Areas with higher proportion of industrial settlement have suffered deeper consequences in terms of vast socio-economical and environmental disadvantages after the industrial era and later due to the shift from manufacture to service economy. In order to address these lingering complications, new planning actions were pushed forward aim to lead an urban regeneration able to address deprivation of these areas. The objective of these actions was, and still is, to exploit the location potential and to enhance social, cultural, environmental and economic prosperity for their citizens.

This research explores how urban regeneration socially impact low-income communities. Moreover, it focuses on the case of the recent London Olympics 2012, and it investigates the impact on the local residents of the London’s borough of Newham as one of the most affected hosting boroughs. The aim is to present how local low-income residents of this area have been affected by the Olympic social legacy, two years afterwards.

Mixed methodological approach was used as research methodology in order to support the case study. In-depth in person interviews and documentation analysis were used as the main tool for collecting qualitative data. This was followed by qualitative fieldwork observations, and quantitative structural questionnaires as complementary to the interviews in order to collect data from wider samples.

The findings of this study argue that local low-income residents of Newham won’t benefit from the Olympic 2012 social legacy. On the contrary, this might cause social disadvantages, such as displacement of low-income inhabitants, rather than an improvement to their lives.