



London 2012 Games  
readiness  
Preparing for the greatest  
show on Earth



Rick Cudworth  
15 November 2011

# Larger businesses are waking up to London 2012

...with less than a year to go



*Understanding the potential opportunities and impacts is an important first step. The impact of the Games on businesses across the UK will vary greatly – according to size, industry, location and competitive set.*



# However there is still much work to be done

...especially among the SME community

- More than three-quarters of small business owners in the UK believe the event will have no impact on demand for their goods and services.
- Even in London, 71% of business owners believe there will be no positive effect.
- More than half of small businesses in London expect no impact on business operations.


And yet...

- Visa's recent research into the economic impact of the Games predicts a £5.1 billion boost to UK economy.
- Consumer spending is expected to hit £750 million.



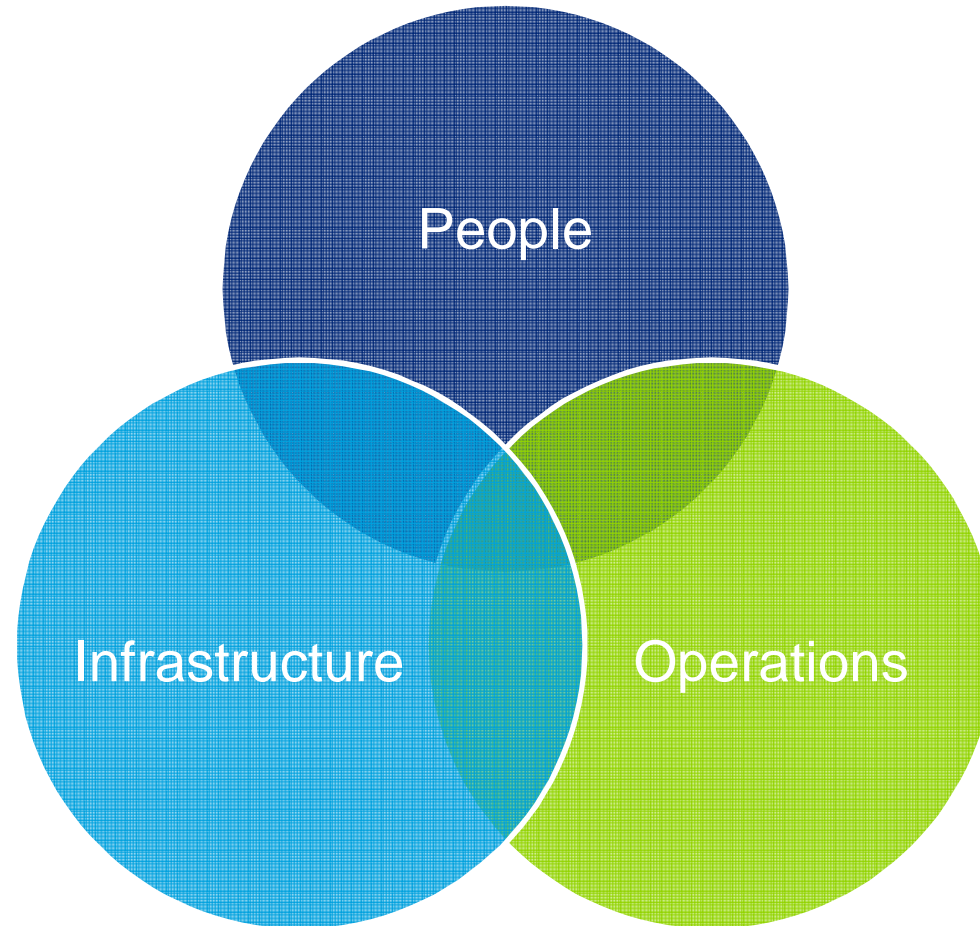
Official professional services provider to the Olympic and Paralympic Games

Entrepreneurship UK : 2011/12  
Is collaboration the key to success?



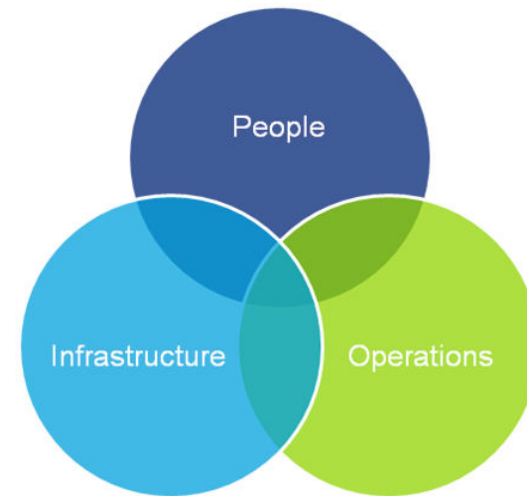
# Addressing the challenges

.....three aspects to consider



# Key issues to focus on

... assess the impact first and then plan and prepare



**The issues are inter-dependent, so you need to establish a working group**

# Learn the lessons from previous Games

...businesses always underestimate the impact

- **In Sydney:**
  - 27% took annual leave
  - 22% worked remotely
  - 18% travelled to/from work at different times
  - 15% changed the number of days worked
- **In London:**
  - There are 3.5 million journeys a day on the Underground
  - There will be 3 million additional journeys on the busiest day
  - TfL is asking business to reduce the normal summer load by
    - retiming, reducing, rerouting OR revising their mode of transport

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### London 2012 Olympic 'wake up call' for UK business

Firms face being left behind in race to benefit from Games

#### READY, STEADY, NO!

Research suggests UK companies are overlooking the risks and benefits associated with the 2012 London Olympics. **Bernardo Domingues** asks why

**THE BUSINESS OF 2012**

With just two years to go, **Graham Ruddick** discovers that most companies are unprepared for the Olympics

telegraph.co.uk/olympicbusiness

**B**ritain could miss out on the full economic benefits of hosting the 2012 Olympics because companies are not prepared for the Games and have mixed views about its potential impact. That is the conclusion to draw from a new **Deloitte** report which

restaurants is essential to their daily business. Thinking through the impacts that an Olympic-scale event could have on logistics, the supply of goods and the movement of staff is essential."

Deloitte's *Games Readiness* report found that even in London, 60pc of businesses expect only a minimal impact from the Games, despite the potential disruption to transport and

Olympics, while the Olympic Delivery Authority (ODA) is also preparing a package on travel that it will distribute to companies. A spokesman for the Department for Culture, Media and Sport said the Government was "working closely with existing business networks, such as the CBI and FSB, to ensure that British firms maximise the opportunities created

COUNTDOWN - 2012

DELOITTE: 60% LONDON FIRMS SAY GAMES WILL HAVE MINIMAL IMPACT

STRICTLY MONEY

# Maximising the opportunity

...engaging your people and your clients

Your people and your clients alike will be interested and engaged in the Games. Businesses can benefit from the 'feel good' factor.

## Opportunities:

- **Client hospitality:** Even if you don't have tickets to the Games, there are numerous events around the UK at which you and your clients can share in the experience.
- **Internal events:** At various points in the Games, there will be opportunities for teams and business units to share the magic – for example at Live Sites and in the office.
- **Facilitating and encouraging employee involvement:** Managing annual leave or facilitating flexible working to allow staff to either watch or volunteer at the Games.



The London 2012 Games is a unique opportunity to strengthen relationships with your people and clients in memorable and lasting ways.

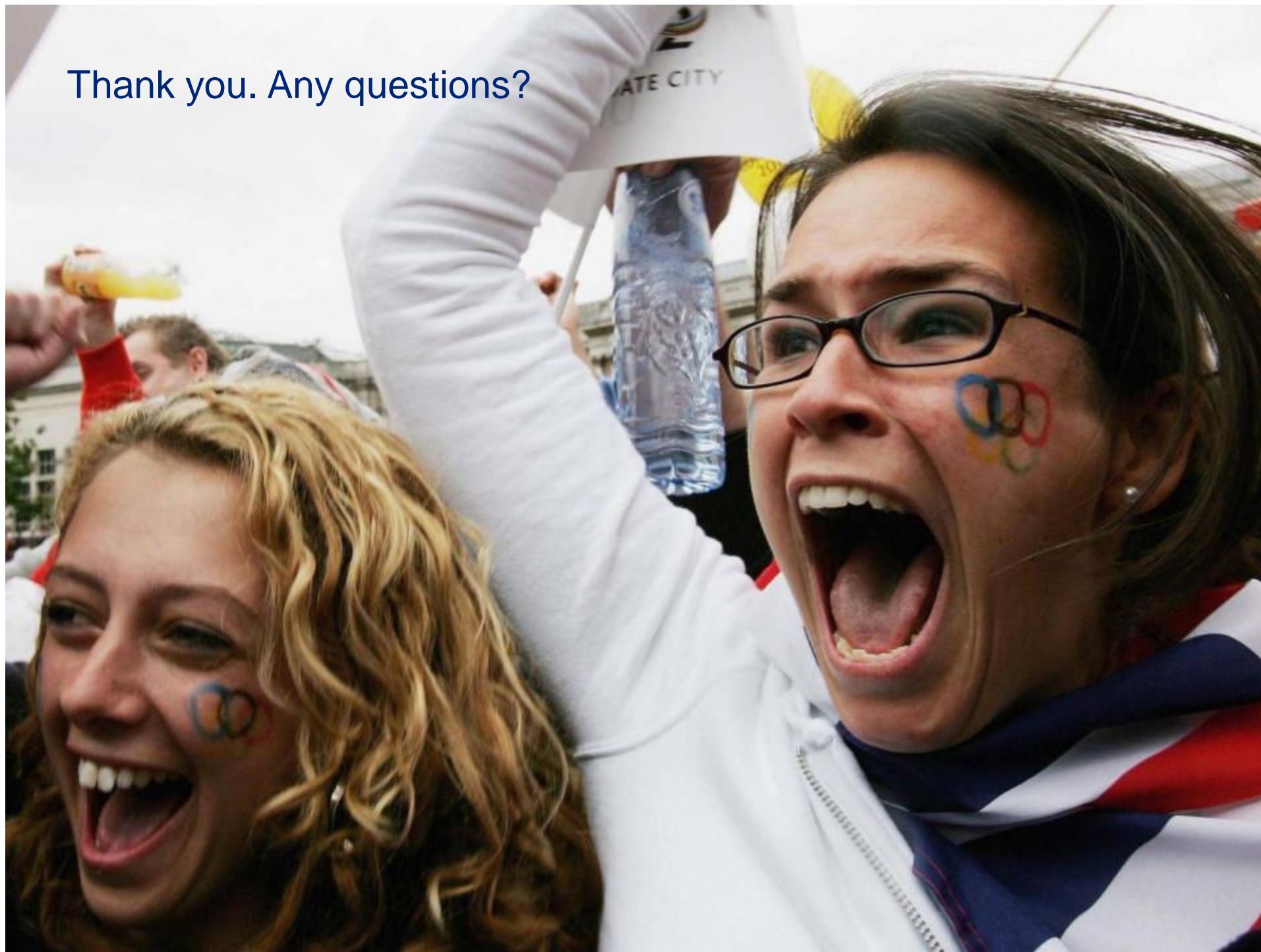
# Games readiness materials

...there is information out there to support planning





Thank you. Any questions?



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