

Mega-events, Urban Transformation, Displacement and Replacement

*Dr. Penny Bernstock
Professor Juliet Davis*

- There is a substantial literature linking megaevents with displacement/ dispossession.
- However, much of this literature focusses on the period in which cities prepare to host megaevents.
- Moreover, the literature tends to focus on housing displacement, with a much more limited focus on employment and where employment is considered this is dealt with separately. Here we offer an analysis that demonstrates the complex interaction between displacement and housing and employment.
- Taking London 2012 as a case study, the aim of this paper is to offer a longitudinal analysis that sets the consequences of displacement in a longer timeframe (2005-2022).
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Compulsory purchase by the London Development Agency enabling a process of direct displacement

Existing land use is associated with London's past and connected to high levels of deprivation.



London committed itself to multiple legacies in its Candidate File for the 2012 Games. However, the opportunity to utilise a mega event and deliver a lasting legacy for 'deprived' East London communities was central to the bid - "The Regeneration Games" (LOCOG, 2005). A range of inclusive metaphors were utilised connecting regeneration with the needs of _____ communities.

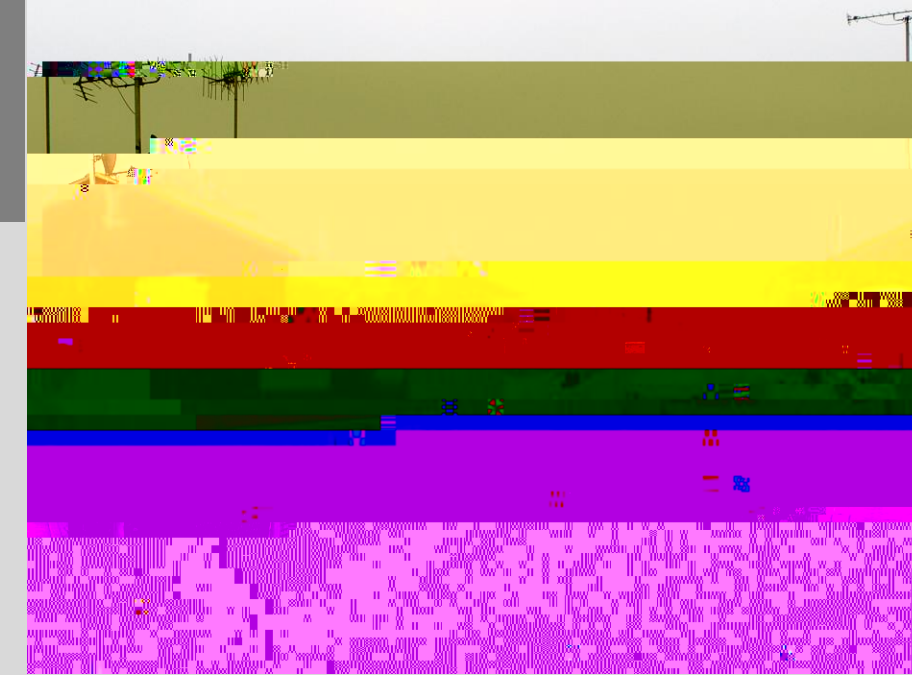


"The regeneration of an area for the entire benefit of everyone that lives there" (Ken Livingstone)

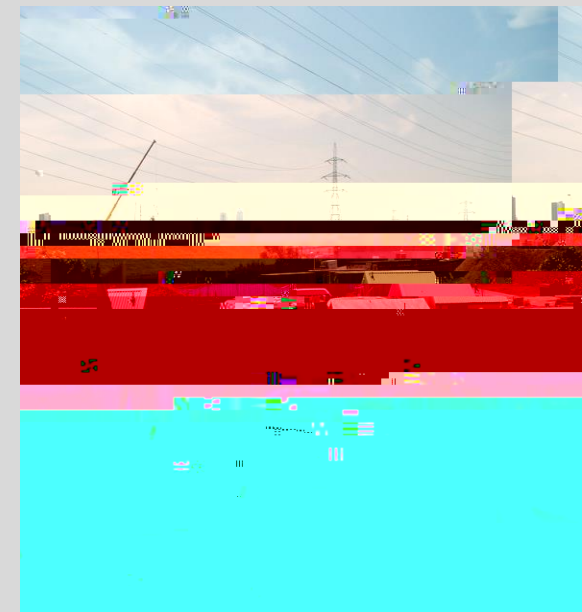
offering 450 low- cost tenancies in a mix of purpose- built flats, bungalows and houses. Was the second Largest in Europe, targeted at single people in housing need.

15 at Clays Lane, Newham who had lived there since 1972.

20 at Waterden Road, Hackney who had lived there since 1993.



"In my consideration of the objections to Clays Lane Estate, the overt sense of community and values that many put on their homes and their surroundings is foremost in my mind. Their loss will be a substantial one, however, I find the anticipated benefits and the catalytic effects of the Olympic games to be a more significant one"



Failure to secure a Cooperative option for residents despite around a third of residents expressing an interest in this.

Accelerated process due to time constraints that impacted on choices and anxiety, affecting residents and travellers alike.

Most residents rehoused within in East London in Social housing.

If I was skint or emotionally down there was always someone there. When my X died I got a letter from the management committee offering support that is a good example of how the place worked."

Rehoused to a playground that they did not want to move to.

" "Not only does it destroy valuable community, sport and recreational facilities. It places them in in a totally inappropriate position..In a boxed site surrounded by high walls and two busy roads in what can only be described as a ghetto" (LBN,2005)

Relocated to three sites and had to split into three groups.

"You felt funny picking and choosing. You had to separate from families you had been with for years."

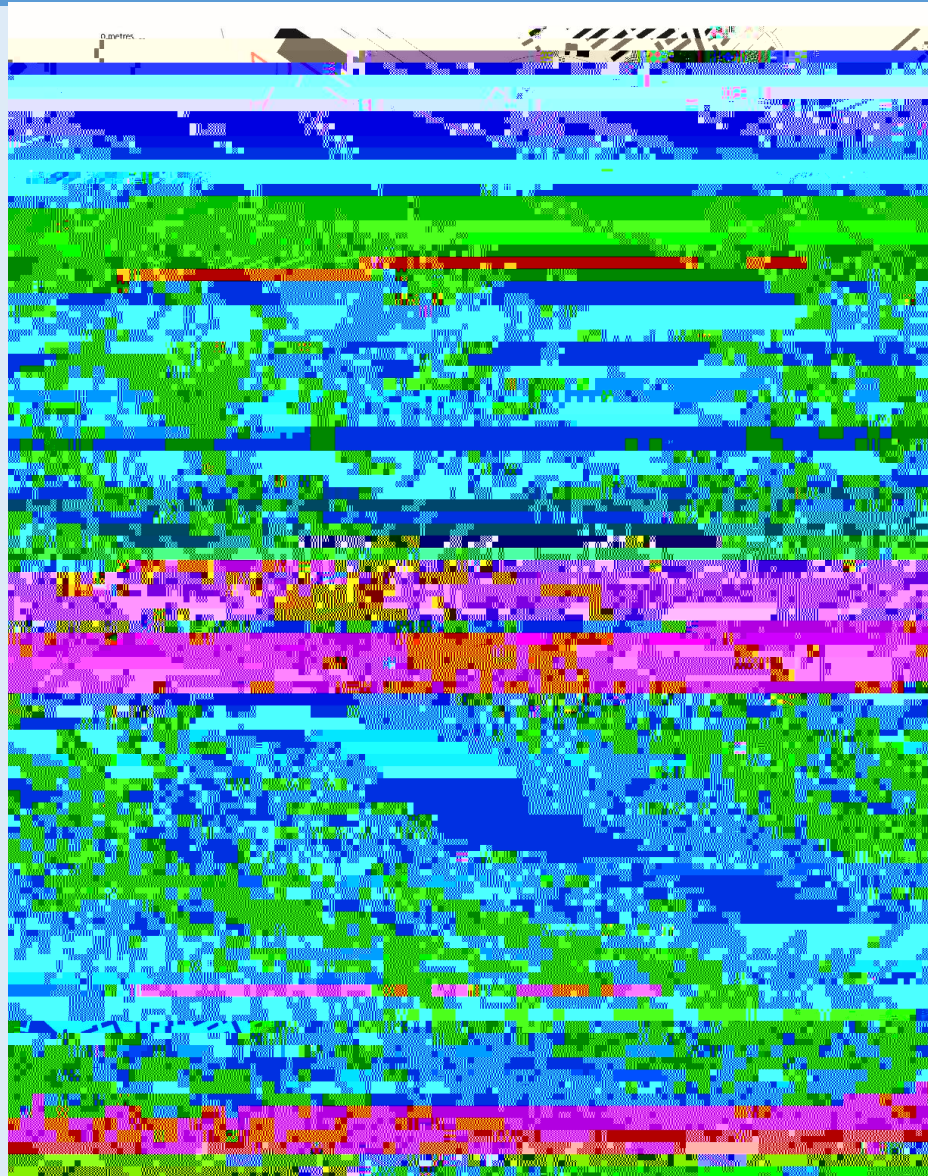
They were involved in the design of their new homes but felt they had become more like 'settled communities. On replacement sites'

Source: Bernstock, 2014

286 businesses, mostly SMEs – 5300 jobs.

Not all were industries as in 'manufacturing'

They were highly diverse, including creative industries, foods, clothing, waste





New Housing on the Park

859 Units – Taylor Wimpey and L and Q – Private
public partnership –

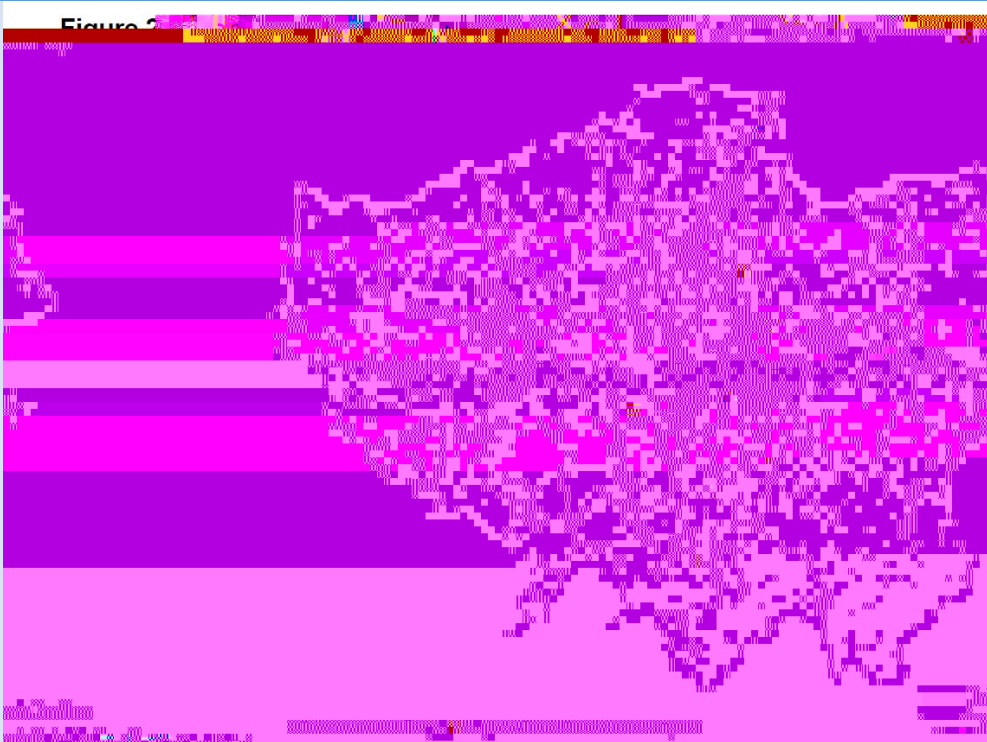
553(65%) Market Housing:

35% (303) Affordable

171 Social and Affordable Rent – 56% of AH – 20% of
total scheme and 132 Intermediate (56% of AH) (15%
of total

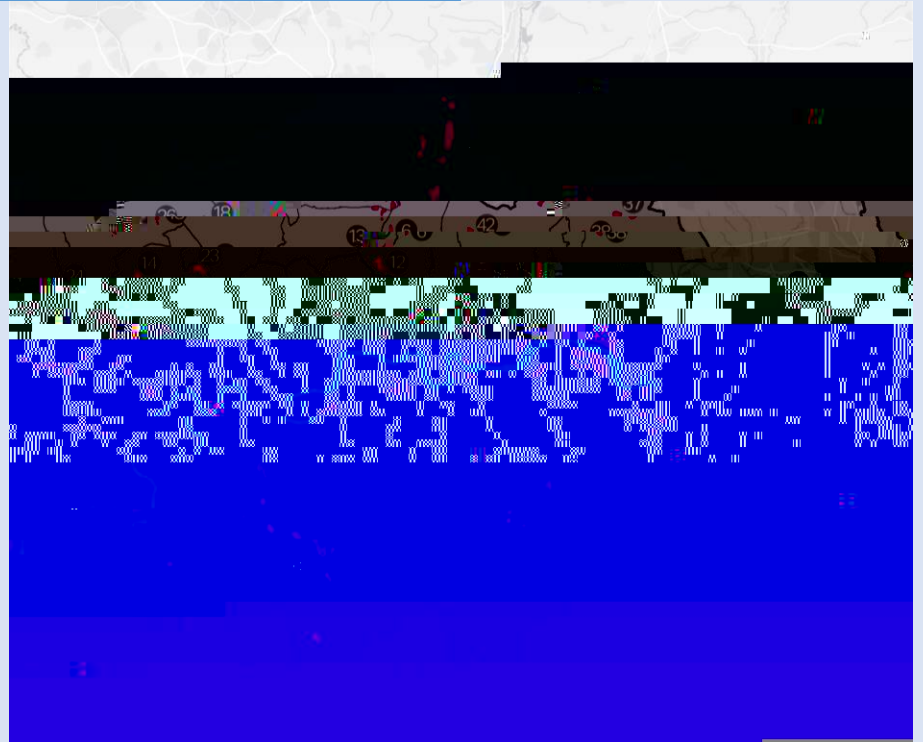
Key goals of LLDC-led planning strategy regarding employment (the

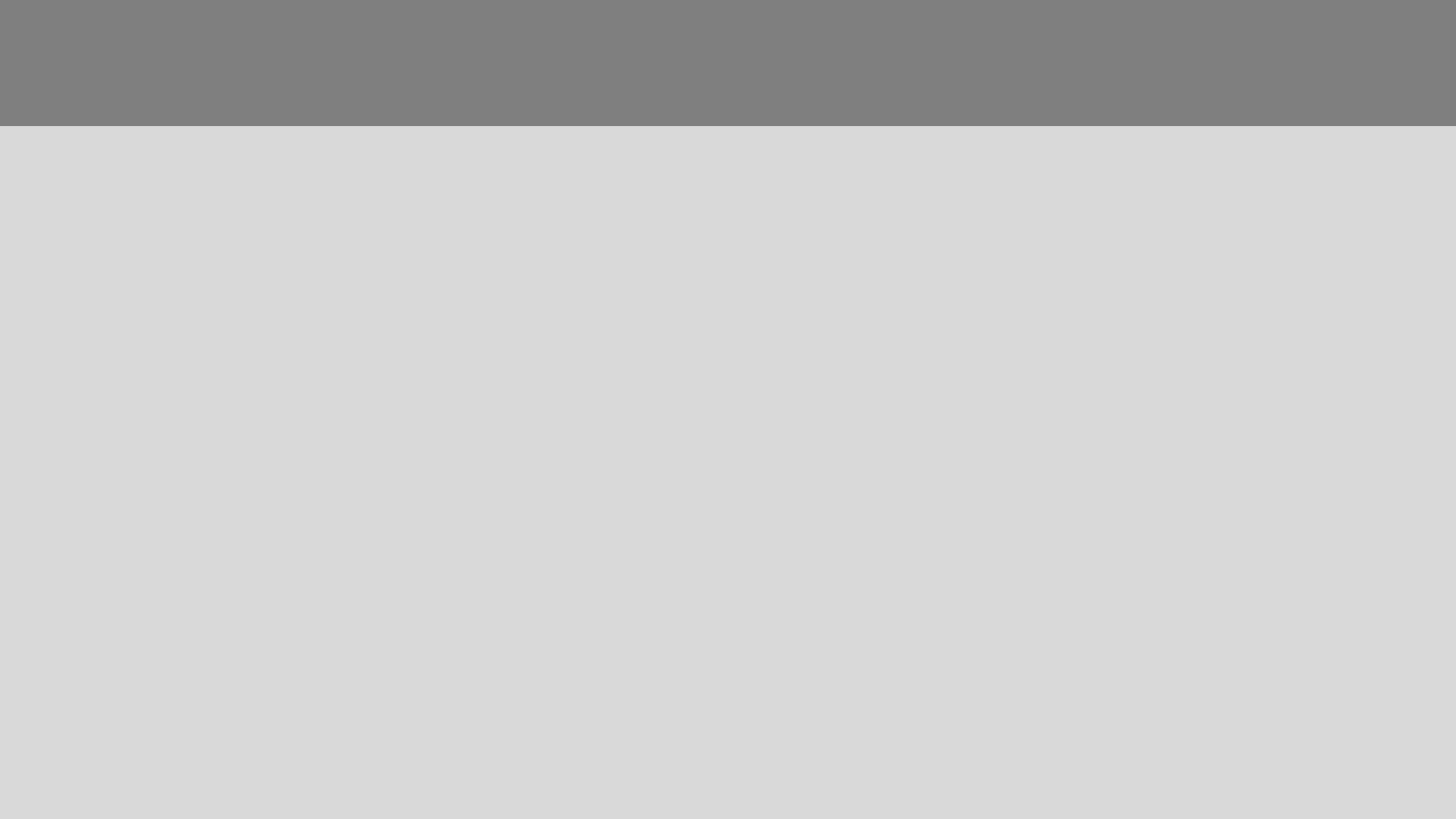
- Increasing the number of end-use jobs – 8,165 estimated directly created on the Park by 2030 (by comparison to 5,300 in 2005) and up



Emphasis in the London Plan through the last twenty years has been placed on the continued reduction of industrial land.

Two main dynamics arise from this: indirect 'displacement pressure' owing to rising rents and 'direct displacement' through planning for 'post-industrial' land uses –



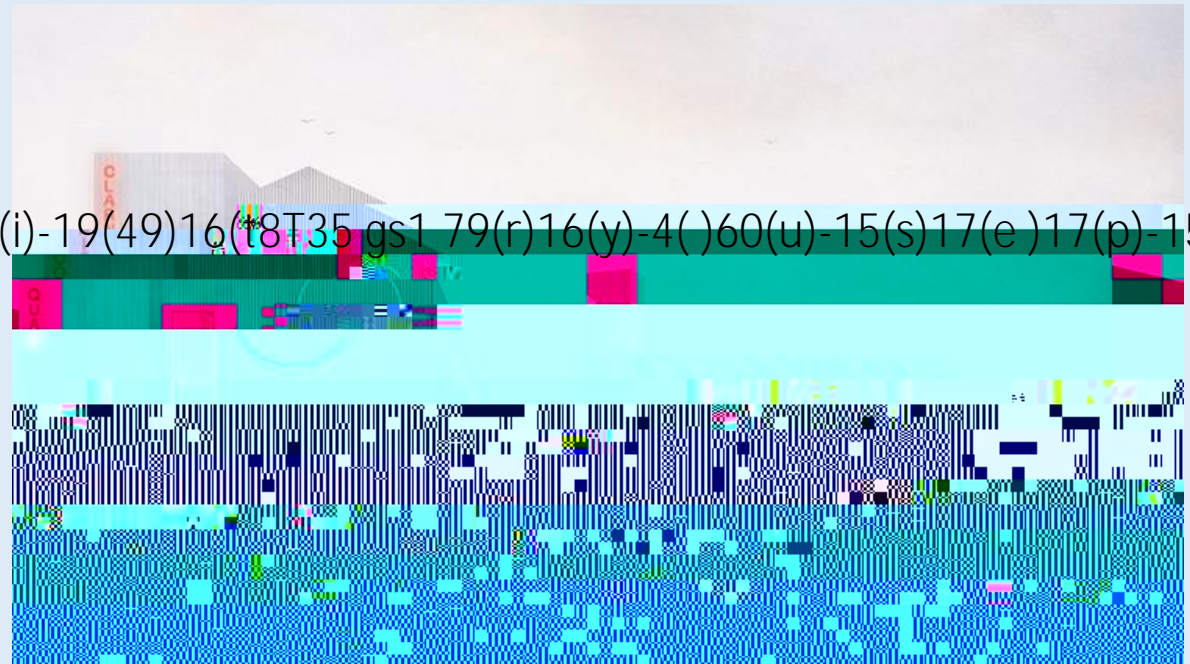


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Numerous strategies have emerged in relation to employment that might broadly be terms 'anti-displacement' strategies (Marcuse, 1985b, Ferm, 2016).

These include strategies related to education and affordable workspace being pursued by the LLDC through planning and development, e.g. temporary use project Clarnico Quay + Trampery on the Gantry at Here East.

They also include strategies pursued or supported by corporate tenants in order to fulfil the terms of Section 106 agreements or development partnership agreements with the LLDC. Examples:



This paper has offered insights into placement and replacement on London's QEOP. We have demonstrated that a range of policies and policy assumptions, cutting across housing and employment have reorientated land uses away from working class/low-income communities towards professional/middle class groups who have the requisite level of skill(i)lworking class/low