

Project Management



The View Tube

Location: The Greenway, Stratford, London
Client: Olympic Delivery Authority
Funders: Olympic Delivery Authority and London Thames Gateway Development Corporation
Professional Team: Leaside Regeneration Ltd (Project Manager) and Urban Space Management (Contractor)
Date of Completion: 25 July 2009

Leaside Regeneration was commissioned by the Olympic Delivery Authority to fulfill a brief to provide "A view, a brew and a loo", to animate the Greenway in the run up to the London 2012 Olympic Games. The brief was to provide a warm, dry, fully accessible space which people could visit to find out more about the Olympic Park as it was being developed and see the building work. The space needed to appeal to local people living around the site, as well as to the growing numbers of visitors from further afield who wished to see the site. The brief also detailed that the space should include a café space and toilets whilst considering the additional elements of educational activities, bike hire and ecological activities around the site.

The brief required that the structure would be operational from Summer 09 to provide a range of services both pre Games, during Games and post Games. This gave Leaside a very tight turn around on the project of 14 weeks from inception to completion and the grand opening. This period was to include planning, procurement and delivery of both a building and operators on the site.

The View Tube opened to the public on the 25th July 2009, to coincide with 3 years to go to the London 2012 Olympic Games and has since had over 100,000 visitors from the UK and abroad. The achievement of designing and building the View Tube in such a short time and balancing a large number of stakeholders was recognised when the View Tube won a commendation at the 2010 London Planning Awards.