



London 2012 newsletter – November 2011

London First is working with London stakeholders to ensure businesses' needs are central to the plans for London in 2012. We are providing a programme of London 2012 briefings and newsletters, with BT, to help members to maximise the opportunities presented by the Games, whilst helping to minimise disruptions. Key themes of this programme include transport planning, safety and security, technology, London's 2012 'look and feel', business hospitality opportunities and the regeneration legacy. Themes will be revisited as more information becomes available.

Latest London 2012 transport hotspot information launched today

Transport Secretary Justine Greening joined Transport Commissioner Peter Hendy today at a London First briefing to launch the very latest data regarding the expected transport impacts of London 2012. This most detailed information to date regarding road and public transport 'hotspots' includes a breakdown of expected delays by time and location, designed to enable businesses both large and small to plan their Games-time operations at a highly detailed level. TfL business 'hotspot' information [press release](#).

Flexibility from all parties will be key to effective deliveries and servicing arrangements during London 2012. TfL has been conducting trials with a number of businesses and have developed best practice guidance for operators making night-time deliveries during the Games period. Revisit the [TfL website](#) tomorrow, when these deliveries case studies will be published.

Helpful links

2012 hotspots – [Peter Hendy's presentation](#) (30 Nov)

Hotspot information by [station](#)

[Road hotspots](#)

Or visit www.tfl.gov.uk/2012

Top travel tips for theatre lovers

Summer 2012 will offer something for everyone in London to enjoy, combining the myriad Games-related activities with the capital's more traditional, world-renowned entertainments. To ensure theatre-goers don't miss out on the excitement, this [theatre travel guide](#) was also launched today by the Society of London Theatre and TfL.

The business networking opportunity

Helping to maximise the economic potential of London 2012, the **British Business Club** is an exciting new online resource enabling businesses to access the thousands of business visitors who will come to London next year.

Membership of the Club is free and allows you to access up-to-date details of networking events and other business activity being planned. Currently, businesses can register as a member, upload and search the events calendar. From spring, the online partnering service will enable members to showcase their business capabilities and make contacts with international business partners.

The London 2012 hospitality programme will be the subject of a London First briefing in the New Year.

Register as a member of the British Business Club now at: www.britishbusinessclub.org

The London look

To maximise the buzz in 2012 and ensure London puts on a spectacular show for visitors and TV audiences worldwide, the GLA has developed plans to dress our city next year. These were the subject of a recent London First member briefing by the GLA's Director of 2012 Communications, Daniel Ritterband.

The GLA's efforts will be focused on [designated zones](#), largely within central London and around the sporting venues. However, each London borough has also received funding for their local dressing plans.

Businesses (including non-sponsors) wanting to get involved can purchase additional materials – ranging from lamp post sleeves and cross-street sails to lighting gels and pictograms – via contractor Icon.

[2012 Theatre Travel Guide](#)

Register as a member of the British Business Club at: www.britishbusinessclub.org

To find out how your business can get involved in the GLA's 'look & feel' programme, contact [Phillippa Briggs](#).

How it works: the GLA needs to approve businesses' individual plans, to ensure a coherent 'look' and to ensure that brand protection rules aren't breached. Planning applications will need to be submitted to the local authority, although the GLA has spoken to all the boroughs to secure their in-principle support. Where applicable, the GLA suggests businesses speak to their local Business Improvement District as a first step. Otherwise contact [Phillippa Briggs](#) at Icon.

Wireless technology – helping London prepare

BT's plans for 500,000 Wi-Fi hot spots in the capital in time for the 2012 Olympic and Paralympic Games were launched by Boris Johnson in September. The Mayor wants to see London's Wi-Fi network vastly expanded as part of a lasting communications legacy from the London Games. The plans include providing Wi-Fi to 120 Underground stations as well as a series of Wi-Fi hubs at bus stops, to support remote working and help Londoners and visitors stay informed while on the move next summer and beyond. BT's Capital Wi-Fi programme kicked off in October with new hot spots broadcasting from more than 630 London payphones. Others will be added from homes and independent businesses across the city.

The City Factory, a think tank for the city of the future www.thecityfactory.com

The sustainable impact of major sports infrastructure is the topic of discussion at a 'Looking for Legacy' event in January. The event is organised by The City Factory, a VINCI inspired think tank which brings together international leaders to address issues affecting the future of our cities. To register your interest, please contact [Melanie Mathews](#).

London First is working with its members to help businesses to minimise disruption and maximise the opportunity of London 2012. For more information on any of these news items please contact:

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[Case study](#): BT iNet's partnership with the London Ambulance Service, helping to prepare London for 2012 and beyond.