

Lee Valley Regional Park Authority Chairman and Chief Executive

Presentation to

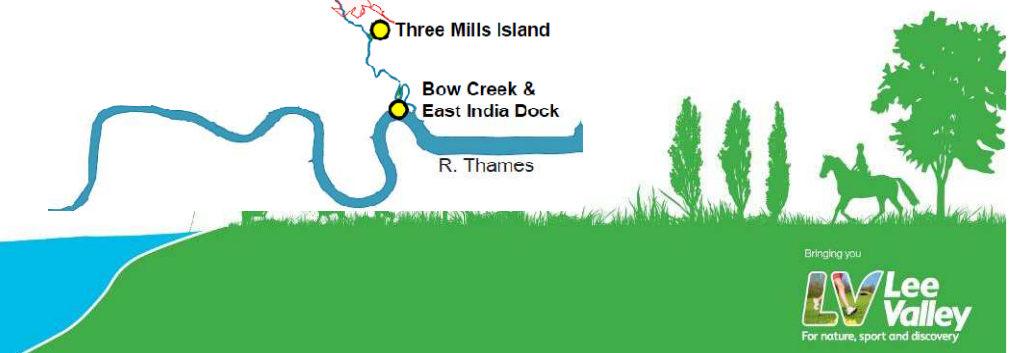
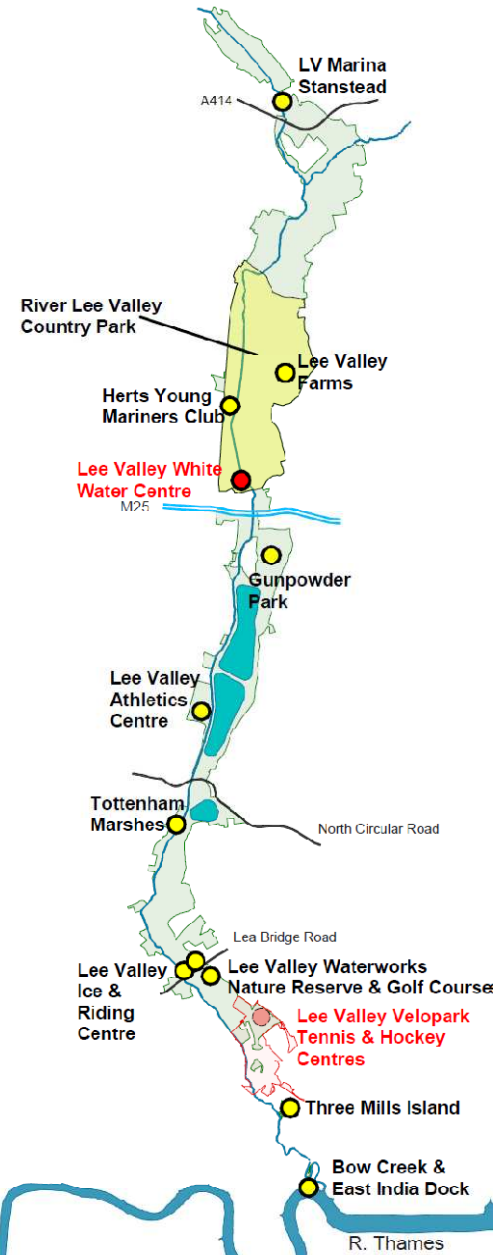
East Herts District Council



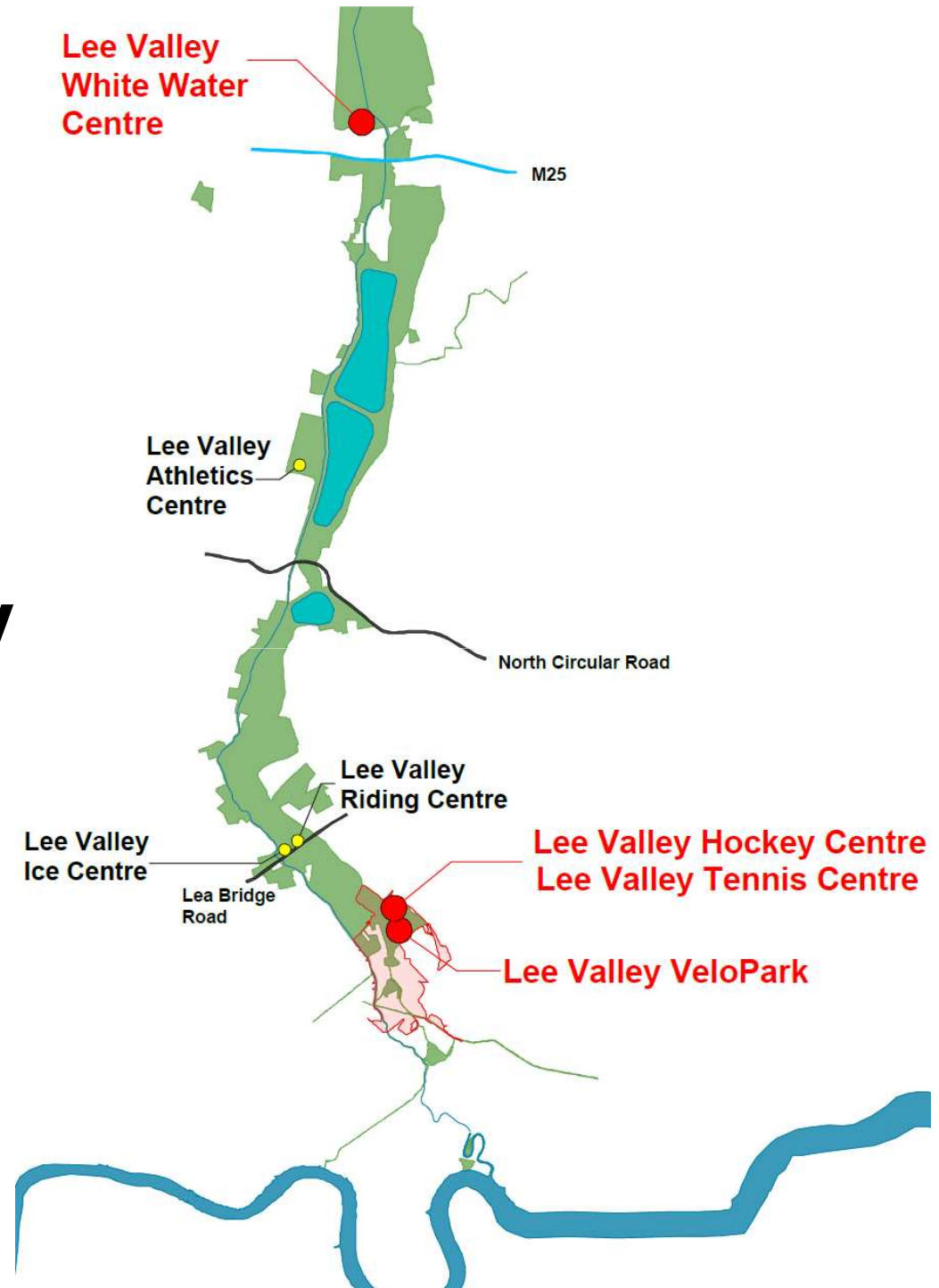
Bringing you

Lee Valley Regional Park

Existing Facilities



Lee Valley Regional Park Olympic Legacy Facilities



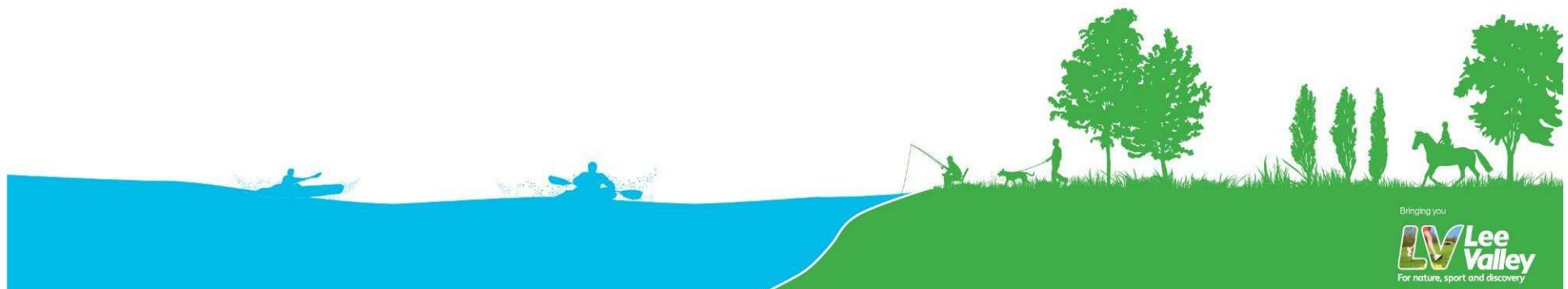
Lee Valley Regional Park in 2012

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

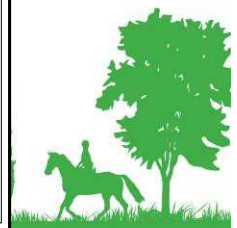
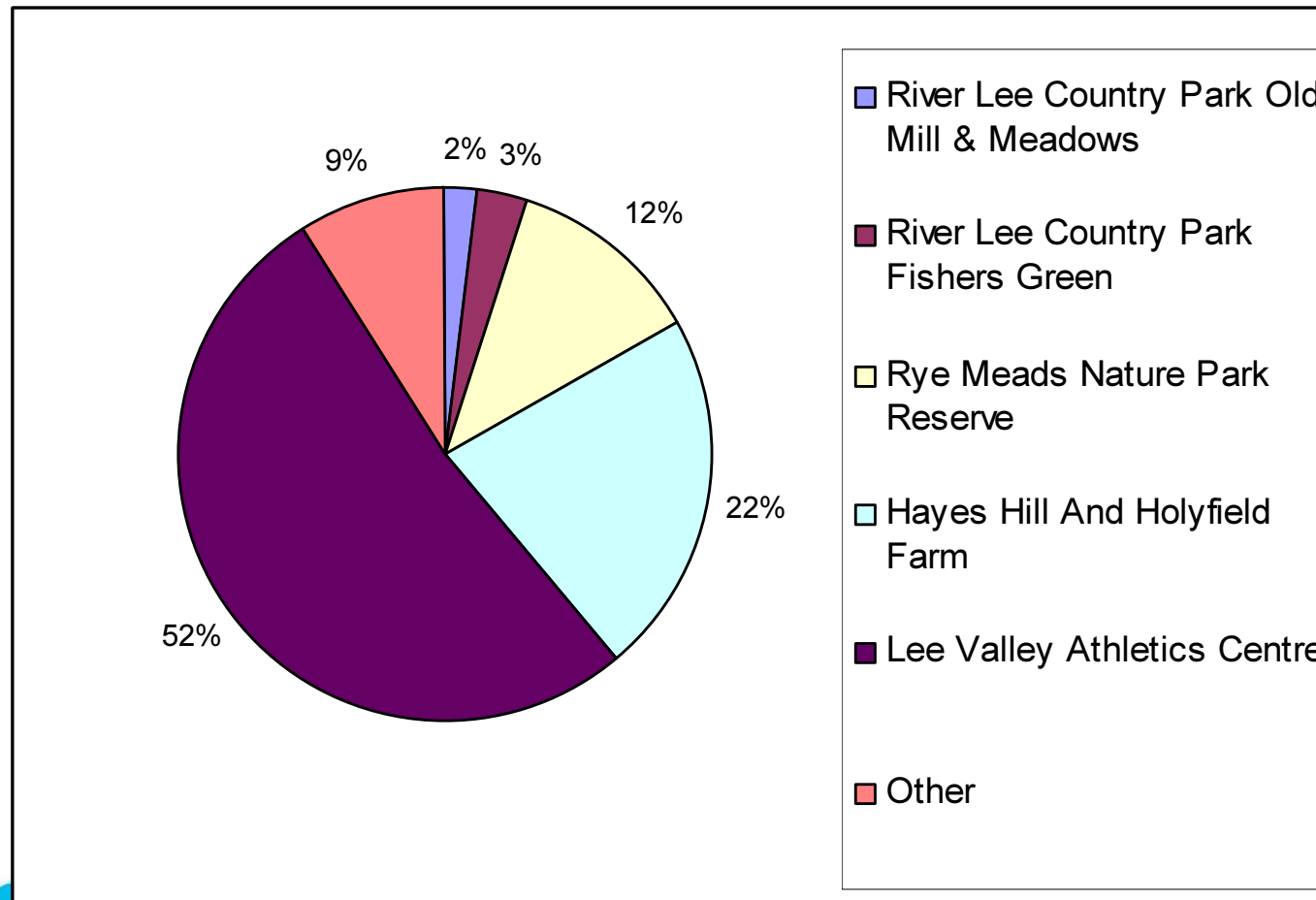


East Herts

2008-2011 Average	
% of total LVRP visitors	Approximate no. visits
2.2%	98,200

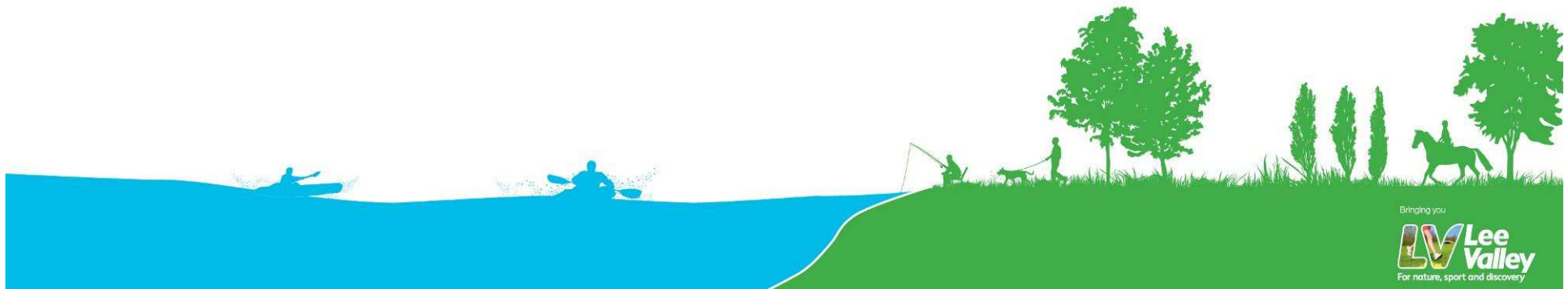


LVRPA facilities/open spaces most visited by East Herts residents in 2010/11



Where the Authority spends its money

- Over the last four years the Authority has spent an average of £518,500 each year using 79 different suppliers based in East Herts.



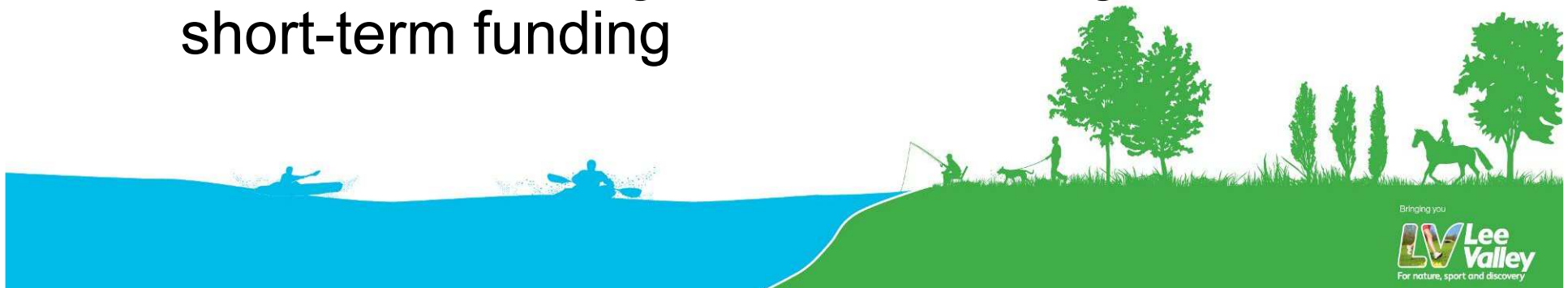
Financial Position

1. Funding:

- a) Gross revenue budget approximately £20.5m
 - 57% (£11.7m) from the levy
 - 43% (£8.8m) cash income eg fees & charges, rental income

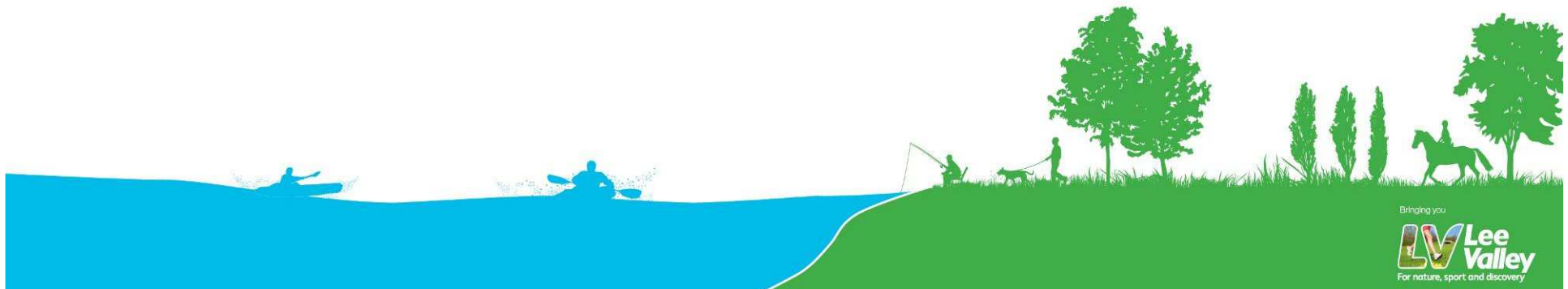
2. Reduction in base budget:

6% (£715k) reduction 2011/12 to 2012/13; as a result of income generation, savings, reduction in short-term funding



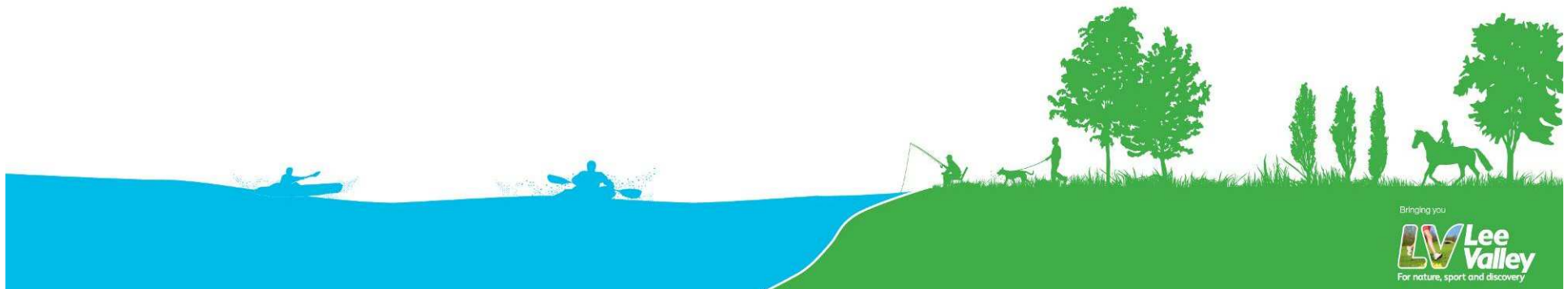
Vision for LVRP 2010-20

‘ A World Class Leisure
Destination ’



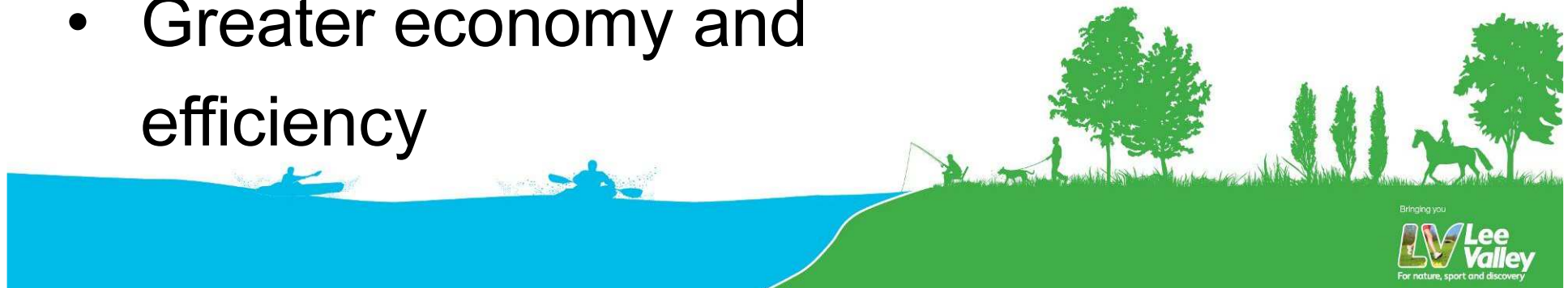
The Authority's Mission

‘The LVRPA will, through a range of private and public sector partnerships, lead the delivery of a world class leisure destination, whilst maximising value for money for the taxpayers of London, Essex and Herts’



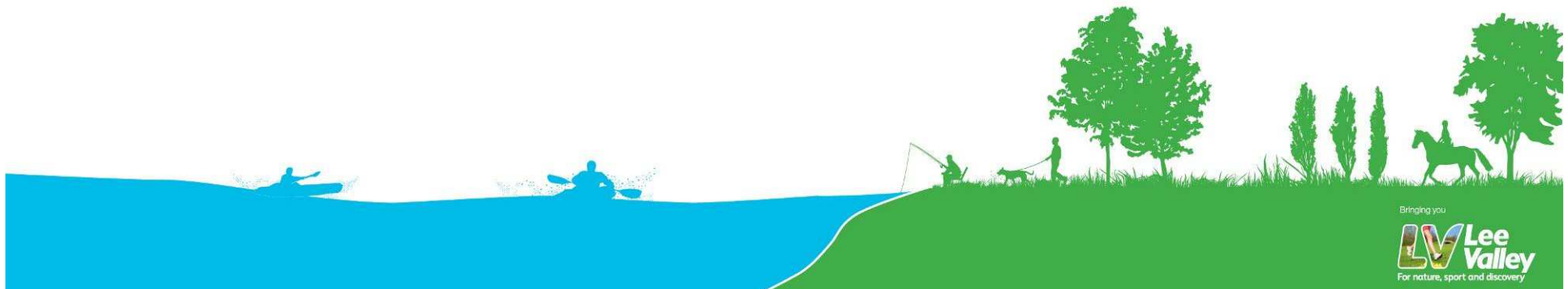
Business Priorities for 2010-13

- Deliver the Olympic legacy
- Pursue commercial leisure opportunities
- Branding & Marketing
- Greater value for money for the taxpayers of London Essex & Herts
- New Operational Models
- Greater economy and efficiency



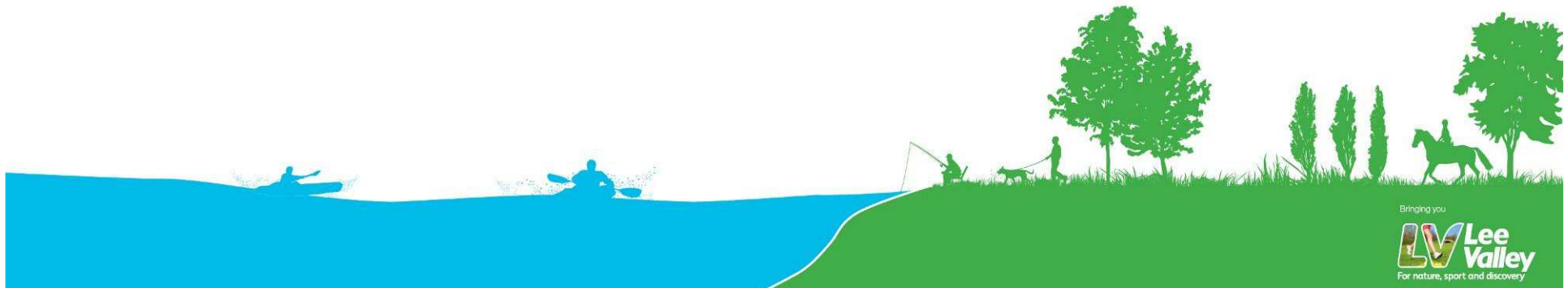
Business Philosophy

- Community Focused
- Commercially Driven



Commercial Opportunities

- Sponsorship/naming rights
- New leisure attractions
- Corporate events – Coca Cola





Fantastic Events
September 2011
to March 2012

What's on

Lee Valley Regional Park Events Guide



visitleevalley.org.uk

Brought to you by
Lee Valley
Regional Park Authority



Lee Valley Regional Park



Brought to you by
Lee Valley
Regional Park Authority

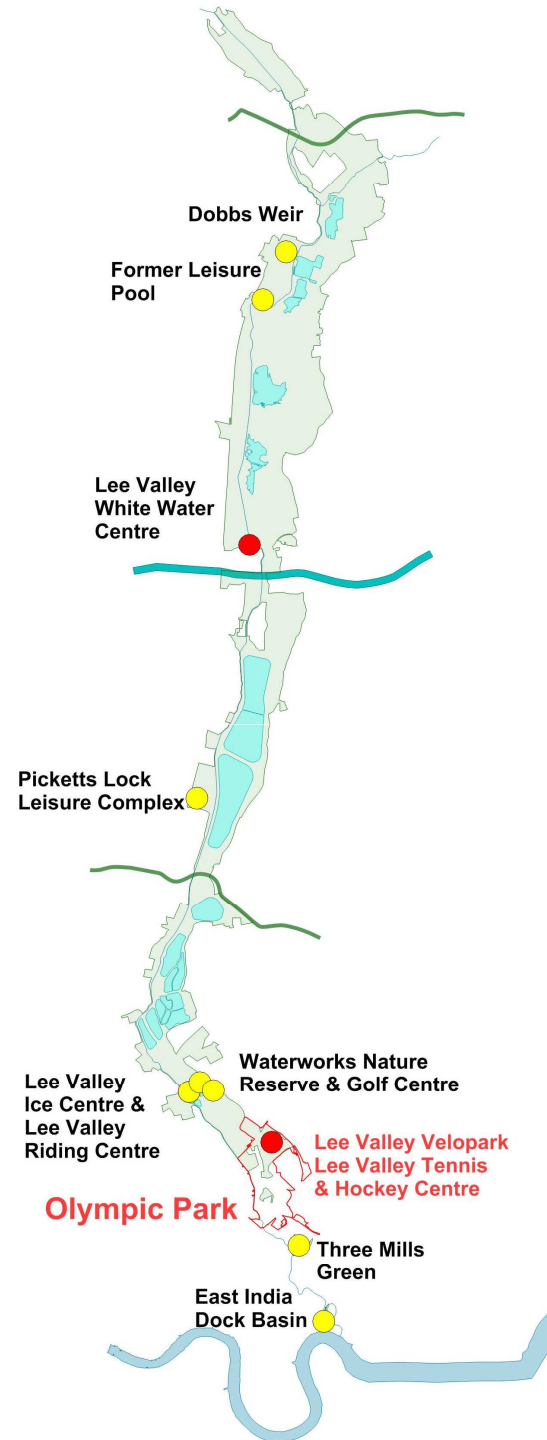


Lee Valley White Water Centre

Host venue for the London 2012
Olympic Canoe Slalom events



Development Opportunities



Lee Valley White Water Centre

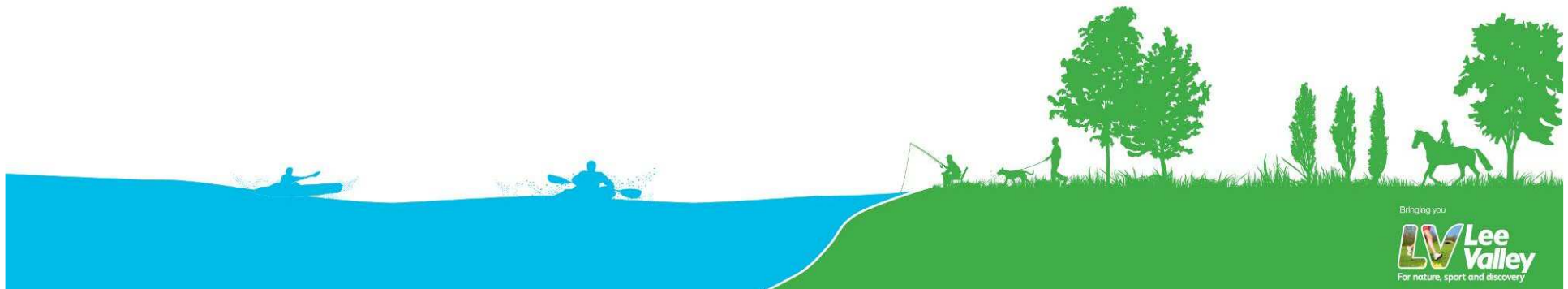


Bringing you



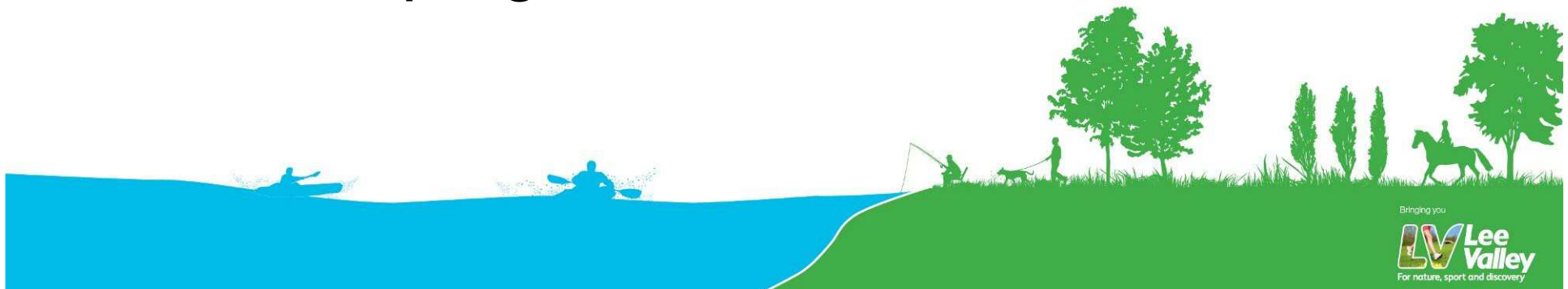
Business Model

- Commercial rafting at weekends and peak holiday periods
- Elite, schools, clubs and sport development Mon-Fri
- Bigger visitor offer: WWCC plus local attractions + proximity to London



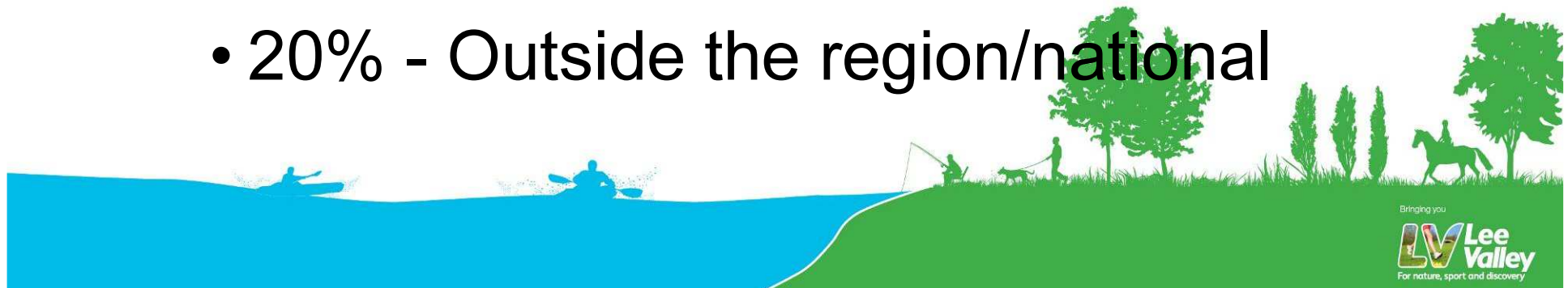
Sporting Legacy Benefits

- National Centre for Canoe Slalom
- Training Centre for elite canoeists
- Sports development programme
- Clubs & schools programme
- Recreational rafting
- Events programme



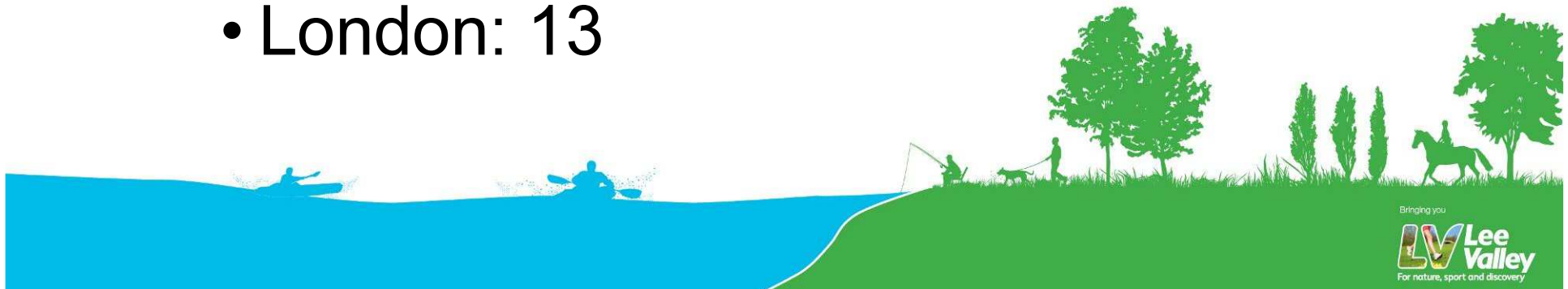
Visitors 2011

- Over 135,000 visitors.
- 27,282 rafters
- 4,923 paddlers
- 169 corporate bookings
- Visitors from across the region:
 - 39% - London Boroughs
 - 25% - Herts
 - 16% - Essex
 - 20% - Outside the region/national



Employment

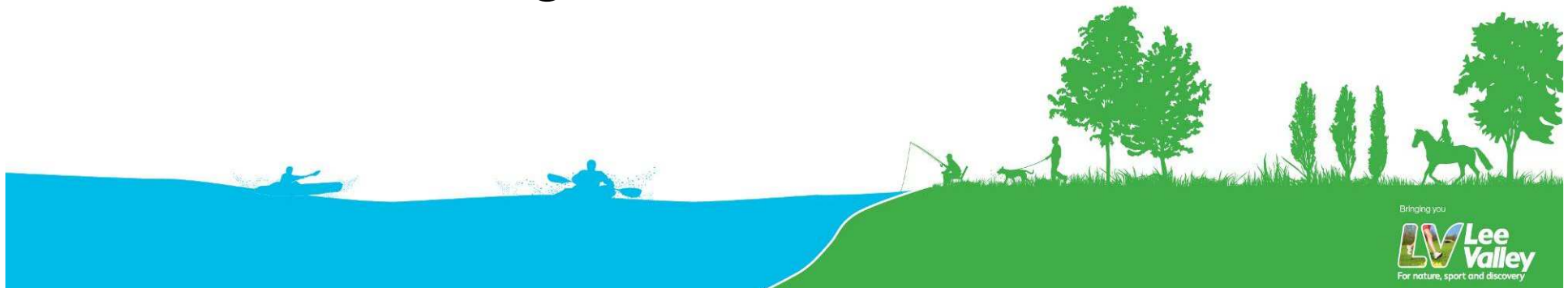
- 135 total staff on books: 120 casuals, 12 fixed term, 3 permanent
- 16k casual hours 800 Volunteers hours
- People employed from across the country including:
 - Hertfordshire: 42
 - Essex: 27
 - London: 13



Local Businesses

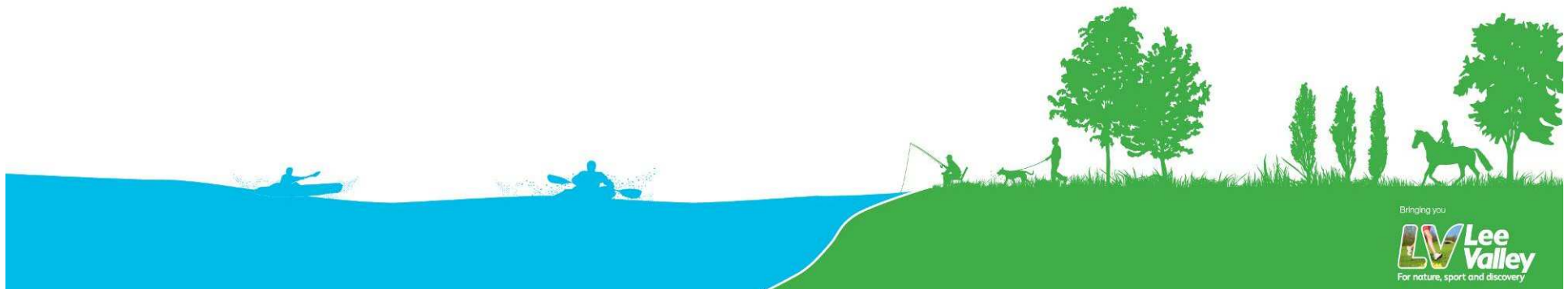
Local companies used:

- Fabricators
- Electrical contractors
- Alarms
- Chemical suppliers
- Catering services



Schools festival

- Over 1,500 students from 120 schools.
- Represented all London Boroughs & across Herts & Essex.





Schools in East Herts



Bishop Stortford High School



Richard Hale School



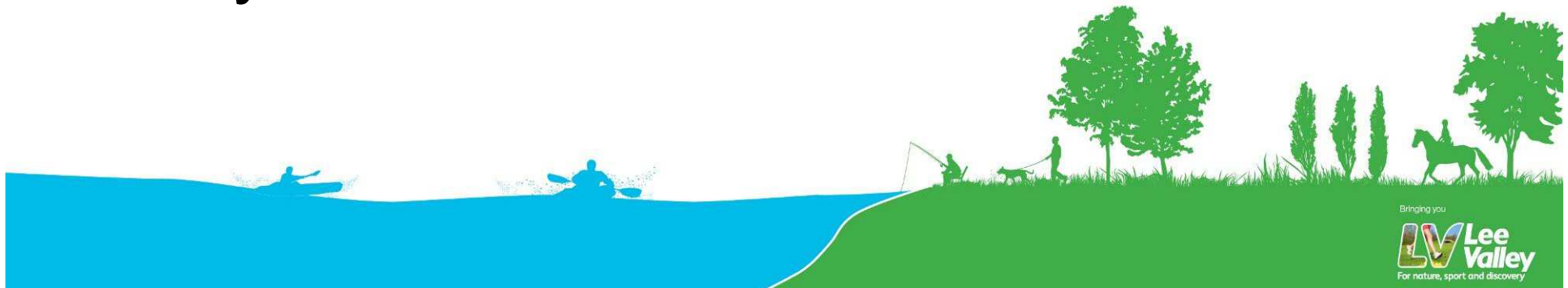
Sele School

The following East Herts schools attended LVWWC Schools Festival:

- Sele School
- Birchwood High School
- Hertfordshire Virtual School
- Bishop Stortford High School
- Richard Hale School
- The Leventhorpe School
- Amwell View School & Specialist Sports College
- Pinewood School

Lee Valley White Water Centre

- Residents of East Herts have made good use of the White Water Centre:
- 18,000 have visited the site
- 2,000 have rafted the Olympic course
- 35 are signed up as regular canoers / kayakers



Legacy Enhancements

- New park pavilion
- Alterations to the existing centre:
 - Changing rooms
 - Improved catering/hospitality
- New BCU facilities
- New landscape scheme
- Additional car parking

Planning application Spring 2012



VeloPark

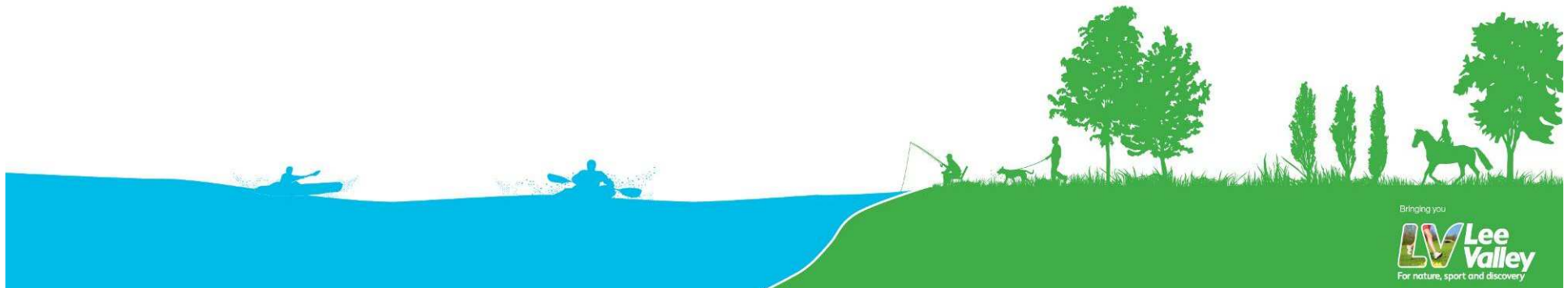


Bringing you

Design Museum Design Award Nomination

Shortlisted in the
Architecture category:

Most sustainable
design and
construction in
Olympic Park.



VeloPark



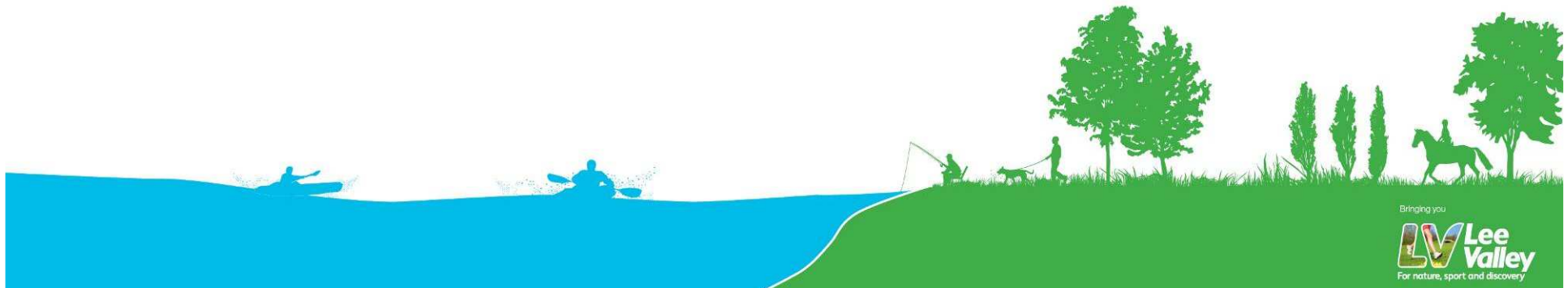
VeloPark

- Velodrome:
 - 250m track 6000 spectator seats
 - High performance gym
 - meeting rooms
 - Café, bike hire & cycle workshop
- BMX: Competition & recreational Tracks
- 1 mile Road Track



Programme

- Community cycling programmes: 'Cycle for Health' 'Family Cycling'
- Public use with bike hire
- Schools: fun and road safety
- Club development: Junior / Adult / Disability
- Comprehensive event programme



Eton Manor



Bringing you

Site Plan for Eton Manor
1/2" = 1'-0"

Eton Manor





Lee Valley Tennis Centre

- 2012 Paralympic tennis venue
- Regional legacy centre for tennis
- Tennis development programme
- LTA Partnership



Lee Valley Hockey Centre

- Range of events
 - Community hockey
 - International competitions
- Targeting region-wide communities
- Strong Clubs set up

