

## Queen Elizabeth Olympic Park London.

Following the Olympic and Paralympic Games of 2012, the former Olympic Delivery Authority (ODA) began a comprehensive redevelopment of the Olympic Park. Working with two engineering companies, Arup and Atkins, temporary venues were removed and new infrastructure erected to ensure a lasting legacy in this part of London. The site itself was reopened as the Queen Elizabeth Olympic Park in April 2014.



Much of the original sporting complex, the Olympic Stadium Aquatic Center and Velodromes, are still there, and the Olympic Village has been converted into 2,800 flats and apartments. Some of the infrastructure. Retail developments such as Stratford's Westfield shopping Center, Stratford International and regional train stations and tourist attractions such as the Arcelor Mittal Orbit are still in place and are key features of the park.



Construction is continuing to develop the park. The buildings that housed the international broadcasters and media during 2012 has been converted into creative and office spaces for IT and media industries. It is now known as Here East and is home to university spaces, restaurants, business startups and created 7,500 jobs.

The International Quarter will be a mixed-use development with 7,000 additional homes on the edge of the park. The design of the development in the heart of the park encourages workers and residents to make use of the extensive cycle and walking trails

and to use the leisure and sporting facilities to promote a healthier, more creative place to live and work.

Transport for London, the Financial Conduct Authority and Cancer Research are just a few of the organisations already based in the International Quarter which aims to provide 25,000 new jobs.

Newham Borough Council, in partnership with the London Legacy Development Corporation, is responsible for continuing to develop the park for the rest of this century. This brings benefits to local residents, including tickets to events in the stadium and use of facilities for school sports. Six new Olympic boroughs have been designated and already the park regeneration has lowered unemployment from 13% in 2012 to 9% in 2015. Newham Borough Council is responsible for running the London Aquatic Centre, making this iconic venue as affordable as any other local leisure centre. There is continuing work to convert the Olympic Media Center into East London's Tech City and Here East, both a technology and startup hub, creating flexible space for art and design companies to develop new products and share ideas. The Smithsonian Institute plans to open a museum and two universities, UCL and London College of Fashion. Intend to have campuses there.

### **The Powys Regeneration Partnership**

The Powys Regeneration Partnership focuses on nine key themes as shown in figure. Powys straddles the large portion of North and South Wales. Powys Council wants to exploit this region of beautiful landscape in order to make the most of opportunities for green tourism. The agricultural industry through food and the creative industries. There is also a specific aim to build an expertise in renewable energy. And to develop a low carbon green economy around wind and water



Powys suffers from a skills shortage. Lack of University places and qualifications, together with a longstanding emphasis on agricultural and tourism, means that many jobs are part of a low wage economy. EU structural funds have been used to encourage more competitive businesses to grow, partly by rejuvenating a local Chamber of Commerce. Other successful schemes include establishing transition towns in Machynlleth, Rhayader and Llandrindod Wells, where locally based royalty cards and local currency encourage people to spend money supporting locally produced goods and services, and protecting the unique characteristics that bring vitality to the local community.



Another aspect of the plans involves harnessing local talent and skills as well as volunteers. Powys Council estimates that the area has close to 26,000 volunteers and that their work contributes £173 million to the local economy. Since the plans revolve around better use of blogs and forums to network people together, many rural communities need better high-speed

broadband. Hopefully this will reverse out-migration of young people and business owners make homeworking more realistic and encourage small business formation and growth as a means of diversification in the rural economy. Better investment in ICT has already started to come through the Carmarthenshire Community Broadband Partnership. Installing two broadband mass to address black spots as well as Powys connections programs to provide advice and grant funding to micro businesses wishing to specialize in ICT services.

The county is susceptible to changes that directly affect agriculture, including extreme weather. The Cambrian Mountains Initiative and Eco Dyfi are both initiatives encouraging carbon storage and water regulation. The Green Investment Bank is making £1 billion of finance available for research and development, including two 100,000,000 pounds for low carbon technology and £860 million of incentives to encourage renewable heat. There are also plans to spend £30 million improving the energy efficiency of housing stock.

### **Focus Questions – complete an answer for each question for each Case Study**

1. From the readings, what do you think are the priorities for regeneration in the area?
2. What are the principal strategies of regeneration?
3. What role does local government play in regeneration?
4. Which other players are involved in the regeneration process?