

# London 2012 Games sector briefing

## general briefing

March 2011

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# Advantage West Midlands

## London 2012 Games

### General Business Briefing – March 2011

#### **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 2012 Business Opportunity workshops will be held on the 2<sup>nd</sup> and 10<sup>th</sup> March in Coventry and Stone, Staffordshire. These invaluable events provide you with up to date information about business opportunities arising from London 2012 and other major sports projects, and how you can access and tender for them. For venue and booking details contact [philip.gray@commercialdoctor.com](mailto:philip.gray@commercialdoctor.com)
- 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)

### West Midlands News

- Coventry will be the first English city to host a 2012 Olympic event – two days before the opening ceremony in London. The Ricoh Arena, which will be temporarily re-named the *City of Coventry Stadium* during the tournament, is set to host 12 matches, including both men's and women's fixtures. Tickets for matches at the venue will go on sale from 15<sup>th</sup> March 2011.
- Creating a lasting Olympic and Paralympic legacy for Staffordshire is the aim of the organisations which met at the Staffordshire and Stoke-on-Trent 2012 Conference. All the presentations and photographs from the Conference and the latest action plans from the Staffordshire and Stoke-on-Trent Legacy Action Plan for the 2012 Games are available by [Clicking Here](#).
- Merrythought, the Ironbridge-based toymaker is celebrating after winning the contract to produce the official range of London 2012 commemorative bears. Merrythought was set up in 1930 and its 25-strong workforce still makes each mohair bear by hand. The family business is now run by Oliver Holmes, grandson of founder Gordon Holmes. An initial run of 2,012 bears will be launched around Easter 2011, retailing at about £69.95.
- Birmingham-based artificial ski slope creator Acer Snowmec has put forward plans to create a legacy snowdome visitor attraction out of the London 2012 international broadcast and media centre. Acer Snowmec managing director Malcolm Clulow told

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*The Telegraph* that the £40 million snow-in-the-city plan is for a large area incorporating five artificial indoor ski slopes. The plans include provision for downhill skiing, cross country skiing, bobsleigh, ice skating and curling. The scheme will also include a sports academy, office and media centre.

- A BBC Big Screen Live Site is coming to Coventry and will broadcast a variety of events including the Royal wedding in April and the London 2012 Olympic and Paralympic Games. The screen, which is being installed in Millennium Place, outside the Coventry Transport Museum, will also show BBC News and local and national features. Other cities that already have a Big Screen include Bristol, Birmingham and Leicester. The Big Screens are a collaboration between the BBC, LOCOG and UK local authorities.
- The full range of 2012 Games mascot products has been launched at Kensington's Olympia by British Olympian Roger Black. Julie Taylor, Sales Director for the Telford-based mascot suppliers Golden Bear Products Ltd, said that the products will be widely available from Spring 2011. The new range includes themed domino sets, pens and mini-sketch pads, as well as characters dressed as guardsmen, beefeaters, police officers and others depicting the full range of Olympic sports.
- Much Wenlock in Shropshire is preparing for an upsurge in the number of visitors as a result of the London 2012 Olympics. According to Arthur Hill, from the town's chamber of trade, improvements to car parking, signage and toilets are required to make the town welcoming to visitors. As well as tourists, Much Wenlock also hopes to attract the athletes themselves to visit the place where the modern Olympics was born.

## London 2012 News

- LOCOG has launched the official London 2012 Job Board. Anyone hoping to join the army of people needed to deliver 'the greatest show on earth' can now register at [www.jobsforthegames.co.uk](http://www.jobsforthegames.co.uk). LOCOG is predicting that tens of thousands of new jobs will be created by London 2012 sponsors, suppliers and other businesses that will be staffing up around the Games. Run by 2012 sponsor Adecco, [www.jobsforthegames.co.uk](http://www.jobsforthegames.co.uk) will feature a vast array of job opportunities ranging from catering, cleaning, security and administrative support to media, hospitality, tourism, sport, leisure and customer services. Some professional and technical posts will also be available.

- The ODA has unveiled the 6,000 seat London 2012 Velodrome as the first Olympic Park venue to finish construction. LOCOG will now commence testing the venue and installing the temporary facilities necessary for an Olympic and Paralympic competition Velodrome. The Velodrome was built by contractor ISG and the design team for the VeloPark is made up of Hopkins Architects, Expedition Engineering and BDSP.
- Kim Gavin and Ed Devlin, the choreographer and designer behind Take That's giant Circus Live shows, as well as spectacular stadium events for Kanye West and Lady Gaga, are to design the London 2012 Closing ceremony. Composer David Arnold, who has written the music for five James Bond films, Independence Day and Chronicles of Narnia, will also be part of the creative team. The team will be headed by executive producer Stephen Daldry.
- The annual report by the ODA and UK Government on the London 2012 Olympic and Paralympic Games has been published. The report reveals that the ODA's current anticipated final cost is £7.301 billion, an increase of £69 million since September 2010 that reflects £57m additional funding for park operations. The overall public sector funding package for the games remains at just under £9.3bn. In 2011 the majority of venues and infrastructure projects will be completed. The latest employment figures show that there are now more than 12,000 workers on the Olympic Park and Olympic Village projects combined.
- LOCOG has published the full sports competition schedule for the London 2012 Olympic Games ([Click Here for the full schedule and ticket prices](#)). The schedule contains the full details of 19 days of sporting competition, including the times and venues for over 640 sessions, across more than 300 events, 39 disciplines, and 26 sports. The first tranche of 6.6 million tickets are on sale to the public from 15 March to 26 April 2011 ([Click Here for booking details](#)).
- West Ham has been awarded preferred bidder status in the bad-tempered contest with Tottenham Hotspur for the tenancy of the 2012 Olympic Stadium in legacy. The decision now goes forward to the UK government and the Mayor of London's office to make the final decision on who will set up home in the stadium after London 2012. The Olympic Park Legacy Company (OPLC) choice of West Ham was influenced by the club's commitment to retain the stadium's athletics track, enabling the London 2012 organisers to keep their promises to the IOC in their 2005 bid for the Games.
- Intense competition is being reported as national Olympic committees rush to secure prestigious London venues for their hospitality houses and pavilions during London

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2012. Major players include Russia, which wants to take over Marble Arch, Brazil which will have Somerset House, and the Netherlands which will build 'Heineken House' at Alexandra Palace. France will take over Old Billingsgate, Switzerland has Glaziers Hall and Germany has the Museum of London Docklands. International and UK-based media companies are also seeking prime locations – one sports marketing group has reportedly booked the Orangery at Kensington Palace.

- LOCOG has invited the private sector to supply the fabric 'wrap' around the London 2012 Olympic Stadium at Games time. Following the Government's Comprehensive Spending Review last year, the provision of the Olympic Stadium wrap was removed from the ODA's budget and scope. LOCOG is now seeking expressions of interest from the private sector to supply the wrap, and is looking to explore possible sponsorship opportunities in return for sector exclusive marketing rights.
- The forthcoming SportAccord Convention has confirmed that its 2011 City Forum will take place at the Debating Chamber of London's County Hall on 5<sup>th</sup> April. The annual gathering for registered SportAccord Convention delegates will explore how to avoid 'white elephants' and whether emerging markets are really ready to host sporting events. There will also be a session on bringing sports events to city centres. [Click Here](#) for more information on the City Forum and the SportAccord Convention.
- *The Independent* reports the start of a crackdown on 'ambush marketing' by businesses seeking to cash in on the forthcoming Olympics. A number of companies near the Stratford Olympic site have appeared with names including 'Olympic Cafe', 'Cafe Olympic' and 'Olympic Internet'. The lawyers are reportedly now moving in, with the first wave of what has been billed as "the toughest enforcement of marketing rules yet at a major tournament."
- The UK Parliament's Foreign Affairs committee has published its second report on the public diplomacy opportunities and challenges faced by the Foreign & Commonwealth Office (FCO). The report ([Click here to access](#)) includes recommendations for a major trade event to be held before or during the Games, to secure the maximum commercial benefit for the national economy, as well as a 'rapid response unit', to be set up to challenge or rebut negative news stories appearing in the world's media.
- Podium - The Further and Higher Education Unit for the 2012 Games is planning to hold a series of regional events targeted at the Higher and Further Education sectors and focussed exclusively on the London 2012 Olympic and Paralympic Games. Podium is seeking nine separate venues, one in every English Governmental

Region, to host these events. The venues must be registered Further Education Colleges or Higher Education Institutions. [Click Here for further details and to apply.](#)

## Other Major Sports Projects

- UKTI has appointed a Moscow-based Commercial Officer, focussing on business opportunities around the FIFA 2018 World Cup as well as the Sochi 2014 Olympics projects. Julia Mochalova is currently developing a portfolio of UK capability to enable her to respond to potential future enquiries by the 2018 project organisers.
- Investors from around the world will convene March 22-24 at the Bolsa do Rio Convention Center for [RioInvestment 2011](#). The event, which is being held for the first time, will have as its theme investment opportunities in the State of Rio de Janeiro in the years ahead. As well as being chosen as the site of two important international sporting events – the 2014 World Cup and 2016 Olympics Games – Rio is also involved in a number of new infrastructure projects. The positive investment atmosphere has led event organizers to expect more than US\$90 billion in new business over the next three years.
- The 2010 Winter Olympics helped trigger over \$300 million in economic development benefits to Metro Vancouver, resulting in more than 2,500 full-time jobs, according to a coalition of Metro Vancouver municipal governments. The projections by Metro Vancouver Commerce, includes investments in the film industry, green sector businesses, aerospace and biotechnology companies, and financial and business services. The claims have reportedly been verified by independent consultants PricewaterhouseCoopers.
- The Sainsbury's UK School Games 2010 which took place in North East England, had a significant economic impact, generating an estimated £3.26m for the region, a new report has shown:
  - Over 11,400 people attended the SUKSG event in North East England;
  - 92% of visitors to the Games were from outside Gateshead, Newcastle and Sunderland;
  - 96.2% of visitors felt Gateshead was a 'very good' or 'good' host city for sports events, 91.4% felt the same for Newcastle and Sunderland scored 77.2%;
  - It is estimated that the event created 12,200 overnight stays.

- Rio de Janeiro is looking to raise at least \$500 million in "Olympic Bonds" to help with the city's preparations for the 2016 Games. If Rio's plan gets the go-ahead, proceeds from the bond sale will be used to build infrastructure and sports facilities. Eight existing venues are to be renovated in time for the Games, including the João Havelange Stadium where the track and field events will be held. Eleven brand new venues will also be constructed as well as seven temporary structures. The plans also include building a \$427 million Athletes' Village.
- Scotcal - a multi-purpose nation-wide events calendar, has been launched by EventScotland. Operating as a database that will be populated by all of Scotland's 32 local authorities, relevant public sector agencies and event and rights holders, the event diary system has been developed primarily to act as a clash diary system at a national, regional and local level, allowing for better planning of events across the year throughout the country. It will also provide an online tool for visitors to Scotland to be able to locate events of their interest and choose by date, genre or geography.

## Sponsor Activity

- LOCOG has appointed Heineken UK as Official Lager Supplier and sponsor of London 2012 in a tier three sponsorship deal. As part of the agreement, the company's flagship premium beer, Heineken will be the branded lager served at the Games and Heineken UK will have exclusive pouring rights for its portfolio of beer and cider brands at all London 2012 venues where alcohol is served.
- London 2012 tier one Official Partner BP is reportedly aiming to make a big splash at the Games as it continues to repair its brand following the 2010 gulf oil spill. As the official London 2012 oil and gas partner, BP is providing the fuelling for the vehicles used during the Olympiad. That includes fuel, vehicle washes and lubricants. Liquefied petroleum gas will also be provided for catering demands.
- LOCOG has appointed Otto Bock as the official Prosthetic, Orthotic and Wheelchair Technical Services Provider for the London 2012 Paralympic Games. Otto Bock becomes a Tier Three supplier and provider, and the second Paralympic-only sponsor. Otto Bock will work with LOCOG to provide athletes competing in the London 2012 Paralympic Games with immediate repairs for orthoses (devices which support the limbs), prosthetics (replacements for limbs) and wheelchairs.



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## Collateral Projects

- A new £2.5bn fund backed by the UK's six biggest banks will help dozens of small service and manufacturing businesses in its first year by providing equity stakes and hands-on management advice. The Business Growth Fund, to be chaired by Sir Nigel Rudd, a leading business figure who also chairs BAA, the airports operator, will start investing in companies with an annual turnover of between £10m and £100m in April.
- The Daily Telegraph, in partnership with RBS, have joined forces to award five £1,000 support packages each month for the next year to encourage the development of amateur and community sports clubs across the UK. The Daily Telegraph would like you to tell them about your club, your successes, those who have served above and beyond the call of duty, what your club has done or would like to do within your community and how you would put your £1,000 grant to use. [Click Here for details.](#)
- London is set to get its first cruise liner terminal after plans were approved by Greenwich Council. Enderby Wharf will provide a docking for cruise liners and the Thames Clipper, along with a 251-room hotel and 770 new homes. Work is due to start at the end of 2011, subject to approval from Greater London Authority, and is expected to take four to five years. However, the developers hope the cruise liner terminal will be completed for the 2012 Olympics.
- Shipping Minister Mike Penning MP has been walking across a brand new piece of Britain - where this time last year there was nothing but water. New land, enough to fill 4,000 Olympic-sized swimming pools, has so far been created at the London Gateway deep sea port and logistics park, which is under construction on the Thames in South Essex. The project has already led to the creation of more than 600 construction jobs and is hoped to create around 36,000 jobs for the UK when fully complete.
- BDOonline reports that Architect GHM Rock Townsend has received planning permission for a new building across the canal from the 2012 Olympic Park site in east London. The five-storey building in Hackney Wick for sportswear owner Pentland, responsible for brands including Speedo, Boxfresh and Kickers, will feature a restaurant at ground level with light industrial use units on the upper floors.

## Current Supplier Listings – CompeteFor Registrations

As at 1<sup>st</sup> March there are 5,329 West Midlands companies and other organisations (an increase of 73 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 67,262 (an increase of 1,294 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 February:

Publication Date	Title	Client
28/02/2011	North Park Transformation Contract	ODA
28/02/2011	South Park Transformation Contract	ODA
15/02/2011	RAB Public art commission engagement programme	ODA

### LOCOG tenders issued during February:

Publication Date	Title	Client
28/02/2011	Supply of Refrigerated Storage for London 2012	LOCOG
25/02/2011	Technology Value Added Reseller (VAR)	LOCOG
25/02/2011	Ice Supply for Competition and Non-Competition Venues	LOCOG

25/02/2011	London 2012 Torch Relay Laundry Service	LOCOG
25/02/2011	Provision of small works (e.g. civils, carpentry, power, containment, carpentry, trackways) for Olympic Test Events and Games time	LOCOG
25/02/2011	Mobile Applications	LOCOG
21/02/2011	Licensing opportunity: Maps	LOCOG
18/02/2011	Moderation of User Generated Content for London 2012	LOCOG
17/02/2011	Mobility Assistance Vehicles and Support Services (including Test Events)	LOCOG
15/02/2011	Site Works (excluding The Royal Parks)	LOCOG
10/02/2011	London 2012 Rowing and Canoe Boat Racking	LOCOG
10/02/2011	Rate Card Nomination for Kitchen Equipment	LOCOG
09/02/2011	London 2012 Olympic Stadium Wrap	LOCOG
09/02/2011	Print for Retail (Point of Sale)	LOCOG
07/02/2011	Supply of Ice Machines to The Athletes Village Stratford, The Sailing Village Portland and The Rowing and Canoe Sprint Village Egham	LOCOG
04/02/2011	London 2012 Olympic and Paralympic Victory Ceremony Podia Construction and Production services	London 2012 Ceremonies Limited
03/02/2011	DDA Awareness and Accessible Vehicle Driver Training	LOCOG
03/02/2011	Gap Cabling - Test Events and Games Time	LOCOG
03/02/2011	LOCOG Server Room Environmental Monitors	LOCOG
03/02/2011	Fleet Driver Training for the Volunteer Programme	LOCOG

03/02/2011	Turnkey provision of overlay and temporary structures for Olympic Games Test Events	LOCOG
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**Selected 2012-specific and other project tenders issued during February:**

<b>Publication Date</b>	<b>Title</b>	<b>Project</b>	<b>Client</b>
28/02/2011	Crossrail Contract C233 - Aggregate Supply	Crossrail	J Murphy & Sons Limited
28/02/2011	Crossrail Contract C233 - Precast Concrete Pipe and Manhole Rings	Crossrail	J Murphy & Sons Limited
25/02/2011	C300 Production factory building	Crossrail	BFK Joint Venture
25/02/2011	Gantry Cranes	Crossrail	Dragados Sisk Crossrail JV
25/02/2011	OJEU 2011/S 29-048072 UK-London: radio equipment	London 2012	Metropolitan Police Service
22/02/2011	C510 - Liverpool Street and Whitechapel Stations - Survey Equipment - Total Stations	Crossrail	BBMV Limited
22/02/2011	Development & delivery of sport makers workshops	London 2012	Sport England
21/02/2011	Supplier of Temporary Fencing, Crowd control barriers, Steel Hoardings & Front of house barriers	London 2012	Steadfast Fencing UK
18/02/2011	Photography Services	Crossrail	Dragados Sisk Crossrail JV
18/02/2011	Supply of Survey Equipment	Crossrail	Dragados Sisk Crossrail JV

16/02/2011	Park Benches	London 2012	Bike Dock Solutions
16/02/2011	Concrete Capping Beams - ODA South Park	London 2012	Skanska Construction UK Ltd. T/A Skanska Infrastructure
14/02/2011	Groundwork Contractor	Glasgow 2014	Balfour Beatty Engineering Services
14/02/2011	LV whitewater centre facility management of specialist equipment	London 2012	Lee Valley Regional Park Authority
11/02/2011	Olympic campaign-National Lottery promotions unit	London 2012	Big Lottery Fund on behalf of the National Lottery Promotions Unit
10/02/2011	Demolition of existing river towpath	London 2012	BAM Nuttall Ltd
10/02/2011	Aggregates Partner - Partnership Opportunity	London 2012	O'Brien Contractors
10/02/2011	Tarmac Partner- Partnership Opportunity	London 2012	O'Brien contractors
09/02/2011	C217 Whitechapel - Noise & Vibration Monitoring	Crossrail	Carillion Construction Ltd
09/02/2011	Crossrail - Liverpool St Station - Laing O'Rourke - Various Opportunities	Crossrail	Laing O'Rourke Infrastructure
09/02/2011	Liverpool Street Station EDF Powerlink Substation C503 - Suspended Ceilings	Crossrail	Mace Ltd
09/02/2011	Supply of steelwork to Underpass U07	London 2012	BAM Nuttall Ltd
09/02/2011	Steelwork Installation sub-contractor required for Underpass U07	London 2012	BAM Nuttall Ltd
09/02/2011	Venue requirement for Buyer Engagement Team networking event – May 2011	London 2012	BiP Solutions

09/02/2011	Independence Matters - Assisted Living Technologies	London 2012	SBRI on Behalf of Design Council
07/02/2011	Crossrail C305 - Muck Away Package	Crossrail	Dragados Sisk Crossrail JV
07/02/2011	Crossrail Contract C233 North Woolwich Portal and Victoria Dock Portal - Traffic Management	Crossrail	J Murphy & Sons Limited
07/02/2011	Provision of leisure services and management	London 2012	London Borough of Greenwich
04/02/2011	Crossrail Contract C233 North Woolwich Portal and Victoria Dock Portal copy - Mircotunnel Package	Crossrail	J Murphy & Sons Limited
04/02/2011	Lot № 39-SMR «Facilities of the Olympic Park, except for the facilities in paras 8-13 of this Programme (design and survey works, construction)».	Sochi 2014	Olympstroy
04/02/2011	Lot № 40-SMR «Trail for Nordic Combined (design and survey works, construction)»	Sochi 2014	Olympstroy
04/02/2011	Lot № 41-SMR «Passenger cableway from the Esto-Sadok Hub to the K-125, K-95 Ski Jumping Complex (design and survey works, construction)»	Sochi 2014	Olympstroy
04/02/2011	Lot № 38 SMR «Engineering Protection of Imereti Lowland, including construction of coast-protection structures (feasibility studies, construction): Stage 3: Engineering Protection, Vertical Planning, Rainwater Drainage in Imereti Lowland»	Sochi 2014	Olympstroy

03/02/2011	C217 Whitechapel - Fibre Optic Monitoring Works	Crossrail	Carillion Construction Ltd
03/02/2011	High-end Retail Consultant	London 2012	London College of Fashion - Centre for Fashion Enterprise
03/02/2011	Fashion Business Development Consultant	London 2012	London College of Fashion - Centre for Fashion Enterprise

**Selected Contracts awarded during February (Yellow highlights denote West Midlands Winners):**

<b>Title</b>	<b>Client</b>	<b>Award Announced</b>	<b>Winner</b>
Catering - Pudding Mill Lane	Costain Skanska Joint Venture	22/02/2011	arveyscatering
Office Cleaning - Pudding Mill Lane	Costain Skanska Joint Venture	22/02/2011	Cleanovation
Site Photography - Pudding Mill Lane	Costain Skanska Joint Venture	22/02/2011	Hard Hat Photography
ODA - Park Interpretation Plan	ODA	21/02/2011	Ralph Appelbaum Associates
WP113 Builders clean	Balfour Beatty Group Limited	21/02/2011	BSW
Whitechapel Station: Civils Work Package	Morgan Sindall (Infrastructure) Plc	21/02/2011	Cleshar Contract Services Ltd
WP447 Hard landscaping	Balfour Beatty Group Ltd	21/02/2011	None - Work to be done in legacy

Aquatics Centre - 1st and 2nd Fix Joinery	Balfour Beatty	21/02/2011	JJ Sweeney
Aquatics Centre - Soft Flooring	Balfour Beatty	21/02/2011	Tyndale
Aquatics Centre - Fire Stopping	Balfour Beatty	21/02/2011	Kilnbridge
Aquatics Centre - Mastic Pointing	Balfour Beatty	21/02/2011	Fastglobe
N25 - Multi Storey Car Park - Staircore, and kiosk doors (41 in total)	Bourne Construction Engineering Ltd	17/02/2011	Dove Doors
N25 - Multi Storey Car Park - Stair core Balustrade	Bourne Construction Engineering Ltd	17/02/2011	Luxtrade
N25 - Multi Storey Car Park - Waterproofing and line painting	Bourne Construction Engineering Ltd	17/02/2011	CDM / Paintline
The Supply of All Terrain Vehicles (ATV's)	Metropolitan Police Service	17/02/2011	P.Tuckwell Ltd / XDP investments Ltd t/a Adrenalin ATV
LV whitewater centre facility management of specialist equipment	Lee Valley Regional Park Authority	14/02/2011	Biwater Leisure / Lee Valley Regional Park Authority / Marwel Conveyors Ltd
Provision of certification services of LOCOG's Sustainability Management System to BS 8901:2009	LOCOG	14/02/2011	SGS United Kingdom Ltd
Alcoholic Beverage Supply for London 2012	LOCOG	14/02/2011	Bibendum Wine Ltd / Heineken
Transport Coordination Centre (TCC)	Transport for London	10/02/2011	Mott MacDonald Ltd
Construction of Multi Use Games	Westminster City	09/02/2011	Blakedown Sport and



Area with Ancillary lighting, fencing and outdoor gym equipment in Paddington recreation Ground.	Council		Play Ltd
Primary Care Equipment and Consumables	LOCOG	09/02/2011	SSL International plc / Bunzl
Trading system for buying and selling Outdoor advertising	LOCOG	09/02/2011	MediaEquals Ltd
Physical Therapy Equipment and Consumables	LOCOG	09/02/2011	UK Sports Products Ltd / Otto Bock Healthcare PLC / Patterson Medical Ltd / Game Ready Global UK Ltd / Bauerfeind / Physique Management / Technogym
Customer Relationship Management (CRM) System	LOCOG	09/02/2011	e-Dialog
Orthotics, Prosthetics and Wheelchair Repair Services	LOCOG	09/02/2011	Otto Bock Healthcare PLC
Supply of engineering materials to Cross Rail project (Bond Street)	McNicholas Construction Services Ltd	09/02/2011	WT Burdens
Medical Furniture	LOCOG	09/02/2011	RAMLER HOLDINGS PTY LTD / Seers / Ikea
For the provision of muck away & recycled aggregates for Cross Rail project, Bond Street, WC1	McNicholas Construction Services Ltd	09/02/2011	Recycled in Orsett Limited
Umpire Chairs for London 2012 Diving and Badminton Competitions	LOCOG	07/02/2011	RAMLER HOLDINGS PTY LTD / Bosan
Greenwich Ground Improvement for the Cross-Country Course	LOCOG	07/02/2011	STRI Ltd

Greenwich Irrigation for Cross-Country Course	LOCOG	07/02/2011	STRI Ltd
Umpire Catamarans for Rowing/Sprint Canoe Events	LOCOG	07/02/2011	HiTechPlast
Archery Targets Package	LOCOG	07/02/2011	Target Tech LTD
Competition Mats (Taekwondo) and General Stretch / Crash mats	LOCOG	04/02/2011	Boxap / Daedo International
Weightlifting and Paralympic Powerlifting Equipment	LOCOG	04/02/2011	Eleiko
Welcome Host and Welcome International training-Hospitality training	Greenwich Local Labour and Business	03/02/2011	ARC Training, Education & Community Services
Football / Hockey Goalposts and other field-of-play equipment / furniture	LOCOG	03/02/2011	Harrod UK Ltd
Internet Results Service	LOCOG	03/02/2011	Delta Tre Media
Sports Equipment & Flooring	LOCOG	03/02/2011	Mondo UK Limited
Kitchen Textiles and Accessories : Licensee Opportunity	LOCOG	03/02/2011	Ulster Weavers Home Fashions Ltd

## Forecast Requirements - ODA

Contract title	Category	Procurement Start Date
Greenway Ramps - Contractor	Works	Q2 - 2011
Structures, Bridges & Highways Legacy Conversion	Works	Q2 - 2011

Landscape and Public Realm - Greenway Works - phase III ramps	Works	Q2 - 2011
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## Forecast Requirements – LOCOG

<b>Artists / Performance &amp; Events</b>	<b>Feb –Apr 2011</b>
	Podiums Medal trays Stadium Wrap
	<b>May – Jul 2011</b>
	Professional Artists & Performances Torch Relay Event production - (Olympic and Paralympic)
<b>Security</b>	<b>Feb - Apr 2011</b>
	Security Contracts Audit
	<b>Feb - Jul 2011</b>
	Design of Training for Volunteer Safety Stewards
<b>Services</b>	<b>Feb Apr 2011</b>
	Moderation of user generated content for web site Language Line –simultaneous interpretation of telephone conversations

	Programme Vendors
<b>Facilities Management &amp; Catering</b>	<b>Feb - Apr 2011</b>
	Catering equipment – rental and purchase
	<b>May – Jul 2011</b>
	Clothing & Uniforms
<b>Sports</b>	<b>Feb - Mar 2011</b>
	Scoreboards / Charts Canoe Equipment Rowing Equipment Equestrian Equipment Badminton Equipment Cycling equipment ICE Supply Whistles Sailing Equipment Sport specific flags Goalball Equipment
	<b>Apr - Aug 2011</b>
	Canoe Equipment Marine Fuel Athletics Equipment Consumables Swimming Pool Equipment Fencing Equipment

	<p>Archery Equipment</p> <p>Coolers/Refrigerators</p> <p>Triathlon Equipment</p>
<b>Sports - Medical</b>	<b>Feb - Aug 2011</b>
	<p>Dental equipment and consumables</p> <p>Optometry</p> <p>Laboratory</p> <p>Weymouth and Football Venues Medical Services</p>
<b>Technology</b>	<b>Feb – Apr 2011</b>
	<p>RTS –Rich Media</p> <p>New Media -Mobile Apps</p> <p>IT reseller</p> <p>Gap cabling</p>
<b>Transport &amp; Logistics</b>	<b>Feb - Apr 2011</b>
	<p>Driving Licence Checks</p> <p>Driver Training –Fleet vehicles</p> <p>Driver accessibility training –fleet vehicles</p> <p>Village Blinds &amp; Curtains</p> <p>Mobility vehicles</p>
	<b>May – Aug 2011</b>
	<p>Breakdown &amp; Recovery services -Bus &amp; Coach</p> <p>Vehicle Maintenance Equipment -Bus &amp; Coach Depot</p>

	<p>Paralympic Bus Conversions -Design &amp; Prototyping</p> <p>Paralympic Bus Conversions – Manufacture and Installation</p> <p>Traffic Management Equipment</p> <p>Driver Training -Bus &amp; Coach</p> <p>Bus &amp; Coach Decals</p> <p>Traffic Management Consultancy</p>
<b>Venues &amp; Infrastructure</b>	<b>Feb – Apr 2011</b>
	<p>Potable Water &amp; Waste</p> <p>Alteration to existing buildings and CAT B fit out</p> <p>Scaffold &amp; Superstructure systems</p> <p>Temporary event fit out</p> <p>Siteworks&amp; Infrastructure</p> <p>Landscaping</p> <p>Work within Existing Facilities</p> <p>Structural Works</p> <p>Technical Services</p> <p>Cable Containment</p>
	<b>May - Aug 2011</b>
	<p>FOP Lighting</p> <p>FOP Works</p> <p>Reinstatement</p> <p>Statutory Signage</p> <p>Rigging for Lighting</p> <p>Constructed Toilets</p>

## Recruitment

### ODA recruitment advertising during February:

25/02/2011	Paralympic Integration Manager (Transport)
25/02/2011	Head of Surface Transport
18/02/2011	Olympic Route Network Engagement Manager
16/02/2011	Information Security Manager
11/02/2011	Quality Engineer

### LOCOG recruitment advertising during February:

25/02/2011	Cycling Services Manager – Road
25/02/2011	Route Sector Manager
25/02/2011	Football Accommodation Operations Manager
25/02/2011	Grooms Accommodation Operations Manager
25/02/2011	Venue General Manager - Football
25/02/2011	Intelligence Officer
25/02/2011	Sport Competition IF Visits Coordinator
22/02/2011	Venue General Manager - Aquatics Centre
22/02/2011	Assistant Venue Technology Manager
21/02/2011	Director of Health & Safety
18/02/2011	Event Services Lead Planner
18/02/2011	Wrestling Technical Operations Manager
17/02/2011	Look Production Manager

15/02/2011	Modern Pentathlon Technical Operations Manager
15/02/2011	Goalball Technical Operations Manager
14/02/2011	Security Logistics Coordinator
14/02/2011	Transport Workforce Recruitment Manager
14/02/2011	Transport Workforce Training Manager
14/02/2011	Classification Manager
11/02/2011	Fleet Services Rate Card Manager
11/02/2011	Sailing Technical Operations Manager
10/02/2011	Accommodation cluster team leader - Sponsors
09/02/2011	Language Services Coordinator
09/02/2011	GIS Analyst / Cartographer
09/02/2011	Project Delivery Office Manager
09/02/2011	Account Manager – Test Events
09/02/2011	Beach Volleyball Technical Operations Manager
09/02/2011	Project Delivery Office Coordinator
09/02/2011	Project Delivery Office Senior Manager
09/02/2011	Volleyball Technical Operations Manager
09/02/2011	Catering Cleaning and Waste Venue Planning Manager
09/02/2011	Accommodation Cluster Team Leader (University
04/02/2011	Results Technology Delivery Manager
04/02/2011	Deputy Villages Support Operations Manager
04/02/2011	Logistics Operations Support Manager



04/02/2011	Executive Assistant to CEO
04/02/2011	Football Ticketing Executive
04/02/2011	Torchbearer Operations Coordinator
04/02/2011	Catering, Cleaning & Waste Venue Planning Manager
04/02/2011	Venue Security Manager
04/02/2011	Canoe Slalom Technical Operations Manager
04/02/2011	Canoe Sprint Services Manager
04/02/2011	Taekwondo and Boccia Services Manager
11/11/2009	Internet Results Service Manager

## Conclusions:

February has seen a swathe of activity across the London 2012 project, with the first venue completed on time and budget, the release of the Games sports event schedule, the launch of a 2012 jobs website which will be used by organisers, sponsors and contractors, and the buildup to the sales of tickets.

West Midlands companies are continuing to win valuable business from the Games – it was a great experience to visit the Spring Fair at the NEC in Solihull and meet the region’s merchandising licensees at the 2012 pavilion. These include Wedgwood, Golden Bear, Cadbury and Tandem Group. Since then, Ironbridge-based Merrythought has won the licence to produce the 2012 teddy bear collection. With Coventry preparing for its stellar role as hosts of the first 2012 football match in England, the region is set to be an Olympic winner.

Don’t miss out on the forthcoming series of 2012 Business Opportunity workshops – the next events will be held on the 2<sup>nd</sup> and 10<sup>th</sup> March (see the ‘Forthcoming Events’ section above). If you want to know what opportunities are available with London 2012 and other sports projects - 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

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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)

For general business information, advice and support in your sector please contact the following organisations:

- Building Technologies – WMCCE: [www.wmcce.org](http://www.wmcce.org)
- Food & Drink – HEFF: [www.heff.co.uk](http://www.heff.co.uk)
- Manufacturing – Manufacturing Advisory Service: [www.mas-wm.org](http://www.mas-wm.org)
- Medical – MedilinkWM: [www.medilinkwm.co.uk](http://www.medilinkwm.co.uk)
- Professional Services – West Midlands Knowledge: [www.wmknowledge.co.uk](http://www.wmknowledge.co.uk)
- Screen, Image & Sound – Screen West Midlands: [www.screenwm.co.uk](http://www.screenwm.co.uk)
- Tourism: [www.tourism2012games.org](http://www.tourism2012games.org)

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