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Olympicisation: The Denizen, the Citizen and the Economy.

The Olympics are currently in the delivery phase for the 2012 London Games. These Games are explored in relation to the milieu of the pre-requisite transformative process that London had to commit to to be considered a viable host city. The focus of this inquiry will be the London borough of Newham because the vast majority of Olympic facilities are being built within its borders. This borough is one of the most diverse and deprived in the UK. Consequently, this area has long been earmarked for regeneration. The 2012 Games are being used as a catalyst for social change in this area and the Olympic deliverers have now taken over this vacillating urban regeneration baton.

The short Olympic timeframe has necessitated a period of frenzied, expeditious regeneration. This regeneration has created a wave of hyper-migration to this already highly diverse area to ensure the expedient completion of the facilities. The implications that this influx has had upon the perceptions of identity and entitlement of the pre-delivery community are considered in relation to the complex connections between the reality of delivery and the pre-Games employment expectations. This is an analysis of contestations of time and space within the UK's most diverse and fragmented urban population and has, at its crux, an assessment of the fears and perceptions of the impact of the introduction of the Olympic denizen. It examines how conceptualisations of identity and ownership are formed in diverse communities. Furthermore, it demonstrates how these were traditionally articulated through means of behaviour, discourse and attitude and how these articulations have now been altered by the introduction of the Olympic denizen. This paper is an analysis of the contradictions between the Olympic bidding rhetoric and the post-bid reality during the delivery phase of the Olympic Games.