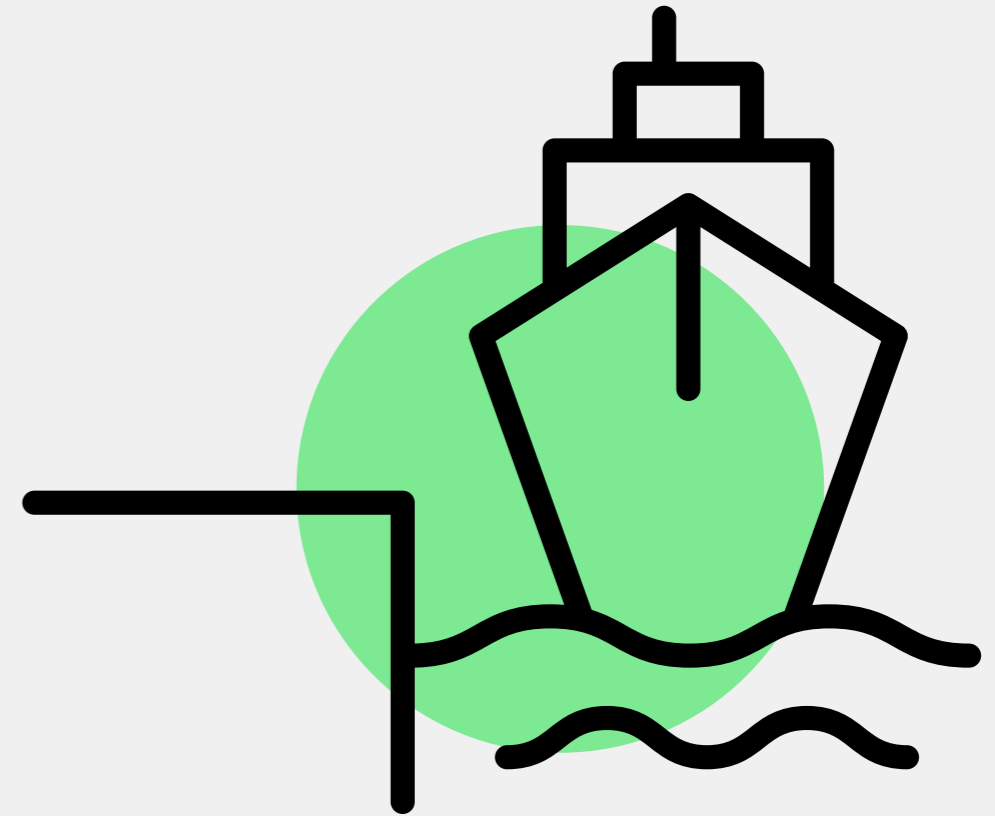


River Pier opportunity

MAYOR OF LONDON

Contents

Our vision	3
Our objectives	4
The opportunity for you	5
Exploring what's possible	6
Festival Pier	8
Greenwich Pier	9
Next steps and how to contact us	10



Our **vision**

Using our piers in new ways to meet future demand and generate revenue

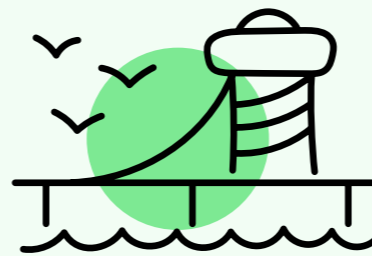
Some of our piers are in need of modernisation and we want to reimagine these spaces with private investment to be state-of-the-art passenger spaces, with interesting new brand partnerships. We are looking to enhance the long-term future of our piers, maximise capacity and investigate ways to generate revenue to reinvest into our transport network, including river services.

We want to work with the market to re-imagine what a river pier can be. Using private investment to explore the opportunity to redevelop two of our iconic piers:

♦ Festival Pier

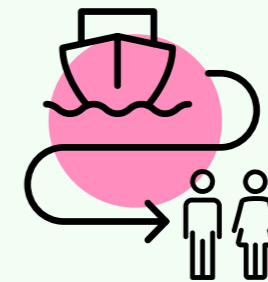
♦ Greenwich Pier

The Mayor's Transport Strategy, London's Passenger Pier Strategy and Thames Vision 2050 all align around improving the customer experience while opening up our piers in innovative ways to increase revenue.



34

piers on the river served by passenger services



8 million

people use the river each year across all services



Our objectives

- ◆ Drive greater footfall through the creation of 'destination' piers
- ◆ Create innovative spaces that compliment the culturally significant sites surrounding them
- ◆ Safeguard and improve the core operation of the piers as passenger stops for river services

**Top three World Heritage sites
close to our piers**

Maritime Greenwich

more than **2.5 million**

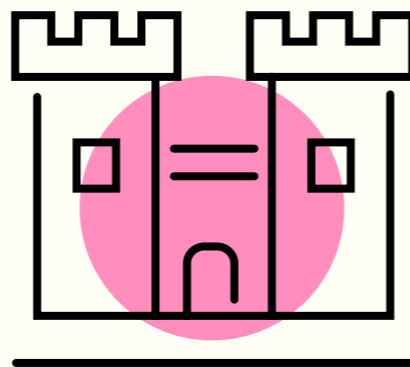
visitors* in 2023



Tower of London

more than **2.8 million**

visitors* in 2023



Westminster Abbey

more than **1.5 million**

visitors* in 2023



* Data from Association of Leading Visitor Attractions

* Data from Association of Leading Visitor Attractions

* Data from Association of Leading Visitor Attractions





River Pier opportunity

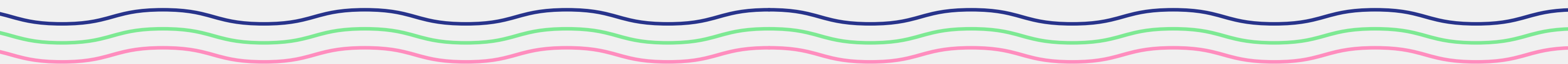
The opportunity for you

From Hampton Court to Barking Riverside and beyond, the River Thames provides a unique opportunity to travel through the heart of London

In the shadow of some of London's most iconic sights, the River Thames offers a spectacular journey through London's history onboard River Bus, River Tour, RIB and private charter services. The river accounts for more than eight million journeys each year for commuters and tourists alike. We own and maintain both Greenwich and Festival Piers, which are used by a range of river operators.

Our River service partners

- ♦ River Bus – Uber Boat by Thames Clippers services
- ♦ River Tours – these are the open top sightseeing services from operators such as City Cruises and Thames River Sightseeing, with on board commentary
- ♦ RIB experiences – these are fast thrill rides of up to 12 people on small RIB boats
- ♦ Private charters – these are privately hired boats for private functions



Exploring what's possible

Your vision, brand and presence (in partnership with us) could be at the heart of iconic and culturally significant locations on the banks of the Thames.

Subject to approvals, the partnership could be retail, experiential or a completely different type of partnership. We have some key requirements, that both piers remain fundamentally passenger piers for river services, but beyond passenger access and safety requirements, this is a chance to rethink a unique space for your brand with long-term possibilities in high footfall areas.



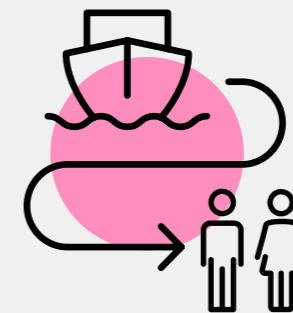
Passenger numbers:



Festival Pier:

102,000

passengers



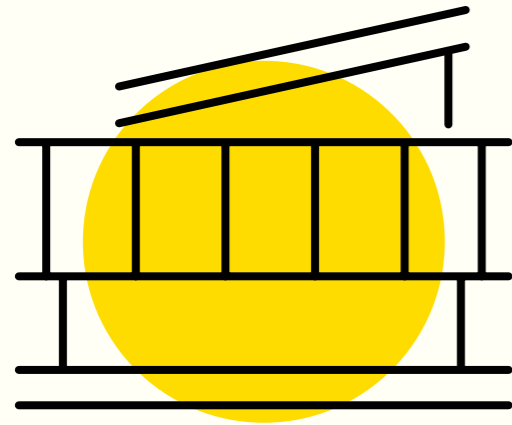
Greenwich Pier:

1.1 million

passengers per year



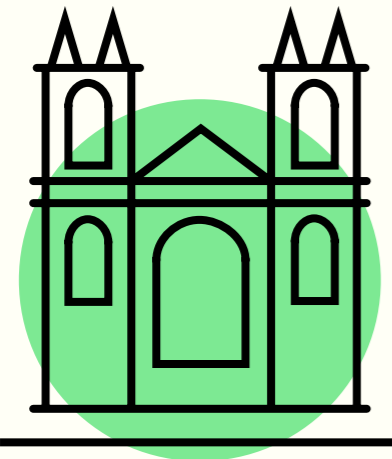
Visitor numbers for attractions near
Festival and Greenwich Piers in 2023:*



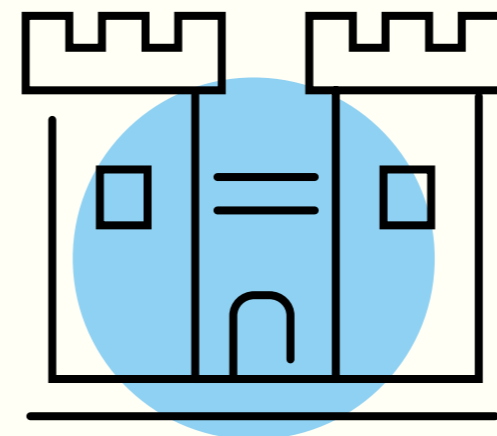
Southbank Centre
3.19 million



Royal museums Greenwich
2.55 million



Westminster Abbey:
1.59 million



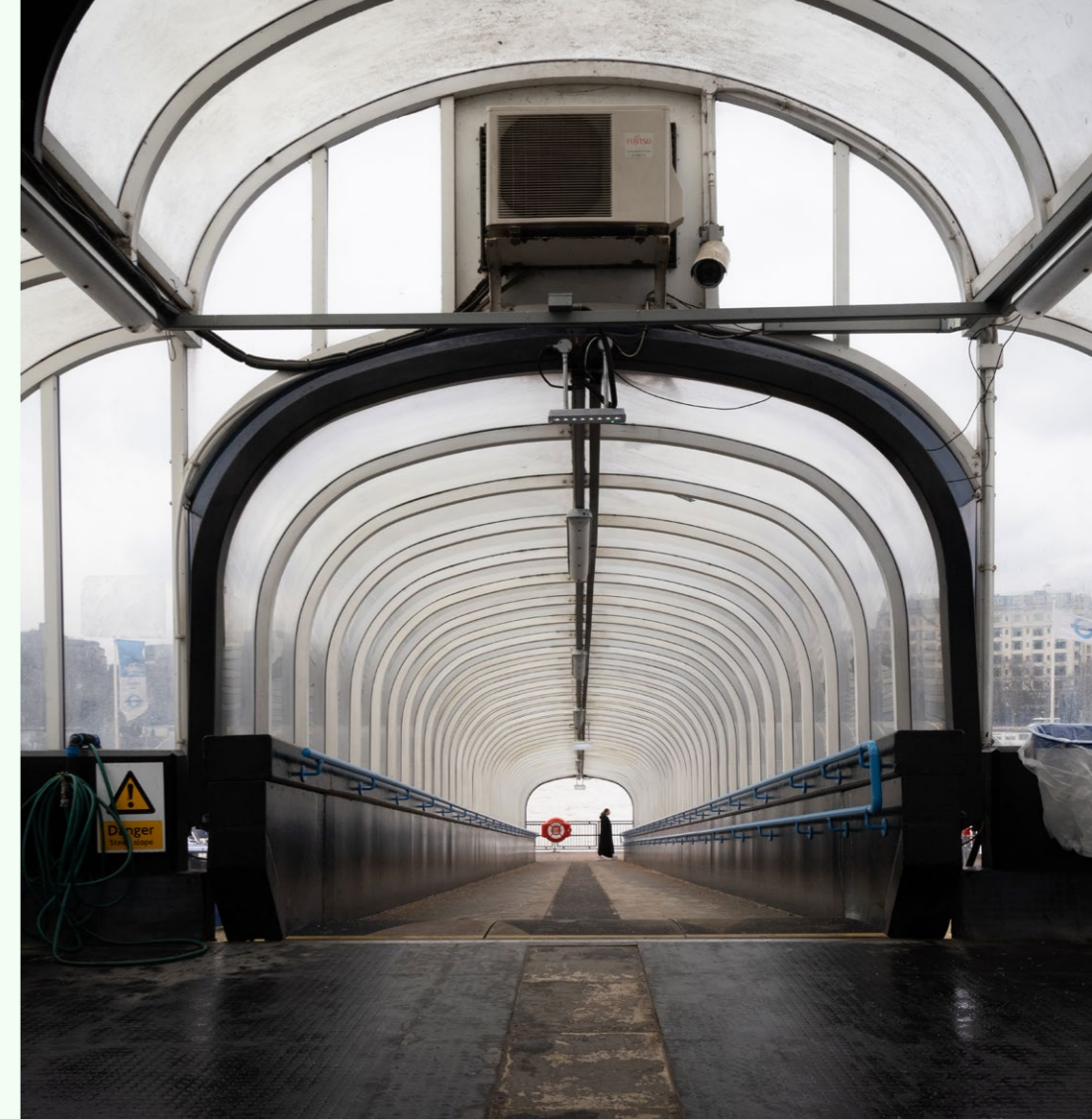
Tower of London:
2.79 million

* Data from Association of Leading Visitor Attractions



Festival Pier

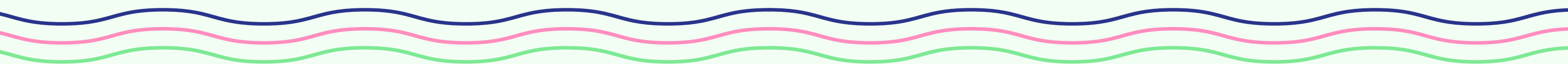
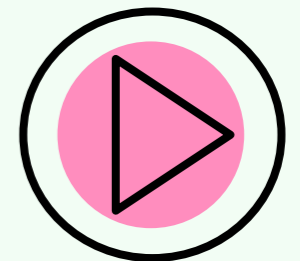
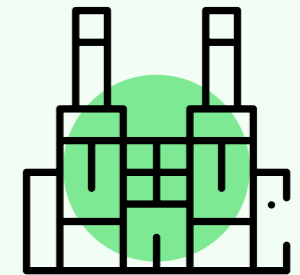
- Festival Pier is located on the south bank of the River Thames in the London Borough of Lambeth, between the Hungerford and Waterloo bridges
- Constructed in 1951 for the Festival of Britain, and originally in a different location, it was subsequently moved to its south bank location
- Next to the popular Royal Festival Hall, Queen Elizabeth Hall, Hayward Gallery and National Film Theatre, as well as being a tourist destination, known for walking routes, street performers, skaters and restaurants



Interesting facts:

Festival Pier was originally the Battersea Garden pier - then moved to the Southbank

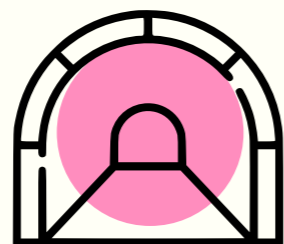
The pier was featured in The Clash video to London Calling when it was called Battersea Garden pier





Greenwich Pier

- Greenwich Pier is in the Royal Borough of Greenwich and close to Greenwich town centre. The pier sits within the boundary of Maritime Greenwich, a UNESCO World Heritage Site containing a number of historic buildings, Greenwich Park and the Cutty Sark
- On the south bank of the River Thames Greenwich, footfall in the area is primarily tourist and leisure



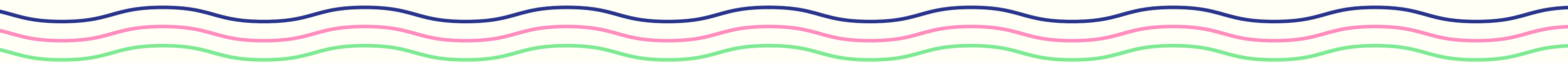
1.1 million

passenger journeys
each year

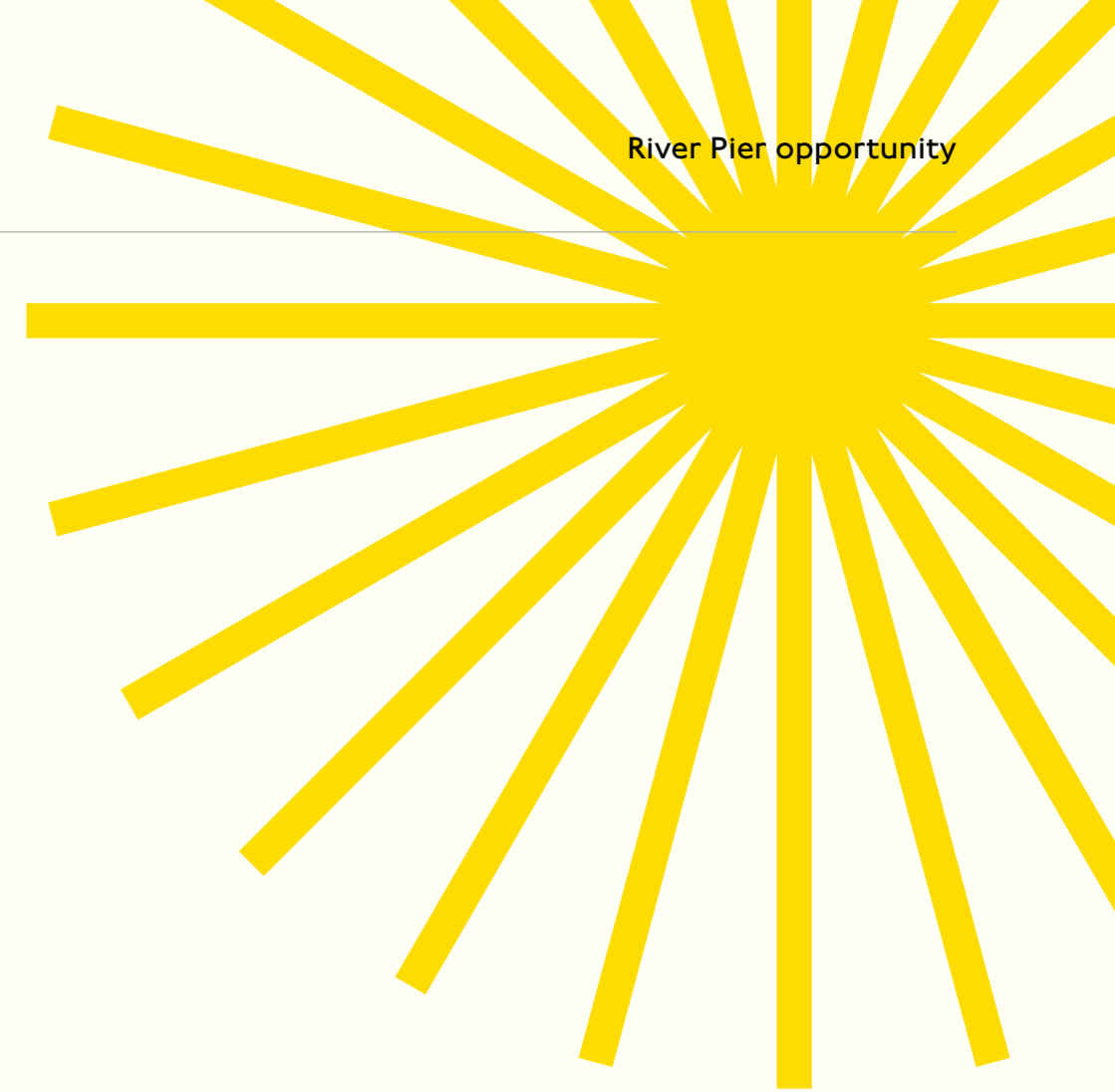


Interesting facts:

Greenwich Pier is the only TfL Pier attached to the river bed using anchors and chains rather than piles because of how close it is to the Greenwich foot tunnel



Next steps and how to contact us



Get in contact with us for the development briefing and scope document for more information.

Email:

catherinedilnot@tfl.gov.uk
