

## Get your business ready for The Games

With well under a year now until Games time it is really important to start thinking and planning for how your business operations might be affected next summer, particularly businesses that have any involvement with London.

The four main areas to consider are staff travel, business travel, deliveries and supplies.

There are some excellent resources to help keep you running during the Games on the London 2012 website: <http://www.london2012.com/get-involved/business-network/travel-advice-for-business/>

---

## Mark Cavendish victorious in London 2012 test event

Top British rider Mark Cavendish topped off a successful summer by winning the London-Surrey Cycle Classic, the biggest test event yet to be staged by the London 2012 Organising Committee (LOCOG).

The test event passed through six London boroughs, four Royal Parks and out into Surrey. This gave businesses along the route a chance to test how their operations might be affected and the potential impacts during the Olympic event on the **28th and 29th July 2012**.



If your business was affected or you have any specific feedback, please email it to [southeast2012business@soadevelopment.co.uk](mailto:southeast2012business@soadevelopment.co.uk) so that we can ensure we are as prepared as possible for next year.

---

## All routes lead to London 2012: Games transport website launched to help spectators plan how they will travel next summer

A one-stop travel shop that enables London 2012 spectators to plan their routes ahead of the Games has been launched. The online London 2012 Spectator journey planner and travel pages: <http://www.london2012.com/get-involved/business-network/travel-advice-for-business> marks the first time such a comprehensive travel tool has been specifically created for an Olympic and Paralympic Games. It will help Games ticket holders plot their routes to venues from anywhere in Great Britain by rail, coach, bus, river or Tube. It will also detail routes for cycling and walking, and from early next year will allow users to plan their journeys by car to Games park-and-ride and Blue Badge parking sites.

---

## **Is your business in shape for 2012?**

One thing is for certain. Come the Opening Ceremony on 27th July 2012, the London 2012 Games will be part of every conversation. Your staffing levels, transport plans, technology and security requirements and what you'll do to mark the 2012 Games for your staff and customers will all require planning.

Lloyds Bank have recently launched a free Games Times Ready guide: <http://www.lloydsbankcorporatemarkets.com/London-2012/> covering the issues and topics business owners will need to address, to benefit from the opportunities and overcome any challenges the London 2012 Games will bring.

---

## **13 August 2012 set to be Heathrow's busiest day ever**

Heathrow has been named 'Host Airport' and official supplier to London 2012 in a Tier 3 sponsorship deal. It is estimated that Heathrow will welcome almost 80% of all Games passengers, including athletes, officials, sponsors, media and spectators.

The Games will be a unique operational challenge for Heathrow. The day after the closing ceremony of the Olympic Games is set to be the airport's busiest day ever. 218,000 bags are expected to leave the airport, compared to 160,000 on the previous busiest day.

Heathrow has also launched its own volunteer scheme for major events, with the Olympic Games and Paralympic Games a key part of it. The airport will recruit 1,000 volunteers from local communities who during Games-time will meet and greet athletes, VIPs and spectators. Volunteers will have the chance to receive a range of London 2012 or Heathrow related rewards. People can sign up at <http://www.teamheathrow.com>

---

## **Ten tips for maximising media coverage**

Ensure you get the most out of the media with top tips from our expert Paul Gauger, who leads on 2012 Games Broadcast Media for VisitBritain. Paul worked for Tourism Australia during the Sydney Olympics and is now applying his expertise to the London 2012 Games, ensuring the UK gains maximum coverage from this once-in-a-lifetime media opportunity. Paul's Top 10 tips can be found here: <http://www.tourism2012games.org/toptenmediatips.aspx>

This is just one of the many resources available to businesses on the Tourism 2012 Games website: <http://www.tourism2012games.org/> - the site is published by VisitBritain in partnership with the London 2012 Nations & Regions Group and contains a wealth of practical information on the Games, advice on how you can benefit and play your part in welcoming the world to the UK.