



Olympics opportunities for creative businesses

Tuesday 26 June 2007, 3.30-5.30

Lee Valley Athletics Centre, Lee Valley Leisure Complex, Pickett's Lock

SUMMARY

Introduction

Peter Sinclair, Director, Four Greens network, provided a snapshot view of the arts and creative businesses in North London (Barnet, Enfield, Haringey and Waltham Forest) based on an earlier analysis of information from the Four Greens database of over 2000 businesses. The key points are:

1. Outer London creative employment has been growing since 2000, whilst Inner and Central London creative employment has been dropping.
2. The most concentrated areas of creative employment are Central London, and corridors running north and west.
3. The proportion of people working in the creative industries is highest in the North London subregion (16%), followed by South, West, Central and East.
4. In North London, the highest proportion of people working in the creative industries is in Haringey (28%), then Barnet, Waltham Forest and Enfield.
5. Printing (although more a manufacturing industry than creative) accounts for the highest proportion of creative sector employment in Enfield.
6. Visual arts businesses account for the highest proportion of creative businesses in Haringey and performing arts businesses in Waltham Forest.
7. Most creative businesses are located in an area stretching from the south of Barnet and Enfield, across Haringey and into central Waltham Forest.
8. Slightly higher densities of creative businesses are located in four zones where there are also important Town Centres, cultural venues and creative clusters: Hornsey/Wood Green, Tottenham, Walthamstow and Edmonton.

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www.northlondonarts.info

Olympics overview

Eryl Smith, Executive Director, 5 Boroughs London 2012 Olympic and Paralympic Programme, provided an update on progress so far. For this summary, only recent key information has been included (see www.northlondonarts.info/olympics-2012 for future updates).

The ten confirmed bid projects are:

- Film and Video Nation
- International Exhibitions Programme
- Artists Taking the Lead
- 2012 Sounds! Olympic Proms
- International Shakespeare Festival
- Live Sites
- Celebration of Disability Arts and Sport
- 2012 Carnival
- World Cultural Festival
- World Festival of Youth Culture

The World Cultural Festival is being worked up by the new Head of Culture, Keith Khan, the 2012 Carnival is being discussed with the Thames Festival, and the World Festival of Youth Culture will be open for bids from interested organisations and consortia in late summer. LOCOG's funding will be primarily for the mandatory events, with some funding to support the development of the bid projects.

One of LOCOG's roles will be to provide an introduction to commercial sponsors. There will be a non-commercial mark for the Cultural Olympiad. This mark will share the outline of the new 2012 brand and will be clearly part of the official London 2012 brand family, with adaptations for use in the cultural sector, from August 2008 onwards. Arts and Business will be delivering workshops in partnership with London 2012 to explain the non-commercial branding opportunities to business and cultural sectors in Autumn 2007.

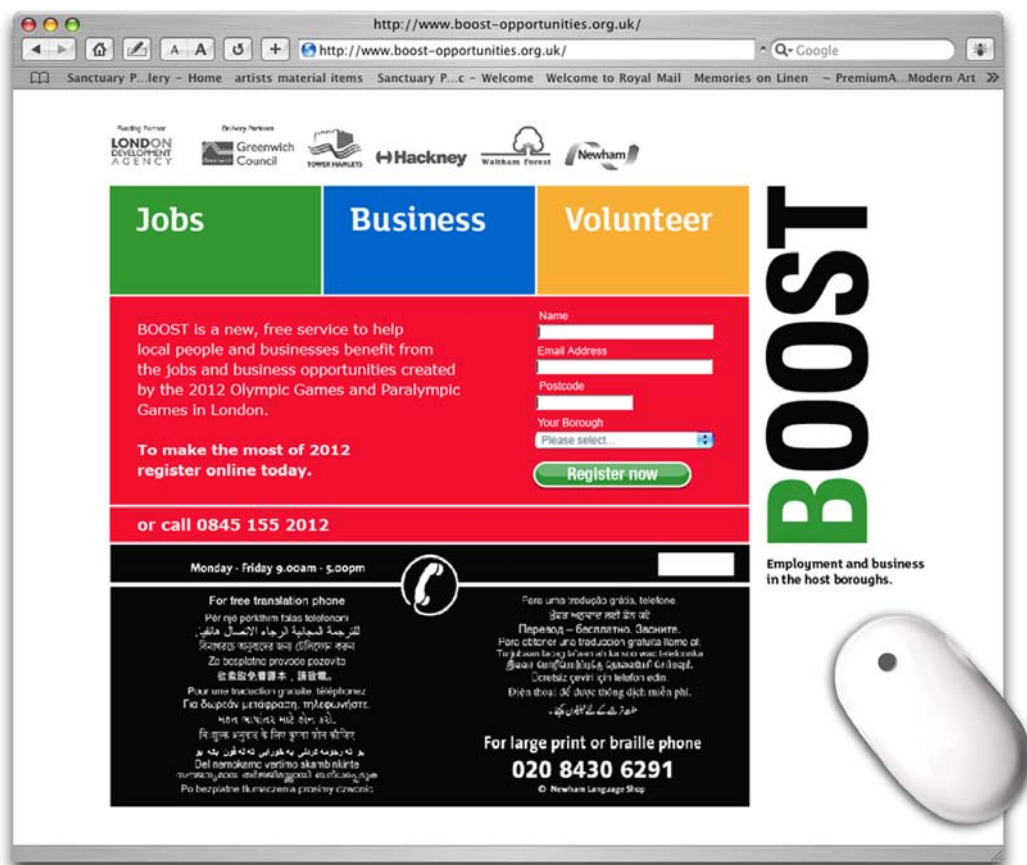
The timeline for the Games and Legacy is:

- July 07: Site assembly, remediation and demolition
- Summer 07: Planning Applications determined
- Summer 07 to Spring 09: Legacy masterplanning
- Summer 08: Construction of main venues commences
- Aug/Sept 08; Beijing Games, Official Handover, Cultural Olympiad begins
- Spring/Summer 09: Legacy Planning Applications
- Summer 11: Testing and preparation events
- July/Aug 12: Olympic and Paralympic Games
- Autumn 12 to end 2014: Venue and parkland transformation

The 5 Boroughs Programme aims to champion the benefits and legacy opportunities on behalf of the five host boroughs of Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest:

- Maximising job opportunities through the Games and creating sustainable legacy employment
- Developing skills
- Supporting local business to secure supply chain opportunities
- Volunteering
- Reducing worklessness and child poverty

One of the ways this will be done is through a service called BOOST, to help local people and businesses take advantage of the Games (see www.boost-opportunities.org.uk):



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Business opportunities

Mike Mulvey, CEO, London Business Network – created by London First, the London Development Agency, the CBI and the London Chamber of Commerce and Industry.

Mike provided a description of the services the London Business Network will be providing to businesses wanting to tender for Olympics work. The Network's objectives are:

- Working with LOCOG and the ODA to provide a conduit for information dissemination
- Organising networking and 'Meet the Buyer' events
- Promoting sector-focussed local events to transfer knowledge and expertise
- Signposting businesses to relevant business support and job brokerage services
- Creating opportunities for business matching, partnering and inward investment
- Mobilising corporate commitment to deliver wider social, environmental and community benefits of business activity in relation to the 2012 Games

As part of this work, the Network is creating an online service where local businesses (including creative businesses of whatever size) can register. Briefs for work required by LOCOG and the ODA through this service will only be accessed via the 2012 website (www.london2012.com). Other London agencies like the LDA are expected to use this online service in the future. Businesses wishing to tender will need to meet important criteria, for which support will be available.

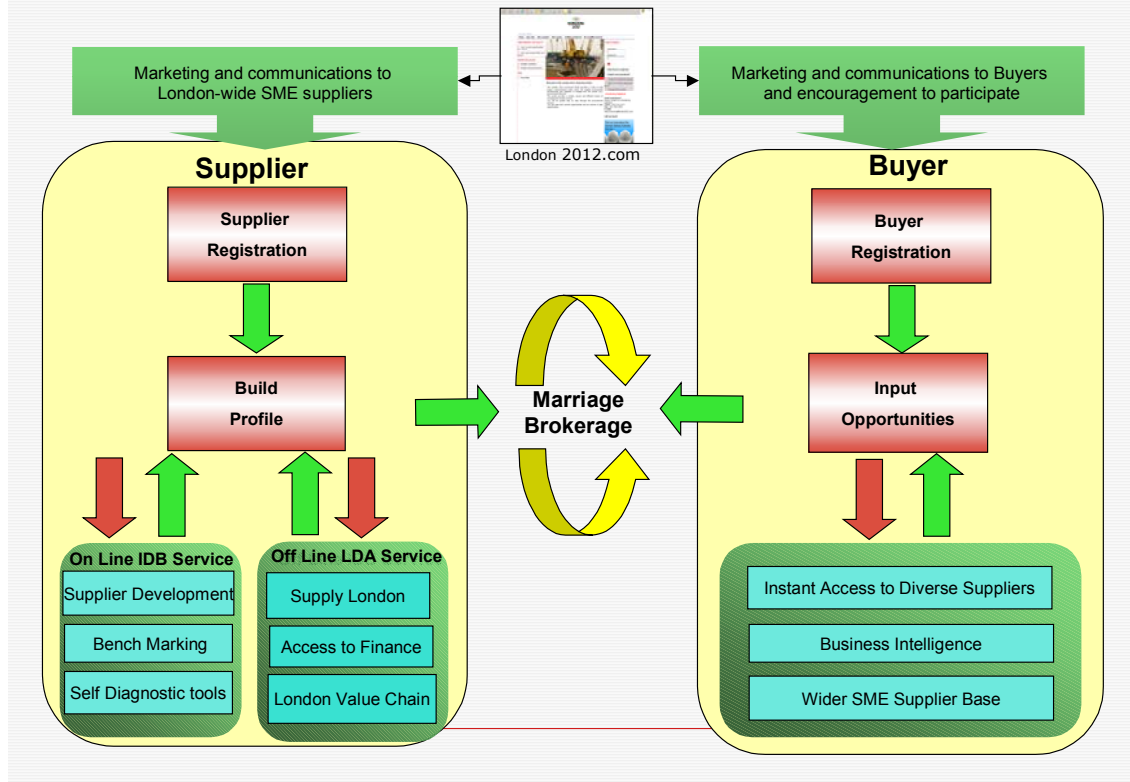
The online service aims:

- To achieve equality of opportunity
- To increase the number of organisations that are 'Fit to Supply'
- To raise the percentage of Black, Asian, Minority and Ethnic (BAME) led businesses, women led and disabled led businesses winning public-sector contracts by providing equality of outcome
- To promote resources that equip small suppliers with the necessary skills to win new business and achieve 'Fit to Supply' status
- To work with the ODA and LOCOG to integrate it with their procurement systems

Work of interest to creative businesses is not expected to be advertised by LOCOG until 2009/10. In the meantime, there may be elements of larger infrastructural contracts advertised by the ODA and its major contractors that can be tendered for by creative businesses (subscribe to eAlerts on the 2012 website to receive details). It is important that any creative business interested in tendering registers its details and takes advantage of the support available.

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Supplier and Buyer Flow and Progress



Regularly check www.northlondonarts.info/olympics-2012 for further information, or make sure you subscribe to the Four Greens **e4G** newsletter to automatically receive updates.



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