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# SPRINGBOARD FOR SUCCESS

How to ensure your business has the skills and talent you need to benefit from the 2012 Games



**“Our commitment is to help businesses grasp the opportunities that the London 2012 Olympic Games and Paralympic Games will give them to increase their national and international profile and improve their skills base. Our challenge to you is to take advantage of the training and recruitment support available, so you can get fit to compete for both the 2012 Games, and beyond.”**

DAVID LAMMY, MINISTER FOR SKILLS & STEPHEN TIMMS,  
MINISTER FOR EMPLOYMENT AND WELFARE REFORM

**The London 2012 Olympic Games and Paralympic Games is an incredible opportunity for UK businesses.**

It's a great chance to enable UK enterprise to be fit to compete on a global stage. It will lead to a surge in visitor numbers – for both tourism and business, in London and across the whole UK. And it is already generating new investment in transport, in redevelopment and in skills that will continue to deliver tangible benefits from now until long after the 2012 Games itself.

However, to take advantage of the opportunities, both in the run-up to the 2012 Games and through its legacy of investment, businesses must ensure they have the skills and talent they need to expand into new markets, fulfil supply contracts and sustain growth.

It's here our ambitions fuse.

Our ambitions are to raise skills levels among the general population, contribute to the aspiration of an 80% employment rate and through supporting workless families into employment or training, help take steps towards the eradication of child poverty. We intend to use the 2012 Games to stimulate the number of people entering work and increasing their skills across the UK.

Together, we can achieve all of these ambitions.

This brochure explains how – through enabling government services like Train to Gain, Local Employment Partnerships and the London 2012 Business Network – you can meet your ambitions, while at the same time helping us to achieve ours.



## REVEALING THE BIGGER PICTURE

The 2012 Games will offer more than 7,000 direct contracts valued at over £6 billion. It will require thousands of construction workers at the Olympic Park and Stratford sites each month between summer 2009 and spring 2011. And to stage the Games, there will be some 16,000 additional staff in and around the different venues.

But these facts are just the start. Look more widely, and you see the many thousands of subcontracts across the London 2012 supply chains – ranging from providing construction materials to ensuring site safety to managing communications and contact centres. These subcontracts are open to businesses of all sizes and in every part of the UK.

It's not just the direct supply chain that benefits. Hosting the Olympic and Paralympic Games is a great opportunity to showcase the best of UK enterprise on a global stage, attracting inward investment and opening new channels to export, as investors, partners and potential customers see the work you've done and are doing to make the 2012 Games a success.

More broadly, the economy as a whole will be boosted by the millions of pounds being invested in transport – from road

to rail to air – that will support UK businesses to trade nationally and internationally.

Above all, the skills developed to compete for and deliver contracts in the run-up to the 2012 Games will give you the foundations you need to compete more effectively, both at home and abroad, in the future.

### The scale of our ambition

The 2012 Games offers an unprecedented opportunity to leave a legacy of better skilled workers – enabling them to enjoy better careers and giving you, as the employers, access to a more productive workforce.

Our ambitions are clear:

- As part of our goal of achieving 80% employment, we will use the 2012 Games as a catalyst to create sustainable job opportunities in all sectors and regions. In London alone, we aim to bring 70,000 people into sustainable employment, including 20,000 in the 5 host boroughs.

“Partners and potential customers see the work you've done and are doing to make the 2012 Games a success.”

- To achieve our skills ambitions and drive international competitiveness, we are working to increase the skills of workers in every sector and at every level – and will use the 2012 Games as a major contributor towards this. Already, we have set specific goals for 2011 and 2020. For example, by 2011, over 1.2 million more adults will have achieved their first full Level 2 qualification – 5 GCSEs or their equivalent – and by 2020, more than 90% of adults will be qualified to Level 2. By 2011, we aim to ensure that 56% of adults are qualified to at least full Level 3 (3 A-Levels, or their equivalent), rising to 68% of adults by 2020. And we aim to raise the number of adults with a Level 4 qualification to 34% by 2011, and to over 40% by 2020. The skills developed to build and host the 2012 Games will be a key part of all these increases.
- By ensuring that competition for the 2012 Games is open to all businesses across the UK, we aim to increase the proportion of ethnic minority and women-owned businesses that win public procurement contracts. We know that such businesses are currently under-represented when it comes to public procurement, and see the 2012 Games as a great opportunity to change this.
- Through increased opportunities for adults to enter and progress in work, we will improve the aspirations, incomes and experiences of families – which will in turn provide a stronger platform for their children to achieve their potential.

We are putting in place a wide range of programmes to reach these ambitions. Some of these directly relate to the 2012 Games. Others are part of wider regeneration and development activities. But we need employers to play their part too.

By investing in training and broadening your approach to recruitment, you not only contribute to strengthening the UK's position in the global economy, but also give your business the best springboard for success.

### OUR COMMITMENT, YOUR CHALLENGE

**Our commitment:** to ensure the benefits of the 2012 Games spread as widely as possible, in every region, in every sector and to companies of all sizes.

**Your challenge:** to understand how your business can benefit from the Games – and start making plans to achieve those benefits.



## FOCUSING ON YOUR OPPORTUNITIES

In every part of the UK, in every sector of the economy, hosting the 2012 Games presents tangible opportunities – throughout the build-up to the Games and through its legacy. And many of those opportunities are there right now.

The 2012 Games is for everyone, and the benefits will be felt – and are already being felt – across the whole UK.

Naturally, as the host city, London will see the most physical regeneration, from improved transport links, to new sport, leisure and hospitality facilities that will be available for public use after the 2012 Games, to the extensive redevelopment of the entire Lea Valley area that is also underway.

But sports are taking place across the country, from Sailing in the South West to Canoeing in the East of England, as well as Football in the North West, North East and the West Midlands. Other locations will serve as pre-Games training camps for international teams and athletes.

The result is that there will be an influx of visitors to all areas, investment in new and improved facilities – and a wealth of supply chain opportunities.

### Winning new business

Businesses across the country are already beginning to benefit. A Birmingham-based architect is one of the designers for the Olympic Village while more than 25 companies in the East Midlands have already won contracts from the Olympic Delivery Authority (ODA).

The wider impact is becoming apparent too. A Stoke-based company is involved in refurbishing the London Underground, while a timber firm in Yorkshire has created a new division to handle the increased demand generated by the 2012 Games.

### Reaching every sector

As the Games comes closer, the opportunities will reach every sector:

- 17,000 new hotel rooms will be needed by 2012, leading to thousands of new jobs within hospitality to serve the increase in both tourist numbers and business visitors.
- Thousands of new opportunities will be created across the sports and leisure sector, from coaching to running sports and leisure centres.
- The Olympic Park will be home to the world's largest media centre, creating demand in the telecommunications

sector; to provide and operate the global infrastructure and media, supporting international broadcasters. This 1.5m sq ft facility will become a hub for high-tech, creative and media industries after the 2012 Games.

- Investment in transport to host the 2012 Games and support redevelopment of the Stratford City area not only creates driving and service jobs, but also a major specialist manufacturing requirement, generating opportunities for relevant businesses across the country.
- Security on all sites will be vital – both during construction and throughout the 2012 Games itself, creating large numbers of new jobs in the sector, with a corresponding need for additional training.
- Ensuring supplies are delivered on time – whether for construction or to serve visitors – will lead to greater demand on the logistics sector.

### OUR COMMITMENT, YOUR CHALLENGE

**Our commitment:** to make it easy for businesses across the UK to find out about and compete for contracts for the 2012 Games and those in the wider supply chains.

**Your challenge:** to find out what opportunities exist for you, and – with the help of your local Business Link or your Sector Skills Council – take those opportunities. Visit the Alliance of Sector Skills Councils website at [www.sscalliance.org](http://www.sscalliance.org)

#### Exploding the myths

**“It’s too early to start thinking about the 2012 Games”**

**WRONG** - Over £2bn worth of contracts have already been awarded by the ODA.

**“We’re not based in London, so the 2012 Games won’t affect us”**

**WRONG** - Almost 50% of these contracts have gone to companies outside the capital.

**“Only big companies will have a chance”**

**WRONG** - Some two-thirds of contracts awarded so far have been to small and medium-sized businesses.

**“The real opportunities are in construction”**

**WRONG** - There are opportunities in almost every sector.

## INCREASING YOUR CAPACITY TO COMPETE

**In the build-up to the 2012 Games skilled workers will be in high demand – and an innovative service from Jobcentre Plus can help you respond.**

Already, businesses in construction, security and logistics are having to find new employees to help build and supply the venues and transport infrastructure. Thousands of permanent and temporary staff will be required to work in areas such as hospitality, catering and retail throughout the 2012 Games, while manufacturers will need to ensure they have sufficient people available to produce the goods.

### Taking a different approach

To find enough staff to fulfil contracts and maintain productivity, many businesses will need to widen their recruitment strategies. It's here that Local Employment Partnerships come in.

Local Employment Partnerships are based on a simple deal: Jobcentre Plus and its partner organisations get their priority customers ready for work. Employers like you then give them a fair shot at your jobs.

The key requirement is simply that you offer an interview to any of our candidates that meet your recruitment standards – and then employ them if they fit the bill. As employers that have

already signed up for Local Employment Partnerships have discovered, working in this way takes the headache out of recruitment, by supplying candidates with the relevant skills and experience for you to select from.

Hundreds of employers have already taken advantage of Local Employment Partnerships. Many more are set to do so as the 2012 Games gets closer. To find out how you can join them, contact Jobcentre Plus on [lep.enq@jobcentreplus.gsi.gov.uk](mailto:lep.enq@jobcentreplus.gsi.gov.uk)

### Introducing the London Employer Accord

The London Employer Accord embodies the recruitment support businesses can enjoy. It has two core aims: to help employers get the skilled staff they need and to get more Londoners into work.

Employers that sign the accord are given tailored support from employment and training agencies to meet their recruitment needs, in return for their commitment to increase opportunities for disadvantaged Londoners. To find out more, call 020 7829 3183.

### OUR COMMITMENT, YOUR CHALLENGE

**Our commitment:** to help employers fill their vacancies – whether temporary or permanent – by providing a source of potential candidates.

**Your challenge:** to look beyond your traditional labour pool to find the people you need and to embrace the Government's newest and most innovative approach to recruiting staff.

### CASE STUDY Recruiting locally

Essex-based Zone Contractors Ltd has an established reputation for sourcing quality labour across the construction industry. Working on the Olympic Park, Zone needs to find as much local talent as possible – which is why it has turned to Jobcentre Plus.

"The staffing demands for London 2012 are extremely high and it's not practical to get people travelling long distances to work there. Through Jobcentre Plus, we've got access to a pool of guys who are well trained in their trades and live locally," confirms Zone's Con Allan. "Many of them have been out of work for a while, but that hasn't been a problem at all. The relationship with Jobcentre Plus has been a big plus for us."



## GETTING YOUR BUSINESS READY

From construction to customer service to communications, the 2012 Games creates some urgent and significant skills needs.

Anyone working on the building sites will need accreditation in their trade and full health and safety training. Security staff must be licensed; drivers trained; customer service staff, from shops to stations to hotels, bars and restaurants, readied to represent the UK – and your business.

In response to this, we are working with colleges and training providers to improve the quality of training available

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in every sector – and crucially, to make it more accessible for employers like you. We know that the talent exists. Our goal is to unlock it, in a way that helps businesses get fit to compete for London 2012 contracts, and on a national and international level thereafter.

### Developing your workforce

Train to Gain is a service designed to help every employer get skills and training advice matched to their individual needs. It includes impartial advice from skills brokers with expertise in their business area, and high-quality, vocational skills training delivered in a way that suits them, plus £1 billion funding to supplement their own investment.

From Apprenticeships to Skills for Life to NVQs, Train to Gain brokers can recommend relevant training programmes and qualifications that will help you develop your staff in line with your business goals. Brokers will contact every new 2012 Games contractor.

Whatever the circumstances, Train to Gain brokers will work closely with employers to find the right solutions for you. You can find a Train to Gain broker and more information at [www.traintogain.gov.uk](http://www.traintogain.gov.uk)

### Developing relevant training

In some sectors of the economy, employers know the skills exist, but the training and qualifications aren't available to help them find the right staff and ensure continuing professional development. National Skills Academies are one of the ways the Government is responding to this, with academies established in sectors like construction, manufacturing and financial services.

New academies are being set up to support three industries with direct connections to the 2012 Games: Sports and Active Leisure, Creative and Cultural and Hospitality. In their first year alone, these academies will support more than 20,000 learners and have set the aim of teaching over 400,000 learners over the next five years.

By 2011, we aim to ensure a National Skills Academy exists for every major sector as resources allow.

### OUR COMMITMENT, YOUR CHALLENGE

**Our commitment:** to ensure that every successful bidder for a London 2012 contract is contacted by a Train to Gain broker within days of signing and offered help to increase productivity.

**Your challenge:** to take advantage of training opportunities like these before you bid for contracts, or even if you do not intend to bid.

### CASE STUDY

#### Developing relevant skills

When a Subway franchise holder needed to ensure that all his employees across 16 branches had suitable qualifications in food preparation and customer service skills, he contacted a Train to Gain broker.

“The Train to Gain broker understood what I wanted,” says franchise holder Mr Gupta, “and very quickly found the training providers.” Six staff were enrolled on English for Speakers of Other Languages (ESOL) courses and seven into National Vocational Qualification (NVQ) Level 2 studies in food preparation. The broker also put Mr Gupta in contact with local Train to Gain organisations in other areas.

## GET FIT TO COMPETE



“The Government has created the London 2012 Business Network, a dedicated resource to help businesses compete for opportunities direct with London 2012 or with suppliers in its supply chain.”

**Already, companies across the UK are winning new business connected to the 2012 Games. If you don't want to miss out, take action today.**

To give businesses in every region the best possible opportunity to bid for contracts for the 2012 Games, the Government and key partners created the London 2012 Business Network, a dedicated resource to help businesses compete for opportunities direct with London 2012 or with suppliers in its supply chain.

The Network has three component parts:

- essential information on upcoming opportunities and how to supply the 2012 Games
- details of a series of business events, and
- the new CompeteFor service a business 'dating agency' that will match companies registering online with specific opportunities to supply the major contractors for the 2012 Games. Thousands of London 2012 subcontracts are expected to go through the CompeteFor system. You can register at [www.london2012.com/business](http://www.london2012.com/business).

### The greater prize

But CompeteFor offers far more than just information about opportunities. Once registered, you also get signposted to a wealth of help and assistance

to help you compete effectively in the future – not only for the 2012 Games contracts available through CompeteFor, but also for the full scope of UK public procurement, worth an estimated £150 billion a year.

This assistance and support, provided by Business Link, can range from advice on setting up quality systems, through to help from skills brokers or advice from the manufacturing advisory service, or even help with winning overseas business. It is tailored to individual business needs, and it can deliver improvements in the way you operate and market your business.

The results are not only that you are in prime position to compete for opportunities around London 2012, but also that you are equipped to compete more effectively, nationally and internationally.

### CASE STUDY Benefiting from business support

As one of the world's leading suppliers of IT services for arena hospitality, Agilysys Europe has been quick to register on CompeteFor through [www.london2012.com/business](http://www.london2012.com/business). Once registered, it was also offered support from UK Trade and Investment to investigate opportunities around the 2010 FIFA World Cup in South Africa and the 2012 European Championships in Poland and the Ukraine.

“Through UK Trade and Investment, we've received financial support to help us exhibit at key trade shows and exhibitions that promote our work overseas,” explains Trevor Roberts, VP Sales and Marketing at Agilysys.

## SPRINGBOARD FOR SUCCESS

The 2012 Games is a massive opportunity for business. It's generating significant Government investment in a wide range of sectors and a number of locations.

But businesses that prove themselves equipped to compete for London 2012 contracts are actually opening up an even larger opportunity.

By getting support to meet public sector procurement standards today, for the 2012 Games, you also ensure you are in an ideal position to compete for public sector contracts in the future – a far larger pool of investment than even London 2012.

What's more, by developing your workforce, and sharing our commitment to widening the labour market, you're also investing in your future – giving you the breadth and depth of talent to grow and compete internationally, both in the build-up to the 2012 Games and as a vital part of its legacy.

“Businesses that prove themselves equipped to compete for London 2012 contracts are actually opening up an even larger opportunity.”



The following organisations have been involved in producing this document and are working to support our skills and employment ambitions.

Department for Innovation, Universities and Skills (DIUS)  
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Learning and Skills Council (LSC)  
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