

THE VIEWPOINTS AND ROLES OF DIFFERENT URBAN PLAYERS – LONDON 2012 OLYMPICS

	Viewpoints	Roles
National government and planners	<p>It was a success, the 2012 games were delivered on time, under budget and at a profit.</p> <ul style="list-style-type: none"> - The scheme was seen a success, as the Olympic venues post-2012, increasing employment + more housing. 	<ul style="list-style-type: none"> - The UK government bid for the 2012 games supported by the London Assembly and its mayor. - The London legacy development oversees the legacy development of the Olympic park.
Local councils	<ul style="list-style-type: none"> - They have no planning control over new developments. 	<ul style="list-style-type: none"> - Four London boroughs shared the hosting of the Games (Tower Hamlets, Newham, Hackney, and Waltham Forest)
Developers	<ul style="list-style-type: none"> - Because the area has been highlighted as an area for growth this attracts in further investment and leads to a positive multiplier effect. 	<ul style="list-style-type: none"> - The Queen Elizabeth Olympic Park has been planned as an area of growth. - Office developments consists of 400,000m² of offices (which are likely to be large banks- like Canary Wharf), a 4 star hotel + 330 new homes (creating 25,000 jobs).
Local businesses	<ul style="list-style-type: none"> - In its first four years, the centre's annual turnover was £1 billion, which added hugely to the local economy - therefore it's a success. 	<ul style="list-style-type: none"> - An example of private-sector investment is Stratford's Westfield Shopping Centre - now Europe's largest shopping centre. This is an example of retail-led regeneration, which has created over 10,000 new jobs.
Local communities	<ul style="list-style-type: none"> - 450 residents were relocated to social housing throughout London - breaking up the community. A promise to re-house them after 2012 was never honoured - therefore meaning it is unsuccessful. 	<ul style="list-style-type: none"> - Affordable housing is needed for those on low income to rent. The Athletes' village is standing on the site of a former housing cooperative for low income residents.