

*Social Mixing or Mixophobia in Regenerating
East London?*

*'Affordable Housing', Gentrification,
Stigmatisation and the Post-Olympics
East Village*

Piero Corcillo

State of the Legacy

East Village ex-Athletes Village



The landlords

QDD



Triathlon Homes

Literature

East Village housing configuration

Housing tenure	N	Triathlon Homes stock %	East Village stock %
Triathlon Homes			
Social rent			
Intermediate rent			
Shared ownership *			
Shared equity			
Total Triathlon Homes			
Get Living London			
Private Rent			
Total East Village			

Sources: GLL (2016); Triathlon Homes (2018)

EV, Stratford and Newham residents, ethnicity

Ethnic group	East Village					Stratford & New Town	Newham
White British							
White Other							
BAME							
Total N=100 %							

A white bubble

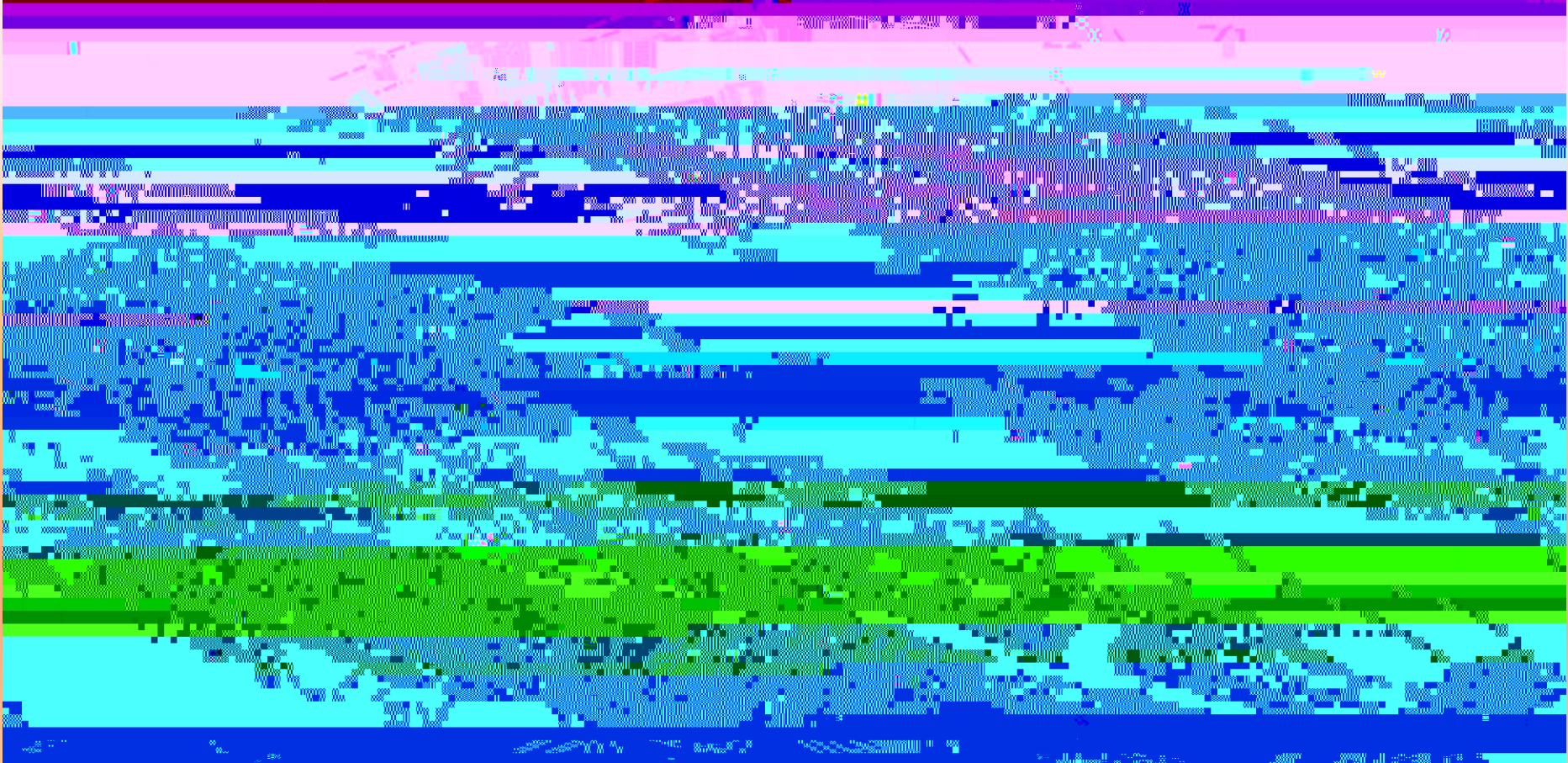
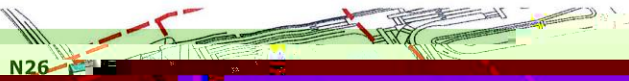
Stratford as a whole is like two world

lot of ethnic minorities and Eastern Europeans on

white British young professionals

Mixophibia

The old Stratford Centre on the
other side of



A Block Reference

Stratford City Dev

LEND LEASE EUROPE, WAREHOUSES
STRATFORD CITY Z3-6
FLETCHER BUILDING

people downstairs who are living in the council
places

what area they are living in

some people from Eastern Europe for example who tend to
have different sleeping habits

Conclusion

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1. *External othering*