

# London 2012 Games sector briefing

## interiors and lifestyles

March 2011

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# Advantage West Midlands London 2012 Games Interiors and Lifestyles Sector 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

- 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 *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.
- 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.

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## 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.
- As the countdown towards the London Olympic Games proceeds, the city's hotel market is becoming an investment hotspot for hotel developers. A recent Price Waterhouse Coopers report indicates 18 new hotels have commenced construction, among them the planned Bulgari hotel in Knightsbridge and the Intercontinental Group's latest outpost at West India Dock. With current supply levels unable to cater for the estimated 500,000 visitors expected to pour into London during the games, buyers purchasing rooms in the new developments can expect great yields.
- The ODA has unveiled the 6,000 seat London 2012 Velodrome as the first Olympic Park venue to finish construction. LOCOG will now commence venue testing and installing the temporary facilities necessary for an Olympic and Paralympic competition Velodrome. The Velodrome was built by ISG Plc and the design team for the VeloPark comprised 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.
- Intense competition is being reported as national Olympic committees rush to secure prestigious London venues for their hospitality houses and pavilions during London 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

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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.
- LOCOG has announced a partnership with the Royal College of Art (RCA) which will see RCA post graduate students design key elements of the London 2012 Olympic and Paralympic Games Victory Ceremonies. In 2012 more than 770 Victory Ceremonies will take place in 29 different venues across the UK, watched by thousands of spectators in venues and a global television audience. RCA students are working with LOCOG to design victory podia, costumes, flower holders and trays that will carry the medals and flowers.
- *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."

## Other Major Sports Projects

- Brazilian sport has enjoyed a 63% increase in federal government spending from 2010 to 2011, according to the latest budget figures from the Ministry of Sport. A large part of the increase is reportedly due to additions to the original budget demanded by senators and federal deputies during Brazil's National Congress, mainly for the benefit of specific sport infrastructure projects in their jurisdictions.
- Already well known for its historic open-air velodrome which has long hosted the finish of the famous Northern Classic cycle race, the French town of Roubaix has unveiled plans to build another velodrome – a covered 250 metre track close to the existing structure. Roubaix's proximity to London means the town hopes their velodrome might be used by some teams in their final preparations for London 2012.

## 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.
- De Montfort University (DMU) has been given the green light to construct an £8m leisure centre in Leicester. It will be built on Western Boulevard, next to the current John Sandford Sports Centre in Leicester's West End. Proposals for the building, which will be open to the public, include a 25-metre six-lane swimming pool, eight sports courts, a fitness gym, multi-purpose studios, a climbing wall and a café. The designs for the new facility have been created by S & P Architects, which is responsible for the design of the London 2012 Aquatic Centre.
- 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.

## 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:**

<b>Publication Date</b>	<b>Title</b>	<b>Client</b>
25/02/2011	Provision of small works (e.g. civils, carpentry, power, containment, carpentry, trackways) for Olympic Test Events and Games time	LOCOG
21/02/2011	Licensing opportunity: Maps	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	Turnkey provision of overlay and temporary structures for Olympic Games Test Events	LOCOG

**Selected 2012-specific and other project tenders issued during February:**

<b>Publication Date</b>	<b>Title</b>	<b>Project</b>	<b>Client</b>
22/02/2011	Development & delivery of sport makers workshops	London 2012	Sport England
16/02/2011	Park Benches	London 2012	Bike Dock Solutions
09/02/2011	Independence Matters - Assisted	London 2012	SBRI on Behalf of

	Living Technologies		Design Council
07/02/2011	Provision of leisure services and management	London 2012	London Borough of Greenwich
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
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>
Aquatics Centre - Soft Flooring	Balfour Beatty	21/02/2011	Tyndale
Construction of Multi Use Games Area with Ancillary lighting, fencing and outdoor gym equipment in Paddington recreation Ground.	Westminster City Council	09/02/2011	Blakedown Sport and Play 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
Medical Furniture	LOCOG	09/02/2011	RAMLER HOLDINGS PTY LTD / Seers / Ikea
Umpire Chairs for London 2012 Diving and Badminton Competitions	LOCOG	07/02/2011	RAMLER HOLDINGS PTY LTD / Bosan
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
Football / Hockey Goalposts and other field-of-play equipment / furniture	LOCOG	03/02/2011	Harrod UK Ltd
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 – 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>Facilities Management &amp; Catering</b>	<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 Whistles Sailing Equipment Sport specific flags Goalball Equipment
	<b>Apr - Aug 2011</b>
	Canoe Equipment Athletics Equipment Consumables Swimming Pool Equipment Fencing Equipment Archery Equipment Coolers/Refrigerators Triathlon Equipment

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

## Recruitment

### LOCOG recruitment advertising during February:

25/02/2011	Cycling Services Manager – Road
25/02/2011	Football Accommodation Operations Manager
25/02/2011	Grooms Accommodation Operations Manager
25/02/2011	Venue General Manager - Football
25/02/2011	Sport Competition IF Visits Coordinator
22/02/2011	Venue General Manager - Aquatics Centre
18/02/2011	Event Services Lead Planner
17/02/2011	Look Production Manager
10/02/2011	Accommodation cluster team leader - Sponsors
09/02/2011	Accommodation Cluster Team Leader (University
04/02/2011	Deputy Villages Support Operations Manager
04/02/2011	Torchbearer Operations Coordinator
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

### 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](http://www.competefor.com) 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)

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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