

# London 2012 Games sector briefing

## general briefing

August 2010

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# Advantage West Midlands

## London 2012 Games

### General Business Briefing - August 2010

#### **Key Statistics**

2012 Olympic Games: 27 July – 12 August 2012

2012 Paralympic Games: 29 August - 9 September 2012

26 Olympic sports

20 Paralympic sports

28 Venues

10,500 Olympic athletes and 4,200 Paralympic athletes

20,000 press and media

8 million tickets (Olympics) plus 2 million (Paralympics)

Over 4 Billion television audience

#### **Key Organisations**

LOCOG: London Organising Committee of the Olympic and Paralympic Games

ODA: Olympics Delivery Authority

LDA: London Development Agency

IOC: International Olympic Committee

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## 2012 Business Update

### Forthcoming Events and Announcements

- The next free Business Link 2012 Business Opportunity workshop will be held on the 16<sup>th</sup>, 17<sup>th</sup>, and 23<sup>rd</sup> September. These invaluable events provide you with up to date information about business opportunities arising from London 2012, and how you can access and tender for them. For details see below:
  - 16<sup>th</sup> September – Coventry & Warwickshire – Contact Christine Stobbs at [chriss@cw-chamber.co.uk](mailto:chriss@cw-chamber.co.uk) (Tel 02476 654 108)
  - 17<sup>th</sup> September – Hereford & Worcestershire – Contact Lisa Sanders at [lisaS@hwchamber.co.uk](mailto:lisaS@hwchamber.co.uk) (0845 641 1641)
  - 23<sup>rd</sup> September – Birmingham – Contact Elexis Spencer at [e.spencer@birminghamchamber.org.uk](mailto:e.spencer@birminghamchamber.org.uk) (0121 607 1911)
- Business Link are also hosting a 2012 Procurement workshop in Worcestershire on 29<sup>th</sup> September. Delivered by BiP Solutions, these workshops demonstrate the processes involved in tendering for public-sector contracts. For further details contact [www.procurementworkshops.co.uk](http://www.procurementworkshops.co.uk) (Tel 0845 270 7095).
- Between 14<sup>th</sup> - 22<sup>nd</sup> August the FA are hosting the 2010 IBSA World Blind Football Championships at thePoint4, at the Royal National College for the Blind (RNC) in Hereford. The event, the largest disability football event ever to be held in England, will act as a direct qualifier for the Paralympics in London 2012 and will showcase the very best blind football teams from across the world as they compete for the most prestigious prize in the sport. [Click Here to find out more.](#)
- If you are not already registered to receive these 2012 business briefings direct to your desktop each month, simply fill out the form attached to the covering email ('AWM Opt-in Form') and follow the instructions to register electronically. You will automatically receive the monthly 2012 General Briefing, together with the sector-specific briefing which most closely matches your business type.
- If you have news of a forthcoming event, or any 2012-related news or opportunities, which can be included in forthcoming briefings (ie, without breaching rules on disclosure), then please let us know by emailing [philip.gray@commercialdoctor.com](mailto:philip.gray@commercialdoctor.com)

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## West Midlands News

- The BBC reports that West Midlands businesses are expecting a huge boost from the 2012 Olympics. The region has reportedly secured more contracts than any other non- London area. Two of the world's largest teams - the USA and Jamaica - will stay and train in the area. The Shropshire town of Much Wenlock, credited with being the birthplace of the modern Olympiad, is set to benefit from an influx of tourists. A Shropshire company has designed and is making the Olympic mascots; Cadbury is involved in sponsorship; and several Midlands firms are engaged in construction of the stadium and the Olympic village.
- An estimated 42,000 people from across the West Midlands have had their very own 'Olympic or Paralympic Moment' by taking part in one of 56 events across the region as part of the annual London 2012 Open Weekend. Marking the beginning of the countdown to two years to go until the start of the 2012 Games the celebrations saw literally hundreds of arts, sports, family and educational events taking place right across the UK. This year's theme was 'challenge yourself' with each event including a challenge to members of the public to try or learn something new as part of the activity.
- Hundreds of competitors battled it out at the 124<sup>th</sup> Wenlock Olympian Games in Shropshire. The event also attracted former 5,000m world champion David Moorcroft, who beat Commercial Doctor by a handsome 10 minutes in the 7 mile road race! Also making a star appearance at the Games was the official London 2012 mascot, Wenlock. Organiser Helen Cromarty said: "It was absolutely the most fantastic day because the weather was glorious and the atmosphere was excellent. "David Moorcroft ran a brilliant race and Wenlock went down an absolute storm."
- The Coventry and Warwickshire Partnership for the 2012 Games (CW2012) and AWM have hosted a West Midlands forum with London 2012 sponsors at the Holiday Inn Stratford-Upon-Avon hotel in Warwickshire. The event allowed sponsors to see how the West Midlands has already benefitted from the London 2012 Games and for sponsors to explain their activation plans and assess how they can engage with the region's 2012 priorities. It also allowed sponsors to examine the possibility of sponsors working with each other to maximise the benefits of their sponsorships.
- Coventry cyclists have been signing up to what could be one of the most spectacular sights of the Olympics ...a ten metre high Lady Godiva puppet travelling from Coventry to London. Godiva Awakes is being organised by Coventry-based outdoor art events specialists Imagineer Productions. The Lady Godiva for the modern age,

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built of aluminium and carbon fibre, will be powered by 50 cyclists who will be part of a 100 strong cycling team for the trip. To get involved visit [www.imagineerproductions.co.uk](http://www.imagineerproductions.co.uk)

- Some of Britain's largest industrial cities have become highly fashionable international tourist destinations, a surprising new survey reveals. While London and Edinburgh are maintaining their traditional pre-eminence as the most popular urban destinations in the UK, Manchester, Birmingham and Glasgow are emerging strongly as formidable rival attractions. The transformation of the cities is highlighted by a new analysis of overnight stays by overseas visitors in UK cities between 2006 and 2009 by VisitBritain, the national tourism agency.

## London 2012 News

- London celebrated the two-year countdown to the London Olympics on 27<sup>th</sup> July. Sir Craig Reddie, the former British Olympic Association chairman, was present at the Olympic Park when Seb Coe, the London 2012 chairman, and London Mayor Boris Johnson launched the two-year countdown. "London is beginning to understand how this place will be magical," he said. "The place is coming alive."
- The ODA's Annual Report and Accounts for 2009-2010 have been published. The project continues to hit its milestones against a challenging timetable and is now in the middle of the most intense period of construction, with around 10,000 workers on site. [Click Here](#) to access the full report and accounts.
- The IOC's Coordination Commission for the London 2012 Games has completed its sixth visit since the city was awarded the Games in 2005. "We held very constructive talks with Prime Minister Cameron and Mayor Johnson about the upcoming Games, and we are assured that the government at all levels remains completely behind the project," said the IOC Coordination Commission Chairman Denis Oswald. "We also realise that we are working in a difficult economic environment at the moment, but we are confident that LOCOG's early entry into the market and its robust private sector financing will mean that the delivery of top class Games will not be affected."
- A survey carried out by Lloyds Banking Group found that small companies are less likely to recognise the event as having the potential to create new business than bigger companies. The poll showed that just 51 per cent of small enterprises think the 2012 Games will create economic benefits, compared to 70 per cent of large businesses. Chris Daniels, head of Lloyds Banking Group's London 2012 business

team, pointed out that the event still has thousands of opportunities which smaller operators such as contractors can exploit. "We are approaching the home straight. London 2012 is just two years away but for the UK's small businesses, there is still time to join the race," he commented.

- The chancellor has signed off a key £438 million deal that will see Olympic land transferred debt-free to the Olympic Park Legacy Company (OPLC). The long-awaited deal, originally brokered between London mayor Boris Johnson and the previous Labour government, will require the Treasury to pay £438 million on top of the existing Olympic budget in order to partly relieve the London Development Agency (LDA) of around £800 million in debt incurred while assembling the site.
- London's businesses will benefit from more than £11 billion of investment before the 2012 Games begin, according to a Visit London estimate. This will include expanding business in London and marketing small firms as well as building new hotels, community projects and upgrading transport links. One example is Forman's Fish Island, a former smokery which is now a restaurant near the Olympic Stadium, now offering views across the Olympic Village. Other major investment projects are nearly complete, such as the refurbishment of the Savoy Hotel and the redevelopment of Kings Cross. Visit London Chief executive Sally Chatterjee said: "Businesses large and small are gearing up for the Games, developing new products and services to cater for the influx of athletes, spectators, officials and visitors that are due to flock to London in 2012 "
- LOCOG has announced plans to recruit up to 70,000 volunteers (to be called 'Games Makers') for the London 2012 Games. In the biggest post-war volunteer recruitment campaign in the UK's history, LOCOG will be looking for dedicated and inspirational people representative of the diversity of London and the UK to apply for a wide variety of volunteer roles. There are two types of Games Maker roles, specialists in areas such as medical services, sport or press operations and generalists, with roles ranging from spectator assistants, uniform distributors and ticket checking. Worldwide Olympic Partner McDonald's has been appointed as the Presenting Partner for the Volunteer Programme. McDonald's will use its expertise in customer service and training and nationwide presence to help attract, select and train the diverse team that will be needed to make the 2012 Games a success.
- The Government is to merge UK Sport and Sport England – the two bodies who distribute National Lottery funding. UK Sport funds Olympic athletes and aims to develop promising talent while Sport England funds grassroots sports in terms of facilities and coaching. Culture secretary Jeremy Hunt said the merger would "create

a more effective structure to deliver sport success and a wider legacy from the 2012 Games".

- LOCOG has promised full stadiums for all events and "affordable" ticket prices for the vast majority – but concede that showpieces such as the men's 100m final will be limited to "people with privileged access". In an interview with the Guardian, LOCOG CEO Paul Deighton said ticketing policies at the games will favour the public before sponsors' guests and corporate hospitality packages. One initiative, reported by the London Evening Standard, is for empty seats to be made available by text to spectators waiting in the Olympic Park. If ticketholders fail to turn up within around 45 minutes from the start of play, their seats may be forfeited.
- The total value of tourism to the UK is set to rise by more than 60% to £188 billion (1) over the next decade, says an independent report commissioned by VisitBritain. Research from Deloitte and Oxford Economics forecasts that the favourable exchange rate, the lure of the 2012 Olympic and Paralympic Games and the appeal of the UK's world-renowned attractions, should ensure the sector grows at an above-average 3.5% per annum between now and 2020. The number of jobs supported by tourism over that period is predicted to rise by 264,000 - from 2.63 million now to 2.89 million.
- The 12,000-seat Basketball Arena – one of the largest temporary venues ever built for an Olympic and Paralympic Games – has had its external cladding completed. Elsewhere in the 500-acre Olympic Park, the main structure is now in place for the 7,000-seat Handball Arena. The Basketball Arena, which is longer than a football pitch at 114m, 98m wide and as tall as the Tate Modern at 35m, is moving towards completion next spring, while the Handball Arena has a summer 2011 finish date.

## Other Major Sports Projects

- The Brazil 2014 World Cup preparations are now fully underway following the launch of the 'Copa 2014' logo at a ceremony in Johannesburg. FIFA and the Brazil LOC invited 25 Brazilian-based agencies to submit designs for the Official Emblem of the 2014 tournament. The winning design was "Inspiration", created by Brazilian agency Africa. The design stems from an iconic photograph of three victorious hands together raising the world's most famous trophy.
- The South African Government is currently conducting a detailed assessment of the 2010 FIFA Soccer World Cup tournament which should be completed by the end of

September, according to President Jacob Zuma. He said the most visible product of the 2010 FIFA Soccer World Cup is the new infrastructure — roads, stadiums, airports, refurbished hotels and other buildings. Figures from FIFA indicate that more than 3.1 million spectators paid to watch the 64 matches of the 2010 tournament, the third highest aggregate attendance in the history of the event. This does not include the millions of people who went to fan parks, public viewing areas and other entertainment centres to watch the matches.

- The young athletes selected to represent Team GB at this summer's Youth Olympic Games (YOG) will be joined on their journey to Singapore by BBC Blue Peter presenter Helen Skelton and Newsround's Ore Oduba. In creating the YOG, which will see 3,600 athletes aged 14-18 from over 200 nations competing in all 26 sports on the Olympic Programme, the International Olympic Committee (IOC) hopes to inspire young people around the world to participate in sport and adopt and live by the Olympic values of excellence, friendship and respect.
- Glasgow's 2014 Commonwealth Games has appointed two new members of the Board to strengthen the Board's connections to the Broadcasting Industry, ahead of the signing of a Host Broadcaster, and to strengthen the links between the Glasgow 2014 Executive Team and the Board. The two new Directors appointed to the Board by Lord Smith of Kelvin are Eileen Gallagher and Glasgow 2014 Chief Executive, John Scott.
- FIFA inspectors have arrived in Japan as they begin their two-month tour of the nine countries bidding to stage the World Cup in 2018 and 2022. The team will spend three days with each of the bidders to inspect stadiums and other facilities. After trips to South Korea, Australia, co-bidders the Netherlands/Belgium and Russia, the delegation is scheduled to visit England between 23<sup>rd</sup> and 26<sup>th</sup> August. Joint bidders Spain/Portugal, Qatar and the United States will also be visited.

## Sponsor Activity

- Sponsors of the London 2012 Olympic Games marked the two-years to go landmark in a variety of ways:
  - Visa provided 70 of their Visa Team 2012 athletes to join in with the celebrations at the Olympic Park;
  - Omega provided the starting blocks for Michael Johnson to use in the Olympic Stadium as he sprinted around the new track provided by Mondo;

- Panasonic had a giant screen in Trafalgar Square, London with various entertainment initiatives taking place throughout the day.
  - BA pilots and Eurostar drivers announced to passengers arriving in London that the day marked exactly Two Years to Go until the 2012 Opening
  - BT launched the next stage of the 'Road to London 2012' exhibition in partnership with the National Portrait Gallery.
  - The flagship John Lewis store on Oxford Street featured a window display with London 2012 merchandise.
  - UPS delivered the stock of Wenlock and Mandeville soft toys to the London 2012 shop.
- A major new multi-million pound scheme that will enable Britain's smaller businesses to get involved in the London 2012 Olympics and Paralympics, has been launched. "Our Team 2012" is aimed at mobilising the support of the country's small and medium-sized (SME) businesses to help Britain's athletes prepare for the Games. Firms that sign-up for the new scheme, which will also complement existing National Lottery and Government funding, will receive official status linked to London 2012. [Click Here to find out more.](#)
  - The IOC has announced that Procter and Gamble (P&G) will join The Olympic Partners (TOP) Programme. P&G will become an official Olympic worldwide partner in the "personal care and household products" category through to 2020, including for the London 2012 Olympic Games, Sochi 2014 Olympic Winter Games and the Rio 2016 Olympic Games, as well as for the 2018 Olympic Winter Games and the 2020 Olympic Games. As part of the agreement, P&G will also partner the IOC and the National Olympic Committees around the world.
  - The IOC has also announced that the Dow Chemical Company (Dow) will become the latest member of The Olympic Partners (TOP) Programme. The agreement positions Dow as an official Worldwide Olympic Partner and the official Chemistry company for the Olympic Movement through to 2020, including for the London 2012 Olympic Games, Sochi 2014 Olympic Winter Games and Rio 2016 Olympic Games (as well as for the 2018 Olympic Winter Games and the 2020 Olympic Games).
  - BT is taking on the role of parental adviser in a new marketing campaign advising parents, carers and relatives how to train their children in sports. The online 'Coaching for life' programme is part of the company's £80m sponsorship of the London 2012 Olympics. BT is targeting the programme of 12 games at parents of six to 11 year olds and is hosting the scheme on its main website ([Click Here](#)).

- LOCOG has confirmed that Technogym has become the latest Tier Three supplier to London 2012. Technogym will supply and install fitness equipment for athletes in the Athletes' Village and other training venues, becoming Official Fitness Equipment Supplier. The main gym facility will be located at the Athletes' Village and will provide thousands of competing athletes with top of the range fitness equipment for their event preparation. Alongside the facility at the Athletes Village, Technogym will equip several gyms within the other competition and training venues by installing a total of over 750 pieces. Technogym will also be responsible for the design and layout of the facilities, as well providing staff and ongoing maintenance.
- LOCOG has confirmed that CBS Outdoor has become a Tier Three provider to London 2012. CBS Outdoor will exclusively supply LOCOG with outdoor media space to support its major marketing campaigns between now and 2012 itself and becomes official Outdoor Advertising Supplier to London 2012. CBS Outdoor's media space includes national bus and tram networks, the entire London Underground, National Rail and major retail space in London.

## Collateral Projects

- A bike hire scheme designed to encourage thousands more cycle journeys in central London has begun. So far, more than 12,000 people have signed up to the idea, far outstripping the 5,000 bicycles which will be available at special docking stations. More than 12,450 keys have been handed out to Londoners enabling them to unlock bikes left at 315 docking points across the city. TfL and operator Serco expect to roll out the scheme to casual users after a month.
- Boris Johnson and Mayor of Newham Sir Robin Wales have set out a new vision for the "revival" of the Royal Docks in east London. The document sets out how the area can capitalise on existing developments in the area including the ExCeL Exhibition Centre and London City Airport, as well as the arrival of Crossrail in 2017.

## Current Supplier Listings – CompeteFor Registrations

As at 1<sup>st</sup> August there are 4,695 West Midlands companies and other organisations (an increase of 115 since our last report), listed and fully published (ie 'Business Ready') on the CompeteFor system. The total number of Business Ready suppliers and other organisations on the CompeteFor system is 59,226 (an increase of 1,428 since our last report).

For further information, please visit the Help section on the CompeteFor website [www.competefor.com](http://www.competefor.com), or contact the Helpdesk: 0845 217 7804.

If you are experiencing any difficulties in achieving full publication on CompeteFor please contact Business Link on 0845 600 2012.

## Contracts and Tenders

### ODA tenders issued during July:

<b>Publication Date</b>	<b>Title</b>	<b>Client</b>
29/07/2010	Commercial Assurance and Support Services	ODA
15/07/2010	ODA - Transport Leadership Programme	ODA

### LOCOG tenders issued during July:

<b>Publication Date</b>	<b>Title</b>	<b>Client</b>
29/07/2010	Fencing & Electronic Security Systems	LOCOG
26/07/2010	Alcoholic Beverage Supply for London 2012	LOCOG
26/07/2010	Bubble Line for Rowing and Sprint Canoe Events	LOCOG
23/07/2010	Trading system for buying and selling Outdoor advertising	LOCOG
20/07/2010	Ceremonial Flags for London 2012	LOCOG
20/07/2010	Personal Protective Equipment for London 2012	LOCOG
14/07/2010	Licensee opportunity: Additional gifts and souvenirs	LOCOG
14/07/2010	Torch Relay Management Application	LOCOG

09/07/2010	Physical Therapy Equipment and Consumables	LOCOG
06/07/2010	Pharmacy	LOCOG
05/07/2010	Chief Interpreter for London 2012	LOCOG
05/07/2010	Customer Relationship Management (CRM) System	LOCOG
05/07/2010	Orthotics, Prosthetics and Wheelchair Repair Services	LOCOG

**2012-specific tenders plus a selection of collateral project requirements, issued by other parties during July:**

CompeteFor also carries sector-applicable opportunities for many non-2012 projects. It is recommended that suppliers register on CompeteFor to receive details of all opportunities.

<b>Publication Date</b>	<b>Title</b>	<b>Client</b>
30/07/2010	Waste Skip Service Required - Pudding Mill Lane	Costain Skanska Joint Venture
30/07/2010	Provision of London's Festival Live Sites for the 2012 Games	Transport for London
29/07/2010	Partnership opportunity for Bathroom Fittings- Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Brickwork / Blockwork - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Business Management Systems - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Carpentry - second fix - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Curtain Wall / Windows	Mansell

	- Athletes Village Plots N11 Polyclinic 03-03750	
29/07/2010	Partnership opportunity for Doors - Roller Shutter - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Doors -Timber - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Flooring - Tiling - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Groundworks - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Installation of Fixtures, Fittings & Equipment - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Ironmongery - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Light Boxes - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Main LV/ Busbar/ Distribution / Sub-Distribution - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Metalwork - Architectural - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for PA/VA Systems - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Painters and Decorators - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Refridgeration Equipment - Athletes Village Plots N11 Polyclinic 03-03750	Mansell

29/07/2010	Partnership opportunity for Rooflights - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Sanitaryware - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Security Hoardings/Gates - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Signage - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Smoke Controls - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Staircases - steel - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Street Furniture - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
29/07/2010	Partnership opportunity for Wind Turbines - Athletes Village Plots N11 Polyclinic 03-03750	Mansell
27/07/2010	Multiple Electric Vehicles (Golf Buggy Lease)	ARAMARK Ltd
26/07/2010	Partnership Opportunity - BBMV Branded PPE for Crossrail packages C300 and C305	BBMV
26/07/2010	Partnership Opportunity - Concrete Additives for Crossrail packages C300 through C520	BBMV
26/07/2010	Partnership Opportunity - Labour Supplies for Crossrail packages C300 through C520	BBMV Limited
26/07/2010	Partnership Opportunity - Security Guarding Services for Crossrail packages C300 and C520	BBMV Limited
26/07/2010	Partnership Opportunity - Traffic Management for Crossrail packages C300 through C520	BBMV Ltd

26/07/2010	London Ambassador Pod Design Competition	London Development Agency
23/07/2010	Speciality/Premium Confectionery and Hospitality Products	ARAMARK Limited
22/07/2010	Crystal Palace National Sports Centre – Specialist Entry Systems	GLL
20/07/2010	Hackney Wick and Fish Island Temporary Art Commissions	muf architecture/art LLP
20/07/2010	Hackney Wick and Fish Island Permanent Art Commission for Wick Lane Underpass	muf architecture/art LLP
16/07/2010	Main Media Centre (MMC) - Catering Services - Specialist Dietary Requirements: Kosher food (Partnership)	BaxterStorey
16/07/2010	Main Media Centre (MMC) - Catering Services - Light Equipment, Cutlery and Crockery	BaxterStorey
16/07/2010	Main Media Centre (MMC) - Catering Services - Staff Uniforms and Laundry	BaxterStorey
16/07/2010	Main Media Centre (MMC) - Catering Services - Food Merchandise "Look" (Concept)	BaxterStorey
16/07/2010	Main Media Centre (MMC) - Catering Services - Environment, Sustainability and Waste Management	BaxterStorey
16/07/2010	Main Media Centre (MMC) - Catering Services - Specialist Dietary Requirements: Halal food	BaxterStorey
14/07/2010	TfL/Co/01810 Digital Services Framework	Transport for London
06/07/2010	Recycling & Waste Collection	Best Parties Ever
06/07/2010	Anti Climb Fencing	Bike Dock Solutions
06/07/2010	Crowd Control Barriers	Bike Dock Solutions

06/07/2010	LDA_Crystal Palace National Sports Centre - Refurbishment of the Southern Dry changing rooms	London Agency	Development
06/07/2010	LDA_Crystal Palace Park - Refurbishment of the 7 residential properties within the grounds of the National Sports Centre	London Agency	Development
05/07/2010	Outdoor Canopies (Tensile Structures)	Bike Dock Solutions	
05/07/2010	Supplier of Outdoor Shelters	Bike Dock Solutions	

#### Contracts awarded during July:

Title	Client	Award Announced	Winner
Translation Services	LOCOG	30/07/2010	Applied Language Solutions Ltd
Design and Analysis of a Transport Safety Risk Model	ODA	22/07/2010	Sotera Risk Solutions Limited
Services relating to the investigation of complaints / allegations about sustainability issues in the LOCOG supply chain	LOCOG	22/07/2010	Ergon Associates Ltd
Landscape and Public Realm - Soil Scientist Monitoring Services	ODA	22/07/2010	Tim O'Hare Associates LLP
Provision of Direct Coach and Park and Ride Services	ODA	22/07/2010	First Group PLC / Mott MacDonald Limited
Inspection and maintenance of waterway booms	ODA	22/07/2010	Bridgezone

Cleaning Services for Transport Office in Chobham Farm	ODA	22/07/2010	CE Property Services (Clean Domain)
Secure offsite hard copy document storage	ODA	22/07/2010	Stor-a-File
Function Venue for All Day Event	ODA	22/07/2010	AJM Venue Finders Limited
West Ham Station London 2012 Capacity Enhancement Project	ODA	22/07/2010	Barhale Construction (West Midlands Winner)
Plant Hire & Builders Merchant Facilities	ODA	22/07/2010	Construction Site Solutions LLP, Ashtead Plant Hire Hire Co Ltd
Maintenance - Burford Road Site	ODA	22/07/2010	Gratte Brothers Service Maintenance
Commercial Gym Equipment required for Competition / Training Venues, Village / Satellite Gyms	LOCOG	21/07/2010	Technogym
Athletes Village N09&N10 - cycle racks	John Sisk & Son Ltd	16/07/2010	OMC
( Partnership Opportunity - New Security Fence & Gates for the London 2012 Olympics - Athletes village )	Littlewood Fencing Ltd	15/07/2010	GSG
LDA_An Assessment of London's ICT Infrastructure	London Development Agency	15/07/2010	Project Cancelled
UK-Birmingham: community games programme support.	Arts Council England	14/07/2010	West Midlands County Sports Partnership network (on behalf of Shropshire County Council) – (West Midlands Winner)

High Street 2012 Historic Buildings Conservation Scheme	London Borough of Tower Hamlets	08/07/2010	JMP Consultants / Alan Baxter & Associates LLP /
Production Services : London 2012 Olympic and Paralympic ceremonies	LOCOG	05/07/2010	Unspun / Five Currents Ltd

### Forecast Requirements - ODA

Contract title	Category	Procurement Start Date
Greenway Ramps - Contractor	Works	Q2 - 2011
Landscape and Public Realm - Greenway Works - phase III ramps	Works	Q2 - 2011
Structures, Bridges & Highways Legacy Conversion	Works	Q2 - 2011

### Forecast Requirements – LOCOG

<b>Artists / Performance &amp; Events</b>	<b>Jul-Sep 2010</b>
	Event Production : Evening celebrations in 2012
	Event Production : Volunteer orientation
<b>Security</b>	<b>Oct -Dec 2010</b>
	Security fencing
	Electronic security
<b>Services</b>	<b>Jun 2010</b>

	Recruitment and training venues -fit out
	<b>Jul-Sep 2010</b>
	Interpreters & sign language
<b>Facilities Management &amp; Catering</b>	<b>Jul-Sep 2010</b>
	Alcoholic beverages
	Look, signage and accessories elements
<b>Sports</b>	<b>Jun 2010</b>
	Triathlon equipment Swimming pool equipment Buoys Tennis equipment Medical Equipment
	<b>Jul-Sep 2010</b>
	Hockey Equipment Anemometers On water safety Football Equipment Aquatics Equipment Goal posts Equipment Shooting Equipment Fencing Equipment Horses Beach volleyball

	Sailing Equipment GPS Flags
	Goal ball Equipment Water polo Equipment Hockey Equipment Weighing Scales Handball Equipment Equestrian Equipment Cycling Equipment Triathlon Equipment Canoe Equipment Rowing Equipment
	<b>Oct-Dec 2010</b>
	Boccia equipment Consumables Alcohol test units Scoreboards / charts Chairs / tables
<b>Technology</b>	<b>Jun 2010</b>
	Accreditation Paper
	<b>Jul - Sep 2010</b>
	IT Reseller Agreement
	Command & Control – incident management application

	Work Order Management application across venues
	Customer Relationship Management System
<b>Venues &amp; Infrastructure</b>	<b>Oct-Dec 2010</b>
	Alteration to existing buildings and CAT B fit out Scaffold & Superstructure systems Site works and infrastructure Temporary event fit out
<b>Transport / Logistics</b>	<b>Jun 2010</b>
	Freight Barge Operations Golf Carts & Mobility Vehicles
	<b>Jul - Sep 2010</b>
	Material Handling Equipment
	<b>Oct-Dec 2010</b>
	Vehicle Livery & Graphics

## Recruitment

### ODA recruitment advertising during July:

26/07/2010	Marketing Manager
26/07/2010	Communications Executive (New Media)
16/07/2010	City Operations Interface Manager

### LOCOG recruitment advertising during July:

31/07/2010	Venue Operations Managers, Olympic Park
29/07/2010	Cleaning & Waste Manager, Villages
29/07/2010	Village Allocations Coordinator
29/07/2010	Villages Housekeeping Manager
26/07/2010	Publications Assistant
26/07/2010	Production Manager, Olympic and Paralympic Victory Ceremonies
26/07/2010	Project Coordinator, Olympic and Paralympic Victory Ceremonies
26/07/2010	Team Production Coordinator – Sport Presentation
26/07/2010	Olympic Park General Manager
26/07/2010	Junior Production Manager – Sport Presentation
26/07/2010	Telecoms Budget Analyst
16/07/2010	Accreditation Venue Operations Leader
16/07/2010	Workforce Accreditation Leader
16/07/2010	Venue Technology Supplier and Contracts Manager
16/07/2010	Venue General Managers
08/07/2010	Copywriter, Sport Operations
06/07/2010	National Olympic Committee Regional Coordinator for Africa
05/07/2010	Mobile Applications Manager
05/07/2010	Security Training and Awareness Coordinator
05/07/2010	Technical Delivery Manager – Telecoms
05/07/2010	Technical Delivery Manager – Mobile and Private Mobile Radio (PMR)

05/07/2010	Venue Retail Precinct Manager – London 2012 Retail
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**London 2012 Ceremonies Ltd - Recruitment advertising during July:**

29/07/2010	Creative Division Administrator
29/07/2010	Executive Assistant to Chief Operating Officer, Finance & Commercial Director and Procurement Director
29/07/2010	Executive Assistant to Head of Ceremonies and Executive Producers
29/07/2010	Financial Controller/Company Accountant
29/07/2010	Operations Director
29/07/2010	Technical Director
26/07/2010	Human Resources Manager

**Conclusions:**

Few people can now claim to be unaware of the fact the Olympics are coming to London in two years time. Some good news for the West Midlands this month was that companies in the region have won more contracts with London 2012 than any other region outside London. This is a tangible indication that entrepreneurship and competitive advantage is alive and kicking in the West Midlands!

The opportunities with London 2012 are as numerous as ever – and are shifting in focus from building and construction towards the products and services required for Games-Time operations. That said, a number of attractive construction opportunities have arisen on CompeteFor this month for the Athlete’s Village, as well as for the collateral Crossrail project. These are in the form of ‘Partnership’ opportunities – posted by companies which are themselves bidding for larger contracts.

On the recruitment front, London 2012 Ceremonies Ltd (‘L2012CL’) has now started building its organisation, which will ultimately comprise around 450 full-time staff plus hundreds of contractors and volunteers. L2012CL will also hopefully soon be procuring goods and services through CompeteFor.

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Don't miss out on the forthcoming series of 2012 Business Opportunity workshops – the next events will be held on 16th, 17th, and 23rd September (see the 'Forthcoming Events' section above). If you want to know what opportunities are available with London 2012 and where to find them, you need to be there!

If you are looking for contract opportunities with the 2012 Games it is vital to register and publish your details on the CompeteFor portal. The system has now become the main method of releasing tender opportunities, not only for the Olympics authorities, but increasingly by supply-chain contractors, and is also being used for many non-2012 opportunities.

The URL for the system is: [www.competefor.com](http://www.competefor.com)

Companies operating in the construction sector and which are looking to supply the Lend Lease Athletes Village programme, have an additional opportunity source – the 'Village Supply Chain' portal. This operates separately from the CompeteFor system.

The URL for the system is: [www.villagesupplychain.com](http://www.villagesupplychain.com)

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