

**Case studies ◀ Oral presentations ▶ From deprivation to rebranding**

**CS1 - INNER LONDON: CRISIS IN A CAPITAL CITY**

What are the aspects and effects of the inner city crisis in London?

- Hackney's regeneration
- Urban sprawl, a consequence of inner city crisis

**CS2 - MANAGING LONDON'S URBAN SPRAWL**

Can urban sprawl be sustainable ?

- Management on a local scale: BedZed (Sutton, 2000-2002)
- Management on a regional scale: the Thames Gateway (2003-2013)

**CS3 - THE LONDON DOCKLANDS: A TARGETED REGENERATION (1981-2001)**

Was London's Docklands regeneration sustainable?

- An economic success (2)
- But unshared social and environmental benefits

**CS4 - THE 2012 OLYMPICS: A SUSTAINABLE REGENERATION (2005-2015)**

What are the challenges and effects of London's Lea Valley regeneration?

- The need for regeneration in Stratford, Newham
- The impact of sustainable regeneration

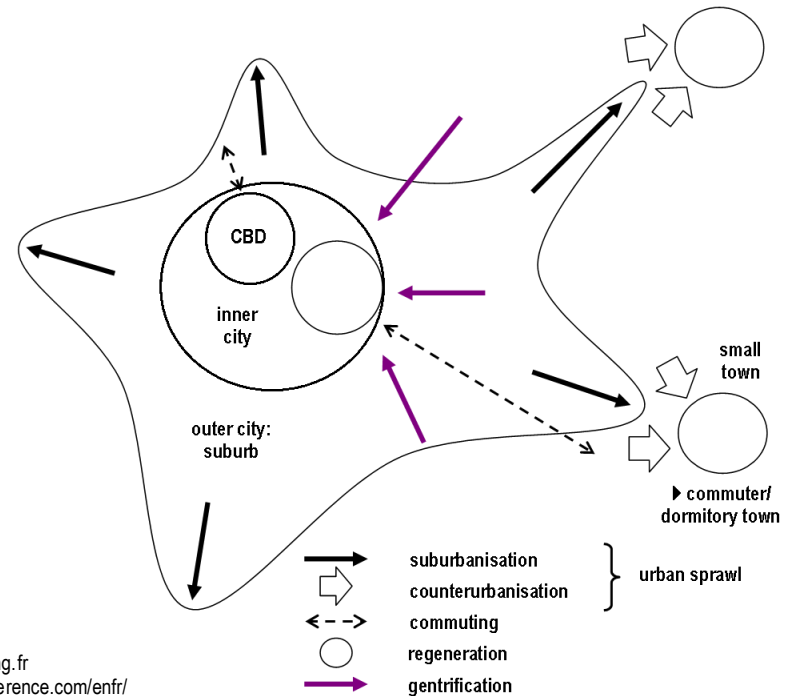
**CS5 - THE IMPACT OF REBRANDING ON A GLOBAL CITY**

What are the assets and challenges of a global city?

- Positive effects
- But negative impact too

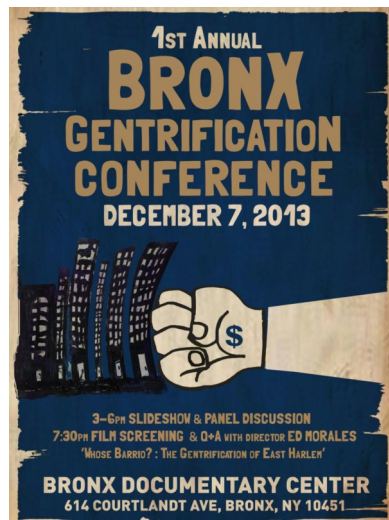
**Online resources - Ressources en ligne**

- Documents disponibles sur le site EuroVoltaireHistG @ <http://www.evoltairehg.fr> Pour toute question malt to [euro@evoltairehg.fr](mailto:euro@evoltairehg.fr)
- Dictionnaire en ligne pour la traduction, la définition ou les synonymes d'un mot avec sa prononciation @ <http://www.wordreference.com/enfr/>



**REBRANDING NEW YORK CITY**  
Comment on the following sources

GUIDELINE	REGENERATING THE BRONX: THE PROS & CONS
	<p>The industrial blocks along West Farms Road in the Bronx do not look like a welcoming place for new development. Buildings that once housed a hot dog factory and a metal fabricator are vacant. Another lot is used for storing towed cars. Dilapidated housing stand in the distance. Families deserve to live in decent areas, free of crime and danger, and that's not there right now.</p> <p>The new development calls for 4,200 square feet of retail space and a total of 237 residential units, with quality affordable low-income housing in one building and moderate-income housing in the other. Besides driving out illicit uses, the developers say, the project will bring more gardens with plantings designed in one of the project's open spaces.</p> <p>Jake Mooney, <i>The New York Times</i>, July 24, 2012.</p>



**REBRANDING LONDON - Comment on the following sources**

GUIDELINE	THE PROS AND CONS OF REBRANDING
<p>OUR MISSION IS TO:</p> <p><b>TELL LONDON'S STORY BRILLIANTLY</b></p> <p>LONDON &amp; PARTNERS: THE OFFICIAL PROMOTIONAL COMPANY FOR LONDON</p> <p><b>OUR IMPACT SINCE 2011</b></p> <p>Helped <b>1,244</b> overseas companies set up or expand in London</p> <p>Generated <b>£523m</b> in positive media coverage</p> <p>Added <b>£1.2 billion</b> to London's economy</p> <p>Created or supported <b>38,000 jobs</b></p> <p>London &amp; Partners Annual Review 2015-2016.</p>	<p>Growing gentrification in inner London has resulted in Tower Hamlet, Hackney, Newham and Haringey no longer being among the poorest areas in England. A number of outer London boroughs which didn't have any areas classed as most deprived in 2004 now have places which fall into this category.</p> <p>All of the evidence points to the fact that poorer people are having to move out of inner London boroughs due to housing costs. The average price of a house in London stands at more than half a million pounds, unaffordable for people on the national living wage and even on average salaries.</p> <p>Jonathan Owen, "Gentrification pushing the poorest members out of their homes", <i>The Independent</i>, October 2015.</p>