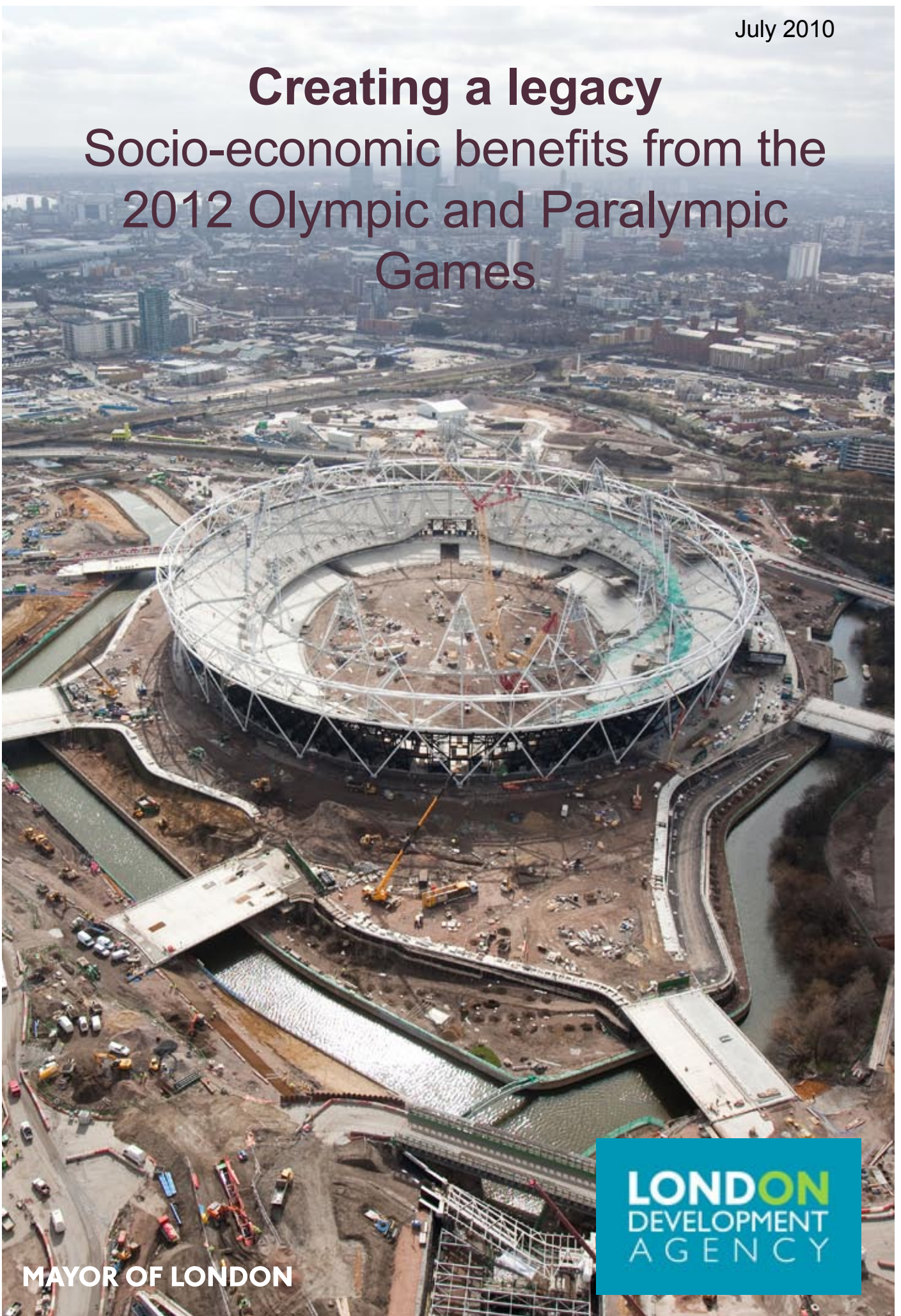


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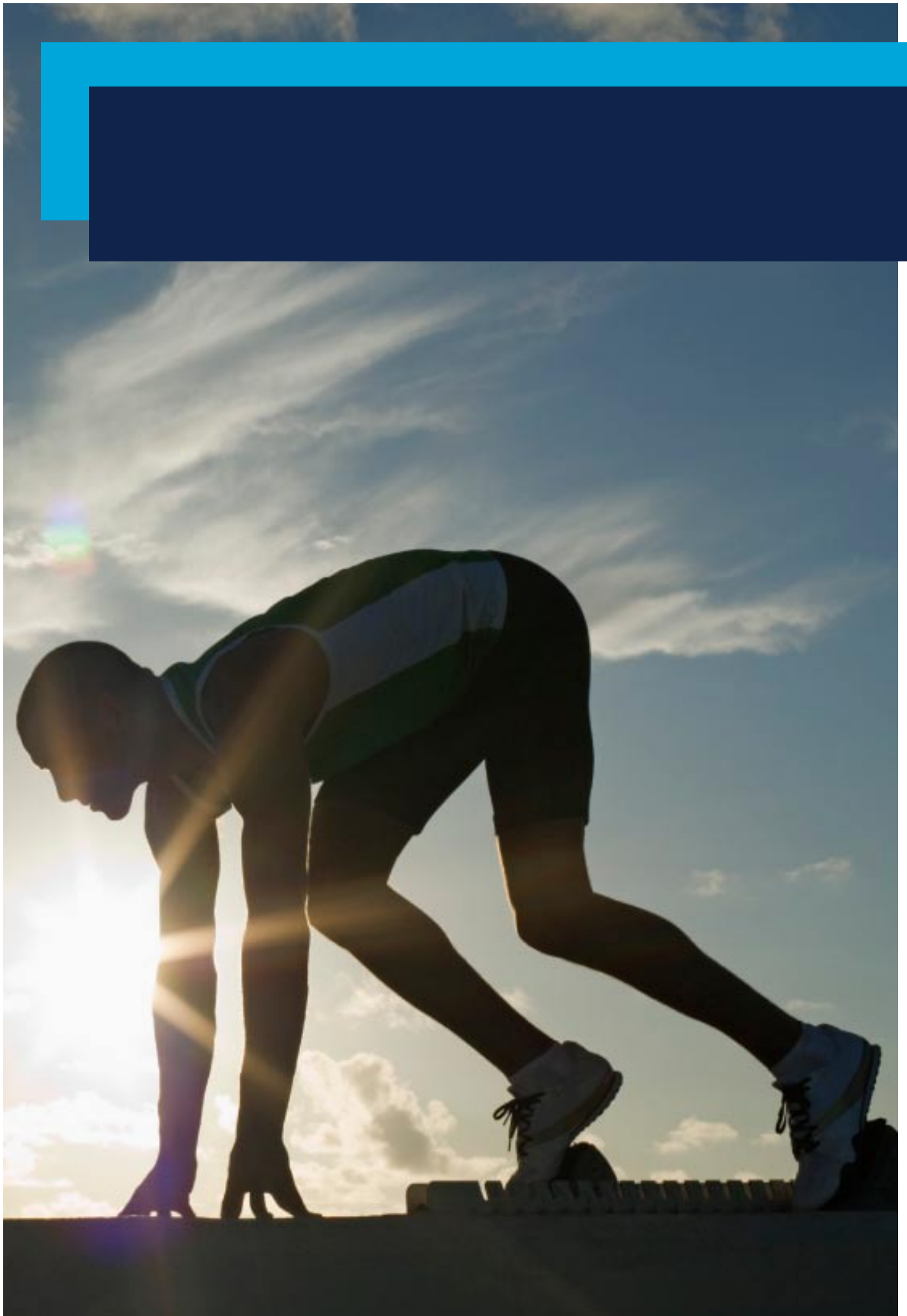
# Creating a legacy

## Socio-economic benefits from the 2012 Olympic and Paralympic Games



MAYOR OF LONDON

**LONDON**  
DEVELOPMENT  
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# Contents

<b>Introduction.....</b>	<b>4</b>
<b>Overview of progress to date.....</b>	<b>5</b>
<b>Next steps.....</b>	<b>8</b>
<b>Delivering socio-economic benefits on the Olympic Park post Games.....</b>	<b>13</b>
<b>Employment and Skills achievements on the Olympic Park.....</b>	<b>15</b>
<b>Job brokerage and employment support.....</b>	<b>18</b>
<b>Training.....</b>	<b>20</b>
<b>2012 business benefits.....</b>	<b>26</b>
<b>Sport.....</b>	<b>28</b>

# Introduction

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This report is the fifth in a series of six-monthly updates on the work of the London Development Agency (LDA) and its partners to achieve a socio-economic legacy from the 2012 Games. It shows how employment, skills and business support is making a tangible difference to people living locally and across London, and demonstrates how we are providing support and access to jobs both directly and indirectly related to the 2012 Games.

This report reviews performance to date and looks ahead to the challenges we face over the next six to twelve months in providing immediate opportunities for Londoners, and in planning for the range of job and skills opportunities available at Games-time and post 2012.

This is not just an LDA report. It reflects the shared and coordinated efforts of many partners, including the Olympic Delivery Authority (ODA), the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG), the Five Host Boroughs (LB Newham, LB Hackney, LB Tower Hamlets, LB, Waltham Forest and LB Greenwich), Jobcentre Plus, Skills Funding Agency, the Learning and Skills Academy for Sport and Active Leisure, the London Business Network and the Arts Council. It also introduces the emerging socio-economic policy of the newly established Olympic Park Legacy Company which has as a key strategic objective a commitment to ensuring that in legacy, the Olympic Park is a catalyst for regeneration and convergence.



# Overview of progress to date

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As we approach the “two years to go” moment in July 2010, it should be recognised that much has been achieved over the past three years. Innovative cross-agency initiatives have been put in place by all partners to maximise opportunities for the benefit of Londoners, and these are already securing a social and economic legacy from the 2012 Games – “Legacy Now.”

This work has been on a scale unprecedented in terms of past host cities. It has delivered tangible successes that push the boundaries of what the Olympic and Paralympic Games can deliver for its host community. It has also created an impressive “best practice” legacy, demonstrating how major regeneration projects in the UK can leave a more lasting legacy for the people who live and work on or around them. All this far exceeds the socio-economic results of any previous major infrastructure project in the UK, and has been achieved against the backdrop of a major global recession. From April 2008 our Games-related initiatives have delivered the following at a headline level:

- Between April 2008 and June 2010 a total of 18,572 people have worked on the Olympic Park site (minimum of five days work on site)
- Nearly 20,000 people have worked on the Olympic Village and Westfield developments since April 2008
- A total of almost 20,000 previously workless London residents have been assisted into jobs via the wide variety of job brokerage, advice, guidance and skills training initiatives delivered through the London Employment & Skills Taskforce for 2012 (LEST 2012) action plan and associated activities
- Of these 20,000 people placed into work, more than 50 per cent are residents of the five Host Boroughs – many of them placed into work delivering the Olympic-build programme since 2008
- Over 6,200 five host borough residents have received employment support via the LDA’s Local Employment and Training Framework (LETF). Nearly 2,300 have secured employment; the majority of these jobs have been construction related

- Over 6,000 five Host Borough residents have found employment with support from the Jobcentre Plus funded City Strategy Pathfinder (CSP) programme managed by the Five Host Boroughs; Unit
- Two new construction training centres in East London have been opened with a third due to open in September 2010, to meet the needs of the industry and workforce in London and the South East
- Over 12,000 people from across London have benefited from construction training, linked to the Games, directly funded by the LDA and its partners; this provides the valuable legacy of a more skilled construction workforce for the city. Of those trained, 5,722 have been residents of the 5 Host Boroughs – with 1,106 being trained in 2009/10 alone
- 242 construction apprentices have so far been engaged on the Olympic Park and Village sites, towards a target of 350
- The Jobs, Skills, Futures Brokerage, with the assistance of the Women into Construction programme, has placed 163 women into construction roles on the Olympic Park and across London, with 83 in the past year
- Agreement has been reached to deliver the groundbreaking Stratford Retail academy that will help local people to access the retail jobs in the new Stratford City development, with a forecast of up to 8,500 employees



- Almost 4,700 Londoners have enrolled on the innovative Personal Best pre-volunteer training programme with over 3,000 completed to date. Personal Best gives beneficiaries potential access to LOCOG and London Volunteer roles as well as providing them with the skills and opportunities to progress into sustained employment, further training or volunteering
- Of the 119,000 businesses registered on CompeteFor to access London 2012 contract opportunities, over 34,000 of those are based in London
- Approximately 6,800 London 2012 contract opportunities have been published on the CompeteFor web portal since its launch
- Over 70 per cent of contracts awarded through CompeteFor have gone to SMEs, with over 34 per cent of awards going to businesses based in London (around £225m)
- Since April 2008, over 20,000 people have tried a new sport via the Play Sport London programme, a key element of the Mayor's Sports Legacy Programme.

These achievements reflect the progress to date, and the very substantial effort made by partners, through the LEST 2012 programme, towards the ambitious target of reducing worklessness in London by 70,000, as a result of Games related activity.

The LDA and its partners are now preparing for the major employment and business opportunities that will soon start to flow from work required to stage the Games. This will involve delivering employment support, training and contract opportunities on a huge scale over a short period of time.



# Next steps

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New priorities and challenges face partners as we move into the final two years of preparation for the Games. We will build on the approaches used to date to ensure that there is a significant and continuing jobs, skills and business legacy from this major project.

- **Responding to Peak Construction Workforce Requirements**

2010 is the peak year for the construction workforce across the Olympic Park, Village and Westfield sites, with an estimated 16,000 working on the sites by October 2010. It is also the year when a new suite of funding regimes will come into effect as projects put in place in 2007/08 have now come to an end. The LDA has renewed its commitment to the socio-economic legacy of the Games with a £15m investment targeted at the original five Host Boroughs, securing sustained employment outcomes (12 months or over in work) with the intention of a greater employment legacy from job opportunities created.

On the Olympic Park, the LDA and Construction Skills are proposing to continue support to the ODA by funding the highly effective Employment & Skills Managers (ESMs) through the Construction Employer Accord programme. ESMs work directly with contractors and sub-contractors to secure vacancies and deliver recruitment and training. These ESMs will be part of a new network of support workers on sites across London that will help to move workers into opportunities on other sites when those on the Olympic Park/Village come to an end. This will help keep construction workers in jobs at a time of contraction in much of the construction sector.

The flexible nature of LDA/SFA/JCP funding programmes has resulted in a close level of collaboration and co-operation between recruitment and training agencies seeking to provide skills to job seekers. This has resulted in better joint working across the National Skills Academy for Construction (NSAfC), ODA, LDA and the Host Boroughs to deliver training that continues to meet the needs of contractors - both in terms of generic and specific skills – and provide support for unemployed people to access employment opportunities on the Olympic Park. Examples include working together to commission training in Mechanical & Engineering Operatives and Landscaping. These excellent working practices need to continue with the

ODA and their contractors, allowing partners to respond appropriately to the needs of the site as they arise through this year and beyond.

- **Ensuring the legacy of joint working and ground breaking initiatives are built on and utilised for other major construction projects**

The LDA funded pan London Construction Employer Accord Project (CEA) has been in operation serving the Olympic Park and other sites across London since 2008, getting almost 1,300 people into construction work. The CEA embedded approach includes the establishment of site-based co-ordinators and training support. It is a good practice model and the LDA is planning to continue to support



it. It will operate on the Olympic Park and a minimum of 9 further sites at any one time, securing sustained employment outcomes from its work. We want contractors and local authorities to adopt this as standard practice to promote construction-related employment and skills in London.

The Joint Jobs, Skills, Futures Brokerage run by the ODA, JCP

and the five Host Boroughs (recently joined by Barking and Dagenham), based in Stratford, represents another example of best practice in the industry that can be replicated in other major developments.

Other best practice initiatives developed with support from the CEA on the Olympic Park, capable of replication across the civil engineering sector, include the close liaison with contractors, developed within the framework of the NSAfC, and the prioritisation for local residents to access employment opportunities.



- **Preparing and adapting to Games-time/operational opportunities with LOCOG**

LOCOG forecasts up to 100,000 new contractor opportunities in the run up to and during the 2012 Games. The majority will be in catering, cleaning and waste, security and stewarding, transport, technology, logistics and contact centres. The LDA will commission, subject to final clearance, a delivery partner, through its 2012 Employment Legacy project, to work in partnership with LOCOG, their contractors and Jobcentre Plus to support workless Londoners into jobs, through job preparation activities such as CV writing, interview skills or pre-employment training. This will harness the benefits of the Games for long term workless Londoners and create an employment legacy. The delivery partner will also provide onward support into further, sustained employment through continued contact with individuals.

LOCOG has produced an employment and skills charter to inform contractors and bidders of expectations in relation to social benefits. Contractors will be encouraged to engage with initiatives outlined in this report to maximise access to opportunities for local people and workless Londoners.

- **Ensuring continuity of service to job seekers/businesses as LDA/LSC(SFA)/ HB funding regimes change**

Securing Olympic jobs for local residents remains a top priority for the Host Boroughs. The Boroughs are working with partners to ensure continuity of employment and skills services given the changes to the funding regimes of the LDA and LSC/SFA and the recent addition of Barking and Dagenham as a “Host Borough”.

The aim is to build individual customer route ways for job seekers through to jobs, focused on the sectors where it is envisaged LOCOG sub contractors will need people, as well as building on the successes achieved in the construction sector. Partners have come together to consider in more detail the generic training packages which are on offer, to ensure these are aligned as closely as possible to these route ways to 2012-related jobs. Once established, local activity will be co-ordinated centrally, to ensure local partners work effectively together.

- **Facilitating the integration of Barking and Dagenham**

Partners will facilitate the inclusion of Barking and Dagenham into the Job Brokerage Service following its recent designation as a Host Borough. Partners will also seek to ensure that residents and businesses within Barking and Dagenham achieve maximum benefits from pan-London LDA and other funding programmes.

- **Maximising supply chain opportunities from LOCOG on CompeteFor**

LOCOG will procure over £700 million of goods and services in the run-up to the Games, across eight sectors - Artists, Performance & Events; Security Services; Soft Facilities Management and Catering; Sports; Technology; Transport and Logistics; and Venues and Hard Facilities Management. As their procurement activities accelerate during 2010/11, it will be important to build upon the considerable achievements from working with the ODA supply chain. LOCOG have committed to use CompeteFor to publish their top tier contract opportunities and will actively encourage their suppliers to post any available sub-contracts on the web site. The CompeteFor Buyer Engagement Team will continue to work alongside ODA and LOCOG procurement teams to maximise the number of supply chain opportunities accessed by businesses.



- **Ensuring a smooth transition from Games time to legacy**

Building on the achievements to date, and the planning now being put in place to support Games time delivery, partners have started to develop the processes which will enable the maximum employment and business benefits to be achieved through the transformation of the Park into legacy mode. The Olympic Park Legacy Company (OPLC) has the lead role in developing the Park in legacy mode and they are committed to ensuring that local people and businesses benefit from their activities. They will be working closely with partners, particularly the ODA, the LDA and five Host Boroughs.

The five Host Boroughs, who have the main responsibility for the socio-economic programme in legacy, will, through their Strategic Regeneration Framework (SRF), seek to achieve economic convergence with the rest of London. To support this, partners will work to ensure that as the Park develops, opportunities for sustainable employment are maximised for local residents.

# Delivering socio-economic benefits on the Olympic Park post Games

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The Olympic Park Legacy Company (OPLC) was set up by the Mayor of London and central government in 2009, as a commercially-focused, community-minded organisation responsible for the planning, development and management of London's Olympic Park after the 2012 Games, building on the legacy development work started by the LDA. Following on from the work of our 2012 partners in building the Park and delivering the Games, the OPLC has a long-term focus for the Park to create:

- a place for events and leisure activities
- a major centre for sport and culture
- new communities built around family housing with a range of affordability, and a hub for enterprise and innovation.

The primary focus of the OPLC is the development and management of the Olympic Park and venues, and it recognises the need to work in partnership to deliver wider socio-economic benefits. Amongst its strategic aims is the commitment to promote social, economic and environmental benefits for local communities.

The OPLC is in the process of producing its high level vision for the long-term development of the Olympic Park after the Games. This will take into account the views of the planning authority, Host Boroughs, key stakeholders, partners and the community, including those from last summer's major public consultation. It is programmed to be completed this summer and will be followed by a period of public and stakeholder engagement.

A socio-economic policy is currently being developed, which will cover the three key themes of: Housing, Social Infrastructure and Employment, Skills and Enterprise. This policy will be integrated with wider regeneration efforts, enabling the Olympic Park development to catalyse the significant economic and social improvements needed to transform the heart of east London, and the lives of its residents. The policy will set out the OPLC's early thinking on what the job, skills and enterprise opportunities might be over the lifetime of the Olympic Park development, and how it intends to work with its partners to maximise, quantify, plan for, and ultimately capture those opportunities.

The OPLC has a dedicated team to co-ordinate socio-economic activity, which is engaged in a number of working groups including the Olympic Operations partnership that delivers the 'Jobs, Skills, Future' initiatives, the LEST 2012 Implementation Group, the Stratford Retail Academy and various local borough based partnerships.



# Employment and Skills achievements on the Olympic Park

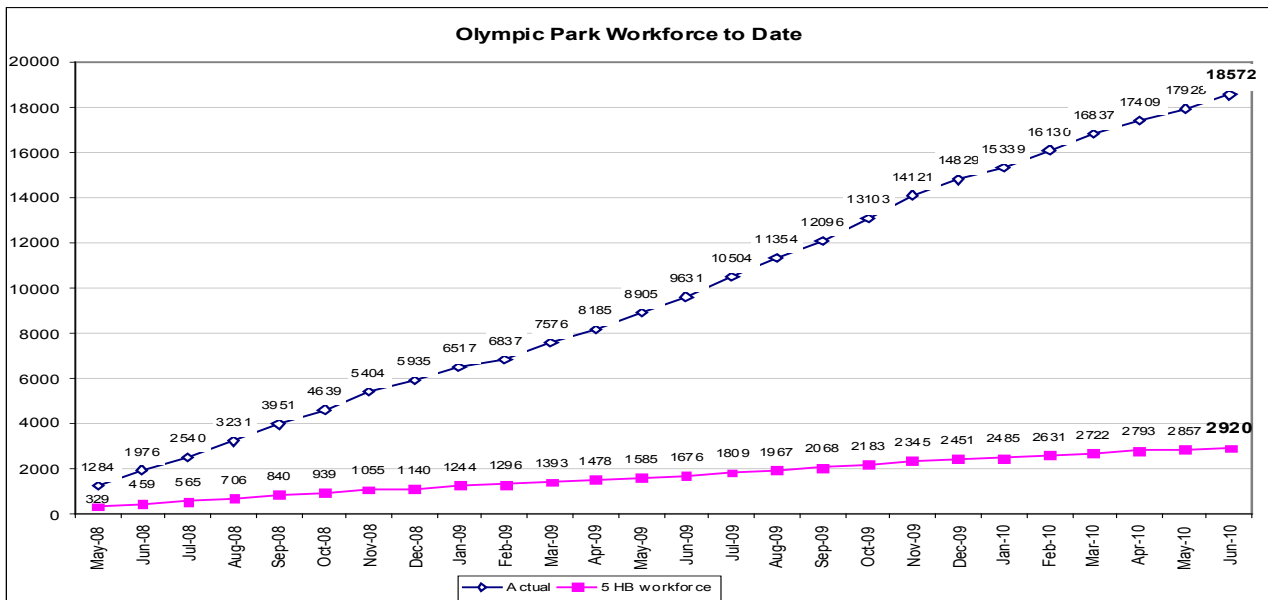
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## 5.1 Olympic Contractor Workforce

The ODA have been reporting on the composition and characteristics of the contractor workforce on the Olympic Park since the Jobs, Skills, Futures Strategy was published in February 2008. These figures demonstrate that, in comparison to industry standards, the Olympic Park has successfully recruited local residents and has a workforce which is more reflective of the diversity of London than other large construction projects.

- Currently (June 2010), the workforce on the Olympic Park is 6,450
- Of this 6,450 workforce, 19 per cent are residents of the five Host Boroughs
- 52 per cent of Park workers had a permanent London address
- Additional information received from the Olympic Village Contractor (Bovis Lend Lease) shows that 2,909 people worked on the Olympic Village in June 2010
- Cumulatively, between April 2008 and June 2010, a total of 18,572 people have worked on the Olympic Park site.

(Workers included in the ODA workforce statistics are those that have spent at least five days working on the Olympic Park over the period of measurement applied).



The above graph shows that, despite the fluctuating total workforce month by month and the evolving nature of the work as construction progresses, between December 2008 and June 2010 the proportion of local workers has remained high and significantly above the aspiration set in February 2008 of 10 per cent-15 per cent.

### Diversity of the Workforce

The ODA continues to be successful in securing a diverse construction workforce, recruiting significant numbers of people from Black, Asian and Minority Ethnic backgrounds (BAME), and women operatives onto the Park with 17.7 per cent of workers from BAME backgrounds and five per cent women (June 2010 figures). These figures are significantly higher than the industry average and have been increased by local labour initiatives and the LDA/ODA/Construction Skills Women into Construction Project. The figure for disabled people is 1.8 per cent against an ODA target of the construction industry average of 3 per cent.

### 5.2 Joint 2012 Jobs, Skills, Futures Brokerage Team

A key vehicle for securing the comparatively high proportion of local people working on the site and the wide diversity of the workforce is the joint 2012 Jobs, Skills, Futures Brokerage Team, (managed by the ODA and supported by the LDA, Jobcentre Plus, and the Host Boroughs). This service secures vacancies from contractors on site and appropriately matches candidates looking for work who have been referred from other Agencies and programmes. By providing some quality assurance and screening candidates, the joint team ensures a good level of success in placing people into work on the Games construction programme:

- From April 2008 to end of June 2010, 915 previously unemployed people had been successfully placed into work with contractors on the Olympic Park via the joint job brokerage system, with 78 per cent (714) of successful placements through Jobs, Skills, Futures Brokerage being residents of the five Host Boroughs. 397 of these have been placed in the past year
- Additionally 18 per cent (163) were women, 11 per cent (110) were disabled people and 50 per cent (458) were BAME
- Utilising the Newham Workplace job brokerage service, the Olympic Village site has managed to fill 195 vacancies with Newham residents since April 2008.

The performance on diversity of the Jobs, Skills, Futures Brokerage is positive, particularly in terms of the employment of women and disabled people. This work has latterly been developed and delivered against the backdrop of one of the most serious recessions of the last 30 years, a downturn that has disproportionately affected the construction industry. The net result of this has been significantly fewer vacancies as contractors have redeployed existing workforce from other sites on to the Park. Alongside the joint job brokerage that focuses on the final brokerage of candidates into jobs with contractors on site, other services have been sourcing and preparing job seekers for employment.



# Job brokerage and employment support

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The five Host Boroughs' job brokerage, training and employment support funded through the LDA £9.6m Local Employment and Training Framework (LETF) programme, has delivered:

- Nearly 2,300 local residents into work on the Olympic Park and on other sites, or in jobs in Olympic-related sectors (since April 2008), with over 6,200 local people receiving employment support
- 977 local residents into work in the last year alone (April 2009-March 2010).

The LDA has also put in place a number of London-wide brokerage and employment support initiatives. These include:

## 6.1 JobNet

Outside of the 5 Host Boroughs, neighbouring boroughs in the Thames Gateway have been operating the JobNet programme very successfully. This coordinates agencies across these boroughs and gets local residents into jobs. Since April 2008, JobNet has:

- Placed over 1,700 people into work
- Provided nearly 4,700 people with employment support.

In the past year alone, it has placed 349 people into work and provided employment support to 2,100.

## 6.2 Relay London Jobs

The Relay London Jobs employment support and job brokerage network has disseminated information on vacancies and training from the Olympic Park and referred people from across London to these opportunities. While the majority of vacancies are filled by local residents as a priority, Relay London has:

- placed well over 300 people from the rest of London into work since April 2008;

over 100 in the past year

- provided training to over 200 staff from member organisations in areas such as CV writing support and disability awareness, enabling 80 people to undertake a newly accredited job brokerage qualification.

This network is now linking to other major projects such as Crossrail.

### **6.3 London Employer Accord**

The London Employer Accord has been operating for the past two years and forms an important part of the London Skills and Employment Board's strategy in delivering a clear recruitment and training offer to employers in the capital. It provides bespoke pre-employment training packages for employers with vacancies who in return commit to providing guaranteed interviews and in-work support for unemployed Londoners who complete these training programmes.

- Since its inception in January 2008, the Accord has assisted more than 2,500 people secure employment.

Over the past year (April 2009-March 2010) alone, the Accord has:

- delivered employment support to nearly 3,400 people
- worked with in excess of 80 employers in developing packages of training.
- assisted 1,450 previously workless people secure employment in the past year

### **6.4 Support for Women**

At 25 per cent of all placements through the ODA Jobs, Skills, Futures Brokerage service this quarter (April-June 2010), the number of women on the Olympic Park continues to exceed their representation within the construction industry workforce nationally. This is in large part due to the Women into Construction Project (supported by the LDA, ConstructionSkills and the ODA). The programme is open to women across the capital and provides training and support for those seeking work on the Park and in the industry generally. Since April 2008, 350 women have been supported and, of those, 140 have gone on to secure work on the Park (163 into work in total), 173 women have received training and 412 women have benefited from employment support. The project was recently recognised with an "Opportunity Now 2010 Innovation Award".

# Training

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## 7.1 Construction Training

The focus for construction training remains on courses provided through the Olympic National Skills Academy for Construction (ONSAfC). There are two construction training hubs developed specifically to meet demand from the Olympic build programme. Both the recently relocated Plant Training school and the complimentary Thames House facility nearby are part of the Academy and deliver training directly relevant to the needs of the industry.

Since its inception in 2007, the ONSAfC has delivered 2,865 training interventions, the vast majority with residents of the 5 Host Boroughs. Information made available by the National Construction College shows that 851 people have been trained at the Newham Centre at Thames House and 1,001 at the Plant Training School, with nearly 100 trainees receiving training in the 2 months since its re-opening at Beckton Park in February 2010. Over half of the trainees at the Plant Training School have found work, the majority on the Olympic Park.

This capacity will be increased shortly with the opening of a further site at Cathall Road, Waltham Forest, taking the potential Skills Academy total capacity to a maximum 20,000 places a year. This facility will also be able to deliver training arising from the needs of Crossrail and support the Crossrail Underground Tunnelling Academy currently being scoped.

The LDA and partners will continue to intervene through packages of work where entry level skills can help secure employment for the workless, particularly from the Host Boroughs.

The ODA has a commitment to secure 350 apprenticeship placements, of which they have currently achieved just under 250. In the current economic conditions, many contractors have started to offer either apprenticeships or employment opportunities, but not both. In addition, contractors/sub-contractors have started to bring more of their workforce with them as safeguarding a skilled workforce becomes more important.

## Case study 1 Curdy Nelson



Before working on the Park, Curdy was a self-employed plasterer who worked wherever the job was. Curdy heard about work on the Park when he was looking for permanent work through Hackney Onsite, a local labour scheme. Once he was registered, he got a call from one of the ODA Employment and Skills managers on the Park who invited him for an interview with one of the contractors. Curdy has now worked for two years on the Park.

He says: 'It's a good venture and something for future reference and being a local person makes it easy to get to work.' Curdy's job has required him to work all over the Park, checking that footpaths and roadways are clean. He has also done some field traffic management and escorting of vehicles. Curdy is now based at the Basketball Arena where he checks that the roads are in good condition and makes sure that signage is clear. Curdy says that he likes working amongst people. When he comes into work in the mornings he enjoys working with his mates. He believes that the people he works with make for a good environment. When Curdy finishes working on the Park, he would like to move into traffic management as a supervisor or manager with his current employer.

## **7.2 Other Sector Training initiatives**

The focus of training is set to change as we get closer to the appointment of LOCOG's contractors. Other training initiatives have developed skills of local people, with a particular focus on hospitality, security, IT, catering, retail and logistics. This will become a bigger part of the training offer as we get closer to 2012 and LOCOG's contractors need to fill the 100,000 or so Games-time jobs they will create.

The LDA and its partners have gathered data on the type of Games-time employment areas likely to be created through LOCOG and its contractors to identify potential supply side gaps and opportunities. This is informing new support services that will be open to residents across London. There are large-scale entry-level opportunities with contractors in the areas of Catering, Cleaning, Waste and Security. There are also wider opportunities in media, hospitality/tourism and sports and leisure. New programmes are being established (subject to budget approval) to exploit these employment opportunities, including the LDA's 2012 Employment Legacy project, which will focus on working closely with LOCOG contractors from Summer 2010 onwards, a suite of customer service training units, and the new Advanced Apprenticeship in Creative and Digital Media, which is due to launch in spring/summer 2010 to improve skills and access to the industry.

## **7.3 Stratford Retail Academy**

The £1.45bn Westfield Stratford City project will be Europe's largest urban retail and leisure destination when it opens in September 2011. Around 300 employers will employ up to 8,500 staff across 1.9m sq. ft of floor space. The development will include a physical hub for a National Skills Academy for Retail situated at the main gateway to the Westfield Stratford City development, next to the Olympic Park.

As part of the DCLG's commitments through the Thames Gateway Economic Development Investment Plan (EDIP), £850,000 capital funding from the Homes and Communities Agency (HCA) has been earmarked for the Retail Academy to fund the internal fit out of the building, subject to final approval. Funding is also being secured through the Skills Funding Agency and other sources.

The Retail Academy will comprise approximately 8,000sqft of 'state of the art' training facilities including teaching rooms, 'mock shops' and interview rooms. It will open with the shopping centre in 2011 in a signature building within the development and be secured for training uses for 20 years.

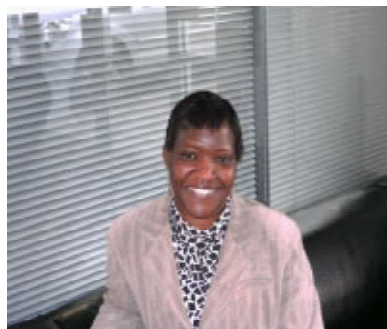
A number of the major employers, such as Marks and Spencer and the John Lewis Partnership, are involved in project development and will use the centre when it is completed. It will enable employers to access and sustain a well-skilled workforce by shaping training delivery to meet labour demand. It will also ensure that local residents are ready for, and benefit from, the opportunities at Stratford City.

## 7.4 2012 Volunteering and the Personal Best programme

LOCOG will launch its official London 2012 volunteer programme this summer. London will also open its host city volunteer programme for registration. Both initiatives will provide graduates from the Personal Best (PB) programme across London with the potential opportunity to volunteer at Games-time. Significant numbers of people are now benefitting from the PB programme which provides support for individuals with little or no work experience, qualifications, confidence or self-esteem. Participants can secure an accredited Level 1 Qualification and everyone who graduates from the programme and successfully completes the volunteer application form is guaranteed a LOCOG or host city volunteer interview.

To date the PB programme has engaged with 14,000 people across London; and of these beneficiaries over 3,000 have completed the course. Many have gone on to further training and other volunteering activity; overall 324 participants have secured paid employment since commencement of the programme, 126 participants in the 5 Host Boroughs alone. This is a crucial phase for the PB programme as these Games-time volunteering programmes open their application processes in summer 2010. The LDA is also investigating whether further assistance could be provided to PB beneficiaries to increase their chances of securing a Games-time volunteering role and, thereafter, potentially secure paid employment.

### Case Study 2 Titilyao Suleman



Prior to attending a Personal Best Course in Ealing, Titilyao was unemployed for over six months, looking after her children and looking for suitable work. She was introduced to PB by an Advisor at Catalyst. She completed her voluntary placement at St. Mary's Church in Park Royal, where she learnt about customer relations; gained experience in dealing with the public and how to solve any issues that may arise. This helped raise her self esteem and confidence. After completing her Personal Best course she secured employment as a part-time Receptionist / Administrator.

## **7.5 Host City Volunteer Programme**

The LDA has led the on-going development of this high profile project since the Mayor announced plans last summer to recruit a London volunteer workforce to greet and assist the thousands of people who will visit the capital in the summer of 2012. An in-house team has refined this £7m programme to deliver up to 8,000 volunteers across circa 35 sites in the major Games-time hotspots for visitors in 2012. Host city volunteers will complement the up to 70,000 volunteers LOCOG will require during Games-time to ensure that visitors receive the warmest of welcomes and first class advice on getting around the capital and to London 2012 events. It will also seek to secure up to ten per cent of its volunteer workforce from the Personal Best programme.

## **7.6 2012 London Cultural Skills Fund**

The LDA invested £1.2 million over 18 months from 2008 in this project which has helped Londoners to participate in the Cultural Olympiad in the run up to the 2012 Olympic and Paralympic Games by supporting community-based groups and cultural organisations to engage Londoners in cultural activities, and provide pathways into skills training and jobs. The project was administered by the Arts Council England and provided grants to 29 organisations of between £25,000 and £50,000. The fund assisted over 1,300 Londoners improve their employability, with many of the recipient organisations targeting people with disabilities, young people, and those from BAME groups.



# 2012 business benefits

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## 8.1 CompeteFor

With over 34,000 London-based businesses registered, of which at least 75per cent are SMEs, the CompeteFor service continues to move from strength to strength. A significant proportion of these suppliers are located in the five Host Boroughs, a total of 6,700. They have had access to approximately 6,800 contract opportunities posted on CompeteFor over the past 2 years. 3,800 of these opportunities have been awarded on CompeteFor to date and businesses from London account for 34per cent of all awards to CompeteFor suppliers. More opportunities are expected from LOCOG, as they gear up their activities to host the Games, sponsors, and their sub-contractors. With the support of London 2012, CompeteFor is aiming to capture 20per cent of the estimated 75,000 total contract opportunities from the London 2012 supply chain.



Over the last year, the CompeteFor service has been improved to provide buyers with better tools to target published opportunities at local suppliers (without excluding non-local suppliers from applying).

The boroughs of Hackney, Waltham Forest and Tower Hamlets have taken advantage of this new functionality to post contract opportunities. With support from the LB Newham, Westfield have also used the system to post opportunities from their Stratford City Development.

CompeteFor is helping to build a more competitive business base across the Capital through its referrals to Business Link in London (BLiL). Approximately 4,900 registered businesses from London have been referred to BLiL for further support. The majority of these businesses have been brokered to the LDA's Supply London Project, providing support to help SMEs to win contract opportunities posted on CompeteFor.

### Case Study 3 – Task Systems Ltd

Task Systems Ltd is an office furniture company, based in Newham, which was founded by current managing directors Tony Daltrey and Costas Karavias in 1980 and employs 50 people. In 2005 the company was advised by the London Development Agency that they would have to relocate as they were based on the site of the proposed Olympic park near Stratford. The company was assisted to relocate in 2007 to a new industrial park in Beckton built by the LDA. Following the relocation, the LDA's Business Retention Manager continued to work with the company to ensure that their relocation went smoothly and to help them identify new opportunities for expansion, helping them consider tendering for public sector opportunities and in turn, introducing them to the East London Business Place project. After registering with CompeteFor, Task Systems won the contract to supply and install office desk workstations in an IT facility at Canary Wharf, from where the London 2012 Olympic and Paralympic Games IT systems will be administered.

The LOCOG contract was not the first relevant project which the company saw, and it had already been successful in bidding for an LDA contract. Task Systems applied for the LOCOG contract via CompeteFor last November. The company was then invited to tender for the contract and won it in February 2010. The project started in April 2010 and will involve Task Systems supplying LOCOG with about 260 office desk workstations, developed especially for LOCOG, and installing them in the IT facility in Canary Wharf.

Task Systems' Marc Ward said the CompeteFor service had made getting involved in London 2012 opportunities simple. He said: "It was very easy indeed to use CompeteFor, and it's given us lots of chances to get involved with LOCOG, ODA and LDA contracts."

The London Business Network, (co-founded by The London Chamber of Commerce and Industry, London First and the regional CBI), work in partnership with the LDA to promote the CompeteFor business opportunities to SMEs in each London borough. The London Business Network has worked with over 300 business associations, trade groups and diverse business groups, resulting in over 40,000 receiving information and advice via workshops and events, supporting businesses so they are in a better position to compete for Games-related and other contracts.

Working across the east London boroughs, the East London Business Place (ELBP) project brings together a partnership of private and public sector organisations, led by East London Business Alliance, with funding from the LDA. It provides a free, face-to-face, sourcing and matching service to enable buyers and suppliers in ten east London boroughs (including the five Host Boroughs) to take advantage of local business opportunities beyond the London 2012 supply chain. To date, ELBP has assisted 2,400 businesses to improve their performance and helped 1,309 become fit to supply. Businesses have now won £40 million worth of contracts through the support offered from this programme.

# Sport

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## 9.1 The Mayor's Sports Legacy Plan: A Sporting Future for London

This was launched in April 2009. The aim is to get a sustainable increase in sports participation across the capital through:

1. A Sports Facility Fund which commenced in April 2010 will distribute just under £7 million in grants to refurbish and develop sports facilities in London. To date, 76 applicants have submitted Expressions of Interest, and the first round of awards will be made in September 2010
2. A Training and Development programme will work through the London Leisure Academy to offer £3 million worth of skills training ranging from coaching and officiating, to pool or ground maintenance, and community sports development
3. A Sports Based Interventions fund will support sports programmes that work towards increasing overall sports participation rates, whilst addressing some of the social needs of young Londoners outlined in the Mayor's strategy 'A Time for Action'. This funding stream will be launched later this summer.

Through Mayoral Direction, the LDA will contribute £15.5 million towards this work over the coming three years, with match funding increasing the overall total to over £30 million. The LDA has also run a number of sports projects which contribute towards the objectives of the Mayor's Plan. Discussions are ongoing regarding future support for these projects from the Mayoral Direction budget. It has been confirmed that Play Sport London will be supported for a final year, but decisions have yet to be taken for the remaining projects.

## 9.2 Play Sport London (previously the Summer/Winter of Sport)

Play Sport London delivers small grants to clubs and community organisations that allow people across London to try out new sports, receive free coaching and get introduced to sports clubs. Nearly 300 organisations benefitted from awards from the 2009/10 programme, offering over 100,000 hours of free coaching to Londoners in 54 different sports across all 33 London boroughs. The programme has been very successful in attracting a diverse range of participants – 50 per cent female, 56 per cent BAME and 12 per cent Disabled People. The programme continues to attract a lot of interest, with 300 applications received for the 2010/11 summer programme alone, and 138 awards made to date.

### **9.3 London Leisure Academy**

Access to Sports and Leisure-related training continues to be delivered by the London Leisure Academy. The LDA has supported the start up of the Academy, which has recently been successful in attracting funding from both the Future Jobs Fund, and the Mayor's Sports Legacy programme. In the first round of FJF the Academy assisted 266 people into work. A second round is scheduled to deliver a further 600 in 2010/11. Discussions are on-going with the GLA to determine whether the Academy core costs will be supported in 2010/11.

### **9.4 Official Sport London**

The programme has awarded 517 bursaries to date to enable Londoners to train to become sports technical officials across 22 different sports. 61 per cent of these beneficiaries have been new to officiating and 15 per cent new to sport. This project will cease in August 2010, but official training will continue to be delivered via the Mayor's Training and Development programme.

### **9.5 The Inclusive Fitness Initiative**

The recently commissioned Inclusive Fitness Initiative will ensure that 150 fitness gyms across London are enhanced to provide a fully accessible service for disabled people. To date 36 facilities have received support towards achieving IFI accreditation, and £250,000 capital investment has been leveraged to improve the accessibility of gyms. Discussions are on-going with the GLA to determine whether this project will continue to be supported.



#### Case Study 4 - Justin Frishberg, 37



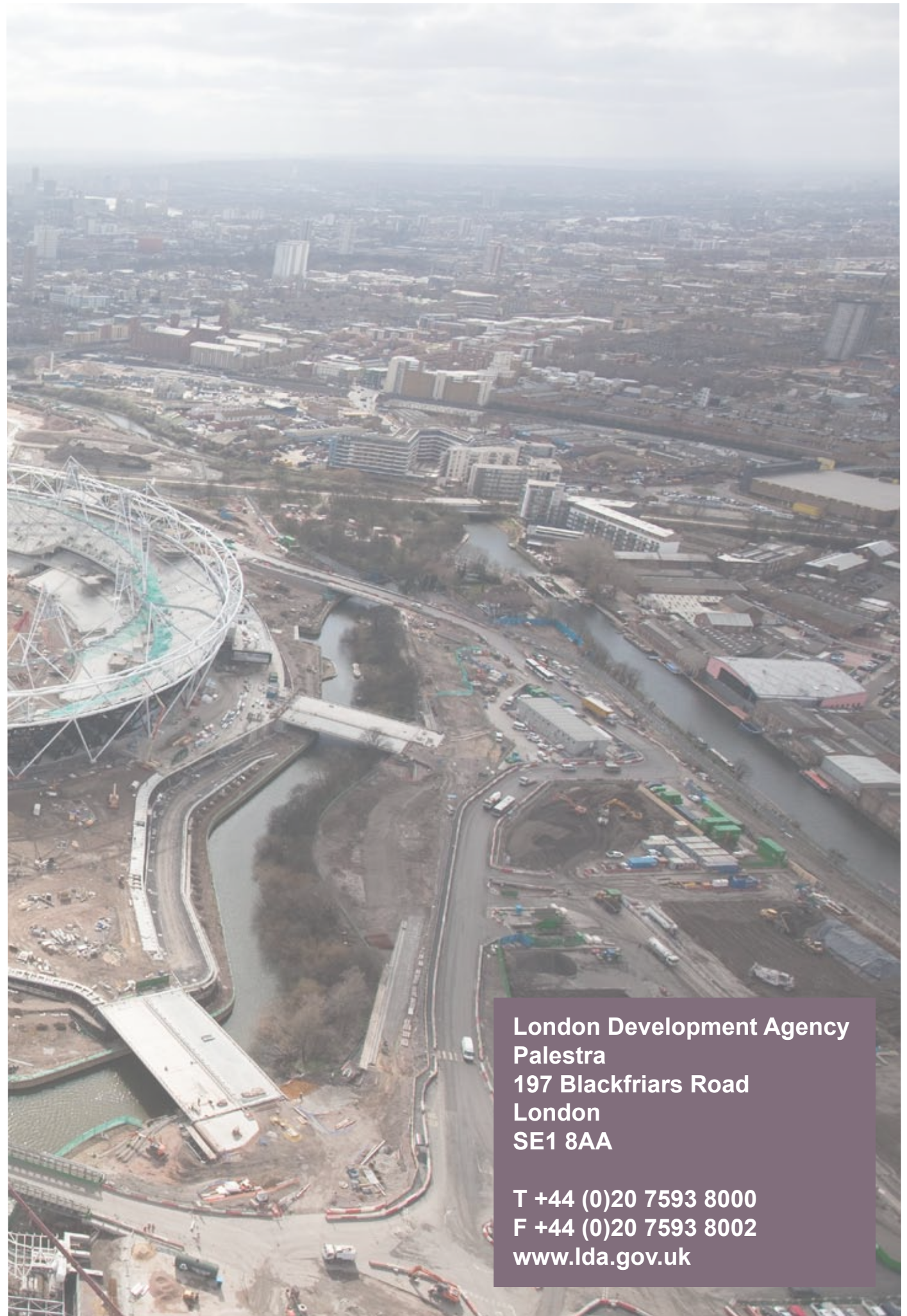
Justin lives in Harrow, and is the Chairman of Great Britain Wheelchair Rugby. Sport has always been part of Justin's life, and he played able-bodied rugby until his early twenties. He broke his neck while playing rugby in 1992, and began playing wheelchair rugby in 1996. Justin immediately loved the sport, and has been playing ever since.

Justin became a part of the Great Britain Wheelchair Rugby team in 2003 and had a massively successful playing career. Highlights include participating at two Paralympics, Athens and Beijing. The Great Britain team also won 3 European Championships while Justin was playing, and his London Wheelchair Rugby Club won 4 Europa Cups. Justin has since retired from the Great Britain team, but is still playing for his club in London and intends to do so for as long as possible.

Now that Justin has retired from the national team, he is keen to gain officiating qualifications and get more involved in this side of the sport. Part funded by Official Sports, he completed a Wheelchair Rugby Entry to Officiating Course, which lasted two days and included classroom and practical learning. Justin's bursary from Official Sports London contributed to his accommodation and transport costs, as his course took place in Sheffield.

Justin has always enjoyed refereeing. As a player, he has a knowledge and passion for Wheelchair Rugby which he will bring to his officiating. He also recognises a need for qualified referees both at training sessions and competitive matches, particularly in a fast paced, contact sport such as Wheelchair Rugby. As there currently aren't many Wheelchair Rugby referees who use wheelchairs, Justin is keen to qualify to the highest level he can and has been refereeing at league games via the Great Britain Wheelchair Rugby Association since he completed his course.

Justin thinks officiating is a great way to stay involved or get involved in a sport. Since so many sports are in need of volunteers and officials, anyone who is prepared to support a club and sport in this way is sure to receive a warm welcome. He suggests that anyone thinking about getting involved in Wheelchair Rugby officiating comes down to watch a game to see just how exciting and enjoyable it is, and they'll quickly be convinced to get involved.



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