



## NEWS RELEASE

# ODA Chair visits the region to urge South East businesses to 'CompeteFor' London 2012 contracts

11 June 2009

More than 500 South East companies heard from John Armitt, Chairman of the Olympic Delivery Authority (ODA), today about the diverse business opportunities emerging from the London 2012 Olympic and Paralympic Games.

The 2012 Conference was organised by Business Link and SEEDA, the South East England Development Agency. Speaking at the event, John Armitt said, "We want to help South East businesses take advantage of the opportunities available and get involved in the largest project this country has seen for generations."

"CompeteFor is already helping companies access this work and I urge businesses to sign up. Companies of all sizes from different sectors across the country have already won work directly with the ODA. Some contracts are still to be placed but the bulk of opportunities are now through our contractors and the supply chain."

Over 13,000 companies in the South East have registered at [www.CompeteFor.com](http://www.CompeteFor.com), an online 'dating agency' that acts as a brokerage service between London 2012 and other public sector buyers and small and medium sized suppliers.

Other speakers at the Conference included Pam Alexander, SEEDA Chief Executive; Morag Stuart, ODA Head of Procurement; Giles Long MBE, triple Paralympic swimming gold medallist; and Ashton Hunt, General Manager for BT Local Business. BT is an official LOCOG Tier One partner. Presentations focused on supply chain opportunities over the next six months as well as the construction of the Olympic Park.

Paul Toben, Business Link 2012 Programme Manager explained, "Thousands of London 2012 supply chain contracts are still up for grabs and many of the large contractors supplying the ODA directly will be sub-contracting out pieces of that work. Smaller firms can get their fair share but they need to take the right approach and get important policies and processes in place in order to bid. Business Link is here to help companies to bid for new work."

Pam Alexander said, "A total of 13,045 regional companies have already registered on CompeteFor and are starting to win contracts – one of our messages to companies today is that you have to be in it to win it. This is a great opportunity for the region's businesses to bid for contracts that will secure valuable business and future contracts, stimulate job creation and help increase

sustainable economic growth. At a time of considerable economic uncertainty these are contracts we can be sure will go ahead.”

During the two day visit to the South East, John Armit was a guest at the Kent County Council hosted breakfast attended by over 100 business representatives. He also visited successful local companies that are already involved in 2012.

- Dean & Dyball Civil Engineering, which has a facility in Aylesford, Kent, completed a project to develop the Weymouth and Portland National Sailing Academy (WPNSA), the location for the London 2012 Olympic and Paralympic Games sailing event.
- Sunray Engineering, Ashford is producing and installing high specification specialist steel doors for strategic London 2012 buildings.
- Creative Technology Ltd, Crawley, supplies video project and big screens and is working on the London 2012 Games.

A total of 18 contracts so far have been awarded to companies in the region through CompeteFor brokerage, worth over £2 million. This is in addition to the 148 South East companies that have supplied the ODA directly. Today's event was organised by SEEDA and Business Link to encourage more companies to sign up.

Just yesterday, Hillier Nurseries was selected to provide the majority of the trees from their Hampshire nursery for the London 2012 Olympic Park. The 145 year old family-owned company has won 64 consecutive Gold Medals at the Chelsea Flower Show.

Companies at the event attended Business Link's 'Bid Writing' workshops and 1-2-1 clinics about bidding for both London 2012 and other public sector contracts. Companies of any size who wish to find out more about getting involved with the bidding for 2012 opportunities should contact Business Link on 0845 600 9 006, visit [www.businesslink.gov.uk/southeast/2012](http://www.businesslink.gov.uk/southeast/2012).

#### **Notes to Editors**

- [www.competefor.com](http://www.competefor.com) acts as a brokerage service between buyers throughout the London 2012 supply chain, and potential suppliers.

#### **How CompeteFor works:**

ODA and LOCOG are advertising their direct contract opportunities online through CompeteFor, which is co-funded by Regional Development Agencies and three devolved nations, and direct London 2012 contractors appointed will be encouraged to advertise their supply chain opportunities through the system. For example all contractors that have been awarded ODA infrastructure or venue contracts are registered as buyers on CompeteFor.

Companies at every level of the London 2012 supply chain will be encouraged to advertise their supplier opportunities through CompeteFor.

After registering basic company information any interested business can view the opportunities advertised. Companies can then complete a business profile, which involves answering a series of simple questions, to be able to compete for opportunities.

A company's business profile is automatically tested against a small number of minimum standards in areas such as health and safety. If these requirements are not met the

company is automatically referred to tailored business support to help improve their performance. This service is provided by Business Link in England and the support services in Wales, Northern Ireland and Scotland.

Once a company's profile is successfully published on CompeteFor they are automatically matched to opportunities which suit their business and invited, by email, to apply for them by filling out a short, tailored application form. The buyer advertising the contract then selects a shortlist of companies and invites them to formally tender through the buyer's own procurement system.

Details of the winning bidder(s) are published on CompeteFor and unsuccessful bidders receive feedback from the buyer. Throughout the process local business support agencies are on hand to help companies maximise their chances of success.

- **Business Link's** information and advice services are available through the website [www.businesslink.gov.uk/southeast](http://www.businesslink.gov.uk/southeast) or by phoning 0845 600 9 006.

Business Link is the government funded national business information, advice and support service, delivered in the South East by the six Business Link Providers. In the South East the service is funded by SEEDA.

Business Link helps businesses and entrepreneurs to start up new enterprises and maintain and grow established companies. This is done by helping people to quickly and easily locate and benefit from the broadest range of public, private and voluntary business support services.

- **SEEDA, the South East England Development Agency**, is the Government-funded agency responsible for the sustainable economic development of the South East of England – the driving force of the UK's economy. Through supporting businesses, encouraging innovation, developing skills and engaging with public and private partners, we aim to create a successful, sustainable future for the region.
- **SEEDA's support helped deliver the following** over the period 2005-2008:
  - 17,500 jobs created or safeguarded
  - 32,500 people helped to get work
  - 10,000 businesses created or attracted to region
  - 137,500 businesses assisted
  - £638m investment, 45% levered from private sector
  - 200ha Brownfield land remediated
  - 148,500 people assisted in skills development
- **For media enquiries**, please contact:  
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