workforce areas including 7 canteens
- 8.35km of waterways in and around Park, with 30 new bridges built crossing roads, rail lines and rivers to link the site together
- Over 4,000 trees, 74,000 plants, 60,000 bulbs and 350,000 wetlands plants planted – the largest planting project ever undertaken in the UK
- Over 46,000 people have worked on the Olympic Park construction project
- 2,000 newts relocated from Olympic Park to the Waterworks nature reserve.
- 200km of electrical cables – enough to stretch from London to Nottingham – laid in two six-kilometre tunnels built to allow 52 overhead pylons to be removed
- 90% of demolition materials from Olympic Park site recycled or reused

Individual venues

- **Olympic Stadium (Athletics, four Opening and Closing Ceremonies and Paralympic Athletics)**
 - 3 years to construct this venue
 - 10,000 tonnes of steel in the structure, making it 75 per cent lighter in terms of steel use than other stadiums
 - 53m high – three metres taller than Nelson's Column.
- **Aquatics Centre (Swimming, Diving, Synchronised Swimming, Modern Pentathlon, Paralympic Swimming)**
 - 10 million litres of water and lined with 180,000 tiles in both 50m swimming pools and 25m diving pool
 - 160m-long wave-shaped steel roof rests on just 3 concrete supports
 - 4 skeletons removed from prehistoric settlement discovered on the site

- **Velodrome (Track Cycling, Paralympic Track Cycling)**

- 250m track laid by a team of 26 specialist carpenters
- 56km of timber laid to form the track surface fixed in place with more than 300,000 nails

- **IBC/MPC**

- 21,000 accredited media communicating the Games to a potential worldwide audience of 4 billion people
- 52,000sq m of IBC studio space over two floors up to 10 metres high, plus a further 8,000sq m of offices over five floors at the

front of the building. 5 jumbo jets could fit wing-to-wing inside the space.

- 29,000sq m of MPC office space over four storeys. Catering village will serve 50,000 meals over 24 hours a day; and a 200 metre-long High Street of shops and services

- **Copper Box (Handball, Goalball)**

- 88 rooftop sun-pipes to allow the field of play to be naturally lit

- **Basketball Arena**

- 1,000-tonne steel frame is 35 metre high – as tall as Tate Modern

Key moments – forward look

- 27 January	6 months to go to the Olympic Games	- 2-6 May	International Invitational Hockey Tournament, test event, Olympic Park
- 1 February	Games Maker training begins	- 5 May	2,012 hours to go to the Olympic Games
- 11 February	200 days to go to the Paralympic Games	- 4-7 May	British Universities & Colleges Sport Outdoor Athletics Championships, test event, Olympic Stadium
- 16-19 February	UCI Track Cycling World Cup presented by Samsung, test event, Velodrome	- 8 May	London Disability Grand Prix, Paralympic Athletics, test event, Olympic Stadium
- 20-26 February	18th FINA Visa Diving World Cup, test event, Aquatics Centre	- 9 May	School Games events in Olympic Park venues
- 29 February	6 months to go to Paralympic Games	- 10 May	Olympic Flame lit in Athens
- 3-4 March	London 2012 Festival 'Music Nation' weekend across UK	- 18 May	Olympic Flame arrives in UK
- 3-10 March	British Swimming Championships, test event, Aquatics Centre	- 19 May	Olympic Torch Relay starts at Land's End
- 28-30 March	IOC final Coordination Commission visit to London	- 21 May	100 days to go to the start of the Paralympic Games
- 31 March	National Lottery Olympic Park Run event	- 25 May	Olympic Torch Relay reaches Wales
- April TBC	Further tickets go on sale	- 30 May	Diamond Jubilee
- 1 April	Gold Challenge event in Olympic Stadium	- 3 June	Olympic Torch Relay reaches Northern Ireland
- 18 April	100 days to go to the Olympic Games	- 6 June	Olympic Torch Relay reaches Dublin
- 18-19 April	International Invitational Wheelchair Rugby, test event, Basketball Arena	- 7 June	2,012 hours to go to the Paralympic Games
- 18-22 April	FINA Olympic Games Synchronised Swimming Qualification, presented by Visa, test event, Aquatics Centre	- 7 June	50 days to go to the Olympic Games
- 23 April	Men's Olympic Football Tournament Qualification Play-Off Match, test event, City of Coventry Stadium	- 8 June	Olympic Torch Relay reaches Scotland
- 23 April	London 2012 Festival World Shakespeare Festival opens	- 21 June	Start of London 2012 Festival
		- 23-24 June	London 2012 Festival Radio 1 Big Weekend, Hackney Marshes
		- 25 June	London 2012 World Sport Day celebrations in UK schools

- 27 June	International Press/Broadcast begin to arrive	- 24 August	Ceremony Paralympic Flame lighting in London
- 10 July	50 days to go to the Paralympic Games	- 25 August	Paralympic Flame lighting in Belfast
- 16 July	Olympic Village welcomes first athletes	- 26 August	Paralympic Flame lighting in Edinburgh
- 20 July	Olympic Flame arrives in London (evening)	- 27 August	Paralympic Flame lighting in Cardiff
- 21-22 July	London 2012 Festival River of Music concerts, River Thames	- 28 August	Paralympic Flame created from 4 Flames at Stoke Mandeville; start of 24-hour Paralympic Torch Relay to London
- 23 July	Olympic Flame visits Albert Square, Eastenders	- 29 August	Paralympic Games Opening Ceremony
- 25 July	First Olympic Games sports events – Women’s Football Preliminary matches at Cardiff (including Team GB), Coventry and Glasgow	- 9 September	Paralympic Games Closing Ceremony
- 27 July	Olympic Games Opening Ceremony	- 9 September	London 2012 Festival ends
- 12 August	Olympic Games Closing	- Autumn	Dissolution

Myth-buster

'No one has got tickets, they've all gone to VIPs and sponsors.'

75% of Olympic and Paralympic tickets are being sold through the UK application process, with over 3.5 million Olympic tickets and over 1 million Paralympic tickets already purchased. 75% is higher than other major sporting events. There are no free tickets. The Games simply could not take place without sponsors, who get the right to purchase a small number of tickets. These are not out of the 75%.

'No jobs have gone to local people.'

Already, over 8,500 residents in the 6 Host Boroughs have worked on the Olympic Park and Village. The London 2012 Organising Committee is now recruiting its Games-time workforce, and has set a target for 15-20% of these to be resident in the 6 Host Boroughs. At this early stage, 20.4% of LOCOG's c2,500 staff are Host Borough residents.

'We won't be ready.'

The only independent assessment of progress to host a Games is provided by the IOC Coordination Commission. These are the experts in hosting the Games, and have visited London every year (and now twice a year). They have been impressed with all the plans across this complicated project.

'I haven't seen benefits from these Games. No one has.'

Millions of people have already joined in to make the most of the Games. This could be by being employed by a business gaining a Games-related contract from the £7bn procured by ODA and LOCOG; taking part in one of 2,000+

Inspire projects or participating in one or more of 3,000+ London 2012 Open Weekend community events held since 2008; receiving one of 50,000 offers made to become a Games Maker volunteer out of 250,000 applications; becoming a London 2012 ticketholder; seeing one of 119 overseas teams training at a local Pre-Games Training Camp; spectating alongside 10,000 others at the London Prepares series of test events; or being nominated as one of 8,000 Torchbearers to carry the Olympic Flame through towns, villages and communities the length and breadth of the UK.

'There will be 100 days of traffic disruption due to the ORN and restrictions. The ORN is only there for Games Family.'

We will ensure that the ORN comes into operation just a couple of days before the Games and is taken out as soon as it is no longer required. Around 70% of road traffic in Greater London will be unaffected.

Any vehicle, including taxis, can use the vast majority of the ORN. In London, it covers just one per cent of the road network – and only one third of that is 'Games Lanes'. These are only implemented where more than one lane available. The largest element of the Games Family is the media, followed by the athletes, officials, Games workers, sponsors and IOC members. The vast majority of the Games Family – 80-90% – will use buses and coaches.

'You need to reduce all London travel by 30%, and there will still be 2 or 3 hour queues at stations.'

Detailed analysis shows that, rather than

requiring a blanket reduction in travel by 30% across London, the transport challenge is focused at certain times and in certain locations – primarily in central London and around Games venues. On the busiest days there will be an additional 3 million journeys in London, meaning transport networks will be much busier than usual, particularly routes serving central London and Games venues.

TfL and Network Rail have undertaken modelling to understand the likely demand at key stations, such as London Bridge, if businesses and people do not change their travel behaviour during Games-time. This shows that, at certain times and in certain locations, demand will exceed transport capacity – but we do not expect queues of that length. We are already working with businesses and are confident we can deliver the change in travel patterns and reductions in demand required. Two thirds of Tube and DLR stations will see no impact, in terms of additional time taken to board a train.

‘This is a Games for London, not the rest of the UK.’

From day 1, we have been clear that the Games are for the whole of the UK. We set up a Nations and Regions group that maximises the benefits of the Games, with Scotland, Wales, and Northern Ireland and the English regions represented. Our venues are spread across the UK, with Football in Cardiff, Manchester, Newcastle, Glasgow and Coventry; Sailing in Weymouth; Mountain-Biking in Essex; Rowing at Eton Dorney; Paralympic Road Cycling at Brands Hatch; and Canoe Slalom in Hertfordshire. Our London 2012 Festival and Cultural Olympiad are UK-wide. From our Inspire mark projects in local communities; London 2012 Open Weekend events held; Games Maker volunteers recruited; tickets sold; and Pre-Games Training Camps identified – the majority of each of our major engagements are outside of London.

‘I have funded these Games through my taxes – and yet costs have spiralled.’

The Games are on time, and on budget. The costs of staging the Games are met by the London 2012 Organising Committee, which is primarily privately-financed. c£2bn is raised through sponsorship, ticketing, merchandise and the sale of media rights. LOCOG’s budget has remained consistent. By maximising revenues and driving down on costs, we believe we will balance our budget.

Public funding has created the Olympic Park, with the ODA spending 75p in every £1 to regenerate and transform one of the most deprived areas of the UK. Through efficiency savings, the Public Sector Funding Package remains in place at c£9.3bn, including contingency funds. £500m of contingency funding remains available if required.

‘Potential business will be scared away, visitors will avoid London and the UK.’

London and the UK will be the place to be, this summer. With 10.8 million ticketholders, nearly 15,000 athletes and 21,000 press and broadcast, we will see sportsmen and women, journalists, and competitors drawn from 205 different competing nations. There is significant legacy here for the visitor economy, with the majority of £2bn in increased tourism revenues generated by the huge profile that London and the UK will receive.

‘There is no legacy – this is a jamboree.’

There is legacy in every strand of this project, enshrined ever since the bid. Every permanent venue is only being built where there was a business case. With recent announcements on the IBC/MPC, we will have legacy operators in place for all major venues before the Games actually take place – a first for any Games. As well as the sporting venues, the Queen Elizabeth

11 Olympic Park will be an enormous legacy for the Host Boroughs, for Londoners and the rest of the UK too. The best of British business has helped build the Park, with 1,500 firms winning £6.3bn of contracts to do so – and at the same time gaining expertise that can be used to win business at other major events. 20% of the jobs created on the Olympic Park have gone to residents of the Host Boroughs, and LOCOG aims for 15-20% of the Games-time workforce of 200,000 people to be the same. We promised a Games to connect the young people of the

world with sport, and International Inspiration is already reaching 12 million young people in 19 different countries around the world.

'What is the British demonstration sport?'

The last demonstration sports took place in Barcelona 20 years ago. The sports schedule has since filled up. With 46 Olympic and Paralympic sports and 1,000 sporting sessions, we are a major sport-loving nation and believe there is something for everyone to enjoy.