

# Kent`s Businesses and The London 2012 Games

## *A Guide for Kent Businesses*

*Vancouver hosted the Winter Olympic Games in 2010. All businesses said they should have started their preparations earlier and 50% of businesses said they hadn't taken full advantage of the opportunities.*

## **Kent Businesses Should Plan Now for the London 2012 Games!**

### ***How Big are the Games?***

The London 2012 Olympic Games and Paralympic Games are known as the `greatest show on earth!` The Olympics is the equivalent to having Wimbledon, two cup finals and the G20 Summit on the same day, every day for two weeks. The Games will be watched by four billion people worldwide, will be covered by 40,000 journalists and broadcasters and will be the largest ever peace time security operation in the UK. In addition to the London 2012 Games, there will be many other events being held in London, such as the Notting Hill Carnival, the Queen's Jubilee, the GLA Festival and the London 2012 Festival. There will be big screens in four locations in London and many thousands of people will wish to travel to London to venues at the Olympic Park, Greenwich, ExCel, North Greenwich Arena in East London or simply to the Capital to soak up the atmosphere.

The Games will not only be a major celebration in the UK, but will provide Kent with unparalleled opportunities for profile raising nationally and internationally.

### ***What are the Key Dates?***

- Olympic Torch Relay in Kent – 17, 18, 19, 20 July 2012, including evening celebration events in Dover on 18 July and in Maidstone on 19 July 2012
- Olympic Games – 27 July to 10 August 2012
- Paralympic Games – 29 August to 9 September 2012
- Paralympic Road Cycling at Brands Hatch – 5, 6, 7, 8 September 2012, with road closures on the A20 and local roads on those dates and on 19 June and 3 and 4 September 2012



## Association with the Games

There are strict rules on what can not be done by businesses to associate themselves with the Games. These are necessary because the Games relies upon sponsors' funding and therefore `ambush marketing` will not be allowed under the London Olympic Games and Paralympic Games Act 2006 <http://www.legislation.gov.uk/ukpga/2006/12/contents>. There are certain restricted words and marks covered by the legislation, such as the Olympic rings and the words Olympics and Paralympics. A guide to these restrictions can be found at:

<http://www.london2012.com/about-us/our-brand/using-the-brand.php>.

<http://www.london2012.com/documents/brand-guidelines/guide-to-protected-games-marks.pdf>

However, there are ways that businesses can take advantage of the Games and some ideas are presented on the Visit Britain website at:

<http://www.london2012.com/documents/brand-guidelines/brand-protection-information-for-the-tourism-sector.pdf>

## Will Kent Businesses Benefit from the Games?

Much of the benefit of the London 2012 Games will occur in the years after the Games. For instance, the estimated £324 million windfall for Kent tourism will be derived through to 2016. However, Kent's businesses have already benefitted from the London 2012 Games in a number of ways:

- securing more than 140 first tier contracts worth an estimated £60 to £100 million, with many further companies winning sub-contracting opportunities
- 5,000 Kent businesses have registered with CompeteFor, giving access to London 2012 contracts and further procurement opportunities beyond the Games
- More than 1,000 Kent businesses have attended training and been `upskilled` in the process.
- Kent will be a beneficiary of the overall benefit of £5.1 billion to the UK economy.

The Olympic Torch Relay, the Paralympic Road Cycling and the hosting of national squads training in Kent Pre-Games Training Camps will result in huge international media coverage, resulting in an enormous boost for Kent business, tourism, trade and inward investment for years to come.

## What are the Challenges for Kent Businesses?

**Number of People** – The best estimates suggest that there could be an additional 200,000 to 250,000 people in Kent on each day of the Olympic Games. The arterial transport routes from the east of the County to the west could be very busy.

**Congestion** - Ebbsfleet International Station will be an official 'park and rail' site for the Games. It is likely that the road network in North West Kent will be very busy during the Olympics

**Car Parking** – Some spectators for the Games may park illegally in North West Kent and at other main stations

**Coach Pick-up points** – There will be coach services run by the Olympic Delivery Authority from pick-up points at Ashford International Station, Canterbury (Dover Road Park and Ride), Dover (Eastern Docks Coach Stop), Dover Railway Station, Folkestone Bus Station, Maidstone Bus Station, Margate Marine Terrace, and Tonbridge Railway Station. It is possible that there could be some disruption to regular traffic movements in these areas.

**Motorways** - The M25 will be extremely busy during the Olympics period, and potentially for the Paralympics also. The likelihood is that there will be significantly more caravans on the motorways than usual.

**Olympic Route Network** - Some roads in East London have been designated as the 'Olympic Route Network (ORN)' and could be taken out of operation (either partially or fully) at short notice, which could cause travelling difficulties in these areas. In Kent, the ORN is from Junction 2a of the A2 towards the Dartford Crossing and towards Bexley.

**Road Closures** - Parts of the A20, plus Scratchers Lane and Fawkham Road in West Kingsdown will be closed for the Paralympic Road Cycling on the dates given above.

The Olympic Torch Relay will visit Kent on 17 July 2012 and travel through the County on 18, 19 and 20 July. There will be two evening celebration events (Dover on 18 July and Maidstone on 19 July) in addition to a number of 'lunchtime stops and photo opportunities'. This could cause some local disruption to traffic, although in the main, rolling road closures will be operated by Kent Police, rather than fixed road closures. A list of 'towns en route' for the Torch relay will be posted on [www.kentsport.org](http://www.kentsport.org) as soon as it is known.

**Airspace Restrictions** - There will be some airspace restrictions, particularly in West Kent, although Kent International Airport, Manston and Lydd Airport may see increased traffic. For details of airspace restrictions, visit:

<http://www.caa.co.uk/application.aspx?catid=14&pagetype=65&appid=7&mode=detail&nid=1971>

## ***What Should Businesses Do?***

# **Kent Businesses Should Plan Now!**

- Read 'Games Time Ready Guide' from Lloyds Bank  
<http://www.lloydstsbusiness.com/london2012/index.html>
- Visit <http://www.london2012.com/get-involved/business-network/travel-advice-for-business/>
- [http://www.people1st.co.uk/webfiles/Preparing%20For%202012/Ahead\\_of\\_the\\_Games\\_FINAL\\_Sept\\_2011.pdf](http://www.people1st.co.uk/webfiles/Preparing%20For%202012/Ahead_of_the_Games_FINAL_Sept_2011.pdf)
- **Produce a plan to consider all contingencies, and share it with your staff, suppliers and customers**

## ***What Should the Plan Consider?***

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| <b>Travel Arrangements</b>              | <ul style="list-style-type: none"><li>- Re-schedule and avoid busy days</li><li>- flexible hours for staff and deliveries</li><li>- book travel early</li><li>- avoid the Olympic Route Network</li><li>- avoid congestion pressure points</li><li>- find alternative routes</li><li>- share deliveries with other businesses.</li></ul>                                 |
| <b>Supply Chain Partners</b>            | <ul style="list-style-type: none"><li>- Be aware of their problems and plan for possible delays.</li></ul>   |
| <b>Security</b>                         | <ul style="list-style-type: none"><li>- Ensure the security of premises, property, IT software, hardware and data. It is possible that crime rates could rise during the Games and cyber-terrorism is a real threat.</li></ul>   |
| <b>Accessing Supplies</b>               | <ul style="list-style-type: none"><li>- There may be a scarcity of coaches/buses, mobile catering, security staff and portable toilets, as the Games will place demands on these. Businesses requiring these services should consider joint and early procurement.</li></ul>   |
| <b>Absences</b>                         | <ul style="list-style-type: none"><li>- Significant numbers of staff will be tempted to take leave, whether or not agreed by management, to watch the Games or to act as volunteers at the Games. Although the Olympic Games are during the August period, if unofficial absences are added to approved leave, this could cause a business continuity problem.</li></ul> |
| <b>Celebrations/Embracing the Games</b> | <ul style="list-style-type: none"><li>- Businesses could benefit from the staff morale being raised through embracing and celebrating the Games.</li></ul>   |

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