

# **AFTER THE EVENT: Olympic Legacies – Olympic Opportunities**

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**Director of Olympic Opportunity**

**London Development Agency**

**Tuesday, 15<sup>th</sup> July, 2008**

# The London Development Agency

We are the Mayor's agency responsible for driving London's sustainable economic growth.

It's our job to ensure that London remains a global success story. To help us deliver this we work with partners from industry, the public and voluntary sectors. In addition to driving forward equality, health and sustainability our work is prioritised by four themes:

- Places and infrastructure
- Supporting People
- Encouraging Business
- Marketing London



## **Physical regeneration**

- Delivered the land for the Games
- Relocated business, residents and other uses
- Enabling works including remediation and powerlines
- Interim legacy client for physical regeneration

## **Economic and social benefits – working with partners**

- Promoting the Capital as the most diverse, welcoming city in the world, to encourage tourism and inward investment
- Getting London businesses 'fit to supply' the Games
- Realising job, training and volunteering opportunities
- Using the Games to develop Cultural and Sports legacy

## **Relationship with ODA and LOCOG**

**Olympic Legacy Work Programme**

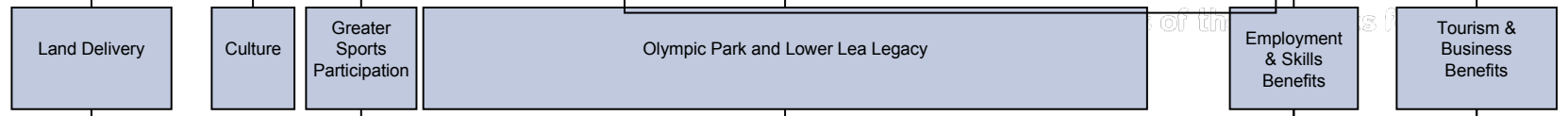


Places & Infrastructure			People			Enterprise			Marketing & Promotion			
1. Support delivery of London Plan	2. Improve the infrastructure for London's future growth & development	3. Deliver healthy, sustainable, high quality communities & environments	4. Tackle barriers to employment	5. Reduce disparities in the labour market	6. Address the impacts of concentration of disadvantage	7. Address the barriers to start-up, growth & competitiveness	8. Maintain London's position as a key enterprise & trading location	9. Improve the skills of the workforce	10. Maximise productivity & innovation potential of London's enterprises	11. Ensure a coherent approach to marketing & promoting London	12. Coordinate effective marketing & promotion across London	13. Maintain & develop London as a visitor destination

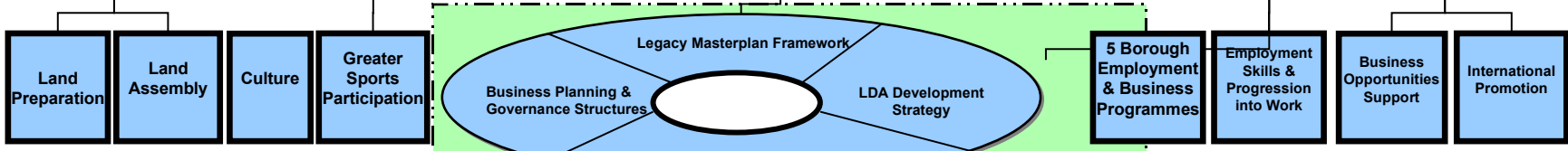
Olympic Board Objectives

Deliver Olympic Park and all venues on time, to specification, and providing for a sustainable legacy  
 Achieve sustained improvement in UK sport before, during and after the Games, in both elite performance and grassroots participation  
 Maximise economic, social, health and environmental benefits of the Games for the UK, particularly through regeneration and sustainable development in East London

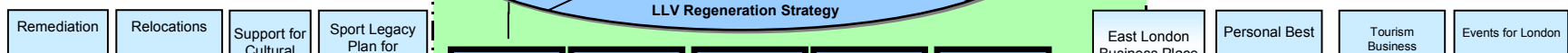
Level 0 Programme **Olympic Sub-Objectives**



Level 1 Sub-Programme



Level 2 Projects



**LEGEND**

LDA FUNDED / DELIVERED

LDA FUNDED / EXTERNALLY DELIVERED

EXTERNALLY FUNDED / DELIVERED

Local Legacy

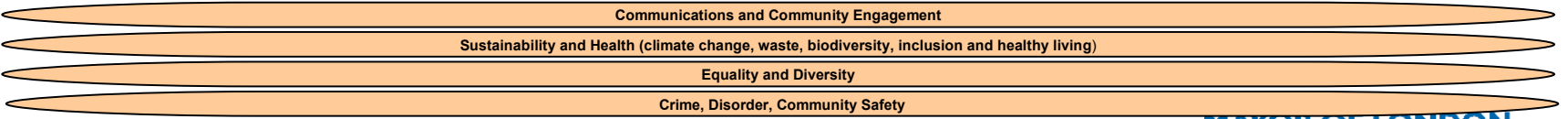
Legacy Venues	Olympic Park Development Platforms	Olympic Fringe Sites	Wider LLV Development and Connectivity	LLV Socio-economic Interventions
Stadium	Stadium Zone	Three Mills & Sugar House Lane	Three Mills	Social Infrastructure
Aquatics	Aquatics Zone	Stratford City	Silvertown Way	Workspace Study
Velopark	Bow Island	Stratford Town Centre	Thames Wharf	Economic Action Planning
Arena 3	Stratford High Street South	Stratford High Street	Carlsberg Tetley	Joblink Employability Programme
IBC / MPC	Clays Lane	Leyton	Parcellforce	LLV Growth Sector Training
Relocatables	Pudding Mill Lane	Hackney Wick & Fish Island	St Andrews	Community Hub Network (linked to CSP)
Eton Manor	Hackney Wick		Canning Town	
Park			Lea River Park	
Olympic Village			Connectivity Study	

East London Business Place	Personal Best	Tourism Business Support (Stratford)	Events for London
Local Job Brokerage	Pan-London Job Brokerage	CompeteFor	Building the Visitor Welcome
Local Construction Training	Pan-London Construction Training	Supply London	East London Tourism Development
	Games Related Sector Specific Training	London Business Network Leon Clarke	Emerging Markets
	Employer Accord	Business Link IDB	Promoting & Marketing London
			Inward Investment - Invest 2012

LDA Olympic Opportunities Fund Projects

Town Planning  
 Utilities  
 Structures, Bridges & Highways

Cross Cutting Themes



- LDA is a key partner in delivering the 2012 sustainability plan's health and inclusion aspirations. Businesses and communities need to be brought into the opportunities offered by 2012 and beyond if it is to be genuinely sustainable
- Deliver employment and skills benefits across London through co-operation between private and public sectors
- Target a reduction of 70,000 in worklessness across the capital: (20,000 in the 5 Host Boroughs)
- Focus on most disengaged, using the Games as a catalyst: improve workforce diversity
- Support London's SME / BAME businesses in developing their capability and accessing Olympic contract opportunities
- Deliver a better skilled and capable community, well positioned to benefit from job opportunities before, during and after the Games
- Develop and deliver an extensive community and business engagement programme
- Promote Tourism and Inward investment opportunities
- Optimise the opportunities for culture and sport

- 10-12,000 sustainable jobs in Olympic Park in legacy: part of up to 50,000 new jobs arising from redevelopment of Stratford City and wider Lower Lea
- Jobs created in the lead up to / during the Games include:
  - Average of 8000 construction jobs a year: peak of 18/20000 in 2010
  - 2,600 paid staff employed by LOCOG
  - Over 100,000 contracted staff employed by suppliers to LOCOG for the Olympic Games, and 25,000 for the Paralympics
  - 70,000 volunteering opportunities
  - 7,000 temporary jobs due to indirect benefits (e.g. tourism)
- Substantial number of Olympic contract and sub-contract opportunities

## **1. Employer leadership and engagement**

- The Employer Accord
- CompeteFor/London Business Network

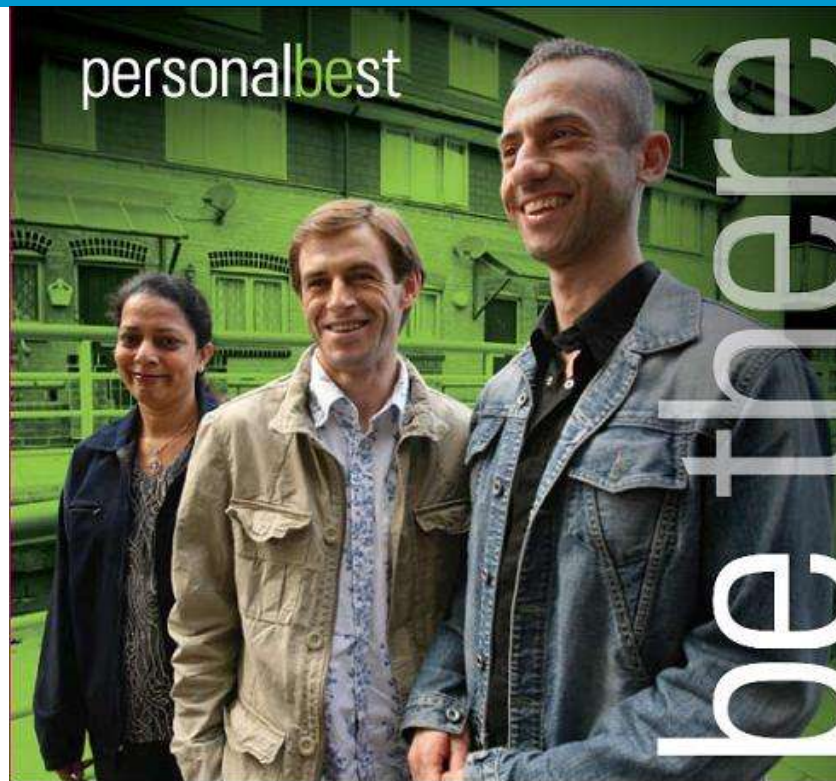
## **4. Improved employment and skills provision**

- Sector Training; initial focus on construction
- LDA Opportunities Fund
- Local Employment and Training Framework
- Personal Best

## **9. Effective outreach and engagement**

- Job brokerage and pre-employment training
- Pan-London job brokerage network
- City Strategy Pathfinders
- Working with 'big opportunity': Get set London Roadshow

# Personal Best



## Realise your potential today

Joining the Personal Best Programme is your opportunity to learn new skills, gain a qualification and get support looking for jobs.

If you successfully complete the programme you will get a guaranteed interview to become a London 2012 Volunteer.

Join up today and achieve your personal best.



MAYOR OF LONDON





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#### HELPDESK

To contact the CompeteFor helpdesk, call:  
**0845 2177804**

## Welcome To CompeteFor

### COMPETEFOR



CompeteFor is an electronic brokerage service created to give businesses unique access to procurement opportunities.

The London Organising Committee of the Olympic and Paralympic Games (LOCOG) and the Olympic Delivery Authority (ODA) have chosen CompeteFor as the channel through which they will publish and encourage their supply chains to publish, all contract tender opportunities arising from the London 2012 Olympic and Paralympic Games (The Games).

CompeteFor is therefore in a unique position to let businesses access opportunities in relation to the Games. It also provides development support and networking opportunities to make businesses more competitive in the market place.

### PILOT PHASE



CompeteFor is currently in a pilot phase which is available only to a selected audience. The system initially will not have supply chain opportunities registered but these will be available nationwide by winter 2007. In the meantime, registered members will be linked to the London 2012 e-tendering website to take advantage of direct ODA opportunities.

CompeteFor has been developed through the co-operation of the United Kingdom's national and regional development agencies.

CompeteFor is supported by



### REGISTER NOW



[Register here](#) to gain access to your regional CompeteFor website and upcoming London 2012 procurement opportunities. Complete your business profile to ensure that you are 'business ready' for London 2012 opportunities and take advantage of the business support services to improve your business's competitiveness. For guidance on how to use this website, registering and completing your business profile, please refer to the [CompeteFor Quick Start Guide](#). [Notice to users](#).

### REGISTERED USERS LOGIN

#### User Login

Your session has been timed out for security purposes. Please log back in to continue working.

\* Indicates required field.

Username \*

Password \*

- Olympic Park and venues - designing for legacy. 90% community use in legacy mode
- Sports skills - coaching, officiating, leading, managing - all through London Leisure Academy
- Young people - new after school clubs for those least likely to participate
- Sport participation - new clubs and new coaching opportunities
- Events - building community sport programmes around major events in London

- LOCOG led national four year programme – launch September 2008
- Three 'tiers' of activity – ceremonial, major national events, local activities
- Embedding culture in Games time venues AND legacy
- Opportunities to participate/engage all parts of the UK and all sectors of society
- Success factors: greater participation, enhanced capacity, a cultural legacy

# LDA Equalities Targets for Key Olympic projects

## Employer Accord

50% BAME, 50% Women 10% Disabled People

## 5 Host Borough Olympic

	BAME	Women	Disabled
Business Support	29%	15%	5%
Skills (construction)	50%	25%	10%
Skills (other)	50%	50%	10%
Employment Support	50%	50%	5%

## Personal Best

50% BAME, 50% Women 10% Disabled People

## Olympic Opportunities Fund

	BAME	Women	Disabled
Business Support	56%	54%	11%
Skills (other)	58%	55%	22%
Employment Support	65%	54%	27%

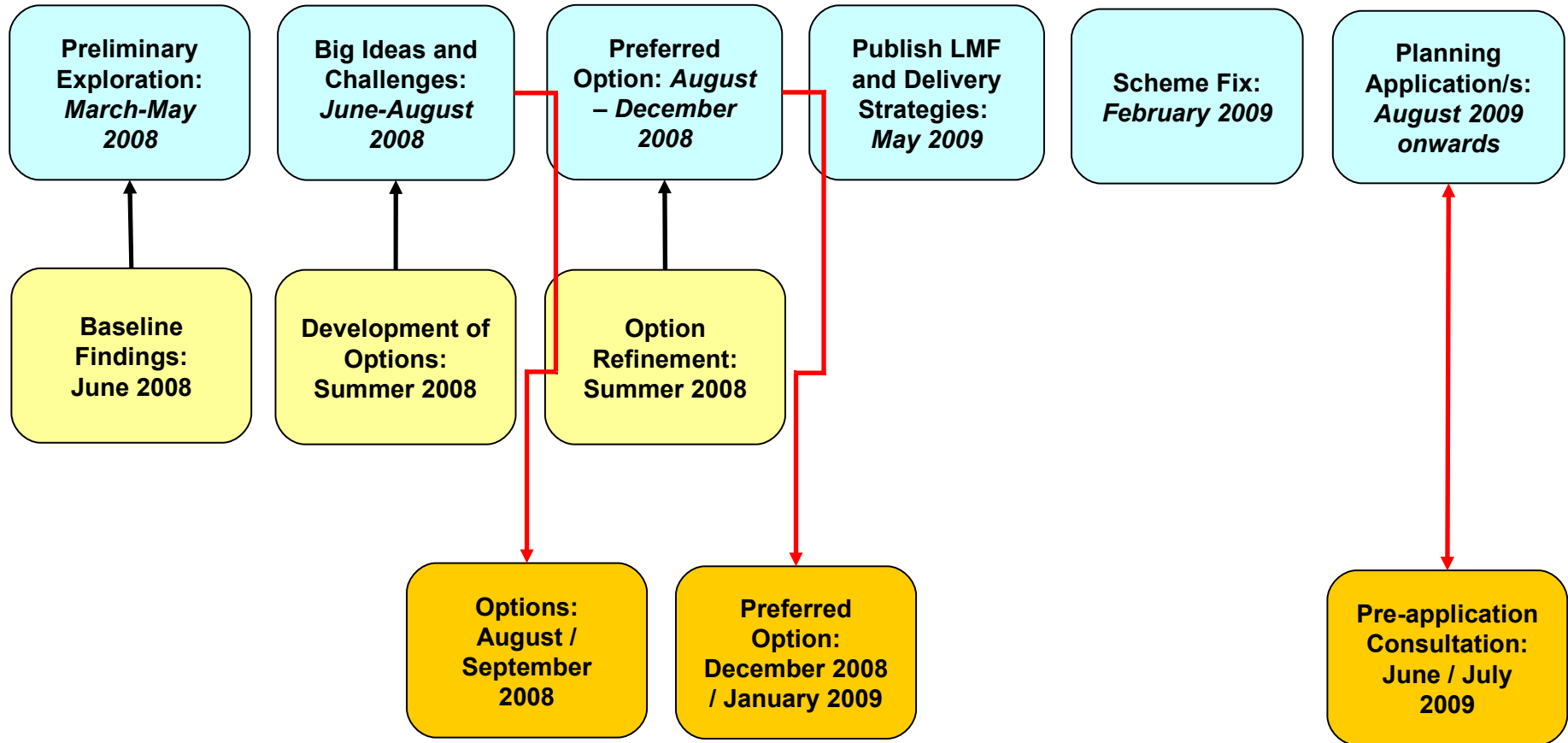
## Sports Programmes

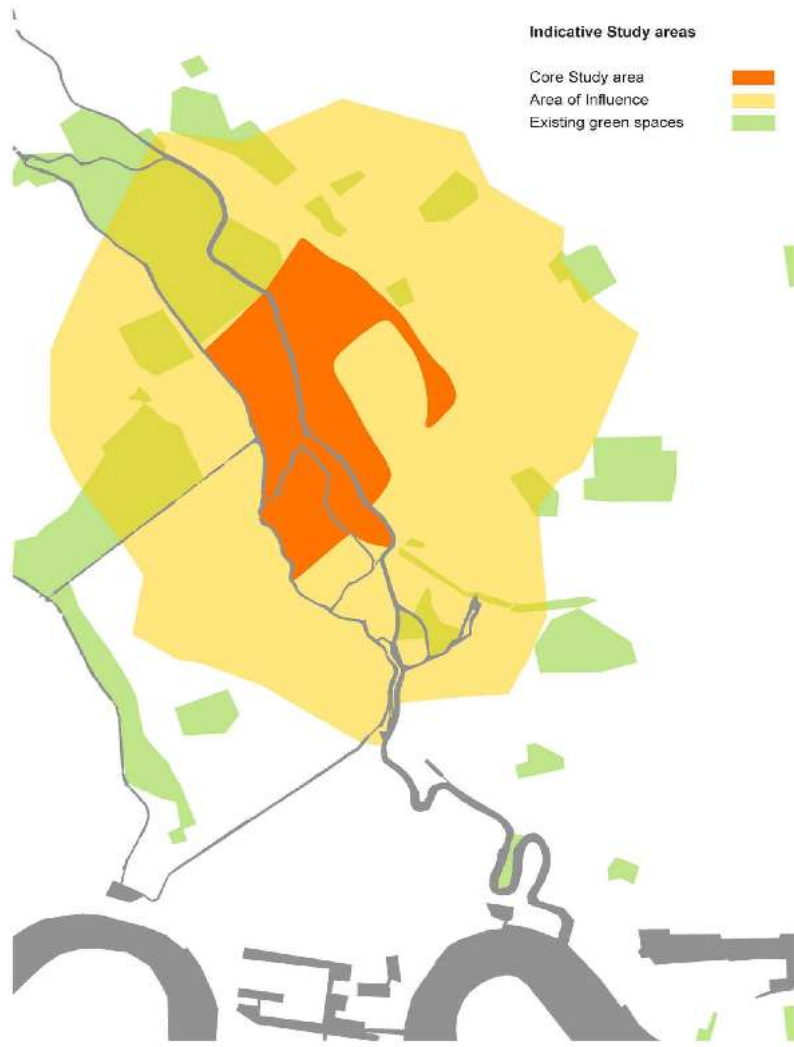
	BAME	Women	Disabled
Winter of Sport	40%,	50%,	10%
London Summer of Sport	50%,	50%,	10%
Diversity of Sports Technical Officials	75%,	50%,	15%
London Leisure Academy	40%,	50%,	10%

- Sustainability is our main integrative cross cutting work stream;
- Separately resourced with a full time team;
- Defined work programme across and within all the legacy directorate's programmes and projects;
- At the early stages of clearly specifying how legacy will need to deliver against a range of environmental, economic and social objectives
- Building on a solid platform of existing work, commitments and the real financial and physical parameters that exist on the project

- London Development Agency Olympic Legacy Directorate
- Legacy Masterplan Framework
- Development Strategy
- Business Planning
- Strategic Regeneration Framework
- Olympic Opportunities / Legacy Opportunities

# Programme and Consultation

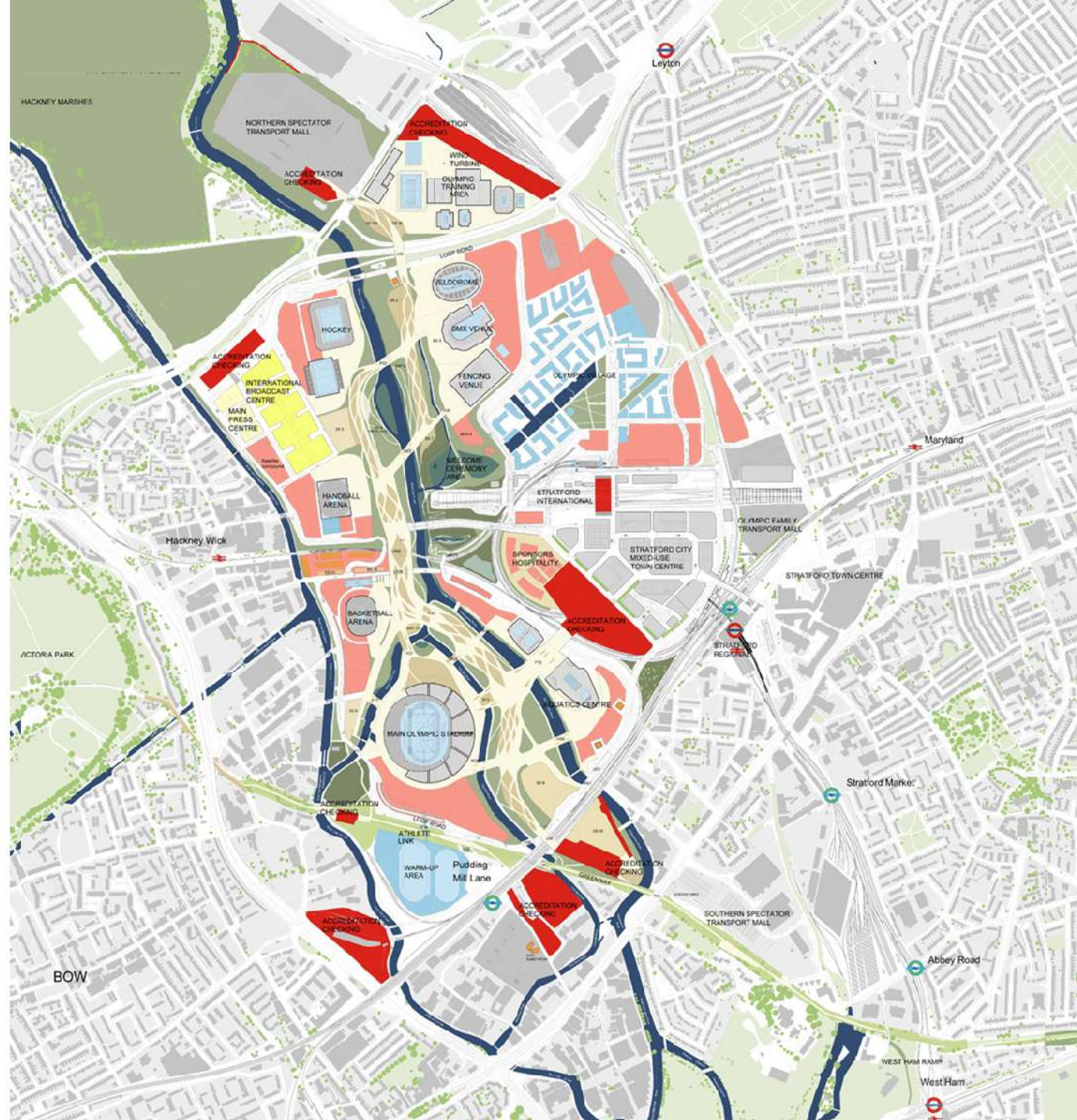




- Core Area
  - Olympic Park boundary
- Wider Area
  - Olympic Fringe masterplans
  - Strategic Regeneration Framework
  - Area of influence: social infrastructure, development scenarios, transport routes, urban design principles etc.



# Olympic and Paralympic Games 2012



- Engagement with:
  - Communities - creating opportunities; managing expectations
  - Delivery Partners and stakeholders: public and private sectors
- Co-ordination and integration of multiple programmes across multiple partners
- Integration of socio-economic legacy with physical legacy
- Understanding and meeting target group needs
- Delivering an affordable and imaginative legacy on the Park and integrating surrounding areas
- Ensuring sustainability is embedded – both physically and socio-economically