

The 3R's of Olympic Legacy

any room for 'c'?

Regional Studies Association Annual Conference 2015

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Agenda

- Background to research
- Literature review
- Conflicts in terminology
- Community identification from research
- Post 2012 stories

Background

- Background to Masters work
- London host city in 2012
- Lack of comparative research approaches
- Rich plethora of data easily available yet confusion over terminology
- Centre for Events and Sports Research based at Bournemouth University

Key facts from original Literature review

- Evans (2007) regeneration, renaissance and renewal depending on whose perspective the developments are undertaken for. (Gold and Gold, 2007, *Olympic Cities*)
- Urban 'regeneration' studies to date based on the city/country in question depending on the author. Chalkley and Essex (1999 & 2000), Fayos-Sola (1998), Hiller (2000), Hughes (1993) & Olds (1998)
- It is the strategic planning before and just as importantly after the Games have ended that will influence the long-term benefits Bramwell (1997). (and therefore which 'R')
- The legacy planning in respect to the Olympics can lead to the attainment of long-term benefits to host destination residents Ritchie (2000). (note NOT communities)
- Social and psychological legacies to be mostly positive— preferably in a way that reflects the values of the local population but not always. Andranovich et al (2001), Burbank et al (2001), Fredline and Jago (2003), Garcia (2004) & Haynes (2001) Lenskyj, 2002 & Roche, 2003 (population before or after?)

And more.....

- A process to identify and plan for realistic legacies must involve all relevant stakeholders and include as much information as possible, including any potential ‘non-positive’ legacies. Many of these initiatives should be put into place before the Games, as distinct from those following the Games Ritchie (2000).

Regeneration???

- However the key interesting fact to emerge

is

is it regeneration or is it revitalisation or
renaissance?

Or should it be **rejuvenation**?

Definitions...OED

- **Regeneration:** The act or process of regenerating or the state of being regenerated. To restore to a better higher or more worthy state!
- **Revitalisation:** bringing again into activity and prominence; "the revival of trade"
- **Renaissance:** a renewal of life, vigor, interest
- **Renewal:** the act of renewing.
- **Rejuvenation:** to restore to a former state; make fresh or new again
- **Gentrification:** the buying and renovation of houses and stores in deteriorated urban neighbourhoods by upper- or middle-income families or individuals, thus improving property values but often displacing low-income families and small businesses.

London's intentions circa 2005 onwards

- Site derelict and polluted with 3 generations of under investment
- Home to some of the most deprived communities in the country – 40% unemployed
- In London Borough of Newham – 50% in poverty
- Every stop east on Jubilee line, life expectancy drops by 1 yr.
- Large pools of incapacity benefit
- Biggest regeneration project in Europe in 150 yrs
- New town the size of Exeter
- 40K new homes, many for key workers!!!!
- New schools, community and health facilities
- Restored waterways and new wildlife habitats
- World class sporting facilities for local use

London's promises to IOC etc 2005-2012 and onwards?

- IOC claim that the UK model of social inclusion will open up opportunities for education , skills development and health improvements
- Up to 40% of Olympic properties to be for key workers but other quotes talk of 40k homes in new development (this includes Thames Gateway and Stratford City projects
- Previous Games show how urban renewal has happened but existing communities have 'lost out'
- Actual planning has involved the displacement of several communities from the park area.
- Will Olympic housing stock be sold on open market to recoup development costs?
- London still has the chance to protect the surrounding communities and improve their quality of life through careful planning of open space.

Research rationale – London Site as at May 2007



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London 2012 vision



BUT

Last night's TV: Building the Olympic Dream: The Last Stand At Stratford

Gardeners versus the Olympic juggernaut. Well, who do you think won the battle?



Tim Dowling
The Guardian, Thursday 12 March 2009

[A larger](#) | [smaller](#)



'Not just fruit and veg, but a haven for bees, butterflies, newts and voles' ... Building the Olympic Dream: Last Stand at Stratford Photograph: BBC/BBC



Manor Gardens Allotments - The Scandal Continues

As part of the deal original deal was to allow the Manor Gardens Society to return to the Queen Elizabeth Aftermath Olympic Park (QEOP) at Eton Manor following their temporary relocation to Marsh Lane Fields, now I named The Jubilee Park. However, a Section 106 agreement had to be drawn up by the three 'authorities', the purpose of this was to provide plots at the now permanent allotment site at Marsh Lane in lieu of those no longer to be provided at Eton Manor and to divide up the costs of creating a meadow in their place at Eton Manor.

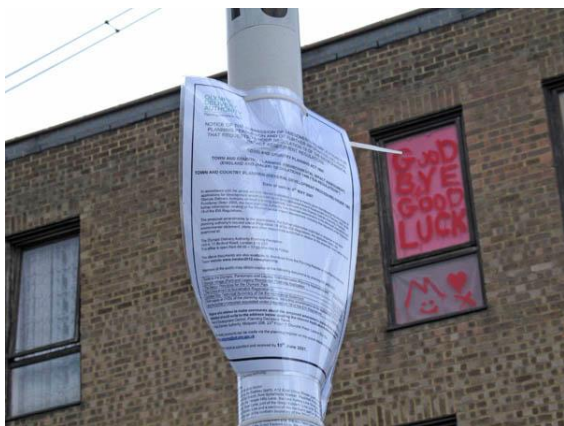
Waltham Forest Borough Council, had applied for planning permission to the LLDC to create a meadow at Eton Manor rather than allotments. It claimed this draft Section 106 agreement was designed: 'to allow MGS preference for plots at the permanent site at Jubilee Gardens'

Waltham Forest Council has also been trying to take the moral high ground in seeking to allow *wider community* access to open space rather than a *closed private group*..... The sage continues



blog.gwcollegedemocrats.com

Clays Lane Housing Co-operative



'Olympic Gypsies' given £3million pay-off to move from games site set up new camp... next door

By Ryan Kisiel and Dennis Rice

UPDATED: 19:29, 28 September 2011

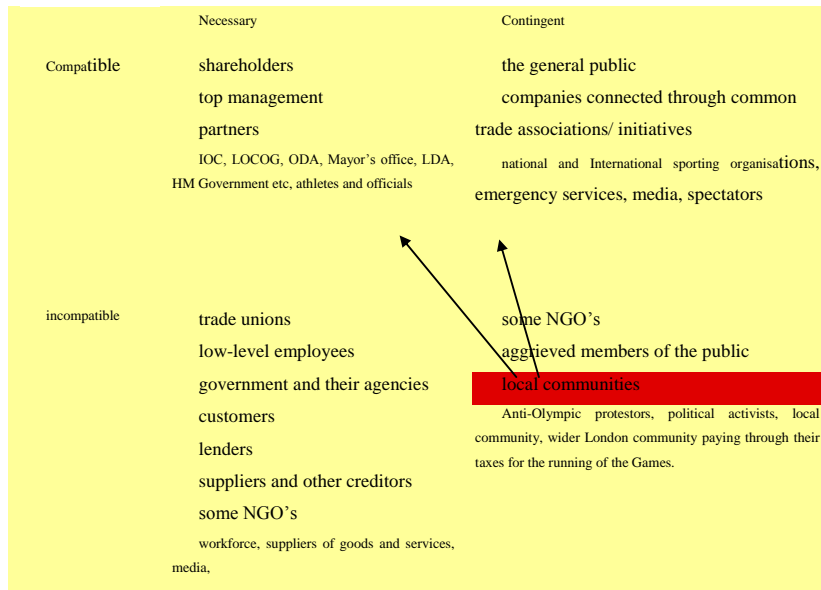
Olympic organisers have been left embarrassed after their £3million bid to move travellers from the games site spectacularly backfired.

The huge sum was paid to re-house seven traveller families, the so-called 'Olympic Gypsies', who agreed to move 200 yards from the village's entrance to a purpose-built gated enclave.

But this site has now spawned an illegal traveller camp with more than a dozen caravans and once again an unsightly view threatens next year's games.



Findings :Need community identification as stakeholders to gain community protection



- Friedman and Miles
- Collaborative power
- Identification as stakeholders
- Communication channels clear
- Learn from previous Games

Findings: Legacy identification and for whom?

- London had the opportunity to be one of the first Games to benefit the local communities in situ but at a cost that proved impossible after the impact of the global financial crisis
- Legacy planning was concurrent with physical construction i.e. every stadia **had** to have a legacy plan but for whom???
- IOC requirements needed to be challenged,

Possible solutions for future bidders

- Olympic planning has 4 stages but needs longer future planning time span post Games
- Involve all relevant stakeholders in all legacy planning
- Community involvement is needed from the outset once identified who they are (audit, Kidd)
- Need mix of incomes for regeneration to be sustainable but focus on use of open space
- City transformation is dependent on the quality of the planning – Barcelona v Sydney
- Mix of public/private collaboration
- Planning must be part of cyclical Olympic process from Games to Games – no need to start from scratch each time

POST GAMES

1 year on 'park back in use' only event marking the anniversary

(ATR) Around the Rings Editor-In-Chief Ed Hula discusses the one year anniversary of the London Olympics, after witnessing the Sainsbury's Anniversary Games in London. The British government and media have recently issued conflicting reports about the London 2012 legacy...Sports fans still filled the former London Olympic Stadium for the Anniversary Games.



• No white elephants

- New housing around village
- Are more people taking up sport?
- Medal standings?
- 10 years to see the effects of legacy (Seb Coe) – normal for host cities in LT aspirations
- Mixed bag across previous Games (Athens and Beijing)

Olympics 2020

OLYMPIC AGENDA 2020
20+20 RECOMMENDATIONS



This Olympic Agenda 2020 was unanimously agreed at the 127th IOC Session in Monaco on the 8th and 9th of December 2014.

The 40 detailed recommendations give a clear picture of what the future of the Olympic Movement will look like.

They give a clear vision of how to protect the uniqueness of the Games and strengthen Olympic values in society.

20+20 Recommendations to shape the future of the Olympic Movement

Shape the bidding process as an invitation	
Evaluate bid cities by assessing key opportunities and risks.....	
Reduce the cost of bidding	
Include sustainability in all aspects of the Olympic Games	
Include sustainability within the Olympic Movement's daily operations	
Cooperate closely with other sports event organisers	
Strengthen relationships with organisations managing sport for people with different abilities	
Forge relationships with professional leagues	
Set a framework for the Olympic programme	
Move from a sport-based to an event-based programme	
Foster gender equality	
Reduce the cost and reinforce the flexibility of Olympic Games management	
Maximise synergies with Olympic Movement stakeholders	
Strengthen the 6 th Fundamental Principle of Olympism.....	
Change the philosophy to protecting clean athletes	
Leverage the IOC USD 20 million fund to protect clean athletes.....	
Honour clean athletes.....	
Strengthen support to athletes	
Launch an Olympic Channel	
Enter into strategic partnerships	

Strengthen IOC advocacy capacity	
Spread Olympic values-based education	
Engage with communities.....	
Evaluate the Sport for Hope programme	
Review Youth Olympic Games positioning	
Further blend sport and culture	
Comply with basic principles of good governance	
Support autonomy	
Increase transparency	
Strengthen the IOC Ethics Commission independence	
Ensure compliance	
Strengthen ethics.....	
Further involve sponsors in "Olympism in Action" programmes	
Develop a global licensing programme.....	
Foster TOP sponsors' engagement with NOCs.....	
Extend access to the Olympic brand for non-commercial use	
Address IOC membership age limit	
Implement a targeted recruitment process	
Foster dialogue with society and within the Olympic Movement.....	
Review scope and composition of IOC commissions	

Boston 2024 Works on Transparency of Olympic Bid -- Monday Memo

05/18/15

(ATR) Boston 2024, the group behind the city's bid for the Games, is making efforts to clarify plans for a potential Boston Olympics.



Massachusetts Governor Charlie Baker (left) and Boston Mayor Marty Walsh (Getty Images)

Boston City Council president Bill Linehan and Boston 2024 are leading a hearing on Olympic Agenda 2020 on May 18.

The hearing, taking place at the Boston City Hall, is one of four slated to take place over the next two months on the city's pro ...

‘Community’ needs review

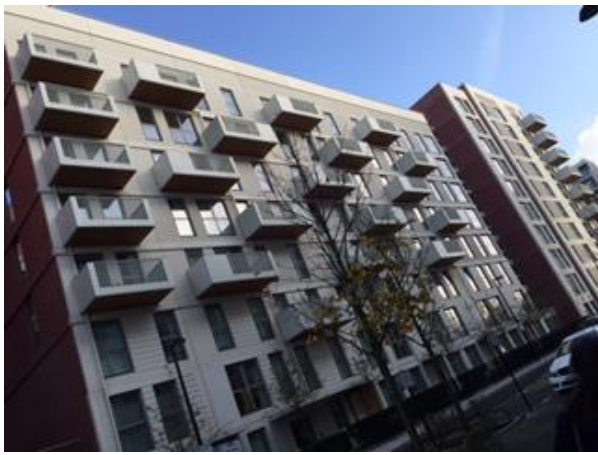
‘Anybody who can be
impacted by or impact the
operations of an organisation’

Conclusion:

- There are 3 'R's (and more) depending on whose perspective..
- For the existing local communities to gain positive long term legacies they need rejuvenation
- For this to come about they need to be contingent compatible stakeholders, engaged and empowered within the process and through the identification of the post-Games use of open space. Let the market find its own value of the former Olympic Village properties but concentrate on all communities being given access to and allowed to use the park for a variety of pursuits – that will be a positive legacy.

NOW!





Queen Elizabeth Olympic Park



[HOME](#) [QUEEN ELIZABETH OLYMPIC PARK](#) [WELL-CONNECTED](#) [AVAILABILITY](#) [EVENTS](#) [NEW HOMES](#) [ARCHITECTS](#) [REGISTER INTEREST](#) [CONTACT US](#)

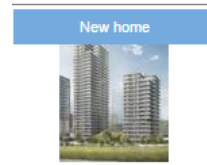
REGISTER INTEREST

DESTINED TO BECOME
ONE OF LONDON'S MOST
SOUGHT-AFTER ADDRESSES



For the locals??

- Park Living



Guide price **£800,000**

Westfield Avenue, Stratford, London E20

Flat for sale 🏠 3 🚗 2



A stunning three bedroom apartment, on 27th floor in the West Building. Glasshouse Gardens consists of 2 contemporary 30 and 17 storey residential towers offering studio, 1, 2 and 3 bedroom ... [see full details and 9 photos](#)

🚗 Hackney Wick (0.5 miles) | 🚗 Stratford (London) (0.5 miles)

Note: Distances are straight line measurements

✉ Request details 📞 020 3589 9942 ★ Save to favourites 🔍 Hide

Marketed by Lend Lease - Glasshouse Gardens, E20.



From **£785,000**

"The Lea - Plot 256" at Olympic Park Avenue, Olympic Park, London E20



Terraced house for sale 🏠 3 🚗 1

The Lea is a 3 bed terrace house that benefits from an integral garage, grd floor internal courtyard, accessed from both the kitchen and living room, perfect for play time or entertaining, & ... [see full details and 7 photos](#)



🚗 Hackney Wick (0.5 miles) | 🚗 Stratford (London) (0.5 miles)

Note: Distances are straight line measurements

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Marketed by Taylor Wimpey East London - Chobham Manor, E20.

Thank you

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