

# Winning Olympic Tenders with Corporate Social Responsibility



Olympic venue

"The 2012 Games represent a great opportunity for London's business community to access important and exciting contracts. The LDA understands some of the barriers that smaller companies experience in accessing contracts on big projects like the Games, and will help them "Get Fit for 2012", improving their chances of success in this and other projects. However, in order to maximise their chances of success, it is equally important for businesses to understand the CSR agenda and to respond to the emerging social imperatives of the Games project and other major procurement opportunities" (Tom Travers, Head of Olympic Opportunity at the London Development Agency).

Two of West London Business' (WLB) networks joined together in March to host an event to encourage over 100 local business delegates to start to think about tender opportunities for the London 2012 Olympics. Public sector bodies are now encouraging corporate social responsibility (CSR) and responsible business practices, as well as greater engagement with Small and Medium-sized Enterprises (SMEs) and Black, Asian and Minority Ethnic businesses (BAMEs).

Peter Desmond, WLB Board Member and Chair of the Corporate Responsibility Network, began the meeting by highlighting the mammoth task that is required in order to acquire the land, relocate existing businesses, and construct the venues. The vision of the 2012 Bid Team was inspirational: to run the best games ever and to deliver a lasting legacy, making Britain proud.

Tom Travers, Head of Olympic Opportunity at the London Development Agency (LDA) (www.lda.gov.uk) described progress since London won the Olympic bid last July. He emphasised that these were early days and the structures were still being established. The

Olympic Delivery Authority (ODA) will provide the 'stage' for the Games. Their main focus at the moment is on land acquisition. The ODA will be primarily financed by £2.4bn of public money. The London Organising Committee of the Olympic Games (LOCOG) will organise the 'performance' of the Games. This will be a privately owned company with a budget of £2bn to be raised through sponsorship and other initiatives.



Mark Goyder, Director of Tomorrow's Company (www.tomorrowcompany.com) provided an inspirational guide to current business thinking on CSR, entitled "Beyond CSR – Corporate Responsibility in Winning Companies". Tomorrow's Company's vision is to create a future for business which makes equal sense to staff, shareholders, and society. He emphasised that consumers are having a key influence on corporate behaviour and decision-making, citing the 'carbon footprint' as an example. CSR will be a feature of company strategy for the future. As Mark says "Yesterday's community issue can rapidly become today's customer issue and tomorrow's shareholder issue. You cannot be a leader without showing strong convictions beyond just making money".

Caroline Plane from Larch Consulting (www.larch.co.uk) provided some insights into "Making Sense of Tendering". "With the 2012 Olympics there is a significant opportunity to transform the economic landscape of the capital, but small firms could miss out unless they can learn to build their capability and capacity to become part of the Olympic supply chain".



- Major contracts will be awarded to large companies
- Opportunities will exist for smaller companies to win subcontracts and specialist tenders
- There are many tiers in a long public sector supply chain and smaller businesses will engage at lower tiers
- There will be minimum quality and sustainability requirements covering equality, health & safety, and environment

Tom Travers gave his second talk on "Realising the Business Benefits of Hosting the Olympic Games". The scale of the requirement for products and services to deliver the Games will be huge: the Olympic Park will cover an area slightly larger than Hyde Park; the Olympic Stadium will have 80,000 seats (169,000

seats in the 9 venues); 2 million cubic metres of soil will be moved; 6,000 workers will be on site.

Suppliers will be given structured programmes of support by the LDA in order to help them realise the business benefits of the games, from initiatives as "Get Fit for 2012", partnering, and specific "Meet the Buyers" events.

The ODA will procure contracts in line with EU legislation. Procurement principles have been drafted by the ODA to ensure that:

- Sustainability lies at the heart of the Games
- Facilities meet the highest standards of design quality
- Local people are given opportunities to benefit from new jobs and training
- The Games will bring lasting economic, social and environmental benefits
- Contractors will demonstrate policies for equality and diversity

So how does CSR and responsible business practice fit into the Olympic supply chain and tendering processes? The Greater London Authority has adopted an economic strategy entitled "Sustaining Success" which promotes employment, helps people participate in London's economy and supports businesses to be more competitive, with economic development being fair and sustainable. The ODA and LOCOG will put great emphasis on creating an Olympics legacy for communities after the Games. The wider adoption of responsible business practices amongst SMEs and BAMEs through frameworks such as Business in

the Community's (www.bitc.org.uk) and Small Business Journey toolkit (www.smallbusinessjourney.com) will be a significant contribution to this legacy.

Peter Desmond and Joyce Okwena Macfarlane, Chair of the HR Network, concluded the meeting by looking forward to future activities and services to WLB members. Future meetings of the HR Network will include helping managers become more aware of diversity best practice and making a case for a diverse workforce. The CR Network is now offering training and support programmes to help develop and implement CSR policies and practices.

- Relevant websites include:
- The Olympics website: www.london2012.com/business
  - London Business Support: www.londonbusinessopportunities.co.uk
  - London Development Agency: www.lda.gov.uk
  - Tendering for Government Contracts publication: www.sbs.gov.uk/sbsgov/action/laver?r:s=sl&topicId=7000000385
  - Office of Government Commerce: www.ogc.gov.uk
  - Business Link: www.businesslink.gov.uk

For further information about the WLB CR Network or the CSR services that WLB is developing contact Peter Desmond of Growth International on 020 8898 4333 or at peter@growthinternational.com, or visit www.growthinternational.com

