



Olympics – London 2012

A major opportunity – with challenges

This summer's Olympics clearly offers a fantastic opportunity for the trade – to showcase the best of UK hospitality and boost operators' bottom lines. But with millions of extra visitors pouring into our towns and cities, particularly London, a number of logistical issues are sure to crop up. A number of other major events also coincide with this festival of sport this summer. Preparation is key, so the *ALMR* has prepared this factsheet to help operators consider all the challenges and opportunities ahead.

What time period does the Olympics cover?

The official "Olympic Period" runs from May 19, when the [Torch Relay](#) starts, until September 9, when the Paralympics end. During this period there are also a number of other large events in London: [Wimbledon](#) is on from the June 25 until the July 8; the [Diamond Jubilee](#) will be celebrated from the June 2-5; [World Pride 2012](#) takes place June 23-July 8; and the [Notting Hill Carnival](#) will be on August 26-27.

On top of this, the [European Football Championships](#) (June 8- July 1), are expected to drive up custom.

The Olympics Games will not be confined solely to London; along with the nationwide Torch Relay there are also venues across the country hosting events like football, cycling and rowing. Maps showing the venues [across the country](#) and [within London](#) are available as well as one showing the route and timings of the [Torch Relay](#).

The London 2012 organisers have arranged [a series of workshops](#) for SMEs throughout February and March, and are offering bespoke advice to 200+ employee multi-site businesses. Businesses of all sizes can register for information and to attend the workshops by contacting keeponrunning@london2012.com with details about their business and requirements.

What transport issues will I face?

The Olympics will undoubtedly bring major disruptions to transport – so operators should familiarise themselves that problems that may arise. The [Olympic Route Network](#) (ORN) will cover 109 miles of road in and around London, roughly 1% of the capital's roads. In addition, there will also be stretches of road outside of London which fall into the ORN; a list of postcodes intersected by the ORN can be found [here \(Excel spreadsheet\)](#). Some 30 miles of the ORN will be "Games Lanes" reserved specifically for Olympics vehicles. Businesses along the ORN are likely to be restricted from trading on the street without special dispensation from the [Olympic Delivery Authority](#).

The heavy traffic flow caused by the Games will inevitably result in changes and disruptions to deliveries so you should get in touch with suppliers now to plan alternative delivery arrangements – it may be worth stockpiling supplies in the lead-up to the Games, organising different delivery times or even collaborating with nearby businesses using the same suppliers, which [a case study by TFL](#) suggests could cut costs and hassle significantly.

Many licences contain restrictions on delivery times; it is important to [get in touch with your Local Authority](#) to find out their stance on night-time deliveries. Businesses trading along the ORN will not be able to take deliveries between 6am and midnight, so may be forced to violate the terms of their licence. Westminster Council [has confirmed](#) that it will be taking a relaxed view towards violations of these restrictions during the Olympic Games, but other authorities may not.

How will security be handled?

Security will be a significant issue too, with large crowds and an elevated risk of terrorism. Due to the increased security burdens it is important to have security arranged well in advance of the Games. The City of London Police suggests having door staff [trained in hostile reconnaissance](#) to identify possible threats, and the National Counter-Terrorism Security Office recommends completing the Crowded Places [Vulnerability Self-Assessment Tool](#) in order to identify weaknesses and learn best practice.

It is also important to screen any new or temporary workers extremely strictly, especially if you are in close proximity to any of the venues or the Olympic Village, and to ensure that any security staff are SIA-licensed. The organisers and the police are likely to hold training workshops for security workers closer to the Games, so the training burden on employers should be minimal.

What staffing issues will my business face?

The Olympics will have a large impact on staffing; not only will you likely require more staff to cope with increased footfall, but current staff are likely to take some time off – whether to volunteer, attend or simply watch the Games at home – and face having their travel arrangements changed. [At the Sydney Olympics](#) 27% of employees took leave during the Games, while 24% changed their hours and a further 18% travelled at different times. It will be necessary to have made arrangements with your staff well in advance of the Games in order to minimise disruptions, and if you will be taking on additional staff this should be arranged as far in advance of the Games as practicable. The Advisory, Conciliation and Arbitration Service (ACAS) has [published advice](#) to assist employers and employees during the Olympics.

If your staff commute using the London Underground or along the ORN their ability to get to work on time may be severely compromised and your scheduling should allow for this. It may be worth altering shift times to better suit the realities of travelling within London this summer.

What materials can I use to promote the Games?

In order to maximise the financial impact of the Olympics many businesses will be running promotions centred on them. There are strict regulations about what can be used in any promotional material by non-sponsors of the Games; you will not be allowed to use any of the Olympic logos and certain phrases are highly restricted. Details on what is prohibited in promotional material can be found [here](#) and there is also an [FAQ here](#).

What's the situation with Temporary Event Notices (TENs)?

There have been no official guidelines published restricting or expanding the remit of TENs during the Olympics, so the 10-day minimum application period still applies, but it is advisable to plan any applications well in advance as Local Authorities may not wish to deal with a surfeit of late-night events and may be forced to operate on a first-come, first-served basis. John Gaunt & Partners have published [advice on licensing and trading](#) during the Games and the detailed regulations can be found [here](#).

With planning, the Olympics are not a disruption but an opportunity for the experienced operator.

James Wilmore

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