



Briefing Note: Business

Date Notified	2008
Opportunity	Business
Summary	<ul style="list-style-type: none"> • Winning an Olympic 2012 Contract
Action Required	<ul style="list-style-type: none"> • Registering on Competefor should be a priority for all local businesses – especially SME's Not only will it provide businesses with access to Games contracts but registering on Competefor will give a quick 'MOT' through access to business support
Potential Barriers	<ul style="list-style-type: none"> • To have a profile accepted by CompeteFor potential suppliers need to certify that they have a) an equal opportunities policy, b) a Health and Safety policy and c) a quality assurance statement.
Support	<ul style="list-style-type: none"> • Suppliers who do not have the above policies will be automatically referred to their local Business Link, to be put in touch with providers of this aspect of business advice. Once these policies are in place, the supplier is re-instated with Competefor and will start to receive the e-alerts. • Note: The documentation required is a fairly straight forward template of just a few pages long
The next stage – following registration on CompeteFor	<ul style="list-style-type: none"> • CompeteFor is not an e-procurement site. While opportunities will be advertised on the site, each buyer will continue to use their existing procurement procedures • Assuming a company's profile is accepted, businesses will then receive automatic e-alerts to notify them of opportunities which match their business profile. They can then take part in the normal procurement procedures of the buyer
Additional Benefits	<ul style="list-style-type: none"> • Supplying the London 2012 Games is an exciting prospect and a great way of engaging businesses into bidding for public sector contracts and contracts related to future major sporting events.
Links	<ul style="list-style-type: none"> • www.hwchamber.co.uk/2012 • http://www.hwchamber.co.uk/ChamberInitiatives/Competeforregistration.htm • A full list of the companies that have supplied the Olympic Delivery Authority can be found by clicking on: • http://www.london2012.com/get-involved/business-network/oda-suppliers/index.php • This web portal will help Midlands firms to prepare for 2012 related business opportunities: http://www.ready-for-business.co.uk/ • West Midlands 2012 Business Guide available at http://www.advantagewm.co.uk
Key Contacts	<ul style="list-style-type: none"> • Jim Johnston, WM Business Manager – 2012 Games, JimJohnston@ADVANTAGEWM.CO.UK • Peter Turvey, Worcestershire 2012 Opportunities Coordinator: pturvey@worcestershire.gov.uk
Additional 2012	<ul style="list-style-type: none"> • Athletes Village Supply Chain - First procurement packages were available from April 2008.

Opportunities	<ul style="list-style-type: none"> • www.villagesupplychain.com/theopportunity.php
Additional Information (@ Sept 2008)	<ul style="list-style-type: none"> • Almost all the contracts so far have gone to British companies with an impact right across the UK • Over two-thirds (68%) of the contracts have been awarded to small and medium sized companies • Half (50%) have been based outside of London. • The vast majority of business opportunities remain to be let • Figures show that small businesses have won most of the contracts so far and are well placed to benefit through the difficult economic period as thousands of Games-related contracts become available (@ Dec '08) http://www.london2012.com/news/archive/2008-11/london-2012-providing-golden-opportunities-for-businesses.php
Sector Opportunities	<p>Sectors that are vital to the staging of a successful Games and that can benefit from contract opportunities:</p> <ul style="list-style-type: none"> • Construction: London 2012 wants to utilise innovative construction techniques which minimise waste and maximise energy savings. There will also be lower tier opportunities to supply these contractors. • ICT: telecommunications, IT network, hardware and software providers and helpdesk support services will be needed to underpin technology and communications requirements of the organisers, venues, teams, and hospitality and media sectors. • Professional Services: lawyers, architects, consultants, accountants, etc. are all required at various stages in the planning of London 2012. • Design-rich, high-value manufacturing: London 2012 will require souvenirs, merchandise, medals, jewellery, uniforms, furniture, ceramics, crockery, carpets, etc. The world renowned reputation of ceramics in Stoke-on-Trent suggests the Sub Region has a distinct competitive advantage. • Environmental Technologies: London 2012 wants their Games to be the cleanest and most sustainable ever. • Security: this will be critical for the Games and there will also be requirements at Pre-Games Training Camps, including those in Staffordshire and Stoke-on-Trent, where Olympic and Paralympic teams are preparing for the Games. <p>Other sectors that stand to benefit from opportunities are transport, marketing, distribution, hotels and catering and medical technologies. Staffordshire and Stoke-on-Trent has significant strengths in all of these areas and not only will there be work at a national level to deliver the Games, but also locally. For example, marketing agencies will be required to promote events and programmes in the Sub Region that are part of the Cultural Olympiad and contractors to refurbish swimming pools through the Government's Free Swimming Capital Modernisation Programme.</p>