



OLYMPIA

NEWSLETTER FEBRUARY 2024

Welcome to our first newsletter of 2024. In it, you will find updates from the exhibition business and details of upcoming shows, progress on construction from Laing O'Rourke and news and new tenant signings from the growing Olympia Estate team. Keep your eyes peeled for details of residents' drop-ins, construction site visits and exclusive offers with some of our partners. With just over one year to go until the first of our venues opens its doors, we're keen to hear from you.

Let us know what you would like updates on and if you have any ideas for us by emailing:

updates@olympia.co.uk

Join us on March 7th for our next residents' drop in. This session will focus on traffic, transportation and visitor management as the new venues and restaurants open.

**Marketing Suite, Maclise
Road Surface Car Park**

**Thursday 7th March
4:00pm – 7:30pm**

If you are unable to make the times advertised, please email updates@olympia.co.uk and we will arrange an alternative time with you.

**Linda Chandler
Chief Digital Officer
Olympia Estates**

Linda Chandler serves as the Chief Digital Officer for the Olympia Estate, leveraging her extensive technology background to advance the built environment and propel Future Olympia to the forefront of global connectivity. With roots as a technologist in the early stages of data analytics, she became the Chief Information Officer for the London Development Agency leading up to the London Olympics. Linda has spent the latter half of her 30+ year career at Microsoft specialising in the area of smart cities both in the UK and APAC. Linda also holds external positions as a Trustee at BRE Trust and as a Design Council Expert.

**Rachele Caltagirone
Head of Placemaking
Olympia Estates**

Rachele Caltagirone is the Head of Placemaking for the Olympia Estate, bringing a wealth of experience in shaping inspiring and inclusive places across London. Originally trained as a designer in France, her work on the London Olympics bid team ignited a passion for the built environment. She has spent the last 15 + years working on long-term, transformative projects in property, including leading the marketing for the King's Cross and Coal Drops Yard.



Abe Berry
Director of Hospitality
Olympia Estates

Abe Berry has joined the Olympia Estate as the Director of Hospitality. Abe is a luxury hospitality leader raised in Detroit, Michigan the MotorCity. Abe's commitment to the industry began with Hyatt Hotels working through various line and supervisory roles followed by a Masters in Hospitality at Cornell University and a BBA degree from Walden University. From there, Abe's career has taken him all over the United States, including an almost decade-long stint within MGM Resorts. There, Abe worked in roles including Vice President of Food and Beverage at MGM Grand Las Vegas, the MGM National Harbor and the MGM Grand Detroit, to most recently, as Vice President of Hospitality for MGM Resorts International.



Andrew Thomson
Operations Director Olympia
Estates

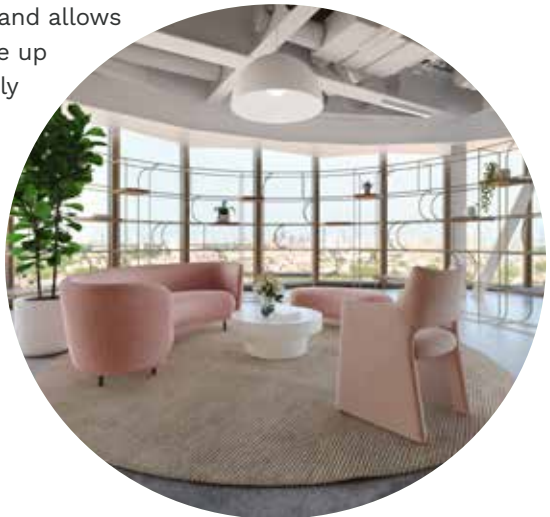
Andrew Thomson is the Estates Operations Director at the Olympia Estate, with responsibility for ensuring the smooth running off all operations. Andrew brings significant experience to the team, having previously set up the operational functions for complex central London buildings such as the Shard. Andrew has spent almost half of his 20+ year career working for Hammerson, where he had notable success in improving sustainability measures. Andrew will be a regular feature of Olympia's residents' drop-ins and will be working hard to fine tune operational management plans, including plans for traffic and event management, ahead of the launch of the new venues.



ONE OLYMPIA OFFICES, NEW SIGNING

Earlier this month, Olympia announced that it had signed an agreement with IWG to provide over 70,000 sq ft of flexible workspace on the 5th floor of the One Olympia office building. From high-end recording studios to multimedia content creation and podcast rooms, the new opening will raise industry standards and allow creative talent and entrepreneurial spirit to flourish, as well as providing flexible workspace facilities and high-quality office space for companies of all types.

Mark Dixon, CEO & Founder of IWG, commented: “We are very pleased to work in partnership with Olympia and add a cutting-edge workspace offering to their building in this landmark location. The demand for hybrid working continues to soar, and West London is a fantastic place for us to boost our expansion plans. This latest signing comes at a time when more and more companies are discovering that flexible working boosts employee happiness and satisfaction, while helping the environment. Our workplace model is also proven to increase productivity and allows for a business to scale up or down at significantly reduced costs.”



OLYMPIA EVENTS, INTRODUCING OUR NEW CEO

On January 11th, the Olympia exhibition business welcomed Andy O'Sullivan as its new Chief Executive Officer. Andy comes to Olympia from Tottenham Hotspur Stadium, where he served as Venue Director and played a pivotal role in elevating the stadium's reputation to that of a world-class venue.

Andy brings with him a wealth of experience, having previously served as Vice President for IMG's European Stadium & Arena division. In this capacity, he contributed to the success of numerous global events and iconic venues, including opening Wembley National Stadium.

Andy will be attending the upcoming Olympia drop-in event on Thursday, 7th March, and is keen to meet community members to learn more about their experiences with the Olympia exhibition venue.



OLYMPIA EVENTS

We're excited to announce another year of great events, with some returning favorites and many exciting new additions. As always, we're ensuring that we are communicating with you, being considerate in our operations and minimizing any disruption to our neighbours. Below is a table outlining the events scheduled until May 2024, along with their build and break dates. Please note that our busiest breakdown dates are highlighted in bold for your reference.



Event	Dates	Build dates	Break dates
Source of fashion	18–21 Feb	18 Feb	21 Feb
Women's Health Professional Care & Best Practice London	28–29 Feb	27 Feb	29 Feb
Childcare & Education Expo 2024	1–2 March	29 Feb	2 March
London Film & Comic [Spring]	2–3 March	1 March	3 March
Transport Ticketing Global	5–6 March	4 March	6 March
The London Book Fair	12–14 March	8–11 March	14–16 March
Ideal Home Show	22 March–7 April	17–21 March	7–9 April
London Career Forum	13–14 April	12 April	14 April
UK Cyber Week 24	17–18 April	15–16 April	18 April
Ceramic Art London	19–21 April	17 April	21 April
Retail Technology Show	24–25 April	21–23 April	25–26 April
Hyrox 2024	4–6 May	3 May	6 May
Aesthetic Medicine Live 2024	10–11 May	9 May	11 May
Media Production Show 24	15–16 May	13–14 May	16–17 May
Taste with Laithwaites	17–18 May	16 May	18–19 May
Wine Fair 2024	20–22 May	18–19 May	22–23 May
Mind Body Spirit	24–27 May	22–23 May	27 May

This year, we have the following nine events that meet at least two of the criteria required to be classed as special events. The summary below provides the list of events and extra measures planned for litter and security. The listings are regularly occurring events at Olympia London.

Event	Hall	Dates
London Film & Comic [Spring]	Grand & National for queuing	02–03 March
Hyrox	Grand & National	04–06 May
Taste of Laithwaites	National	17–18 May
London Wine Fair	Grand	20–22 May
Imbibe	Grand	01–02 July
London Film & Comic [Summer]	All three halls	05–07 July
Hyper Japan	Grand & National for queuing	19–21 July
London Film & Comic [Winter]	Grand/West	16–17 November

The criteria for a ‘Special Event’ is as follows:

- finishes after 11pm
- includes music or loud noise
- over 1000 attendees
- high number of VIPs
- higher alcohol consumption

Category	Litter Patrols	Security Patrols
High-density numbers: queuing	1x patrolling cleaning team (2x people)	2x patrolling teams (4x people)
11pm finish with over 1000 people. Music	N/A	1x patrolling security team (2x people)
Alcohol-led experiential event (ticket only)	1x patrolling cleaning team (2x people)	1x patrolling security team (2x people)
Alcohol led exhibition (trade only)	N/A	1x patrolling security team (2x people)
Alcohol-led exhibition (trade only)	1x patrolling cleaning team (2x people)	2x patrolling teams (4x people)
High-density numbers: queuing	2x patrolling cleaning team (4x people)	2x patrolling teams (4x people)
High-density numbers: queuing	1x patrolling cleaning team (2x people)	1x patrolling security team (2x people)
High-density numbers: queuing	1x patrolling cleaning team (2x people)	2x patrolling teams (4x people)

COMMUNITY OUTREACH & CHARITABLE WORK

We are committed to working closely with residents, local businesses and organisations with the aim of making a positive impact on our community. Since September 2023, our Head of Community Engagement, Tosin Adewumi, has been actively engaging with members of the community to gain insight into their experiences with Olympia. This information is then shared among the Olympia exhibition team to ensure that we are mindful of our neighbours in all aspects of our operations.

We've also been meeting and working with the local authorities, community organisations, schools, and charities to add value and partner on projects that have a positive impact in the community.

This year, we will continue our community outreach and support local projects through our Charitable Trust. In February, we have a planned staff volunteering day at St Mary's Primary School to help with gardening and painting to refresh the outdoor spaces. We are also recruiting two trustees from the community onto our Charitable Trust to strengthen the community voice on the board of trustees.

Information about the Olympia Charitable Trust and the roles can be found at www.olympia.london/eco-charitable-trust and on the careers page of our website.



We supported the Hammersmith & Fulham Borough of Culture 2025 Bid. You can support the campaign and see a video with a cameo from the Olympia team at:

www.whericultureconnects.org.uk

Staff Support Video for H&F Culture Bid



The Olympia Charitable Trust funded 7 community projects, providing total funding of just over £36,000. Some of the recipients included Barons Court Project, Normand Croft Community School and St Marys Catholic Primary School.



*Top: St Mary's Primary School Visit
Bottom: Avonmore Primary School Headteacher*



We sponsored a table for the Hammersmith & Fulham Giving 'Big Christmas Lunch' which provided older people who may have otherwise been isolated with a hot meal, entertainment, gifts and company on Christmas Day.

H&F Giving Christmas Lunch

OLYMPIA'S SUSTAINABILITY INITIATIVE (GRAND PLAN)

Sustainability is at the heart of Olympia London's company strategy and the venue is seen as a leader in sustainability in the events industry. Our sustainability programme is called the 'Grand Plan' and this is driven by a team of 20 passionate people, from all levels and departments across the business.

We set ourselves several objectives each year which are concentrated in three areas of focus that are most important to us and where we believe we can have the greatest positive impact:

Community **Environment** **Collaboration**

Staff on charity stand at Ideal Home



Community – in the last 12 months, we have donated over £50,000 to charities, schools and other local organisations needing support. Much of this was in the form of grants from our Charitable trust, as well as fundraising events. Our charity partner, Barons Court Project, a day-time drop-in centre for homeless and vulnerable people in our borough, benefitted from a stand at the Ideal Home Show, the proceeds of a quiz night organised by our staff, and sponsorship raised from taking part in the ‘Santa in the City’ 5K run. This year, we plan to expand our engagement with schools, increase the reuse of items left over from events and engage further with residents and local organisations for the benefit of our community.

Environment – In December 2023, we published our roadmap to net zero, the culmination of a 2-year detailed process that included a full environmental analysis of our operations. Publishing our roadmap is one of the requirements of the ‘Net Zero Carbon Events Pledge’, a global event industry initiative that Olympia London has signed up to. By signing the pledge, we have committed to achieving net zero by 2050 at the latest and halving our carbon emissions by 2030. During 2024, we’ll be looking at further ways to save energy, reduce waste and ensure sustainable procurement throughout our organisation.

Collaboration – Last year we concentrated on ensuring that all our staff were engaged with our Grand Plan by delivering workshops emphasising the importance of sustainability and reiterating that everyone has a part to play. We also increased our external communications to engage our clients, the event organisers, and encourage them to improve their events’ sustainability in collaboration with us. We became members of isla, an event industry non-profit organisation that brings together businesses from across the events industry to accelerate change. We were also proud to join the Hammersmith and Fulham Climate Alliance to work with local organisations across our borough. Our plans for this year include collaborating with an event organiser on a case study to measure an event’s carbon footprint and identify areas for improvement.

For further information on sustainability at Olympia London, please visit our website: olympia.london/about-us/sustainability. Watch the space for updates on future editions of this newsletter.

This year we'll be offering some free tickets for neighbours for consumer shows such as London Comic and Ideal Home Show on a first come first serve basis. We may also do a ballot where demand is high for selected tickets. We are always negotiating with organisers about discounted tickets for shows so when these become available, we will share them with you.

If you are interested in this initiative, please email:

community@olympia.london

with your

NAME

ADDRESS

subject: EVENT TICKETS

CONSTRUCTION OVERVIEW

This year is the last full year of major construction at Olympia. We would like to take this opportunity to thank you for your patience and understanding and look forward with you to an exciting year ahead. The chart below shows a high-level programme for the year ahead.

Q1 2024	Q2 2024	Q3 2024	Q4 2024
West Fit out & MEP			
Central Structure			
Central Façade			
Central Fit out & MEP			
G-Gate Structure			
G-Gate Fitout & MEP			
Emberton House Frame			
Emberton House Facade			
Emberton House Fitout & MEP			
Public Realm Canopy & Frame			
National Envelope			
National Fitout & MEP			

PUBLIC REALM — ROOF GARDEN AND EMBERTON HOUSE

The Heatherwick designed glass canopy on the upper level along Olympia Way has started to take form. The construction team is half way through completing the canopy and works are due to finish in the Spring.

EMBERTON HOUSE

Emberton House

Extensive works have taken place at Emberton House (the former multi-storey car park).

The steelwork that was initially holding up the existing façade of Emberton House has now been taken down and the construction team has also completed building the structure to the highest point. Windows are now being installed before the brickwork is built on to the concrete facade.

CENTRAL – MIXED USE OFFICE SPACES



Hammersmith Road Escalator



Central Steelwork;
Hammersmith Road Lobby



We have been making good progress on the new offices in the ‘central’ building on Hammersmith Road. The Hammersmith Lobby will be the main entrance and meeting point for this section of the development. The look and feel of a lobby has started to take shape with the new layout and curved grand staircase. Work on the steel structure that will host the escalators down to Hammersmith Road has also begun. The team has successfully completed the steel structure to the maximum height of the Central building as well, marking another key milestone in the project.

OLYMPIA WAY CLOSURE



Diversion routes to and from Kensington Olympia Station
Route 1 – Mollise Road then round Blythe Road
Route 2 - Other side of the railway line, Russell Road from Hammersmith Road

Over the next few weeks, we will be installing another level of cabins on top of the existing welfare block on Olympia Way to accommodate the additional workers on site over the next year.

We need to ensure that there are exclusion zones in place when we lift the additional welfare cabins on to make sure that people remain a safe distance away from the works.

To facilitate these activities, Olympia Way will be closed from Wednesday 21st Feb to Monday 26th Feb inclusive between the hours of 7pm and 6am.

OLYMPIA