



## Foreword by

# Barbara Cassani Chairman, London 2012

**London 2012** is bidding for the right to host the Olympic and Paralympic Games - the world's most prestigious competition. Winning the Games can literally change a city and a country's fortunes. The focus of our Bid is right here on the doorstep of Docklands and East London.

In July 2005 we will find out if we have the honour of staging the Games. If we do, the benefits will reach every business, company and organisation listed in this directory. The Docklands will be a stone's throw away from the world's biggest sporting event. Supporting it will be a huge cultural programme celebrating London's youth and diversity. Thousands of business opportunities will be created with the certainty of new jobs and increased visitors to London and the UK.

East London is the centrepiece of our plans. The heart of the 2012 Games will be a magnificent new Olympic Park in Stratford. It will be a 500-acre Olympic Park, containing the main sporting facilities such as the Olympic Stadium, the aquatics centre, a velodrome, a three-arena multi-sports complex, all-weather tennis courts and hockey pitches. The athletes' village, located within walking distance, would have space to accommodate up to 17,800 athletes and officials. As well as this we will use the iconic venue of Greenwich Park for equestrian and pentathlon events, the Dome for gymnastics, basketball and handball, and temporary venues built on the Greenwich peninsula to host badminton, gymnastics and table tennis.

Our plans form part of the most extensive transformation of the east end of the city for generations. We plan to regenerate a whole new quadrant of our capital with the Olympic Park at its heart, built around a network of reinvigorated rivers

and canals, stretching from Hackney Marshes down to the Thames. The facilities will leave a lasting legacy for sport conceived to meet the long term needs of the surrounding communities. In total, the Olympic and Paralympic Games could leave a legacy of 5000 new private homes for Londoners generated by the conversion of the athletes' village. London's public transport system will be upgraded.

We have a superb blueprint for the Games. Our bid is designed to showcase the best of Britain and leave the city and the country a better place for having hosted the 2012 Olympic and Paralympic Games. We have a great mix of the old and the new; of world class sporting venues: Wimbledon, Wembley, Eton Dorney, Lord's, of venues that illustrate the iconic London: Hyde Park, Regent's Park, and Horse Guards Parade. The combination is a proposal that will be exciting for athletes and the international Olympic family. It will make London a better city and put the UK on the worldwide agenda like nothing else will.

And because I am a New Londoner, I can see one of the capital's greatest strengths is its ability to welcome so many cultures, faiths and points of view. It is an enlightened and tolerant place to live that makes it possible for foreigners like me to find space to live and work and space for a comfortable life. Looking out from the Olympic Bid offices on the 50th floor at Canary Wharf you can see the extraordinary variety of our capital city laid out below like an immense tapestry.

Hosting the Olympic Games and Paralympic Games here in 2012 would be another sparkling chapter in the history of London and the success story that is the Docklands. London needs the Games. So too does the rest of the UK. In order to get the prize of hosting the 2012 Games, we must first of all win the bidding process. This decision is taken by the International Olympic Committee (IOC) in July 2005. We are up against strong competition from other bidding cities, but we have a strong, balanced bid, and we are in this race to win. All our efforts are focussed on getting the fine detail of our plans in place, ready for the visit of the IOC's Evaluation Commission in the spring 2005 to assess our plans. We need your support to show the IOC that London wants these Games. You can do this in several ways, by talking up this great city, by logging on to the supporters' page of the London 2012 website - [www.london2012.org](http://www.london2012.org), by displaying L2012 merchandise and promotional material, or by becoming a corporate supporter of the Bid.

London's Games will be a Games for everyone. Come and join us.

**Barbara Cassani**