

London 2012 Olympic and
Paralympic Games.

**What your business needs to know:
a business guide.**



Ensure your business gains lasting benefits from the 2012 Games

The London 2012 Olympic and Paralympic Games offer huge potential for businesses of all sizes to bid

for contracts covering everything from construction to catering. They will also provide a lasting legacy of economic benefits for the capital.



The London Development Agency (LDA) is keen to make the most of these long-term benefits. It is currently working with London 2012 to ensure that the procurement processes for the Games enable the city's businesses to take full advantage of the opportunities available.

To help you and your employees in the lead up to the 2012 Games and beyond, LDA is funding an extensive range of free business support services.

The London 2012
supply chain has
an estimated
75,000
contracts.

With dedicated business services to help
you achieve maximum impact, you could be
accessing markets you never thought possible.

Read on to see which services could benefit you.

Here's a snapshot:

Access contracts

CompeteFor page 2

An internet-based service to help you
gain access to London 2012 business
opportunities and contracts.

London Business Network page 4

Find out about business opportunities
linked to the 2012 Games.

Improve your business

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One-stop shop with instant access to
clear, simple, and trustworthy information.

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Helping you to bid for and win contracts.

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Bolster your business and prepare for growth
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Fill the gaps in your workforce, with the right
candidates, with the right skills, at the right time.

Diversity Works for London page 16

Reap the benefits of a diverse workforce.

Contact

Phone: 020 7593 9000

Email: info@lda.gov.uk

Website: www.lda.gov.uk

An internet-based service to help you gain access to London 2012 supply chain opportunities and contracts.



What is it?

CompeteFor is a ground-breaking website that allows companies to access thousands of opportunities in the London 2012 supply chain and to obtain business support.

What does it offer?

CompeteFor is an online business 'dating' agency, acting as a broker between potential suppliers and buyers throughout the London 2012 supply chain. It:

- matches businesses of all sizes to the thousands of opportunities associated with the London 2012 Games and their contractors
- links businesses with local Business Link support services, helping to boost their long-term competitiveness in the lead up to London 2012 and beyond
- brings together businesses with complementary skills to bid for contracts

Although the service is open to all businesses, it is specifically designed to support small and medium sized enterprises (SMEs).

How you could benefit?

- Provides free and instant access to contracts in the London 2012 supply chain
- The system matches your business by sector and expertise to the extensive number of contract opportunities
- Access to support services boosts the chances of long-term business success
- Gain access to an online business community

If you wish to find out more about London 2012 opportunities, then please visit our website www.competefor.com

Contact

Website: www.competefor.com

Callers with impaired hearing: 18001 0845 2177804

If you need help in registering call the helpdesk on 0845 217 7804



Case study

Office and General Environmental Services Ltd

Through CompeteFor, Office and General Environmental Services Limited won a contract with a tier one London 2012 supplier. The Kensington-based business is responsible for cleaning compound and satellite offices plus a welfare facility in Stratford, east London.

Sales Director, Daniel Sadler, learned about CompeteFor via the London 2012 website. His company has been operating in the capital for more than 25 years and he was optimistic that the London 2012 Games would bring many business opportunities to the local community.

Daniel found it quick to register on CompeteFor and was impressed to receive an email almost immediately, matching Office and General with several cleaning contracts. He says:

“The initial application process was remarkably easy and I soon found that we had been shortlisted for a contract. We submitted a tender response based on the specified criteria and, after about four weeks, were notified that we had come out on top. It’s a very exciting prospect to undertake this work with the London 2012 Olympic and Paralympic Games.

The Olympic Delivery Authority expects 50,000 contracts worth a total **£6 billion** to be awarded through its supply chain.

We are constantly looking for new opportunities and CompeteFor is a great tool to get us involved in London 2012. Since registering we have applied for about 12 opportunities and been shortlisted for eight.”

The CompeteFor website covers opportunities with public and private sector buyers, including the London Development Agency, the Arts Council, Serco DLR, Transport For London and Greenwich Leisure Limited. This means significantly more contracts for businesses to compete for.

To find out more please visit www.competefor.com

Find out about business opportunities resulting from the 2012 Games.



What is it?

London Business Network is a joint initiative by three key London-based business organisations - London First, the London Chamber of Commerce and CBI London - and is supported by the LDA.

It is the principal organisation working with London 2012 to make sure London's businesses take full advantage of the enormous potential provided by the 2012 Games.

London Business Network, together with the LDA, promotes the CompeteFor service to the business community, particularly SME's.

What does it offer?

London Business Network works with each of the capital's business organisations, business support organisations and local councils to:

- provide detailed and up-to-date information about business opportunities for the 2012 Games
- share knowledge and skills between businesses
- promote business development working with dedicated support and job brokerage
- run regular workshops to promote CompeteFor
- signpost London businesses to support for winning contracts

London Business Network is also a channel to
4 broader business opportunities for companies

which may not be bidding for actual Games-related contracts, but are still hoping to boost their business during the run-up to the 2012 Games.

How you could benefit?

- Find out about business opportunities relating to the 2012 Games
- Access services that can help your business become more successful
- Networking opportunities that link you to the right people

Contact

Phone: 020 7665 1500

Email: info@londonbusinessnetwork.org

Website: www.londonbusinessnetwork.org

London Business Network is the principal organisation working with London 2012 to make sure London's businesses take full advantage of the enormous potential provided by the 2012 Games.



One stop shop for business support with instant access to clear, simple, and trustworthy information.



What is it?

Business Link in London, funded by the LDA, offers SMEs a one-stop shop for business support. It can advise on everything from starting up a company to making your business grow.

The service provides instant access to clear, simple, and trustworthy information, saving your business time and money.

Business Link in London was developed with experts and relevant business support organisations to help you comply with regulations and improve your performance.

What does it offer?

Whether you're starting up, already running a business, looking to survive the current economic downturn or looking to make the most of London 2012 contract opportunities, Business Link can help you:

- manage your finances
- employ people
- find and keep customers
- pay the correct tax
- comply with environmental legislation
- trade internationally
- understand regulations in your sector
- develop an equality diversity policy
- create quality assurance processes
- find local events and support

From drawing up a comprehensive list of tasks using the start-up organiser for new businesses, to searching their grants and support directory, Business Link in London is an invaluable resource.

How you could benefit?

- Access support to literally redefine any aspect of your business and steer a clear path to success
- Gain invaluable information from a library of case studies
- Take advantage of support and guidance from local advisers
- Help you take full advantage of the huge potential provided by the 2012 Games for businesses like yours

Contact

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Email: info@bllondon.co.uk

Website: www.businesslink.gov.uk/london



Case study

Bingham Hotel

It was a romantic dream to turn Samantha Trinder's parents' 15-bed B&B into an exclusive London boutique hotel. In 2001 she got the chance and began the tough job of transforming the business from a struggling, old-fashioned B&B into a much sought-after and profitable boutique hotel. With no business or management experience, Samantha needed help. Furthermore, staff recruitment and retention is notoriously difficult in the hospitality sector, but great staff delivering superior service was key to Samantha's vision.

Taking advantage of the expertise of Business Link in London's specialist hotel and tourism advisers, Samantha established proper procedures for managing the 40 staff at the hotel. And, on Business Link's recommendation, she made contact with several experts in HR and staff training, such as Personnel Plus who helped her with writing job descriptions. More recently, Samantha has been enrolling staff for NVQs on the Train to Gain programme and senior staff have also been on business management training. Not wanting to neglect her own training and development, Samantha followed Business Link's advice to study for an MBA. Today, The Bingham has one of the better rates of staff turnover in the industry, has grown from a three- to a four-star hotel, is now a very profitable enterprise

with a turnover in excess of £2million and receives glowing reviews, including in The Times.

Samantha says: "Business Link in London has been like a guardian angel for me. They helped me put the building blocks in place for the business. I was learning as I went along but gradually everything started to fall into place as I began to make use of the contacts they have and the funding available for training. The best advice I received from Business Link in London was to do with my personal development and it made me see how I needed to be recruiting the right people and developing staff. I can honestly say that without their help I'd have been struggling at best, or at worst I would have given up."

Access to local contracts and business opportunities in the 10 east London boroughs.

What is it?

East London Business Place is a partnership of private and public sector organisations, led by Canary Wharf Group and East London Business Alliance, with funding from the LDA.

It provides a free, face-to-face, sourcing and matching service to enable buyers and suppliers in 10 east London boroughs to take full advantage of local business opportunities.

What does it offer?

East London Business Place is available to SMEs located within the east London boroughs of: Barking and Dagenham, Bexley, Greenwich, Hackney, Havering, Lewisham, Newham, Redbridge, Tower Hamlets, and Waltham Forest. Services on offer include:

- face-to-face advice and guidance to ensure suppliers are in the best position to bid for local contracts
- a free programme of events designed to improve competitiveness
- a funded 'Supplier Development Officer' in each of the 10 boroughs
- sourcing and matching local suppliers to the needs of buyers
- access to a database of local suppliers of goods and services for competitive contracts

How you could benefit?

- Access a matching service that links local buyers with local suppliers
- Suppliers can be in a more competitive position to win contracts
- Buyers can access a diverse pool of sound local SMEs
- To find out about how to tap into east London 2012 Games contract opportunities right now

Contact

Phone: 020 7537 6480

Email: info@elbp.co.uk

Website: www.elbp.co.uk



Receive local insight and advice to tap into east London business contracts.

Case Study Jollofe Foods

Jollofe Foods provides high-quality Afro-Caribbean chilled and ready-made food for the UK's diverse ethnic market. The meals include vegetarian, chicken, meat, fish and seafood dishes and are supplied to stores, restaurants, cafes and community organisations.

The company needed help with their sales and marketing to develop their business and to understand the needs of their prospective clients. This provided an opportunity to renew their company policies, ensuring they were fit to supply. It also highlighted that Jollofe Foods needed support with tendering for major public sector contracts.

A comprehensive and robust marketing plan and strategy was developed to position the company as a key provider of Afro-Caribbean meals.

East London Business Place supported Jollofe by:

- developing a sales strategy and a marketing plan
- ensuring it was 'fit to supply,' which included the review and upgrading of company policies
- notifying it of new public sector business opportunities
- helping it to complete PQQs and tender applications

Through the support of East London Business Place, Jollofe won a substantial contract to provide Afro-Caribbean ready meals within the London borough of Greenwich. This capacity is set to grow as Jollofe expands its product range and explores new avenues, such as launching a meals-on-wheels service. The company is also building strong relationships with major in-store restaurants.

Jollofe is a great success in this burgeoning market and within the Afro-Caribbean sector where there is expected to be substantial growth.

Helping you to bid for and win contract opportunities.

Who are they?

Supply London is a business support programme funded by London Development Agency and the European Regional Development Fund and delivered by a team of experienced business procurement professionals.

Supply London work with the capital's small businesses to enable them to win more public sector contracts.

Supply London has already helped small companies in London win over £20 million pounds of new business.

If your business is a London-based SME and fits into the criteria below, then you can access the programme:

- trading for more than 2 years
- turnover of more than 100K

Supply London is working with CompeteFor and Business Link in London to support businesses seeking to bid for 2012 contracts.

What do they offer?

- Workshops on how to win new business and contracts, bid writing, and quality management systems among others

- A toolkit giving handy hints and tips on successful tendering, guidance on putting your policies together, a jargon buster and explanations as to how to complete a pre-qualification questionnaire
- Access to a team of advisers who can provide one on one support and assistance on writing tenders
- Access to a pipeline of public sector tenders appropriate to the size and stage of your business that you can bid for
- Meet the buyer events
- Flexibly designed workshops that meet a particular industry and sector need
- Assistance in understanding your market and your potential client base

How you could benefit?

- An insight and training into the tendering process, putting you in a better position to bid for contracts in the London 2012 supply chain
- One on one support to assist you in writing tenders
- Meet potential buyers of your product/service at dedicated events

Contact

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Website: www.supplylondon.com

Supply London
is working with
CompeteFor and
Business Link in London
to support businesses
seeking to bid for
London 2012 contracts.



Bolster your business and prepare for growth with government-funded training in your area.



What is it?

Train to Gain is a Government service offering independent advice on improving the skills of you and your employees. Skills brokers work with businesses to draw up plans for improving the skills of their employees to enhance business performance. They then identify suitable training providers. Much of the training is government-funded and includes everything from basic skills, apprenticeships and critical business skills to leadership and management courses.

Of the employers who have used Train to Gain, 64% said it had helped them improve their long-term competitiveness, 42% found that the training had a beneficial impact on their bottom line or profitability. You too could make similar improvements, enabling you to then make the most of the contract opportunities arising from the 2012 Games.

What does it offer?

Train to Gain can help your business:

- get the essential skills to boost your business performance
- improve your business efficiency and increase profits
- help your staff become more motivated and confident

How you could benefit?

- Make sure you have the right skills in your business to win London 2012 supply chain contracts
- Boost competitiveness, productivity and staff motivation
- Meet a skills broker, college or training provider who'll offer free expert skills advice

How to contact

Phone: 0800 634 5963

Website: www.traintogain.gov.uk



Increase your potential to secure more business through the 2012 supply chain.

Case study

Courier Service (Same Day) Ltd

Since its foundation in 2004, the award-winning Courier Service (Same Day) Ltd has established a sound reputation as a reliable, professional freight transport business.

The skills challenge

“The staff desperately needed forklift training as a legal requirement,” explains company director Denise Fresco. And that meant all of the staff – otherwise business would be disrupted when someone was ill or on holiday. “The cost implications were a great worry,” says Denise. “In a small enterprise, money is always needed for all areas of the business.”

How Train to Gain helped

Through Train to Gain, Denise met a skills broker who looked into what training was available. Denise was delighted when her skills broker found forklift training for the employees – for free. The staff undertook training for the Forklift Competency Certificate and also started working towards Level 2 National Vocational Qualifications (NVQs) in Specialist Plant and Machinery Operations.

“Staff now feel confident and are competent in operating the forklift, which helps them to do their job more efficiently,” says Denise. “They are happy that they are achieving qualifications in their specialist field.”

Business benefits of the training

Denise is full of praise for the Train to Gain service:

“Without spending lots of money we have access to skills that boost the efficiency and productivity of the business.”

Fill the gaps in your workforce, with the right candidates, with the right skills at the right time.



What is it?

The London Employer Accord is a joint effort between public sector employment, training agencies and employers to boost job opportunities for people living in the capital.

It aims to ensure that the 2012 Games provide a major catalyst for getting more than 5,000 unemployed Londoners into work.

What does it offer?

The London Employer Accord helps fill gaps in your workforce, with employment and training agencies providing candidates with the right skills to enable you to fulfil contracts for the 2012 Games.

The 'deal' is that employers provide the job opportunities in return for job/training-ready candidates.

It is open to all businesses in London. Employers can choose the level of commitment that best suits them.

Commitments include:

- agreeing to register vacancies with local employment agencies
- offering apprenticeships and work placements
- interviewing job-ready candidates, including those who have developed their employability skills by volunteering their help in the run-up to the 2012 Games

In return, employment and training agencies will tailor their services to the needs of individual businesses. Employers gain easy access to a local supply of job-ready candidates and a suitably skilled workforce.

What's stopping you?

The aim is to find you individuals who want to work for you and your organisation. This ensures that you will have committed people from the start.

How you could benefit?

- Access to job-ready candidates
- Fill the gaps in your workforce to win 2012 Games contracts
- Efficient and effective delivery of your product and/or service
- Make sure your business is fit for purpose

Contact

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The London Employer Accord aims to ensure that the 2012 Games provide a major catalyst for getting more than

5,000

unemployed Londoners into work.

Case studies

Some of the projects being undertaken by the London Employer Accord

SME Security Companies

This project will train 30 people to Security Industry Association accreditation standards and enhance their technical customer service and motivational skills. A consortium of SMEs requiring security staff have guaranteed interviews for everyone who completes the course successfully.

Travelodge

The Accord ran two recruitment campaigns for new Travelodge hotels at Tower of London and Heathrow Central - 35 new staff members for each site. Shortlisted candidates received 3-4 weeks training in customer services and hospitality. All those completing the course successfully were guaranteed an interview by Travelodge with the successful applicants in work for the hotel openings.

A recruitment campaign for a major UK retailer was piloted at 16 stores in London. After initial short-listing of candidates, based upon their experience and competencies, individuals attended the two-week Retail Sector Skills Council pre-employment training course, integrated with three weeks' in-store work experience. During the work trial candidates

could be taken on for existing vacancies in the store and all those who completed the training and trial were guaranteed an interview, with successful candidates taking up employment.

Reap the benefits of a diverse workforce.



What is it?

Diversity Works for London (DWfL) helps businesses benefit from having a diverse workforce and supplier base. Diversity encompasses age, disability, ethnicity, gender, religion and belief and sexual orientation.

DWfL acts as an equality and diversity centre of expertise for London's businesses and:

- provides information on how equality and diversity can improve your business performance
- promotes an understanding of why diversity is important
- encourages and supports employers to promote equality and diversity in the workplace
- enables greater integration of 'diverse' businesses through supplier diversity

What does it offer?

DWfL provides an integrated suite of online tools, research and guidance to help businesses to implement diversity in the workplace. The DWfL programme offers:

- the 'Gold Standard for Diversity' kite mark: a recognition of exemplary diversity practice and good practice across all aspects of business performance and of diversity
- an interactive website with advice, guides and an online 'diversity toolkit'
- case studies of good practice within private sector businesses of all sizes

- a programme of events with key business leaders to tackle diversity issues
- practical support for supplier diversity initiatives

How you could benefit?

- Improve the functionality and profitability of your business by making the most of your diverse workforce
- Improve the morale of your workforce, through implementing best practice
- Access to events that put you in touch with leaders in this field
- Ensure you meet the diversity requirements of London 2012 procurement policy

Contact

Email: diversityworksforlondon@lda.gov.uk

Website: www.diversityworksforlondon.com

This document is also available in large print, braille, on disk, audio cassette and in the languages listed below.

For a copy, please contact:

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London Development Agency
Palestra
197 Blackfriars Road
London SE1 8AA

Tel: 020 7593 9000
Textphone: 020 7593 9001
Email: info@lda.gov.uk

Other languages and formats

Arabic

إذا أردت نسخة من هذه الوثيقة بلغتك، الرجاء الاتصال برقم الهاتف أو الكتابة الى العنوان أدناه:

Bengali

আপনি যদি আপনার ভাষায় এই দলিলের প্রতিলিপি (কপি) চান, তা হলে নীচের ফোন নম্বরে বা ঠিকানায় অনুগ্রহ করে যোগাযোগ করুন।

Chinese

如果需要此文档的您的母语拷贝，
請致電以下號碼或和下列地址聯係

Greek

Αν θα θέλατε ένα αντίγραφο του παρόντος εγγράφου στη γλώσσα σας, παρακαλώ να τηλεφωνήσετε στον αριθμό ή να επικοινωνήσετε στην παρακάτω διεύθυνση.

Gujarati

જો તમને આ દસ્તાવેજની નકલ તમારી ભાષામાં જોઈતી હોય તો, કૃપા કરી આપેલ નંબર ઉપર ફોન કરો અથવા નીચેના સરનામે સંપર્ક સાધો.

Punjabi

ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦੀ ਕਾਪੀ ਤੁਹਾਡੀ ਆਪਣੀ ਭਾਸ਼ਾ ਵਿਚ ਚਾਹੀਦੀ ਹੈ, ਤਾਂ ਹੇਠ ਲਿਖੇ ਨੰਬਰ 'ਤੇ ਫੋਨ ਕਰੋ ਜਾਂ ਹੇਠ ਲਿਖੇ ਪਤੇ 'ਤੇ ਰਾਬਤਾ ਕਰੋ:

Turkish

Bu broşürü Türkçe olarak edinmek için lütfen aşağıdaki numaraya telefon edin ya da adrese başvurun.

Urdu

اگر آپ اس دستاویز کی نقل اپنی زبان میں چاہتے ہیں، تو براہ کرم نیچے دیئے گئے نمبر پر فون کریں یا دیئے گئے پتے پر رابطہ قائم کریں۔

Vietnamese

Nếu bạn muốn bản sao của tài liệu này bằng ngôn ngữ của bạn, hãy gọi điện theo số hoặc liên lạc với địa chỉ dưới đây.

Hindi

यदि आप इस दस्तावेज़ की प्रति अपनी भाषा में चाहते हैं, तो कृपया निम्नलिखित नम्बर पर फोन करें अथवा दिये गये पता पर सम्पर्क करें।

We're all going to be winners from the 2012 London Olympic and Paralympic Games.

But it's not just about eight glorious weeks in the summer of 2012.

It's about building a thriving new business community, with around 10,000 permanent new jobs in retail, commercial and support industries and tens of thousands of contracts for business to capitalise on.

It's a huge opportunity for all of us and it's happening right now.

Contact us

Telephone 020 7593 9000

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www.legacynow.co.uk

Printed on 50% recycled fibre
and 50% totally chlorine free fibre
sourced from natural forests.

March 2009

