

Glasgow 2014 – Delivering a Lasting Legacy

May 2008

Introduction

The FSB is Scotland's largest direct member business organisation, representing almost 20,000 members. The FSB campaigns for an economic and social environment which allows small business to prosper.

FSB Scotland welcomes the opportunity to contribute to the "*Glasgow 2014 – Delivering a Lasting Legacy*", consultation paper as we believe that the "*legacy*" of these games should include longer term benefits for the small business community.

Q Are the benefits you would like from the games covered in this paper?

A The FSB applauds the quality of the "legacy" document and does believe that it covers many of the areas where our members would have particular concerns.

In the field of procurement, we welcome recent improvements in the process, in terms of on-line application and believe that it is particularly important for small businesses to be given an opportunity to compete for contracts on a level playing field. We therefore welcome the inclusion of this issue within the document and will work to encourage small businesses to take part in the procurement process for "games" contracts. However the process must remain accessible to small businesses to ensure businesses across Scotland can benefit. It is also vital that the Business Gateway uses its skills and experience to help new and existing businesses develop skills in the field of bidding for public procurement contracts. These new skills will help businesses in the period after the games with a knowledge and understanding of the process.

The Scottish Government has placed a high degree of importance of improving the skills base of our nation. Clearly, there will be many people who will volunteer to help during the period of the games in a number of capacities. It is important that the training that these people receive, through a project similar to the "Personal Best" programme that has been developed for the London 2012 Olympic Games, should be acknowledged by a recognised qualification, teaching for example communications skills. This is something that small business says is lacking at present in the workforce in general. Many of the volunteers will come from deprived parts of Glasgow and will not have any formal qualifications. By allowing a nationally recognised qualification to be gained by volunteering during the games, a new and exciting range of options could open up to people who have previously had little chance of achieving educational success. This would be a significant achievement for many and would help their future employment prospects.

We support the inclusion of tourism in the legacy document, and also the ambition to achieve the 50% increase in tourism by 2015. Guidance on the needs and expectations of competitors and spectators should be collated and issued to help small businesses make the most appropriate improvements. Many small businesses in the vicinity of games and training venues will see a significant increase in trade in the periods before and during the games. The quality of our shops, restaurants, B&Bs and small hotels will be scrutinised closely, so it is important that these establishments start, in the period before the games, investing in their businesses which will add to the legacy value after the games. This investment could lead to extra spend by returning tourists later. Consideration should be given to whether small tourism businesses require any specific advice or guidance to help maximise these opportunities. We want to see a situation where visitors who come to Scotland, feel that it is somewhere that is welcoming and they would enjoy coming back to.

The transport section of the document could be more substantial. While we welcome the mention of transport and the importance of infrastructure to the games, we feel that it could be more specific. Clearly there will be some projects that will add to the legacy of the Games, such as the completion of the M74 / M8 link road and the Glasgow Airport rail link. The completion of this one project will give a major boost to Scotland's businesses. Communicating with businesses in the period before the games to inform them of major road works or re-surfacing works would be helpful and would minimise disruption. Any new methods of communication devised for this period if found to work, should be continued after the games to help the business community to grow and develop. The development of the public transport infrastructure will also be helpful to the business community, as fewer cars on the road for personal journeys will cut congestion and speed up business delivery times, as well as helping to promote Glasgow as an environmentally friendly city.

The small business sector would like to do more in the field of recycling, but many local authorities do not make it easy for them to do it. It is important that recycling is mentioned in the legacy document and it will be an opportunity for Scotland to show that it is serious about environmental concerns. The FSB would support moves to expand municipal recycling schemes, particularly in Glasgow, where there will clearly be a significant influx of tourists during the period of the games themselves. This expansion will lead to longer term benefits for the city as it will encourage local people to participate in recycling in the longer term.

In relation to Outcome 2, we strongly advise that a modern foreign languages and community languages strategy should be incorporated into planning for the event and for legacy planning. In the face of Scotland's poor performance against international benchmarks in its capacity to use second languages, such a strategy should address at least 4 of the intended outcomes. These are increasing the capacity of businesses to tender in the public sector, particularly tendering within the EU, increasing competitiveness in global major events, within tourism increasing the attractiveness of Scotland as a place to visit and finally within the education sector developing languages awareness as a part of the international education agenda. There is a growing body of evidence of the importance of foreign language skills for developing overseas trade and tourism (*James Forman Peck Tower of Babel study 2007, the ELAN study 2006, BCCI study 2004, Nuffield / CILT study 2000*) and it would be unwise to fail to include this key issue in planning for the event and for its legacy.

Q Is there anything else we should be doing?

A It is important that the government maintains channels of communication with representatives of business organisations during the period running up to the

games. There will be issues that arise where the small business view will need to be taken into account.

The “Business Club” concept has proved to be very successful in other countries, such as Australia, that have hosted major events and has enabled their business community to take full advantage of the eyes of the world being on them during a relatively short period of time. The FSB would be supportive of moves to create a “Business Club” that was sustainable over the longer term and which created opportunities at major sporting and cultural events held in Scotland for the business community to network and develop links which will benefit the Scottish economy. It is important that businesses of all sizes and across all sectors have an opportunity to be engaged and contribute to the concept.

Using the “Global Scot” network to promote events in Scotland to our potential markets overseas is also vitally important. There are a significant number of senior executives based across the world who have connections with Scotland and their assistance in drawing attention to Scotland as a potential place to do business can only help our economy. Opportunities for a country to showcase itself do not come along very regularly, and the 2014 Commonwealth Games is an opportunity for a modern and dynamic side of Scotland to be shown to the world. A positive image of Scotland is key to the legacy benefit.

There may also be opportunities to use the Commonwealth, both as an organisation and our informal links more generally to further the interests of Scottish business. There are many ex-patriot Scots living in Commonwealth countries, and through careful marketing it may be possible to create significant opportunities for Scottish businesses to develop their products in these markets.

Q How can we, individually or collectively, best achieve these aims?

A The FSB will promote links to the Commonwealth Games web site and would be willing to participate in discussions on establishing a Business Club.

Q Do you have any other comments to offer on what should feature in the final games benefits and legacy plan?

A The FSB believes that this is a fairly comprehensive document which encapsulates the hopes and aspirations of Scotland in delivering a lasting legacy from the Commonwealth Games.

For further information on any of the points raised in this submission, please contact Martyn McIntyre, Policy Officer, on: martyn.mcintyre@fsb.org.uk or 0141 221 0775.