In May 2004, the International Olympic Committee (IOC) placed London on the shortlist of candidate cities to host the Olympic and Paralympic Games ('the Olympics') in 2012. London subsequently provided further information about its bid in response to the IOC’s request and, in July 2005, the IOC announced that London’s bid had been successful.

London’s bid was being led by London 2012. A multi-agency stakeholder group comprising the British Olympic Association (BOA), Government (represented by the Department for Culture, Media & Sport (DCMS) and the Government Office for London (GoL)), the Greater London Authority (GLA) (including two ‘London Family’ bodies: the London Development Agency (LDA) and Transport for London (TfL)) and London 2012 set the overall vision and strategic direction for the bid.

Against this background, PricewaterhouseCoopers LLP (PwC) was commissioned by the DCMS, acting on behalf of the stakeholders, to undertake a multi-criteria analysis (MCA) as part of an Olympic Games Impact Study (OGIS) to assess the likely national, regional and local impacts of hosting the Olympics in London. The OGIS was expected to quantify as comprehensively, accurately and robustly as possible the net benefit streams that would arise from hosting the Olympics in 2012 in London based on a comparison of two scenarios: ‘with’ and ‘without’ the Olympics. It was also intended to inform the development of strategies to ensure that the full potential benefits of hosting the Olympics can potentially be realised and any risks mitigated.

The OGIS was designed to generate some important benefits by:

- improving understanding of the potential benefits of hosting the Olympics in London in 2012;
- providing (as far as possible) consistent data/information which can be used by the stakeholders to communicate the benefits of hosting the Olympics in London in 2012;
- contributing to the development of a strategy/action plan for delivering the potential benefits of hosting the Olympics in London 2012; and
- demonstrating to the IOC London’s commitment to maximising the potentially beneficial impacts of hosting the Olympics in London 2012.
Editor's comments - [ This report defines the scope of the potential impacts which have been considered as part of the OGIS and summarises the key results which have emerged from the studies undertaken to support the OGIS. ] {tooltip}Reference this?{end-link}Cryer, J. (Year). 

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