

# London 2012 : What If

## 2012 Summer Olympics

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The 2012 Summer Olympics, officially the Games of the XXX Olympiad and also known as London 2012, were an international multi-sport event held from 27 July to 12 August 2012 in London, England. Some events were held at stadiums in Glasgow, Scotland and Cardiff, Wales. The first event, the group stage in women's football, began on 25 July at the Millennium Stadium in Cardiff, followed by the opening ceremony on 27 July. There were 10,518 athletes from 206 National Olympic Committees (NOCs) who participated in the 2012 Olympics.

Following a bid headed by former Olympic champion Sebastian Coe and the then-London mayor Ken Livingstone, London was selected as the host city at the 117th IOC Session in Singapore on 6 July 2005, defeating bids from Moscow, New York City, Madrid, and Paris. London became the first city to host the modern Olympics three times, having previously hosted the Summer Games in 1908 and 1948. Construction for the Games involved considerable redevelopment, with an emphasis on sustainability. The main focus was a new 200-hectare (490-acre) Olympic Park, constructed on a former industrial site in Stratford, East London. The Games also used venues that already existed before the bid.

The United States topped the medal table, winning the most gold medals (48) and the highest number of medals overall (105). China finished second with a total of 91 medals (38 gold) and Great Britain came third with 65 medals overall (29 gold). Michael Phelps of the United States became the most decorated Olympic athlete of all time, winning his 22nd medal. Saudi Arabia, Qatar and Brunei entered female athletes for the first time, meaning that every currently eligible country has now sent a female competitor to at least one Olympic Games. Women's boxing was included for the first time, and the 2012 Games became the first at which every sport had female competitors.

The Games received considerable praise for their organisation, with the volunteers, the British military and public enthusiasm commended particularly highly. The Games were described as "happy and glorious". The opening ceremony, directed by Academy Award winner Danny Boyle, received widespread acclaim. These were the final Olympic Games under the IOC presidency of Belgian Jacques Rogge, who was succeeded by German Thomas Bach the next year.

## London

*BBC News. 10 December 2012. Retrieved 10 January 2013. "What is the largest metro system in the world?". City Metric. London. 5 September 2015. Archived*

London is the capital and largest city of both England and the United Kingdom, with a population of 8,945,309 in 2023. Its wider metropolitan area is the largest in Western Europe, with a population of 15.1 million. London stands on the River Thames in southeast England, at the head of a 50-mile (80 km) tidal estuary down to the North Sea, and has been a major settlement for nearly 2,000 years. Its ancient core and financial centre, the City of London, was founded by the Romans as Londinium and has retained its medieval boundaries. The City of Westminster, to the west of the City of London, has been the centuries-long host of the national government and parliament. London grew rapidly in the 19th century, becoming the world's largest city at the time. Since the 19th century the name "London" has referred to the metropolis around the City of London, historically split between the counties of Middlesex, Essex, Surrey, Kent and Hertfordshire, which since 1965 has largely comprised the administrative area of Greater London, governed by 33 local

authorities and the Greater London Authority.

As one of the world's major global cities, London exerts a strong influence on world art, entertainment, fashion, commerce, finance, education, healthcare, media, science, technology, tourism, transport and communications. London is Europe's most economically powerful city, and is one of the world's major financial centres. London hosts Europe's largest concentration of higher education institutions, comprising over 50 universities and colleges and enrolling more than 500,000 students as at 2023. It is home to several of the world's leading academic institutions: Imperial College London, internationally recognised for its excellence in natural and applied sciences, and University College London (UCL), a comprehensive research-intensive university, consistently rank among the top ten globally. Other notable institutions include King's College London (KCL), highly regarded in law, humanities, and health sciences; the London School of Economics (LSE), globally prominent in social sciences and economics; and specialised institutions such as the Royal College of Art (RCA), Royal Academy of Music (RAM), the Royal Academy of Dramatic Art (RADA), the School of Oriental and African Studies (SOAS) and London Business School (LBS). It is the most-visited city in Europe and has the world's busiest city airport system. The London Underground is the world's oldest rapid transit system.

London's diverse cultures encompass over 300 languages. The 2023 population of Greater London of just under 9 million made it Europe's third-most populous city, accounting for 13.1 per cent of the United Kingdom's population and 15.5 per cent of England's population. The Greater London Built-up Area is the fourth-most populous in Europe, with about 9.8 million inhabitants as of 2011. The London metropolitan area is the third-most-populous in Europe, with about 15 million inhabitants as of 2025, making London a megacity.

Four World Heritage Sites are located in London: Kew Gardens; the Tower of London; the site featuring the Palace of Westminster, the Church of St Margaret, and Westminster Abbey; and the historic settlement in Greenwich where the Royal Observatory defines the prime meridian (0° longitude) and Greenwich Mean Time. Other landmarks include Buckingham Palace, the London Eye, Piccadilly Circus, St Paul's Cathedral, Tower Bridge and Trafalgar Square. The city has the most museums, art galleries, libraries and cultural venues in the UK, including the British Museum, the National Gallery, the Natural History Museum, Tate Modern, the British Library and numerous West End theatres. Important sporting events held in London include the FA Cup Final, the Wimbledon Tennis Championships and the London Marathon. It became the first city to host three Summer Olympic Games upon hosting the 2012 Summer Olympics.

#### London Stadium

*district of London. It is located in the Lower Lea Valley, 6 miles (10 km) east of central London. The stadium was constructed specifically for the 2012 Summer*

London Stadium (formerly and also known as the Olympic Stadium and the Stadium at Queen Elizabeth Olympic Park) is a multi-purpose outdoor stadium at Queen Elizabeth Olympic Park in the Stratford district of London. It is located in the Lower Lea Valley, 6 miles (10 km) east of central London. The stadium was constructed specifically for the 2012 Summer Olympics and 2012 Summer Paralympics, serving as the athletics venue and as the site of their opening and closing ceremonies. Following the Games, it was rebuilt for multi-purpose use and now serves primarily as the home of Premier League club West Ham United, who became anchor tenants from the 2016 season. UK athletics are the other tenants in the stadium and host a round of the IAAF Diamond League each year, known as the London Grand Prix, sometimes called the London Anniversary Games.

Land preparation for the stadium began in mid-2007, with the construction officially starting on 22 May 2008. The stadium held 80,000 people for the Olympics and the Paralympic games, before it was remodelled between 2013 and 2015 with 66,000 seats, but with capacity for football limited to 60,000 under the terms of the lease. The decision of what happened to the stadium post Olympics had to be run twice after the first

process was delayed by legal cases and a complaint to the European Commission in regards to state aid. It was decided to run a second round of bidding for the stadium, this time keeping it in public ownership and seeking an anchor tenant instead of an owner.

The stadium has been owned and operated by different companies starting with the London Organising Committee of the Olympic and Paralympic Games (LOCOG). In October 2012 the whole park including the stadium was handed over to the London Legacy Development Corporation (LLDC) who set up a subsidiary company with Newham Council known as E20 Stadium LLP in July 2012 to oversee the stadium. In 2015, Vinci SA were appointed to manage the Stadium for a 25-year period through London Stadium 185. Newham Council left the E20 Stadium partnership in 2017 and their stake was taken by the LLDC. The LLDC bought LS185 from Vinci in 2019. In January 2025 the LLDC relinquished their interest in E20 Stadium LLP and LS185 to GLA Holdings Ltd and when the change of ownership happened E20 Stadium LLP was renamed London Stadium LLP.

## 2012 Summer Olympics opening ceremony

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The opening ceremony of the 2012 Summer Olympics took place on the evening of Friday 27 July 2012 in the Olympic Stadium, London, during which the Games were formally opened by Queen Elizabeth II. As mandated by the Olympic Charter, the proceedings combined the ceremonial opening of this international sporting event (including welcoming speeches, hoisting of the flags and the parade of athletes) with an artistic spectacle to showcase the host nation's culture. The spectacle was entitled Isles of Wonder and directed by the Academy Award-winning British film director Danny Boyle, with Paulette Randall as associate director.

Prior to London 2012, there had been considerable apprehension about Britain's ability to stage an opening ceremony that could reach the standard set at the Beijing Summer Games of 2008. The 2008 ceremony had been noted for its scale, extravagance and expense, hailed as the "greatest ever", and had cost £65m. In contrast, London spent an estimated £27m (out of £80m budgeted for its four ceremonies), which was nevertheless about twice the original budget. Nonetheless, the London opening ceremony was immediately seen as a tremendous success, widely praised as a "masterpiece" and "a love letter to Britain".

The ceremony began at 21:00 BST and lasted almost four hours. It was watched by an estimated worldwide television audience of 900 million, falling short of the IOC's 1.5 billion viewership estimate for the 2008 ceremony, but becoming the most viewed in the UK and US. The content had largely been kept secret before the performance, despite involving thousands of volunteers and two public rehearsals. The principal sections of the artistic display represented Britain's Industrial Revolution, National Health Service, literary heritage, popular music and culture, and were noted for their vibrant storytelling and use of music. Two shorter sections drew particular comment, involving a filmed cameo appearance of the Queen with James Bond as her escort, and a live performance by the London Symphony Orchestra joined by comedian Rowan Atkinson. These were widely ascribed to Britain's sense of humour. The ceremony featured children and young people in most of its segments, reflecting the "inspire a generation" aspiration of London's original bid for the Games.

The BBC released footage of the entire opening ceremony on 29 October 2012, edited by Danny Boyle and with background extras, along with more than seven hours of sporting highlights and the complete closing ceremony.

## Greater London

*districts: the 32 London boroughs, which form a ceremonial county also called Greater London, and the City of London. The Greater London Authority is responsible*

Greater London is an administrative area in England, coterminous with the London region, containing most of the continuous urban area of London. It contains 33 local government districts: the 32 London boroughs, which form a ceremonial county also called Greater London, and the City of London. The Greater London Authority is responsible for strategic local government across the region, and regular local government is the responsibility of the borough councils and the City of London Corporation. Greater London is bordered by the ceremonial counties of Hertfordshire to the north, Essex to the north-east, Kent to the south-east, Surrey to the south, and Berkshire and Buckinghamshire to the west.

Greater London has a land area of 1,572 km<sup>2</sup> (607 sq mi) and had an estimated population of 8,866,180 in 2022. The ceremonial county of Greater London is only slightly smaller, with an area of 1,569 km<sup>2</sup> (606 sq mi) and a population of 8,855,333 in 2022. The area is almost entirely urbanised and contains the majority of the Greater London Built-up Area, which extends into Hertfordshire, Essex, Kent, Surrey, and Berkshire and in 2011 had a population of 9,787,426. None of the administrative area, region, or ceremonial county hold city status, but both the City of London and City of Westminster do. The area was historically part of Middlesex, Essex, Surrey, Kent and Hertfordshire.

The River Thames is the defining geographic feature of the area, entering it near Hampton in the west and flowing east before exiting downstream of Dagenham. Several tributaries of the Thames flow through the area, but are now mostly culverted and form part of London's sewerage system. The land immediately north and south of the river is flat, but rises to low hills further away, notably Hampstead Heath, Shooter's Hill, and Sydenham Hill. The area's highest point is Westerham Heights (245 m (804 ft)), part of the North Downs. In the north-east the area contains part of Epping Forest, an ancient woodland.

The City of London has had its own government since the Anglo-Saxon period. The first London-wide directly elected local government was the London County Council, established for the County of London in 1889, which covered the core of the urban area. In 1965 the county was abolished and replaced by Greater London, a two-tier administrative area governed by the Greater London Council, thirty-two London boroughs, and the City of London Corporation. The Greater London Council was abolished in 1986, and its responsibilities largely taken over by the boroughs. The Greater London Authority was formed in 2000.

London 2012 (video game)

*London 2012: The Official Video Game is a 2012 sports video game developed by Sega Studios Australia and published by Sega. It is the official Olympic*

London 2012: The Official Video Game is a 2012 sports video game developed by Sega Studios Australia and published by Sega. It is the official Olympic video game of the 2012 Summer Olympics in London. It was the only game to be developed by Sega Studios Australia after its separation from Creative Assembly and before its closure. The iOS and Android versions were developed and published by Neowiz.

It is also the second official video game based on the 2012 Olympics, the other being Mario & Sonic at the London 2012 Olympic Games.

The game features 37 countries, and 31 events. New disciplines included 10m Synchronised Platform Diving, Trampoline, Beach Volleyball and Keirin.

The game features an online mode for players wishing to compete with other challengers worldwide. The "national pride" is a ranking system in the online mode, where the players have the possibility to collect medals for their favourite country.

It is compatible with PlayStation Move and Xbox Kinect for certain events in the party mode.

London 2012 is the first Olympics video game to include cooperative events in the local multiplayer mode.

## University College London

*College London (branded as UCL) is a public research university in London, England. It is a member institution of the federal University of London, and is*

University College London (branded as UCL) is a public research university in London, England. It is a member institution of the federal University of London, and is the second-largest university in the United Kingdom by total enrolment and the largest by postgraduate enrolment.

Established in 1826 as London University (though without university degree-awarding powers) by founders who were inspired by the radical ideas of Jeremy Bentham, UCL was the first university institution to be established in London, and the first in England to be entirely secular and to admit students regardless of their religion. It was also, in 1878, among the first university colleges to admit women alongside men, two years after University College, Bristol, had done so. Intended by its founders to be England's third university, politics forced it to accept the status of a college in 1836, when it received a royal charter and became one of the two founding colleges of the University of London, although it achieved de facto recognition as a university in the 1990s and formal university status in 2023. It has grown through mergers, including with the Institute of Ophthalmology (in 1995), the Institute of Neurology (in 1997), the Royal Free Hospital Medical School (in 1998), the Eastman Dental Institute (in 1999), the School of Slavonic and East European Studies (in 1999), the School of Pharmacy (in 2012) and the Institute of Education (in 2014).

UCL has its main campus in the Bloomsbury and St Pancras areas of central London, with a number of institutes and teaching hospitals elsewhere in central London and has a second campus, UCL East, at Queen Elizabeth Olympic Park in Stratford, East London. UCL is organised into 11 constituent faculties, within which there are over 100 departments, institutes and research centres. UCL operates several museums and collections in a wide range of fields, including the Petrie Museum of Egyptian Archaeology and the Grant Museum of Zoology and Comparative Anatomy, and administers the annual Orwell Prize in political writing. In 2023/24, UCL had a total income of £2.03 billion, of which £538.8 million was from research grants and contracts. The university generates around £10 billion annually for the UK economy, primarily through the spread of its research and knowledge (£4 billion) and the impact of its own spending (£3 billion).

UCL is a member of numerous academic organisations, including the Russell Group and the League of European Research Universities, and is part of UCL Partners, the world's largest academic health science centre. It is considered part of the "golden triangle" of research-intensive universities in southeast England. UCL has publishing and commercial activities including UCL Press, UCL Business and UCL Consultants.

UCL has many notable alumni, including the founder of Mauritius, the first prime minister of Japan, one of the co-discoverers of the structure of DNA, and the members of Coldplay. UCL academics discovered five of the naturally occurring noble gases, discovered hormones, invented the vacuum tube, and made several foundational advances in modern statistics. As of 2024, 32 Nobel Prize laureates and three Fields medallists have been affiliated with UCL as alumni or academic staff.

## Basketball Arena (London)

*Basketball Arena for the 2012 Summer Olympics and the 2012 Summer Paralympics was located in the Olympic Park in Stratford, London. The arena was designed*

The Basketball Arena for the 2012 Summer Olympics and the 2012 Summer Paralympics was located in the Olympic Park in Stratford, London. The arena was designed to be fully recyclable, and was dismantled in January 2013, the seating was sold to Barnet owner Tony Kleanthous to be used in the construction of The Hive Stadium.

## WhatsApp

*WhatsApp (officially WhatsApp Messenger) is an American social media, instant messaging (IM), and voice-over-IP (VoIP) service owned by technology conglomerate*

WhatsApp (officially WhatsApp Messenger) is an American social media, instant messaging (IM), and voice-over-IP (VoIP) service owned by technology conglomerate Meta. It allows users to send text, voice messages and video messages, make voice and video calls, and share images, documents, user locations, and other content. WhatsApp's client application runs on mobile devices, and can be accessed from computers. The service requires a cellular mobile telephone number to sign up. WhatsApp was launched in February 2009. In January 2018, WhatsApp released a standalone business app called WhatsApp Business which can communicate with the standard WhatsApp client.

The service was created by WhatsApp Inc. of Mountain View, California, which was acquired by Facebook in February 2014 for approximately US\$19.3 billion. It became the world's most popular messaging application by 2015, and had more than 2 billion users worldwide by February 2020, with WhatsApp Business having approximately 200 million monthly users by 2023. By 2016, it had become the primary means of Internet communication in regions including the Americas, the Indian subcontinent, and large parts of Europe and Africa.

Greenwich Leisure Limited

*Matt (6 October 2011). "Albion London nets GLL rebrand brief". Campaign. SportsPro (2022-07-27). "London 2012: What has become of the Olympic venues*

Greenwich Leisure Ltd (GLL), operating under the brand Better, is a British social enterprise organisation which runs sport and leisure facilities, on behalf of local authorities the UK.

It has operated the GLL Sport Foundation since 2007, providing support to young athletes and is one of the largest independent athlete schemes in the UK.

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