

# London 2012 Games sector briefing

tourism

October 2009

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# Advantage West Midlands

## London 2012 Games

### Tourism and Leisure Sector

### Business Briefing - October 2009

#### **Key Statistics**

2012 Olympic Games: 27 July – 12 August 2012

2012 Paralympic Games: 29 August - 9 September 2012

26 Olympic sports in 34 venues

20 Paralympic sports in 21 venues

10,500 Olympic athletes and 4,200 Paralympic athletes

20,000 press and media

Over 9 million tickets

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

- Two free Business Link 2012 Business Opportunity workshops will be held during October, on the 13<sup>th</sup> and 14<sup>th</sup>. Shropshire Chamber of Commerce will host the 13<sup>th</sup> October event - for details please contact Chris Jones on 01952 208 200 or email [c.jones@shropshire-chamber.co.uk](mailto:c.jones@shropshire-chamber.co.uk). North Staffordshire Chamber will host the 14<sup>th</sup> October event – for details please contact Marsha Wright on 01782 202 222 or email [membership@nscci.co.uk](mailto:membership@nscci.co.uk).
- The Department of Business, Innovation & Skills, together with UK Trade & Investment, are organising a 2012 Games Business Summit in London on Wednesday 4th November, with the chance to meet Buyers from LOCOG (London Organising Committee for the Olympic Games). The next day, Thursday 5 November, other companies will have an opportunity to have timed, one-to-one meetings with an ODA buyer. For further information, or to book your place, contact Jim Johnston on 0121 503 3299 or email [jimjohnston@advantagewm.co.uk](mailto:jimjohnston@advantagewm.co.uk)
- On Thursday 15 October, Staffordshire University will be hosting a 'Big Conversation with Lee Pearson CBE'. During the event, Lee will talk about his inspirational story of highs and lows while dealing with his disability and his ultimate success as a Paralympic gold medallist, before taking part in an in-depth Q&A session with the audience. If you would like to attend the lecture, please respond by Monday 12 October to Julie Smith at Staffordshire University at [public@staffs.ac.uk](mailto:public@staffs.ac.uk) (Tel: 01785 353 577).
- UK Trade & Investment are organising an event on 9<sup>th</sup> October in London on the infrastructure-related opportunities for UK companies arising from the 2014 World Cup in Brazil. For further information contact Andrew Whitnell at UKTI on 0207 215 4856 or email [andrew.whitnell@ukti.gov.uk](mailto:andrew.whitnell@ukti.gov.uk)
- To receive these 2012 business briefings direct to your desktop each month, simply fill out the form attached to the covering email ('AWM Opt-in Form') and follow the instructions to register electronically. You will automatically receive the monthly 2012 General Briefing, together with the sector-specific briefing which most closely matches your business type.

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- 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

- Two Business Link 2012 Business Opportunity workshops were held during September, at Birmingham and Coventry Chambers of Commerce. As well as hearing about the contract opportunities arising from the 2012 project, delegates learned about the funding challenges which face athletes in their quest for Olympic glory and the excellent opportunities which this provides for businesses. Champion Heptathlete Louise Hazel presented at the Birmingham event and Gerry Walker, father of England's number-one under-16 Badminton player Rhys Walker, presented in Coventry.
- West Midlands-based Cadbury Plc has signed up as the sponsor of the Paralympic Potential Day events, organised by ParalympicsGB in the build-up to London 2012. Cadburys are already a tier two sponsor of the London 2012 Olympics and Paralympics and of Australia's Olympic team. The Paralympic Potential Day is designed to identify athletes who could represent Britain in 2012 and beyond. Elite coaches from a variety of National Governing Bodies are invited to watch and try out participants to see if they have what it takes to be an elite level performer.
- The Olympic Park opened to the public over the weekend of 19/20 September for the third year running, with more than 4,000 people joining bus tours (provided by West Midlands-based Bakers Coaches), around the site to see the huge progress being made in the construction of the venues and infrastructure across the Park. Among the visitors was Tom Clift from Leamington Spa, Warwickshire, who during his tour round the Olympic Park, took the chance to propose to his girlfriend Rachel Walker next to the site of the Olympic Stadium. Tom, who works for the Coventry & Warwickshire 2012 Partnership helping to promote the 2012 Games in the West Midlands, was understandably delighted when Rachel, who competed in the Beijing Games for the GB Women's Hockey team and who has over 140 caps for England and Team GB, said 'yes'!
- Curry-lovers will be sprinting to Ladypool Road in Birmingham, to enjoy a sizzling hot dish celebrating the talents of world record smashing Usain Bolt. The BOLT-I has been created by chefs at Punjab Paradise restaurant in response to the news that the Olympic Gold medallist and his Jamaican teammates will be training in the city

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ahead of the 2012 Olympics. The fusion dish combines the best Asian and Caribbean flavours and is topped with green and yellow peppers to reflect the Jamaican team colours.

## London 2012 News

- Sport England and Facebook have signed a partnership worth up to £20 million to help deliver a lasting Olympic legacy of more people playing sport. It's the first long-term partnership between Facebook and a government or public body in the U.K. and will use the social networking site's influence to bring people together around sport and transform the way sports bodies reach out to the public in the run up to London 2012. There will be a Facebook 'Sport Hub', which enables national governing bodies of sport (NGBs) to engage with over 20 million people who use Facebook in the UK, and which will provide tangible measurement of the number of participants reached through the 'Sport Hub'.
- Following an agreement between the Salvation Army and the Essex County Council, Hadleigh Castle, which is due to stage mountain biking during the London 2012 Olympics, will remain open following the Games. Under the agreement, the Olympic course will be available for use by recreational riders once the Games are finished.
- A new London Tube map will show the locations of Olympic sporting events. The Mayor wants visitors to the 2012 Games to be able to identify easily the correct stop for different events. Relevant stations could either be indicated by the Olympic rings symbol or the symbol for each sport. Although the majority of the events take place in the Olympic Park, served by Stratford and West Ham Underground stations and Hackney Wick Overground station, there are several elsewhere in London. They include volleyball at Earl's Court, archery at Lord's, near St John's Wood, and tennis at Wimbledon.
- Britain's Olympics chiefs have reportedly come up with a cunning plan which might just win us more medals in 2012. They have launched a 'secret' operation to pack seats near finishing lines with home fans, give our athletes tours of venues and set events schedules in favour of home nations. Sir Clive Woodward, the former rugby coach who steered England to World Cup victory in 2003, will mastermind the three-year campaign, codenamed "Project Leap". Britain's sports bosses insist it is not cheating, but "maximising home advantage".

- The world's largest sports summit will be staged in London before the 2012 Olympics. SportAccord, a week-long conference and trade fair, will be attended by 2,000 people, including the head of every major international sports federation. SportAccord was set up in 2003 as a policy forum for more than 100 world sports federations. It attracts hundreds of lobbyists working for cities bidding to host the Olympics. Previous hosts include Berlin, Denver and Beijing and the event will visit Dubai next year.
- The weak pound is attracting an increasing number of leisure visitors to the UK, but the positive figures are expected to be eclipsed by the effects of the recession, according to VisitBritain. Holiday visits to the UK are up 4% since the start of 2009 as a result of a favourable exchange rate for foreign travellers. However, in its 2008/2009 performance review VisitBritain estimates that the number of trips to Britain could fall by as much as 5% in the current calendar year.
- Boris Johnson was joined by Kelly Brook to launch the Mayor of London's Skyride. The event, on 20 September, was expected to be the biggest mass participation cycling event ever held in the capital. London's Skyride gave tens of thousands of cyclists the chance to enjoy traffic-free city centre roads for the day, encouraging riders of all ages and abilities to get on their bikes with friends and family. The route for the free event took riders past landmarks such as Buckingham Palace, Trafalgar Square and The Tower of London and featured St James Park and the river views of The Embankment.
- An Olympic campsite has been set up so sports fans on a tight budget will be able to sleep in a tent during the 2012 Games. Pitching a tent on the site will cost £6 a night for adults and £3 for children. Families will pay a maximum of £17.50. The site at Debden House in Loughton, Essex, is a 20-minute coach journey from the Olympic stadium. Bookable online, it has room for up to 1,000 campers. Newham council is urging people to choose the "greener accommodation". Families, backpackers and business people will all be catered for and the council says there will be conference facilities, food and wi-fi for Games updates.
- The Economic and Social Research Council (ERSC) is offering fifteen travel and conference bursaries for UK-based early career researchers with an interest in sport tourism, Olympic tourism or sporting events to attend one of three international events during 2010. The project is very much linked to the planning and preparation involved with the 2012 Games, and delivering a series of research legacies associated with the emerging tourism benefits that the Games can potentially

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deliver. For further details contact the project manager Richard Shipway on 01202 965 692 or by email at [rshipway@bournemouth.ac.uk](mailto:rshipway@bournemouth.ac.uk)

- The announcement in July that England had won the right to stage the 2015 Rugby World Cup was the latest development in what is being dubbed by spectators as the UK's "golden decade of sport". The event stands to bring in an estimated £2.1 billion to the British economy, according to an independent Deloitte report and, of course, the hospitality industry, especially hotels, stands to take a slice of the pie. James Berresford, chief executive of VisitEngland, said the announcement was a great boost for our "sports mad nation". "Events are a big driver for tourism in England," he said. "With the 2012 London Olympic and Paralympic Games looming, followed by the 2015 Rugby World Cup and our hopes for a successful 2018 FIFA World Cup bid, England will be placed firmly on the sporting world stage for many years to come. The future is looking very bright indeed."

## Other Major Sports Projects

- Brazil will become the first South American country to host the Olympics after the city of Rio de Janeiro was chosen to stage the 2016 Games. Rio won a majority of the 95 votes at the meeting in Copenhagen, eliminating Madrid in the final round. Tokyo and Chicago had already been knocked out. Rio plans to stage all the competitions in seven competition centres in four Olympic regions - Barra, Copacabana, Deodoro, and Maracana - with football matches held in the cities of Belo Horizonte, Brasilia, Salvador and Sao Paulo. Its bid is divided into a \$2.8bn (£1.92bn) budget for operating costs, and \$14.4bn (£9.90bn) for construction and security.
- A network of community sports hubs will be created across Scotland as part of a £25.5m legacy fund from the 2014 Commonwealth Games in Glasgow. The fund will also deliver improvements to coaching and sports facilities and provide better support for athletes. The legacy plan aims to create a healthier Scotland through the government's new physical activity programme, Active Nation.
- Organisers of Singapore's Formula One Grand Prix enlisted top international music stars including Beyonce Knowles, No Doubt, Black Eyed Peas, Travis, Simple Minds, ZZ Top and Chaka Khan to ensure the race was a major attraction in its second year. The stars performed at a three-day festival – called F1 Rocks Singapore – running alongside the Grand Prix, designed to boost ticket sales during the economic downturn.

- London has been named as the host of a World Cup big air event, featuring top British and international skiers and snowboarders. The event will return to Battersea Power Station on 31st October after more than 10,000 fans flocked to the venue last year to see the industrial site transformed with a 32m high ski jump, packed with 500 tons of snow. Big air is not an Olympic sport but all riders can score crucial World Cup ratings points which will improve their chances of qualifying for the Winter Olympics, which are being held in Vancouver, Canada, in February 2010.
- Sales of corporate hospitality packages for the 2010 World Cup soccer tournament are surpassing all expectations - especially those costing companies up to \$1.5m. To date more packages have been sold than those purchased in the corresponding period leading up to the 2006 tournament in Germany. About 90% of the sales so far have been to South African companies and groups, but foreign sales are increasing as more countries qualify for the tournament, reports Match Hospitality, the company handling the sales on Fifa's behalf.
- Rio 2016's accommodation project has received a further boost from the city's hotel industry. The Windsor hotel chain has pledged to make 1,830 additional rooms available, in five different projects, for the 2016 Olympic and Paralympic Games. The new addition to the Rio 2016 accommodation plan will come from two new hotels, with 500 and 450 rooms, to be built in Barra da Tijuca, the zone with the largest number of sports venues in the project.
- Creating a 'Wembley for women' is one of Nottingham Forest's key aims for the new stadium they are planning if England is chosen to stage the 2018 World Cup and Nottingham is selected as one of the 12 host cities. The 45,000 capacity stadium would be built in Gamston, a mile from Forest's current City Ground and where the club have already proved successful in staging FA Women's Cup finals.
- As England booked their place in next summer's World Cup finals in South Africa, a scramble for tickets and hotel rooms has begun that could make the subsequent emotional rollercoaster on the pitch feel like a breeze in comparison. Despite concerns over the availability of accommodation and tickets, the vast distances between host cities and warnings over security, nothing is likely to dampen the euphoric determination of England's travelling fans to watch their team in South Africa. However, with many logistical challenges ahead, careful planning will be required. With a year to go, 42,907 match tickets have already been sold to UK addresses even before England's qualification was assured.

## Sponsor Activity

- InterContinental Hotel Group (IHG) has appointed sports marketing agency Fast Track to manage its sponsorship of the London 2012 Olympics. The brand is looking to primarily back the Games through its Holiday Inn chain, amid a £600m global rebranding programme. IHG was signed by LOCOG as a tier three partner in June. Holiday Inn will provide staff for the Olympic Village in east London in 2012, as well as meeting facilities for LOCOG in the build-up to the Games.
- Lloyds TSB National School Sport Week 2010 (28 June – 2 July 2010) aims to use the power of the London 2012 Olympic and Paralympic Games to inspire more young people to take part in and understand the value of sport. In 2009 more than 10,000 schools and 3 million children took part in Lloyds TSB National School Sport Week. Schools organised their own Opening and Closing Ceremonies, torch relays, inter and intra school competitions and encouraged pupils to make Sports Pledges to take part in more sport and to try something new.

## Collateral Projects

- Mayor of London Boris Johnson and New York Mayor Michael R. Bloomberg have announced a two-year tourism agreement. Their cities will provide each other with outdoor advertising space and NYC & Company and Visit London – their respective tourism arms, will share best practices as a way to maximise travel between the two destinations and will assist each other with at least one publicity event in each city.
- Surinder Arora, the hotelier who owns a stake in Wentworth golf club, has secured a £125m joint venture with Whitbread to build four airport hotels. The deal with Premier Inn — Whitbread's budget hotel brand — will create 1,570 rooms. The agreement is conditional on planning permission, but Whitbread and Arora hope the new sites will open on a phased basis from the autumn of 2011.

## Current Supplier Listings – CompeteFor Registrations

As at 1<sup>st</sup> October there are 166 West Midlands companies and other organisations (an increase of 6 since our last report), covering various areas of the Tourism and Leisure sector, listed and fully published (ie 'Business Ready') on the CompeteFor system. The total number of Business Ready suppliers and other organisations on the CompeteFor system is 2,492 (an increase of 123 since our last report).

If you are experiencing any difficulties in achieving full publication on CompeteFor please contact Business Link on 0845 600 2012.

## Contracts and Tenders

### ODA tenders issued during September:

Publication Date	Title	Client
30/09/2009	Venue requirement for Buyer Engagement Team networking evening – Autumn 2, 2009	ODA
15/09/2009	Independent Cost Verification Service for Olympic Park Visitor Attraction	ODA
09/09/2009	Venue Requirement for ODA Safety, Health and Environment (SHE) Awards 2010	ODA

### LOCOG tenders issued during September:

Publication Date	Title	Client
17/09/2009	Project Management : Cultural Olympiad project	LOCOG

### 2012-specific tenders plus a selection of collateral project requirements, issued by other parties during September:

CompeteFor also carries sector-applicable opportunities for many non-2012 projects. It is recommended that suppliers register on CompeteFor to receive details of all opportunities.

Publication Date	Title	Client
09/09/2009	Arcola Theatre - Feasibility Study - Project Manager	Arcola Theatre Production Company

### Contracts awarded during September:

Title	Client	Date	Winner
Catering requirement for London Open House Event	ODA	21/09/2009	Mosimanns
Transport requirement for London Open House Event	ODA	21/09/2009	Guideissue Limited T/A Bakers Coaches
Relocation Services	LOCOG	16/09/2009	Sterling Relocation
Venue requirement for Buyer Engagement Team networking evening – Autumn 2009	ODA	10/09/2009	Glaziers Hall
Travel Demand Management – Marketing and Communications Developer	ODA	09/09/2009	Fishburn Hedges

### Recruitment

#### ODA recruitment advertising during September:

None

#### LOCOG recruitment advertising during September:

29/09/2009	Ticketing and Travel Executive
29/09/2009	Ticketing and Travel Manager
11/09/2009	Venue Licensing and Crowd Safety Manager
08/09/2009	Manager Volunteer Recruitment
05/09/2009	UK Sport Talent Information Research Tender

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## Conclusions:

The news that Rio de Janeiro has been awarded the hosting rights for the 2016 Olympics is tremendous, for the city of Rio, for Brazil, and for the IOC. It marks the first time that the South American continent has hosted the Games. Rio's 2016 win (coupled with their existing plans to host the 2014 World Cup and the 2011 Military World Games), is also excellent news for West Midlands businesses, providing the opportunity to build on success with the London 2012 project and to help create a real 2012 business legacy. UKTI are currently organizing a number of seminars and visits to Brazil, covering opportunities with the 2014 World Cup and now the 2016 Olympics (see the 'Forthcoming Events' section above).

Don't miss out on the forthcoming series of 2012 Business Opportunity workshops – the next events will be held on 13<sup>th</sup> and 14<sup>th</sup> October (see the 'Forthcoming Events' section above). If you want to know what opportunities are available 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](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)

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