

# 倫敦成功申辦 2012 年奧運之研究

李炳昭\*

## 摘 要

國際大型運動賽會之舉辦效益廣泛多元，除了政治、經濟、社會文化功能外，對於國家或城市形象塑造等亦有正面助益。爰此，申辦重要國際大型運動賽會，已然成為新的國際趨勢，世界各國莫不致力爭取國際大型運動賽會舉辦權。本研究旨在探討倫敦成功申辦 2012 奧運會之各項因素，以倫敦申辦 2012 奧運會期間英國主要報紙媒體報導內容，並透過文件內容分析方式，進行相關資料蒐集。此外，使用 NUD\*IST 質性研究分析軟體進行文件內容及訪談資料之彙整、分類及編碼，歸納分析倫敦在政治、經濟、社會文化三大層面下所具備之申辦成功因素。研究結果發現，倫敦成功取得 2012 奧運主辦權的政治因素包括：科伊的角色、不同政黨間的協議、政府的全力支持以及在新加坡舉辦的第 117 屆 IOC 年會中所使用的策略；經濟因素則為：承辦奧運的經濟利益（各項投資、工作機會等）、場館設施建構與東倫敦地區的重整發展；社會文化因素包含：新世代視野的擴增、鼓勵運動參與及不同世代與族群間的文化和創造力呈現。

**關鍵詞：**倫敦、奧林匹克運動會

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\* 作者李炳昭為國立臺中教育大學體育學系助理教授。E-mail: p.c.lee@ntcu.edu.tw

## London's Successful Bidding for Hosting the 2012 Olympic Games

*Ping-Chao Lee* \*

### Abstract

Benefits of hosting international sports mega-events are recognized in political, economic, and social-cultural perspectives, together with the image construction of nations and cities. Contemporarily, to bid for hosting international sports mega-events has become a new global trend and many countries have devoted to such bidding activities. The aim of this research seeks to probe into successful factors of London's bidding for the 2012 Olympic Games. In doing so, a major attempt of this research will be made to synthesize this evidence to generate a framework for an examination of the successful bidding by reviewing of documentary material of British newspapers. The article finally concludes that political factors: the role of Coe, agreement between different parties, support from government, and strategies (tactics) employed in the 117th IOC Session in Singapore in 2005; economic factors: profits (investment, jobs etc.) of Games and site construction, regeneration of East London; socio-cultural factor: vision for the young generations, sports participation, display of culture and creativity between different generations and various races were identified to contribute to the London's successful bidding for the 2012 Olympic Games.

**Key words:** London, Olympic Games

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\* Ping-Chao Lee, Assitant professor, Department of Physical Education, National Taichung University. E-mail: p.c.lee@ntcu.edu.tw

## Introduction

More than simply a sporting event, the Olympic Games, which generates lots of enthusiasm and great expectations, is seen by some as ‘the greatest show on earth’.<sup>1</sup> In the contemporary climate, particularly in the Western world, sport is most widely experienced through the mass media and this is particularly apparent in the Olympics.<sup>2</sup> Due to its great public exposure, means that the stakes have been higher and the need for circumspection correspondingly greater than in other sports organizations.<sup>3</sup> Brownell suggests that the Olympic Games have become the world’s largest single event for the production of national culture for international consumption.<sup>4</sup> Indeed, benefits of hosting international sports mega-events are recognized in political, economic, social, and cultural perspectives, together with image construction of nations and cities.<sup>5</sup> In this sense, bidding for hosting international sports mega-events has become a new global trend and many countries have devoted to such bidding activities. For instance, the Olympic Games began to reach a size where they had a substantial impact on the host city since the Rome’s

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<sup>1</sup> Anthony Vigor, Melissa Mean & Charlie Tims, Executive Summary. In Vigor, A., Mean, M., & Tims, C. (Eds.). *After the Gold Rush: A Sustainable Olympics for London* (London: Demos, 2004), xi.

<sup>2</sup> Kevin Young & Kevin Wamsley, *Global Olympics: Historical and Sociological Studies of the Modern Games* (London: Elsevier, 2005).

<sup>3</sup> Christopher Hill, *Olympic Politics*. (Manchester: Manchester University Press, 1992), 31.

<sup>4</sup> Susan Brownell, *Training the Body for China: Sports in the Moral order of the People’s Republic* (Chicago: The University of Chicago Press, 1995), 314.

<sup>5</sup> Please see Jay Coakley, *Sports in Society: Issues & Controversies* (8th ed.) (New York: McGraw Hill, 2004); Leigh Robinson, The Business of Sport. In Houlihan, B. (Ed.). *Sport and Society: A Student Introduction* (London: Sage, 2003).

Olympic Games in 1960.<sup>6</sup> More importantly, the Olympics now stands as the largest and boldest form of a model of urban development which really came of age in the late 1980s and early 1990s – city boosterism.<sup>7</sup>

Given these, a winning bid to host the Olympics has become to international politics and bidding to host an Olympic Games always generates intensive competition among big cities and countries in the world, in particular after the successful and profitable occurrence of the 1984 Los Angeles Olympic Games. For example, Beijing which beat Paris, Toronto, Osaka and Istanbul comfortably for hosting the 2008 Olympic Games in 2001, had ever lost its bid to host the 2000 Olympics to Sydney by only two votes, although it had led the pack in the first three rounds of voting in 1993.<sup>8</sup> There was no exception in the 117<sup>th</sup> IOC Session in Singapore in 2005, as the intensely competitive nature of the bidding process drove some kind of dynamic – London’s rivals are mostly capital cities (Madrid, Moscow, Paris and New York) all with a strong global reach. More precisely, Paris had been the favorite since the race began, partially because its main prospective Olympic stadium and others had already been built, in stark contrast to London’s plans. The French team may be aggrieved because its bid also fitted with the IOC’s blueprint for controlling the size and cost of the games.<sup>9</sup> In addition, with long-term favorite Paris proposing a solid, stable risk-free Olympic experience, and banking on the fact that, having bid twice before, the IOC would find it

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<sup>6</sup> Chalkley & Essex, “Urban Development through Hosting International Events: A History of the Olympic Games”, *Planning Perspectives*. 14 (1999): 369-394.

<sup>7</sup> Please see Vigor, Mean & Tims, *After the Gold Rush: A Sustainable Olympics for London*, 13.

<sup>8</sup> Please see Crystal Hsu, *Taiwan Official’s Voice Support for Beijing’s Bid to Become Olympic City*. <http://www.taipeitimes.com/News/local/archives/2001/05/09/84979>

<sup>9</sup> Please see Mark Oliver, *London Wins 2012 Olympics*. <http://www.guardian.co.uk/uk/2005/jul/06/olympics2012.olympicgames1>

difficult to reject it a third time, London's transformative pitch offered a genuine choice.<sup>10</sup> Beyond that, many people also thought - after rejections for the 1992 and 2008 Games - it must be France's turn. Beyond even that, there was a feeling France needed the Games much more than London.<sup>11</sup>

Although Paris had been praised for a near-flawless bid, one thing members of a jubilant British team kept repeating was that the IOC had recognized London's ambitious plans promised a great legacy. Thus London has tried to raise interest and enthusiasm for the London Bid at both the local and global level, developing messages that resonate with audiences as well as distinguish it from the other bidding cities. 'Surprisingly and interestingly', London beat the long-term favorite, Paris, to win the 2012 Olympic Games Bid by beating favorite Paris in the closest of finishes, winning the fourth and final vote of International Olympic Committee delegates by 54 votes to 50.

During the period of June to July in 2005, the long-term critical British Media 'worked together' to show 'Who are opponent!' and rarely criticized instead that they inspired and promoted any movements of bidding efforts from all sectors domestically before the Bidding.<sup>12</sup> Thus, numerous comments related to the cheerful decision were released immediately after the result was announced. As the range of interests involved in the staging of the Olympic Games is wide and different from host to host, caution of interests is required regarding generalization because of the distinctive socio-cultural, political, historical and economic circumstance of each country. This study focus on

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<sup>10</sup> Paul Kelso, *One Sweet Word: London: Coe and Blair Get the Praise as Favourite Paris Loses* <http://www.guardian.co.uk/print/0,3858,5233160-112218,00.htm>

<sup>11</sup> John Lichfield, *In Paris, Optimism Was Crushed with One Word*. <http://sport.independent.co.uk/olympics/article297391.ece>

<sup>12</sup> Barrie Houhlan, *Comments on London's Bidding for the 2012 Olympic Games*. Personal Interview by the author in 09/Mar/2008, 2008.

those comments, provided by various parties, the British newspapers press including the Daily Mail, Daily Express, Daily Telegraph, the Independent, Times, Guardian, Mirror, and the Sun analyzed London's winning elements from different perspectives in depth. The media textual materials contribute to document and reflect the factors evident in this successful bidding, which help to understand and analyze the main factors that support the bidding in political, economic, and socio-cultural terms.

## **Methods**

Methods are selected because they provide the data, which the researcher requires to produce a complete piece of research. This study, as outlined in the Introduction, seeks to understand and explain the key factors that supported the 2005 London successful bidding to the 2012 Olympic Games. In order to explore issues of process and to explain how outcomes are achieved (or not, as the case may be) the authors employed a form of qualitative research method to conduct the study. Within the system, various factors impacted upon outcomes reflecting the balance of the 2012 London's Olympic Games' bidding strengths which portrayed in British electronic media. Their on-going reflexivity helped them to see new strategies and possibilities for conciliation that advanced their goals. As a result, it was important to identify and review reports of their actions, to grasp their 'acquaintance knowledge' (knowledge of how to proceed effectively), which they may be unable to articulate themselves.

The case study is seen as an 'end product' viewing it as 'an outcome or a

format for reporting ‘qualitative/descriptive’ work and helped to identify actors’ explanations, values, and perceptions relating to specific events and situations.<sup>13</sup> This case study was premised on a range of relevant documents collected from the media and academic commentaries and analyses. In the London’s case, the primary research method involved obtaining documentary sources which offer one or more versions of ‘what actually occurred’. Indeed, documentary and archival sources offer great opportunities for political scientists to develop novel accounts and interpretations of significant events.<sup>14</sup> In this sense, secondary data helps to map out the aspects of the structural context of political, economic, and socio-cultural dimension in Britain as well as to provide support for various stakeholders’ claims to contribute this successful bidding. In sum, by using qualitative document analysis, the researcher sought to triangulate data gained from newspapers with key actors involved in London’s Olympic Games bidding development with an analysis of, for example, government’s statements and attitudes relating to the bidding processes and outcomes.

Appropriate research instruments were selected and devised to enable the researcher to obtain the required reliability and establish validity. However, London’s successful bidding for the 2012 Olympic Games was unique and the authors were also aware that the data might be regarded as non-replicable. In order to establish the ‘real’ or ‘intended’ meaning of perceptions, more precisely, to enhance the reliability of the method of data collection, there is a need to conduct a crosschecking of accounts both provided by triangulation of

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<sup>13</sup> Harry Wolcott, *Transforming Qualitative Data: Description, Analysis, and Interpretation* (Thousand Oaks, CA: Sage, 1994).

<sup>14</sup> Peter Burnham, Karin Gilland, Wyn Grant & Zig Layton-Henry, *Research Methods in Politics* (Hampshire: Palgrave Macmillan, 2004), 184.

documentary sources. By doing this, the researcher was able to provide validating information, which was gathered from British electronic newspapers texts, by checking accounts that aided evaluation of what respondents provided by various levels in society. Consequently, documents' claims of these successful bidding outcomes can be cross-checked with the picture of what 'had happened' as suggested from different perspectives.

As mentioned, a qualitative content analysis of media texts has been conducted to elucidate how and to what extent the issues associated with the successful bidding are portrayed in the media in Britain. The documentary-based element takes the form of qualitative content analysis, which will be applied to the media discourse in the form of analysis of a number of British electronic newspaper articles. This looked at all the materials collected, which includes the British (electronic) press, such as the Daily Mail, Daily Express, Daily Telegraph, the Independent, Times, Guardian, Mirror, and the Sun. A computer software program, Non-numerical Unstructured Data Indexing Searching and Theorizing (NUD\*IST) was adopted by this study. The qualitative content analysis of textual materials was employed to document its claim to reflect experiences of the phenomena by reference to the collected data. The application of the NUD\*IST software program utilized in this study enables us to build on starting data; deal carefully with created records; provide access to the specific data needed for a purpose; integrate collected data; gather and manage the research ideas; generate ideas from the data; store thoughts and reflections; and code data about an idea. The process adopted broadly followed Kelle<sup>15</sup> in terms of

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<sup>15</sup> Udo Kelle, Computer-Assisted Analysis Coding and Indexing. In W. B. Martin & G. Gaskell (Eds.), *Qualitative Researching with Text, Image and Sound: A Practical Handbook* (London: Sage, 2000), 295-296.

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sequencing of the following tasks: 1. Formatting textual data; 2. Coding data with ad hoc codes (open coding); 3. Writing memos and attaching them to text segments; 4. Comparing text segments to which the same codes have been attached; 5. Integrating codes and attaching memos to codes; 6. Developing a core category.

Once concept codes in political, economic, and socio-cultural aspects had been created, the authors reviewed the texts carefully and assigned those codes to relevant paragraphs of text. The coding process lasted six months (July to December 2007). Totally, 169 media reports were reviewed and 89 commentaries were finally identified to conduct this research.

## **The Brief Bidding Process of the 2012 Olympic Games**

The London bid could trace back to early 1990s. In the annual meeting of the British Olympic Association (BOA) in 1995, its members raised the consideration to launch the 2012 Olympic Games, nevertheless, there's no target set at that time. Things became specific when the BOA made decision to urge Government to support a London bid for the Games in 1997. Since then the BOA started to lobby politicians in 2000 and the report entitled *The Feasibility of a London Olympic Bid* was also published to call for public support.<sup>16</sup> Based on this report, the bidding plans mainly focused on options of developing and regenerating the west and east area of London. By 2001, the country's sports governing bodies had given the London bid their support.

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<sup>16</sup> Tom Knight, *Final Step of A Journey That Began in the Dim and Distant Nineties*. <http://www.telegraph.co.uk/sport/main.jhtml?xml=/sport/2005/07/06/sonite06.xml&sSheet=/sport/olympics/london2012bid/ixolymbid.html>

Actually, appeals from the relevant sports apparatus, individuals and so on were unable to attract the Government's attention in the first beginning until the turning occurrence of the successful Commonwealth Games in 2002 where the British Prime Minister had the chance to mingle with the IOC president, Jacques Rogge, on a night of English triumphs in Manchester.<sup>17</sup> With the BOA keep lobbying politicians, the 35 Olympic national governing bodies simultaneously endorsed the London bid for 2012 at a meeting in November 2002 to call for the Government to back a bid. By January, 2003, the Government took it seriously to consider the possibility to bid for the Games. Eventually, on 15 May 2003, the Government, the British Olympic Association and Ken Livingstone, the Mayor of London, officially announced that London is to launch a bid and appointed Barbara Cassani, who is an American businesswoman, as the bid's first chairman in June.<sup>18</sup>

On January 2004, Campaign for bidding the 2012 Olympic Games was officially launched and the Government, various political parties etc. promised providing 'total support' for London. Under Cassani's leadership, London 2012 bidding team made the final shortlist along with Paris, New York, Madrid and Moscow. Although London achieved to the final 5, it was only ranked third behind Paris and Madrid. Meanwhile, the London's 'obsolete' transport system was criticized by the IOC. Such a disappointment thus led to the result that Ms Cassani stepped down as bid chairman and was replaced by Sebastian Coe.<sup>19</sup> Interestingly, the decision of Lord Coe's elevation to

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<sup>17</sup> Please see Knight, *Final Step of A Journey That Began in the Dim and Distant Nineties*.

<sup>18</sup> Please see descriptions in Matthew Beard, *Down And Almost Out: Then London Worked Its Magic*; Daily Telegraph, *Key Dates in London's Olympic Bid*; Knight, *Final Step of A Journey That Began in the Dim and Distant Nineties*.

<sup>19</sup> Please see Mathew Beard, *Down And Almost Out: Then London Worked Its Magic*; Knight, *Final Step of A Journey That Began in the Dim and Distant Nineties*.

chairman in place of Cassani seemed worked and greatly improved London's 'behind situation' to some degree.

The London's bid team was making progress through Coe's efforts, ironically, at a Buckingham Palace reception on 12 January 2005, the Queen made a gaffe with saying that Paris will win because there is a serious lack of support among Londoners.<sup>20</sup> Although having those 'improper and upset words', later in February, the Queen broke with protocol to wave farewell to the IOC evaluation commission visited London on inspection tour of the five candidate cities from the Buckingham Palace balcony after a royal banquet. In addition to domestic support, the international back came from Nelson Mandela who appealed foreign support for the London 2012 campaign in April.<sup>21</sup> At the same month, London announced a £15m package of incentives for athletes and sporting federations and national Olympic committees only to withdraw them after some concern expressed by IOC President.<sup>22</sup> On 27 May, the bid was boosted with the announcement that London is to stage the 2009 World Gymnastics Championships at the Millennium Dome. On 6 June, the London Bid team was boosted even further for campaign as IOC evaluation commission issue report ranked the technical bids of London, Paris and Madrid virtually on a par.<sup>23</sup> According to the IOC's report, based on visits to all five cities in February and March, it indicated that Paris and London are the two front-running cities. On 6 July, final decision was made by the 117 IOC

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<sup>20</sup> Please see Beard, *Down And Almost Out: Then London Worked Its Magic*.

<sup>21</sup> The Daily Mail. *Mandela backs London's Olympic Bid Last*. <http://www.dailymail.co.uk/sport/othersports/article-343953/Mandela-backs-Londons-Olympic-Bid.html>

<sup>22</sup> Please see Beard, *Down And Almost Out: Then London Worked Its Magic*.

<sup>23</sup> Daily Telegraph, *Key Dates in London's Olympic Bid*. <http://www.telegraph.co.uk/sport/main.jhtml?xml=/sport/olympics/london2012bid//uokey.xml&sSheet=/sport/olympics/london2012bid/ixolymbid.html>

members during the 117<sup>th</sup> IOC Session in Singapore where Moscow, then New York and Madrid were voted out of the contest and London has beaten Paris to host the 2012 Olympics. There were four rounds of voting before London emerged as the winner in Singapore and Table 1 below showed the results of this competitive race.<sup>24</sup>

**Table 1 Election of the Host City of the XXX Olympic Games**

	London	Madrid	Moscow	New York	Paris
Round 1	22	20	15*	19	21
Round 2	27	32		16*	25
Round 3	39	31*			33
Round 4	54				50

Notes: \* means 'eliminated' in the next round. International Olympic Committee (2005).

## Discussion

### *A. Political Factors*

Politics is involved in all social relationships and organizations, including those related to sports and the politics of place are an integral part of sports. Site selection decisions are contentious as sports, teams, and events use

<sup>24</sup> The result of election (*London 2012 Election*) was announced by the International Olympic Committee. Please see [http://www.olympic.org/uk/games/london/election\\_uk.asp](http://www.olympic.org/uk/games/london/election_uk.asp)

and are used by towns, cities, and nations for economic purposes. The selection of Olympic sites is a political process. People around the world learned that cities can make profits as hosts of the Olympic Games.<sup>25</sup> The success of London bidding could contribute to several factors such as politics, economic, and socio-cultural dimension in general, political factor in particular. From political perspective, researcher can summarize into several folds but mainly will focus on the tactics and strategies which employed since first announced to bid for the 2012 Olympic game. On the base of the reports during July 2005, the majority of news agencies would no doubt give the answer of who should be honored to the successfully delivery London's bidding to the final votes by Lord Sebastian Coe and his team. Actually, the double Olympic champion took over as chairman in May of 2004 and has transformed London's chances after the campaign had lurched into trouble following criticisms from the IOC about some aspects of the bid.<sup>26</sup> Fortunately, one of major reasons for the success of the bidding goes to sir Coe as Coe's team was commended by Olympic inspectors for a 'very high quality' bid book, having being third of the five bidding cities a year earlier.<sup>27</sup> Media's comments suggested that Coe has one specific advantage to launch this Bid,

*Coe has the advantage of being recognized and respected throughout the sporting world and as a former Tory minister has political nous as well. A member of the IAAF's ruling executive, Coe has been an international*

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<sup>25</sup> Please see Coakley, *Sports in Society: Issues & Controversies*.

<sup>26</sup> The Daily Mail. *The People Who Masterminded the London Bid. Mandela backs London's Olympic Bid Last*. <http://www.dailymail.co.uk/sport/othersports/article-354852/The-people-masterminded-London-bid.html>

<sup>27</sup> Francis Keogh & Andrew Fraser, *Why London Won the Olympics*. [http://news.bbc.co.uk/sport1/hi/other\\_sports/olympics\\_2012/4618507.stm](http://news.bbc.co.uk/sport1/hi/other_sports/olympics_2012/4618507.stm)

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*figurehead of the kind the other bids do not have.*<sup>28</sup>

The so called 'Coe factor' refers to sir Coe's ability to overcome the boundary of mess transportation system which London should improve before the bidding hold on Singapore. A year ago before the bid lacked substance and credibility, despite Cassani's wholehearted efforts, mistakes had been made from the very beginning. Coe sought to pull everyone together, as well as to strengthen the weak areas and instil passion and professionalism into the project as a whole.<sup>29</sup> According to Keogh and Fraser, Lord Sebastian Coe travelled tirelessly,...used his political experience well and his background and profile helped convince IOC members London should get their vote.<sup>30</sup> Having conjured the idea that London's bid was about youth and hope, a regeneration of priorities, and Coe did it with such immense style and nerve that, if the leaders and the people of Britain and London can meet the challenge he has set them, could result in a legacy of the ages,<sup>31</sup> he arranged one third of the young representative members who showed up in the bidding hull to deliver his idea of young generation. One other upshot for the successful bid on London 2012 contributed to Lord Sebastian Coe's tactics to form an alliance with Madrid's bid team president Juan Antonio Samaranch, son of former president of IOC.<sup>32</sup> With certain 'comprising agreement'

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<sup>28</sup> Please see Keogh & Fraser, *Why London Won the Olympics*.

<sup>29</sup> Helen William, *Golden London Wins 2012 Olympics*. <http://sport.independent.co.uk/olympics/article297266.ece>

<sup>30</sup> Please see Keogh & Fraser, *Why London Won the Olympics*.

<sup>31</sup> James Lawton, *Coe Kindles the Dream of a New Olympian Age*. <http://sport.independent.co.uk/olympics/article297389.ece>

<sup>32</sup> Guardian, *From Crisis to Triumph: How Coe Won the Race of His Life: Old Friendship Proves Vital in Transformation of UK Campaign*. <http://www.guardian.co.uk/print/0,3858,5233167-112218,00.html>

between Britain and Spain, it indicated that if the Spain capital was knocked out, London gains the full support from the Spain alliance.<sup>33</sup> Eventually, the vision, determination and passion of Coe helped to bring the 2012 bid home to London.<sup>34</sup>

In addition to the connection between former President of IOC, Royal family such as Princesses Annie has involved in the campaign from the very start, Queen also helped to boost the vote in the last minute. Not only from the royal part help to lobby the vote, but also from all over the UK to help out such as internationally famous football star David Beckham. Besides, the Mayor of London, Livingstone provided much political clout to get the bid up and running and has also proved a surprising good meter and greeter.<sup>35</sup> With full commitments even from Blair's political opponent as the following indicated, the Blair government and his followers gave their 100 percent back up for the London bid as well.

*My entire Government - and the main Opposition parties too - are united behind this bid. It has total political support. It is the nation's bid. It has excited people throughout the country. More than three million have already volunteered their support.*<sup>36</sup>

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<sup>33</sup> Please see Guardian, *From Crisis to Triumph: How Coe Won the Race of His Life: Old Friendship Proves Vital in Transformation of UK Campaign*; Mihir Bose, *Madrid Hold the Key to London Glory*. <http://www.telegraph.co.uk/sport/main.jhtml?xml=/sport/2005/07/06/sobose06.xml&sSheet=/sport/olympics/london2012bid/ixolymbid.html>

<sup>34</sup> Please see Guardian, *From Crisis to Triumph: How Coe Won the Race of His Life: Old Friendship Proves Vital in Transformation of UK Campaign*; Bose, *Madrid Hold the Key to London Glory*.

<sup>35</sup> Please see The Daily Mail. *The People Who Masterminded the London Bid. Mandela backs London's Olympic Bid Last*.

<sup>36</sup> The Daily Mail. *Blair: It is the nation's bid*. [http://www.dailymail.co.uk/pages/live/articles/news/news.html?in\\_article\\_id=354804&in\\_page\\_id=1770](http://www.dailymail.co.uk/pages/live/articles/news/news.html?in_article_id=354804&in_page_id=1770)

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*London Mayor Ken Livingstone buried his differences with Blair to present the united front needed to reassure the IOC that politics would not get in the way of Olympic preparations.*<sup>37</sup>

In effect, the full support from the Blair's government also impressed most of the members of IOC to vote for London compared to France president Jacques Chirac.<sup>38</sup> Having given great support from Prime Minister, the London bid team gained the assistance from Mr. Blair who even had to miss the announcement ceremony for the G8 submit, the 30 one-by-one lobbying meeting to 80 IOC members right before the vote brought a strong message in terms of Olympic mood straight to the hearts of those IOC members.<sup>39</sup> Indeed, the London team was in bullish mood after a frantic day of lobbying, involving Prime Minister Tony Blair, in an effort to beat Paris in the 2012 Games ballot here.<sup>40</sup> Several IOC members latter confirmed the influence have been made by the meeting with Prime Minister.<sup>41</sup> For instance, Dick Pound, a member of IOC who is from Canada maintained that the victory was due to Blair as he has pointed out that 'I think he [Blair] had made the difference. I think Paris was losing when we got here but it was still ahead'.<sup>42</sup>

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<sup>37</sup> Please see Keogh & Fraser, *Why London Won the Olympics*.

<sup>38</sup> Please see Houlihan's interview comments.

<sup>39</sup> Kelso, *One Sweet Word: London: Coe and Blair Get the Praise as Favourite Paris Loses*.

<sup>40</sup> Mihir Bose, *All Smiles as Blair Proves the Real Celebrity*. <http://www.telegraph.co.uk/sport/main.jhtml?xml=/sport/2005/07/04/soblar04.xml&sSheet=/sport/olympics/london2012bid/ixolymbid.html>; *Blair Flies the Flag as London Push for Victory*. <http://www.telegraph.co.uk/sport/main.jhtml?xml=/sport/2005/07/05/sofron05.xml&sSheet=/sport/olympics/london2012bid/ixolymbid.html>

<sup>41</sup> Owen Slot & Ashling O'Connor, *The Two-man Team on a Secret Mission Who Swung It for London*. [http://www.timesonline.co.uk/tol/sport/olympics/london\\_2012/article541242.ece](http://www.timesonline.co.uk/tol/sport/olympics/london_2012/article541242.ece)

<sup>42</sup> Mihir Bose, *London Takes Gold*. <http://www.telegraph.co.uk/sport/main.jhtml?xml=/>

He further indicated that,

*You should get down on your hands and knees and thank your prime minister...Mr Blair spent three days in Singapore and by the time he and his wife left late on Tuesday night, they had spoken to more than 70 IOC members. That made a huge impression, especially compared with Jacques Chirac, the French president, who arrived only on Tuesday.*<sup>43</sup>

On the other hand, if the assistance from British Prime Minister is a progressive convince for London's Bid, more or less, the campaign from France President Jacques Chirac would have recognized as a backward disadvantage for Paris's bidding.<sup>44</sup> This was evident by the critical claims made by President Chirac to British's 'terrible cooking' and latter was proved shocked some of the IOC members during the final vote<sup>45</sup> Indeed, many IOC delegates also privately expressed horror at his comments - and they are sure to have swayed some who had been planning to back Paris.<sup>46</sup> Criticized comments in relation to Chirac's behavior and words were richly provided by various people, who were concerned with French's 'unexpected failure',

*'Too little, too late' was the opinion of one senior IOC member. It cost*

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sport/2005/07/07/sofron07.xml

<sup>43</sup> Guardian, *From Crisis to Triumph: How Coe Won the Race of His Life: Old Friendship Proves Vital in Transformation of UK Campaign.*

<sup>44</sup> Mihir Bose, *London Team Believes Victory Is in Sight.* <http://www.telegraph.co.uk/sport/main.jhtml?xml=/sport/2005/07/06/sofron06.xml&sSheet=/sport/olympics/london2012bid/ixolybid.html>

<sup>45</sup> Paul Hayward, *Britain's Chance to Take Centre Stage.* <http://www.telegraph.co.uk/sport/main.jhtml?xml=/sport/2005/07/07/sohayw07.xml&sSheet=/sport/olympics/london2012bid/ixolybid.html>

<sup>46</sup> Ian Sparks, *Who's Laughing Now, Mr Chirac?* <http://www.dailymail.co.uk/news/article-354933/Whos-laughing-Mr-Chirac.html>

*Paris the Olympics. He thought because he had been part of this movement since 1986 [when Paris bid for the 1992 Olympics] that would be enough. He was clearly wrong...It's all Chirac's fault...If Chirac hadn't insulted England earlier in the week, we would have won easily. Tony Blair obviously made a much better impression on members of the Olympic Committee. London deserves its victory.*<sup>47</sup>

*It is incredible this has happened... We had everything. Chirac's stupid insults against the English have clearly worked against us.*<sup>48</sup>

Among various statements, one commented by the Mayor of Paris, Bertrand Delanoë, could be best exemplified that the shortcoming of Chirac's campaign.

*When you race in athletics or in swimming the most important thing is to achieve the best possible performance, without kicking your rival" although it had been contribute to other affair.*<sup>49</sup>

In effect, all the bids have conducted intensive lobbying and there are no IOC regulations against doing so. The key point here was that the British Prime Minister spoke to a large number of IOC members personally, whereas the French Chirac arrived only the night before the IOC Session started. Surrounding within such circumstance, the IOC members acknowledged that it was far more important to meet Mr Blair personally than for Chirac to

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<sup>47</sup> Please see Guardian, *From Crisis to Triumph: How Coe Won the Race of His Life: Old Friendship Proves Vital in Transformation of UK Campaign.*

<sup>48</sup> Please see Sparks, *Who's Laughing Now, Mr Chirac?*

<sup>49</sup> Mihir Bose, *Olympic Joy Overshadowed by Sadness.* <http://www.telegraph.co.uk/sport/main.jhtml?xml=/sport//2005/07/08//sobose08.xml&sSheet=/sport/olympics/london2012bid/ixolymbid.html>

address them from the podium.<sup>50</sup> Although this issue caused by France President Chirac might potentially damage the bidding of Paris, two Finland IOC member latter announced the claim was not the case but some of the further resources have suspected five of the Swiss IOC members as well as head of IAAF who have expressed their support for Paris' bidding latter switched side due to this incident.<sup>51</sup> Here the outcomes of the bidding battles were contingent but ironically terminated by occasional happenings between these two governments in general, two political leaders in particular.

Along with the support gain from all over the country and government, most importantly, the strong and promising supports from both parties in UK, labor and conservative party, not only in a role of assistance to the London bidding, also in a politic commitment of helping to delivery the game in a Cabinet-Level.<sup>52</sup> According to the fact of London bidding, the political commitments are in three folds: first of all, a Cabinet-level minister would be responsible for delivering the Games; subsequently, government will create an Olympic Delivery Authority to ensure delivery of Olympic infrastructure and new venues; finally, there will also be a Cabinet-level Olympic Security Committee to co-ordinate all security planning.<sup>53</sup>

### ***B. Economic Factors***

Sport is a big business and the Olympic Games is perhaps the clearest

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<sup>50</sup> John Goodbody, *Parisians in Despair as the Blame Game Begins*. <http://www.timesonline.co.uk/article/0,,4662-1683988,00.html>

<sup>51</sup> Owen Slot, *Votes Switch to London Leaves Paris with Food for Thought*. [http://www.timesonline.co.uk/tol/sport/olympics/london\\_2012/article541593.ece](http://www.timesonline.co.uk/tol/sport/olympics/london_2012/article541593.ece)

<sup>52</sup> Please see Houlihan's interview comments.

<sup>53</sup> The Daily Mail. *Blair: It is the nation's bid*. [http://www.dailymail.co.uk/pages/live/articles/news/news.html?in\\_article\\_id=354804&in\\_page\\_id=1770](http://www.dailymail.co.uk/pages/live/articles/news/news.html?in_article_id=354804&in_page_id=1770)

example of the direction that sport has taken in the last few decades<sup>54</sup> and economic considerations have been associated with the Olympic Games throughout the entire history of the modern Olympics. Since the early 1980s, government involvement in sports often has been motivated and justified for the purpose of promoting economic development.<sup>55</sup> in which cities may spend large amounts of money to assemble and submit bids to host the Olympic Games.<sup>56</sup> In effect, one of the reasons for bidding Olympic Games for cities is for the booster effect to the city or nation's economics development. The 1984 Los Angle Olympic was first recognized as the first profit game since the long Game history. The same as the other Olympic Games, bidding for 2012 game can also hope to help London as well as Britain to increase economics not only for the time during the game, also promote its economics before and after the event.

Indeed, a successful 2012 Bid would of course throw into sharp focus specific set of business and skills which would be required and which could benefit. They range across the major sectors, and include: production industries, services, construction and transport.<sup>57</sup> According to Sir Digby Jones, director general of the Confederation of British Industry and a 2012 bid ambassador, the bid for London 2012 Olympic game will be a win-win situation for both economics and sport competition because the Games will lift [our] international profile, attract inward investment and boost profits and jobs

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<sup>54</sup> Please see Robinson, *The Business of Sport*.

<sup>55</sup> Kimberly Schimmel, The Political Economy of Place: Urban and Sport Studies Perspectives. In Maguire, J. & Young, K (Eds.). *Theory, Sport and Society* (Oxford: Elsevier Science, 2002).

<sup>56</sup> Please see Coakley, *Sports in Society: Issues & Controversies*. 453.

<sup>57</sup> Martin Crookston, Making the Games Work: A Sustainable Employment Legacy. In Vigor, A., Mean, M., & Tims, C. (Eds.). *After the Gold Rush: A sustainable Olympics for London* (London: Demos, 2004), 51-58.

for everyone.<sup>58</sup> Additionally, three main benefits that could flow from a London 2012 Games: benefits from inward investment, a boost for UK exports, and a general boost for a wide range of sectors including construction, property, hospitality, leisure and retail and retail, ICT, healthcare, higher and further education, media and the creative industries.

It will not take for granted that sports events always show a profit for themselves, nevertheless, they may increase profits for the other powerful economic interests in communities.<sup>59</sup> In London's case, the Olympic Games will form part of the most extensive transformation of the city for generations. And its legacy would transform one of them most underdeveloped areas of this country for generations to come...thousands of jobs would be created in construction, thousands more as the redevelopment moved ahead and created new business and communities (London 2012, 2004). For example, the construction of the sport venue should boost the economics in many ways including job opportunities, East End rebuild. With the boost of hosting the summer Olympic Games, the whole project expect to attract more than 80000 people to move to this city and make the city population to a total 8 million. According to this influx, the extra population will need 400,000 new dwellings and in addition to the regeneration have been carried out, will provide possibly around 100,000-150,000 homes.<sup>60</sup> More precisely, the overall regeneration effort for the Lower Lea valley is targeting the creation of 1000 new business,

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<sup>58</sup> Owen Bowcott, *Fantastic ... It Will Unite the Country: All Parties Rush to Praise the Bid effort and Support the Games as Tessa Jowell Is Made Minister for the Olympics*. <http://www.guardian.co.uk/olympics2012/story/0,14174,1522960,00.html>

<sup>59</sup> Please see Coakley, *Sports in Society: Issues & Controversies*.

<sup>60</sup> Richard Rogers, *Bend It Like Barcelona*. <http://www.guardian.co.uk/politics/2005/jul/07/Olympics2012.london>

30000 new homes, and 40000 new jobs.<sup>61</sup> As a consequence, hosting the game will bring energy and chances to the poorest part of the city. The Games should accelerate the rate of redevelopment as well as bring in investment by boosting property prices, creating jobs and placing a formerly neglected part of London on the international map. Importantly, the Olympic decision could only speed up the rate of regeneration and create a tourist industry for the area,<sup>62</sup> meanwhile, more than 100,000 adults are on benefits in Newham and almost two-thirds of children grow up in poverty. All levels of government argue that an Olympic Games provides the opportunity to deliver regeneration benefits to East London, within the context of the broader Sustainable Communities Plan agenda.<sup>63</sup> For instance, the Mayor of London, Ken Livingstone has argued that,

*The Olympics will bring the biggest single transformation of the city since the Victorian age. It will regenerate East London and bring in jobs and massive improvements in transport infrastructure.*<sup>64</sup>

As that is probably in Barcelona's invention- along with 'Olympics as city re-branding' and Olympics interwoven with cultural appeal.<sup>65</sup> With the same token of what the Olympic Charter seeks to achieve, these positive predictable outcomes (e.g. save the poverty and regenerate people's life...),

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<sup>61</sup> Grant Williams, *Lower Lea Valley: High Hopes for Olympics* (London: EP Newsletter Government Office for London, 2004).

<sup>62</sup> Arifa Akbar, *Residents Hail One-off Opportunity to Transform East London*. <http://sport.independent.co.uk/olympics/article297388.ece>

<sup>63</sup> Please see Vigor, Mean & Tims, *After the Gold Rush: A Sustainable Olympics for London*.

<sup>64</sup> Ken Livingstone, *London's Olympic Bid: Good News for the Thames Gateway*. <http://www.thames-gateway.org.uk/news/newsrels/2003/2003-05-16.shtml>

<sup>65</sup> Please see Crookston, *Making the Games Work: A Sustainable Employment Legacy*.

welcomed by the IOC which has promoted the Olympic values for a long period of time.

As noted earlier, in many cases, hosting a sport event now combines the interests of civic boosters and government officials in a general effort to enhance the local economy. Also, Olympic hosts develop the factors that are important to become a 'global city'. The Olympics has a global reach like no other, and business is keen to use this to help London retain its competitive edge as a city marketing event. London topped - London increases its lead over Paris as top city to locate a business in Europe.<sup>66</sup>

Having acknowledged the importance of global marketing, the IOC members have just selected London reciprocally, which is believed to be able to shine the IOC's brand. Interestingly, London is well-developed but is still increasingly developing to respond to what the IOC's 'expectation' as London is consolidating its position as part of an elite group of global cities from year to year, together with New York and Tokyo. With the Olympic Games on the horizon in 2012, providing there is no major global economic downturn, London's future seems to be only in one direction- up.<sup>67</sup> This reflects well on London's leading position as a vibrant global city. And, it is that unique combination of strengths which London offers - a global platform for the Olympic message to young people. Not just for the 17 days of the competition, but for the years leading up to the Games, and beyond.<sup>68</sup>

### ***C. Socio-cultural Factors***

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<sup>66</sup> Cushman & Wakefield, *European Cities Monitor 2007*. <http://www.cushmanwakefield.com/cwglobal/jsp/newsDetail.jsp?Language=EN&repId=c12300059p&Country=GB>

<sup>67</sup> Cushman & Wakefield, *European Cities Monitor 2007*.

<sup>68</sup> Please see The Daily Mail. *Blair: It is the nation's bid*.

As a result of successful hosting 2012 Olympic Games, London bidding team have all the back up from every level of Britain by different events and approaches have been conducted during the year long race. Indeed, the public relationship within the state as well as outside the country were giving impressively to the members of IOC not only near the vote in Singapore, July, 2005, but also lukewarm the public opponent from the start of the bidding campaign. However, this is not the case when Lord Coe first received his position. Tracked back to the time when Coe first took over the bid, the first thing he did was to get rid of the public relationship company and revitalizing the campaign by damage control of stopping the doubts on the mass media which based on London and UK subsequently.<sup>69</sup> According not solely in one report in a single newspaper, several news reports have been contributed the whole success to the London bidding Chairman Lord Coe. Most importantly, without the support from the whole country, Coe could have been accomplish this mission<sup>70</sup>. It has been called by former Prime Minister Tony Blair 'nation's bid' instead of a city's application. And all in all, this could be summarized by Coe's words: The guarantees are in place at every level.<sup>71</sup> Actually, a contribution for the success of bidding for the Game is about the support from all over the country in so many different characters including politicians, celebrity, athletes, and other people form all the generations. Just as the Queen of the United Kingdom sent a message of support for the London

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<sup>69</sup> Please see Guardian, From Crisis to Triumph: How Coe Won the Race of His Life: Old Friendship Proves Vital in Transformation of UK Campaign.

<sup>70</sup> The Daily Mail. *The Facts: London's 2012 Olympic Bid*. [http://www.dailymail.co.uk/pages/live/articles/sport/othersports.html?in\\_article\\_id=354746&in\\_page\\_id=1781](http://www.dailymail.co.uk/pages/live/articles/sport/othersports.html?in_article_id=354746&in_page_id=1781)

<sup>71</sup> Mihir Bose, *Politics All Way up the Finishing Straight*. <http://www.telegraph.co.uk/sport/main.jhtml?xml=/sport/2005/07/05/sooly05.xml&sSheet=/sport/olympics/london2012bid/ixolybid.html>

bid before the result was announced, saying that: I have been impressed to see how people have united behind the bid to bring the Olympic Games and the Paralympic Games to the UK in 2012.<sup>72</sup> Without the support either from the citizens who live in the location or people from that country gain little recognition from the IOC. London's great support was provided by influential people from various levels such as Dame Kelly Holmes, Steve Cram, Sally Gunnell, Dame Mary Peters etc. who showed up in the celebration party to give their thankfulness to the whole country. Take Kelly Holmes for example - whatever the outcome, London's bid has been a fantastic campaign that has really got the people of London and the whole of the UK involved.<sup>73</sup>

Where Madrid, Moscow, New York and the French capital sought to reassure and flatter the IOC with presidential promises and high-budget tourism videos, Coe set out a challenge to a movement sometimes more concerned with its internal politics than its mission. Back to Coe's factor for the 2012 London Bid again in socio-cultural terms, the best for the game, chairman Lord Coe delivered a vision of not only provide a better venue (Olympic park based around the deprived and poor area of Stratford in London's East End) for the game, but also presented a powerful case for transforming an old social and sport landscape of the capital into a great and non-wasteful one.<sup>74</sup> For centuries the East End has been a refuge for people the world did not want and the smoke and waste the rest of London did not want either. In modern day Newham, only 61.8 per cent of people were born

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<sup>72</sup> The Daily Mail. *The Facts: London's 2012 Olympic Bid*.

<sup>73</sup> Hugh Muir, *Country Gears up to Celebrate or Commiserate in Style*. <http://sport.guardian.co.uk/print/0,3858,5232047-112398,00.htm>

<sup>74</sup> Keogh & Fraser, *Why London Won the Olympics*.

in the UK.<sup>75</sup> In other words, as a richest city culturally as well as financially around European area, the east part of London considered as a poorest area compared to other urban area around Europe. The re-generation of this area by holding the summer Olympic game will contrast with the previous host city, there is no other city can have the diversity on cultural like London.<sup>76</sup>

According to Prime Minister Tony Blair's speech at the 117<sup>th</sup> session of IOC, who decided who will host the 2012 Olympic Games,

*My promise to you is that we will be your very best partners... Our vision is to see millions more young people - in Britain and across the world - participating in sport, and improving their lives as a result of that participation. And London has the power to make that happen. It is a city with a voice that talks to young people.*<sup>77</sup>

The London 2012 Olympic Bid the claim is clearly made that, if the Bid is successful: grassroots participation would be boosted. An already sports-active nation would get fitter and healthier. Right before the IOC committee began, Lord Coe invited 30 children from London East End to sit with the campaign members in Singapore to show a very strong message not only to the IOC there, but also a cultural perspective of sports for the new generation.

*London was allowed 100 representatives in the voting hall, and in a bold move, bid leaders made sure 30 of them were young people from the*

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<sup>75</sup> Office for National Statistics (2004). *Key Statistics for Newham*. [www.newham.info/research/Census2001/KSBorough/Table05.htm](http://www.newham.info/research/Census2001/KSBorough/Table05.htm)

<sup>76</sup> Please see Rogers, *Bend It Like Barcelona*.

<sup>77</sup> The Daily Mail. *Blair: It is the nation's bid*.

*capital. They were introduced to the audience as Coe drew on personal experience to speak of the Olympic movement's ability to inspire. It was inspired all round.*<sup>78</sup>

More than a booster to the British sport, hosting the Game in 2012 has been a transform to a new face to the Kingdom's sport development and also an obligation for UK to make sure the young generation to participate during the game. Such an appeal of sport participation of future generations was described in detail by Coe,

*Some might say your decision today is between five similar bids. That would be to undervalue the opportunity before you. In the past, you have made bold decisions - this is a decision about which city will help us show a new generation why sport matters. On behalf of the youth of today, the athletes of tomorrow and the Olympians of the future, we humbly submit the bid of London 2012.*<sup>79</sup>

*We want to transform the face of British sport but we won't forget our obligation to make sure that young people everywhere have the opportunity to participate.*<sup>80</sup>

Additionally, according to Nelson Mandela, the former South African president and 1993 Nobel Peace Prize winner, is one of the most respected and recognized faces in the world and has cited London's diversity as a key reason

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<sup>78</sup> Please see Keogh & Fraser, *Why London Won the Olympics*.

<sup>79</sup> Kelso, *One Sweet Word: London: Coe and Blair Get the Praise as Favourite Paris Loses*.

<sup>80</sup> John Cross, *Ours! In 2012*. [http://www.mirror.co.uk/sport/tm\\_objectid=15708137%26method=full%26siteid=94762%26headline=ours--in-2012-name\\_page.html](http://www.mirror.co.uk/sport/tm_objectid=15708137%26method=full%26siteid=94762%26headline=ours--in-2012-name_page.html)

for his support.

*There is no city like London. It is a wonderfully diverse and open city providing a home to hundreds of different nationalities from all over the world. I can't think of a better place than London to hold an event that unites the world...London would offer something very special to the Olympic Movement, including great new sporting facilities and a legacy for generations to come.*<sup>81</sup>

With Mandela's statements, he considered that there's no other cities of a better place than London to hold an event that unites the world. And, most importantly, London will inspire young people all over the world and confirm that the Olympic Games remain the dream for future generations. Agreed with these greatly supportive sayings, the British Prime Minister Tony Blair went on addressing that,

*Those words remind us that as leaders, in government or sport, we have a duty to reach beyond our own time and borders. To have a vision which serves those who come after us. Our vision is to see millions more young people - in Britain and across the world - participating in sport, and improving their lives as a result of that participation. And London has the power to make that happen. It is a city with a voice that talks to young people.*<sup>82</sup>

Apparently, the London Olympics' appeal has the opportunity to take

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<sup>81</sup> The Daily Mail. *Mandela backs London's Olympic Bid Last.*

<sup>82</sup> The Daily Mail. *Blair Spearheads Final Push for London Bid.*  
[http://www.dailymail.co.uk/pages/live/articles/sport/othersports.html?in\\_article\\_id=354497&in\\_page\\_id=1781](http://www.dailymail.co.uk/pages/live/articles/sport/othersports.html?in_article_id=354497&in_page_id=1781)

methods to sports participation one step further and integrate it with health, environmental, and social agendas. This perspective which delivered by the London team sketched a clear and attracting picture on integrating the so called ‘computer generation’ into the Olympic Games and illustrated the issue of why sports is so important. It is true that,

*Sport is so important, fitness is so important to the wellbeing of our children and our country...Decision had transformed the sporting and social prospects for thousands of young people...This will inspire our children...It is a magnificent achievement. The benefits will be felt most in the East End of London but will accrue to the whole country.*<sup>83</sup>

The staging of the Olympic Games in London would lead to ‘a step change in the nation’s physical activity’, contributing to the Government’s desire to increase participation, in sport and physical activity. Such claims suggest that holding the Olympic Games in London can contribute to the Government’s broader social and health agenda. And the vision delivered so forcefully and successfully by the London team was in the promise to provide inspiration for a generation entranced by computers as well as fast food.

Another key factor for the campaign of bidding for Olympic 2012 to establish its advantages leading to the final decision can contribute to the 3 and a half minute film featured four children from around the world who were so inspired by watching the 2012 London Games that they grew up to be Olympians themselves.<sup>84</sup> Several IOC members admitted after the dramatic

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<sup>83</sup> Mathew Taylor, *Hope That Youngsters Will Be Inspired*. <http://www.guardian.co.uk/society/2005/jul/07/Olympics2012.schoolsports>

<sup>84</sup> Mark Tran, *London Celebrates Olympics Decision*. <http://sport.guardian.co.uk/london2012/story/0,14213,1522598,00.html>

vote, which saw London marginally out Paris, that the presentations had made the difference. The successful presentation given by Coe,

*In a world of many distractions, why Olympic sport matters. And in the 21st century why the Olympic ideals still matter so much. On behalf of the youth of today, the athletes of tomorrow and the Olympians of the future, we humbly submit the bid of London 2012.*<sup>85</sup>

*It's a decision about which city will help us show a new generation their sport matters, that in a world of many distractions that Olympic sport matters, in the 21st century why the Olympic ideal matters so much.*<sup>86</sup>

together with the messages which including different generations and races in the film showed to IOC members brought an emotional atmosphere and promote London as a host city instead of the long time favorite Paris. It pondered the Games in London will help to build new bridges of understanding between cultures and nations and leave a legacy of much needed new sporting venues and facilities that will continue to change people's lives for generations to come. Coe's emotional speech about - giving a message to sport and thus inspiring future generations of Olympic athletes swung about 10 per cent of the vote and moved the 10 per cent in there.<sup>87</sup> On the contrast, Jacques Chirac's unguarded comments about not trusting a nation that cooks as badly as the British, which are unlikely to have overly impressed the judges. The fact that London stages a successful Olympics in 2012 will

<sup>85</sup> Simon Barnes, *Coe's Masterstroke - The Sprint Finish Turning Defeat into Victory*. <http://www.timesonline.co.uk/article/0,,4662-1683822,00.html>

<sup>86</sup> Beard, *Down And Almost Out: Then London Worked Its Magic*. <http://sport.independent.co.uk/olympics/article297393.ece>.

<sup>87</sup> Slot & O'Connor, *The Two-man Team on a Secret Mission Who Swung It for London*.

have to bring relevance and ownership to the Games for the people of London, throughout the UK and the wider world. That is to say that in the context of an international mega-event (London Olympics), it can affect the way an area of Britain is understood at home and how the nation itself is perceived overseas. Compared with the strategy used by London team, the target group which had been addressed by Paris team is white-middle age men. This might influence the sport for all vision hold by the Olympic games. Thus, presentation pitched the country with a multi-ethnic and cultural within the socio-cultural context of the spirit of integration between British races. As the Lord Coe has pointed out that,

*Six million young people come through London every year. Two hundred languages are spoken in the city. And it's not just culturally diverse, it's also tolerant. We don't just live side by side, it's a celebration of diversity in one city.*<sup>88</sup>

It is evident that London bid sought to promote the capital's multiracial make-up as a major selling point on the basis of emphasizing the city's diversity, highlighting more than 200 languages spoken by its residents during its presentations. Alongside with this, London's bidding team was able to dovetail socio-cultural consideration into the Games which implied that London contains ethnic diversity and geographical spread, even within the host city. According to Muir,

*London is an open, multi-racial, multi-religious, multicultural city and*

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<sup>88</sup> The Daily Mail. *Blair Spearheads Final Push for London Bid.*

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*rather proud of it. People of all races and nationalities mix in with each other and mix in with each other well. London is a great multi-cultural city and the Olympics is a global event, so there is no way that they could miss out London.*<sup>89</sup>

Basically, the first interest is the regional groupings of IOC members whose cultural identity is important factor in determining how their vote is the cast. More precisely, such claims were coincident with the official values of the Olympic movement are sport, education and culture which the modern Olympics have being sought to promote.

## **Conclusions**

The success of the London bidding could be attributed to several factors including political, social, economic and cultural dimension. The section on political factors can be summarized into several folds, but, mainly, it will focus on the tactics and strategies employed since the first announcement to bid for the 2012 Olympic Games. Factors, such as strong support by the Blair government, agreement among major political parties, Lord Coe's tactic to form an alliance with Madrid's bid team, full commitment from the Royal family, together with key successful tactics employed in Singapore, were identified. In economic terms, London made a big improvement as the IOC evaluation commission also agreed with that London can deliver on its promises on issues such as transport, venues and finance etc. which was based

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<sup>89</sup> Muir, *Country Gears up to Celebrate or Commiserate in Style*.

on the IOC's preliminary report in May 2004 which left London a poor third behind Paris and Madrid. With the boost of hosting the summer Olympic Games, it will bring energy and chances to regenerate the poorest part of the city, creating jobs, and placing a formerly neglected part of London on the international map. To some extent, claiming such a transformation was welcomed by the members of IOC, as it could use this 'transformation' to enhance the 'IOC Brand'. With regard to socio-cultural factors, most importantly, the London bidding team has all the back-up from every level of Britain. In addition, contributions of the multiculturalism of London, the legacy of children, and support from disabled people, promote the benefits of sport participation, which aid in promoting Olympic education programs, as well as Olympism and Olympic Values. Meanwhile, the successful presentation delivered by Coe and the strong messages in relation to the active use and display of culture and creativity, which consisted of different generations and various races in the film showed to IOC members, brought an emotional atmosphere and promoted the values of Olympian internationalism, and thus helped London triumphed the hosting of the 2012 Olympic Games.

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