

Preparing for the London 2012 Games – What Businesses Need to Know

The London Olympic and Paralympic Games have the potential to offer London's micro and small business community great economic benefits and opportunities for growth. However, with the 2012 Games less than a year away, many small businesses are also starting to think about what impact the Games will have on them and how they might be affected during Games time.

With an extra 5.3 million visitors expected to visit London during the Games, considerable strain will be put on London's transport system, including roads. The security of people and businesses will also be of paramount concern, especially after the recent London riots. It is vital that businesses start preparing now so that they can meet these challenges without too great a detrimental effect on their day-to-day operations.

This short guide lists some of the things businesses may wish to consider when preparing for next year's Games – and also how businesses can seek to take advantage of some of the opportunities.

🚶 Transport

The main consideration for most businesses will be transport, and this falls into three main categories: getting staff/personnel to and from work, ensuring the delivery of goods and services around London, and finally, understanding the Olympic Route Network (ORN) and Paralympic Route Network (PRN).

London's transport network, including the Tube, buses, overground rail and roads, will be stretched to capacity during the Games. An independent report by Oxford Economics estimates that the number of visitors to London for the Games will include around 450,000 who stay in the capital and 5.5 million day visitors during the period, but some estimate even higher numbers than this. What is very

clear is that there will be a lot more people in London, putting pressure on an already well used transport and road network.

Things to Consider

- Are you in an affected area? All of London will see some impact, but some areas will be worse affected than others. Check www.london2012.com/get-involved/business-network/travel-advice-for-business/are-you-in-an-affected-area
- Do you have staff travelling through affected areas? Even if you do not think your business will be affected, it may affect the ability of staff to get to work on time.
- Are you normally visited by clients or customers who might find it difficult to travel to you?

Moving People

With all the extra visitors to London commuters will need to consider how their journey to work will be affected. Transport networks will be incredibly busy and congested, particularly at peak commuter and peak competition times, and consequently your staff may be de-layed on certain days.

Visit www.london2012.com/games to find out when events are happening in your area.

You may also find it useful to put together an Action Plan for the Games to work out alternative travel plans for staff.

OLYMPIC HOTSPOTS!

Is your business based near any of these? The main hotspots will be:

The West End / Westminster / Bank / The South Bank / from Waterloo to London Bridge Canary Wharf / Stratford and Canning Town Liverpool Street / King's Cross St. Pancras

TRAVEL PLANNING CHECKLIST

1. View the maps to see if your business will be affected;
2. Check the Olympic and Paralympic Games competition dates;
3. Decide to what extent you and your staff need to travel during the Games;
4. If journeys are essential, think about how you and your staff can investigate different routes, times of travel and types of transport;
5. Discuss with your staff, customers and suppliers how they could be affected;
6. Find out whether your deliveries and collections could be changed to avoid delays due to congestion;
7. Start preparing now by creating a plan to ensure your business runs smoothly during the Games;
8. Test any plans you put in place well in advance to make sure they work;
9. Talk to everyone who might be affected by your plan, e.g. customers, and get their feedback;
10. Make sure your plan has alternatives in case of short-notice changes to the network.



Visit: www.london2012.com/get-involved/business-network/travel-advice-for-business/tools-for-planning/ for advice and templates.

Moving Goods and Services

Your business may be reliant on either receiving or sending out goods and services on London's roads, within London and beyond. It is vital that you start preparing now and working with both suppliers and customers to mitigate the impact of the Games on your business.

Measures you might consider:

- Work with neighbouring businesses to use the same suppliers
- Service any equipment needing regular maintenance before the Games
- Postpone non-urgent deliveries until after the Games.

For more information about planning for Games-time deliveries, visit: www.london2012.com/get-involved/business-network/travel-advice-for-business/helping-your-business/deliveries-and-collections.php

The Olympic Route Network

One of the most important factors of transport planning during the Games will be the ORN and the PRN. These are the networks of roads linking all the competition and key non-competition venues for the Games, and are required under the terms of the Host City contract.

They will comprise measures including modified traffic signals and restricted

turns and temporary Games Lanes to ensure the flow of Games traffic.

Transport for London has been conducting an ongoing consultation about the changes to the roads. Visit www.tfl.gov.uk to find out more.

The final ORN and PRN will be announced in early 2012 after the consultation ends.

Security

With such a highly increased number of visitors to London, the security of the city will be of prime concern to the authorities. Security will certainly be higher in London during the Games, with a greater police presence expected.

Security alerts can cause disruption to travel and business continuity and it is important that businesses plan for this.

You can find out more about the Metropolitan Police in your borough at www.met.police.uk/local and schemes such as 'Neighbourhood Link' (free messaging service), which you may find useful to keep you informed about what is happening in your borough.

You can also make contact with your local Safer Neighbourhood Team – which are local police teams working with their local communities. To find out more, visit: www.met.police.uk/saferneighbourhoods

The National Counter Terrorism Security Office (NaCTSO) has produced a Vulnerability Self-Assessment Tool (VSAT) to help businesses plan for security risks; to find out more, visit: www.nactso.gov.uk/ManagingTheRisks/BusinessSecurity.aspx.

FURTHER INFORMATION FOR BUSINESSES

- Keep an eye on our website for information about our events and other useful 2012 information: www.fsb.org.uk/london
- Travel planning tools: www.london2012.com/get-involved/business-network/travel-advice-for-business/tools-for-planning/
- The ORN and PRN: www.london2012.com/olympic-route-network/home.html
- Sign up for free workshops for SMEs by registering your interest on: keeponrunning@london2012.com
- Procurement opportunities: www.competefor.com
- ORN and PRN consultation details: www.tfl.gov.uk/corporate/projectsandschemes/18196.aspx
- VSAT security planning: www.nactso.gov.uk/ManagingTheRisks/BusinessSecurity.aspx
- Local borough police: www.met.police.uk/local
- @FSBLondon on www.twitter.com – many official organisations have Twitter feeds to send out information. Consider signing up ahead of the Games to follow FSB London and others.

BRITISH BUSINESS CLUB

Businesses in the UK and around the world are gearing up to make the most of the business opportunities that the London 2012 Games offer.

There is now a new and easy way to track new opportunities, find out about related events, and form partnerships via The British Business Club "one-stop-shop", where up-to-date details of networking events, future business opportunities and potential partners will be posted. It is free to join, and members will enjoy a range of benefits.

For more information and to join, please visit: www.britishbusinessclub.org
Twitter: @britbizclub

PROCUREMENT

The Games should bring not just disruption but also opportunities for London's businesses, and the Games themselves offer a number of procurement contracts with the Olympic Delivery Authority (ODA) and the London Organising Committee of the Olympic and Paralympic Games (LOCOG).

CompeteFor is the business portal for contracts for both Games and is a free service that enables businesses to compete for contract opportunities for both the Games and other major public and private-sector buying organisations, such as Transport for London (TfL), Crossrail and the Metropolitan Police.

There are still a number of opportunities available, particularly in relation to the opening ceremonies in London, so it is not too late to find out how your business could benefit.

To find out more, visit: www.competefor.com to view the types of opportunities and find out how you can get business ready for procurement.

Federation of Small Businesses, Greater London Region contacts:

Hannah Holdroyd, Development Manager, hannah.holdroyd@fsb.org.uk
020 8840 3199

Matthew Jaffa, Senior Development Manager, matthew.jaffa@fsb.org.uk
07525 964838

Not a member?

If you are not a member of the FSB and would like to find out more about how to join and the benefits of membership, please visit the website, www.fsb.org.uk/info or call 0808 20 20 888.