



Business Link

The London 2012 Olympic and Paralympic Games

Factsheet

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Introduction

The London 2012 Olympic and Paralympic Games represents one of the biggest commercial opportunities of recent times. Over £6bn worth of contracts will be issued covering 75,000 projects.

This information pack provides an outline of how the commercial aspects of the games are being organised and how businesses of all sizes, can seek to secure the commercial opportunities.

It is critical that businesses start their preparation at the earliest possible date. Contracts are already being issued and will only be offered to those businesses, or groups of businesses that meet specific criteria. This information pack explains:

- How to register your business and your interest in commercial opportunities
- The key qualities and processes your business needs to have
- The business support that is available to help you register, bid and implement 'olympic' contracts

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Main business support

- Business Link: 0845 600 9966
www.businesslinksw.co.uk
- London Organising Committee for Olympic Games:
www.london2012.com/business
- CompeteFor: www.competefor.com

Other useful websites

- ACAS: www.acas.org.uk
- British Standards Institution (BSI):
www.bsi-global.com
- Carbon Trust: www.thecarbontrust.co.uk
- Department for Business, Enterprise and Regulatory Reform (BERR):
www.berr.gov.uk/employment
- Environment Agency:
www.environment-agency.gov.uk
- Envirowise: www.envirowise.gov.uk
- Envision: www.swenvision.org.uk
- Equality Direct: www.equalitydirect.org.uk
- Equality and Human Rights Commission:
www.equalityhumanrights.com
- Health & Safety Executive: www.hse.gov.uk
- NetRegs: www.netregs.gov.uk
- South West Regional Development Agency (SWRDA): www.southwestrda.org.uk
- Standards Information Service (SIS):
www.standardsinformationservice.com
- Supplier Route to Government: www.supply2.gov.uk
- Sustainable Development Commission:
www.sd-commission.org.uk

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For additional support and guidance contact Business Link

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How are the London 2012 Games being organised?

The Olympic Delivery Authority (ODA) and the London Organising Committee of the Olympic Games and Paralympic Games Ltd (LOCOG) are coordinating activities. Delivering the London 2012 Games will require the procurement of goods, works and services from an enormous range of firms.

London 2012 expects to have around 7,000 direct contracts which, together with its 2nd and 3rd tier suppliers, will form supply chains of around 75,000 opportunities. The opportunities will be in sectors ranging from construction, engineering and manufacturing to creative, merchandising and retail.

London 2012 will directly buy and manage a comparatively small number of agreements with tier one suppliers or contractors. Most of the opportunities for small and medium-sized enterprises (SMEs) are likely to come from further down the supply chains.

How do businesses win these contracts?

There is a three-stage process to successfully bidding for contracts:

Stage 1: register your business profile and ensure you meet the minimum requirements – your profile will then be 'published'

Stage 2: identify the contract or sub-contract opportunities and get the tender information

Stage 3: submit a successful tender

The ODA and LOCOG have set up the London 2012 Business Network specifically to help businesses

in this process. Your starting point should be to visit www.london2012.com/business, where you will find information on:

- Information – supplier guides, notification of future opportunities and project requirements
- Events – local events to help people understand the processes involved with working with the London 2012 Games
- CompeteFor – an online 'dating agency' to help match supplier companies with contract or tender opportunities

To bid for contracts or to be considered for sub-contracts, businesses **MUST** be registered and published on CompeteFor.

Once registered with CompeteFor, businesses will automatically receive news of future tender opportunities from tier two suppliers or below.

You also need to register on CompeteFor to view current London 2012 tender opportunities

How can I keep the process quick and simple?

The process isn't difficult but it is designed to ensure that all businesses delivering contracts have high standards of commercial practice. It will help if you prepare fully and, wherever possible, utilise the information, help and advice available to you.

What information and help is available?

In the South West the **Business Link** service is the primary source of free information and advice.

This will include:

For additional support and guidance contact **Business Link**

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- Free information pack and on-line support via www.businesslinksw.co.uk
- Local enquiry specialists who will be able to provide guidance on registration and getting published
- Dedicated business advisers who will work with individual businesses, or groups of businesses, to help secure 'publication'
- Expert advice and help with bidding and then delivering contracts
- Links to local experts and specialist service providers to support this process

Business Link's objective is to ensure local businesses are able to bid, win and deliver Olympic contracts. This is likely to involve significant development and change within many businesses. Our advisers will conduct a review of your business to help in this process and link you to ongoing support. The Business Link service is free. Call 0845 600 9966 or visit www.businesslinksw.co.uk

The competefor.com website provides extensive help to businesses registering on-line. In addition, there is a dedicated helpline available on: 0845 2177804.

How do I start this process?

You must register your business profile on CompeteFor. From this point you need to achieve 'publication', which effectively acknowledges that you have met all the basic selection and quality criteria specified by the ODA.

The registration process is straightforward. It is essential that you have all the necessary information. There are also a number of policy and process issues that are key to achieving publication of your profile.

It is essential that you have:

- A Health & Safety Policy
- An Environmental Policy
- A Quality Management Statement

It will also help to have an Equal Opportunities Policy and a Sustainable Development Policy. These will not block your publication, but you may well be asked for them if you bid for work. At this stage, a mere 'yes' or 'no' answer will suffice, but if you bid, you may well be asked to provide documentary evidence, so it's important that you have these in place.

If you do not have relevant policies or statements then Business Link can help. Call 0845 600 9966 or visit www.businesslinksw.co.uk

What if I don't have a Health and Safety Policy?

You need to write one, or get one written for you and then implement it. Encouraging good health and safety practice is essential for your business. This means not just doing the minimum to abide by the law, but also managing the policy in a way which is most beneficial to your type of business, your employees, your clients and the local community.

The Health & Safety at Work Act 1974 requires that if you employ 5 or more, you are obliged to have a written statement on Health & Safety.

The ODA will not offer main contracts, or allow sub-contracts to businesses without a policy.

Action Points

- *Contact Business Link and obtain information and advice on Health and Safety policies or get linked to an approved supplier of H&S services*

For additional support and guidance contact Business Link

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- Visit www.businesslinksw.co.uk and view online templates and support
- Write a Health & Safety Policy for your business, sign it, date it and publish it
- Carry out and record the findings of appropriate risk assessments
- Make sure all your employees understand the policy and have a copy
- Review the policy regularly and whenever there are changes to your business, e.g. premises move, new equipment, etc.

What if I don't have an Environmental policy?

You need to write one, or get it written for you and then implement it. An Environmental Policy is a written statement outlining an organisation's mission in relation to managing the environmental effects and aspects of its operations.

An Environmental Policy is not, at present, a legal requirement, but again, Olympic contracts may not be offered to businesses that have not demonstrated this commitment to sustainable environmental practices.

Action Points

- Contact Business Link to obtain information and advice on Environmental Policies and activities or speak to our environmental advisers
- Be linked to an approved supplier of environmental services
- Visit www.businesslinksw.co.uk and view online templates and support
- Write an Environmental Policy
- Create an action plan which shows how the policy will be implemented in the business
- Make sure all employees understand it and

have a copy

- Monitor your efforts and review your policy regularly
- Promote your 'green' credentials

Writing an Environmental Policy is undertaken on a voluntary basis in the UK and the structure and content are, therefore, not regulated specifically by UK legislation. For organisations intending to obtain certification to ISO 14001 or registration under EMAS, refer to the guidance notes to help you prepare an appropriate Environmental Policy.

Further information on environmental issues and legislation can be obtained by visiting websites such as Envirowise, Envision, Environment Agency and NetRegs that are listed at the front of this document.

What if I don't have a Quality Management Statement?

You need to write one, or get it written for you and then implement it. Quality Assurance is about ensuring that the organisation has the proper management systems in place to ensure consistent delivery of the goods and services asked for in the contract.

The front end for this is a Quality Policy that sets out and drives the processes to ensure customer satisfaction. Following on from this is the Quality Management System (the QMS) itself. Many organisations have systems that are accredited to ISO 9001 and these organisations are often preferred by buyers.

A good starting point for small businesses is the Small Business Standard published by the Chartered Quality Institute and is available free of charge as a download on www.thecqi.org

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Action Points

- Contact Business Link and obtain information and advice on quality practices and policies
- Be linked to an approved supplier of quality management services
- Visit www.businesslinksw.co.uk and view online templates and support
- Write a Quality Policy for the business
- List the systems and procedures that you have in place in your business which are key to your customer delivery
- Describe all your operating processes and the checks and balances in place at each stage to ensure quality (flow diagrams are useful)
- Use a feedback loop to ensure continuous improvement

- Write and Equal Opportunities or Diversity Policy and integrate it in your business
- Create an action plan which shows how the policy will be implemented in your business
- Make sure all employees have a copy of the policy and understand it
- Collect evidence to show how the policy works in practice, e.g. recruitment adverts, application forms, training records, employee handbook

You can find out how to set up an Equality Policy and an action plan to back it up on the ACAS website: www.acas.org.uk

Visit the new Equality and Human Rights Commission website: www.equalityhumanrights.com

What if I don't have an Equal Opportunities Policy?

You need to write one, or get it written for you and then implement it. Public sector organisations (including the Olympics organisations and their contractors) are required to promote racial equality and eliminate discrimination through the way they carry out their business.

You will often be asked to provide evidence of how your organisation addresses this issue. If you can't demonstrate your commitment to non-discrimination, contracts may not be issued to you.

Action Points

- Contact Business Link and obtain information and advice on Equal Opportunities Policies or get linked to an approved supplier of employment law or equal opportunities services
- Visit www.businesslinksw.co.uk and view online templates and support

What if I don't have a Sustainable Development Policy?

You need to write one, or get it written for you and then implement it.

Sustainability means being able to continue indefinitely by minimising environmental and social impacts and ensuring financial stability.

Taking action to develop your business more sustainably can help you reduce your costs, control risk, improve your reputation and create business opportunities.

As well as helping the environment and society at large, becoming more sustainable directly benefits the financial performance of your business.

But while on-off improvements are worthwhile, you should use a strategic approach to make the most of your opportunities. For example, you

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might drive long-term change by establishing key objectives and implementing a management system and policy to help you achieve them.

A useful starting point is to obtain a copy of the British Standard BS 8900 – Sustainable Development, which provides a framework.

Action Points

- *Contact Business Link and obtain information and advice on sustainability practices and policies*
- *Be linked to an approved provider of sustainability management services*
- *Visit www.businesslinksw.co.uk and view online templates and support*
- *Assess the environmental, social and economic impact of your operations*
- *Identify the stakeholders in the business (shareholders, employees, suppliers, customers, etc.) and understand what's important to them*
- *Write a Sustainability Policy (after you have carried out the above)*
- *Ensure all stakeholders have a copy and understand it*
- *Keep abreast of new developments (it's an important but new topic)*

What help is available when I get 'published'?

The Business Links service is designed to help you just as much after you are 'published' as before you are.

Our information and advisory teams will:

- Help you identify new Olympic or public sector contract opportunities
- Provide information and guidance on preparing

your bid

- Help your develop your business to deliver any bids you win
- Help you continue to grow and secure additional public and private sector contract opportunities

To find out more about the help available please contact 0845 600 9966 or visit www.businesslinksw.co.uk

What about other contract opportunities?

Supply2.gov.uk is a government-backed service and a first port of call, designed specifically to give companies easy access to lower-value contract opportunities (typically worth under £100,000) offered by the public sector. It opens up the market to all types of businesses including small businesses, start-up companies and social enterprises.

Businesses that are looking for lower-value contract opportunities within the public sector can register free and choose to:

- Search for specific contract opportunities
- Receive a daily e-alert matching their chosen offering
- Publish a supplier profile to promote their company
- Access guidance on public sector procurement

Buyers that are looking to publicise their lower-value contract opportunities can also register free and choose to:

- Submit and publicise their contract opportunities
- Search for suppliers
- Access posted contract opportunities
- Access guidance on public sector procurement

For more information visit www.supply2.gov.uk

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Starting, running or growing a business – this is our service...

STARTING

- A free enquiry service that will find the answers to all your questions
- A free 60-page comprehensive guide to planning and starting a business
- An extensive website with guides and online tools to help evaluate your idea and your business skills
- 'Awareness' workshops: free, local events that introduce you to self-employment, test your idea, highlight legal issues and make sure you have your finances and business plan properly prepared
- Workshops to help you manage critical tasks, including Planning, Sales and Finance
- Specialist advisory support for ambitious businesses providing a one-to-one review of your business performance and a development plan that links you to additional services and expertise

RUNNING

- Helpline: business enquiry specialists able to answer your questions and link you to the best local and national support
- E-information: regular 'e-alerts' that focus on legislation, business topics, events and new services keep you fully briefed
- Website: the most comprehensive range of free business information, downloadable fact sheets and interactive business tools available
- Information is available on any business issue including:
 - dealing with 'red tape': legislation & regulations
 - finding and keeping customers

- training and skills development
- employing and managing people
- operating more efficiently

GROWING

- Firstly we'll understand your business and your plans. An adviser will spend time with you reviewing objectives and clarifying key activities
- We'll identify the advice and support that will work best for you, and then agree a plan for how it can best be introduced
- We'll then link you to this advice or support and make sure it works for you. Expertise includes:
 - strategy development and growth planning
 - increasing turnover/improving customer service
 - research and product or service development
 - corporate finance and capital investment
 - improving productivity and quality
 - diversification and identifying new markets
 - leadership and people development
- At all times you will have an online development manager providing relevant information and details of new services and support

ONLINE BUSINESS REVIEW

Our new service, which takes a matter of minutes to complete, will provide you with a tailored report containing an analysis of your current performance, a list of priority actions and direct links to relevant local information, events and advice. To start, go to: www.businesslinksw.co.uk and click on '*review your plans and performance*'.

Telephone: 0845 600 9966

E-mail: enquiry@businesslinksw.co.uk

Web: www.businesslinksw.co.uk