

London 2012 Games sector briefing

tourism

March 2011

Advantage West Midlands London 2012 Games Tourism and Leisure 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

Visit Britain – www.tourism2012games.com

2012 Business Update

Forthcoming Events and Announcements

- The next 2012 Business Opportunity workshops will be held on the 2nd and 10th 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
- 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

West Midlands News

- 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.
- 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 15th March 2011.
- 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.

- 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.
- 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.

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. 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 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.
- Corporate tickets for London 2012 will be amongst the most expensive in the history of sport. Top-line packages, including 10 opening ceremony seats and some athletics finals could cost a whopping £324,000. Prestige Ticketing, one of three companies which has bought the right to market official hospitality packages, has now issued its guide prices. Another agency, Jet Set sports, which markets mainly in the USA, will be even more expensive, adding at least two nights of luxury accommodation to its high-end offerings.
- 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.

- 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](#)).
- London's Westminster Council is to grant more late licences to bars and restaurants in the capital in a three-month window surrounding the 2012 Olympic Games. The move is an effort to maximise the business potential the Olympics will bring to the capital. The decision follows the recent news that pubs across the UK will be allowed to extend their opening hours around the royal wedding at the end of April 2011.
- 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 UK-based media companies are also seeking prime locations – one sports marketing group has reportedly booked the Orangery at Kensington Palace.
- *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."
- People 1st – the sector skills council for the hospitality, leisure, tourism and travel (HLTT) industries – is looking to licence 400 motivated and experienced trainers to train 200,000 hospitality and tourism staff ahead of London 2012. To become a licensed WorldHost trainer, candidates will need to attend a three-day Train-the-Facilitator course. There is then the option for further training in one or more of the additional learning modules on serving customers with disabilities, service across cultures and the ambassador workshop, particularly aimed at volunteers assisting visitors to the UK. [Click Here](#) for further details.

- With the Royal Wedding rapidly approaching and London 2012 just 18 months away, VisitBritain is turning its attention to video to attract visitors. The organisation's old VB.tv service has been relaunched as www.visitbritain.tv. The service will feature a range of commissioned programming by TV production company GeoCast TV.
- 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.](#)
- VisitBritain's website <http://www.tourism2012games.org/> for businesses connected to tourism and looking to benefit from London hosting the 2012 Olympics and Paralympics, has been set up in conjunction with LOCOG and the Nations and Regions Group. As well as marketing guidance the Tourism2012Games site includes business advice and access to products and services from two of London 2012's main Top Tier sponsors, BT and Lloyds TSB.

Other Major Sports Projects

- 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.
- 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.

Collateral Projects

- Boris Johnson's popular bike-hire scheme is to be extended to the east of London by spring 2012 as figures show the blue bicycles have clocked up 10 million kilometres in the first six months of their operation in central London. Transport for London says the "spring deadline" to extend to the east in readiness for the 2012 Olympic Games is likely to fall in March or April, by which time the scheme will cover 65 square kilometres of the capital with 8,000 hire bikes available from 14,400 docking points.
- 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.
- 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.
- 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.
- Travel content provider Lonely Planet has launched a new series of Audio Walking Tours for iPhone and iPod Touch users who are travelling to London. Just in time for the upcoming royal wedding, the tours take users on a recommended route, with reviews written by the travel guide's expert authors and atmospheric audio commentary. The apps – which are for five iconic walks in central London: Covent Garden, Southbank, Spitalfields, the City and the West End – provide detailed information to let users explore at their own pace.

Contracts and Tenders

ODA tenders issued during February:

Publication Date	Title	Client
15/02/2011	RAB Public art commission engagement programme	ODA

LOCOG tenders issued during February:

Publication Date	Title	Client
25/02/2011	London 2012 Torch Relay Laundry Service	LOCOG
21/02/2011	Licensing opportunity: Maps	LOCOG
17/02/2011	Mobility Assistance Vehicles and Support Services (including Test Events)	LOCOG
09/02/2011	Print for Retail (Point of Sale)	LOCOG
03/02/2011	DDA Awareness and Accessible Vehicle Driver Training	LOCOG

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

Publication Date	Title	Project	Client
22/02/2011	Development & delivery of sport makers workshops	London 2012	Sport England
11/02/2011	Olympic campaign-National Lottery promotions unit	London 2012	Big Lottery Fund on behalf of the National Lottery Promotions Unit

09/02/2011	Venue requirement for Buyer Engagement Team networking event – May 2011	London 2012	BiP Solutions
07/02/2011	Provision of leisure services and management	London 2012	London Borough of Greenwich
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

Title	Client	Award Announced	Winner
ODA - Park Interpretation Plan	ODA	21/02/2011	Ralph Appelbaum Associates
Alcoholic Beverage Supply for London 2012	LOCOG	14/02/2011	Bibendum Wine Ltd / Heineken
Customer Relationship Management (CRM) System	LOCOG	09/02/2011	e-Dialog
Welcome Host and Welcome International training-Hospitality training	Greenwich Local Labour and Business	03/02/2011	ARC Training, Education & Community Services

Forecast Requirements – LOCOG

Artists / Performance & Events	May – Jul 2011
	Professional Artists & Performances Torch Relay Event production - (Olympic and Paralympic)
Security	Feb - Jul 2011
	Design of Training for Volunteer Safety Stewards
Services	Feb Apr 2011
	Language Line –simultaneous interpretation of telephone conversations Programme Vendors

Recruitment

ODA recruitment advertising during February:

18/02/2011	Olympic Route Network Engagement Manager
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LOCOG recruitment advertising during February:

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	Sport Competition IF Visits Coordinator
22/02/2011	Venue General Manager - Aquatics Centre
21/02/2011	Director of Health & Safety
10/02/2011	Accommodation cluster team leader - Sponsors
09/02/2011	Language Services Coordinator
09/02/2011	Catering Cleaning and Waste Venue Planning Manager
09/02/2011	Accommodation Cluster Team Leader (University)
04/02/2011	Football Ticketing Executive

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 2nd and 10th 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 increasingly by supply-chain contractors, and is also being used for many non-2012 opportunities.

The URL for the system is: 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

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

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

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