



Regional Studies Association
Research Network on
***Mega-Events, Regeneration &
Regional Development***
Cities Institute, LondonMet
25 June 2012

Mega-Events Research Network

Regional Dimension

- **Research Questions:** *policy, governance, identity*
- **Research Methods:** *evaluation, impacts*
- **Research Seminars:**

Maastricht - September 2011

AAG panel, New York - February 2012

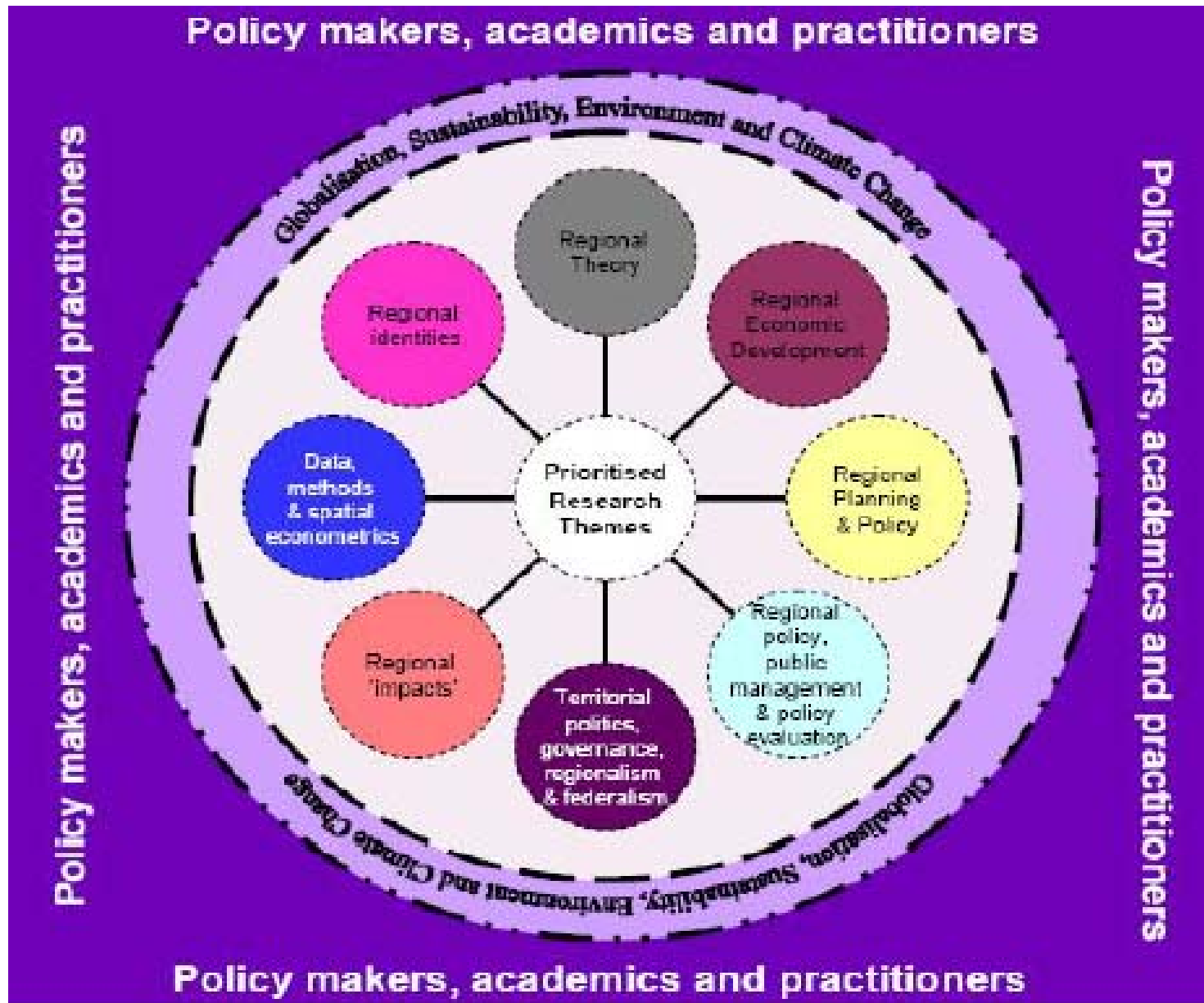
London - June 2012

Birmingham - 2013

Presentations:

www.maastrichtuniversity.nl/web/Faculties/FASoS/Theme/ResearchPortal/Events/CUES.htm

Regional Studies Research Priorities



Mega-Events Research themes

1. Regional theory

Mega-events and regional development – theoretical perspectives: regime theory, entrepreneurial and competitive city discourses

2. Regional economic development

Mega and hallmark events and economic development; pre, event and legacy phases, short, mid and long-term assessment, SMEs and city growth

3. Regional planning and policy

Event planning process, infrastructure investment and planning , e.g. transport, sustainable development, cultural and community planning

4. Regional policy, public management and policy evaluation

Policy scales: local, city, region; delivery & operational challenges; evaluation methods and KT/KEx

5. Territorial politics, governance, regionalism and federalism

City core/periphery and regional relationships and tensions, image and promotional choices, public-private partnerships/participation

6. Regional 'impacts'

Social, economic environmental and cultural impacts attributed

7. Data, methods and spatial econometrics

Modelling impacts and flows, spatial data analysis, cluster, discourse and network analysis

8. Regional identities

Reconciling, reflecting regional and cross-border identities, diversity/inter and multi culturalism, heritage versus contemporary 'assets', Branding and Place-Making

Mega-Event Trends

- Event-led Regeneration
- Festivalisation of the City
- Regional events – *impacts and identity*
- Branding and Place-making via Events
- Experience Economy & Design
- New & Old Trade Events as Festivals
- Late Night and Temporal

Event-based Regeneration

- **Garden Festivals (1984-92)** Liverpool, Stoke, Glasgow, Gateshead, Ebbw Vale (Wales) based on the German post-war Bundesgartenschau concept for reclaiming large areas of derelict land
- **European City/Capital of Culture** Athens 1984... Glasgow 1990...Liverpool/Stavanger 2008...Istanbul/Essen 2010, Marseilles 2013
- **International EXPO ('World Fair')** London 1851...Lisbon 1998 Hannover 2000...Shanghai 2010...
- **Olympic Games** Seoul, Barcelona, London, Rio 2016
- **World Cups** (S.Africa 2010, Rio 2014), **Commonwealth Games** (Manchester 2002, Glasgow 2014)
- **Biennales (Art Festivals)** Venice 1895...[n=140]
- **New Trade/Industry exhibitions** - building (Germany), New Tech/Digital (Shoreditch/Tech City), China regions

Urban Olympics



- **1896-1900s small scale:** *Athens, Paris, St Louis/ Chicago World Fair, London (ex-Rome)*
- **1910-1930 new facilities:** *Stockholm, Berlin*
- **1930-1950s flagships:** *Helsinki, Melbourne + legacies*
- **1960s- large scale urban improvements, large scale events... and budget/over-runs:** *Rome, Tokyo...*
- **“Problem” Games:** *Mexico, Munich, Montreal [ex-1967 EXPO], Moscow - **politics, protest, terrorism, costs...***
- **Commercial Games:** *Los Angeles, Atlanta*
- **Regeneration Games:** *Seoul, Barcelona, Sydney?, Athens, Beijing, Vancouver, London, Rio...*

City of Renewal

Hallmark (Mega-) events – *Fourth Period “City of Renewal”*

“The hosting of mega-events is often deliberately exploited in an attempt to ‘rejuvenate’ or develop urban areas through the construction and development of new infrastructure..road and rail networks, airports, sewage and housing” (Hall, 1992)



Mega-Events & Regeneration: Evaluation & Measuring Impacts

- **Dr Andrew Smith** - *Integrating events within wider urban regeneration: benefits, problems and challenges for evaluation*
- **Roger Taylor** - *After the Games; Legacy, Regeneration and Growth*
- **Dr Nicole Ferdinand**, - *“Not entrepreneurial enough?” – The Cultural Entrepreneurs Behind the Greatest Show on Earth’*
- **Dr Carol Scott** - *Legacy, evaluation and London 2012*
- **Menna Jones** - *How are the impacts of large-scale events communicated between key stakeholders in urban regeneration and the general public?*
- **Panel:** *Prof Graeme Evans, Dr Philip Lawton and Dr Lauren Andres*