

Case Study: London 2012 Olympics

London won the bid to host the 2012 olympic games in 2005, with the proposal stating that it would create a sustainable and social legacy, unlike other olympic games where the stadium has been left abandoned. The site for the stadium and infrastructure to be built was in the east, and is spread across 6 boroughs, these are Tower Hamlets, Newham, Waltham Forest and Hackney.

Why is rebranding is needed?

- There area was hugely deprived before the olympics came to the area. For example these boroughs hold 14% of the population of London with 56% of these areas having high level of deprivation.
- There was a severe lack of affordable housing in the area and many social problems such as a high crime rates
- The unemployment rate in August 2010 was 12.9% compared to the England average of 7.8%.
- After the closure the dockyard in 1981 there was 120,000 jobs losses with 60% of males adults being unemployed. This lead to a spiral of declines as many people left the area, causing there to be a lack of service, and ultimately a lack of investment.

How was it rebranded?

Method	Explanation
Infrastructure	<ul style="list-style-type: none"> - A new Stratford link on the Jubilee line connects the centre of London, opening up greater employment opportunities. - A new 80,000 seater stadium already claimed by West Ham football club, but also to host world events.
Environmental Quality	<ul style="list-style-type: none"> - 97% of the materials demolished were re-used in the building of the olympic site. - Many materials brought to the site by rail which has a lower carbon footprint than a lorry - Large amounts of open space for wildlife and residents
Social	<ul style="list-style-type: none"> - Created the olympic village which after the games was proposed to be turned into 3,000 affordable homes - Creating 50,000 long term jobs for people - Temperate jobs such as a construction tight local people key skills which they can use to apply for other jobs in the area

Was the rebranding successful?

NO

- Only 1,200 homes from the Olympic village were turned into affordable housing, with the others being auctioned off at much higher prices
- The number of businesses that had to be recreated was near 200, with many demanding compensation which cost a lot.
- A wind turbine that was going to be built and provide around 20% of power for the games was scrapped
- The cost of living in the surrounding area has increased dramatically. For example it has risen by 69% in Hackney

YES:

- 31,000 additional jobs have been created as a result of foreign direct investment inlaced by the UKIT Olympic Authority
- There was £2.5 billion of additional inwards investment of which 58% was outside London
- The BMX track is open to the public as well as the aquatics genre which attracts 800,000 visitors a yer.
- The target to cut 100,000 tonnes of carbon was met, the equivalent of taking 65,000 cars off the road for 12 months
- The river banks have been re-profiled meaning the 4,000 homes are protected for 100 years from flooding

