

London 2012 Olympic & Paralympic Games

Opportunities for Solihull

Jim Johnston, AWM Business Manager – 2012 Games



Advantage West Midlands

- One of nine “Regional Development Agencies”
 - Established 1999
 - Regional problems best solved at a regional level
 - Aim – to transform English regions through sustainable economic development
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- “The Fort” on the M6
 - Royal Shakespeare Theatre
 - Ricoh Arena
 - European Indoor Athletics Championships

AWM Business Manager – 2012 Games

- Identify economic opportunities arising from the London 2012 Games
- Communicate these to West Midlands' organisations
- To try to ensure this region wins at least its fair share

London Olympic & Paralympic Games 2012

- the greatest show on earth, the 30th Olympiad, starts at 7.30 pm, Friday 27 July, 2012; and finishes Sunday 12 August
- Cultural Festival between Olympics and Paralympics
- Paralympics: Wed. 29 August – Sun. 9 September



Scale of London 2012 Games

- International Olympic Committee (IOC) has 203 member countries
- International Paralympic Committee (IPC) has 160 members

- 10,250 athletes anticipated at main Games
- 6,000 coaches and officials
- 5,000 Olympic Family
- 6,500 athletes and officials at Paralympics
- 20,000 media
- 7,000 official sponsor representatives
- 70,000 volunteers
- 31 different venues

- 9 new venues, with 169,000 seats, in Olympic Park
- 9.6 million ticketed spectators
- Global audience of est. 4 billion. BBC TV is host broadcaster

London 2012: UK-wide Opportunities

- **Contracts & Tenders**
- **Cultural Olympiad**
- **Preparation / Training camps**
- **Tourism & Hospitality**
- **Increase sports participation**
- **Volunteering Programme**



Training Camps

USA Track & Field team to base itself in Birmingham before 2012 Games

“It is possible for the first time to get a real understanding of what the Government’s insistence that the Olympics will spread benefit across the country is likely to mean in practice”

Birmingham Post - 5 March 2007

LEGACY !!!!!

- The Olympic Park
- A fitter, healthier nation
- New buildings and other infrastructure, across UK
- ***Skill-up companies to bid for general public-sector contracts***
- ***Opportunities from other major events across the world***

Nations & Regions Group (NRG)

- Games for all of the UK – not just London
- Aim of NRG – to maximise Olympic opportunities outside the M25
- Villa Park will host soccer: Wed. 25 – Sun. 29 July 2012
- NEC Group
- Shakespeare Country
- Much Wenlock, Shrops.

2012 “Business Club”

- **Developed for the Games in Sydney, Manchester, Melbourne**
- London 2012 Business Club –
“*Business Opportunities Network*” (BON) -
for core London 2012 contracts = approx £5 billion
- **Will offer:-**
 - **Advance notice of Tenders**
 - **Newsletters**
 - **Networking events**

LEGACY -

- **Training on tendering for other public contracts**
- **Advice on bidding for other major sports events**

2012 “Business Club”

But what about :-

- ❖ **Tenders under OJEU threshold?**
- ❖ **Sub-contracting?**
- ❖ **Consortia for larger Tenders?**
- ❖ **Non-core London 2012 procurement?**

Other Tender Opportunities

The following Games-related opportunities will possibly be outside the scope of the official London 2012 procurement route, BON:-

- Transport Improvements - £17 billion
- Five “Olympic” London Boroughs, – up to £2 billion???
- “Stratford City” - £4.5 billion
- Sponsor Expenditure - £750 million?

Already Supplying the Olympic Movement

Birmingham College of Food & Tourism

- Neoproducts, Birmingham
- Northcroft Construction Consultants, Leamington Spa
- Rojac, Black Country
- Simworx Ltd, Black Country
- H & E Smith Ltd., Stoke
- Hycontrol Ltd., Redditch
- Slick Seating, Redditch
- Radford Ezynets, Worcestershire

Working with Olympic organisations gives:-

1) world-wide exposure

2) possible business from future Olympics and other international sports events

Olympic Marks – Warning!

- “Olympic Games” and “Paralympic Games” are brands that belong to the IOC and IPC
- These and others protected by “*Olympic Symbols etc (Protection) Act 1995*”; and the “*London Olympic Games & Paralympic Games Act 2006*”
- See www.london2012.org / use of Olympic marks, for details.
Or page 42 of “*Be Part of 2012*”