

GLA Olympic and Paralympic Games Events Research

July – September 2012

A research report on behalf of the Greater London Authority

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Executive summary

This report presents the findings from face-to-face research at ten separate events organised or supported by the Mayor of London as part of the London 2012 Festival and the Mayor of London Presents programme during the Olympic and Paralympic Games. The research was designed to establish as fully as possible the outcomes and impact of the events.

The research was carried out between 31 July and 10 September 2012.

Key findings

The GLA's programme of Olympic and Paralympic events have been overwhelmingly well received by the general public. Across all events, across all ages, across all social classes, across men and women, across Londoners and visitors, satisfaction is unprecedentedly high.

All aspects of the events themselves, from their location to their levels of security, from the helpfulness of staff and volunteers to the entertainment and facilities provided, receive almost unanimous praise. People visiting the events are also very positive about the impact the Games will have on London.

The events

Satisfaction with the individual events is very high. Across all events, attendees give an average rating of 8.52 out of 10, which is the highest measured by ICM at any GLA event. Of the individual events, Parade receives the highest level of satisfaction, reflecting a trend of that event scoring highly throughout the research.

Satisfaction is high with all aspects of the individual events, particularly around security. Aspects such as feeling safe and secure, location, the helpfulness of staff and volunteers, the entertainment and general facilities all attract mean scores above eight out of ten.

This level of positivity is reflected in the finding that 92% of those attending GLA events said that the summer of 2012 was a summer like no other.

While satisfaction is very high, there is some variation. In particular, there is a general pattern of visitors to London being slightly more positive about the events than those who live and work in the city (although scores among Londoners are also very high).

The only aspect of people's experience at the events to score lower than eight out of ten is the advertising and marketing (7.43), which is noticeably lower among attendees at non-BT London Live events.

Marketing and ad recall

Overall, awareness of the role of the Mayor of London in organising and supporting the GLA's Olympic and Paralympic event programme is split, with 52% aware and 45% not. However, awareness was much higher at Parade (75%) reflecting the greater level of advertising and media attention around that event, that the Mayor spoke at the event and that all speakers stood in front of a Mayor of London logo. Older attendees are generally more aware of the role of the Mayor of London.

Recall of individual adverts varies from event to event, with a high of 25% at BT London Live events and a low of 13% at Piccadilly Circus Circus. However it should be noted that each event had different advertising strategies, timing and phasing. It is therefore to be expected that levels of awareness and advertisement recall varies according to each event.¹ Overall, an average of 22% of those attending the events recalled seeing the event-specific advertising, which is in line with the average across other GLA events (21%). However, recall is higher among Londoners than non-Londoners, particularly for the BT London Live events. Again, this is likely to reflect the different marketing strategy used at BT London Live events.

City dressing

Most visitors to the GLA events had seen the Olympic/Paralympic themed decorations across the city (86%), with those who live and work in London more likely to have seen them.

Virtually all those who had seen the decorations thought they were consistent, looked attractive and created a positive impression of the city.

Team London Ambassadors

Three in four people attending the GLA events recalled seeing the Team London Ambassadors (76%); 44% had asked for help and advice. Those who had made contact with Ambassadors were almost universally positive, saying that they were a good way to welcome visitors to the city, that they were polite and friendly, and that they were helpful, accurate and knowledgeable.

The results suggest that those who had seen and spoken to Team London Ambassadors were slightly more positive than those that had not and were more likely to recommend London to a friend. However, given the high proportion of people who are positive throughout, any differences do not tend to be significant and should therefore be treated as indicative only.

Legacy

Four in five people visiting the GLA events identified promoting London around the world as a key benefit of the city hosting the Games (80%). This is supported by the finding that almost all those attending events said that they would recommend London to friends and family and that they would visit London again in the future (95% and 94% respectively).

Beyond tourism, other perceived benefits of hosting the Games include regenerating East London (64%), more chances to get involved in sport (62%), great music, festivals, arts and events in London (58%) and more job opportunities for Londoners (52%). Londoners tend to be more positive than visitors when considering the physical legacy in the city, especially when it comes to regenerating East London.

¹ Please see Appendix 2 for a summary of the marketing strategy used for each event.

Introduction

This report presents the findings from face-to-face research at ten separate events organised or supported by the Mayor of London as part of the London 2012 Festival and the Mayor of London Presents programme during the Olympic and Paralympic Games. The research was designed to establish as fully as possible the outcomes and impact of the events.

This research was undertaken by the ICM Government & Social Research team on behalf of the Greater London Authority.

Background and objectives

The Greater London Authority regularly organises public entertainment programmes around popular and cultural events, such as Eid, Diwali and New Year's Eve. In the summer of 2012, London hosted the Olympic and Paralympic Games and to celebrate that the GLA arranged a series of complimentary programmes.

These events ranged from small pop-up arts and culture performances to large-scale events in London's parks with giant screens showing live action from the Games as well as family entertainment, sporting opportunities and musical and cultural performances.

In order to assess the impact and success of these events, the GLA commissioned the ICM Government and Social Research team to conduct a series of surveys.

The research was designed to explore the impact of the GLA's work programme. In particular, the research aimed to:

- Measure the experience of and satisfaction with the GLA's event programme
- Understand people's behaviour in attending the events
- Explore awareness of marketing materials and ad recall
- Assess the impact of the Olympic and Paralympic decorations across the city
- Examine attitudes towards the Team London Ambassadors
- Explore sentiment, changes in behaviour and perceptions of the Games' legacy on London

Methodology

In order to achieve these objectives ICM conducted a series of face-to-face surveys with people attending specified events between 31 July and 10 September 2012. These events, and the number of interviews completed are summarised in the table overleaf:

Event	Date	Day of Olympics/Paralympics	Interviews
Secrets: Owl & the Pussycat	Tuesday 31 July	Day 4 of the Olympics	24
BTLL Hyde Park	Saturday 4 August	Day 8 of the Olympics	88
BTLL Hyde Park	Wednesday 8 August	Day 12 of the Olympics	388
BTLL Victoria Park (including Showtime)	Thursday 9 August	Day 13 of the Olympics	424
BTLL Victoria Park	Friday 10 August	Day 14 of the Olympics	430
BTLL Hyde Park	Saturday 11 August	Day 15 of the Olympics	346
BTLL Trafalgar Square	Friday 31 August	Day 2 of the Paralympics	439
Surprises: Piccadilly Circus Circus	Sunday 2 September	Day 4 of the Paralympics	421
Picture: Potters Fields	Monday 3 September	Day 5 of the Paralympics	303
Our Greatest Team Parade	Monday 10 September	N/A	239
TOTAL			3,102

It is important to note that no quotas were set. Each interviewer was instructed to approach people at random and then interview the 'next' person they see. Interviewers were required to move around each location and aim, as far as possible, to reach a cross-section of visitors. As the full demographic make-up of each event is unknown, no post-hoc weighting has been applied. Because of this, the results cannot be seen as representative of all visitors and should be treated as indicative of the opinions of visitors to each event.

Interviewers were instructed to conduct as many interviews as possible. The total number of interviews achieved at each event was dependent on a number of factors, including the length of the event, the number of people present and the length of the questionnaire.

In addition to the quantitative research, ICM conducted a series of vox pops at each event. Some of the comments from these vox pops are included throughout this report.

Presentation and interpretation of data

It should be remembered that a sample of those attending GLA events, rather than everyone, participated in the research. As a consequence, all results are subject to sampling tolerances, which means that not all differences are significant.

Please note that, in the main, this report only comments on differences that are significant and statistically reliable. However, the report sometimes comments on results for events or groups with base sizes too low to be tested for statistical significance when the results indicate a trend across the data, for example in the case of the Owl and the Pussycat. When this is the case, it is noted in the text.

Where percentages do not add up to 100% this is due to multiple answers, to rounding of decimal points up or down, or to the exclusion of 'Don't know' or 'No response' categories. Data are not weighted. Throughout the report, an asterisk (*) denotes any value of less than half a per cent but above zero.

We also emphasise that the survey deals with respondents' perceptions at the time of the event rather than facts and therefore, can be influenced by a number of external factors including weather and the overall performance of Team GB on the day of the survey. These, therefore, may not accurately reflect the work of the GLA itself.

Throughout the report differences across social grades are highlighted when statistically significant. Explanation of Social Grade categories can be found in the appendix of this report.

Acknowledgements

ICM would like to thank Amanda Taylor and Catherine Wright at the Greater London Authority for their help and support in developing this project. Special thanks also go to the 3,102 Londoners and visitors to London who took part in the surveys.

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1. The event

The events

In the summer of 2012, London hosted the Olympic and Paralympic Games and to celebrate the Mayor of London organised and supported a number of events as part of the London 2012 Festival and the Mayor of London Presents programme.

These events ranged from small pop-up arts and culture performances to large-scale events in London's parks with giant screens showing live action from the Games as well as family entertainment, sporting opportunities and musical and cultural performances.

ICM carried out face to face research at ten of these events, A brief description of these events along with the marketing strategies are set out in appendix 2.

Overall satisfaction

Visitors to the GLA-run Olympic and Paralympic events are overwhelmingly positive about their experience. When asked to rate the event overall, half gave the event they attended nine or ten out of ten (51%) and a further 46% rated it between five and eight. Just two per cent of attendees gave a rating of five or less out of ten.

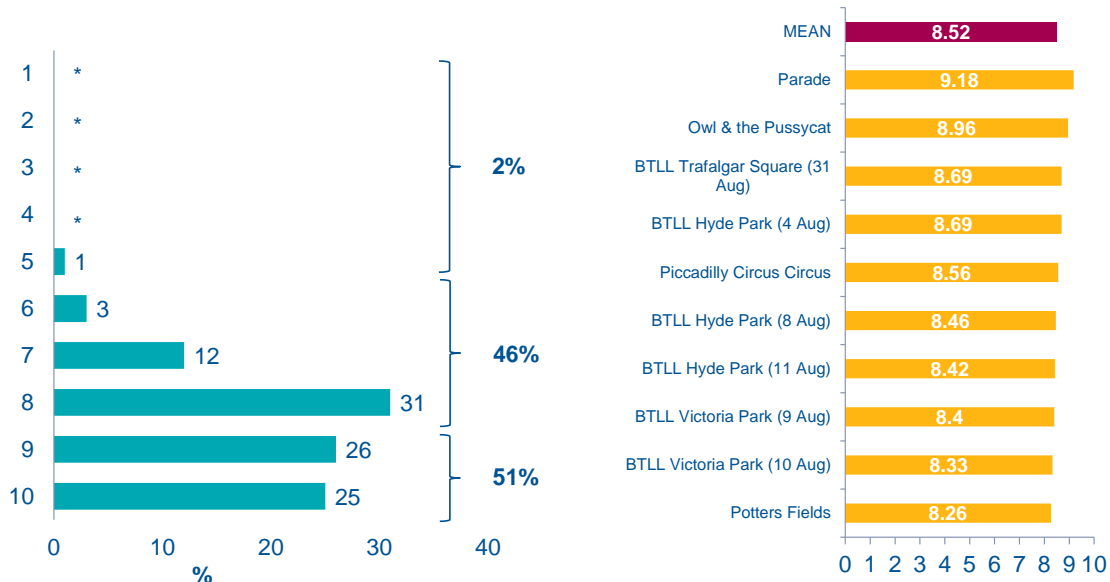
The average score out of ten across all events is 8.52. These positive views are common to all the events covered in this research, with Parade getting the highest overall score (9.18), and no event averaging below eight out of ten.

Although satisfaction is very high across all events, those attending the non-BT London Live events are slightly more likely to give a rating of nine or ten out of ten (55% compared to 49%). This could be related to the fact that the non-BT London Live events were devised for more niche audiences and attendees perhaps knew more about what to expect from the event.

People overwhelmingly positive about the events



Q. Overall, how would you rate ... out of 10, where 10 = excellent and 1 = very poor indeed?



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Base: All respondents (3,102); 31 July – 10 September 2012

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The vox pops shed some light on why views were so positive. People felt that the events were inclusive – both in the way they embraced Londoners and visitors to the city alike and in the way they provided a way for people who could not get tickets to feel involved – well organised, and full of things to do.

“It’s not limited to people who live in London.”

Female, 55+, Non-Londoner at Trafalgar Square

“They made it one big event so that people who can’t get to the Games themselves can take part in the peripheral things.”

Female, 55+, Non-Londoner at Trafalgar Square

“There’s been so much going on, it’s a shame you can’t do all of it!”

Female, 35-54, Londoner at Potters Fields

A recurrent theme across the interviews is that the events were better than people expected. Similarly, people often commented on the positive atmosphere at the events.

“I think everyone prepared for the apocalypse but it’s been really good.”

Male, 18-34, Londoner at Victoria Park

“They’ve done really well I don’t think anyone was expecting it to be this good”

Male, 18-34, Non-Londoner at Hyde Park

“I don’t think anyone predicted how much everyone would get swept up in the whole thing”

Male, 18-34, Londoner at Victoria Park

People at the events appreciated that the events were free which helped create a positive impression.

“London’s full of free events at the moment and it is brilliant”

Male, 18-34, Londoner at Piccadilly Circus

Indeed, the events seem to have improved people’s opinions of London.

“I wish we’d come up more often, if we realised the events were like this we probably would have come more often.”

Male, 35-54, Non-Londoner at Trafalgar Square

“It has built up the East End in a positive way; people aren’t so intimidated to go there.”

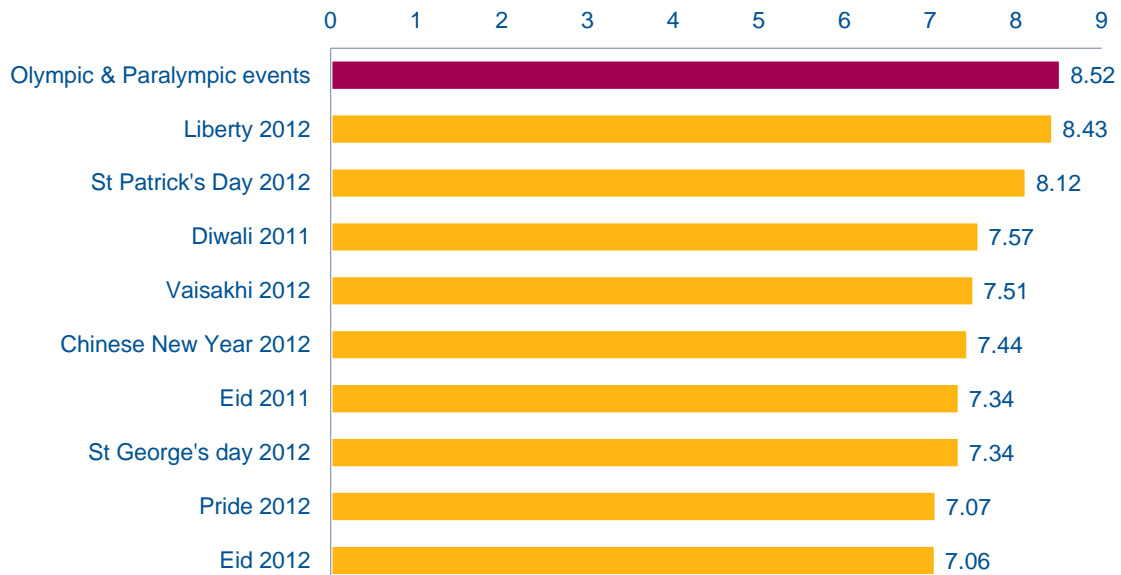
Female, 18-34, Non-Londoner at Hyde Park

These scores compare favourably with other non-Olympic/Paralympic events carried out by the GLA over the past few years. A mean score of 8.5 is the highest ever measured by ICM Research and compares to an average of 7.5 across nine non-Olympic events, as the table below demonstrates.

Benchmarks



Q. How would you rate the following aspects of your experience at ..., where 10 = excellent and 1 = very poor indeed?



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Base: All respondents (3,102); 31 July – 10 September 2012

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As found throughout the research, ratings are consistently high across all ages, ethnic groups, social grades and men and women, with little significant variation. However, those who do not live in London tend to be slightly more positive than those who live and work in London. For instance, the average score out of ten among non-Londoners is 8.61 compared to 8.32 among those who live and work in London.

Looking more deeply into the Olympic and Paralympic event programme, satisfaction is high with all aspects of the events. As the following chart shows, when asked to rate various aspects of how the event was run, attendees are overwhelmingly positive. Security achieves the top score, with 'feeling safe and secure' receiving an average rating of 9.16 out of ten among attendees. The location of the event (8.97), the helpfulness of staff and volunteers (8.81), the accessibility of the event (8.81) and the queuing time for things once inside (8.63) also receive exceptionally high ratings.

"There were complaints that security would be kind of a lax ...but I feel really safe here. The security are great and everybody's really helpful."

Male, 18-35, Non-Londoner at Victoria Park

High levels of satisfaction with all aspects of the events...



Q. How would you rate the following aspects of your experience at ..., where 10 = excellent and 1 = very poor indeed?



GREATER LONDON AUTHORITY

Base: All respondents (3,102); 31 July – 10 September 2012

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The only aspect of the events to receive a mean score of lower than eight out of ten is the advertising/marketing (7.43). This is particularly noticeable at the non-BT London Live events, where 22% rated the advertising at between one and five out of ten, compared to 14% at the BT London Live events. This means that the average rating out of ten among those attending non-BT London Live events is 6.95 compared to 7.65 among those attending BT London Live events. This could be because of a number of factors. Firstly, the demographic make-up of the events was different, with a higher proportion of non-Londoners at BT London Live events compared to non-BT London Live events, and non-Londoners tend to be more positive throughout. Secondly, each event had different advertising and marketing strategies, with the advertising for Surprises events (Owl & the Pussycat, Piccadilly Circus Circus) intentionally indirect and ambiguous (given the surprise nature of the event).² Finally, the events were aimed at different audiences, with the BT London Live events aimed at a mass audience and the other events devised for more niche audiences.

Given the high levels of satisfaction, there is very little variation by event. However, there is a general trend of those at the BT London Live events at Hyde Park being slightly more positive than those at Victoria Park. For instance, the organisation of the event receives an average of 8.81 out of ten from those at Hyde Park compared to 8.55 at Victoria Park. This same trend is continued for various aspects of the events, including:

² Please see Appendix 2 for a summary of the marketing strategy used for each event

- Advertising/marketing (7.98 compared to 7.59);
- Location (9.09 compared to 8.56);
- Signage (8.77 compared to 8.22);
- Entertainment (8.43 compared to 8.25);
- Being able to feel part of the Games (8.82 compared to 8.24);
- The ease of finding out about the event (8.42 compared to 7.95);
- The helpfulness of staff and volunteers (8.86 compared to 8.68);
- The accessibility of the event (8.79 compared to 8.47);
- The general facilities (8.43 compared to 7.93); and
- Feeling safe and secure (9.19 compared to 8.95).

The only area in which Victoria Park outscores Hyde Park is on queuing times once inside (8.71 compared to 8.49).

Looking at individual events, Parade tends to score the highest for most aspects of the experience, reflecting the very positive views of that particular event throughout.

There are few patterns by demographic type, with both genders and people of all ages, ethnicities and social grades similarly positive. However, visitors to London tend to be more positive than those who live and work in London. This is true of all aspects, other than entertainment as demonstrated in the table below.

Satisfaction with events – Londoners compared to non-Londoners		
Aspect of the event	Visitors to London	Live and work in London
Organisation	8.74	8.46
Advertising	7.65	7.02
Location	9.03	8.89
Signage	8.46	8.16
Being able to feel a part of the Games	8.59	8.35
Ease of finding out about the event	8.18	7.96
Helpfulness of event staff/volunteers	8.9	8.67
Accessibility of the event	8.87	8.73
General facilities	8.45	8.01
Facilities and entertainment for children	8.28	8.07
Queuing times for things once inside	8.72	8.51
Feeling safe and secure	9.18	9.09

Impact

Reflecting the very positive views about the events themselves, a large majority of visitors are positive about the impact of the Games. Nine in ten say that the summer of 2012 was a 'summer like no other' and that the GLA events make them feel part of the Olympic celebrations (92% and 91% respectively).

"If you think back to a year ago with the riots and stuff, it's been a completely different atmosphere... it's been a really good summer."

Male, 18-34, Londoner at the Parade

A similarly high proportion say that the public screens in the city have given them the opportunity to access the sporting programme without needing a ticket to an event, that their visit to London had improved their perceptions of the city (both 88%) and that the programme of events and cultural happenings improved their experience of the Games (86%).

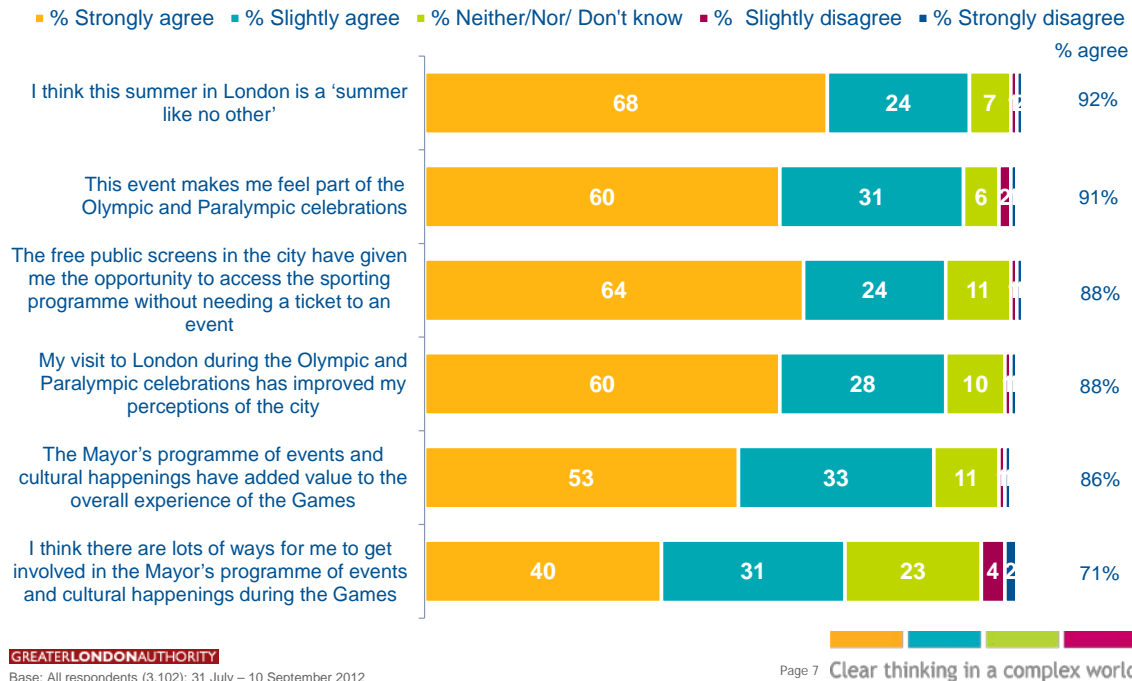
Slightly fewer, but still a substantial majority, agree that there are lots of ways for them to get involved in the Mayor's programme of events and cultural happenings during the Games (71%).

Although there is little variation in agreement at the overall level, there is some variation in the strength of that agreement. For instance, more than three in five strongly agree that 2012 was a 'summer like no other', that they feel part of the celebrations and that the free screens gave them an opportunity to access the sporting programme, compared to two in five who strongly agree that there are lots of ways for them to get involved in the events and cultural happenings (40%).

People very positive about the impact of the Olympics and Paralympics



Q. To what extent do you agree or disagree with each of the following statements?



There is some variation in views of the impact of the events between those attending BT London Live and those attending the other events. In particular, those attending the Owl and the Pussycat, Piccadilly Circus Circus, Potters Fields and Parade tend to be more positive about the cultural impact.

To illustrate, those visiting the Owl and the Pussycat, Piccadilly Circus Circus, Potters Fields and Parade are more likely than those visiting BT London Live to agree that the Mayor's programme of culture and events have added value to the overall experience of the Games (89% compared to 85%) and that there are lots of ways for them to get involved in the Mayor's programme of cultural happenings during the games (74% compared to 69%).

Those attending BT London Live, meanwhile, are more likely to say that the events made them feel part of the Olympic and Paralympic celebrations (94% compared to 89%) and that the free public screens in the city have given them the opportunity to access the sporting programme without needing a ticket to an event (91% compared to 79%).

Visitors to all types of event are similarly likely to agree that the summer of 2012 was a summer like no other and that the Olympic and Paralympic celebrations improved their perceptions of London.

Reasons for attendance

Two in three people visited London specifically to attend the event they went to (67%). One in three said that attending the event was the main reason they visited London (36%) and a further three in ten said that it was one of other reasons (31%). People attending Parade were more likely to say that the main reason they visited London was to attend that event (55% compared to an average of 36%).

Other common reasons for visiting London were to watch an Olympic or Paralympic event (21% said that was their main reason and a further nine per cent said it was one of their reasons). Those attending BT London Live events were more likely to have visited London to watch an Olympic or Paralympic event (27% said it was the main reason for their attendance compared to 10% of those attending other events).

Three in four specifically visited London for the event they went to see



Q. What is your main reason for visiting London?

Q. And what else have you visited or do you intend to do during your trip?



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Base: All respondents (3,102); 31 July – 10 September 2012

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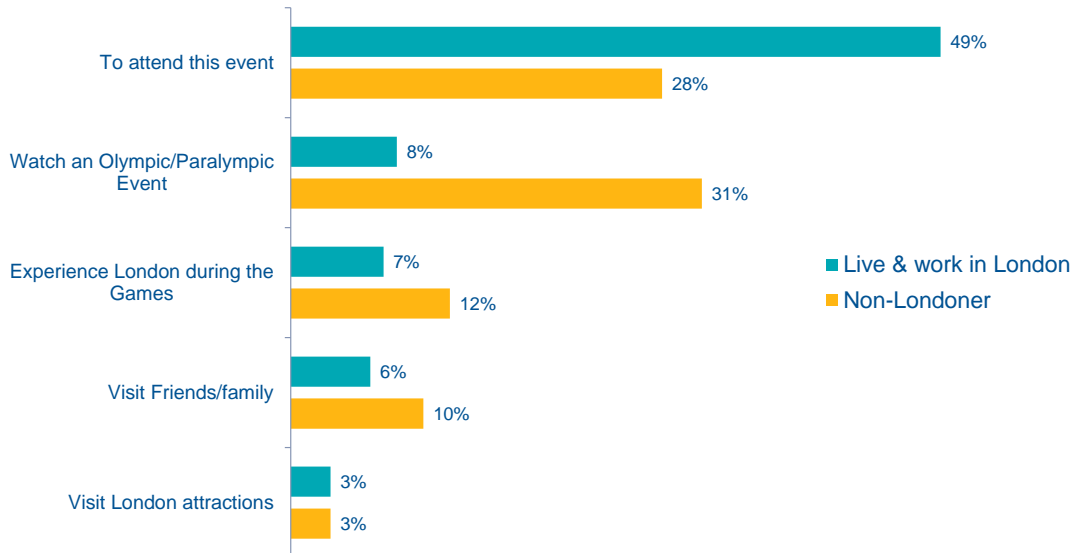
As the chart below demonstrates, those who live and work in London and those who live in London but don't work there are significantly more likely than visitors to the city to say that the main reason they visited London was to attend the event they went to (49% and 44% respectively compared to 28%). Conversely, non-Londoners are significantly more likely to cite watching an Olympic or Paralympic event as the main reason for their visit (31% compared to eight per cent of those who live and work in London and 10% of those who live in London but don't work there).

Londoners more likely to visit London solely for the event, while non-Londoners tend to visit to watch the Games



Q. What is your main reason for visiting London?

Q. And what else have you visited or do you intend to do during your trip?



GREATER LONDON AUTHORITY

Base: All respondents (3,102); 31 July – 10 September 2012

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Clear thinking in a complex world

Information sources

People attending the Olympic/Paralympic events tended to rely on informal mechanisms to find out about the events. Word of mouth is the most successful method with 30% saying they heard about the event they attended from friends or family. A similar proportion say that they were just passing through and saw the event (27%), while 16% saw a story on TV, heard about it on the radio or read about it in a newspaper. Websites were less common sources of information, with five per cent saying they became aware of the event via an internet advert, three per cent the BT London Live website, two per cent the GLA website and one per cent the Mayor of London website.

This pattern of reliance on informal mechanisms is typical of events research conducted by ICM at other GLA events although it should be noted that these would have all had different marketing strategies.

People find out about events through different sources



Q. How did you hear about...?



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Base: All respondents (3,102); 31 July – 10 September 2012

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A perceived lack of advertising was highlighted by a small minority of people interviewed for the vox pops, with some suggesting that it made it difficult to know what was going on. This was more common among those attending non-BT London Live events such as Piccadilly Circus Circus. This is understandable for the Piccadilly Circus Circus event as it was designed as a pop up performance with advertising and promotion starting just one day before the event.

“It hasn’t been advertised no-one really knows about it.”

Female, 35-54, Londoner at Piccadilly Circus Circus

“Sometimes it’s difficult to see what’s going on.”

Female, 35-54, Londoner at Trafalgar Square

There appears to be a close relationship between the information sources that people use and age groups. For instance, younger people are significantly more likely than older people to have heard about the events through friends or family (35% of 18-34 year olds compared to 22% of those aged 55 and over). Conversely, older people are more likely to have heard about events on the TV, radio or newspapers (22% of over 55s compared to 13% of 18-34 year olds).

Those who live and work in London are also significantly more likely to have heard about events from friends or family than visitors to London (34% compared to 29%).

The main sources of information do vary by the type of event. For instance, those attending BT London Live were more likely to have heard about the event from friends or family (34% compared to 21% of those attending other events), while those attending other events were significantly more likely to have seen the event having been passing through (45% compared to 19%). This difference is reflected in the length of time people chose to spend at the event.

Average length of attendance

As would be expected, the amount of time people expected to stay at the events varied according to the type of event. On average, people stayed longer at the BT London Live events than other events. This is likely to reflect the nature of the events. The BT-London Live being events were all day events with big screens showing the Games and lots of activities while the other events tended to be shorter pop-up events or one-off performances.

Among those surveyed, the average predicted stay was highest at Hyde Park, with an average stay of 6.5 hours on 4 August, 5.3 hours on 11 August and 5 hours on 8 August. The average stay at Victoria Park was slightly lower, with an average of 4.7 hours on 10 August and 4.5 hours on 9 August.

The longer average stay at Hyde Park may reflect the fact that a slightly higher proportion of tourists attended those events.

The results also suggest that there may be some relationship between the amount of time spent at the events and the success of Team GB. For instance, Mo Farah and Jessica Ennis won gold on 4 August, while the event on 11 August also coincided with high-profile events such as Jamaica winning the Men's 4x100m Relay and Mo Farah winning his second gold medal. However, these were also on weekends and any relationship between the success of Team GB and higher attendance may be circumstantial.

Visitors expected to stay an average of around 4.1 hours at Piccadilly Circus Circus, 3.5 hours at Parade, 3 hours at Trafalgar Square (on 31 August) and 2.7 hours at Potters Fields, reflecting the shorter nature of the events in question.

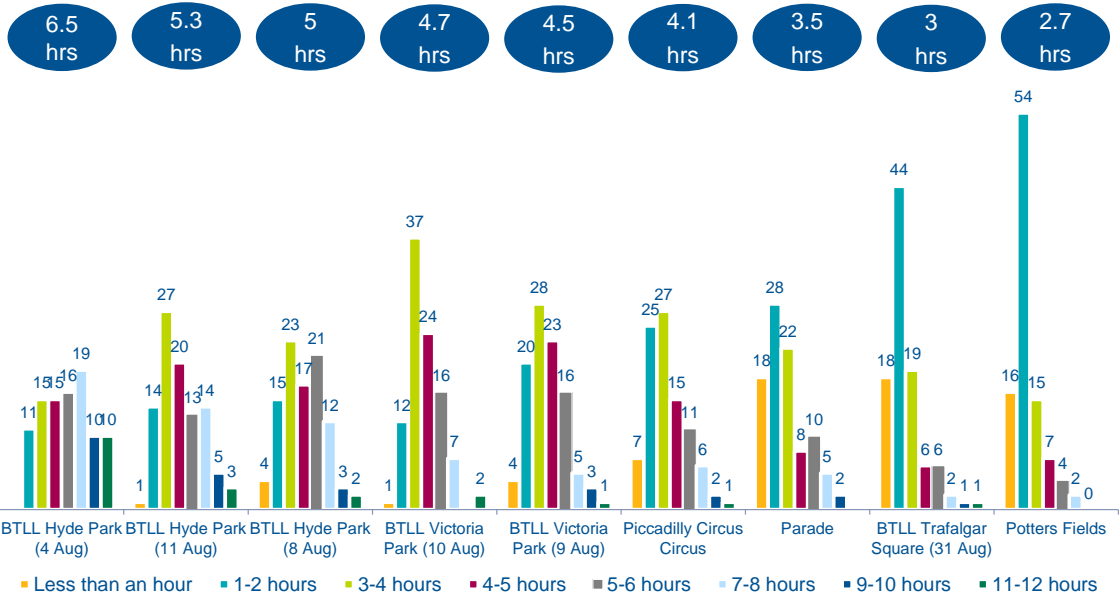
Indeed, 62% of those attending Trafalgar Square and 70% of those attending Potters Fields expected to stay for less than two hours, suggesting these events were more likely to attract a passing crowd.

Generally, visitors to London expected to stay longer at an event than those who live and work in the city (an average of 4.5 hours compared to 3.9 hours).

People stayed longer at BTLL events than Surprises events...



Q. How long do you think you will stay here today?



Getting to the events

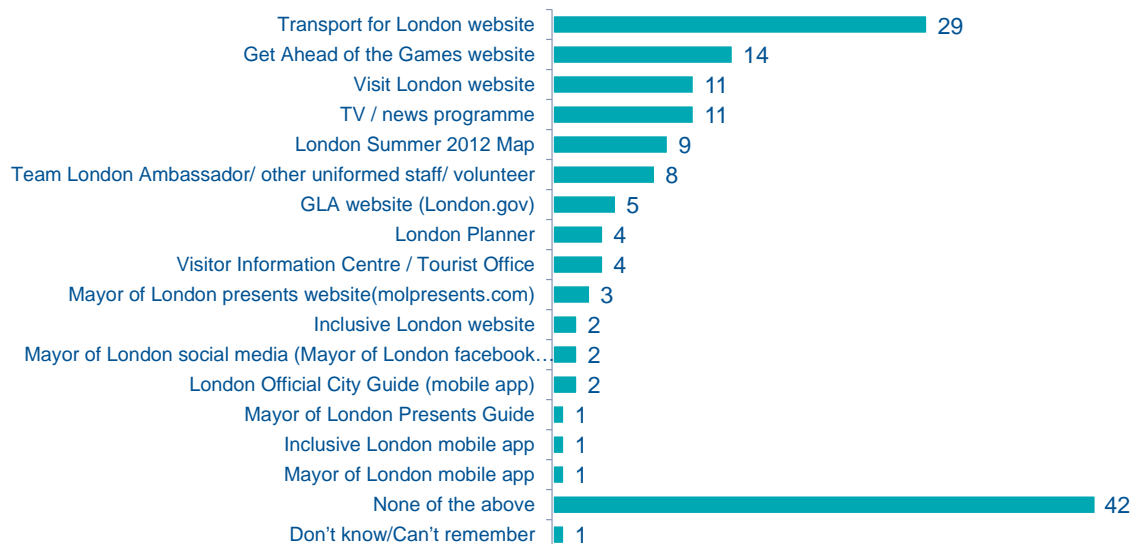
While people did not tend to find out about events themselves through websites, the internet is the most common source of information people used to help them with their trip. Three in ten people used the Transport for London website (29%), while 14% used the Get Ahead of the Games website and 11% used the Visit London website.

One in nine sourced information for their trip from the TV or a news programme (11%), while a similar proportion used the London Summer 2012 map (nine per cent).

Websites the main vehicle of help with trip to London



Q. Which, if any, of the following have you used to help with your trip to London during the games?



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Base: All respondents (3,102); 31 July – 10 September 2012

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Overall, 42% of attendees did not use any means to help them with their trip to London during the Games. These are more likely to be Londoners. Indeed, those who live in London are also significantly more likely to say that they did not use any means of help than those who do not live in London (48% compared to 38%).

Indeed, visitors to the city are more likely to have used a range of channels to help them with their trip to London. For instance, non-Londoners are more likely than those who live and work in the city to have used the Visit London website (14% compared to seven per cent), London Summer 2012 Map (11% compared to six per cent) and Team London Ambassadors or other uniformed staff (12% compared to four per cent).

However, those who live and work in London are more likely to have used the Transport for London website than non-Londoners (31% compared to 27%).

Those attending Piccadilly Circus Circus (57%) and Potters Fields (53%) are more likely to say that they did not use any help during their trip to London, perhaps reflecting the more

spontaneous nature of the events and the higher proportion of people who found out about them through passing by. This is a particularly positive finding because the website for Piccadilly Circus Circus was purposely only launched six days before the event and advertising began just one day before the event.

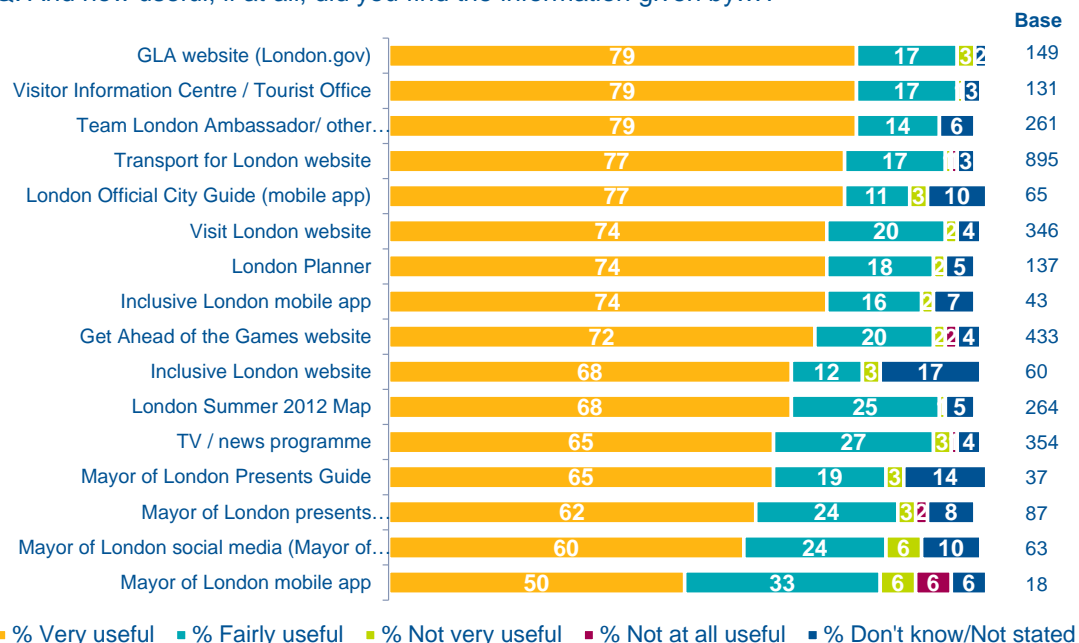
Further, a higher proportion of Londoners, who are less likely to need information than visitors, attended these non-BT London Live Events. Seventy per cent of those attending the Owl and Pussycat and 55% of those attending Piccadilly Circus Circus live in London, compared to 36% of those at BT London Live events.

Among those who used each of the different channels, most found them to be useful. As the chart below demonstrates, more than four in five users of each service found it to be useful and, for most, very few said they were not useful.

Those who used different tools tend to be very positive about them



Q. And how useful, if at all, did you find the information given by...?



GREATER LONDON AUTHORITY

Base: All who used ...; 31 July – 10 September 2012

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Given the small base sizes for many of these different information sources – and the high proportion of those who found them useful – there is very little variation by geo-demographics or by event type. Furthermore, any differences are indicative rather than statistically significant.

Access for disabled people

Across all events, two per cent of attendees considered themselves to have a disability. Of these, 74% felt their access needs were met, but one in five did not (19%). This equates to 14 people.³ When asked what access needs were not met, people gave a range of responses. Seating was mentioned by two respondents, while other aspects mentioned by individual people include wide level entrances and pathways, dedicated wheelchair viewing space, Blue Badge parking, clear and legible signposting to facilities, wheelchair access to facilities such as refreshment stands, printing information in accessible formats and staff training.

While those attending events tended to be positive, there are those who feel that improvements to access for disabled people can still be made. For instance, while some say that they are able to plan their journey accordingly using the Transport for London website – and acknowledge that disabled access and transport is a London-wide infrastructure issue and one that is being addressed – there remains frustration with the pace of change among some attendees with a disability, and this affected their enjoyment of the event.

“There’s still a lot to be done in terms of disabled access in London and promoting disability arts.”

Female, 18-34, Londoner at Potters Fields

“You can tell the website [tfl.gov.uk] what your access needs are though the routes aren’t always correct and the times aren’t always correct.”

Female, 18-34, Londoner at Potters Fields

The role of the Mayor of London

Overall, awareness of the role of the Mayor of London in organising the events is split. Just over half of people attending the events were aware that the events had been organised or supported by the Mayor of London (52%), but 45% were not aware. This level of awareness is broadly consistent across all events apart from Parade where three in four attendees were aware that the event had been organised by the Mayor of London (75%).

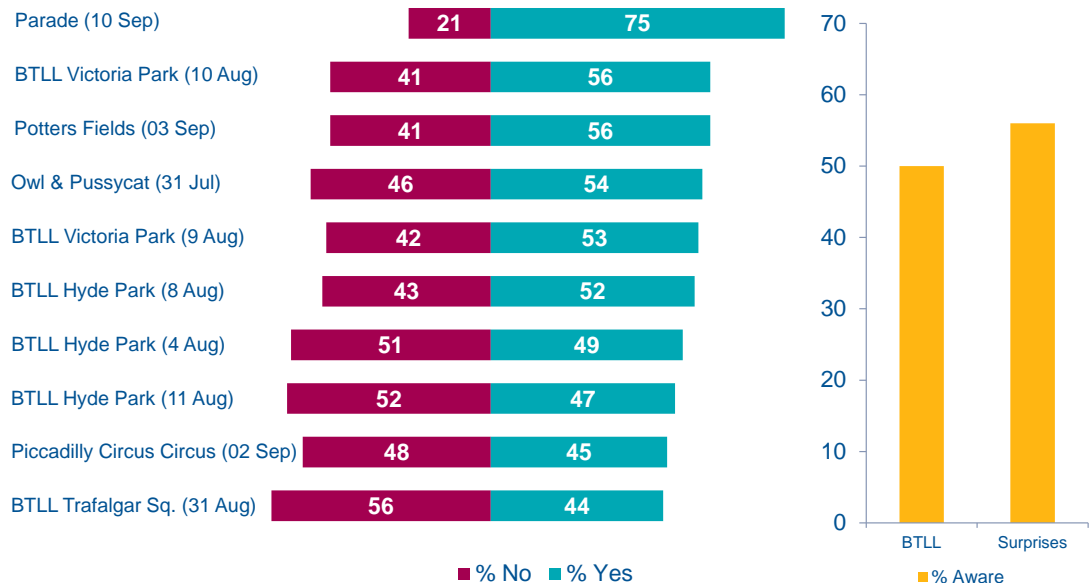
This higher level of awareness among those attending the Parade is likely to reflect the greater level of media attention around the event and the fact that the Mayor spoke at the event. Similarly, the Mayor of London logo featured more prominently at this event than others.

³ Of these 14 people four attended BT London Live at Trafalgar Square on 31 August; two attended each of Our Greatest Team Parade, Potters Fields (3 September), Piccadilly Circus Circus (2 September) and BT London Live at Hyde Park on 11 August; while one attended BT London Live at Hyde Park on 8 August and one at the same venue of 4 August respectively.

Split in awareness of MoL's role in organising events



Q. We're you aware of unaware that has been organised/supported by the Mayor of London?



GREATERLONDONAUTHORITY

Base: All respondents (3,102); 31 July – 10 September 2012

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This level of awareness of the Mayor of London's involvement in organising and supporting the event is similar to that found at some other GLA events. For instance 55% of those attending Eid and 51% of those attending Liberty in 2012 were aware that the events were organised or supported by the Mayor. However, at other GLA events a higher proportion of attendees were aware that the event was supported by the Mayor. For instance, 61% of those attending Pride 2012, 62% of those attending Vaisakhi and 63% of those attending St. Patrick's Day were aware that the events were supported or organised by the Mayor.

Among those attending Olympic/Paralympic events, older people tend to be more aware of the Mayor's involvement. At the overall level, 58% of those aged 55 and over knew that the event was organised or supported by the Mayor, compared to 46% of those aged 18-34. Similarly, those who live and work in London are significantly more likely to be aware of the Mayor's involvement than non-Londoners (61% compared to 46%).

Only 17% of attendees were spontaneously aware of anyone else who had been involved in organising the events, with the most common suggestions being BT (eight per cent), Cadburys (three per cent) and the Sun newspaper (two per cent). As might be expected given the ads in the free London press, BT was most often cited as an organiser by those at the BT London Live events (11% compared to three per cent at other events).

Advertising

Awareness and recollection of the advertising used varies from event to event, reflecting the different advertising strategies used.⁴ Among those attending BT London Live events a quarter had seen the advertising poster (25%). (Recollection was slightly higher at Victoria Park than Hyde Park: 31% compared to 26%.)

The Parade advert had been seen by 17% of attendees to the Parade, while the Hidden Gems poster and online magnifying glass image had been seen by 21% and 17% of those attending the Owl and the Pussycat performance respectively (please note the very small base size for these two pictures).

Thirteen per cent of those attending London's Secret Circus at Piccadilly Circus had seen the relevant web page. Given the 'surprise' nature of the event, the advertising strategy used for London's Secret Circus was deliberately limited. The website was only online for one week and the event was formally announced just one day in advance. Therefore exposure was intentionally limited and it is unsurprising that relatively few attendees had seen the web page.

Awareness of adverts varies



Q. Have you seen this advert before today?



Base: All respondents (3,102); 31 July – 10 September 2012

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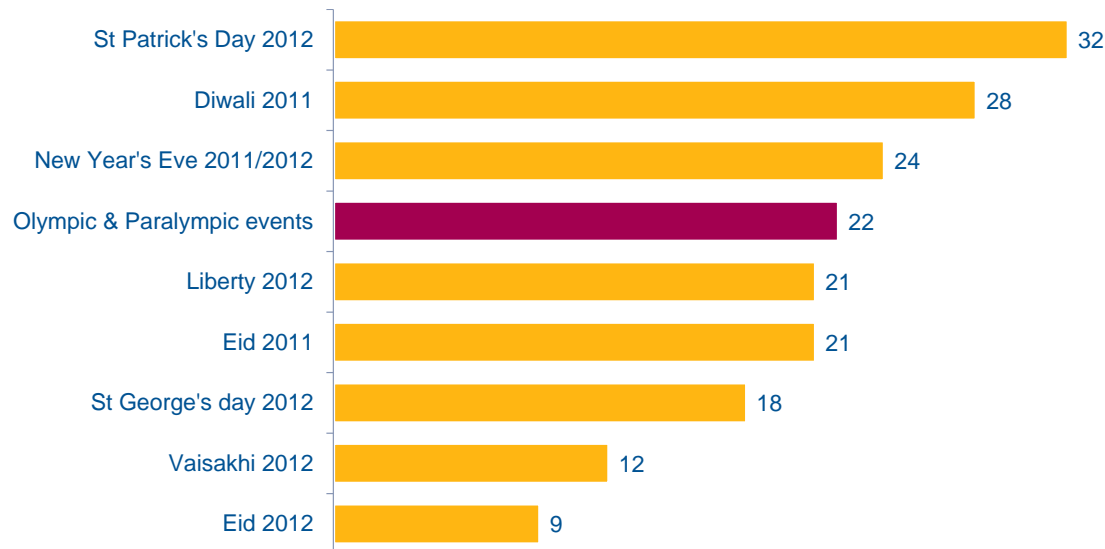
⁴ Please see Appendix 2 for an outline of the marketing strategies used at each event.

On average, one in five of those attending GLA Olympic and Paralympic events recognised the poster for that individual event (22%). That is in-line with the average figure across non-Olympic/Paralympic GLA events (21%). However, as the chart below shows, recognition varies significantly from event to event.

Benchmark



Q. Have you seen this advert before today?



GREATERLONDONAUTHORITY

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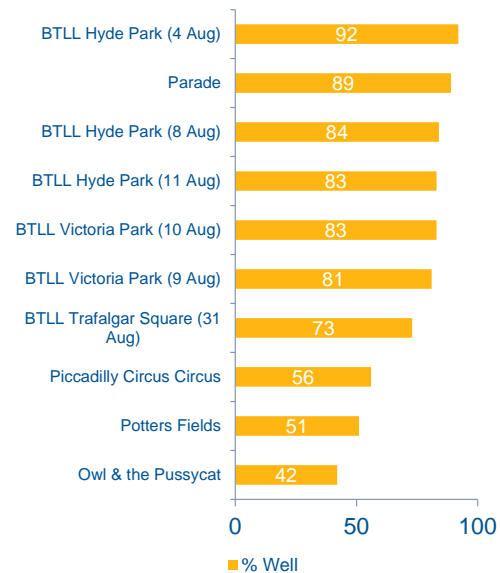
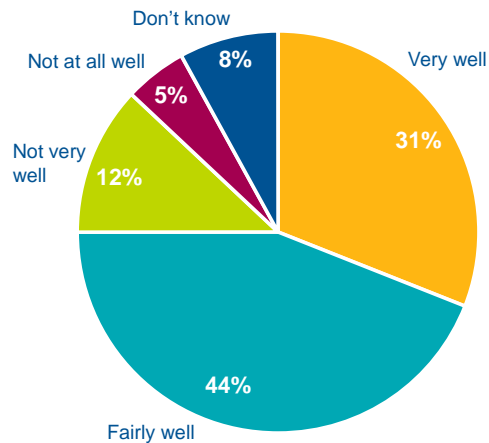
Londoners tend to be more likely to recall having seen the relevant event poster than visitors to the city. For instance, across all events, 25% of those who live and work in London recall seeing the advert compared to 20% of non-Londoners. This difference is most pronounced when considering the BT London Live poster, which is recognised by 25% of all attendees, but 36% of those from London. This may well reflect the prominence of the BT London Live posters on the London underground system and public transport and that the events were targeted at Londoners, Olympic optimists and cultural enthusiasts, who tend to be young, working professionals.

When shown the relevant images, three in four felt it represented the event they were attending well (31% felt it represented it *very well*, 44% *fairly well*). In general, those attending BT London Live were more likely to feel that the poster represented it well (81%), compared to those who attended events such as Piccadilly Circus Circus (56%) Potters Fields (51%) and the Owl and the Pussycat (42%). Again, the relatively lower scores at these events reflects the different marketing strategies used: while BT London Live used a direct marketing approach, the 'surprise' and pop up events used more symbolic and intentionally ambiguous images.

But when shown, most tend to think that the posters represent the events well



Q. Looking at this poster, how well, if at all, do you think it represents what ... is all about?



GREATERLONDONAUTHORITY

Base: All respondents (3,102); 31 July – 10 September 2012

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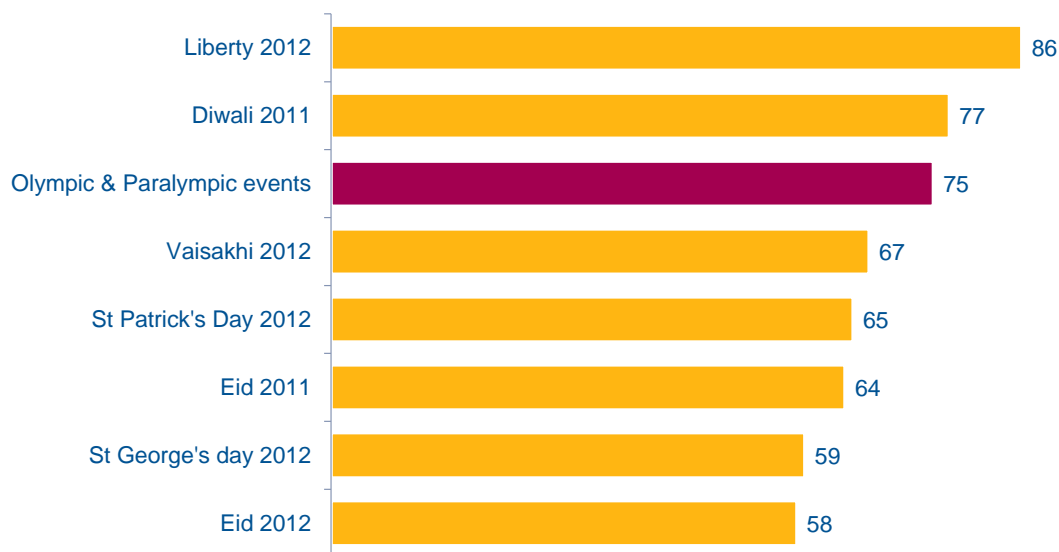
Views on the effectiveness of posters remain fairly consistent across different demographic groups. However, visitors to London are significantly more likely to say that the posters used for the Olympic and Paralympic events represent the events well than those who live and work in London (78% compared to 72%).

Compared to other GLA-run events, the proportion of attendees believing that the advertising represents the event well is above average (68%), but falls slightly below the score achieved by Liberty 2012 and Diwali 2011 (86% and 77% respectively). This may well reflect the fact that the Olympic/Paralympic events score is an aggregate of all events, including those with more ambiguous advertising strategies. Indeed, it rises to 81% of those at BT London Live. Liberty 2012 and Diwali 2011 achieved particularly high scores, perhaps due to the fact that the advertising used for those events was more targeted at the specific audiences in question.

Benchmark



Q. Looking at this poster, how well, if at all, do you think it represents what ... is all about?



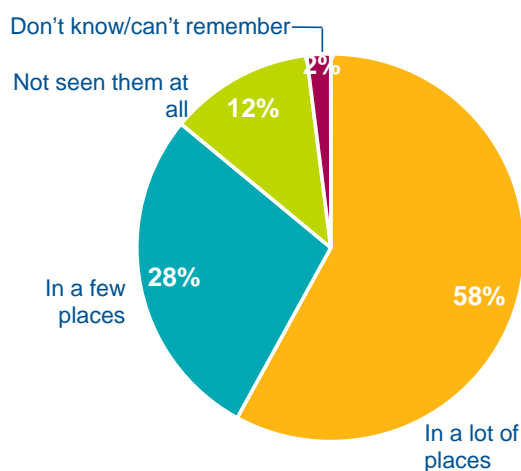
3. City dressing

Nearly nine in ten of those attending GLA Olympic and Paralympic events have seen the decorations across London (86%), with 58% saying they had seen them in a lot of places. Twelve per cent of people had not seen them at all.

86% have seen the decorations across London



Q. To what extent have you seen decorations like this across London? Have you seen them...



GREATER LONDON AUTHORITY

Base: All respondents (3,102); 31 July – 10 September 2012

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As might be expected, those who live and work in London are significantly more likely to say that they have seen the decorations in a lot of places across London than visitors to the city (67% compared to 52%).

Younger people also tend to be most aware of the decorations around London. Three in five of those aged 18-34 say that they have seen them in a lot of places, compared to 57% of those aged 35-54 and 47% of those aged 55 and over.

Attendees from higher social grades AB and C1 are also more likely to have seen them in a lot of places than those from the lower social grades C2 and DE (59% compared to 52%).⁵

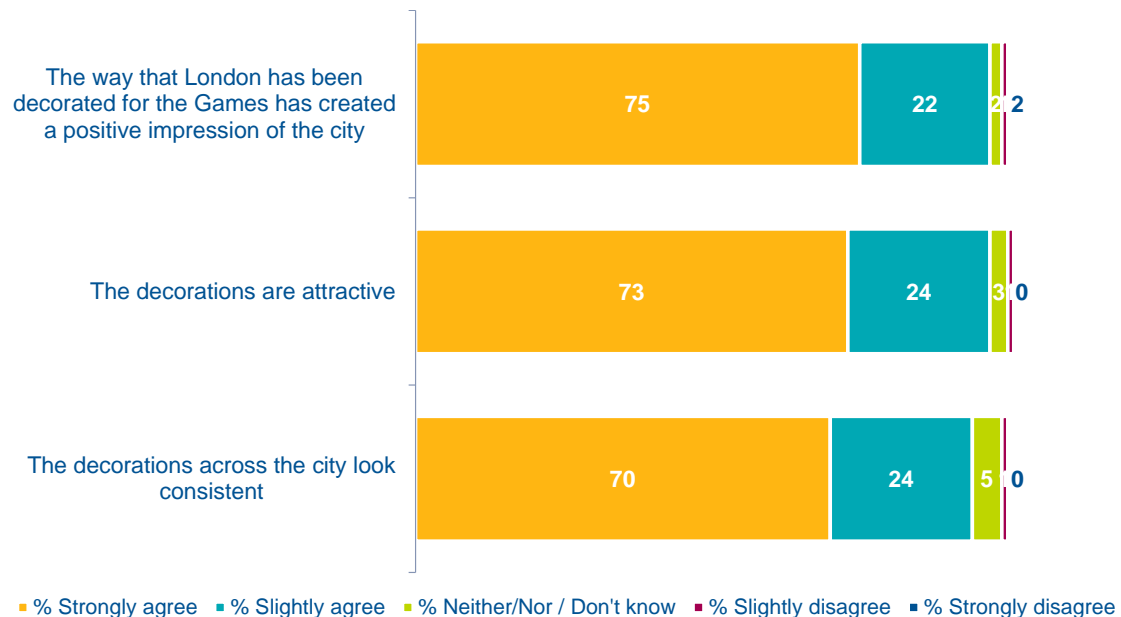
⁵ Please see appendix 1 for a definition of social grades A, B, C1, C2, D and E

Those who have seen the decorations are extremely positive about them. Virtually all agree that the decorations have created a positive impression of the city (97%), that they are attractive (97%) and that they are consistent (94%).

A large majority are positive about the decorations



Q. To what extent do you agree or disagree with each of the following statements?



GREATER LONDON AUTHORITY

Base: All who have seen the decorations across London (2,659); 31 July – 10 September 2012

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With such high levels of agreement, there is no significant variation among those who agree with each statement across sub-groups. However, some types of people feel more strongly positive than others. For instance, women are more likely than men to strongly agree that the decorations attractive (75% compared to 70%), that they are consistent (72% compared to 68%) and that they have created a positive impression of the city (77% compared to 72%).

As throughout the research non-Londoners are slightly more positive than those who live and work in London. For example, 76% of visitors to the city strongly agree that the decorations are attractive compared to 69% of those who live and work in London. Similarly, 72% strongly agree that the decorations are consistent (compared to 68%) and 78% that they have created a positive impression of the city (compared to 71%).

These positive views were mirrored in comments from people interviewed for the vox pops. A number of people spontaneously mentioned the decorations and said that they made the city look more attractive and welcoming.

“I think that a great effort was made before the Games to make it [London] prettier and more user-friendly.”

Female, 35-54, Non-Londoner, Trafalgar Square

Further, non-Londoners who were interviewed for the vox pops often commented on how the signage, banners and Team London Ambassadors helped them find their way around London during Games time as well as putting across a positive image of London.

“I thought the signs in the tubes and the people helping you in the tubes were brilliant.”

Female, 55+, Non-Londoner, Trafalgar Square

4. Team London Ambassadors

Recognition of Team London Ambassadors

During the Olympic and Paralympic Games a team of 8,000 volunteers in pink and purple uniforms, known as Team London Ambassadors, were stationed at key locations throughout London to make people's experience of the London Games even better. Many were trained to direct people to events or places of interest as well as giving people information and advice.

When shown a photo of a group of Team London Ambassadors, most people recalled seeing them: three in four had encountered a Team London Ambassador during their time in London (76%). More than two in five people had asked Team London Ambassadors for help (44%). Around a quarter (23%) had not seen a Team London Ambassador at all.

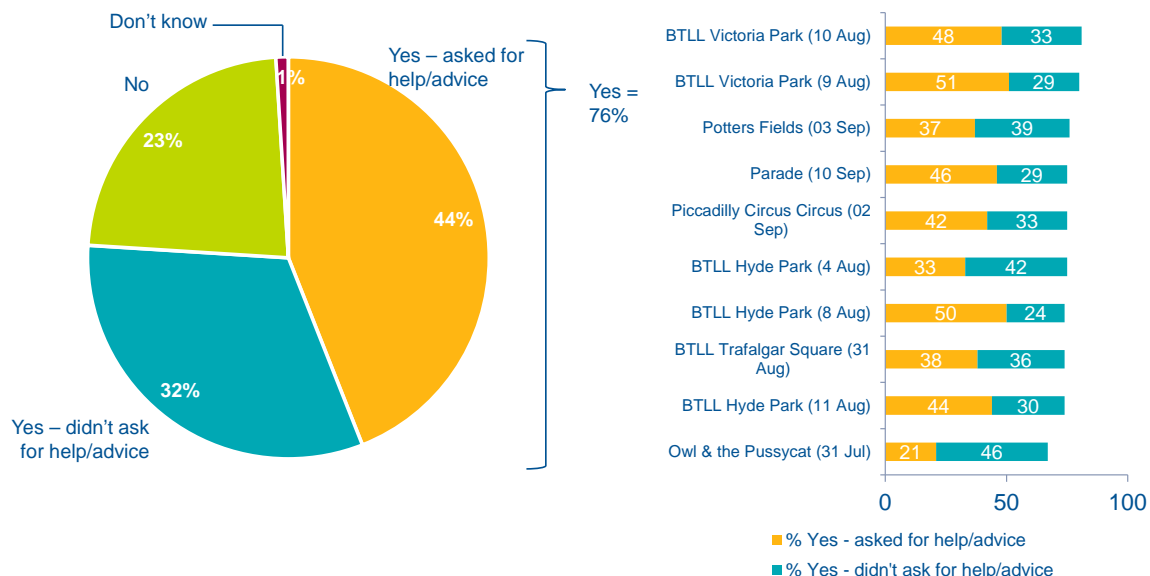


Those who attended BT London Live events were more likely to have asked for help or advice than those who attended other events (46% compared to 41%). This could be due to higher proportion of non-Londoners at these events (60% of those attending BT London Live events were non-Londoners, compared to 42% at non-BT London Live events) and so this would naturally increase the number of people seeking help and advice.

Three in four aware of the London Ambassadors



Q. These are known as Team London Ambassadors. During your time in London, have you seen anyone dressed in this uniform?



GREATERLONDONAUTHORITY

Base: All respondents (3,102); 31 July – 10 September 2012

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Older people are more likely to have asked for help than young people (48% of over 35s sought help compare to only 39% of those aged 18-34). However, those aged over 55 were also more likely to have not seen a London Ambassador at all, with 27% of this age group stating they did not recognise them compared to 20% of 35-54 year olds. Three in ten of those from the lower social grades (DE) hadn't seen a Team London Ambassadors (30%) compared to 19% from the higher social grades (AB).

Londoners were less likely than non-Londoners to have seen Team London Ambassadors as well as ask for help from them. While 80% of non-Londoners had seen the Ambassadors, this falls to 72% of those who live and work in London. As may be expected, non-Londoners were more likely to seek out the help of the Team London Ambassadors with over half of non-Londoners asking for assistance during their stay (52%) compared to 35% of those who live and work in London.

There is a trend throughout the research of those who spoke to a Team London Ambassador being more positive than those who did not. However, given the high levels of satisfaction across all groups, this difference tends to be indicative rather than statistically significant. For instance, this difference is reflected in views on London and the events. Those who sought help or advice from a Team London Ambassador gave an average rating of 8.64 out of ten for events, compared to 8.39 among those who had not seen them and 8.46 among those who had seen them but not sought help or advice. Similarly, when asked if people would recommend visiting London to friends and family, 96% of those who had seen an ambassador responded positively compared to 93% of those who had not seen a Team London Ambassador.

Perception of Team London Ambassadors

People were generally very positive in their views regarding the Team London Ambassadors. Among those who had seen Team London Ambassadors, 87% felt that the Ambassadors were a good way to welcome visitors to the city, with 63% stating that the Team London Ambassador they spoke to was polite and friendly. The Ambassadors scored lowest when respondents were asked if they were knowledgeable about London although a majority still agree (59%).

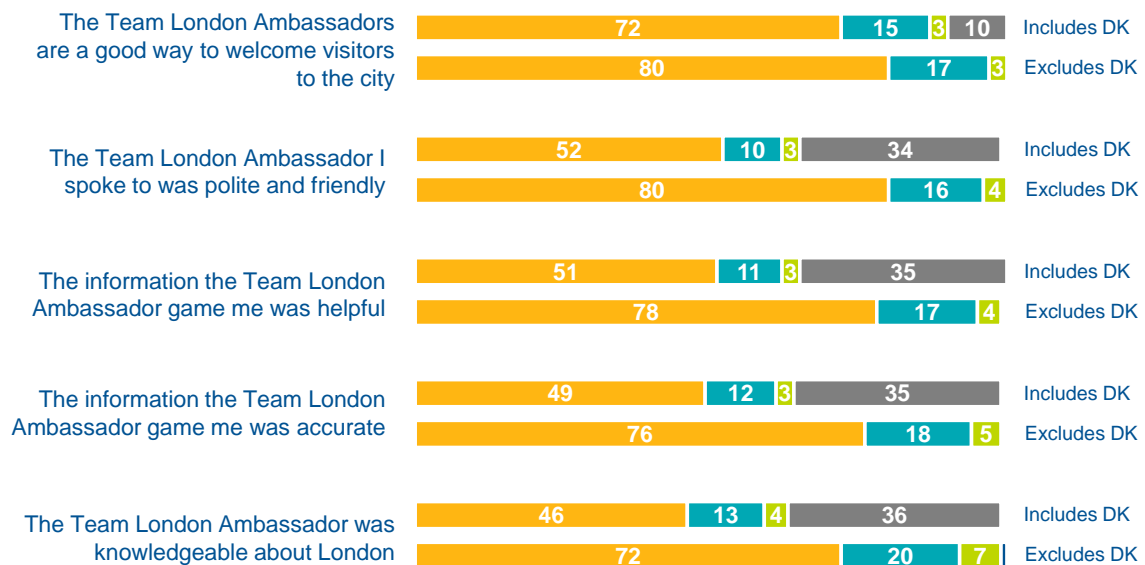
However, the findings are skewed by the high percentage of 'don't knows'. If we exclude these and focus on the views of those who had actually had contact with Team London Ambassadors, a large majority thought that they were a good way to welcome visitors to the city (97%), that they were polite and friendly (96%), that they were helpful (95%), accurate in their information (94%) and knowledgeable of London (92%).

Ambassadors viewed extremely positively



Q. To what extent do you agree or disagree with each of the following statements?

■ % Strongly agree ■ % Slightly agree ■ % Neither/Nor ■ % Slightly disagree ■ % Strongly disagree ■ % Don't know/no opinion



GREATER LONDON AUTHORITY

Base: All who have seen Team London Ambassadors (2,369); 31 July – 10 September 2012

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Views on the Team London Ambassadors do not vary much across different events. However, the findings suggest that of all the events, people at the BT London Live Event at Hyde Park on the 8 August were most likely to say that the Ambassadors were helpful (73% of people agreed compared to 62% overall). People aged over 55 and non-Londoners were also more likely to say that they found the Ambassadors to be helpful.

When discussing the Team London Ambassadors, it appears that non-Londoners are much more positive. For instance, visitors to London are more likely to agree that the Team London Ambassadors were helpful (68% compared to 55% of those who live and work in London), that they were accurate (67% compared to 54%), that they were knowledgeable (66% compared to 52%) and that they were a good way to welcome visitors to the city (90% compared to 85%), although this is likely to reflect their greater need and use for the help from the Ambassadors, and the greater number of Londoners who felt unable to comment. Indeed, few, if any Londoners express any dissatisfaction with the Ambassadors.

5. Legacy

One of the key aspects of London's successful bid for the 2012 Games was the potential legacy it will leave. This legacy is both physical, with a focus on the regeneration of East London including the world class sporting facilities on the Olympic Park, and more intangible, with the aim of delivering social, economic and cultural benefits across London.

People attending the GLA's events believe the main benefit of London hosting the Games is the promotion of London around the world (80%). Two in three cite the regeneration of East London as a potential legacy (64%) and a similar proportion identify more chances to get involved in sport (62%).

This balance of opinion is reflected among those interviewed for vox pops, although there was a clear distinction in priorities between Londoners and visitors, with Londoners more focused on sporting and regeneration benefits and visitors focusing more on the promotion of London.

"I'm excited to see the park in a year's time...local sports have gone into hyper-drive at the moment."

Male, 18-34, Londoner at Piccadilly Circus Circus

"Hopefully it would have inspired a generation to at least be interested in sport."

Female, 35-54, Londoner at Potters Field

Cultural and arts events are suggested as a benefit by 58% of people while just over half think the games will create more jobs and opportunities for Londoners (52%).

"So many people have been employed for this and...that's one of the best things, especially if they're local"

Female. 18-34, Londoner at Victoria Park

Benefits include...



Q. Which, if any, of the following do you think are benefits of London hosting the Games in 2012?



GREATERLONDONAUTHORITY

Base: All respondents (3,102); 31 July – 10 September 2012

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Those who live and work in London are more optimistic on the regeneration of East London (72% compared to 59% of non-Londoners), and great music, festivals and arts events in London (64% compared to 55% of non-Londoners). However, this could be due to a lack of knowledge about the area from those not living in London.

“Hackney’s been cleaned up quite a lot and I hope it stays like that.”

Male, 35-54, Londoner at Victoria Park

“I’m sure it’s going to change Stratford and Hackney.”

Male, 18-34, Londoner at Potters Field

Non-Londoners were more likely to believe that the Games would promote London around the world (81% compared to 77% of those who live and work in London). Given the high proportion of non-Londoners interviewed, it is unsurprising, therefore, that the promotion of London around the world is the most commonly cited benefit of hosting the Games.

Those aged 18-34 tend to be less likely to agree that the Games would leave a lasting legacy. For instance, they are less likely to believe the Games will promote London around the world (78% compared to 83% of over 55s) and less likely to think that it will lead to regeneration of East London (60% compared to 71% of over 55s). In fact the only area in which 18-34 year olds are more likely to agree that the Games will benefit London is in bringing great music, festivals, arts and events in London (59% compared to 53% of over 55s).

Encouragingly, 58% of those in part-time job roles believed that the Games will bring opportunities to London compared to 52% of those in full-time employment.

Tourism

One of the anticipated benefits of the Games is that the event itself will encourage people from around the world to visit London. This view is supported by the findings of this survey.

“I wasn’t overly keen on London before but now I think it’s a cool city.”

Female, 18-34, Non-Londoner at Hyde Park

Almost everyone attending the GLA events would recommend visiting London to friends and family (95%) and a similar proportion say that they themselves would visit London again in the future (94%). People were less likely to say that they would find out more about events put on by the Mayor of London (72%) or attend future Mayor of London events (70%). However, this is probably due to the number of non-Londoners asked this question who were unaware of the role the Mayor of London plays in organising events.

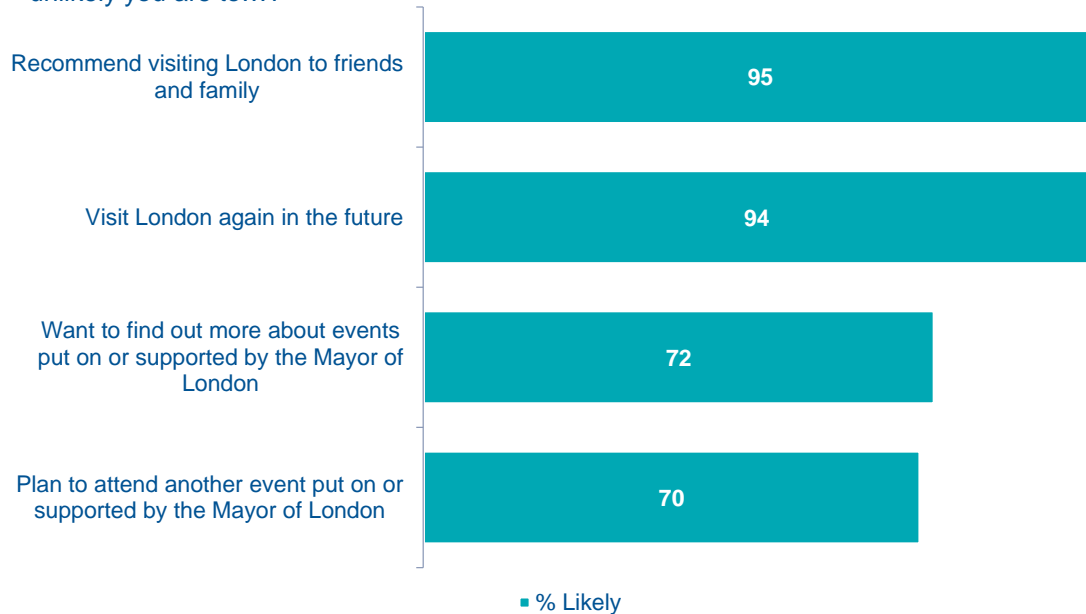
Indeed, there is a distinct difference in the views of Londoners as opposed to non-Londoners. Four in five of those who live and work in London (79%) and a similar proportion of those who live in London but don’t work there said that they would like to find out more about Mayor of London events, compared to 67% of non-Londoners.

The responses are similar when respondents were asked if they plan to attend another event; four in five of those who live and work in London would attend another event (80%) compared to 64% of non-Londoners. This could be explained by their relative lack of knowledge of role of the Mayor of London events by non-Londoners and/or their lack of proximity to London.

Virtually all attending would recommend London or visit again in the future



Q. Now that you have attended ..., for each of the following, please tell me how likely or unlikely you are to...?



GREATERLONDONAUTHORITY

Base: All respondents (3,102); 31 July – 10 September 2012

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Younger people are more likely to attend events again (71% of 18-34 year olds stated they were likely to plan to attend another event hosted by the Mayor compared to 67% of over 55s).

Also, people who attended Surprises events such as Piccadilly Circus Circus and the Owl and Pussycat were more likely to attend a Mayor of London event in the future than those who attended BT London Live Events (76% compared to 67%). Those who attended the Piccadilly Circus Circus were the most likely to attend a future event (81%). This could perhaps be due to these events being devised for a more niche audience who are likely to want to attend these sorts of events again in the future.

However, almost all visitors to London would both visit London again in the future and recommend visiting the capital to family and friends (both 95%). This supports the view that the Olympic and Paralympic games has had a positive impact on the tourism industry of London and will hopefully bring more tourists to London in the future.

“Whatever London put on, they know how to do it, that’s for sure.”

Female, 55+, Non-Londoner, Trafalgar Square

“It was the best ever Games, full stop.”

Female, 18-34, Non-Londoner at Parade

Appendices

Appendix 1 – Social Grade definition

The grades detailed below are the socio-economic definitions and are standard on all surveys carried out by ICM Research.

Social Grades		
	Social Class	Occupation of Chief Income Earner
A	Upper Middle Class	Professionals such as doctors, surgeons, solicitors or dentists; chartered people like architects; fully qualified people with a large degree of responsibility such as senior editors, senior civil servants, town clerks, senior business executives and managers, and high ranking grades of the Services.
B	Middle Class	People with very responsible jobs such as university lecturers, hospital matrons, heads of local government departments, middle management in business, qualified scientists, bank managers, police inspectors, and upper grades of the Services.
C1	Lower Middle Class	All others doing non-manual jobs; nurses, technicians, pharmacists, salesmen, publicans, people in clerical positions, police sergeants/constables, and middle ranks of the Services.
C2	Skilled Working Class	Skilled manual workers/craftsmen who have served apprenticeships; foremen, manual workers with special qualifications such as long distance lorry drivers, security officers, and lower grades of Services.
D	Working Class	Semi-skilled and unskilled manual workers, including labourers and mates of occupations in the C2 grade and people serving apprenticeships; machine minders, farm labourers, bus and railway conductors, laboratory assistants, postmen, door-to-door and van salesmen.
E	Those at the lowest levels of subsistence	Those on lowest levels of subsistence including pensioners, casual workers, and others with minimum levels of income

Appendix 2 – Marketing and advertising strategies

Programme name	Event dates	Research date(s)	Short description	Short advertising description
SECRETS Hidden London	Various, see <i>Short description</i>	Owl & the Pussycat, Tues 31 Jul	<ul style="list-style-type: none"> The Owl and the Pussycat opera performance on London's canals by Royal Opera House, ROH2 (London canals, west to east London) Like a Fish out of Water – dance at London's Lidos (5-7 Jul Uxbridge Lido & 12-14 Jul Hampton Pool) Nothing is Set in Stone – musical sculpture at the nature reserve (21 Jun – 9 Sept Fairlop Waters Redbridge) Northala – natural installations, culminating in a ceremony of fire and sound (August Northala Fields Northolt) 	<ul style="list-style-type: none"> People heard about event through word-of-mouth or in passing event Press activity: News story on TV, radio or in newspapers Advertising (summer long exposure for one of the longest SLNO events): <ul style="list-style-type: none"> Social media - Facebook / Twitter Email /e-flyer GLA website (London.gov) Mayor of London presents website Another / partner website Bus stop poster Visitor Information Centre Team London Ambassador/other uniformed staff/volunteer Evening Standard/Evening Standard online Timeout Poster on underground/rail station Summer like no other events guide Leaflet from train/underground station Online advert on Ticketmaster Metro advert Big Issue advert Google search rankings
SURPRISES Pop-up Performances	Throughout summer 2012	Piccadilly Circus Circus, Sun 2 Sept	<ul style="list-style-type: none"> What you will: Pop-Up Shakespeare, To Be or Not To Be? Mark Rylance brings some of Shakespeare's most famous characters and most evocative speeches to life on London's streets. Streb – Elizabeth Streb and her daredevil team will thrill London with a stunning series of feats that push the human body to the limits. 	<ul style="list-style-type: none"> People heard about event through word-of-mouth or in passing event Press activity: News story on TV, radio or in newspapers Advertising (announced and promoted just 1 day before the event, therefore minimal exposure): <ul style="list-style-type: none"> Flyer/leaflet Social media - Facebook / Twitter

			<ul style="list-style-type: none"> • Sacrilege – life-size replica of Stonehenge as a bouncy castle popping up in a number of locations across London for two weeks throughout summer. 	<ul style="list-style-type: none"> ○ Email/e-flyer ○ GLA website (London.gov) ○ Mayor of London presents website ○ Another / partner website ○ Google search rankings
SHOWTIME Entertainment Everywhere	Various, see description	Showtime at BT London Live Victoria Park, Thurs 9 Aug	<ul style="list-style-type: none"> • Showtime on Tour 21 Jul – 9 Sept • Theater Tol and Akademi present Bells July – August • 99 Tiny Games July – August • Bandstand Marathon Sunday 9 Sept • Pop-Up Films Aug – Sept • Welcoming the World 21 – 26 July • For further details please see Mayor of London Presents a summer like no other brochure or www.molpresents.com/showtime 	<ul style="list-style-type: none"> • See BT London Live advertising description. <p>Showtime specific activity for reference:</p> <ul style="list-style-type: none"> • People heard about event through word-of-mouth or in passing event • Press activity: News story on TV, radio or in newspapers • Advertising: <ul style="list-style-type: none"> ○ Social media - Facebook / Twitter ○ Email/e-flyer ○ GLA website (London.gov) ○ Mayor of London presents website ○ Another / partner website ○ Bus stop poster ○ Visitor Information Centre ○ Team London Ambassador/other uniformed staff/volunteer ○ Evening Standard/Evening Standard online ○ Timeout ○ Metro ○ Radio advert ○ Poster in shop/local venue ○ Poster on underground/rail station ○ Mayor of London Presents a summer like no other A5 brochure ○ Leaflet from train/underground station ○ Advert on DLR train ○ Google search rankings

BT London Live	<p>Hyde Park 28 Jul-11 Aug</p> <p>Victoria Park 27 Jul-12 Aug</p> <p>Traf. Square 29 Aug-9 Sept</p>	<p>BTLL Hyde Park, Sat 04 Aug</p> <p>BTLL Hyde Park, Wed 8 Aug</p> <p>BTLL Victoria Park (incl. Showtime), Thur 9 Aug</p> <p>BTLL Victoria Park, Fri 10 Aug</p> <p>BTLL Hyde Park, Sat 11 Aug</p> <p>BTLL Trafalgar Square, Fri 31 Aug</p>	<ul style="list-style-type: none"> Hyde Park, Victoria Park and Trafalgar Square will host giant screens showing live action from the Olympic and Paralympic Games. Also, family entertainment, sport opportunities, music and cultural performances. 	<ul style="list-style-type: none"> People heard about event through word-of-mouth or in passing event Press activity: News story on TV, radio or in newspapers Advertising (summer long exposure for one of the longest SLNO events): <ul style="list-style-type: none"> London Underground / outdoor posters Newspaper advertising Radio advert Internet adverts Social media - Facebook / Twitter Email/e-flyer GLA website (London.gov) Mayor of London presents website Mayor of London Presents a summer like no other A5 brochure BT London Live website Visitor Information Centre Team London Ambassador/other uniformed staff/volunteer Delivery partner, Live Nation also promoted BT London Live through a raft of additional activity: <ul style="list-style-type: none"> Digital comms <ul style="list-style-type: none"> Digital advertising - partner and media partner sites (i.e. L&P) Search engine keyword search advertising E-comms - Partner and media partner (The Sun, The Times, Absolute radio, Kiss, Magic) Social media (Facebook, Twitter, Youtube) - Partner and media partner social media Press advertising – National, regional and London Outdoor advertising - Bus Sides, Bus Shelters, Ad Rail / Rail Termini, TRP - Hyde Park notice boards Radio advertising - Absolute radio, Kiss, Magic TV advertising -- Daybreak (London), ITV1 (London) - inc Coronation St, sat/sun peak & daytime, SKY Package (sports, News, Movies, drama, family, music) PR
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PARADE Our Greatest Team	10 Sept	Parade, Mon 10 Sept	<ul style="list-style-type: none"> At the end of the summer and the Games, the streets of London will be lined up with cheering crowds as Our Greatest Team parades through the capital. 	<ul style="list-style-type: none"> People heard about event through word-of-mouth or in passing event Press activity: News story on TV, radio or in newspapers Advertising (promoted 10 days before the event): <ul style="list-style-type: none"> Social media - Facebook / Twitter Email/e-flyer GLA website (London.gov) Mayor of London presents website Other / partner websites Mayor of London Presents a summer like no other A5 brochure Press advert (Time Out) Editorial column (ES) Residential letter TeamGB shop
PICTURE Potters Fields Park	28 July – 12 August 29 Aug – 9 Sept	Picture Potters Fields, Mon 3 Sept	<ul style="list-style-type: none"> Olympic and Paralympic Games broadcasted for free, live on a big screen. Performances from local arts and theatre groups as well as performances from GIGS. At Potters Fields Park, next to Tower Bridge. 	<ul style="list-style-type: none"> People heard about event through word-of-mouth or in passing event Press activity: News story on TV, radio or in newspapers Advertising (summer long exposure): <ul style="list-style-type: none"> Social media - Facebook / Twitter Mayor of London Email/e-flyer GLA website (London.gov) Mayor of London presents website Other / partner websites Mayor of London Presents a summer like no other A5 brochure Visitor Information Centre Team London Ambassador/other uniformed staff/volunteer

