

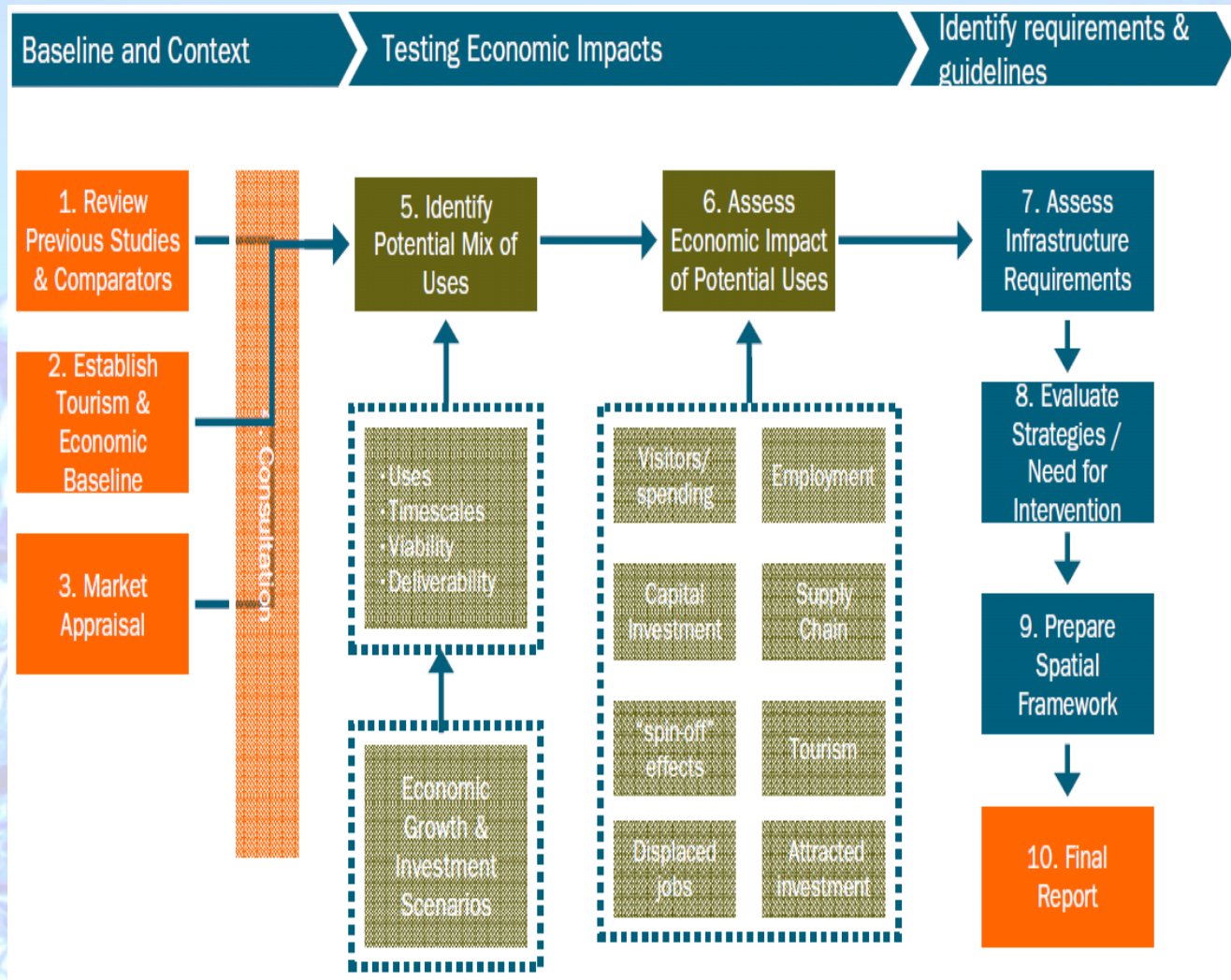
The London 2012 Olympic Games.....

The White Water Centre.....

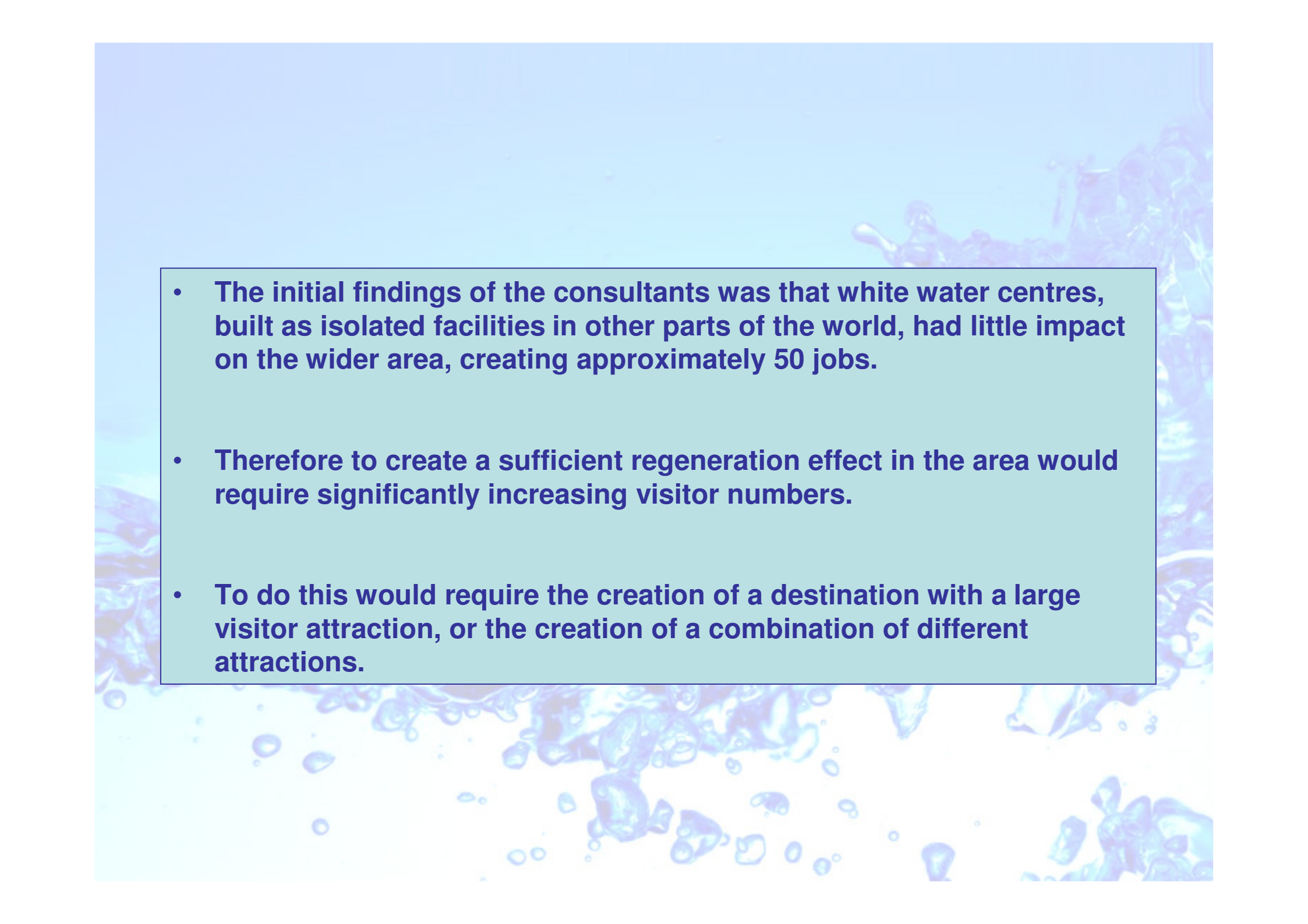
and the creation of a leisure destination in the Waltham area

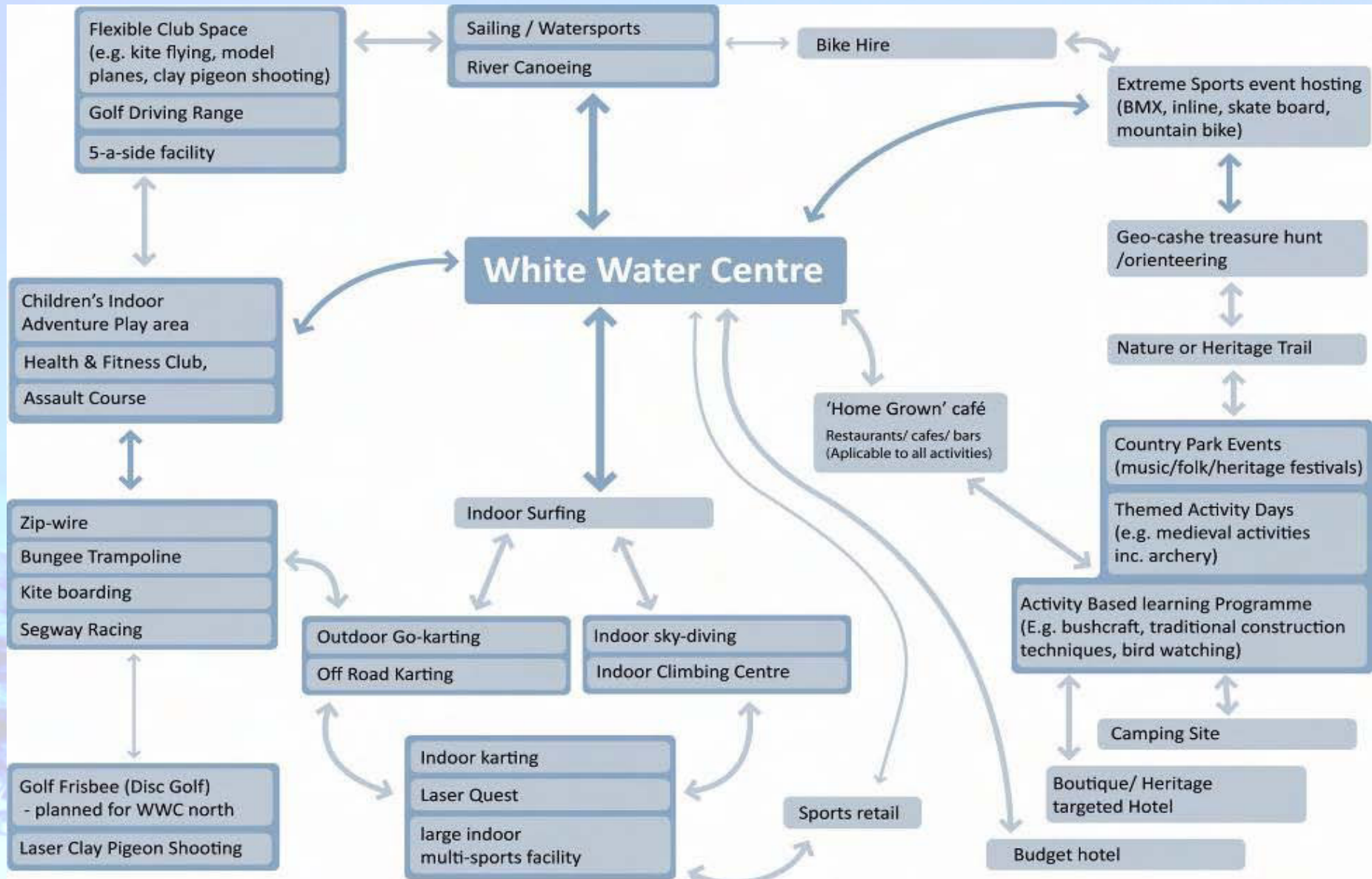


- **In November 2010 a brief was sent out to procure a consultant to produce an Economic Development Study for the White Water Centre.**
- **The aim of the study was to assess and quantify the potential economic impacts the creation of the White Water Centre could have on the area.**
- **Identify opportunities, stemming from the White Water Centre, to enhance the area; including the town centres of Waltham Cross and Waltham Abbey.**
- **The study was also to provide approaches for how to make sure enhancements happen on the ground in the short and long term, and how to maximise them.**

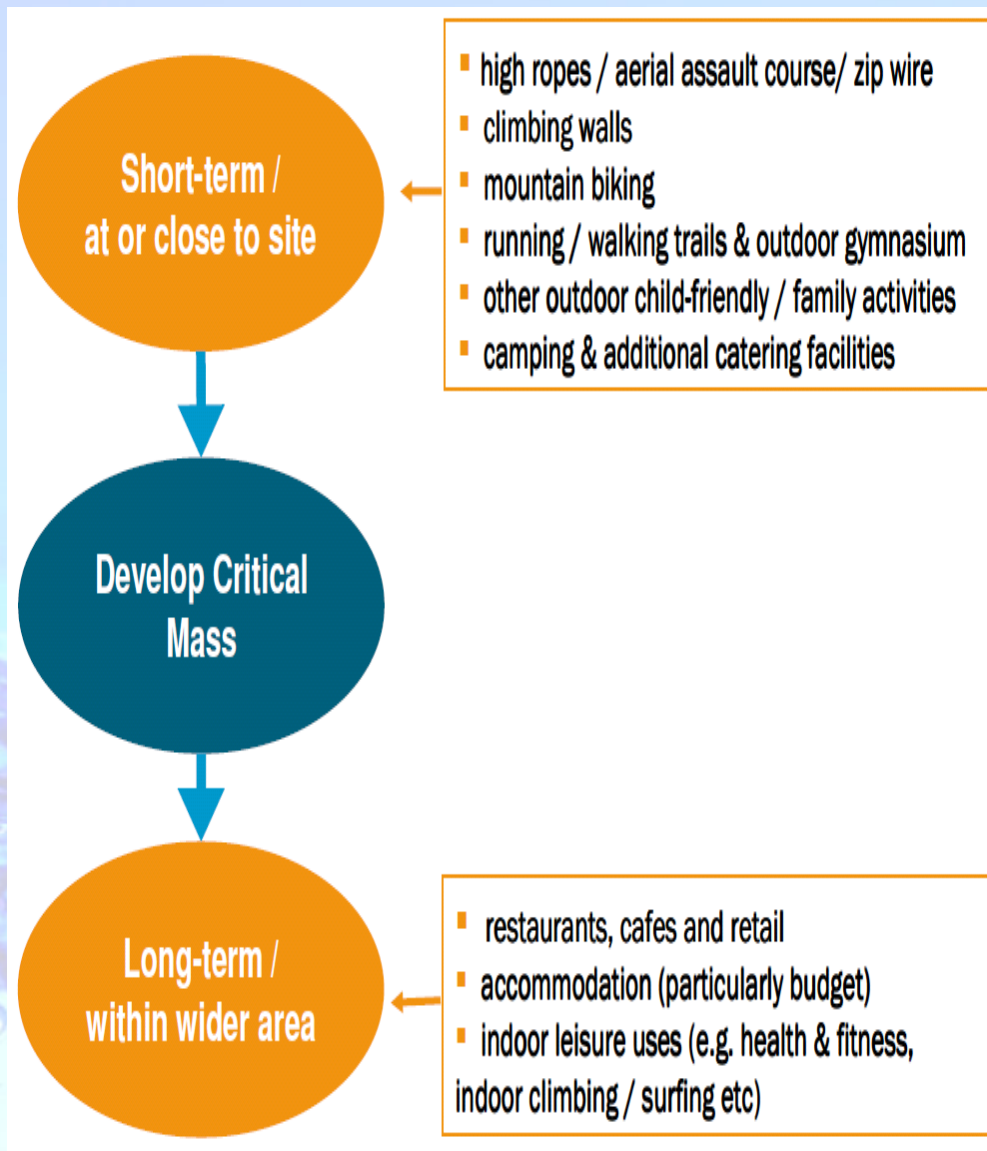


In February 2011 consultants Nathaniel Lichfield were appointed to undertake the study.

- 
- **The initial findings of the consultants was that white water centres, built as isolated facilities in other parts of the world, had little impact on the wider area, creating approximately 50 jobs.**
 - **Therefore to create a sufficient regeneration effect in the area would require significantly increasing visitor numbers.**
 - **To do this would require the creation of a destination with a large visitor attraction, or the creation of a combination of different attractions.**



The consultants began to look at how additional leisure activities around the White Water Centre might evolve, be developed, connected and marketed.

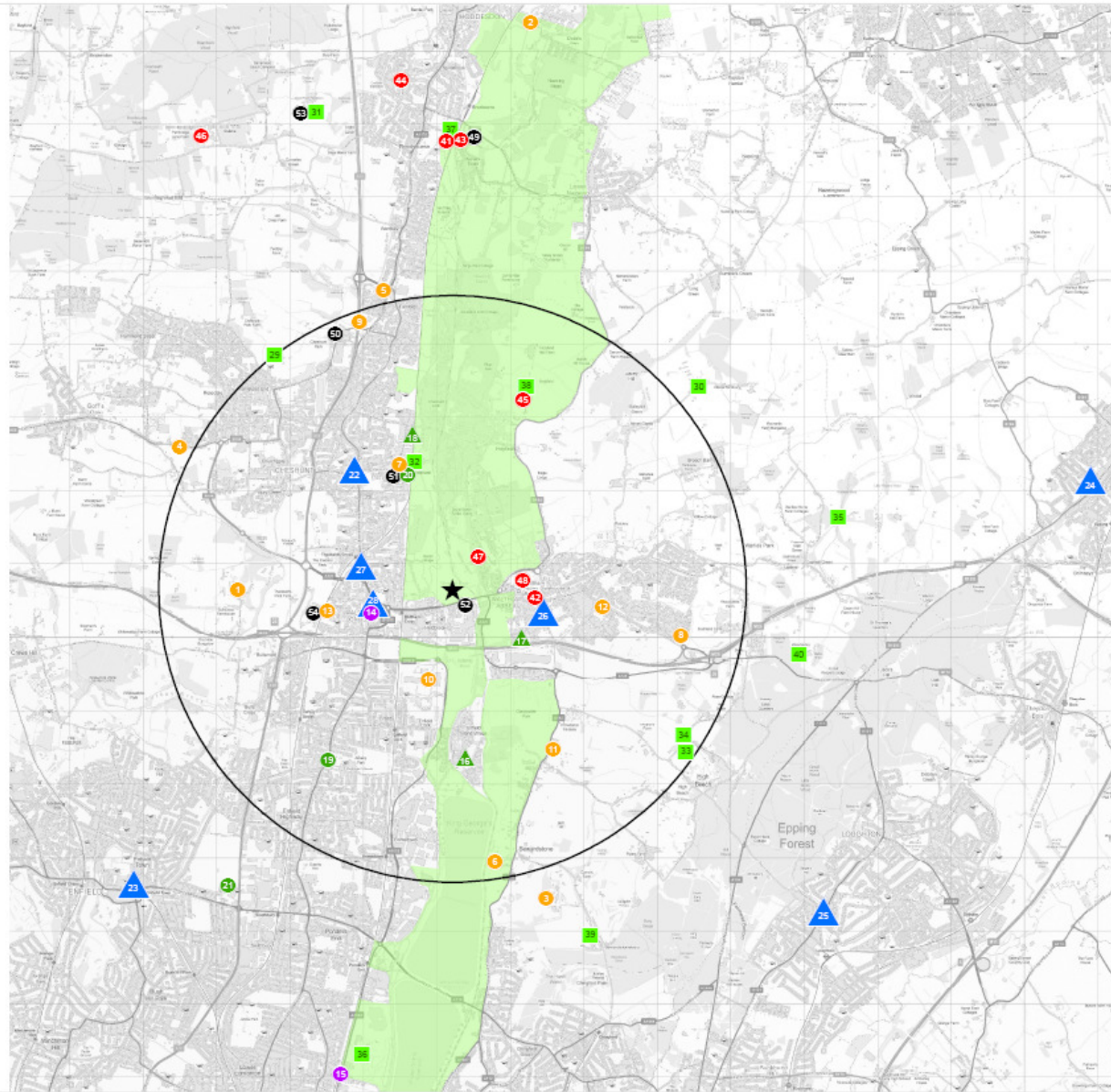


- **The consultants put forward the concept of building critical mass.**
- **This involves developing a series of low cost activities in the short term until a critical mass of visitors is established, and then a series of mid term larger scale activities are developed.**
- **Once critical mass is again achieved large scale developments can be implemented.**

Facility	Location	No. of visitors p.a.	No. of Jobs
Short-term (could be developed immediately)			
LVWWC/BNU	On/beside LVWWC	72,000	~60
Archery	On/beside LVWWC	1,000	<5
Zorbing/Hydro Zorbing	On/beside LVWWC	2,000	<5
Zip-wire	On/beside LVWWC	5,000	<10
Aerial Ropes Course	On/beside LVWWC	25,000	10
Bungee Trampoline	On/beside LVWWC	5,000	<5
Golf Driving Range	Within Local Area	10,000	<5
Bike Hire	On/beside LVWWC	1,500	<5
Outdoor Climbing Wall	On/beside LVWWC	2,000	>5
Golf Frisbee	On/beside LVWWC	1,000	>2
Laser Clay Pigeon Shooting	Within Local Area	2,000	>5
Paintballing	Within Local Area	2,000	>10
Children's Indoor Play area	Within Local Area	45,000	>10
Total Short term		~173,000	~140
Medium-term (requires critical mass of visitors)			
Indoor Surfing	On/beside LVWWC	12,000	>10
Go-karting/Indoor Karting	Within Local Area	10,000	<5
Indoor Climbing Centre	On/beside LVWWC	25,000	10
Laser Quest	Within Local Area	20,000	<20
Health & Fitness Club	Within Local Area	180,000	30-40
Sailing/Watersports	Within Local Area	7,000	<5
Total Medium Term		~254,000	~90
Long-term (when established leisure destination)			
Budget hotel	Within Local Area	35,000+	60
Sports retail	Within Local Area	15,000+	10
Restaurants/bars	Within Local Area	~120,000	30
Other large indoor facility	Within Local Area	~500,000	50
Total Potential		600,000 - 1,100,000	330-380

- Activities were identified on the basis that they would fit within the Lee Valley Park brand, would not harm the existing Lee Valley offer, and take account of sensitivity issues such as ecological sites.
- Activities were proposed that should be introduced in the short term to develop the area as a leisure destination, increasing the critical mass of visitors, before moving into a mid term phase of more substantial development.
- In the long term once critical mass is reached again large scale development is implemented.

1. De Vere - Theobalds Park
2. Dobbs Weir Caravan Park
3. Gilwell Park Conference Centre
4. Goffs Oak Lodge
5. Katie's B&B
6. Lee Valley Campsite
7. Lee Valley Youth Hostel
8. Marriot Waltham Abbey
9. Marriott Cheshunt
10. Premier Inn Enfield
11. Premier Inn Waltham Abbey
12. The Woodlands
13. Travelodge Cheshunt
14. Gaia Leisure Ltd
15. Picketts Lock Cinema and Retail Centre
16. Island Fitness
17. Krunch Gym
18. Monster Gym
19. Albany Leisure Centre
20. Grundy Park Leisure Centre
21. Southbury Leisure Centre
22. Cheshunt Town Centre
23. Enfield Town
24. Epping Town Centre
25. Loughton Town Centre
26. Waltham Abbey Town Centre
27. Waltham Cross High Street
28. Waltham Cross Shopping Centre
29. Cheshunt Park Golf Centre
30. Claverhambury Carp Lakes
31. Hertfordshire Golf & Country Club
32. Herts Young Mariners Base
33. High Beech Golf Course
34. High Beech Riding School
35. Just Riding
36. Lee Valley Athletics Centre
37. Lee Valley Cycle Hire
38. River Lee Country Park
39. West Essex Golf Club
40. Woodrodon Equestrian Centre
41. Broxbourne Old Mill & Meadows
42. Epping Forest District Museum
43. Lee Valley Boat Centre
44. Lee Valley Nature Interpretation Centre
45. Lee Valley Park Farm
46. Paradise Wildlife Park
47. Royal Gunpowder Mills
48. Waltham Abbey Church & Gardens
49. Broxbourne Leisure Pool
50. Greater Brookfield
51. Grundy Park Leisure Centre
52. Hazlemere Marina
53. Hertfordshire Golf & Country Club
54. Park Plaza North



Key

- ★ Lee Valley White Water Centre
- 4km Distance Ring

Services & Facilities

- Accommodation & Conferencing
- Bingo & Cinemas
- ▲ Gym
- Leisure Centre
- ▲ Retail Centre
- Sport & Outdoor Pursuits
- Visitor Attractions
- Significant Future Developments
- Lee Valley Regional Park

nlp Nathaniel Lichfield and Partners

Project: White Water Centre Study

Title: Services & Facilities Plan

Client: Lee Valley Regional Park

Date: 01.02.2011

Scale: 1 : 52,000 @ A3

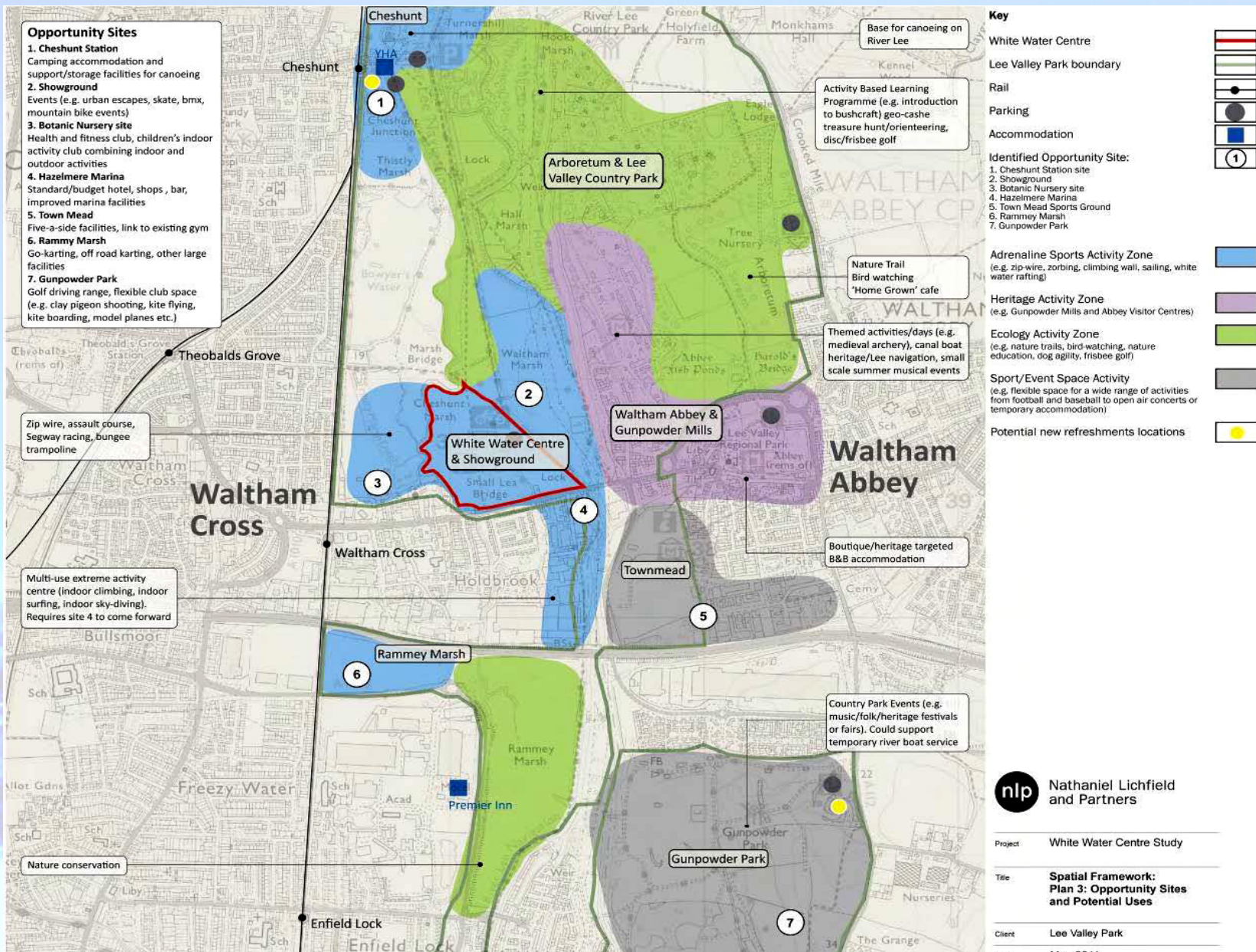
Drawn by: MAr

Org. No: GIS12545-001

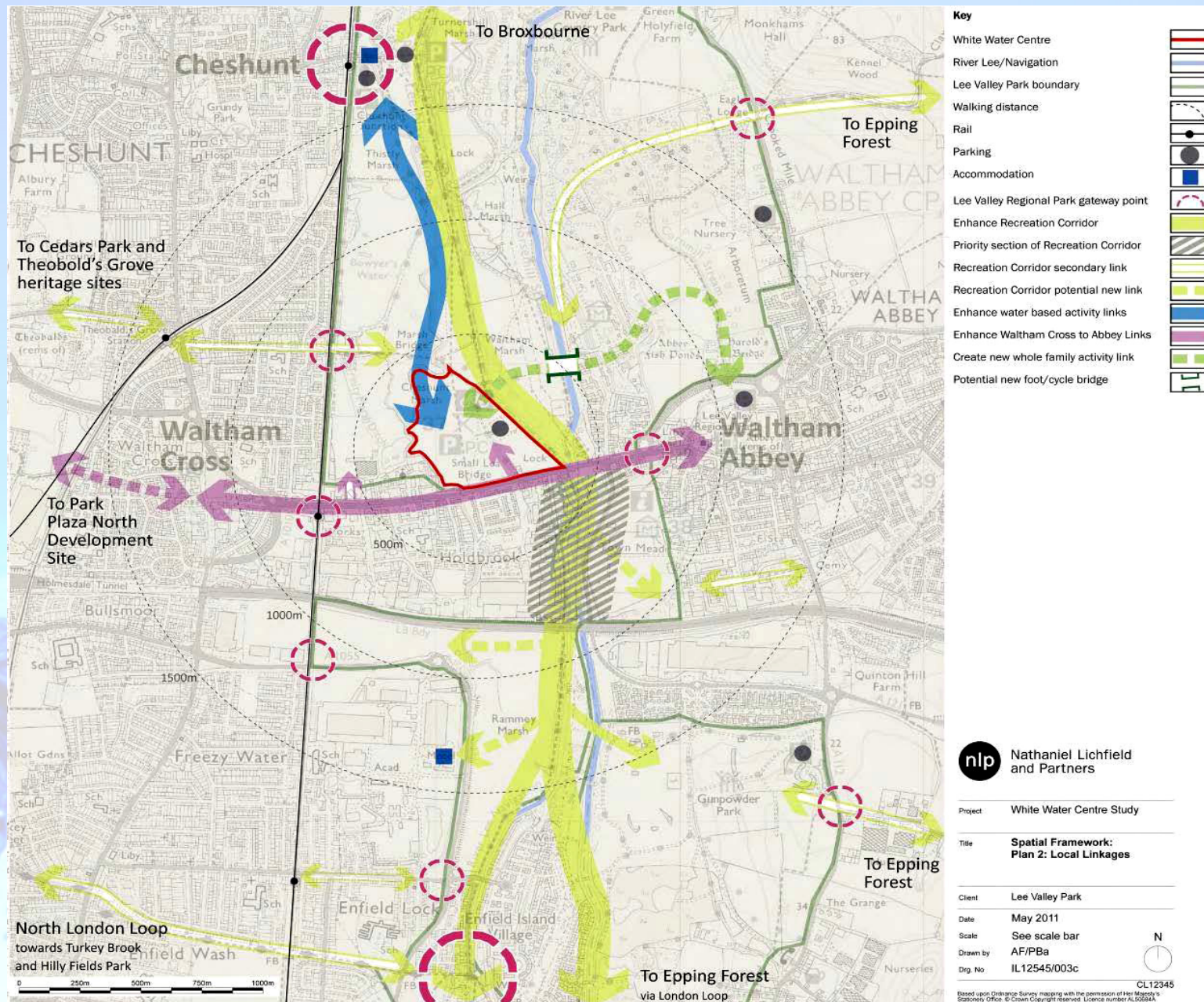
Based upon Ordnance Survey mapping with the permission of the Mapping & Statistics Office. © Crown Copyright reserved. Licence number AG36644.

GIS Reference: GIS12545 - White Water Centre Study/GIS12545 - White Water Centre Study - Services & Facilities - 01.02.2011.mxd

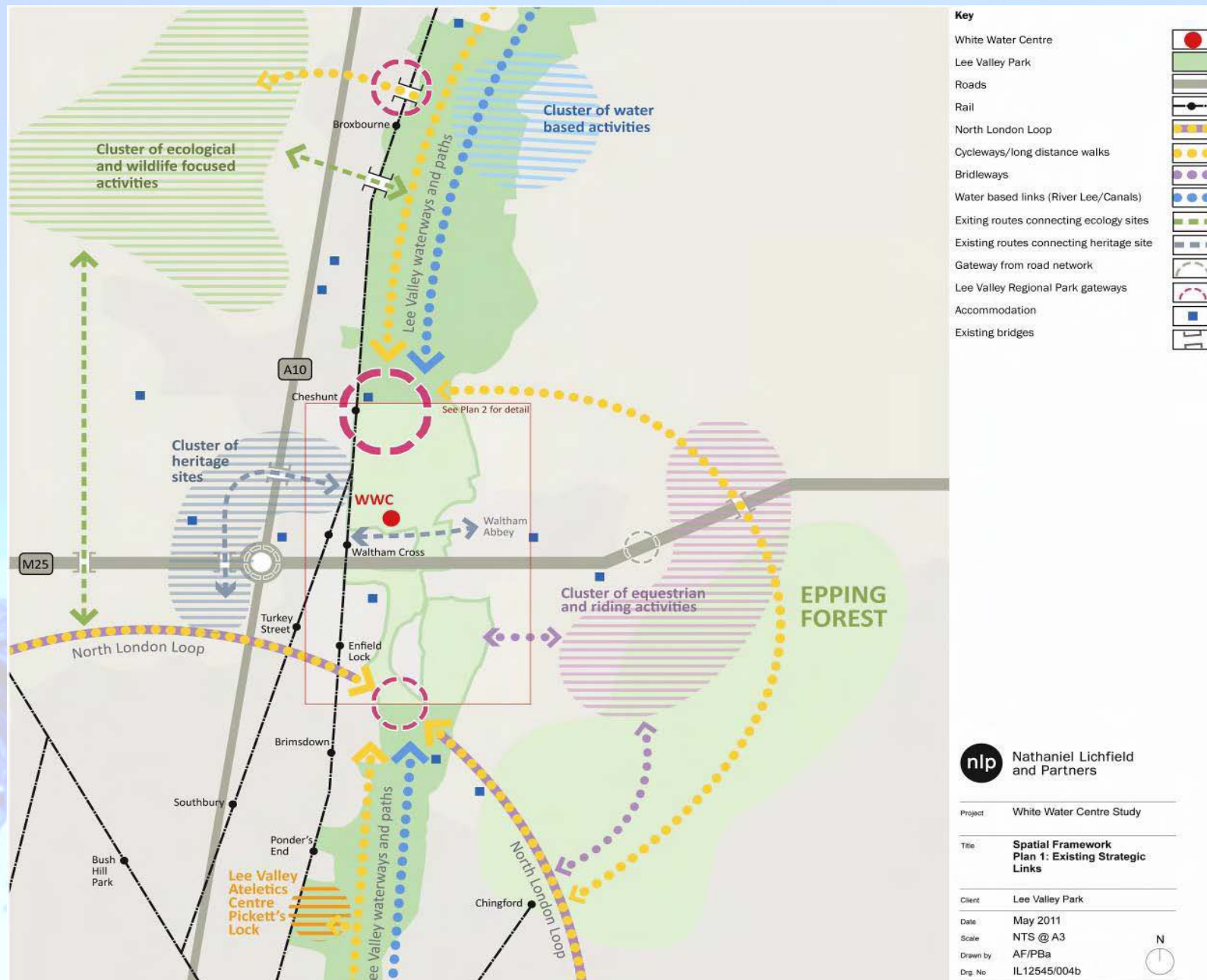
Other existing activities in the area were considered and reviewed.



Following the review the concept of activity hubs was proposed. Grouped into themes, they include: Adrenaline zones, Ecology zones, a heritage zone, and Sport and event zones. Potential development sites were then identified.



4 Linkages across the site were identified to make the leisure destination in the immediate area work. A priority area was also identified to make the area work.



Links to the wider area were then considered, including Epping Forest in the east and Theobalds Park in west, that would further develop the area for leisure.

Short-term Actions within the next 18 months:

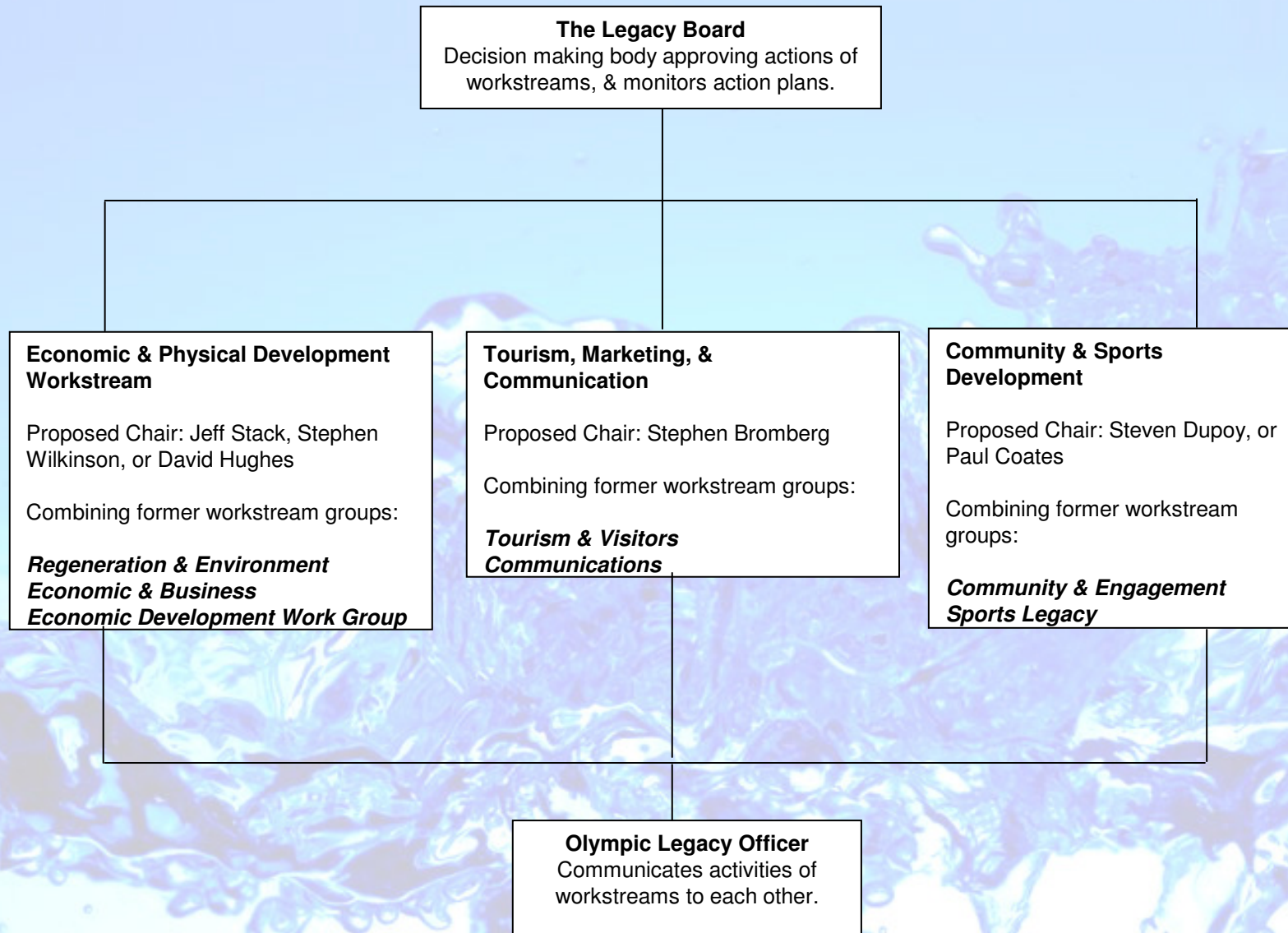
1. Identify and plan for introducing small-scale activities which could be undertaken by the LVRP on or close to the LVWWC site without significant capital investment & improve the catering offer at the LVWWC.
2. Investigate potential to promote festivals and other events with local partners at/near to the LVWWC.
3. Initiate work on formulating an area masterplan and/or Area Action Plan that sets out parameters for future development around the LVWWC in a more detailed and statutory basis.
4. Produce an investment prospectus to assist in promoting the LVWWC site and nearby sites to prospective operators/developers of larger scale leisure facilities and in identifying private sector partner opportunities.
5. Explore feasibility/viability of some potential leisure activities with operators/developers.
6. Develop a marketing and branding strategy which would allow future developments across a range of activities to be marketed through a single portal, which could also provide links to other local businesses (e.g. accommodation).
7. Seek funding and planning permission for improved pedestrian links to Waltham Cross station and Waltham Abbey town centre via Station Road.

Medium-term Actions - Following the re-opening of the LVWWC to the public in spring 2013, but before the Canoe Slalom World Championships in summer 2015:

1. Implement improvements to local pedestrian routes.
2. Develop further on-site activities at the LVWWC (e.g. a climbing wall, aerial ropes course. Segway racing) as well as offer packages of off-site activities (e.g. mountain biking in the Epping Forest).
3. Develop the ticketing offer and portal, including “all-activity’ passes and tickets for various combinations of activities (e.g. rafting in the morning, mountain biking in the afternoon).
4. Adopt an area masterplan/Area Action Plan, and establish development/partnering agreements with private sector operators where relevant.
5. If necessary, seek planning permissions for relevant sites/facilities to provide greater confidence for private sector partners/developers.
6. Establish job training linkages with local providers and operators and establish combined local recruitment portal to advertise job opportunities at the LVWWC/nearby leisure facilities.

Long-term Actions - In the longer term, following the Canoe Slalom World Championships in 2015:

1. Continue to diversify and add to the range of events and small-scale activities available on and close to the site.
2. Develop ancillary and larger-scale facilities in conjunction with private sector operators and developers.
3. Implement the remaining infrastructure improvements and developments contained in the area Masterplan/Area Action Plan.



As the themed work groups of the legacy board progressed it became apparent that they overlapped, information needed to be shared more readily between them, and the study makes recommendations that require actions across all the work groups. On this basis the Olympic Legacy Board agreed a restructure so that it could more readily respond to these issues.