



Olympics newsletter – October 2011

London will be an exciting place to be in 2012. As well as the Olympic and Paralympic Games themselves, the capital will also play host to the torch relay, cultural festival, live sites, National Olympics Houses and a wide programme of business hospitality events.

With a year to go until the Games in London, recent research from Deloitte showed that nearly half of the capital's businesses have begun to plan for next summer. But the other half have not.

London First is working closely with City Hall, Transport for London, the Olympic bodies and official sponsors, the Home Office and Metropolitan Police to ensure that the needs of business are taken into account in the delivery of the Games.

We are also providing a programme of Olympics briefings to help our members to maximise the opportunities presented by the Games, whilst also helping to minimise disruptions. This will include events with key stakeholders, complemented by a regular Olympics newsletter, in partnership with official Olympics sponsor BT. Key themes of this programme:

- Transport plans – affecting staff, deliveries and servicing
- Safety and security communications with business
- Technology – from BT
- London's 2012 'look and feel'
- Business hospitality opportunities
- Olympics regeneration legacy

"BT has been planning for the Games for a long time, looking at our own needs as a business as well as those of our customers and suppliers. BT is determined to be there for London's businesses, sharing our experience and knowledge to allow firms to minimise the risks and maximise the benefits of having the Olympic and Paralympic Games in our city next year. We see the Games as a catalyst for change, investment and sustainability. Investments made now to prepare for the Games can help deliver long-term benefits by enhancing efficiency, flexibility and improving employee productivity. Our investment to make Super-fast broadband accessible to over 2.6 million premises in London before the Games, as well as our Capital wi-fi programme to have 500,000 wi-fi hot spots across London, brings alive our vision of making London 2012 the most connected Games ever" .

**Duncan Ingram, Group
Director, BT London 2012**

The transport challenge

The Olympic Games represent the world's largest logistical challenge. With an expected 500,000 staying visitors and up to 5 million day visitors, not to mention 18,000 athletes and officials, London's public transport and road systems will be at full stretch.

Every business needs to think about how they will be affected, plan for staff and business travel, and think about disruption to deliveries and collections.

Official sponsor BT sets out [some key things to consider](#).

Recent rail and Tube capacity improvements and special Games-time services (including Javelin trains from St Pancras and Ebbfleet, extended timetables on Tube and other trains, additional bus services and special park and ride services) will help address demand on the transport network during the Games. But with 20 million additional trips forecast, travel disruption is expected over the six week period (27 July to 9 September 2012). Businesses' staff, visitors, customers, contractors and suppliers will all be affected.

Businesses are encouraged to plan now to reduce non-essential journeys, manage essential ones (by rescheduling or switching to less busy routes or modes) and to create, test and communicate their action plan.

Support available to businesses

- Large organisations in affected areas and with 200+ staff on one site can get free one-to-one support. Email keeponrunning@london2012.com
- Organisations with multiple sites across London are eligible to join regular sector-specific workshops, organised by Transport for London. Email keeponrunning@london2012.com
- [Free workshops](#) are available for businesses with less than 200 staff based in areas set to be the most impacted by the Games. These sessions will help SMEs to prepare for travel disruption and how to keep their businesses running.

Helpful links

- [Map of travel hotspots](#)
- [Transport planning](#) tools for staff and customer journeys
- [Making deliveries](#) – advice, including [downloadable postcode data regarding temporary road changes](#)
- [Receiving deliveries](#)
- [Olympic route network](#) map
- [Paralympic route network](#) map
- [Central London Zone](#)

TfL timetable for further information

Further information will be released by TfL in the coming months, to enable businesses to fine-tune their plans.

October

- Free advice on how to manage freight and deliveries
- Traffic commissioner guidance to key freight operators
- Monthly 2012 freight seminars for Freight operator recognition Scheme members

November

- Road network hotspot maps
- Overnight delivery code of practice launched
- Public transport hotspots

December/January

- Freight web toolkit
Bus service changes published

February

- TfL Freight Key Stakeholder Summit

Marketing and the business opportunity

London will be putting on its best clothes in summer 2012, with local councils and businesses invited to help dress parts of the city. With high value sponsorship deals and commercial interests at stake, there are of course strict [rules to protect the Olympic brand](#). Any organisation associating itself or its products with London 2012 will need to be aware of these rules.

London First is organising an October briefing with Daniel Ritterband, Director of 2012 Communications, within the Office of the Mayor of London, to discuss how business can join in the celebrations.

Similarly, many international businesses will be represented in London during the Games. The British Business Club will help UK businesses showcase their expertise and pursue trade partnerships with some of these potential clients.

Olympic safety and security communications

Business organisations have come together with the Home Office, Metropolitan Police and London First to discuss how to enhance safety and security communications between the public and private sectors during the Games. These must be in place ahead of time and will form a key part of the lasting legacy thereafter.

Further information on Games security can be found on the [Home Office website](#). Updates on these security arrangements will be provided as part of the London First Olympic business briefing series.

London First is working with its members to help businesses to minimise disruption and maximise the opportunity of London 2012. For more information please contact:

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Key Dates

19 May – 27 July
Olympic torch relay

27 July 2012
Olympic Games opening ceremony

12 August 2012
Olympic Games closing ceremony

29 August 2012
Paralympic Games opening ceremony

9 September 2012
Paralympic Games closing ceremony

“The Olympic and Paralympic Games provide the biggest spotlight that London could wish for. Our city will be an exciting place to be in 2012. Of course, there are challenges that will need to be overcome if we are to minimise the disruptions and maximise the benefits for London and London’s businesses. But planning now and looking at imaginative solutions will help.”

Baroness Jo Valentine
Chief Executive, London First

