

London 2012 Games sector briefing

interiors and lifestyles

December 2009

Advantage West Midlands

London 2012 Games

Interiors and Lifestyles Sector

Business Briefing - December 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

2012 Business Update

Forthcoming Events and Announcements

- The next free Business Link 2012 Business Opportunity workshops will be held on the 15th and 26th January 2010. These invaluable events provide you with up to date information about business opportunities arising from London 2012, and how you can access and tender for them. For details see below:
 - 15th January – Black Country – Contact Chris Bate at events@blackcountrychamber.co.uk (Tel: 0845 872 4256)
 - 26th January - Shropshire – Contact Chris Jones at c.jones@shropshire-chamber.co.uk (Tel: 01952 208 200)
- 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.
- 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

- Birmingham Council cabinet members have reportedly agreed to contribute £250,000 to the national World Cup marketing campaign for the English bid, but only if Birmingham's request to be a host city is accepted by the footballing authorities. The Birmingham Post reports that research by the FA, commissioned from accountants PricewaterhouseCoopers indicates that the Birmingham economy would benefit by £150 million if World Cup group matches were played in the city. This figure would be set against the £15 million fee payable to FIFA as a World Cup host city.
- UKTI is organising a West Midlands outward mission to Brazil from 27-02-10 to 05-03-10. Participating companies will be able to meet potential customers and explore the potential marketplace in Brazil arising from the country's development and major

projects which include the 2014 World Cup and 2016 Olympics. For further information please contact Alastair McTavish at alastairm@shropshireinternational.co.uk.

- New Delhi staging the 2010 Commonwealth Games will help India strengthen its trade links with other countries, including Britain, it was claimed during a reception in Birmingham to greet the Queen's Baton Relay. Birmingham City Council Leader Mike Whitby said the city was committed to fostering trade with India at an event attended by officials of the Commonwealth Business Club India (CBCI) and Federation of Indian Chambers of Commerce and Industry (FICCI).
- A festival of sport is aimed at using the Olympics and Paralympics to inspire children in Coventry to do more sport. The festival is a three year scheme aimed at giving children aged 11 and 12 in year seven of secondary school chance to try out Olympic and Paralympic sport in a series of five day events. The scheme, funded by NHS Coventry and run by the Coventry and Warwickshire Partnership for the 2012 Games, aims to reach 15,000 children. The sports planned include basketball, handball, volleyball, wheelchair basketball and dance.

London 2012 News

- The contractor to design the temporary Water Polo venue for the London 2012 Games has been appointed. David Morley Architects won the contract through the ODA's Design Services Framework. They will develop a design solution that maximises the use of hired and reusable components. Construction on the Water Polo arena will start in spring 2011 and completed by spring 2012 ready for Test Events. After the Games the venue will be removed so that the riverside area to the north of the Aquatics Centre can be developed by the Olympic Park Legacy Company.
- Gerry Walsh, LOCOG's Procurement Director, has set out the eight priority areas where LOCOG will be purchasing goods and services in the run-up to London 2012. The eight sectors are: Artists & Performances / Events, Security, Services, Soft Facilities Management, Sports Equipment, Technology, Transport/Logistics, Venues/Hard Facilities Management.
- National tourism agency VisitBritain, Visit London, the European Tour Operators Association (ETOA) and UK Inbound have joined forces to promote the message that London and Britain have a large supply of accommodation across all price ranges and a strong cultural offer. VisitBritain and Visit London have already set up

the Fair Pricing and Practice Charter to encourage competitive pricing during the Games and the two groups will also work with the other agencies to promote the industry's offerings as much as possible.

- Ticket sales for the 2012 London Olympics and Paralympics are expected to generate around £400 million, London organising committee chief executive Paul Deighton has said. "We will be very focused over the next 12 months on getting our ticketing strategy right, priced well enough to meet our revenue targets with lots of opportunity to make them affordable and accessible for people who don't have the deepest of pockets," Deighton said. Around nine million tickets for the Olympics and Paralympics will go on sale in 2011.

Other Major Sports Projects

- Glasgow 2014 Commonwealth Games procurement activity has risen sharply during November with a large number of contract opportunities being published on the Commonwealth Games Business Portal. These opportunities are not currently published on CompeteFor, so potential suppliers will need to register separately on the 2014 system. [Click here](#) to view the current opportunities and to find the registration system for Glasgow 2014.
- The Vancouver 2010 Official Souvenir Program, has gone on sale across Canada. Designed as a keepsake for Canadians and visiting spectators, the program — in both English and French editions — contains a compelling mix of stories and features capturing the unique spirit of the Vancouver 2010 Olympic and Paralympic Winter Games, the athletes and memorable moments from past Games. The 148-page program, priced at \$17.85 Cdn. plus taxes, also includes a comprehensive guide to Games venues, schedules, sports, and maps.
- Golfer Greg Norman's companies are no exception to the global downturn, with construction of several of his planned golf courses being postponed earlier in the year. But the two-time British Open champion says he has seen a recent upturn in fortune and with two courses set to break ground in Brazil next year, he is perfectly placed to profit from golf's inclusion in the 2016 Rio Olympics. "I have a couple of projects down there and, fortunately for me, one of the developers that we are [working] with is very much involved with the Olympic movement" he said. "There will be a scramble. Whether it's [Jack] Nicklaus, Ernie Els or [Nick] Faldo, everybody would like that to be that golf course – that is for sure. But for now we just have to sit back and see what happens."

- There is something of a gold rush going on in South Africa as football fans, investors and collectors race to get the limited edition Fifa 2010 World Cup coin set. And with just 199 days left to the kick off, the stampede for the coins is expected to increase. Two sets have been produced by the SA Mint, which is selling them only through the South African Gold Coin Exchange and the country-wide Scoin shops.
- The official mascots for the Singapore 2010 Youth Olympic Games have been unveiled. “Lyo” is a lion club and embodies the values of Excellence and Friendship while “Merly”, a merlion, personifies the values of Excellence and Respect. Lyo and Merly will be appearing at many Singapore 2010 events in the coming months to promote the Games. Lyo and Merly plush toys and other Singapore 2010 merchandise are now available for purchase. The first Singapore 2010 Official Olympic Store opened on November 22.
- Fans have a chance to design the Olympic helmet of World Champion Lindsey Vonn. NBCOlympics.com invites fans to join in the Countdown to Vancouver 2010 and participate in the "Design Lindsey's Helmet" contest, beginning November 23. To enter the contest, can log on to www.NBCOlympics.com/lindseys-helmet/ and enter original artwork by December 21.
- With only around 200 days to the 2010 Soccer World Cup, international millionaires and billionaires are paying cash to secure luxury accommodation in Cape Town. For those who have splashed out R11.2-million (£900K) for the soccer showcase's top package - which entitles the holder to watch all major matches from a private suite - cost is not a factor. Almost 600-million (£48 million) rands' worth of packages have been sold.
- Employees of Montreal-based Bombardier have designed and produced the 12,000 torches that will be used in the epic cross-Canada Olympic Flame journey that embarked on October 30, 2009. The torch design came from a team of over 50 engineers, industrial designers and other specialists from Bombardier Aerospace and Bombardier Transportation, working in collaboration with Vancouver 2010 organisers to create a defining symbol of the Vancouver 2010 Olympic Winter Games.
- Signature Life Hotel Group is spending more than R1 billion building 17 new hotels in southern Africa that will all be ready before the 2010 World Cup. These hotels will increase the group's rooms to 4,100 by September next year. Ten of the new hotels will be in Durban and the rest will be in Cape Town, Johannesburg, Mozambique and Madagascar. A third of the rooms have been contracted to Match, the company

that handles accommodation for the 2010 World Cup, and the rest will be contracted to tour operators.

- International hotel chains reportedly proclaim enthusiasm about investing in Brazil, citing the large domestic market and the new spotlight on the country thanks to the 2014 World Cup and 2016 Olympic Games. On the ground, with the notable exception of France's Accor, they have not made great inroads. Developers are currently focusing on Brazil's huge home building programme, which recently got a shot in the arm from the government. However, the sector has shown little willingness to focus on hotels, limiting the number that will be built. The challenge is not only to build new properties, but to update much of the existing infrastructure, which is reportedly very frayed.
- The Olympic Village for the Vancouver 2010 Winter Games has been officially handed over to the organisers for its final preparations, an event that coincided with the 100-day countdown to the opening ceremony. During the Games in February and March, 2010, the Village will accommodate nearly 3,000 competitors and officials. After the Games, the Village will become a residential community.

Sponsor Activity

- Sales of toy replicas of the London bus which was used in the Beijing Olympics closing ceremony have helped buoy manufacturer Hornby's financial results. The bus, which retails at £30, is the first product in Hornby's upcoming Olympics marketing blitz, which will feature the release in February of die-cast Corgi toy London taxis decorated in the liveries of different Olympic sports. That will be followed by the launch of a Scalextric model velodrome, and a model train version of the Hitachi Javelin train that will run between the Olympic village in east London and St Pancras in central London.
- Polo Ralph Lauren has released details of the uniforms it has designed for the United States team to wear at the opening and closing ceremonies of the 2010 Winter Olympics, which begin in Vancouver. The company dressed the American athletes for Beijing Olympics last year and has signed on with the United States Olympic Committee (USOC) through 2012 in London to provide ceremonial clothes as well as recreational looks.

Collateral Projects

- Manu Choudhary, associate director, finance, at Lloyds TSB, gave his view of the prospects for the UK hotel sector at an event hosted by Caterer and Hotelkeeper. In his view the hotel sector will be supported by the UK's upcoming "golden decade" of sport, with the hosting of the 2012 Olympics, 2014 Commonwealth Games, 2015 Rugby Union World Cup and 2019 Cricket World Cup. For the wider hospitality industry, Lloyds expects the sector to outperform the broader economy in 2010-12. Most of the growth is expected to be in 2011-12. In terms of merger and acquisitions in the sector, people are still looking for deals and distressed assets, although right now the price may not be particularly distressed.
- Architects have reportedly expressed outrage after it emerged that Boris Johnson, the mayor of London, had bypassed the official public procurement process to find a designer for his £20m tower on the Olympic park. The Greater London Authority has not yet published a tender notice in the Official Journal. Instead, it has approached 30 practices directly. These include Marks Barfield, Carlo Ratti and Foreign Office Architects. It is understood that Johnson considered a public competition, but instead set up an advisory panel to select a shortlist. The panel includes Julia Peyton Jones and Hans Ulrich Olbrist, who worked for the Serpentine Gallery, as well as Sir Nicholas Serota, director of the Tate, and Sir Stuart Lipton, the former chair of Cabi.
- Sportswear brand Under Armour and global marketing agency IMG Worldwide have announced an exclusive partnership highlighted by the development of a new athletic training platform designed to establish a global measurement standard for improved sports performance, health and fitness called 'Combine360'. Combine360 measures and records sport-specific ability and mental aptitude, nutritional level, ability to communicate and a variety of other performance disciplines, enabling athletes of all abilities from across the world to compare their scores. As part of this new venture, beginning in early 2010, Under Armour and IMG Performance will host over 100 combines at regional sites across the country.
- The London Thames Gateway Development Corporation's (LTGDC) ambition to locate a world class sustainability research institute in east London has moved a step closer with the appointment of a design team. The £8.5m research centre will be based at LTGDC's London Sustainable Industries Park (London SIP) at Dagenham Dock. Over 50 teams originally bid for the commission and after shortlisting, the team comprising Edward Cullinan Architects, Ramboll UK (Structural

Engineer), Hoare Lea (Services and Sustainability) and Whitelaw Turkington (Landscape and Ecology) has been selected.

Current Supplier Listings – CompeteFor Registrations

As at 1st December there are 676 West Midlands companies and other organisations (an increase of 36 since our last report), covering various areas of the Interiors and Lifestyles 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 7,788 (an increase of 586 since our last report).

Contracts and Tenders

ODA tenders issued during November:

Publication Date	Title	Client
24/11/2009	Arts Project Consultant	ODA
02/11/2009	OJEU - Integrated TDM Marketing and Communications Campaign Delivery Procurement	ODA

LOCOG tenders issued during November:

Publication Date	Title	Client
30/11/2009	Archery Targets Package	LOCOG
20/11/2009	Gymnastics Equipment & Trampolines	LOCOG

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

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
26/11/2009	Supplier of Light Fittings	Electrical Installations Services Limited
20/11/2009	LOT 5 - Metal Gallery Panel	BAM Nuttall Ltd
16/11/2009	Painting and Decorations	Sir Robert McAlpine Ltd
16/11/2009	Statutory Signage	Sir Robert McAlpine Ltd

Contracts awarded during November:

Title	Client	Award Announced	Winner
C10090 Greenway (Street Furniture)	VolkerFitzpatrick	27/11/2009	P. Woulfe
C10090 Greenway (Signs)	VolkerFitzpatrick	27/11/2009	John Anthony Signs Limited
C10090 Greenway (Street Lighting)	VolkerFitzpatrick	27/11/2009	Volkerhighways Ltd
Structures, Bridges and Highways - Supply and Installation of Architectural Parapets	Balfour Beatty Group Limited	19/11/2009	Littlehampton Welding

Office Furniture	Balfour Beatty Group	19/11/2009	Dale Office Interiors
LIFTS SUPPLY & INSTALLATION - OLYMPIC HANDBALL ARENA	Buckingham Group Contracting Limited	11/11/2009	KONE plc
Lot 2 - Steel Bridge Parapets	BAM Nuttall Ltd	10/11/2009	Varley & Gulliver
Wetlands - Steel Bridge Parapets	BAM Nuttall Ltd	10/11/2009	Varley & Gulliver
Landscape and Public Realm Public Arts Consultant – South Park Headhouses	ODA	09/11/2009	Contemporary Art Society
Modular Accommodation Framework	ODA	09/11/2009	McAvoy Group, WACO Modular UK, The ES Group and Balfour Beatty Civil and Construction Plant Services
Contract notice: Water Polo pools and training pools	ODA	09/11/2009	A&T Europe S.p.A
Office Plants requirement – Churchill Place offices	ODA	06/11/2009	Personnel Hygiene Services Ltd., trading as PHS Group plc
ODA Office Supplies	ODA	06/11/2009	Commercial Ltd
Temporary Venues and Facilities - Basketball Arena Structure and Envelope	ODA	06/11/2009	Barr Ltd
Accessible Pool Platforms	ODA	05/11/2009	3 Winners: Iain McKinnon Access Consultants / Core PD / Greaves Best Design
License for Online Retailer	LOCOG	02/11/2009	eCommera UK Ltd

Updated Forecast Requirements - ODA

Contract title	Category	Procurement Start Date
Stadium Legacy Transformation Designer	Works	Q3 - 2009
Lightweight Medium Span Structure - Fabric and Tented	Works	Q2 - 2009
Lightweight Structure and Enclosure to Water Polo	Works	Q2 - 2009
Temporary Accommodation	Works	Q2 - 2009

Forecast Requirements - LOCOG

Gerry Walsh, LOCOG's Procurement Director, has set out the eight priority areas where LOCOG will be purchasing goods and services in the run-up to London 2012. The eight sectors are: Artists & Performances / Events, Security, Services, Soft Facilities Management, Sports Equipment, Technology, Transport/Logistics, Venues/Hard Facilities Management.

Recruitment

ODA recruitment advertising during November:

None

LOCOG recruitment advertising during November:

26/11/2009	Brand Approvals Executive
26/11/2009	Brand Executive
23/11/2009	Villages and Non-Competition Venues Group Lead

Conclusions:

November has seen some really exciting developments on the 2012 business front. The Business Summit early in the month gave Gerry Walsh, LOCOG's new Procurement Director, the opportunity to set out LOCOG's approach regarding their diverse programme of purchasing the goods and services which they need to host the Games, together with a detailed initial forecast of their requirements. The West Midlands also hosted Paul Deighton, the CEO of LOCOG at a packed 2012 Business Workshop in Malvern, as part of his whistle-stop tour of the region.

Don't miss out on the forthcoming series of 2012 Business Opportunity workshops – the next events will be held on 15th and 26th January 2010 (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

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

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