

Why was London chosen to host the 2012 Olympiad?

(... and was it a good choice?)

Who was 'in the running' for 2012?

Nine cities applied for the 'Games of the XXX Olympiad' – the 2012 Games:

- Paris (FRA)
- New York (USA)
- London (GBR)
- Moscow (RUS)
- Madrid (ESP)
- Havana (CUB)
- Leipzig (GER)
- Rio de Janeiro (BRA)
- Istanbul (TUR)

Only the top five were shortlisted...

Source: IOC

Why host the Olympiad?

- Each city hoped to boost its international reputation and visitor numbers
- Sydney received around AS\$6 Billion in 'free publicity', from coverage of the 2000 Games
- The Games has helped to regenerate cities such as Barcelona and Athens

How was the decision made?

Criteria included:

- Government support and public opinion
 - City infrastructure (such as transport)
 - Sports venues and experience
 - Olympic village and accommodation
 - Environmental impact and legacy
 - Safety and security
 - Finance
- The decision making process was long and complex. It included many visits to each candidate city by delegates from the International Olympic Committee (IOC).
 - The process made use of computer software as well as politics
 - There were also stories about IOC judges (and their husbands and wives) receiving gifts such as designer handbags!

Source: IOC report

The results of the IOC assessment

Applicant cities	0	1	2	3	4	5	6	7	8	9	10
Paris											
Leipzig											
New York											
Moscow											
Istanbul											
Havana											
London											
Madrid											
Rio de Janeiro											

- London scored well in some areas, but lagged behind Paris and Madrid due to location, public support, transport and experience
- With five shortlisted cities, and Paris the front-runner, the Bid teams flew to Singapore for the ‘knockout’ rounds of voting by IOC members...

“Lord Coe’s greatest race”

- The decision of the International Olympic Committee was announced on 6th July 2005 and London won the final round, beating Paris by 54 votes to 50!
- The media reported the influence of Lord Coe (leading London’s bid), Tony Blair and David Beckham – and even the French President’s insults about Finnish food!
- But what else lay behind London’s success?



90% perspiration, 10% inspiration!

- London's final pitch included an emotional video called 'Inspiration'
- It focused on a Games for young people, set in a global city and inspiring a generation to take up sport
- This message may have swung the last few votes!





A legacy for the future



Source: Reproduced by kind permission of London 2012



- London also stressed that its plans were sustainable – for the venues, the event and for the legacy after the Olympic party.

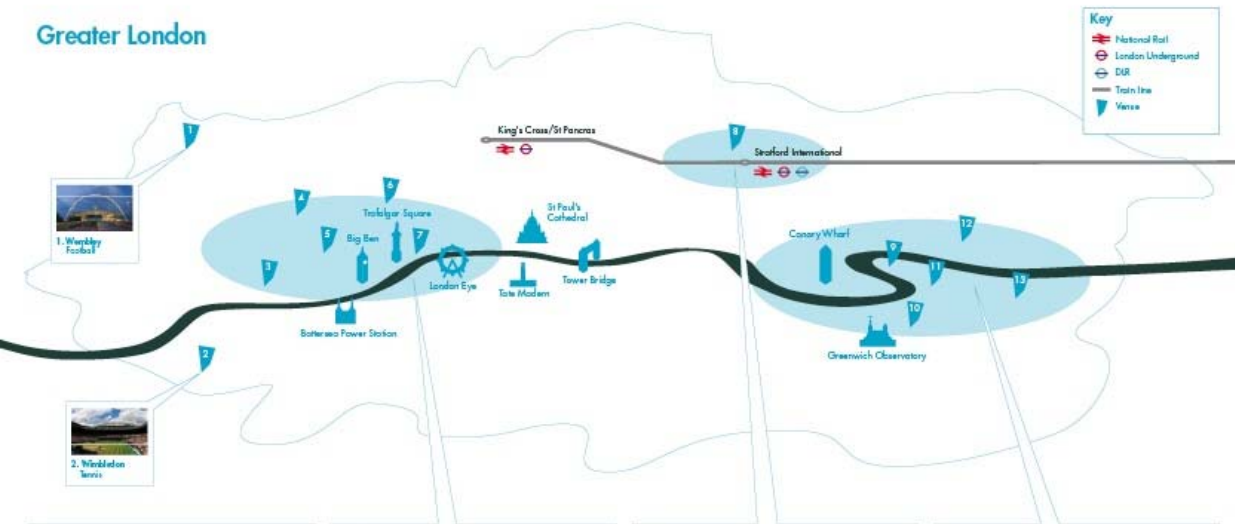
The location of the 2012 venues

Index of venues outside London

- A Broxbourne – Canoe/Kayak (Slalom)
- B Eton Dorney – Rowing, Canoe/Kayak (Flatwater) Rowing
- C Hampden Park – Football
- D Millennium Stadium – Football
- E Mountain Bike venue – Cycling (Mountain Bike)
- F Old Trafford – Football
- G St James' Park – Football
- H Villa Park – Football
- I Weymouth & Portland – Sailing, Sailing



Greater London



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Central Zone

- 1. Wembley Football
- 2. Weymouth Sailing
- 3. Horse Guards Parade
- 4. Regent's Park Cycling (Road) Cycling (Road)
- 5. Horse Guards Parade Volleyball (Beach)

Olympic Park

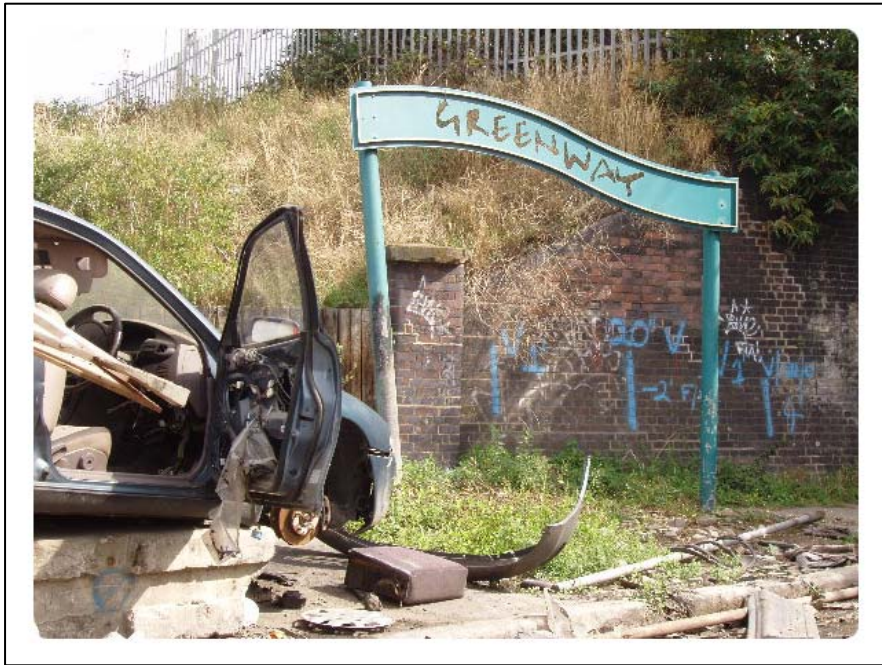
- 6. Olympic Stadium
- 7. Aquatics Centre
- 8. Swimming
- 9. Wheelchair Rugby
- 10. Football
- 11. Wheelchair Tennis
- 12. Archery

River Zone

- 13. The Royal Artillery Barracks
- 14. Horse Guards Parade
- 15. Horse Guards Parade
- 16. Horse Guards Parade
- 17. Horse Guards Parade

Why Stratford?

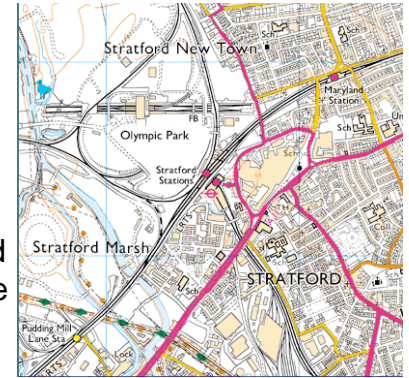
- The London bid team persuaded the IOC that this part of East London was in need of regeneration. They used images to show an area in need of investment:



Source: Wikimedia Commons/ (left) David Williams (right) dg

Why Stratford?

This area is one of the most deprived in London, and the country



Source: © Crown copyright and database rights 2010 Ordnance Survey

	Newham	London
Population density/ha	68.8	47.3
5 A*-C GCSE (%)	51	57
Family income (£/yr)	28, 948	37, 073
Unemployment (%)	7.8	4.5

Deprivation in E15 2JL – out of 32, 482 neighbourhoods in England!



Source: Office for national Statistics

Source: Royal Geographical Society

Why Stratford?

- But the bid also showed that the area had potential
- Javelin trains would take only 7 minutes from London
- The rivers in the area could be restored to make a beautiful Olympic Park

Source: Reproduced by kind permission of London 2012



Why Stratford?



Source: Reproduced by kind permission of London 2012

- This image shows that, alongside the old network of rivers and canals, there was plenty of room for new developments. Even so, London's bid was one of the most compact Olympic Parks – only about 2 ½ square kilometres!

A brief history of ... Stratford

- Until the mid 19th century, Stratford was a village in an agricultural area eight kilometres east of the City of London.
- Stratford's development began with the coming of the railway in 1839. Stratford attracted industries like oil boilers, varnish makers and chemical manufacturers.
- In 1851 the population in West Ham was 18,817. By 1901 it had grown to 267,903 – far more people than live in the area today. Streets of small slum houses, lacking indoor toilets, were built to house the workers.
- During World War 2 the industry and docks in east London became a target for German bombs. The war destroyed about a quarter of Stratford.
- New building methods in the 1960s allowed high-rise tower blocks to be built. By the 1980s, Stratford had one of the highest concentrations of tower blocks in Britain.
- Between 1951 and 1975, 40,000 jobs were lost in Newham and unemployment reached 20%.
- In recent years, the town centre, including the 'Cultural Quarter' around Theatre Royal, has been regenerated. Stratford has also developed as a new transport hub, with the Dockland Light Railway, the Jubilee Line and, now, the new International Station.

Was the area really a 'desert'?

- There were many businesses in the area of the Olympic Park already, and people living there or using the area
- These included allotments, bus depots, flats and people fishing, cycling or watching the world go by!
- For these people, the area was more like an *oasis* in the desert – an area of peace and quiet or a cheap place to work or play



Source: Wikimedia Commons/(top left) David Williams, (top right) supermoving, (bottom) public domain



- Places next to the Olympic Park, like Stratford Town and Hackney Wick, have communities where people shop, work and live.
- These are multicultural and lively places. Will they benefit from the Games?

Source: Public domain

Was it the right decision?



- Not for everyone!
- Many people in Britain have already complained – about the cost increases, the designs or about the benefits staying in London
- However, support for the Games has risen as the venues have appeared above the skyline.
- The area is now booming (left)
- Assessing the costs and benefits is more complex than the original decision itself...

Source: Wikimedia Commons/
Sunil060902

2012 - costs and benefits

COSTS

- 380 businesses relocated away from park
- 9000 jobs moved/lost?
- Eventual cost nearly £10 billion paid for by lottery fund so other things lose out e.g. arts
- Massive construction scheme lasting years disrupts local communities
- Some people lost homes, allotments, areas for fishing
- Cost of living in the area for poorer people will increase

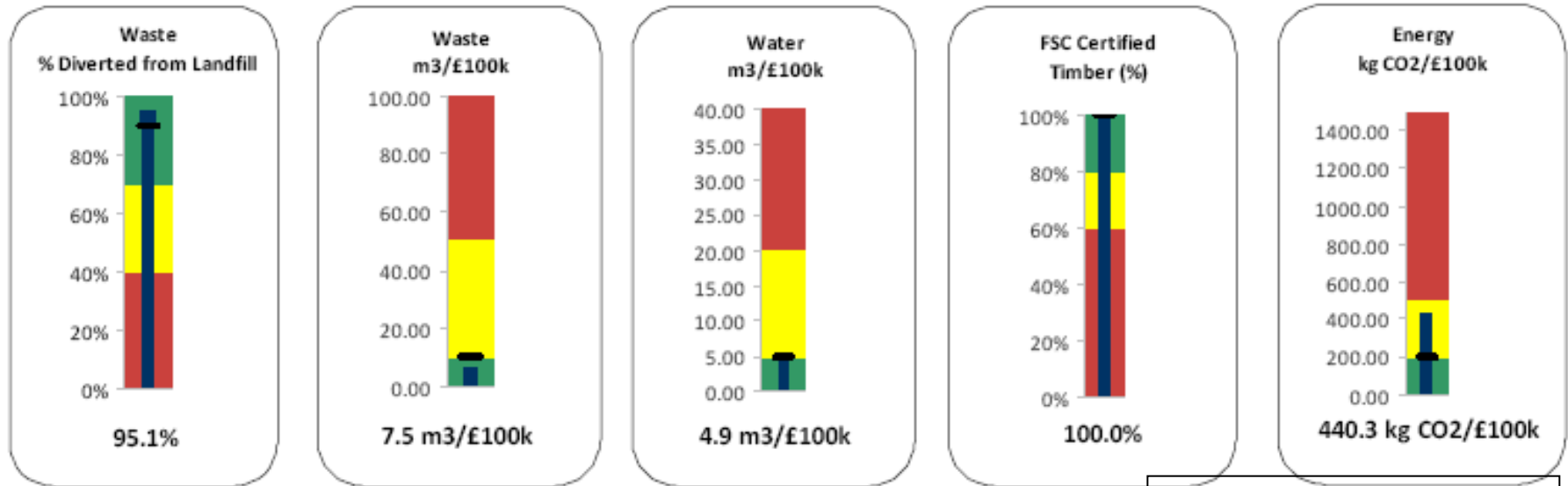
BENEFITS

- £1/2 billion tourist spending?
- 3000 new jobs (ODA)
- 9000 new homes
- Olympic Park 'largest urban park in Europe for 150 years' (ODA)
- Better image for London and East End?
- Increased participation in sport for young people
- New sports venues around London and elsewhere e.g. sailing in Weymouth

2012 – a sustainable Games?

- Sustainable development means “meeting the needs of the present without compromising the ability of future generations to meet their own needs” (Brundtland Commission)
- London 2012 aims to be the first low-carbon Olympiad
- It is the first Olympiad where the Paralympics is planned jointly and equally with the Olympic Games
- The aim to regenerate this part of East London is ambitious
- But is it likely to succeed?

Measuring sustainability - Part 1



Source: Lend Lease

- Some things are easier to measure than others!
- These charts, for the Athlete's Village, show that the company building the Village is making sure it is on track for waste, water, timber and energy use during the building of the scheme.

Measuring sustainability – Pt 2

- Other aspects are harder to assess
- The number of affordable homes in the Village is being reduced to boost profits
- There are still worries over transport to the Games
- And do local people feel involved?



Source: Reproduced by kind permission of London 2012

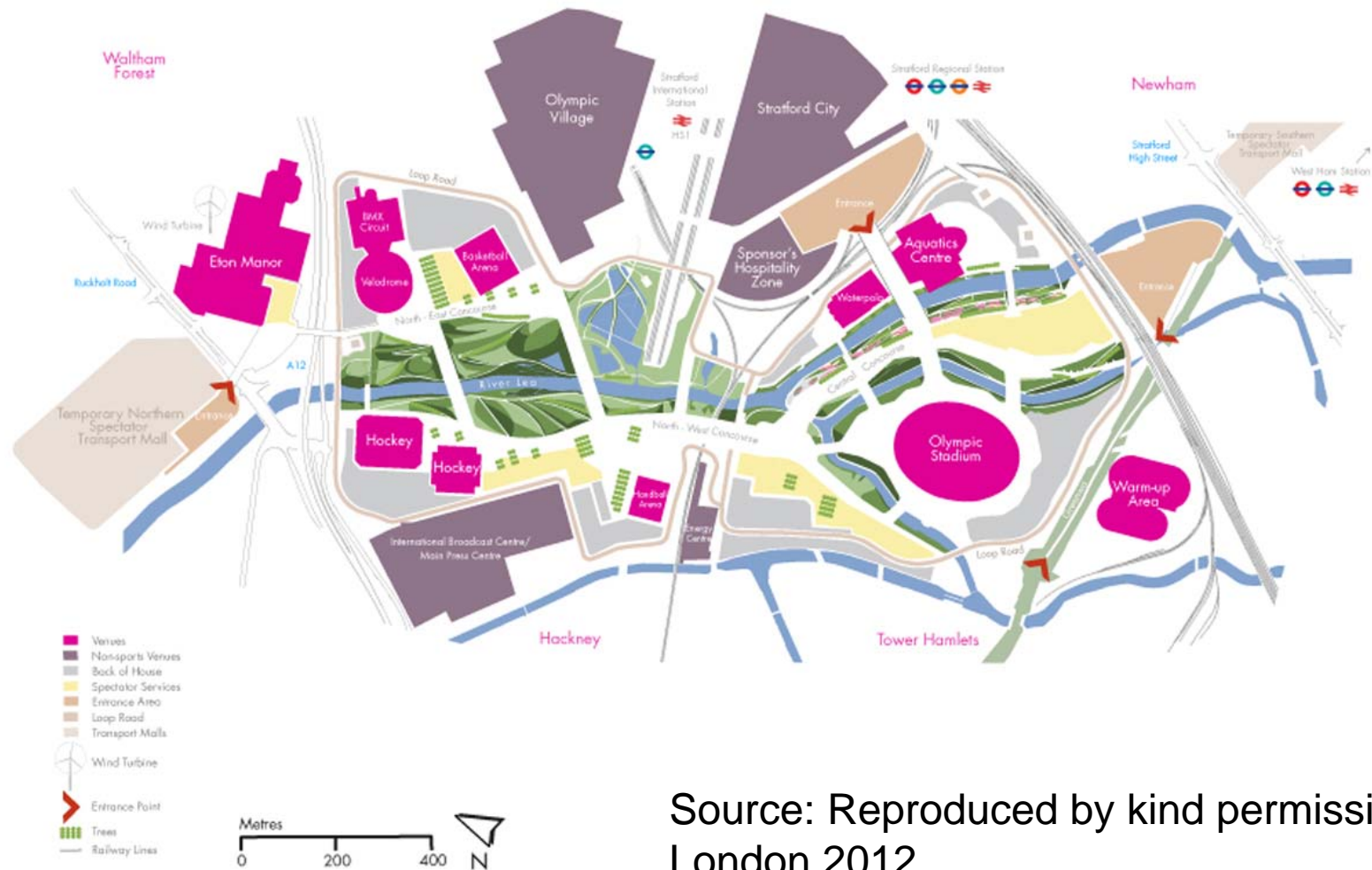


'Medals or millstones'? Opinions on the London 2012 Games

- "The outline of the Olympic Park is being revealed as the bulldozers clear the derelict site and not only can we look forward to a great Games in 2012 but also to a new era for east London with 21st century transport links, a huge increase in the number of affordable homes built in the area and thousands of new jobs that will come as we continue to regenerate the Lower Lea Valley long after the 2012 Games have finished."
- "It's brutalising: the time scale of it, the fact it was imposed from above, the consultation a farce, and the promise of this legacy –which is what? It's Westfield shopping mall, basically. Have you been there? Horrendous. Drains the life blood out of you in seconds. Then they have the nerve to call it the People's Park. What do they think was there before? It was the people's park: anglers, birdwatchers, footballers. Now they're all gone, so it's the opposite."

Mayor of London, Ken Livingstone

Iain Sinclair, writer



Source: Reproduced by kind permission of London 2012

- This image of the area shows how Stratford International Station, with the new shopping centre, will dominate the area around it.

Conclusion

- London succeeded in its Bid for a number of reasons. It is a global city with a reputation across the world. Its multicultural population meant that all countries would be well supported at the games.
- Stratford was and still is a deprived area. Although many things in the area were already changing, like the International station and Westfield shopping centre, the area was 'sold' to the IOC as in dire need of help.
- London had a really distinctive bid all about young people, regeneration and the future. But it backed up the emotions with plans to improve transport and build world-class venues.
- The "jury is still out" on the 2012 Olympics. Although some people have lost homes and businesses, they have been given compensation (unlike Beijing). The organisers are trying hard to make the Games sustainable. But the biggest worry is how the people of the local area can be included and made to benefit. Hopefully, they will be used as stewards etc. during the Games and will benefit from the sports venues, parks and jobs afterwards. But the organising committee and the government needs to make sure that the legacy of the Games meets up to all the promises made.
- I am sure that the Games themselves will be a big success. But the biggest challenge will be to make sure that the people of Stratford and other places nearby can join in and benefit from this event and the legacy that it leaves behind.
- Thank you for listening!