

The Games 2012 Transport

Travel Advice for Business



‘Business as Unusual’

2012 Games

The Games

- Equivalent to staging 46 World Championships at the same time (26 Olympic, 20 Paralympic)
- 33 competition venues
- Training venues and non-competition venues
- 27th July to 12th Aug. Olympics
- 17 days transition
- 29th Aug. to 9th Sept. Paralympics

Eton Dorney

- 30,000 venue capacity
- Events for 15 of the 16 Olympic competition days
- 1 event per day that is in peak
- Athletes housed in 3 satellite villages
- Feeder routes such as M4 will be affected



Transport: Preparing for 2012

1. Olympic & Paralympic Route Network

As part of its Host City Contract, London 2012 is required to provide safe, secure and reliable transport services to members of the Games Family for all events.

This is to ensure the people who 'make the Games happen' can reach their venues within the journey times specified in the Contract, and in time for their events.

Named road network between venues and accommodation. It will:

- Be a series of managed traffic interventions
- Include dedicated Olympic lanes
- Focus on the needs of the Games People

2. Travel Demand Management

- Marketing & Communications
- Travel Information Services
- **Travel Advice to Business**

The Aim

- To influence current travel behaviour enough in order to free up capacity which can accommodate the expected increase in demand during the Olympic and Paralympic Games.
- To identify through travel forecasting areas where there are potential demand/capacity challenges
- To work with business community to help them address the transport challenges games time will present



The Tools

Business Stakeholder Engagement

- 1-2-1's with business intermediaries and business leaders
- Business workshops and conferences
- Third party events, new media, and editorial

Business Toolkit

- Provide practical advice to businesses on how they can:

reduce,
retime,
remode or
reroute their journeys

Site Specific Advice

- 2012 commissioned panel of advisors who will work with businesses to develop Games time transport actions plans
- Will cover limited number of high trip generating organisations within Eton Dorney area

Travel Website Portal

- Continuous updates and guidance regarding travel advice for customers /clients / suppliers / staff



The Road to 2012:

Three phases to the TAB business engagement programme

- **November 2010 – Spring 2011**
 - 1-2-1 engagement with business intermediaries and business leaders
 - Development of business toolkit and travel website portal
 - Recruitment and training of site specific advisors
- **Spring 2011 (publication of 2012 events schedules)**
 - Official launch of business toolkit and travel website portal
 - First stage of business workshops and conferences
 - Roll out of the site specific advisors programme
 - Third party business events, editorial, and new media opportunities
- **Spring 2011 up to Games (launch of tickets sales, test events)**
 - second stage of business workshops and conferences
 - complete site specific advisors programme of engagement
 - update business toolkit and travel website portal
 - continue third party business events, editorial, and new media opportunities