**The Olympics and Sustainable Urban Regeneration (Notes)**

**The Olympic Application Process Takes Two Years:**

* The Invitation Phase

(not a formal commitment to bid)

* The Candidature Process

(a formal commitment to bid)

* + Stage 1: Vision, Games concept and Strategy
  + Stage 2: Governance, Legal and Venue Funding
  + Stage 3: Games Delivery, Experience & Venue Legacy

**They are also a serious commitment at the National and Local levels:**

* There are 7 years from the time a city is awarded the Olympics in which to prepare
* Schedules are tight and difficult to meet
* The Olympics involve host cities in massive investment and expense; costs are substantial, and implications great, e.g. for mass tourism and accommodation

For example: London Olympics 2012

The 16 days of the London 2012 Games involved

* 11 000 athletes in 300 events, with 5000-6000 coaches & officials, attended by 4000-5000 other members of the Olympic community.
* Over 7000 sponsors.
* In the Paralympics alone, 4000 athletes and 2500 officials, equivalent to Manchester’s Commonwealth Games in 2003.
* 20 000 newspaper, radio, TV, & internet journalists.
* Over 9 million tickets in total, and 500,000 spectators a day at events in and around London
* 63 000 operational personnel, of whom 47 000 will be volunteers, e.g. as stewards, marshals, and drivers.

**So – the economic agenda is strong and powerful**

Host cities have to be able to balance budgets; huge costs versus the revenue benefits.

Costs

e.g. Land purchase, Construction of stadia, and transport infrastructure, and of hosting the Games themselves (e.g. security)

Benefits

Direct – Revenue from ticket sales, TV rights, and company sponsorships e.g. to supply drinks or food.

Indirect – Land values after re-development

*However, other indirect benefits may help make a profit:*

E.g. tourist spending – in hotels, restaurants, VAT etc – “The MULTIPLIER EFFECT!!”

**Several Cities Now Use the Olympics to REGENERATE URBAN AREAS**

*Several Olympic bids now have been used to regenerate urban areas. Barcelona began the process in the mid-1980s, and London’s vision for 2012 was the regeneration of one of the poorest parts of the UK.*

*Developments like this are –*

* *Usually large-scale*
* *Developed centrally by governments with a mix of private*

*capital and government investment.*

* *Presented as projects for environmental remediation*

*(e.g. Sydney 2000) or socio-economic regeneration (e.g. London 2012).*

**But are such ‘urban flagship’ developments sustainable?**

*Properly analysed, they can us to understand how and why urban developments might be considered ‘sustainable’ or not.*

*This presentation asks whether these kinds of regeneration are –*

* *successful; i.e. do they achieve what they set out to achieve?*
* *truly representative of what we mean by ‘sustainability’?*

*DEFINITION OF SUSTAINABILITY? – LOOK IN YOUR NOTES!*

**According to the IOC – International Olympic Committee** and **their criteria for sustainable development….**

The Olympics should provide …

“sustainable environmental legacies, such as

* rehabilitated and revitalized sites,
* increased environmental awareness,
* improved environmental policies and practices,
* further encouragement and facilitation of strong environmental actions, technology and product, development in a city, country and beyond, through the educational value of good example.”

To be successful, the Olympics should have …

* *‘environmental protection and, more importantly, sustainability’* as prime elements of Games planning and operations.
* *‘positive legacies’* that last well beyond the Olympics themselves

**For example, stadiums built for the Olympics should be new AND old…. AND be able to be used after the Olympics are over…**

* The London Olympic Stadium was the centrepiece of the 2012 Summer Olympics.
* The O2 was a stadium for gymnastics and basketball**.**
* The Wembley stadium used for football.
* The All England Club, Wimbledon used for tennis.

**THIS IS JUST ONE EXAMPLE OF THE 2012 OLYMPICS.... BASED ON EVIDENCE...**

**Were the London Olympics environmentally and socially sustainable?**