

 Lloyds TSB | for the journey...

YOUR JOURNEY TO 2012

Seizing the business
opportunities around the
London 2012 Olympic &
Paralympic Games



*official banking and
insurance partner*

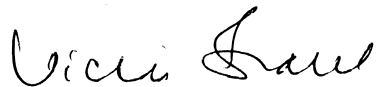
The London 2012 Olympic Games and Paralympic Games represent a unique opportunity to create a lasting legacy for sport and youth in this country – they will be the most important events to take place in Britain in our lifetime. But they mean so much more than the staging of world-class sporting events.

The next four and a half years will see massive improvements in the infrastructure of our capital city. The London 2012 Games have been a catalyst for investment in new transport links, an Olympic Park, the regeneration of the Lower Lea Valley and a host of new sporting facilities. After Beijing 2008, London will also take responsibility for the Cultural Olympiad, a nationwide programme of events that will inspire the UK about the London 2012 Games.

None of this will be possible without the involvement of thousands of businesses across Britain. The London 2012 Games present one of the biggest procurement opportunities this country has seen in more than 50 years. Companies that seize this opportunity will create for themselves another legacy – of skills, growth and experience. It is going to be a demanding project. July 27, 2012, is the ultimate immovable deadline. The London 2012 Games are unique, global events that will require nothing short of excellence from contractors. The good news is that the organisers are committed to involving as diverse a range of suppliers as possible.

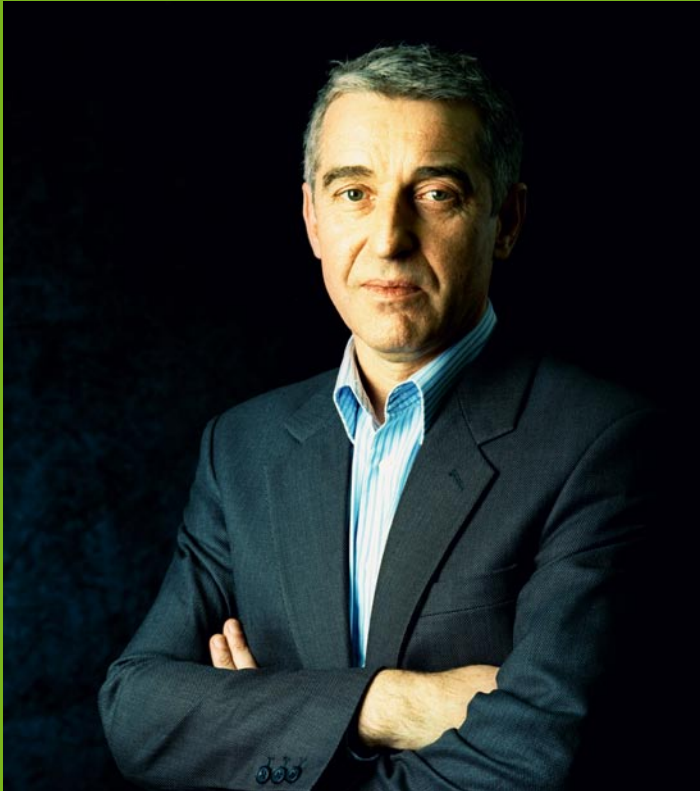
Lloyds TSB is here to help. Every day, our staff work with businesses to help realise their goals and aspirations. We are very proud to be the first organisation to become a domestic partner of the London 2012 Games. We share the excitement and vision of the London Organising Committee of the Olympic and Paralympic Games as we embark on this journey. And we'll work with our business customers to make 2012 the most inspiring Games ever.

This guide is designed to be a handbook for any business that wants to get fit to tender for London 2012 Games work. Whether your company is a construction firm bidding for a major infrastructure project or a small marketing agency hoping to sub-contract work for the Cultural Olympiad, we can walk you through the journey to 2012. Your business' training programme starts here.



Sir Victor Blank, Chairman of Lloyds TSB





“While end dates can’t slip, start dates might. So you have to be able to react very quickly”

THE GAMES VETERAN

Kevin Mannion, CEO of a company whose crowd modelling software has been used on past Olympic Games and Paralympic Games projects

Companies often ask whether working on the Games leads to new business. Well, the bid team for Tokyo 2016 love our technology – but they love our CVs more; we’ve been involved in four successful Games bids. Likewise, when Shanghai Metro were looking at us recently, someone at the meeting turned to the other and said, “Oh, they’re being used by the Olympics”. That was it. You’re a much easier buying decision if you’re doing this kind of work – it’s great for a company with just 25 people.

But working on an Olympic Games and Paralympic Games does stretch you. You discover your potential breaking points and it makes you think how to improve the software and develop the business. It’s also a huge motivator: people are proud to work on such exciting projects. They’ll always have that on their CV. And it makes you more attractive as a company to potential employees.

Cash-flow is a big challenge. With big projects such as the London 2012 Games, it’s important not to have too many eggs in one basket. There will be intense bursts of activity when no-one sleeps, then nothing. And you may well be turning down work while you wait for the next burst.

There’s no alternative venue or moveable date for the London 2012 Games. But while end dates can’t slip, start dates might. So you have to be able to react very quickly. This is one reason why partnering can make a big difference.

We also do traffic simulations, so there’s the whole Stratford redevelopment and further into the Thames Gateway to look forward to. I won’t allow anyone in the company to use the term “loss leader”. It trips off the tongue far too easily, especially with prestige projects such as the London 2012 Games. I much prefer the term “profit leader”.