

Legacy what Legacy?

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What is legacy?

- 'Imprint they leave' (before, during and after)
- 5 legacy commitment areas – 2012
 - To make the UK a world-class sporting nation, in terms of elite success, mass participation and school sport
 - To transform the heart of East London
 - To inspire a new generation of young people to take part in local volunteering, cultural and physical activity
 - To make the Olympic Park a blueprint for sustainable living
 - To demonstrate that the UK is a creative, inclusive and welcoming place to live in, to visit and fro business
- IOC Symposium
- Translation
- Alternative descriptors (benefits and impacts)

Hard

- Benefits are those that are largely direct and relatively easy to isolate and assess. For example the impact on the labour market, business and infrastructure investment.

Soft

- Benefits include image gains, improved civic pride and health, and the acceleration of secondary investment.
- COMMUNITY????

- *There is a tendency for hard legacy to become iconic and significant as monumental and tourist attractions. Soft legacy becomes hard as feel-good factors, governance structures and can-do attitude evolve to form productive social networks*

(London East Research Institute)

London Development Agency:

- **What is Legacy?**
- In summer 2012, the eyes of the world will be on London as we host the Olympic and Paralympic Games. The sporting events, and the cultural festivals that accompany them, will be an unforgettable experience for participants and spectators alike...**the greatest show on earth in the heart of one of the world's greatest cities.**
- **But the impact doesn't stop in 2012. The legacy of hosting the Games - the difference this will make to the lives of people across London and the UK - will last long after the sound of cheers has faded.**
- A commitment of a **lasting legacy of social, physical and economic regeneration was at the heart of London's bid for the Games, and has underpinned the design of the Olympic Park and the Olympic venues.**
- The London Development Agency (LDA) is leading the partnership planning this legacy. This partnership already includes all the key public sector bodies, the five host boroughs, the Mayor of London, the Olympic Delivery Authority, UK government departments, the London Organising Committee of the Olympic and Paralympic Games, the Lee Valley Regional Park Authority and the London Thames Gateway Development Corporation. **But getting the plans right and turning them into reality will be a matter for a wide grouping of local residents, local businesses, investors and other stakeholders from across the public, private and voluntary sectors.**
- **The legacy of the 2012 Games has already started with training programmes, business support initiatives, access to jobs and planning for the post-Games physical transformation of the Olympic Park.**
- Legacy Now is the identity for this work, and between now and 2012 there will be a number of publications and events **discussing the legacy of the 2012 Games.**

London Legacy



- 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
- Skills training and new employability initiatives



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DCMS/GOE Jan 09

- **The Legacy Games Delivering a lasting legacy from the Games is a core part of the vision for London 2012. A legacy for the UK - 2008** saw the publication of the **Legacy Action Plan**, setting out the Government's five targets for delivering a lasting legacy across the UK. The Government and other partners are working hard to deliver our legacy ambitions. We have developed extensive plans for each promise to ensure that every benefit from London 2012 is realised. **A legacy for East London - After the Games, East London will be transformed.** In total, more than **15,000 homes will be created in the Olympic Park site, the Olympic Village and the Stratford City development.** The Olympic Village, where athletes and officials will stay during the Games, will become homes. This, coupled with the Stratford City development, will generate over 5,000 new homes. In addition, there will be further housing built on the Olympic site after the Games, creating 10,000 -12,000 new homes, 35% of which will be affordable housing. The world-class sports facilities in East London will be **adapted for use by local sports clubs and communities** as well as elite athletes. Over 102 hectares of **open space will be available**, including parkland, children's play spaces and park facilities. Games-related transport improvements will **leave long-term benefits for East London. Most will be completed well in advance of 2012, so London can enjoy the benefits** before, during and after the Games

- London 2012 legacy research: final report
Nov 2007
- A Lasting Legacy for London LERI, 2008
- Before, during and after: making the most
of the London 2012 Games, June 2008
- London 2012 Olympic and Paralympic
Games Annual Report January 2009
- GOE ongoing newsletters
- Legacy Now website

So..... What is actually happening

To transform the heart of East London

- Homes
- Open space
- Loss of amenities
- Transport
- Jobs
- Relocation
- Prices

Revealed: The Lithuanian worker being paid just **£50** a day to build our Olympics...and 2012 chiefs are even trying to claim he's a 'local'

By NICK MCDERMOTT and DANIEL BATES
Last updated at 12:16 AM on 17th February 2009

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He is helping to build the stadium that Britain hopes will impress the world at the 2012 Olympics.

But his pay is decidedly less than impressive. Arturas Normanths says he is earning a meagre £50 a day for working at the East London site.

The 22-year-old Lithuanian, a concrete sprayer, said: 'The money I earn is not very much. At home in Lithuania, there is no work. I am pleased to be given this job, but it is hard.'



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FEMAIL TODAY

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Ken Barlow actor hugs on-screen wife Deirdre, played by Anne Kirkbride



▶ **Jade Goody to marry fiancé Jack Tweed on Sunday... and they might sell the television rights**
The 27-year-old's face lit up as she was given her ring by the Thames



Gipsies evicted from Olympics site to be rehoused... in six homes costing taxpayer £2million

By [Andrew Levy](#)

Last updated at 8:11 PM on 17th February 2009

Olympics chiefs are spending nearly £2million to requisition a travellers' camp and rehouse its inhabitants.

The travellers are being moved into luxury homes on an exclusive gated development with driveways big enough for a car and caravan.

Their camp is needed to build a handball arena for the 2012 Games in East London. It is the latest example of how the Olympics budget has spiralled to £9.3billion, four times the original estimate.

Daily Mail 17/02/09





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Olympic Legacy - Barcelona



- European City of Culture
- Redevelopment of waterfront area
- Rose from 16th most popular tourism destination in Europe to 3rd by 1999
- Added \$16.6 billion to the Spanish economy between 1986 and 1993
- From October 1986 to July 1992, the general rate of employment fell from 18.4% to 9.6%
- New suburban highways and tunnels reduced downtown traffic by 15 %

(source www.athens2004.com)

- Property price increases of 134%
- New generation of young professionals occupying old Olympic village
- Sea gypsies relocated into ghettos
- On going redevelopment arose out of post-Franco era politics- long term focus
- Had support of IOC President at the time who was Catalanian
- Revitalisation or regeneration???

Olympic Legacy - Sydney

- Sydney saw an increase in international visitor's of 78%
- Host state of New South Wales, had £200m of Olympic contracts to SME's
- Community spirit reawakened by use of 1000's of local volunteers
- Extra £2.5bn into economy between 1997-2001



- Only race was the 'rent race'
- Homeless relocated
- Council loss income of aus \$ 1 million per annum
- Locals do not use facilities
- 'new' residents of Olympic village higher social class with different demands



London to date - time to do.....

- London has the opportunity to be one of the first Games to benefit the local communities in situ but at a cost that may be impossible as impact of global financial crisis may be used as a smoke screen to renege on legacy..... However money could be put to better use
- Legacy planning must be concurrent with physical construction i.e. every stadia **has** to have a legacy plan but for whom??? Review need for so many stadia - IOC requirements need to be challenged, and now is the time to save the legacy for east London
- **BUT**.....Security costs – unknown potential expense!

Thank you – questions??

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