

TEACHING OLYMPIC REGENERATION OPPORTUNITIES THROUGH A 'STEPPED CASE-STUDY' APPROACH

The 'hot topic' in teaching event management at present is the hosting by London of the 2012 Olympic Games and in particular the social, economic and environmental regeneration opportunities. Everyday fresh critical news reports are being written in relation to the planning of the Games. In order to facilitate our students understanding of the stories behind these headlines, we examine case studies of Weymouth & the Isle Of Portland, Dorset, the hosts of the sailing competition for London 2012 and the example of Premiership team Arsenal FC's major relocation project in Islington, London. Lessons learned are then applied to London 2012.



Weymouth

- Old infrastructure
- Former naval base
- Natural facilities in harbour
- SWRDA money
- Town in need of regeneration socially and economically
- By-pass
- New ferry terminal development
- Ecological considerations



Arsenal

- Most parallels with London
- New site needed to be cleared before old site could be redeveloped
- Needed to relocate all businesses from site
- London Borough of Islington drove project
- Project shows how private money can be utilised in wider social and economic regeneration



London

- Take a close look at social, economic, environmental and political impacts of development
- Consider relocation of travellers, London Bus Company and Kingsway Evangelical Church
- Look at previous examples of what happened in Barcelona, Athens and Sydney Games.
- Able to understand better role of LOCOG and ODA

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