

Memo



Date: 02 August 2012

To: All retailers

From: Matthew Slade, Centre Manager

CC:

Subject: Restricted public access to Stratford City

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Dear Retailer

Over the last week, we have seen unprecedented footfall numbers in our Centre, which has been significantly above previous record days including Opening and Boxing days. These footfall numbers are above expectations for the Games period.

LOCOG is anticipating spectator numbers to the Games to increase towards the end of the week as all the stadia in the park become operational. On Friday and Saturday, LOCOG are expecting their highest spectator days as the main stadium hosting various events becomes operational.

Consequently a number of authorities including TfL, the Met Police and LOCOG have requested implementation of managed access into Stratford City to control visitors. From 10.30am to 5.00pm on Friday 3rd and Saturday 4th August, LOCOG Last Mile staff will restrict access to Olympic Park and Westfield Stratford City personnel, Games spectators and hospitality clients. There will not be any restrictions outside of these hours. Unrestricted access and normal extended trading hours will resume on Sunday.

We are in the process of developing a communications plan which will be broadcast to customers advising of the restricted access. TfL and LUL will be communicating similar messages on the underground. We will continue to heavily promote the retail offer to all spectators and Games visitors which is being supported with in-centre signage, concierge teams, mall guides, external media and digital channels.

Regards,

A handwritten signature in black ink, appearing to be "Matthew Slade", written over a series of horizontal wavy lines.

Matthew Slade
Westfield Stratford City, General Manager