Social Consequences of Urban Regeneration
Case Study: London Olympic Village

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Master in Urban Management and Valuation

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Form the urban perspective mega-events, such as Olympics, are one of the mayor catalyst for fast-track urban development of the host city.

This short-term occasion become the opportunity for the host cities to exceed the scale of building only sport facilities but to use it as a comprehensive planning tool.

Often it gives excuse for prompt regeneration of former industrial and brownfield sites and therefore entitling environmental improvement and increment of dwelling stock.

On the left: Barcelona’s cost line and port before the Olympics. Right: Barcelona’s area of Olympic Village today.
Source: Xavier Marti Alavedra
Case Study: London Olympics 2012 - Urban Regeneration toward Sustainable Community

When, in 2005 London was awarded to host 30th Olympiad in 2012, the regeneration of deprived part of East London, was an important part of the London bid for the games.

The government promised that the advantages of urban regeneration would be reflected in direct benefit for local community, involving significant physical, economical and social advancement.

Stratford and Low Valley before the Olympics: Industry and Clays Lane Co-operative Housing.
Right: Master Plan for Olympic Village 2012.
Source: Peter Marshall and Mike Buss.
Regeneration of East End

For more then 200 years poverty and discrimination have been the main attribute of London’s East End.

As industries got abandoned giving space to brownfields process of deindustrialization never followed any planes of urban redevelopment or any kind of investment (except Canary Warf).

East End has the largest area of brownfields, both contaminated ex industrial land and generally industrial derelicts.
INTRODUCTION

Hypothesis Literature Review Objective Methodology Chronogram Bibliography

Percentages of Ethnical Minorities in London 2011

**Ethnical and Social Structure of Studied Area:**

**Newham Census 2011**
- Total population: 308,000.
- Ethnic groups (%):
  - White British 29.6
  - Black African 15.8
  - Indian 11.8
  - Pakistani 10.8
  - Bangladeshi 10.7
  - Black Caribbean 6.7
  - Other 5.2
  - Other Asian 4.7
  - Black Other 3.1
  - Chinese 1.6

**Tower Hamlets 2011**
- Total population: 254,100
- Ethnic minorities (%):
  - White 53
  - Bangladeshi 30
  - Indian 2
  - Pakistani 1
  - Other Asian 2
  - Chinese 3
  - Black Caribbean 2
  - Black African 3
  - Black Other 2
  - Other 3

In 2010 Newham ranked second and Tower Hamlets third in the London for multiple deprivation. (Ethnicity in Tower Hamlets, Analysis of 2011 Census data)
Urban Regeneration as a solution to Social Exclusion, Poverty and Environmental Issues

In 2004 UK planning authorities adopted **London Plan for Urban Regeneration**. The aim of this plan is address the poverty and social exclusion through urban regeneration of areas with high **Index of Deprivation**. Through improvement in the economic, social and environmental conditions of an area that has been subject to change. Social advancements were promised through affordable dwellings and social-mix community, jobs and overall improvements of services.
Urban Regeneration as a solution to Social Exclusion, Poverty and Environmental Improvements

Olympics was the first project of planned urban regeneration. The total area of Olympic site is 293.9 ha. 250 ha of brownfield land was cleaned-up and remediated, 200 buildings demolished, New infrastructure was build for power, water and sanitation. 100 ha of green space was created. 430 residents of the Clay’s Lane Housing Cooperative and two licensed Traveller and Gypsy communities settlements were displaced under the Compulsory Purchase Order.
Despite the Government’s efforts to promote socially mixed and socially sustainable community and its promise for an improvement that will mainly benefit local residents, the urban regeneration project of the East End will be the cause of replacement of low-income residents by more affluent residents. In another word gentrification will take place causing exactly the opposite effect of what promised by local government, as displaced residents will suffer rough social and economical consequences.
Urban Regeneration → Social Changes = Gentrification, Displacement or Social Sustainability

**URBAN REGENERATION**
The practice of the urban regeneration in the UK depends on its interpretation by the governing party. A definition of urban regeneration, that would describe the best its practice during the period of New Labor government, is given by Peter Roberts (2000, p. 17):

“Comprehensive and integrated vision and action which leads to the resolution of urban problems and which seeks to bring about a lasting improvement in the economic, physical, social and environmental condition of an area that has been subject to change”

Social changes due to urban regeneration could be seen through: DISPLACEMENT, GENTRIFICATION or creation of SOCIAL SUSTAINABLE COMMUNITIES.

**DISPLACEMENT**
“By its nature, displacement is always and extraordinary disruptive and painful process, economically and culturally: it dismantles production systems, it disorganizes entire human conditions and it breaks up long established social networks. (. . ) Research has found that forced resettlement also tends to be associated with increased stress (psychological and socio-cultural), and heightened morbidity and mortality rates.” (Cernea, 1998:7-8, cited in Montserrat and Tapada, 2010)

**GENTRIFICATION**
In the most general way, Gentrification can be defined by The Oxford Dictionary, as “Renovation and improvement (a house or district) so that it conforms to middle-class taste”.

Or more complex approach is given by Uitermark, where he defines state-led gentrification as “a means through which governmental organisations and their partners lure the middle classes into disadvantaged areas with the purpose of civilising and controlling these neighbourhoods” (Uitermark et al, 2007. p. 127)
SOCIAL SUSTAINABILITY

Social sustainability concerns how individuals, communities and societies live with each other and set out to achieve the objectives of development models, which they have chosen for themselves (Colantonio and Dixon, 2009)

Social Criteria:
Community: identity, consultation and participation, crime prevention, access.
Housing: location, integration, proportion.
Locality: proximity of local facilities, local needs met locally. (Glasson and Wood, 2010)

Sustainable Community: sustainable for whom?
Main Objective
The main objective of this research is to investigate the social changes caused by Urban Regeneration that took place during London’s Olympic Games in 2012. The aim is to present what are the social consequences of such a huge urban changes and how local low-income residents were affected by the Olympic legacy. This research will place emphasis on residents’ displacement as a defining feature of the mega-event and also as a one of the first indicator of gentrification.

Specific Objectives
• Evaluate the social impact of displaced people by measuring aspects of social sustainability (identity, supporting networks, location, integration, proximity of local facilities, job opportunities etc.)
• Examine to which extent local community participate in decision making process.
• Evaluate whether displaced residents got assigned housing with comparable standard with the previous.
• Identify potential new displacement of low-income or residents within Newham and Tower Hamlets boroughs.
• Critical review of residence displacement program, London Regeneration Plan, local plans and other policies related to that are governing social execution, gentrification and new displacements.
This research will make use of **qualitative methodology** that comprises an initial literature review and focus groups, which will be followed by fieldwork and a case study analysis.

**Deductive Approach**

1. **Stating the hypothesis**
   - The hypothesis is set based on previous knowledge, personal observations and background information.

2. **Literature Review**
   - Wide literature review was studied in order to **explore and define concept of mega-evens in a relation to urban regeneration, urban regeneration practice in the UK** and social changes related to it, such as **gentrification, displacement and social sustainability**.

3. **Focus Groups**
   - Desirably **two interest groups will be interviewed**, 8-10 people for each group: displaced residents and residents who are facing potential displacement. Cooperating with Associations :London Coalition Against Poverty and GamesMonithor.

4. **Field Work Case Study**
   - Fieldwork will be conducted, by **observation**, in order to gather information on the social dynamics of studied area and interaction of local community with new facilities and open space (for education, social gathering, leisure or work). And to detect initial changes cased by gentrification.
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Thank you for your kind attention.