

TRANSPORT FOR LONDON

SURFACE TRANSPORT PANEL

**SUBJECT: TRANSFER OF LONDON 2012 TRAVEL DEMAND
MANAGEMENT PROGRAMME FROM ODA TO TfL**

DATE: 17 FEBRUARY 2011

1 PURPOSE AND DECISION REQUIRED

- 1.1 This paper brings to the attention of the Panel the proposed transfer of the London 2012 Travel Demand Management (TDM) Programme from the Olympic Delivery Authority (ODA) to TfL.

2 BACKGROUND

- 2.1 The programme of 2012 Games TDM is a £25.7m programme, currently managed and delivered by the ODA. In conjunction with operational measures, it aims to ensure the transport network can operate effectively at Games time so that the Games family, spectators and workforce can arrive at events in good time, while London and the UK continue to function.

3 THE PROPOSED TRANSFER OF THE PROGRAMME

- 3.1 A proposal was made for the programme to be transferred from the ODA to TfL, allowing for a greater level of integration with other 2012 programmes, including the Olympic Route Network, Marketing and Communications and Freight. This proposal was presented to the Olympic and Paralympic Transport Board on 25 January 2011 and the ODA Board meeting on 27 January 2011. The proposal was accepted by the ODA, LOCOG, DfT and TfL, with a target date for the transfer of the programme of mid-February 2011.

Governance and Structure for TDM within TfL

- 3.2 The programme of 2012 TDM will be located within Better Routes and Places in Surface Transport. It will exist as a discrete delivery team, benefitting from improved access to parallel programmes delivering 2012 activity in TfL.
- 3.3 With its transfer there is the opportunity to ensure that the governance arrangements for the programme provide a clear and robust level of accountability – internally, externally, and at a strategic level with senior officers, Board Members and Ministers.

4 RECOMMENDATION

- 4.1 The Panel is asked to NOTE the paper.

5 CONTACT

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