



Employment Legacy of the London Olympic Games 2012 Among Local East Londoners

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Introduction

The main London 2012 Legacy motto:

“the regeneration of an entire community for the direct benefit of everyone who lives there” (Convergence, annual Report 2012-2013)



Introduction



A view from cloth market in front of White Chapel Tube Station, Brough of Tower Hamlet, East London.



Symbolic picture

Research Question

What is the career legacy for local East Londoners of the London Olympic Games 2012?

Occupational Structure in London



Two men with 1,000 days left to deliver the London



Names inscribed on the super-diverse streets in Newham

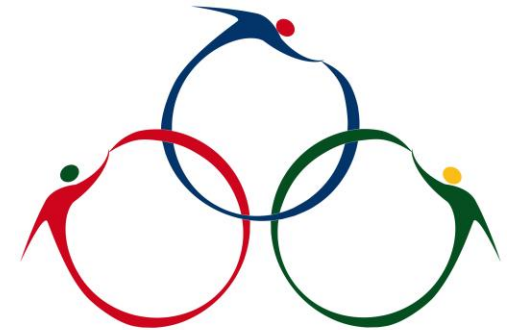
Both poles are dealing with non-routine jobs, Agile environment
But one considers risk as an opportunity, another precariousness

Understanding Employment Legacy

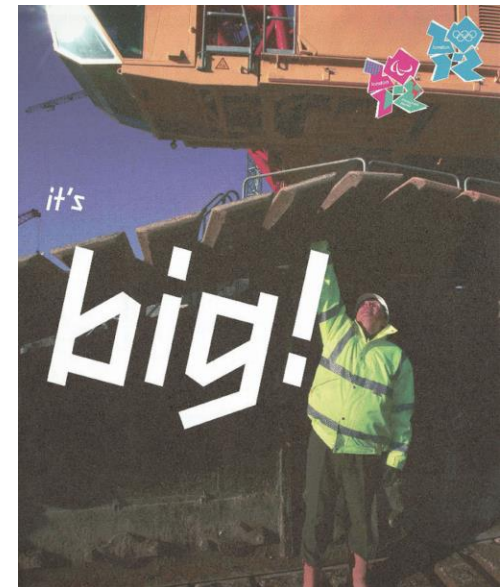
-Legacy: "All that may be considered as consequences of the event in its environment" (Gold and Gold, 2008, Burbank et al., 2002; Kassens-Noor, 2015)

-Delivery: setting out a collection of high profile, non-routine and complex projects by a strict deadline

-Employment Legacy should be contextualised in paradoxical nature of Olympic Games: dual dedications of Legacy and Delivery



OLYMPIC LEGACY



The Professional Labour Market at London 2012

- Socio-demographical profile
- Organisational ecology
- Rational of recruitment

Olympic Employment Programmes

- Target Groups
- Measure
- Operational Process

East Londoners as the workforce for London 2012

- The experiences and attitudes towards the Olympic jobs among different communities

Research Methodology

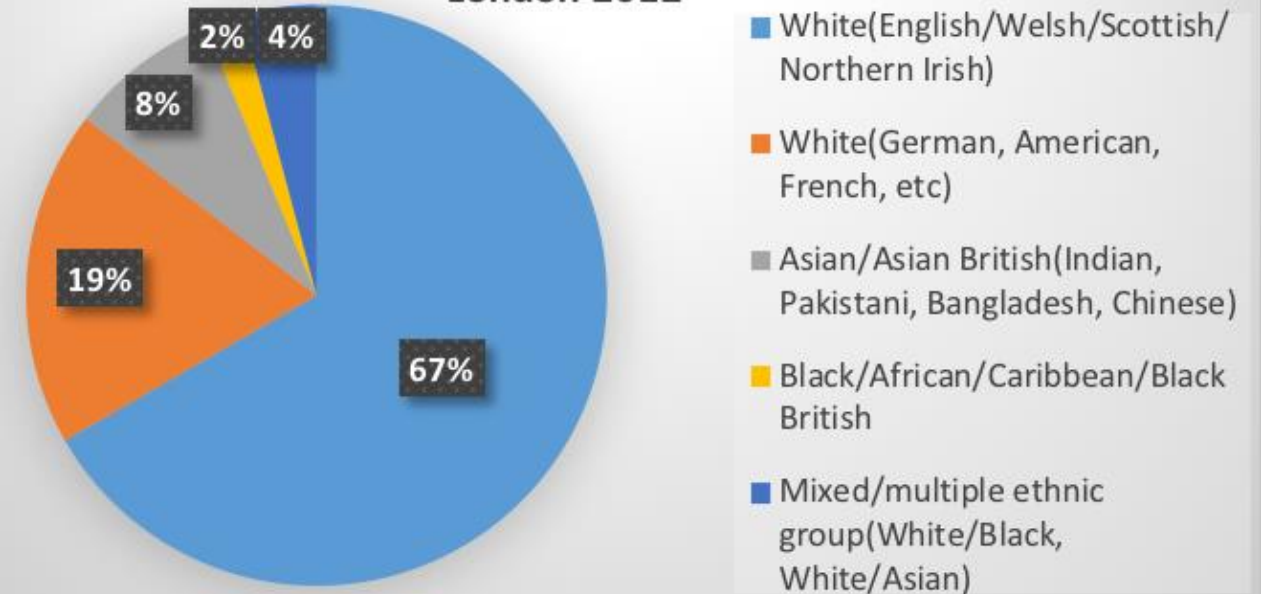
	Professional Labor Market	Employment Programmes	East Londoners as the workforce
Literature review	<p>Mega Projects (Flyvbjerg, 2004, 2008, 2014)</p> <p>Temporary Organizations and Olympic (Grabher & Thiel, 2014, 2015); (Turner & Müller, 2005)</p> <p>Career at Mega Project (Grabher & Thiel 2015), (Raco, 2016)</p>	<p>Learning Legacy Reports (LOCOG) on before and after the Games</p> <p>SQW reports on employment</p> <p>OECD reports on London 2012</p>	<p>Regeneration in East London(Watt, 2013);(Poynter 2008, 2009). London occupational structure(Butler and Hamnett, 2011); (Davidson and Wyly, 2012) ; (Butler and Watt 2007);(Cox and Watt, 2002).</p> <p>Super diversity (Vertovec, 2006);(Suzanne Hall, 2011).</p> <p>Post Migrant economy(Lindley, 2009). The forms of Capitals(1986, 1999)</p>
Empirical work	<p>Face-to-face interview with 5 Managers and Senior Managers</p> <p>Plus</p> <p>Profile Examination of 50 LinkedIn accounts</p>	<p>Telephone interview with two managers</p>	<p>Ethnographic Methods:</p> <p>Formal and Informal interviews 85 people in four boroughs</p> <p>Participatory Observation</p>

The Professional Labour Market of the London 2012

Who got the job?

- Mostly from North Globe
- Mostly with university education
- All with job experience in similar projects
- Non of them ever lived in East London

Ethnic Groups among Professional Labour Market of London 2012



London 2012 as the 'Skill Manifestation'

The jobs have been described to be non-routine, highly complex.

Still, there was an extreme competition in worldwide scale to be part of it.

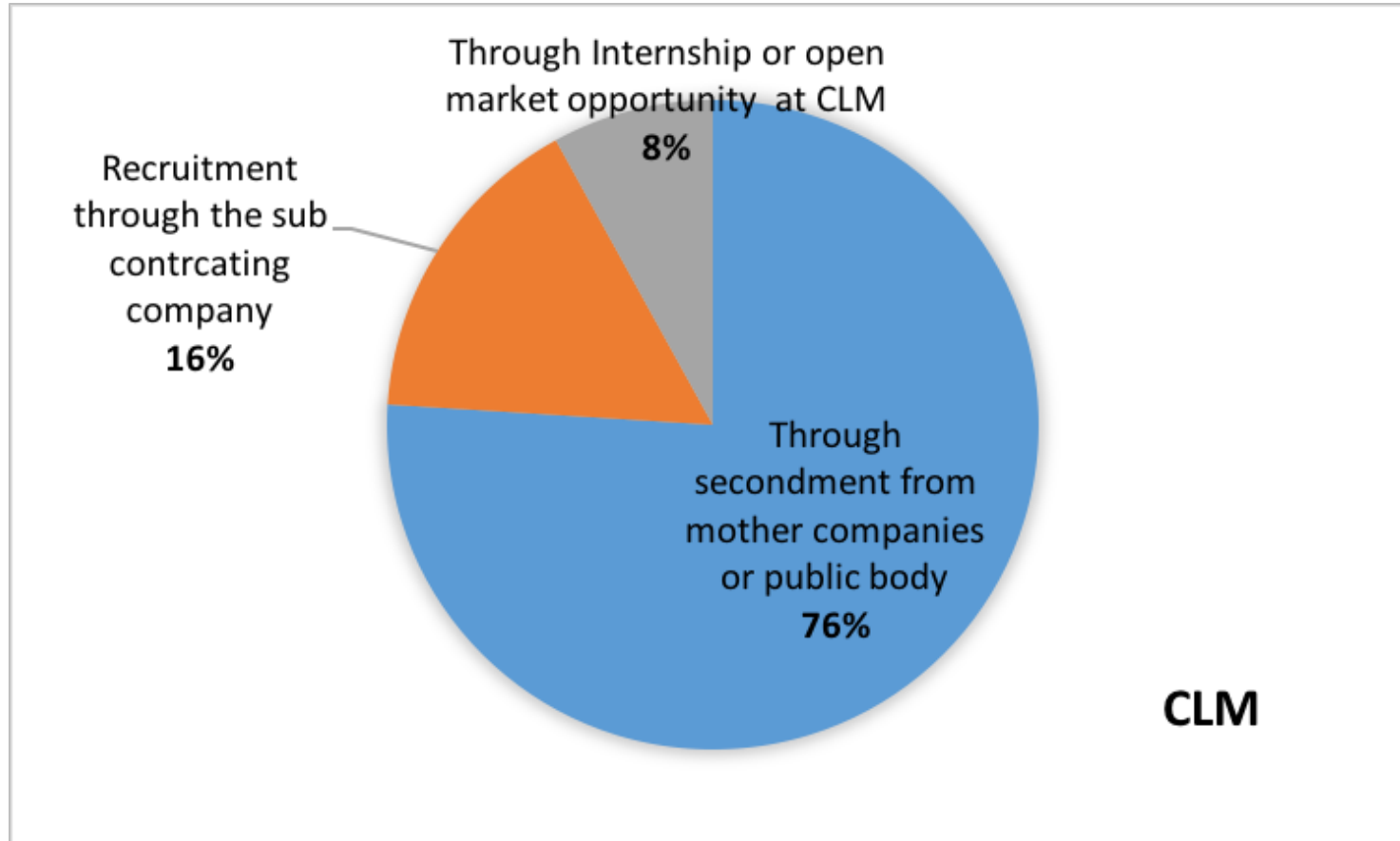
“Staging an Olympics is the hardest project in the world so if you're delivering on this with this deadline and specification, that kind of demonstration of your capability is a really great marketing story.” (Dabasia, Programme Manager, 29 Oct, 2009)

The organisational ecology and 'bringing the right person on board'

Interwoven network of major projects professionals

"Our group were highly international from everywhere: management of time and budget by Germans, many parts of our planning and design were with an American group... documentation by Malaysian ones... programming by an Iranian group and so on" (Grewe, personal communication, 12 October 2015).

Logic of recruitment



Analysis the findings on professional labour market

Niche sector of workforce who:

- Carrying the Major-project's culture of work
- access to Networks ('you know who') and knowledge ('you know how') (Grabher, 2004)
- have sufficient financial and social capital to be tolerant of the job insecurity

'Selective' recruitment approach:

- Organisational climate based on pragmatism
- The strong sense of delivery risks prevention

Legacy building of the Olympic Employment Programmes

- The failure of the employment legacy agenda to bring jobs to the core population of East London.
- The employment agenda of London 2012 completely ignored the educated population of East London.
- There was no encouragement or inclusiveness policy for skilled position.

East Londoners as the workforce for London 2012

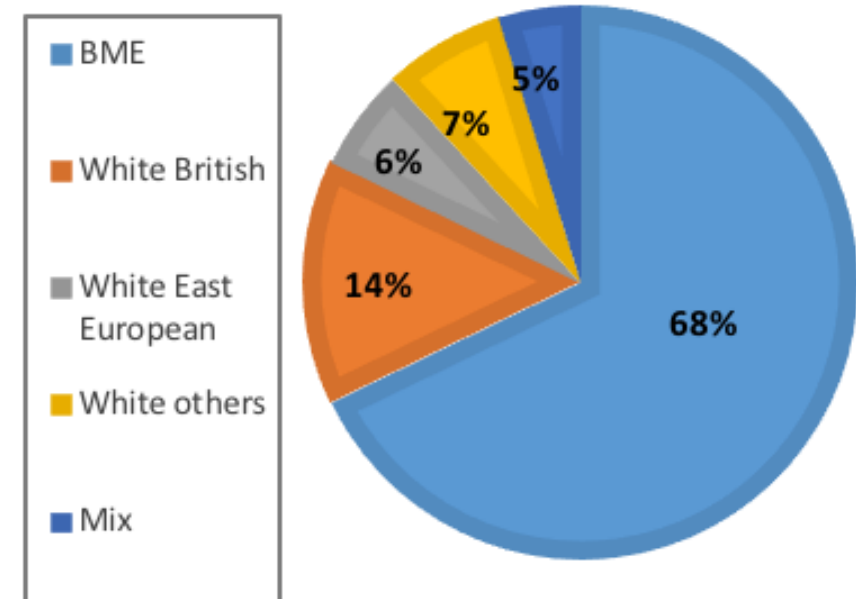
“When London was bidding for the Olympics, we were promised many opportunities for employment. We were invited to community meetings between us, the Mayor and the Olympic people. We were told that there would be free training for the unemployed that would lead to jobs in construction and not just the manual work but skilled positions too” (Interview with an Albanian community organization member).

East Londoners as the workforce for London 2012

The Ethnographic groups:

- BME: Old migrants with persistent occupational segregation
- Traditional whites: Old residents of East London, working class
- Eastern European: not born in East London, New Economic Migrants
- White creatives: did not born in East London, categorized as middle class, creative industry

PROPORTION OF INTERVIEWEES BASED ON THEIR ETHNIC BACKGROUND



Black and Minorities ethnic groups(BME)

"I am civil engineer ... but jobs at Olympics ... of course not ... what are you thinking?! We Newhamers have nothing to do with Olympics ... I was lucky enough I found a place in my father's firm" (Saleh, Waltham Forest, personal communication, 2 November 2014)

White traditional working class

"Everyone knows that if there are jobs going over here, the English do not need to apply." (no name, personal communication, November 2011).

White creatives

"I am an architect and job seeker...of course I want a job to feel a bit innovative...but my interest has nothing to do with a big construction companies and LLDC that are relentlessly bashing forward into this area with their giant cranes" (Matthew, White British, Hackney Wick, personal commutation)

Eastern people but not East Enders

"I live with another Lithuanian man in a room in Newham...If I just had one university certificate from here, If I could just speak English like them (showing people of street from the Bus window) I would find a job at Olympic immediately. The minimum wage, health and safety, and 'the rules' in general exist only for natives. Not for a man just arrived with nothing."(Andri, Lithuanian, Bus number 147, Personal communication, 5th November 2015)

Job instead of career

‘Survival Mode’

"I was an engineer in India, now I work as a management assistant in Blacks store, they are closing now and I am going to jump to another company. meanwhile I have registered myself as 'removalist', also on the evening I help my wife with her bakery next to our place ... see I have no time to look around for next big things or to know what Olympic is about ... I lost my life, I know but I have two kids ... they would have life" (Siraj, Newham, personal communication, October 2015)

Job instead of career

‘Survival Mode’

I have the international Politic from the UEL...for the last three months I applied for 560 Jobs...from the most of them did not hear anything...I have a job for two days a week as zero contract which hardly covers my living till the end of the week ...It is a long time I have not thought about ambition or any long term plan as ‘career’...through these job applications, I remember there were some related to the Olympic, even I went for an interview for one...but did not get a reply...I heard 2000 applied but 500 short listed!!(Arli, mix of Caribbean and white, 20th October 2014)

Employment cautiousness

'grabbing the most robust rope to rely on'

“My cousin got a job in local authority here in Tower Hamlet...my family invested a lot till I got graduated with management degree. I do not know how to get a job similar to his. He has easily got his mortgage, got his apartment. Married.... I am sending 10 applications a day for 6 months...for any opening in any boroughs.... working at the Olympic? That would be ridiculous to think about. I am not that ambitious, or delusional, also I did not find any Olympic related job advertisement on the internet. I am not sure if the jobs got publicly advertised. “(Jalal, Personal communication, 17 November, 2015).

Channel of Information

Distance was observed between the people of the boroughs and some aspects of the mainstream London media:

Readership of local daily newspapers, such as the Metro and Evening Standard on the tube, was very low among ethnic minorities and Migrants.

Moreover, all the TVs at the ethnic minority shops and local businesses visited were tuned to their home-country programmes.

Analysis of ethnographic findings

In the intense contested field of Olympic Games Labour market, many locals felt that they lacked 'habitus' to understand the 'doxa' required to benefit from Olympic opportunities during the short time they were available.

This dissimilarity of Habitus with professionals of London 2012 is related to their qualification, locality, references, channel of information; and work aspirations such as career drive, work value.

Therefore it seems unrealistic to expect them to be ambitious and act as the labour supply for Olympic jobs.

Conclusions

In the absence of skill-uplift or targeted training, the influx of Olympic jobs to the area had left them with great unaffordable jobs, at the their own neighbourhood.

Local East Londoners seemed to bear the costs of the success of the Olympic Games while their symbolic profit was largely exploited.

Thank you!