

Horsham Chamber of Commerce and Industry

2012 Games: Challenges and Opportunities for Business

30 November 2007

Paddy Herlihy, South East Co-ordinator for 2012 Games

The South East had identified 6 areas of activity related to the Games:

- Sport
- Business and inward investment
- Visitor economy
- Culture and communities
- Transport and infrastructure
- Skills, employment and education

He emphasised that not only would there be a **games related legacy** due to the opportunities available but, perhaps more importantly, a **games inspired legacy**, giving every young person the opportunity to **Create, Compete and Collaborate** with other young people from competing countries. This will help to improve the global economy through co-operation and visualisation.

For example 70,000 volunteers will be required for the Games, and 140,000 have already signed up. Organisations, including sports, cultural and community projects need volunteers and we should encourage people to start making an input now at a local level to create a sound volunteering legacy which will continue after the Games.

Examples of games inspired and related activities included:

- Healthy workforce plans - economic benefits of a physically active workforce
- Encourage volunteering among employees – volunteering skills are transferable
- 3 major sporting events per year (e.g Island Games in 2011) – with legacy programmes
- Pre-games camps
- Sponsor an athlete - 'Sports Aid'
- Procurement and related opportunities
- Leisure and cultural activities

There is an overall target of £1b of new business which will be generated by the Games. Tourism will be the biggest area to benefit.

The South East is the Gateway Region to the Games. Improved international gateways will create a seamless world class travelling experience for the visitors to the Games and other tourists. This enhanced experience is our opportunity to encourage the visitors to return to the region and therefore benefit to the tourism industry of the area in the future.

Stoke Mandeville is the home of the Paralympic Games. The Paralympic Games is an opportunity to inspire provision of wider access for participation for those with disabilities. Improved transport and accommodation facilities for both the paralympic competitors and disabled spectators will be long term benefits to the region.

For example, one hotel in the region had only 5 adapted bedrooms compared to the University of Surrey where a 1/3rd of the bedrooms have been adapted. Therefore this could mean that most of the paralympic teams would have to be accommodated in Universities.

The programme leading up to 2012 includes the World Skills Competition, being hosted in London in 2011 in which businesses could get involved at a local level, which would subsequently feed upwards into regional and national levels.

Businesses could consider appointing a 2012 lead officer and consider which games related and games inspired outcomes they would wish to be involved with.

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Paul Toben, Programme Manager 2012 Games

Businesses needed to be considering:

- What are the challenges?
- What are the opportunities?
- Where do I start?

The London Organising Committee of the Olympic and Paralympic Games (LOCOG) is responsible for preparing and staging the 2012 Games (www.london-2012.co.uk/LOCOG/). The Olympic Delivery Authority (ODA) is the public body responsible for developing and building the new venues and infrastructure for the Games and their use post 2012. (www.london-2012.co.uk/ODA/)

These websites are good starting points and businesses could register for e-alerts. The SEEDA website (www.seeda.co.uk/) also had updates on the 6 areas of activity being worked on by the partnerships.

The 2012 games would have a spend of £96 billion over 5 years but this was relatively insignificant against the national spend of public bodies. Getting your business fit for 2012 procurement would automatically ensure that it was fit to procure for this much wider and large sector.

The principal contractors would be sub-contracting through the CompeteFor website (www.competefor.com/london2012business/login.jsp) – over 50,000 sub-contracts will be available.

The criteria that businesses would have to meet included having Equality and Diversity policies and Quality Standards but not necessarily ISO14001. The aim was also for sustainability – having a low carbon footprint.

One of the key aims was to ensure that all young people had the opportunity for a 'work in a team' experience.

Bobbie Scragg, Business Link Sussex

In addition to the CompeteFor website giving the procurement opportunities Business Link was providing free advice to businesses wanting to increase their capacity to procure for 2012 related or other public contracts. www.businesslink.gov.uk/southeast/onlineseminars

Chris Dier, Director of Community Development and Community Services, Horsham DC

Gatwick will be a major entry point for 2012 as well as before and after. Both Barcelona and Sydney found that the 5 years after the Games were also a boom period for tourism.

Organisations and local authorities were working together to raise awareness and increase participation:

- Gatwick Diamond Games - launched in 2007. (www.sussexsport.org/main.asp?page=1342)
- Arts Celebration Group - launched in October.
- Sussex Tourism Partnership
- Sussex County Sports Partnership
- Team Gold is a scheme to sponsor 2 athletes with great potential
- Gatwick Diamond has made a Pre-Games Training Camp bid – waiting for results.

There are 44 national sports players living in Horsham District. They can use local quality facilities e.g. athletics at Broadbridge Heath, gym at Pavilions etc.

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Roger Dennis, Procurement Advisor for Crawley, Horsham and Mid Sussex Councils

Procurement by District and Borough Councils in West Sussex amounts to £160m annually with the County Council, Police and NHS on top of that. Over 8000 suppliers are used by the Councils with 32% of expenditure being with West Sussex suppliers.

The areas of expenditure covered by the County and District/Borough Councils were explained.

The different levels of tendering are:

- <£50,000 (typical) quotations: 2-4 weeks
- >£50,000 advertised formal tender: 1-2 months
- >£144,000 advertised European Tender process: 6-12 months

Information requested may include:

- Financial accounts
- Insurance (e.g. employers liability £5)
- Health and safety policy and risk assessments
- Professional and legal standing – can legally undertake the work
- Equal opportunities – policies in place plus compliance
- Sustainability – policy and compliance with requirements
- Quality standards – system in place to ensure consistent high quality
- Technical capacity and experience

Councils are being encouraged to collaborate and share procurement resources.

Some suppliers may wish to work with each other in a framework bid or partial bid or act a sub-contractor.

Most procurement officers will assist businesses who wish to work with each other.

County Councils and some District Councils use e-tendering software and all use electronic invoicing and payment. Usually all suppliers need is an e-mail address and internet account.

Procurement information and Contracts Register is on their websites and linked to Sussex Enterprise website

Discussion

Issues raised during the discussion included:

Innovative products and approaches are welcomed especially if they include a sustainability impact.

Businesses urged to look at a 'Buddying' approach whereby successful companies assist and support businesses that want to get involved in public procurement for the first time. Business Link were asked to have seminars with speakers from successful companies.

Gatwick is aiming for a seamless experience for its travellers. This will involve a more co-ordinated approach between national transport organisations and local transport providers.

CEOs of Fortune 500 companies will attend the Games together with celebrities and other wealthy people. They will be looking to use top end facilities, ie flying in on private jets, staying in country house hotels etc. These people will require transport to games – are West Sussex facilities getting geared up?

Frances Maude MP closed the meeting, emphasising that the 2012 Games, the lead up to 2012 and after, offered many opportunities for businesses to get involved as outlined in the presentations and he hoped that local businesses would take up the challenge.

Ann Swain
HCCI