



This paper will be considered in public

1 Summary

- 1.1 This paper sets out TfL's final preparations for the London 2012 Games, in particular the public messaging TfL will be using to make the Olympic and Paralympic Route Networks successful and to keep London moving during the Games, and to seek certain delegations for entering into joint arrangements with London boroughs in relation to traffic management measures.

2 Recommendation

2.1 The Board is asked to:

- (a) note TfL's final preparations for the London 2012 Games, in particular the public messaging TfL will be using to make the Olympic and Paralympic Route Networks successful and to keep London moving during the Games;**
- (b) approve TfL entering into separate agreements pursuant to section 101(5) of the Local Government Act 1972 with relevant London boroughs for the joint discharge of TfL's and the boroughs' respective powers to make Traffic Regulation Orders pursuant to the Road Traffic Regulation Act 1984, in order to facilitate the timely and efficient delivery of traffic management proposals associated with the 2012 Games;**
- (c) delegate authority for the discharge of that joint function to the Managing Director, Surface Transport (and in his absence, the Chief Operating Officer, Streets) including authorising a senior officer within the respective London borough to make such Orders; and**
- (d) authorise the Managing Director, Surface Transport (or in his absence, the Chief Operating Officer, Streets) to approve the terms of such agreements with the respective London boroughs.**

3 Background

- 3.1 One month from now, the Olympic Opening Ceremony will mark the start of the London 2012 Games – the biggest and most exciting global event a city can host, and the UK's biggest logistical challenge in a generation.

- 3.2 TfL has twin objectives – to support the delivery of a great Games and to keep London and the UK moving.
- 3.3 TfL has invested £6.5bn in transport improvements for the Olympic Park and across the Capital, delivering an early legacy for London.
- 3.4 TfL has also undertaken detailed planning to ensure the right level of transport service during the Games. Tube, DLR and London Overground services will run one hour later than usual each evening, and more frequently throughout the day on a number of lines, while bus capacity will be increased on key routes.
- 3.5 There will be additional staff across the network, including over 3,000 redeployed TfL office staff working in customer facing roles as ‘Travel Ambassadors’.
- 3.6 Extra steps are also being taken to strengthen the reliability of the transport network, including a programme of enhanced preventative maintenance, rapid response teams, additional spare parts, the suspension of planned Tube engineering works and a ban on roadworks on the Olympic Route Network (ORN) and key A and B roads.
- 3.7 A comprehensive and successful programme of testing is now complete, and TfL is finalising its operating plans to be ready for the start of the Games.

4 Setting Up The Olympic Route Network

- 4.1 The ORN (and a subset of roads forming the Paralympic Route Network (PRN)) is necessary to ensure athletes, officials, media and other members of the Games Family arrive at venues safely and on time. Following traffic delays at the Atlanta Games resulting in athletes missing their events, the ORN has been a feature of every Games since Sydney 2000 and is part of the Host City Contract.
- 4.2 TfL is responsible for delivering the 109 mile ORN in London. This requires TfL to adjust 1,300 traffic signals and undertake a number of measures on the road network.
- 4.3 To complete the ORN in time for the Games, TfL must begin works from 1 July, with minor adjustments to signal timings, and lines, Olympic Rings and signs (covered until needed) on the roads. Electronic variable message signs will let motorists know that all lanes are still open to general traffic, and the impact on motorists at this stage will be minimal.
- 4.4 As athletes, officials, media and other members of the Games Family arrive over the second and third weeks of July, further changes will be needed on the road network to accommodate increased traffic volumes. Traffic flow in Kingsway Tunnel will be reversed to assist movements at the media hub in Bloomsbury, and a Games Lane (for Games Family vehicles only) will be introduced on the M4 from 16 July to support arrivals from Heathrow. Apart from the M4 Games Lane, there will be no special privileges for Games vehicles at this stage, but traffic will be busier than normal, so from this point on

TfL will strongly advise motorists to avoid roads in central London, around venues and the ORN.

- 4.5 The remaining physical measures on the ORN will be introduced intensively over 20-24 July, but the full ORN including Games Lanes will not be activated until 25 July, two days before the Games begin.

5 Traffic Management

- 5.1 To facilitate the 2012 Games, on 21 September 2011, the Board gave approval for TfL to enter into joint agreements with London boroughs in respect of Traffic Regulation Orders under the Road Traffic Regulation Act 1984 (TROs), to allow TfL to make TROs on roads for which the boroughs are the traffic authority.
- 5.2 There may now be situations where it is also expedient for the London boroughs to be able to make TROs on the Transport for London Road Network (TLRN), for which TfL is the traffic authority. An example of this is that Westminster City Council may need to make Anti Terrorism TROs on parts of the TLRN for the purpose of avoiding or reducing the likelihood of danger connected with terrorism. Such TROs must be made on the recommendation of the chief officer of police, and LOCOG and the Metropolitan Police Service have been liaising to determine the extent of the highway network to which such TROs are to apply.
- 5.3 If it is determined that such TROs are necessary on the TLRN, it would be expedient for the relevant London borough to include traffic management controls on the TLRN. Authority is sought from the Board to permit TfL to enter into joint agreements under section 101(5) of the Local Government Act 1972, which enables TfL to exercise the powers of London boroughs as Traffic Authority for borough roads (or vice versa).

6 Public Messaging

- 6.1 During the Games, London will become a massive sporting and cultural venue, with up to one million extra people in the Capital every day, making an additional three million journeys over and above the regular 12 million journeys on public transport per day.
- 6.2 As a result, central London, the ORN, areas around venues and a number of 'hotspot' stations will be exceptionally busy at Games time and, in order to keep London moving, TfL needs to manage demand on its transport networks.
- 6.3 TfL and London 2012 have been working with businesses through the 'Travel Advice to Business' and 'Freight' programmes for over 18 months to ensure they are aware, prepared and have Games-time travel plans in place. This has resulted in high levels of awareness amongst business, and 80 per cent of the major businesses TfL has worked with have shared their travel plans with us.
- 6.4 Since January this year, TfL has been communicating directly with the public through the consumer-focused 'Get Ahead of the Games' (GAOTG) campaign, reaching Londoners and the travelling public across the UK through advertising, PR, social media and the GetAheadoftheGames.com website. The GAOTG

campaign has successfully raised awareness that, at certain times and in certain places, both the road and public transport networks will be exceptionally busy. To avoid delay and disruption, Londoners and those near venues across the UK need to plan their travel at Games-time.

- 6.5 The challenge from now until the Games is to convert the high levels of awareness amongst business and the travelling public into action, to ensure they reduce, re-route, re-time or revise the mode of their travel. To achieve this, TfL will communicate the messages set out below:

Roads Messages

- (a) During the Games, London will become a massive sporting and cultural venue;
- (b) Up to an extra one million visitors are expected in London on each day of the Games;
- (c) Don't get caught out – Although the ORN will not be operational and enforced until 25 July, from mid-July, motorists should avoid central London, the ORN and areas around venues;
- (d) ORN Games Lanes and all road restrictions will be clearly signed, check signage for changes. Breaching restrictions could result in a £130 fine or your vehicle being removed;
- (e) Motorists should also avoid the areas around the road event courses on competition days;
- (f) Every day of the Games is different, so plan ahead to avoid the busiest times and places and allow more time for your journey;
- (g) On a network of this size and scale, issues will arise but we are confident we will get everyone to and from their Games events and keep London moving;
- (h) To avoid delay and disruption to your journey, go to GetAheadoftheGames.com, which has all the tools and information you need to plan ahead and avoid the travel hotspots; and
- (i) During the Games, follow @GAOTG and @TfLTrafficNews.

Public Transport Messages

- (a) During the Games, London will become a massive sporting and cultural venue;
- (b) Up to an extra one million visitors are expected in London on each day of the Games;
- (c) As a result, the transport network will generally be exceptionally busy and there will be key hotspots that you will need to avoid;
- (d) The situation will change daily and throughout the day as the Olympic and Paralympic crowds travel to and from sporting and cultural events;
- (e) On a network of this size and scale, issues will arise but we are confident we will get everyone to and from their Games events and keep London moving;

- (f) Don't chance it over the first few days of the Games – plan ahead to avoid delays and disruption to your journey;
- (g) To avoid delay and disruption to your journey, go to GetAheadoftheGames.com, which has all the tools and information you need to plan ahead and avoid the travel hotspots; and
- (h) During the Games, follow @GAOTG and @TfLTravelAlerts.

Road Events/Unticketed Spectators Messages

- (a) During the Games, London will become a massive sporting and cultural venue;
- (b) There are 15 road events being held across London during the course of the Olympics and Paralympics, in addition to live sites and other cultural events;
- (c) These events offer a great opportunity for many to see sport and experience the Games;
- (d) However, spectators planning to attend road events are advised that very large numbers are expected to attend and viewing capacity in central London will be very limited;
- (e) If you are planning to watch a road event, please arrive early, be prepared to wait for several hours and think carefully about bringing small children. Pack water and suncream or waterproof clothing, depending on the weather;
- (f) It may be better to view the event on TV at home, with friends, at a pub or club or at one of the many live sites across the UK;
- (g) Don't get caught out – on road event days, road closures will be put in place from early morning and you will not be able to cross the race route by road. Do not attempt to drive in or around the area. Instead, please use public transport, cycle or walk;
- (h) Go to GetAheadoftheGames.com, which has all the tools and information you need about road events and how to plan your journey; and
- (i) During the Games, follow @GAOTG, @TfLTravelAlerts and @TfLTrafficNews.

List of appendices to this report:

Appendix 1 – Hosting a Great Games and Keeping London moving this Summer

List of Background Papers:

None.

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Hosting a great Games and keeping London moving this summer

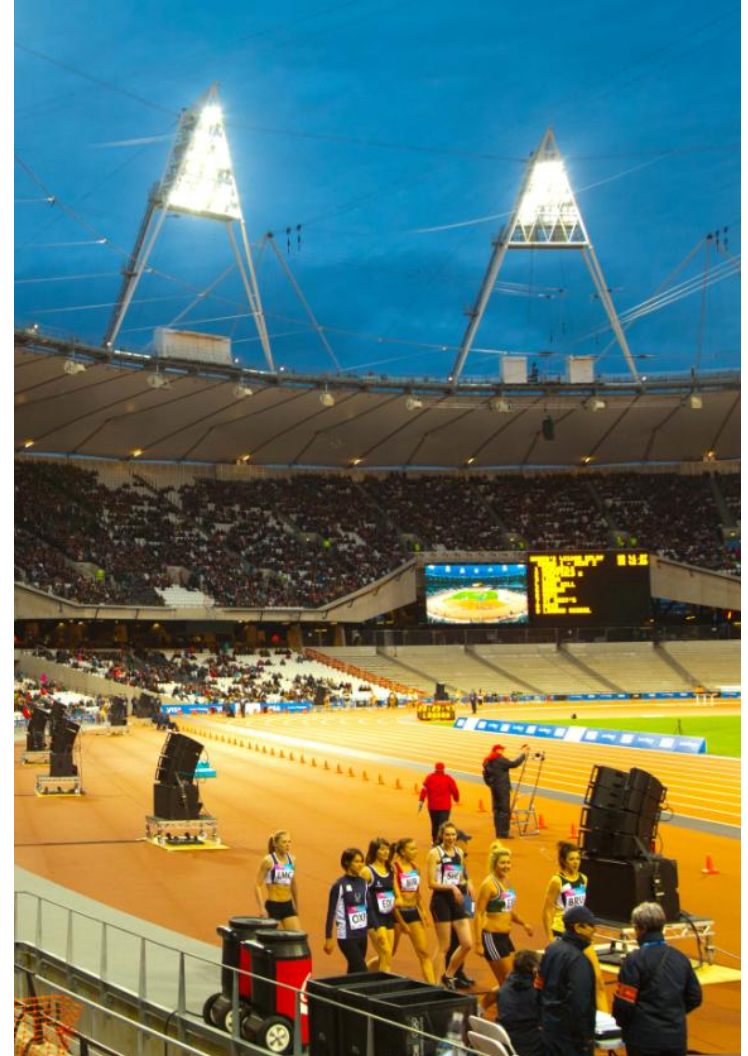


Peter Hendy CBE
Commissioner, Transport for London
June 2012



TfL is getting ready to play its part in a fantastic Olympic and Paralympic Games

- The Olympic and Paralympic Games are the **greatest and most exciting global event** a city can host
- But London 2012 is also **the UK's biggest logistical operation in a generation**
- **£6.5 billion** has been invested to get London's transport infrastructure ready to host the Games
- Now TfL is now getting **operationally ready**, with extra services across the network
- And we're talking to **businesses, spectators** and the **public** – if people are prepared for the transport impact of the Games, they will be able to make the most of the fantastic **opportunities and celebrations** this summer



And we've been working with others to make sure London is fully prepared

- The **London Organising Committee of the Olympic and Paralympic Games (LOCOG)** is responsible for staging the sporting events. TfL is working closely with LOCOG to manage the venue-transport interface
- The **Olympic Delivery Authority (ODA)** has built the venues and worked with TfL ensure the correct transport provision for the Games
- **Train Operating Companies** are responsible for rail services into London and around the UK – and will be enhancing services during the Games
- TfL is working closely with the **Metropolitan Police and British Transport Police** to put on a safe London 2012
- And the **London Boroughs** have a key role in managing local venue roads and parking arrangements



This presentation shows what London will be like, and how the transport challenges evolve

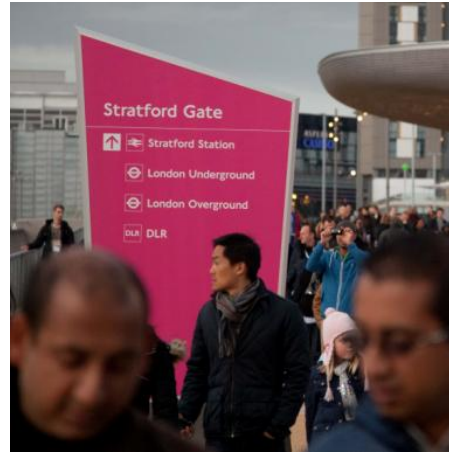
- ***Experience:*** What London will be like this summer
- ***Preparation:*** planning London's Games transport
- ***Warming up:*** getting the transport system ready for the start of the Games
- ***Competition time:*** how it will operate during the Games
- ***Public messaging:*** what we will be telling Londoners
- ***Legacy:*** embedding the benefits of the Games



The experience of London will vary for different groups during the Games



Games Family



Spectators



Tube users



Bus users



Drivers



**Walkers and
cyclists**



**Mobility impaired
people**



Businesses

Getting around London as a member of the Games Family

“Athletes on that bus did not make it to the venue on time... Supporting athletes whose whole careers have ended because of a bus journey was not a particularly pleasant place to be”

– Tanni Grey-Thompson, recalling traffic chaos at Atlanta 1996

- But the Games Family is not just athletes – it’s also the **officials, broadcasters, workers** and everyone else needed to make the Games happen
- London 2012’s **Olympic and Paralympic Route Networks** will make sure the Games Family get where they need to be, on time
- But when not travelling between events or on official duty, the Games Family will be **encouraged to use public transport**. TfL ‘Travel Ambassador’ volunteers will be on hand to provide any help they require



The spectator transport experience

- London 2012 will be the first **100% public transport and walking and cycling Games**
- All London spectators will receive a **free zone 1-9 travelcard** with their event ticket
- The 2012 **Spectator Journey Planner** means spectators can plan and purchase additional travel (e.g. rail tickets) for their journey now
- Dedicated Games **coach services** and **park&ride** also available for many venues
- Brand new **cycling and walking routes** are in place, and there will be secure cycle parking at venues
- Between the transport hub and the venue itself, spectators will be guided by distinctive **'Last Mile' magenta signage, electronic messages and marshals**
- Transport will be very busy and **people will need to allow extra time for their journey**



Using the Tube and DLR during the Games

- The Tube and Dockland Light Railway (DLR) are the **most important spectator modes** for accessing competition venues
- Revised timetables means **more frequent trains** throughout the day and services one hour later each evening
- **Extra staff and volunteers** will be provided across the network, in addition to Games specific **travel advice**
- However, much of the network will be still be busier than normal, with **crowding likely at certain times and places**
- To avoid hotspot times and locations, regular customers are being advised to **re-time** or **re-route** their journeys, or **use alternative means** such as buses or cycling



Using London's buses during the Games

- Buses will have **smaller spectator transport role** than the Tube
- But to handle Games demand, **extra capacity** will be provided on 37 routes during the Olympics and 22 routes during the Paralympics
- Extra capacity provided through **200 extra buses** and conversion from **single deck to double deck**
- ORN and venue traffic arrangements mean **diversions on 58 bus routes – mostly relatively minor**
- Changes will be publicised to passengers through a combination of **print, online and electronic** information
- Passengers should allow **extra time** for their journeys
- **Traffic around venues and the ORN** will affect the reliability of bus services



London Buses

From 0600 Sunday 15 April
until Saturday 28 April








Temporary route changes

Bus route 161 will not serve Shooters Hill Road or Ha Ha Road, and will not stop at Queen Elizabeth Hospital

A shuttle bus, route 561, will run between Chislehurst and Queen Elizabeth Hospital (west entrance) – please see separate publicity for timetable information

The diversion route will change from Sunday 29 April until Monday 7 May – look out for updated publicity

Route changes	
	Roads served by diverted route 161
	Roads served by shuttle bus route 561
	Roads not served by route 161
	Bus stops served
	Route terminus – buses start and finish journeys here



Contains Ordnance Survey data © Crown copyright and database right 2012

Diversions are in place due to the Royal Artillery Barracks Olympic Test Event

Driving in London up to and during the Games

- Traffic **around the ORN and road events**, as well as across most of **central London**, will be affected by the Games
- Drivers should check the **maps and information**, and plan carefully before setting off
- However, much of **outer London**, where the car is most important for getting around, is unaffected
- **Hammersmith Flyover** has now fully reopened to all traffic and will remain so during the Games



Walking and cycling in London during the Games

- For many, cycling or walking will be the quickest way around town – and a great way to soak up the **atmosphere on the street**
- **46 miles of cycling and walking routes** in East London have been enhanced for the Games
- The March 2012 expansion of Barclays Cycle Hire saw **4,000 new docking points**, mostly in East London
- TfL Travel Ambassadors and The Mayor's London Ambassadors will be on hand to help people get around



Mobility impaired people using the transport system

- Aim is to make London 2012 **the most accessible Games ever**
- 65 Tube stations will be **step-free** by the Games, and there will be temporary **platform humps and ramps elsewhere**
- Improved **accessibility information** on TfL's Journey Planner, YouTube videos familiarising users with the system
- Additional Games-time measures to make the best use of existing infrastructure – **volunteers, lift marshals, accessible shuttles** etc.
- In addition, DLR, buses, taxis and piers are all **already fully wheelchair accessible**
- In case public transport is not an option, bookable **Blue Badge parking** is available at venues
- TfL has been engaging constructively with **stakeholder groups** for several years



Doing business during the Games

- **£750 million extra consumer spending** and overall economic boost of over **£1.1 billion over the seven weeks** of the Olympics and Paralympics is projected
- So the Games are massive business opportunity, but London will be **busier than ever**, and to make the most of it businesses must plan ahead
- Where they can, businesses should:
 - Take advantage of **mobile, remote working and teleconference** technology to reduce travel
 - Consider offsetting the working day by an hour or two **to avoid the busiest times**
 - **Stock up** on non-perishable supplies before the Games, and do **preventative maintenance**
 - Work with suppliers to consider options for **out of hours deliveries**



Some parts of London will be very crowded at certain times

- TfL will be **communicating with Londoners and visitors** in the build up to and throughout the Games to keep the city moving
- Central London will need **marshals and crowd management** to keep the streets safe
- Londoners and visitors will have to play their part by **checking travel advice and being prepared to change their plans if necessary**



Hosting a great Games and keeping London moving this summer

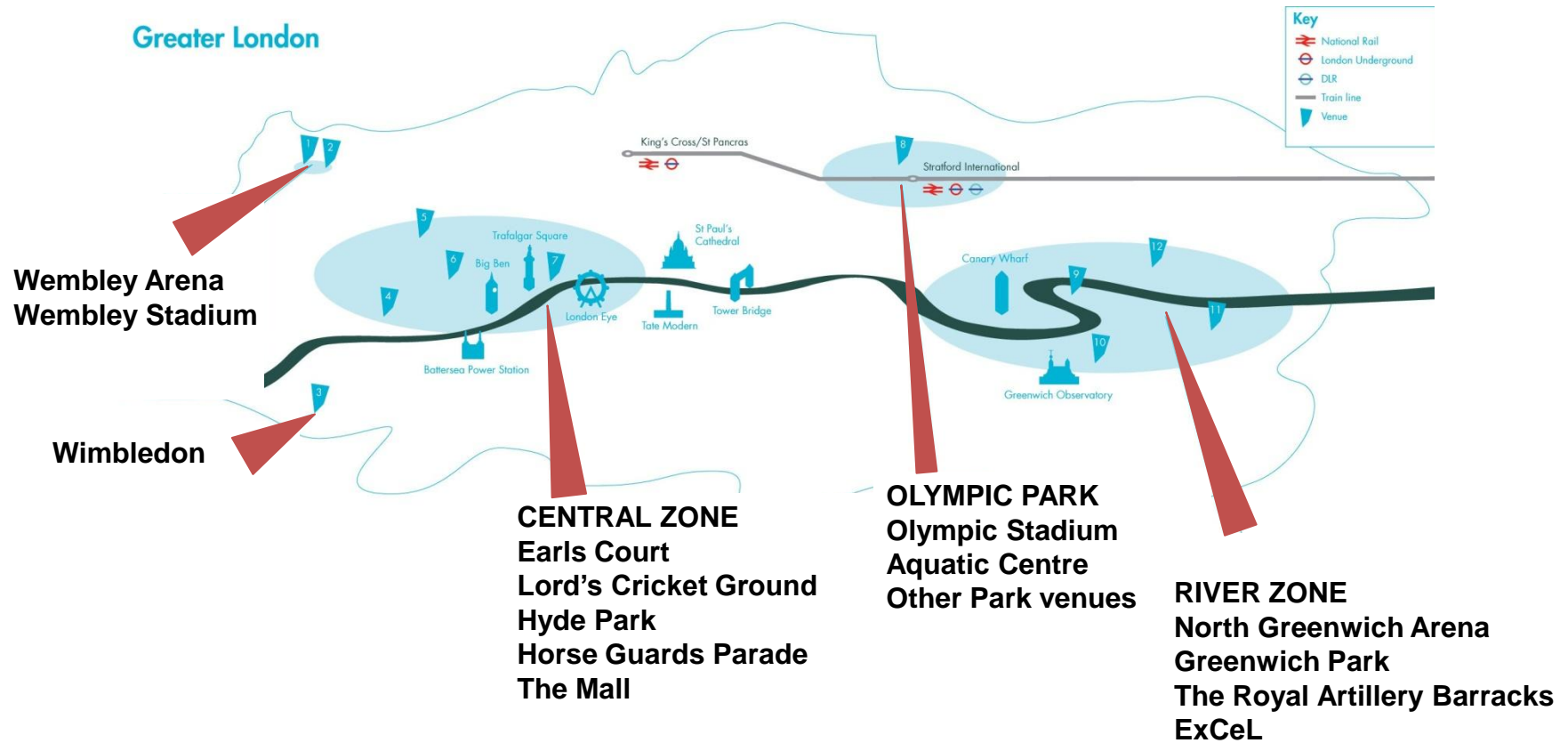
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Transport was central to London's winning bid in 2005

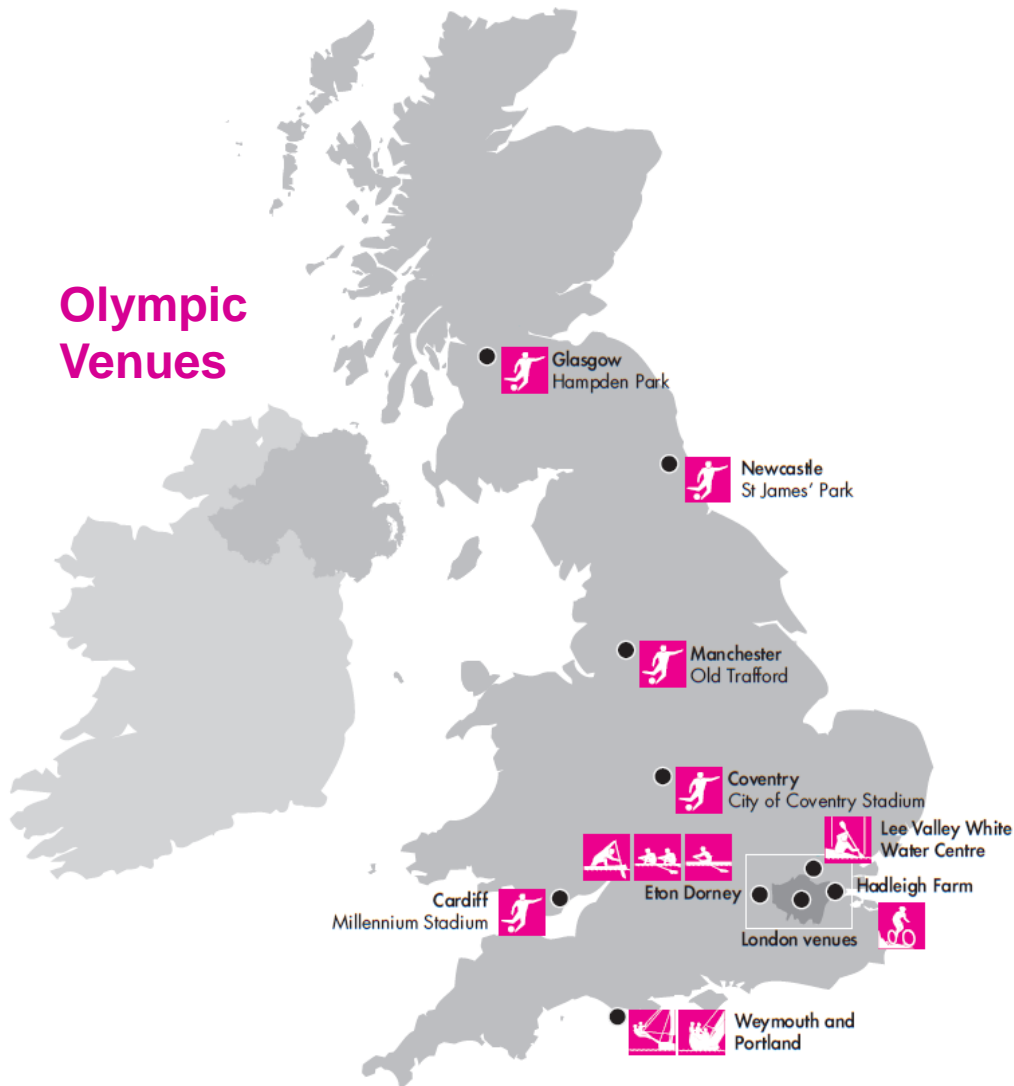
- Recognising the **key role of transport** for a successful Games, TfL helped to prepare the London bid for the 2012 Games
- The decision to bid was conditional on **delivering transport upgrades** to support the Games
- These **promises have now been met** and TfL is moving to operational delivery
- London 2012 aims to be the **first 100% public transport, walking and cycling Games**



The Games will take place in the heart of London...



...but London 2012 is a UK-wide event



- 30% of spectators will visit venues outside London
 - **Sailing:** Weymouth and Portland
 - **Rowing/Canoeing:** Eton Dorney
 - **White Water Canoeing:** Lee Valley
 - **Mountain Biking:** Hadleigh Farm
 - **Paralympic Cycling:** Brands Hatch
 - **Football:** Cardiff, Coventry, Glasgow, Manchester and Newcastle
- Each venue has its own regional and local transport challenges

£6.5bn has been invested in transport infrastructure around venues...



...and across the rest of London



Extended and upgraded
London Overground



DLR 3-car trains (from 2)



New Victoria line trains



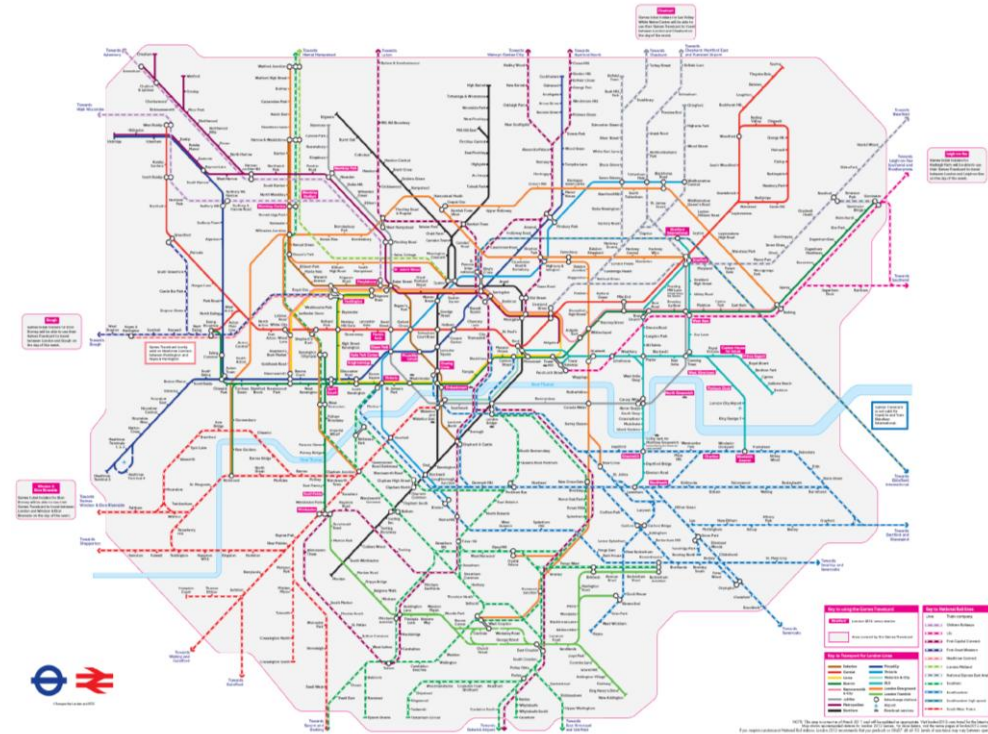
New London Overground
trains



Jubilee line upgrade

London's public transport system is well suited to hosting the Games

- The vast majority of spectators will reach events by **Tube, DLR or rail**
- A free London travelcard on the day of their event gives spectators access to an **extensive and dense network of services**
- Already up to **4 million Tube journeys** per day, comparable to rest of UK rail network combined
- **Half of all bus journeys** in England take place in London
- **Olympic Park** connected to four London Underground lines, the DLR, London Overground, numerous national rail services and a dedicated 'Javelin' shuttle service to St Pancras International



London's Tube, DLR and rail network

Transport services will be enhanced and tailored for the Games across the capital...

- Tube, DLR and London Overground services to run **one hour later** than usual
- **Last trains** leave central London and key venues **around 01:30** (later for Opening Ceremony night)
- **Extra services** in the **late evening** to cater for venue 'bump out'
- **More frequent services** throughout the day on key Games lines
- Around **200 extra buses** in London, and upgrades from single to double deckers
- **Javelin** service with **8-10 trains per hour**
- **Extra river services** at certain times and places



...and around the rest of the UK

- The Games are taking place **across the UK**
- There will be **later running national rail services** to many destinations
- **Dedicated Park & Ride services to venues** from departure points across the UK, delivered by First Group
- **Dedicated coach services** direct to the Olympic Park, ExCeL, Greenwich Park and Weymouth & Portland, delivered by First Group



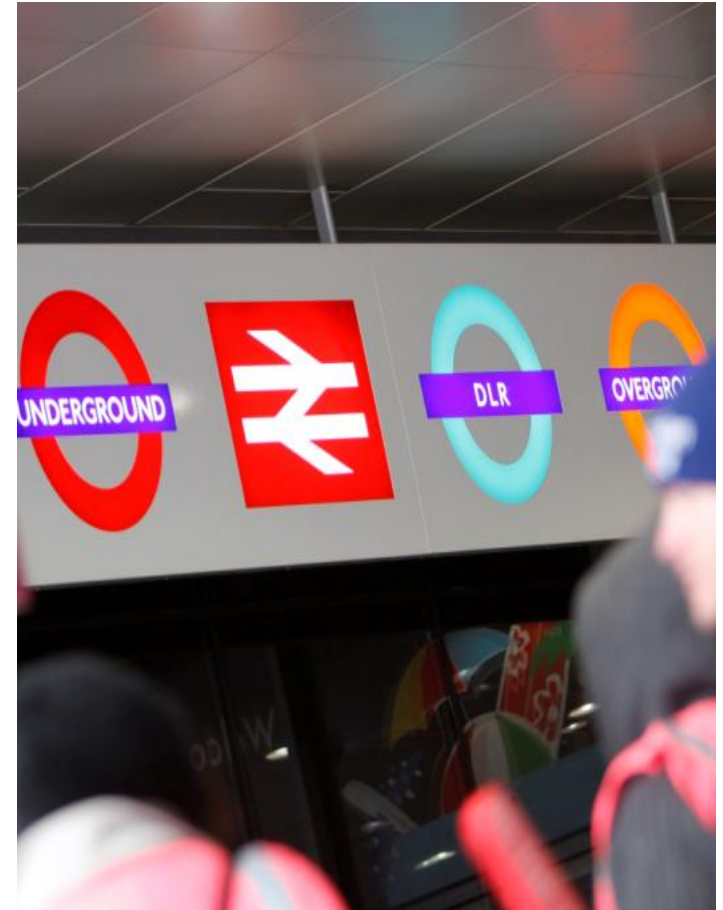
Extra staff and information will ensure a world-class customer experience

- There will be a “**sea of magenta**”, so that staff, volunteers and signs are all easy to identify
- 3,000+ TfL office staff will work as **Travel Ambassadors** on London’s transport network
- **400-450 extra licensed Tube station staff shifts** per day for the Olympics 25% more than normal
- **Staff on DLR stations** (usually un-staffed)
- 700 Network Rail **Travel Champions** at rail terminals
- 8,000 **London Ambassadors** will welcome the world
- All agencies are working together to ensure **consistent and reliable** travel information
- Travel ambassadors and some operational staff will be equipped with **iPads or iPhones** to ensure they can relay real-time travel information to passengers



With all the investment and planning, London's transport system is resilient

- During the August 2011 riots, public transport **carried on** across the city despite the disruption, demonstrating the resilience of the system
- There are **eleven rail services** to the Olympic Park, compared with one at Sydney 2000 and two at Athens 2004
- This **density** of services means if a problem does occur, there are usually alternatives so people can complete their journeys
- **Most reliable Tube performance in a decade.**
Jubilee line reliability at record levels
- Overground is the most punctual rail service in the UK and DLR recently posted record reliability figures – both are **key Games services**



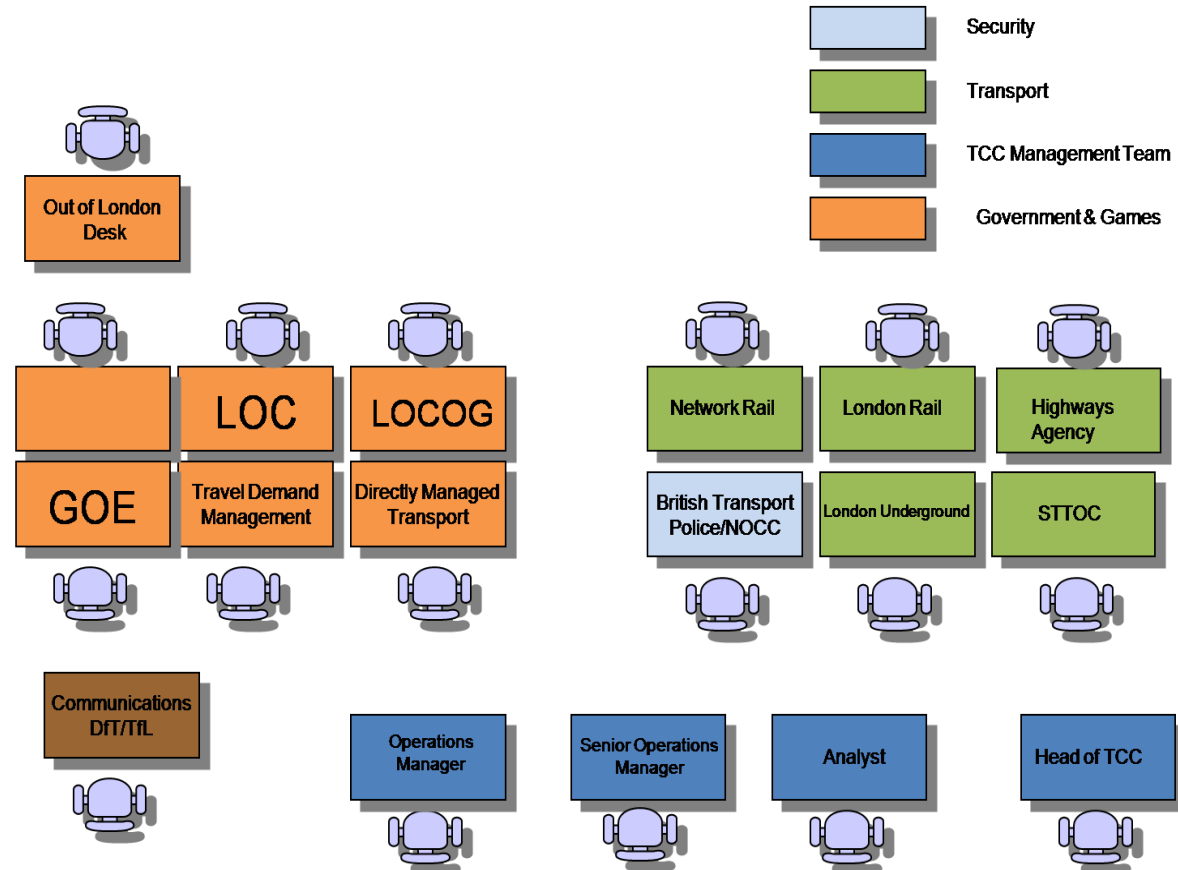
And extra steps are being taken to maximise reliability

- A programme of extra **preventative maintenance** in advance of the Games
- **Rapid response teams and extra spare parts** will be available across the network to resolve problems fast
- The multi-year Tube upgrade programme will be paused during the Games, meaning **no planned closures** and **every train that can run will run**
- **Roadworks banned** on the ORN already, and on key A and B roads in London from 1 July, to make sure the roads run as smoothly as possible



London will benefit from the UK's first ever transport coordination centre

- The TCC is the '**one-stop-shop**' for transport information and coordinated problem solving
- The TCC has representatives from **all transport operators** nationally who are affected by the Games
- It will be in operation **24/7**
- It has undergone intensive testing, and is now **operationally ready**
- Role of the TCC is **communication and coordination**, not operational decision making, which remains with existing control centres



We've been testing and rehearsing to make sure transport works as well as possible

- TfL has helped put on a number of 2012 test events, including the **London-Surrey Cycle Classic** last August
- A series of nationwide '**command post**' exercises – such as the counter terrorism exercise at Aldwych station in February – have tested systems and coordination
- Games time **signage** and "**Last Mile**" arrangements were in place and reviewed at Stratford in early May



The Queen's Diamond Jubilee celebrations showed London's transport system is ready

- The Diamond Jubilee was a huge undertaking in its own right, but also a **test of whether the transport system is ready** for the challenge of the Games
- **Over 1 million people** repeatedly celebrated in central London over 2-5 June
- The Tube coped well, despite up to **50% more central London Tube journeys than normal**
- And on the roads, motorists followed TfL's advice to avoid driving in central London, with **traffic down 40% compared with normal**



Even with this investment and exercising, 2012 will be “a summer like no other”



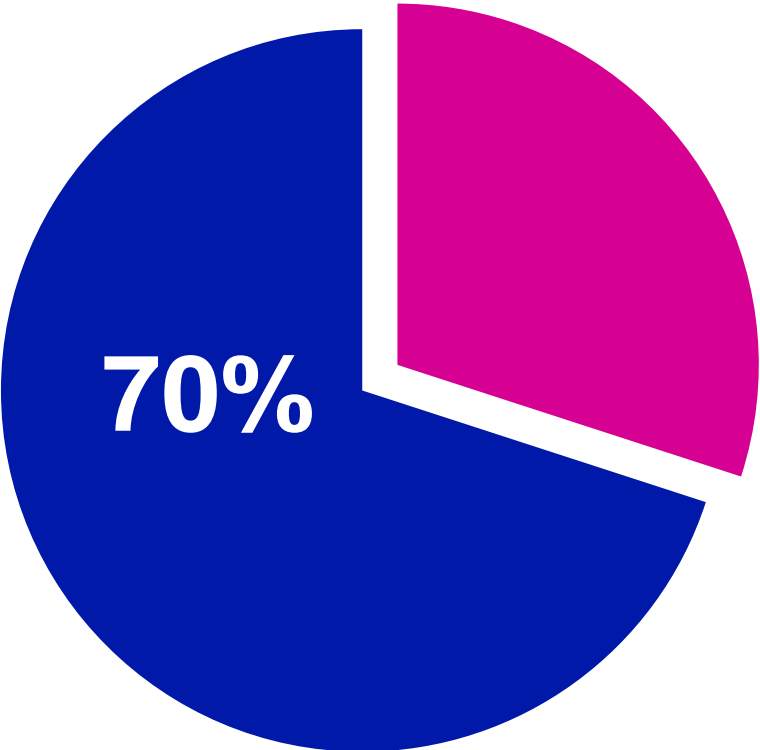
On a normal day,
12 million public
transport trips per
day in London

An additional 3 million
public transport trips on the
busiest days of the Olympics

- Reductions in the volume of normal travel, due to school holidays and travel demand management will be offset by increases associated with sporting and cultural events
- Congestion will arise at **hotspots** at certain days, times and locations – not across the entire network
- That’s why re-timing, re-routing and changing the way people travel is so important

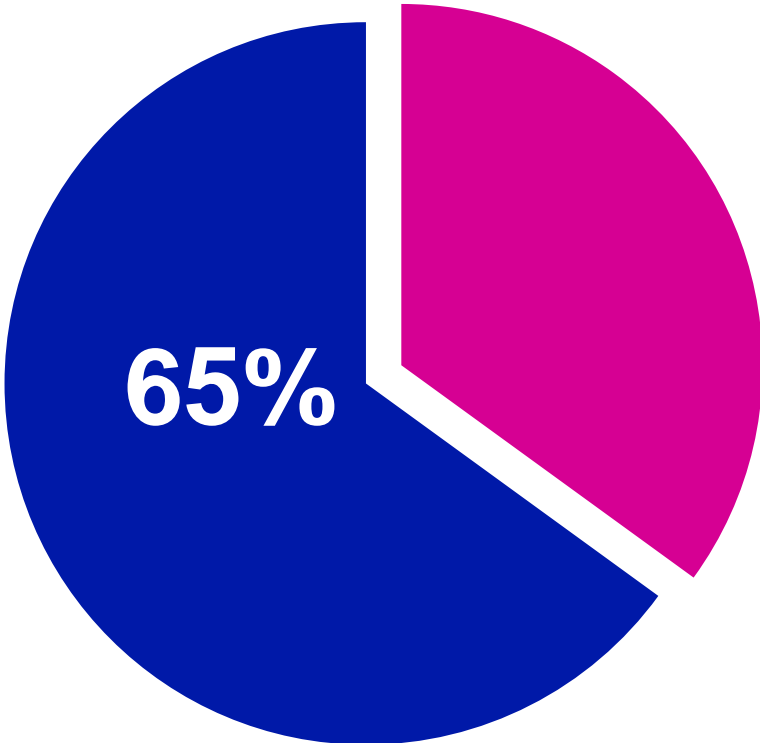
Although the impact will be focussed at certain times and places

Roads



Unaffected

Tube stations



Unaffected

A nationwide publicity campaign is underway to alert people to the situation this summer



Cycling could be the quickest way during the Games

To find out how to get around safely and earn rewards for cycling and walking visit **GetAheadoftheGames.com** and follow us on Twitter **@GAOTG**

Working together:

**MAYOR
OF LONDON**

 **National Rail**
Rail's role companies working together

Department for
Transport

 **HIGHWAYS
AGENCY**
Safe roads, reliable journeys, informed travellers

 **Transport
for London**

People are being advised to re-route, re-time, reduce or revise their travel

*Walking part of your journey
may be quicker during the Games*

Many places will be easier to reach on foot. For example, 47 tube journeys can be walked in under 10 minutes. For more information and to earn rewards for cycling and walking visit GetAheadoftheGames.com and follow us on Twitter @GAOTG

Working together:

**MAYOR
OF LONDON**

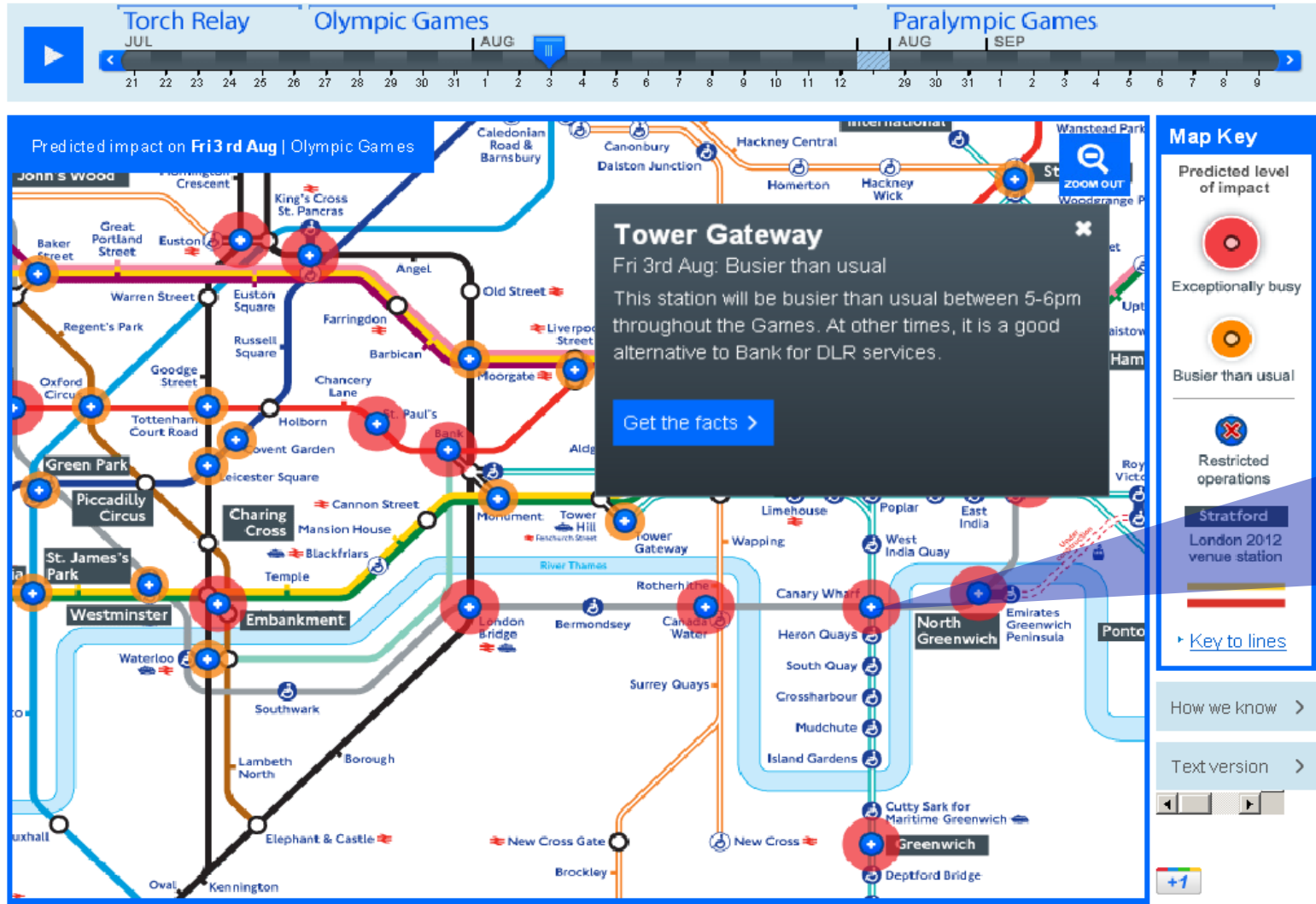
 **National Rail**
Britain's rail companies working together

*Department for
Transport*

 **HIGHWAYS
AGENCY**
Safe roads, reliable journeys, informed travellers

 **Transport
for London**

GetAheadoftheGames.com provides all the information about public transport hotspots across the UK

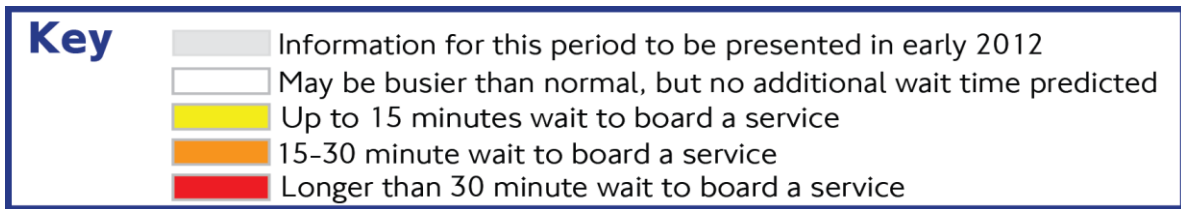
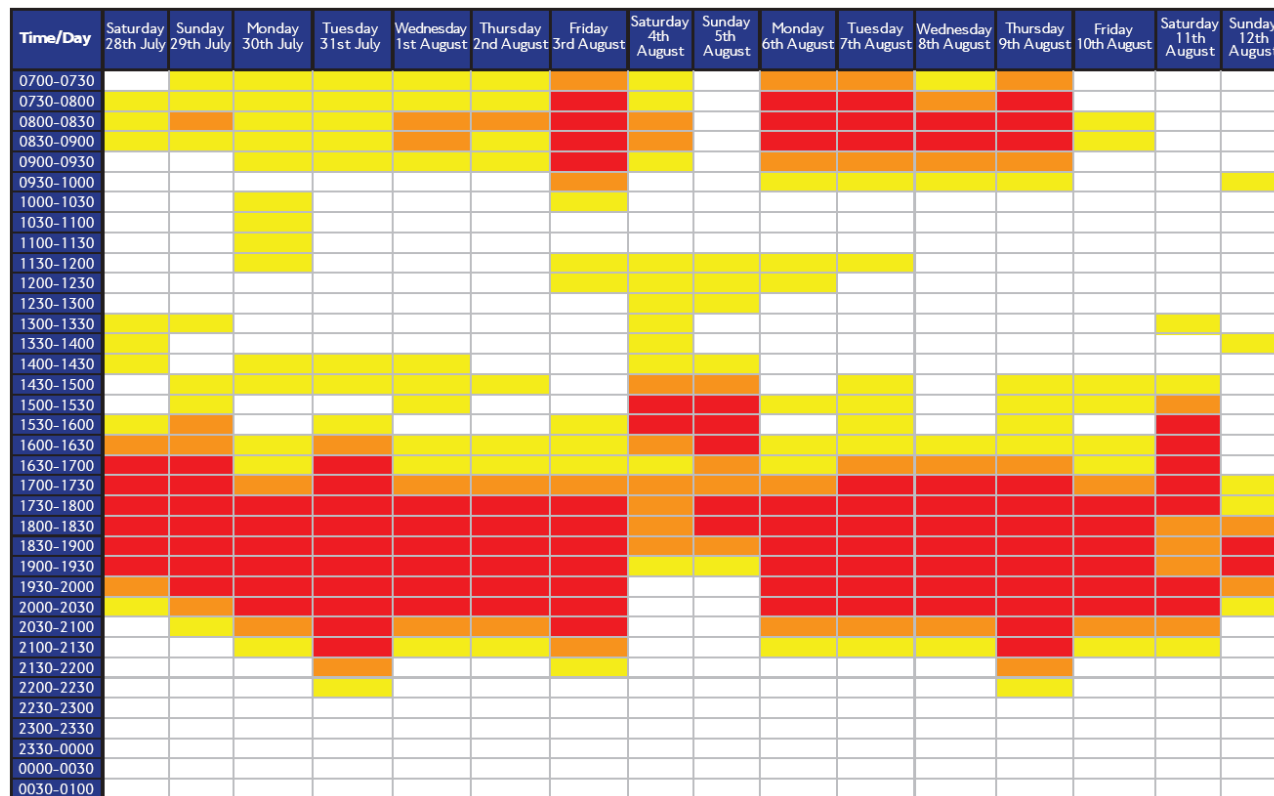


Jubilee and Central lines and DLR will be really busy along chains of stations, so people are being advised to use alternative routes

Hour by hour and station by station hotspot information is available online

This grid shows a worst case scenario of what **London Bridge** could be like during the Olympics

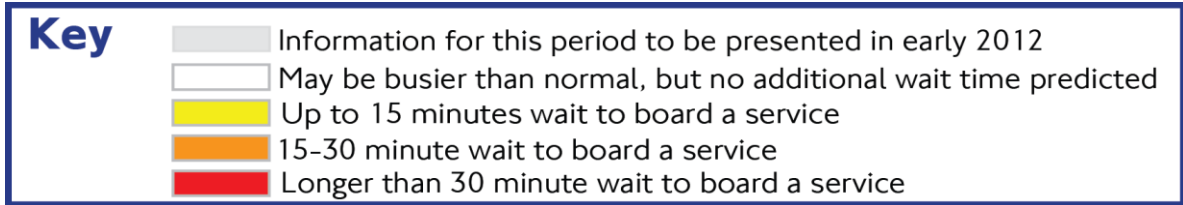
Website hits demonstrate people are already consuming this information



If people reduce, re-route, re-time or re-mode, the situation will be much better

This shows what happens with a 20% reduction in demand

And if people re-route, re-time or re-mode as well, the situation will improve significantly



For users of hotspot stations, alternative routes and options are also presented

Re-route: continue to less busy stations



Re-mode: walk or take a bus



Re-time: go for a drink or meal out – avoid the rush



London Bridge

Advice & options

Re-time your journey

If possible, avoid using London Bridge Underground station at busy times. Try to travel either before 7am or after 9.30am in the morning or before 4pm or after 9.30pm in the evening. During the busiest times, passengers should avoid interchanging at London Bridge Underground station.

Use a different route

Passengers heading into central London on National Rail services which pass through London Bridge are advised, if possible, to stay on the train to Cannon Street, Charing Cross or Blackfriars, rather than trying to access the Underground at London Bridge. If possible, avoid using London Bridge to access the Jubilee line.

During the Games, you might find it quicker to travel using a different route to normal or using an alternative station. However, these alternative stations may also be busy, so check before you travel.

Alternative stations nearby include:

- Monument - Circle/District lines (6 min walk)
- Borough - Northern line (9 min walk)
- Cannon Street - National Rail/District/Circle lines (10 min walk)
- Fenchurch Street - National Rail (16 min walk)
- Tower Hill - Circle / District lines (19 min walk)
- Tower Gateway - DLR (21 min walk)
- Moorgate - Circle / Hammersmith & City / Metropolitan lines (21 min walk)
- Liverpool Street - National Rail/Central/Circle/Metropolitan/Hammersmith & City lines (21 min walk)
- Waterloo - National Rail/Jubilee/Northern/Bakerloo lines (26 min walk)

Try walking

Passengers are advised to consider walking from main line services to their final destination. Local destinations within 20 minutes walk of London Bridge station, include London Dungeon, Tower Bridge, the Tower of London and City Hall. These locations may be reached quicker by foot than using the station at peak times. Walking maps are available on the [TfL website](#).

Use a different type of transport

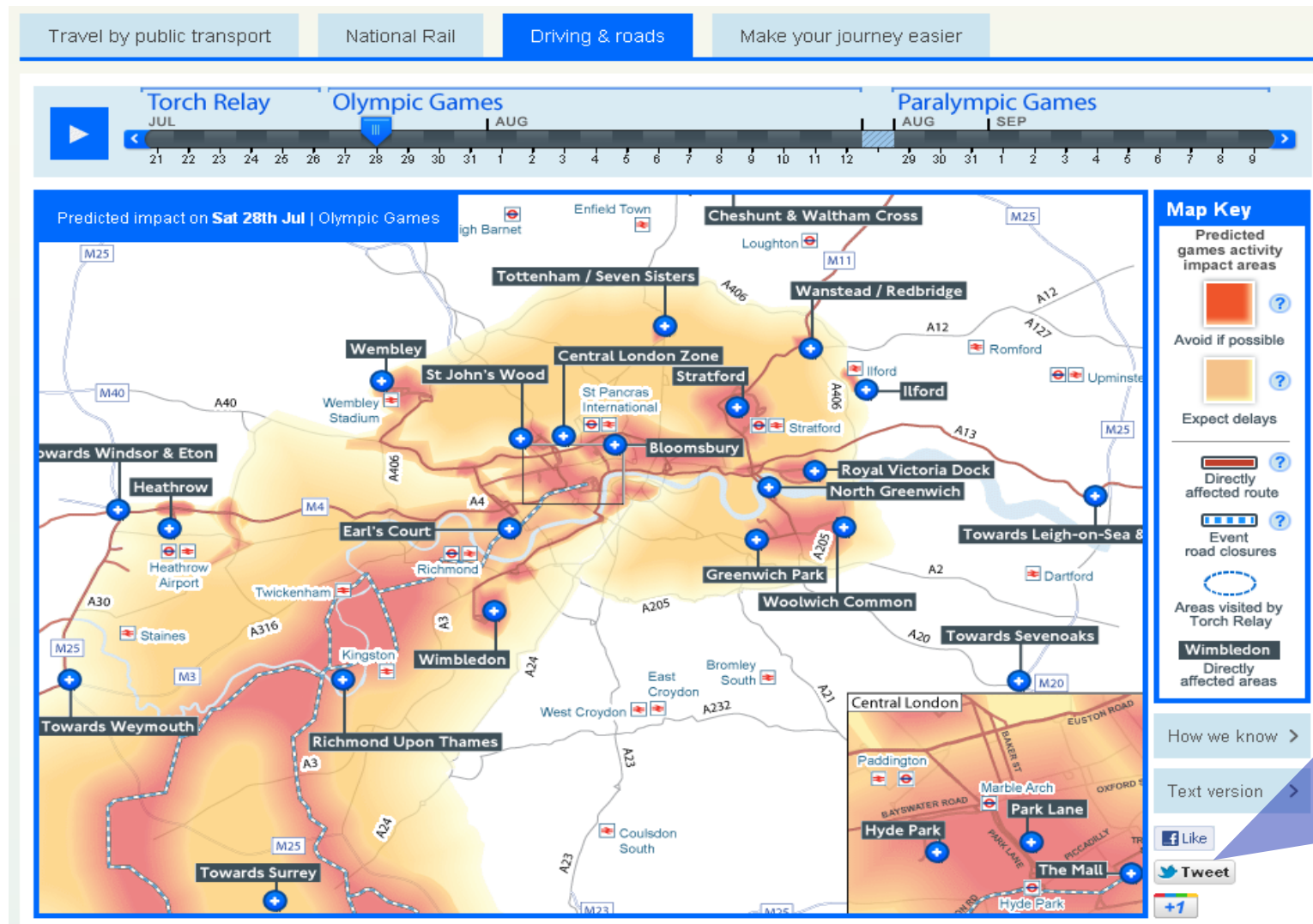
Cycling

You might find it quicker to cycle particularly if you usually travel through a station that is expected to be busy during the Games. Information on cycling around London is available on the [TfL website](#).

Buses

Catching the bus maybe an alternative to using busy stations during the Games. You will be able to plan your journeys at Games-time from May 2012.

GetAheadoftheGames.com also shows which parts of the road network should be avoided



People can keep up to date by checking the website, receiving email alerts, or following @GAOTG on Twitter

And it has an interactive tool to help people understand changes on the road network

The screenshot shows a web-based interactive tool for the Olympic and Paralympic Games. At the top, there is a timeline for the Olympic Games (July 25 to August 11) and the Paralympic Games (August 17 to September 11). Below this is a search bar for "Predicted impact on the 25th July 2012 | Olympic Games" with a "Go" button. A left-hand menu titled "What will affect you?" lists various categories of road changes, each with a checkmark or an 'X' to indicate its status. The main area is a map of Whitehall, London, with various road changes highlighted in different colors. A pop-up window provides details for a specific change: "Turning restrictions" on Whitehall to Horse Guards Avenue, with a "No left turn" restriction, operating 24 hours per day from July 25 to August 14, 2012. At the bottom, there are four map thumbnails for different areas: "A3211 Lambeth Palace Road to Tower Hill", "A3212 Parliament Square to Vauxhall Cross", "Green Park to Trafalgar Square", and "Hyde Park Corner to Vauxhall Cross". A "Text Version" link is also present.

Olympic Games | AUG | Paralympic Games | AUG | SEP

Predicted impact on the 25th July 2012 | Olympic Games

Search postcode or location

Go

What will affect you?

- Olympic Route Network ✓
- Games Lanes ✓
- Road events ✓
- Turning restrictions ✓
- Temporarily permitted turns ✓
- Road closures ✓
- Direction of flow ✓
- Kerbside restrictions ✓
- Parking / loading changes ✓
- 4 other types of changes -
- Pedestrian crossing changes ✗
- Bus / coach stop changes ✗
- Bus lane changes ✗
- Cycle lane changes ✗

Turning restrictions

No left turn from Whitehall to Horse Guards Avenue.

Times of operation 24 hours per day

Dates of operation 25.07/2012 to 14.08/2012

Turning restrictions +

- Hide detail

Download a map

There are 6 maps to download with more detail about the Olympic Route Network in your current location

A3211 Lambeth Palace Road to Tower Hill

A3212 Parliament Square to Vauxhall Cross

Green Park to Trafalgar Square

Hyde Park Corner to Vauxhall Cross

Text Version >

People and businesses can check for events, closures, restrictions and other changes to the road network in their local area

TfL has also been working with businesses to ensure they are fully prepared



- The Games are a massive business opportunity,
- But businesses must prepare to avoid being harmed by travel disruption.
- TfL has offered free travel advice to firms across the capital over the past year:
 - **Free consultancy** for large firms – 550 now signed up, covering 650,000 employees
 - **Free advice** for multi-site companies, e.g. retail chains – 100 businesses signed up
 - **Free workshops** for companies of any size – 2,000 companies so far attended workshops
- More than 13,000 businesses have attended **seminars** where TfL has explained Games transport impacts
- TfL is writing to the **CEOs of large businesses** to encourage them to do a last review of Games plans

Freight operators have received special attention to keep London stocked and serviced

- Deliveries will be affected by:
 - **No stopping on the ORN** 6am to midnight
 - **Parking restrictions** around venues
 - **Longer journey times** in busy areas
- Businesses are encouraged to stock up before the Games where possible and we've **written to freight O-licence holders** about the impact of the Games
- A **freight forum**, led by business, has helped to address key issues
- A **freight journey planner** will help operators select compliant routes and avoid the busiest spots
- TfL has also worked with **sensitive and critical groups** such as funeral directors and the NHS to make sure they can continue to work. For example, the NHS blood transplant function is preparing to stockpile and undertake night-time deliveries



TfL has launched a freight journey planner so deliveries are as efficient as possible

- **Free to use** freight journey planner calculates the most appropriate freight routes, taking into account:
 - **Vehicle size**
 - **Time and date**
 - **Physical restrictions** – height, width, weight, length
 - **Games road restrictions**
- It also shows the nearest legal on-street **loading areas** to any specified delivery point in London
- **Sat Nav** version also under development

The screenshot displays the TfL Freight Journey Planner interface. At the top, the TfL logo and 'Transport for London' are visible, along with a user login status 'Logged in as Test 2'. The main header reads 'Freight Journey Planner Making business transport easy'. Below this is a navigation bar with 'Plan Your Journey', 'Information', and 'My Planner' tabs. The 'Plan Your Journey' tab is active, showing a map of London with a blue route highlighted. To the left of the map, a summary box shows: 'Total distance: 10.1 miles', 'Total duration: 0 hrs 33 mins', and 'Total driving time: 0 hrs 33 mins'. Below this is a 'Route Details' section with a table of route segments:

Segment	Distance
Leg 1: TW27SX to undefined	
A TW27SX	
1. BOUNDARY CLOSE	68.1 meters
2. KINGSTON ROAD / A2043	1.2 miles
3. THE FOUNTAIN ROUNDABOUT	20.8 meters
4. MALDEN ROAD / A2043	440.6 meters
5. MALDEN JUNCTION	5.6 meters
6. Unnamed Road	428.8 meters
7. MALDEN WAY / A3	833.4 meters
8. TOLWORTH RISE NORTH / A3	0.6 mile

At the bottom of the interface, there are buttons for 'Modify Route' and 'Save Route Details'. The map includes a scale bar (0-10 km), a legend, and options to 'Add Further Instruction', 'Save as PDF File', and 'Found Any Error! Feedback'.

Making out of hours deliveries a possibility without disturbing residents

- TfL has worked closely with the government, Boroughs and all relevant agencies to **make out of hours deliveries a possibility** without disturbing residents
- Operators and businesses should use a **Code of Practice**, developed by TfL, to plan quieter deliveries:
 - Simple suggestions for premises, staff and drivers
 - Code supported by Traffic Commissioners, Boroughs, FTA/RHA and Noise Abatement Society
- In addition, freight operators should:
 - Apply early to Traffic Commissioners for temporary **changes to operator licences** enabling out of hours deliveries
 - Apply to London Councils for **London Lorry Control Scheme permits** or consider applying for a **special routing exemption**



People and businesses are listening

- Businesses in the most affected areas have been very pro-active – of the 300+ businesses TfL has worked with in **Canary Wharf, the City and the West End**, over **80% have a Games time action plan**
- The government has been doing its bit too. **Operation StepChange** saw **participating government departments** meet or exceed the aim for a 50% positive change in travel behaviour
- TfL has re-focussed its engagement on **small and medium-sized businesses** to make sure all groups are prepared



All the tools and information spectators need to plan their journeys are available

- Tickets holders are already being encouraged to start planning their journey to the Games
- TfL and ODA have modelled journey patterns to identify optimal routes from across London to all Games venues
- These routes feed into the **London 2012 Spectator Journey Planner**, ensuring spectators reach their venues efficiently, and keeping the transport system moving

Plan my journey

Enter your start location into the 'From' box to generate a list of matches and then select from the drop-down menu or enter your postcode.

Please enter the time you would like to get to your venue, taking into account **recommended arrival times**. Remember – the transport network will be extremely busy during the Games so you may want to allow additional time for travel.

[Are you travelling between two venues? Plan your journey here.](#)

From: ⓘ

To: ⓘ


Date: ⓘ Arrive at: ⓘ

Return Journey

Date: ⓘ Leave at: ⓘ

Use the tabs below to choose your preferred travel options (either public transport, river services, park-and-ride, Blue Badge or cycling) and then plan your journey.

Public transport River services Park-and-ride Blue Badge Cycle

 To plan a journey to your selected venue, select 'Plan my journey'. If you have additional mobility requirements, please select these first from the options below.

[Further accessibility options](#)

Plan my journey >

Spectator Journey Planner

Spectators are advised of routes that maximise available capacity, not necessarily the most obvious route.

For example: Passengers arriving at Paddington are advised to reach the Olympic Park using the Hammersmith & City line, rather than the Bakerloo and then Central/Jubilee lines

Hosting a great Games and keeping London moving this summer

- ***Experience:*** What London will be like this summer
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- ***Public messaging:*** what we will be telling Londoners
- ***Legacy:*** embedding the benefits of the Games

With the Olympic flame now lit, London – and TfL – are facing a busy build up to the Games



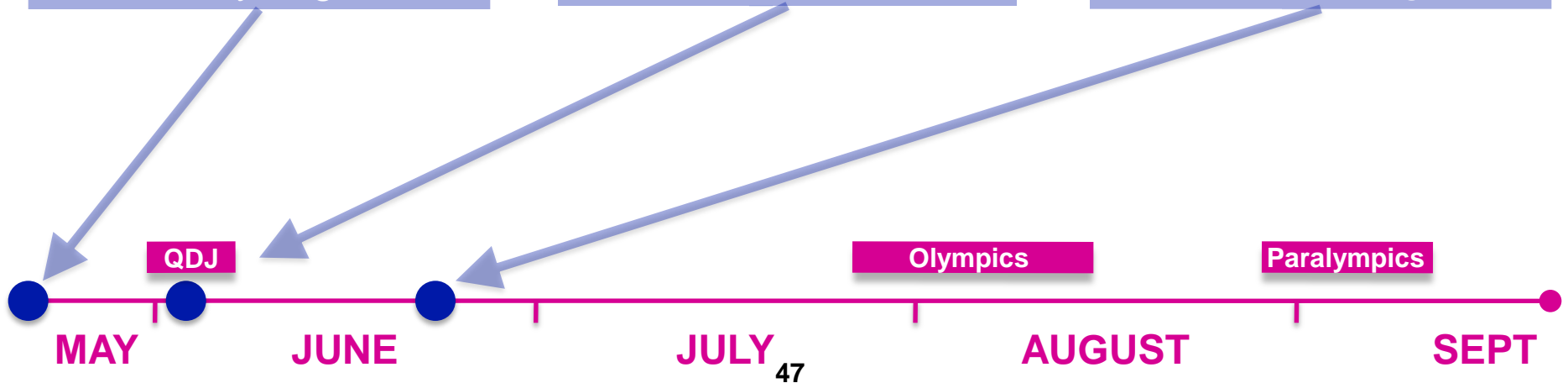
19 May – UK Olympic Torch Relay began



2-5 June – Diamond Jubilee weekend



21 June – London 2012 Festival begins



London is being dressed to look its best

- **Six ‘enhanced look zones’ within central London** – the parks, the City, South Bank, King’s Cross and two in the West End
- **A further nine Last Mile look zones** around each competition venue
- A series of **‘spectaculars’** around the city throughout the Games
- The Mayor has given every London Borough **£50,000** to dress their local area with flags, bunting and banners
- TfL is working with the GLA and London Boroughs to ensure the disruption of setting up is minimised



MYTH: “The ORN will be full of VIPs travelling in limousines in special Zil Lanes”

- In fact, **any vehicle** can use the vast majority of the ORN
- In London, it covers **just 1% of the road network** – and only one third of that is ‘Games Lanes’ for official Games use only
- **Games Lanes** are only where more than one lane is available, are in the offside lane and some replace bus lanes
- Most users will be **athletes, officials, media and workers**, and most journeys will be made by **bus or coach**, so it’s effectively a mass transit system
- The ORN is expected to be very busy. At times, parts of it will carry **1,300 vehicles per hour**, with Games vehicles representing over half of all traffic
- To manage demand, empty low priority vehicles will be **taken off** the ORN
- If at certain times demand from official Games traffic is low and capacity is spare, Games Lanes will **be re-opened** to general traffic using variable message signs

Changes to traffic signals from 1 July – minimal impact on motorists

- The ORN will require **TfL to adjust over 1,300 sets of traffic signals** and introduce a number of physical measures
- In early July, London will see **lower summer traffic levels** and a **ban on planned street works** on the ORN (already in place) and all A and B roads in London
- As a result, TfL can begin setting up the ORN with **minimal impact on motorists**
- From 1 July, **minor adjustments to traffic signals** in the area surrounding the ORN will be made
- **Lines, Olympic Rings and signs** (covered until needed) will also start to be introduced on the ORN, but variable message signs will let motorists know that all lanes are still open



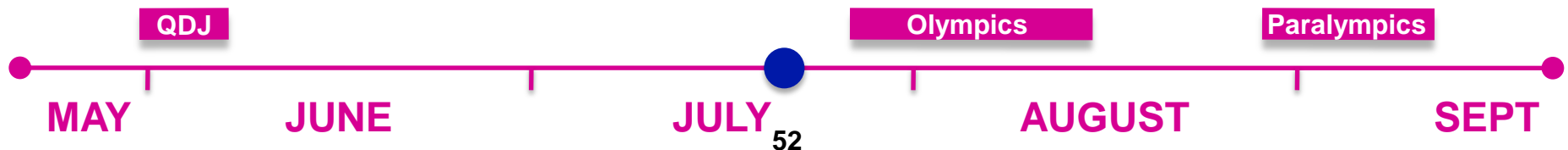
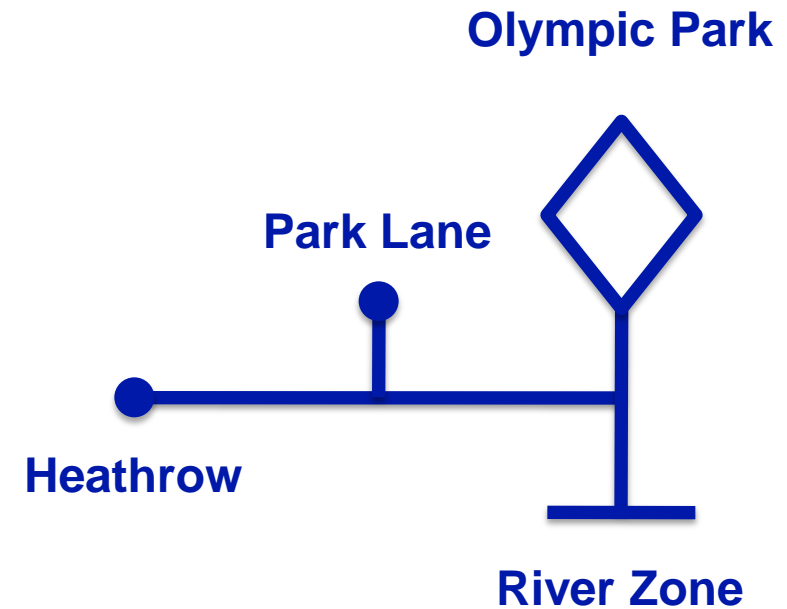
As the Games Family arrives over second and third weeks of July, further changes needed

- From 7 July, **traffic flow in Kingsway Tunnel will be reversed** to assist movements at the media hub in Bloomsbury
- The **Games Lane on the M4** will be introduced from 16 July
- The Games Family – **tens of thousands of athletes, officials and media** – will begin to arrive in significant numbers in the third week of July, adding to congestion
- **Central London** will be very busy, so further traffic signal changes will need to be made
- TfL's advice to motorists is clear – **from mid-July, avoid roads in central London**, around venues and the ORN



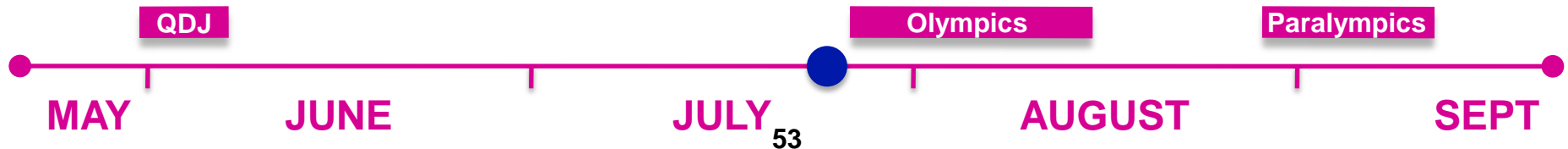
20 July – as the Games Family grows, further measures will be introduced on the core ORN

- As Games Family traffic continues to increase, the impact on Londoners will be minimised through the implementation of **remaining physical measures on the Core ORN from 20-24 July**:
 - **Simplifying junctions**
 - **Removing pedestrian crossings**
 - **Banning some turns**
 - **Removing some parking and loading bays**
- **Over 50%** of the UK's lining resource will be working in London this weekend
- However, with the exception of the M4 Games Lane, there will be no Games Lanes and **no special privileges for Games Family vehicles**



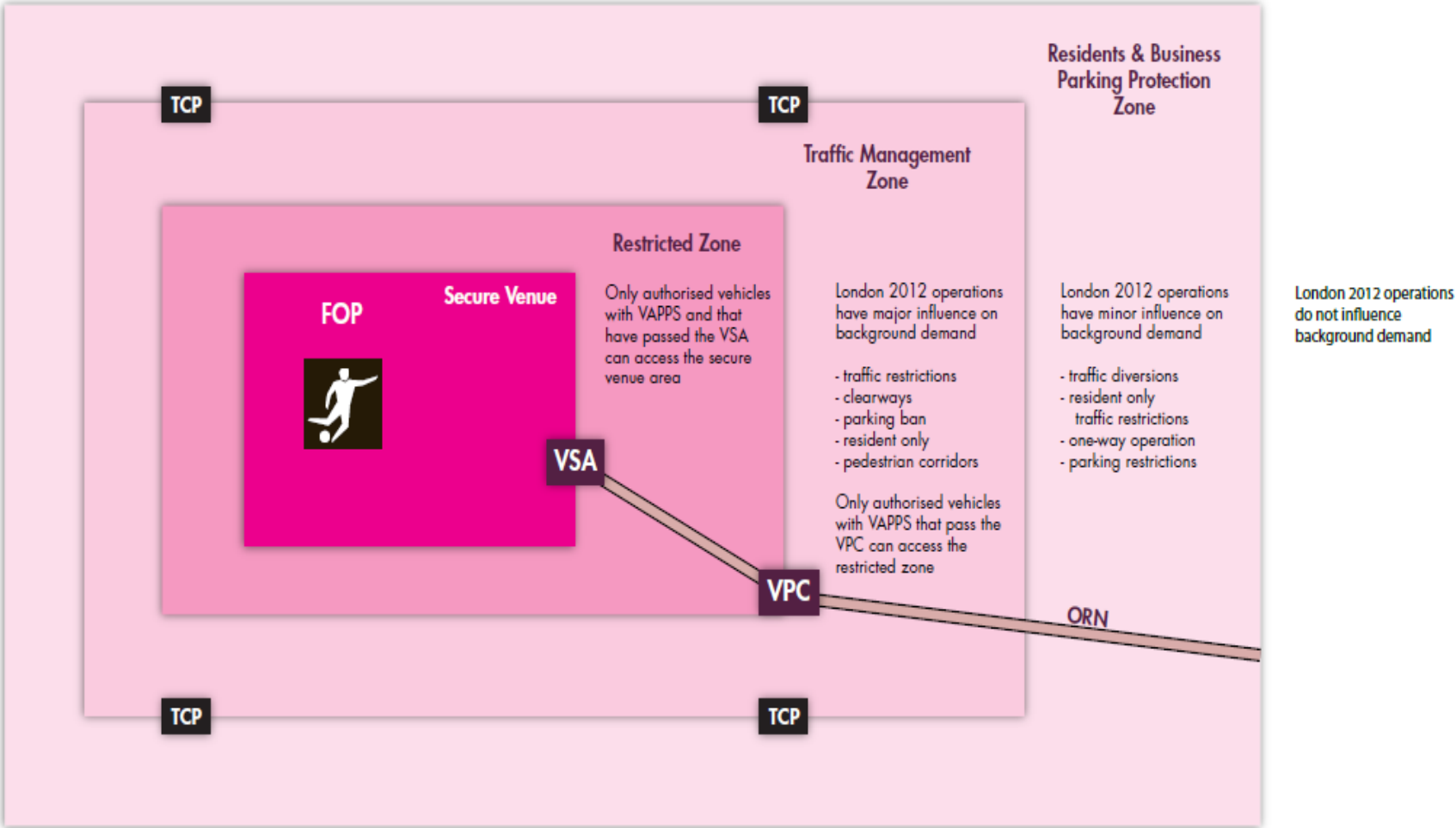
25 July – the full ORN, including Games Lanes, comes into force from 6am to midnight daily

- **Games Lanes** occupy around one third of the whole ORN and are accessible to accredited Games vehicles only
- When Games Lanes are introduced, **schools are on summer holidays**
- **Signage, markings and detailed public communications** will make sure ordinary drivers avoid driving into Games Lanes
- While the **emphasis is on compliance**, automatic number plate recognition cameras and specially deployed Met police officers will be available for enforcement
- **Penalty charge notices** can be issued for breaches and illegally parked vehicles **removed** to keep the network moving



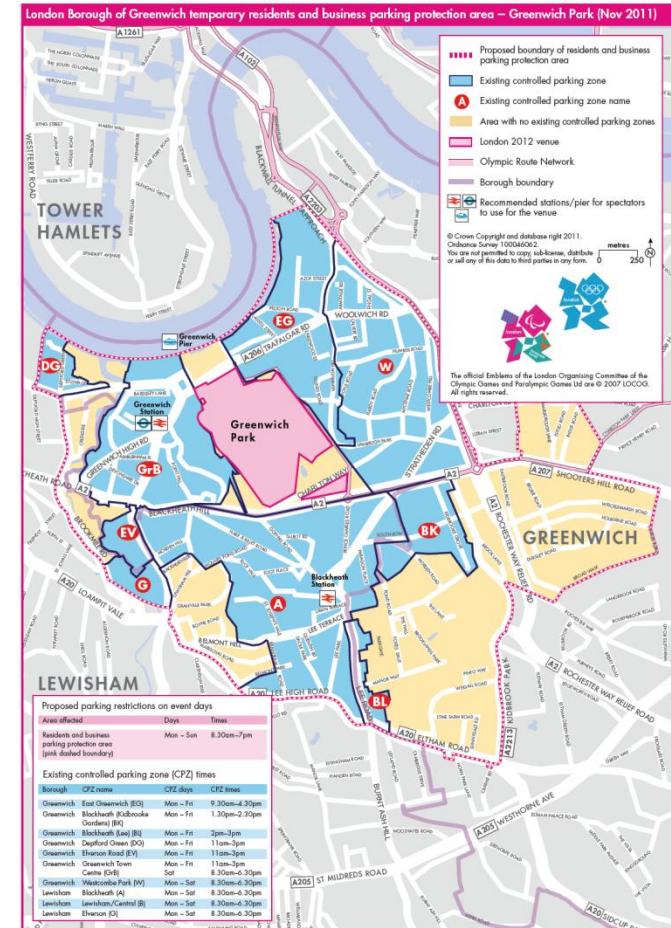
LOCOG also needs to implement parking and traffic controls around venues

Normal Conditions

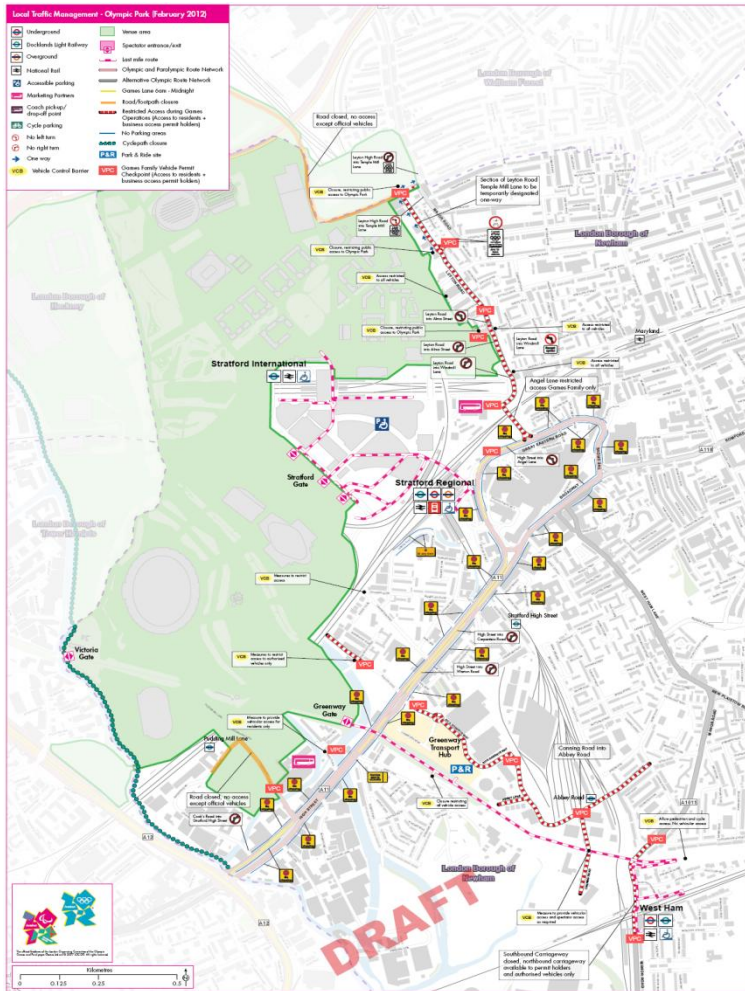


From mid-June, LOCOG will start to enforce temporary restricted parking

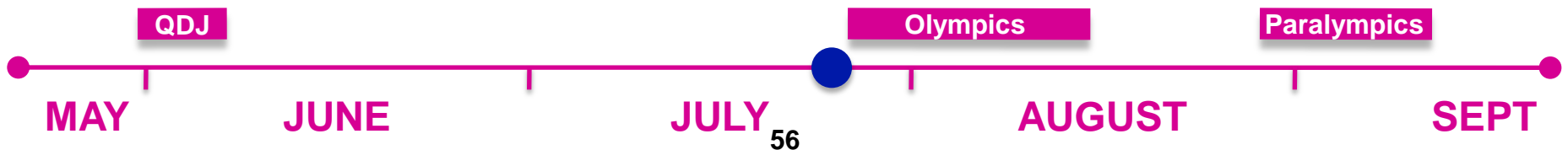
- LOCOG is implementing parking protection zones around each venue in order to:
 - Help achieve the London 2012 target of **100% of spectators travelling to venues by public transport, walking or cycling**
 - **Protect local residents and businesses** by ensuring they can continue to park near their properties
- **From mid-June**, parking enforcement will be rolled out, borough by borough, starting with Hackney



In July, LOCOG will implement its venue local area traffic management plans

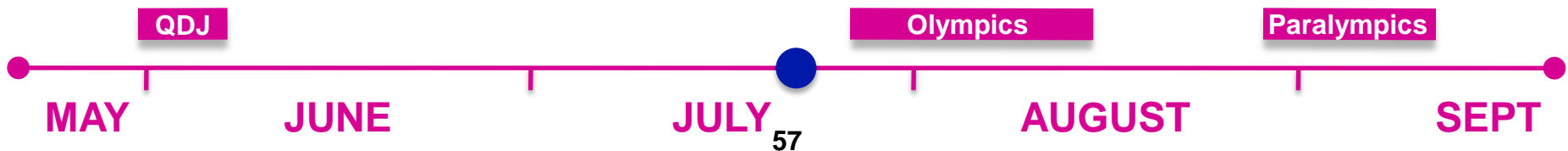
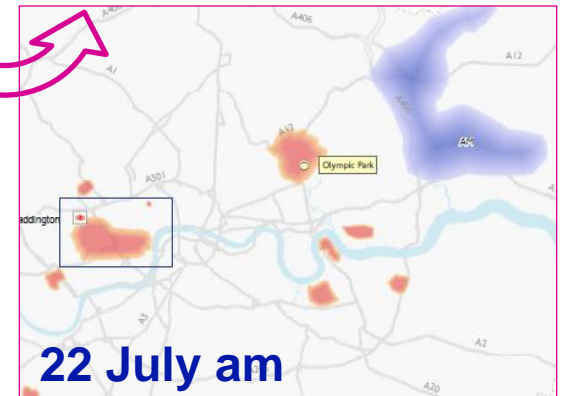
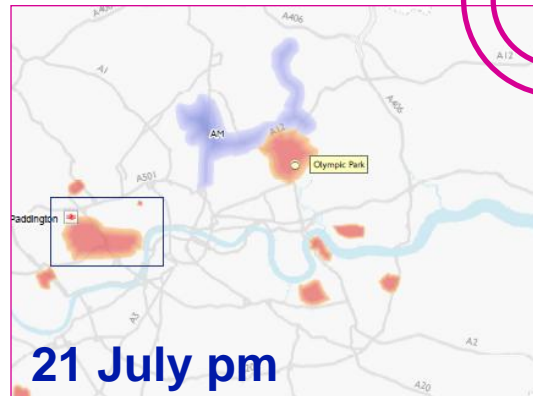
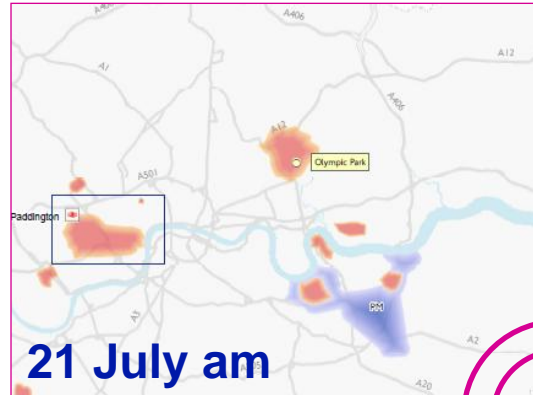


- Local Area Traffic Management plans will:
 - Ensure Games Family can access venues **safely and on time**
 - **Minimise disruption** for local residents and businesses
- Measures include vehicle check points, some road closures, some banned turns, one way operation in certain places, changes to junctions, and CCTV at key locations



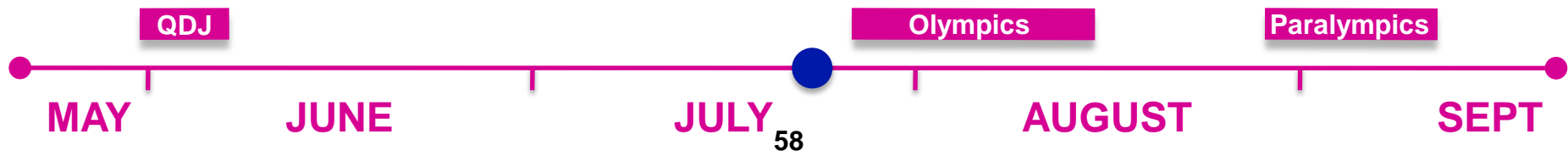
From 21 to 27 July, the Olympic Torch tours the capital

- The Olympic torch tours the capital over **seven days**, ending at the Olympics Opening Ceremony
- LOCOG, TfL, the London Boroughs and police are working together to facilitate the smooth passage of the torch
- Disruption will be minimised by the use of **rolling road closures**, like those used during marches and protests
- However, although closures will be short-lived, impact on nearby routes could last longer

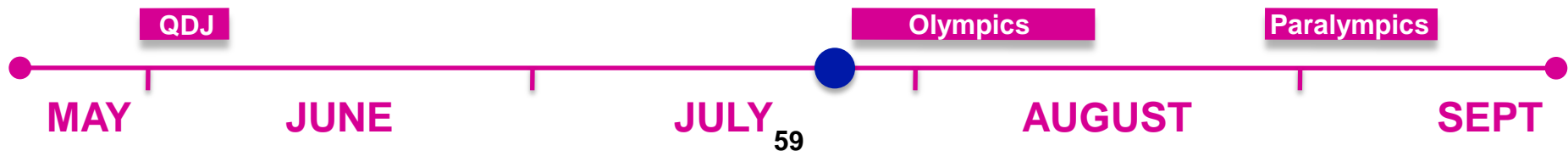
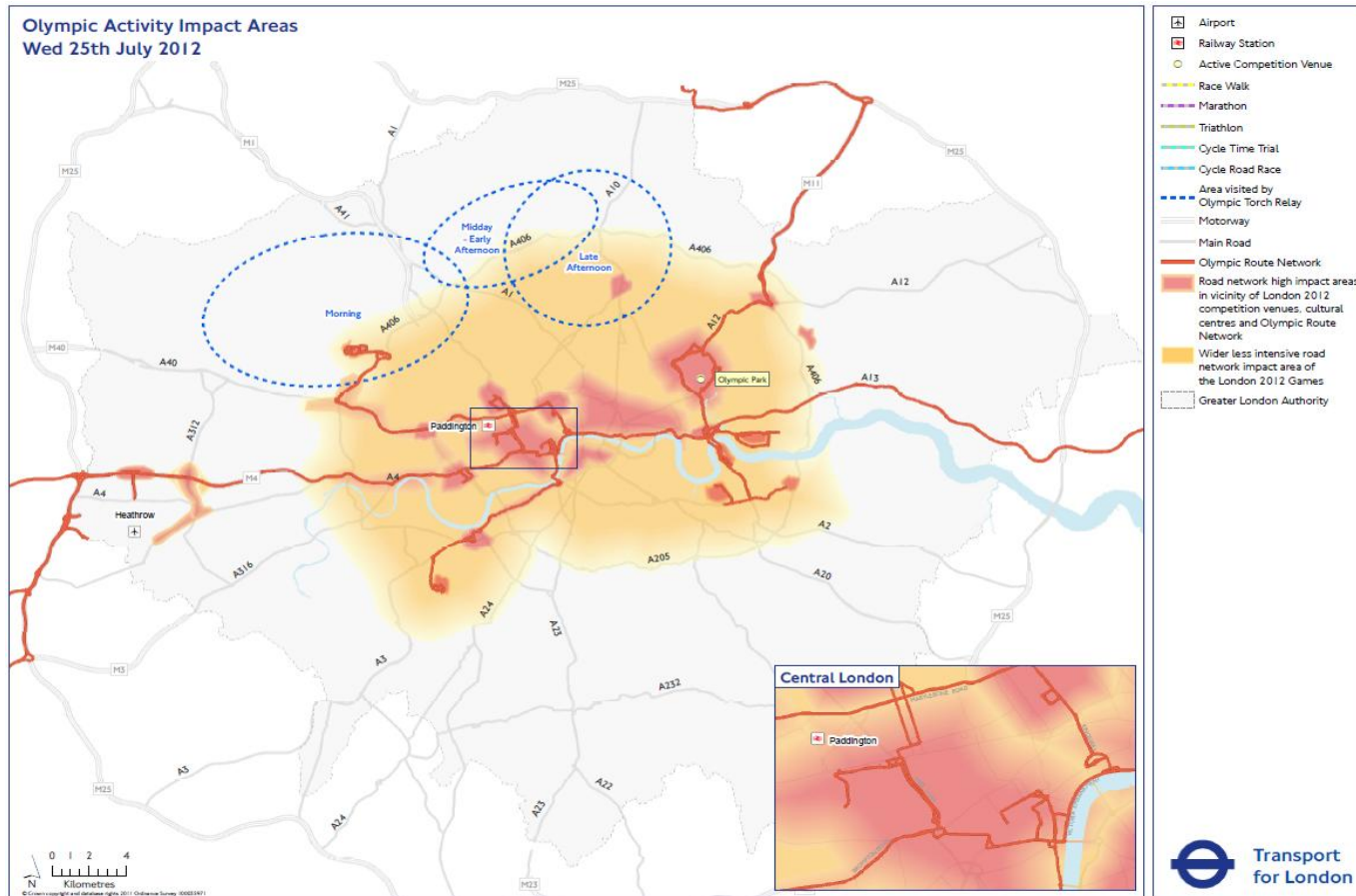


London will be busy with a host of other activities in the week before the Games

- **Final fit out of temporary venues** such as Horse Guards Parade
- **Security cordons** around venues come into force
- On 23 July, the IOC Welcome Gala, including a **reception at Buckingham Palace**
- On 21, 23 and 25 July, **dress rehearsals** of the Olympics Opening Ceremony
- Various VIP receptions and sponsor activities around the city

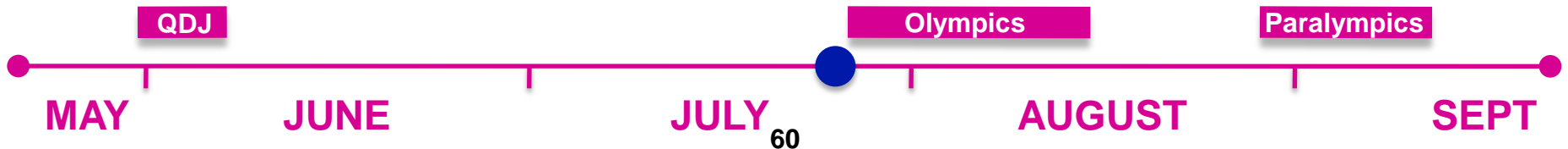
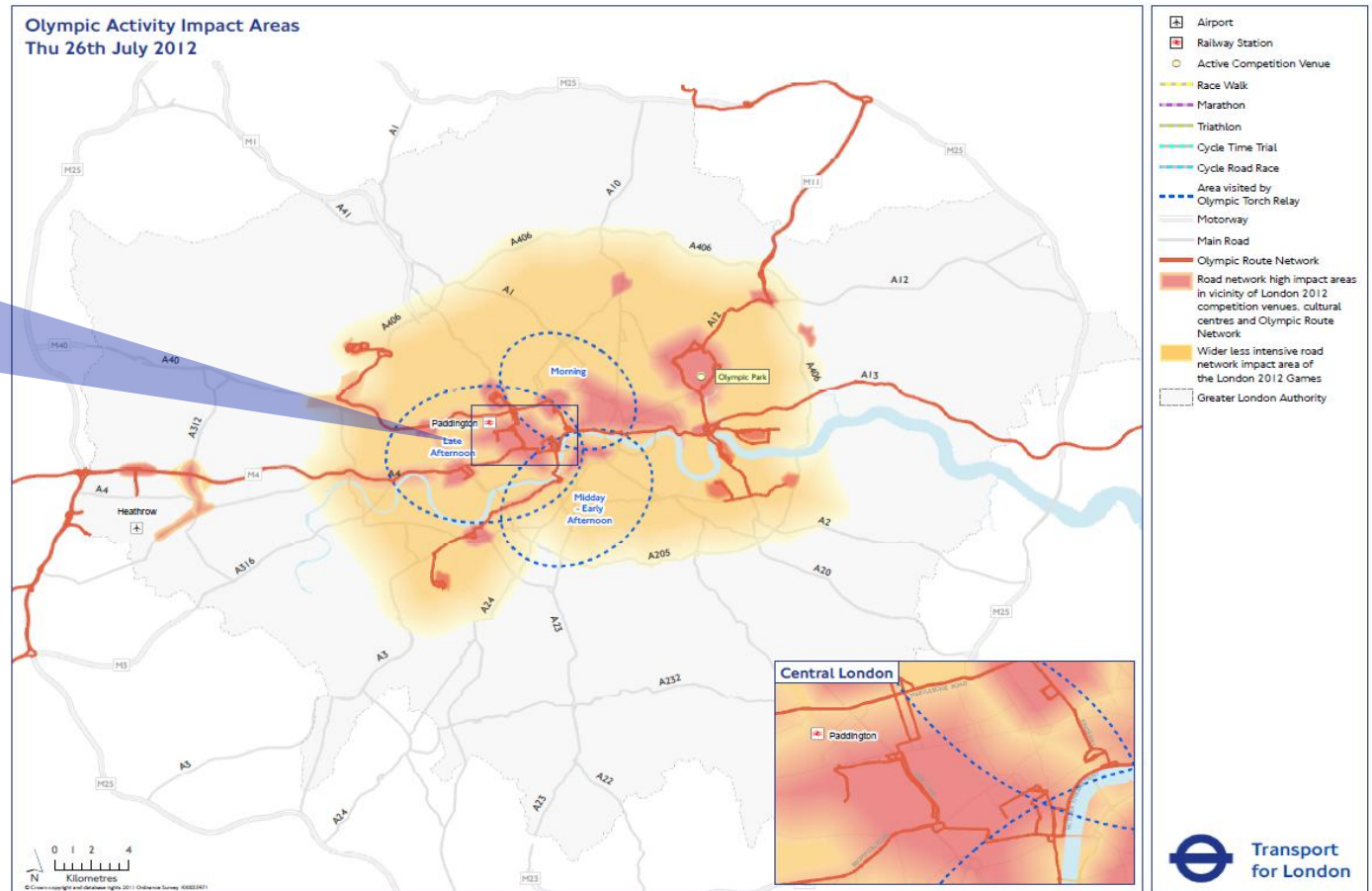


25 July – the first day of the full ORN, including Games Lanes



26 July – the penultimate day of the torch relay takes place in central London

The penultimate day of the Torch Relay culminates in a large concert in Hyde Park



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- ***Legacy:*** embedding the benefits of the Games

The Torch Relay culminates at the Olympics Opening Ceremony on 27 July

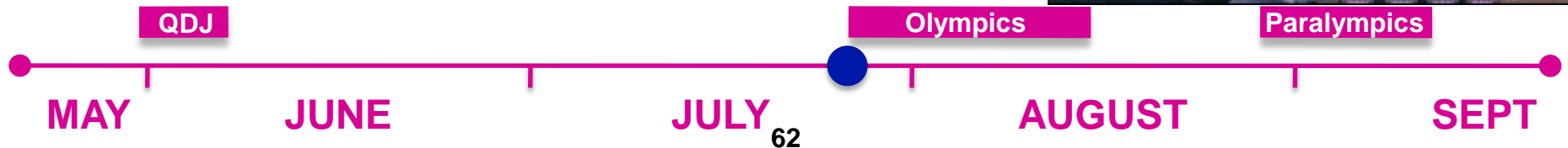
Today brings a number of transport challenges:

- Management of **crowds on the river** to watch the torch
- Movement of **Games Family from Park Lane hotels to the Olympic Park** during the evening peak
- Return of Games Family to Park Lane with **large crowds dispersing from Hyde Park**

Olympic Activity Impact Areas
27th July 2012 (Day 0)



35,000 spectators will use public transport – the Tube will run **two hours later than usual**, till 02:30. Those not going to the Opening Ceremony will be advised to **avoid Stratford** where possible



Central London has a series of road events, numerous sports venues and other festivities

- Unlike some previous Games, London 2012 happens right in the **centre of town**
- With Hyde Park Live Site for the Olympics and Trafalgar Square for the Paralympics, as well as cultural events and many National Olympic Committee 'Houses', central London is also the **heart of non-sport festivities**
- With so much happening, TfL is setting up a **marshalled Central London Zone** to handle crowds and vehicle movements safely and efficiently



The first weekend of competition in London, 28-29 July, sees the cycling road races



- For Londoners without tickets, road events are a **great spectator opportunity**
- TfL is preparing the **'field of play'** for all the road events on behalf of LOCOG, and organising marshals and wayfinding
- Roads will be closed for the duration of events. For the cycling road races, this means roads across central and south west London will be **closed from 3-4 am until early afternoon**
- The men's and women's cycling road races will be very busy and will have a **significant impact on Central and South West London.**
- TfL will be telling Londoners to **plan ahead, avoid driving in these areas, and not to attempt to drive across the race route**



On 30 July, the Cross Country at Greenwich Park brings particular transport challenges



- Most days at Greenwich Park see 23,000 spectators, but **50,000** will attend the Cross Country event
- **No Tube station**, so DLR and rail will be stretched
- 40,000 spectators expected to arrive by mainline rail, so **London Bridge station** will be under pressure
- TfL is working with Network Rail and train companies to ensure the transport system can cope
- But restrictions at London Bridge will have to be enforced during the Games:
 - Use of **one-way flows** throughout the Games
 - **Exit only** from Southeastern platforms at the busiest times
- With these measures, we are confident **London Bridge can cope**



With the start of athletics events, Friday 3 August is the busiest day for transport



- **All but two London venues** in operation, with competition from 08:30 to midnight
- **600,000** ticketed spectators at events across the capital, resulting in 3 million extra public transport trips
- Plus **regular weekday users** of the transport system
- Travellers should be prepared for queues, but by **adapting their travel plans** and **checking real time information**, they should avoid significant disruption



Weymouth and Eton Dorney

- TfL has helped operators outside London and is responsible for UK-wide TDM

Weymouth – 20 days of competition

- Limited **road and rail capacity** into Weymouth
- **Fine weather and GB success** could generate more traffic than capacity can handle
- TfL has worked with **Dorset County Council and South West Trains** to ensure capacity is utilised effectively
- But TDM messages will have to **be strengthened significantly** if key trigger points are observed

Eton Dorney – 18 days of competition

- Arrangements are in good shape, with **sufficient rail and park & ride capacity**, but TfL continues to monitor them



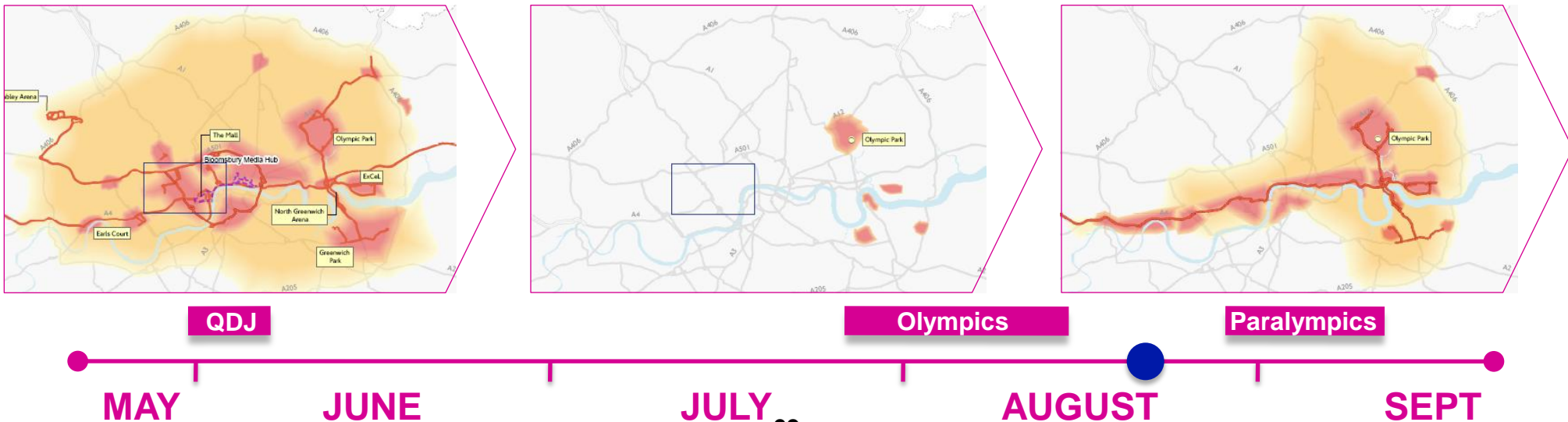
The Games Family depart over two days

- While the Games Family arrive over a duration of weeks, they depart in **concentrated two day periods**:
 - 13-14 August for the Olympics
 - 10-11 September for the Paralympics
- Heathrow will see its **busiest day ever**, and BAA is working to ensure effective passenger and baggage arrangements are in place
- A special **Games terminal** has been built to cope with the extra demand
- TfL is working with LOCOG and other transport operators to maximise the use of transport links like the Heathrow Express and ensure the public transport and road networks continue to flow



Between 13 and 28 August, London will prepare for the Paralympic Games

- Between the Olympics and the Paralympics, the ORN will be decommissioned and the smaller **Paralympic Route Network (PRN)** set up
- **Trafalgar Square** live site will be set up in place of Hyde Park and Victoria Park
- **Signs and decoration** switched for the Paralympics
- Public transport provision will mostly return to normal, but **DLR** will run an enhanced service, and TfL will **communicate with the public** to ensure they're ready for Paralympics
- London will be busy with usual annual events like **Notting Hill Carnival** and the start of the **Premiership** football season



The Paralympic Games, from 29 August to 9 September, bring distinct challenges

- The **second biggest** sports competition in the world
- PRN is a smaller version of ORN and concentrated in **east and central London** where Paralympic events are taking place
- Fewer spectators than Olympic Games, but:
 - **Schools return** during the Paralympics
 - More people expected to travel in **groups**, placing particular pressures on public transport
 - The eyes on the world will be on the **accessibility** of the transport system
 - The Games Family **hotels will be in the City** rather than Park Lane
- In other words, the Games go on, so people must **continue to plan their journeys** carefully



Londoners will get a chance to see their sporting heroes on Monday 10 September

- **900 Team GB and Paralympics GB athletes** process through London
- Route from **Guildhall to Buckingham Palace**, via St Paul's Cathedral, The Strand, Trafalgar Square and The Mall
- Up to **500,000 supporters** expected on the streets



Hosting a great Games and keeping London moving this summer

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Background messages

- We have twin objectives – to deliver a great 2012 Games and keep London and the UK moving. London will be very busy but ‘open for business’
- During the Games, London will become a massive sporting and cultural venue. Up to one million extra visitors are expected in London every day, and they will make an additional three million journeys, over and above the regular 12 million journeys on public transport
- With a network of this size and scale things won’t work perfectly all the time, but our investment in transport and detailed operational planning means we are confident we will get everyone to and from their Games events and keep London moving
- However, at certain times and in certain places, public transport and the roads are going to be very busy indeed – ‘the hotspots’
- We need businesses and the public to help us manage those ‘hotspots’ and we have communicated extensive advice and travel planning tools to help them do so – see getaheadofthegames.com

Roads messages

- During the Games, London will be turned into a massive sporting and cultural venue
- Don't get caught out – although the ORN will not be operational and enforced until 25 July, from mid-July motorists should avoid central London, the ORN and areas around venues. Motorists should also avoid the areas around the road event courses on competition days
- ORN Games Lanes and all road restrictions will be clearly signed – check signage for changes. Breaching restrictions could result in a £130 fine or your vehicle being removed
- Every day of the Games is different, so if you must drive, plan ahead to avoid the busiest times and places, and allow more time for your journey
- To avoid delay and disruption to your journey, go to GetAheadoftheGames.com which has all the tools and information you need to plan ahead and avoid the travel hotspots
- During the Games, follow @GAOTG and @TfLTrafficNews

Public transport messages

- During the Games, London will be turned into a massive sporting and cultural venue
- In many parts of the city, public transport will be much busier than usual. On the busiest days, there will be 3 million extra journeys on public transport
- As a result, the transport network will generally be exceptionally busy and there will be key hotspots that you will need to avoid
- The situation will change daily and throughout the day as the Olympic and Paralympic crowds travel to and from sporting and cultural events
- Don't chance it over the first few days of the Games – plan ahead to avoid delays and disruption to your journey
- Go to GetAheadoftheGames.com which has all the tools and information you need to plan ahead and avoid the travel hotspots
- During the Games, follow @GAOTG and @TfLTravelAlerts

Messages about events in the streets and parks

- There are 15 road events being held across London during the course of the Olympics and Paralympics, in addition to live sites and other cultural events
- These offer an opportunity to see sport and experience the Games for those without event tickets
- However, spectators planning to attend road events are advised that large numbers are expected to attend and viewing capacity in central London will be very limited
- If you are planning to watch a road event, please arrive early, be prepared to wait for several hours and think carefully about bringing small children
- It may be better to view the event on TV at home, with friends, at a pub or club, or at one of the live sites across the UK
- Don't get caught out – on road event days, road closures will be put in place from early morning and you will not be able to cross the race route by road. Do not attempt to drive in or around the area. Instead, please use public transport, cycle or walk
- Go to GetAheadoftheGames.com which has all the tools and information you about road events and how to plan your journey
- During the Games, follow @GAOTG and @TfLTravelAlerts and @TfLTrafficNews

How we've been getting the message out so far

Channel	Audience	Reach
Borough leaflets and roadshows	Public, businesses, boroughs	~1 million
Emails to TfL customers	Public, businesses, freight	~2 million per day
GAOTG radio ads	Public, businesses	~90% of Londoners
GAOTG press ads	Public, businesses	~89% of Londoners see ads 19 times
GAOTG online ads	Public, businesses	~68% of Londoners
GAOTG outdoor ads	Public, businesses	~91% of Londoners see ads 58 times
PR activity	Public, businesses, freight	Research ongoing, but many opportunities to see
Travel advice to business – newsletters, consultations and workshops	Businesses	Thousands of businesses at workshops, hundreds of thousands of businesses engaged, 3 million newsletter recipients

Getting the message out between now and the Games (mostly continues during the Games)

Channel	Audience	Reach
London 2012 Spectator Journey Planner	Spectators	~2-3 million
GAOTG website and social media	Public, businesses	6 million before the Games, 5 million during the Games
GAOTG outdoor ads	Public	TBC – will fill available space
GAOTG Metro ads	Public	34% of Londoners see ads 8 times
GAOTG ads on TfL Journey Planner	Public	~46 million page impressions
Roadside electronic signs	Public, freight, businesses	500 signs reaching ~8 million people
Broadcast travel bulletins	Public, freight, businesses	Up to 15 million
London 2012 customer emails	Ticketed and unticketed spectators	Over 3 million
TfL website and mobile website	Public	>100 million visits
Information for web developers	Public, spectators, businesses, freight	Nearly 500 developers signed up
Station posters and maps	Spectators, public	Hundreds of stations
Printed maps and guides	Spectators, public	Tens of millions printed
PR activity	Public, businesses, freight	Research ongoing, but many opportunities to see

Getting the message out during the Games

Channel	Audience	Reach
Official London 2012 app	Spectators	~2-3 million
Rail station big screens	Spectators, public	350 screens, reaching ~1-2 million
TfL station electronic update boards	Spectators, public	~1-2 million
Train and station announcements	Spectators, public	2-3 million
Travel Ambassadors	Spectators, public	Up to 1 million
Emails to TfL customers	Public, businesses, freight	~2 million per day
Various Twitter channels	Public, spectators	Currently ~100,000, more at Games time
Daily business and stakeholder emails	Businesses, freight, stakeholders	Up to half a million per day
Daily press notices	Public, spectators	Up to 15 million
Metro and Evening Standard daily advice	Public, spectators	~ 5 million

During the Games, TfL will be communicating the latest information hour by hour

- Twice daily press notices (7am & 4pm)
- Daily Metro content (5am)
- Daily customer emails (2pm)
 - Public transport users (around 2 million recipients)
 - Roads users (around 1 million recipients)
- Daily station posters (3.30pm)
- Daily business bulletin (5pm)
- Twice daily stakeholder bulletins (4.30am and 2pm)
- Regular Tweets (@TfL... and @GAOTG)
- Constant online content and Journey Planner updates



Hosting a great Games and keeping London moving this summer

- ***Experience:*** What London will be like this summer
- ***Preparation:*** planning London's Games transport
- ***Warming up:*** getting the transport system ready for the start of the Games
- ***Competition time:*** how it will operate during the Games
- ***Public messaging:*** what we will be telling Londoners
- ***Legacy:*** embedding the benefits of the Games

The Games can bring lasting benefits to transport in the capital

- £6.5 billion transport investment already delivering **early legacy** for Stratford and East London
- Potential for lasting **behaviour change** as a result of Games travel demand management – e.g. remote working, cycling and walking
- Businesses and freight operators are already working more closely together – there is potential for **continued delivery and servicing innovations** after the Games, notably **out of hours deliveries**
- **Closer working between transport operators** fostered by the success of the Games
- TfL aiming for a **sustained higher level of operational performance**



