

# COMPETE FOR LONDON 2012 BUSINESS OPPORTUNITIES

## QUICK START GUIDE

[www.london2012.com/business](http://www.london2012.com/business)



**COMPETEFOR** IS THE CHOSEN  
WEBSITE OF LONDON 2012  
FOR THE PUBLICATION  
OF ALL GAMES-RELATED  
BUSINESS OPPORTUNITIES



# WHAT IS COMPETEFOR?

**CompeteFor is a groundbreaking website that allows the business community to compete for contract opportunities linked to the London 2012 Olympic Games & Paralympic Games.**

It acts as a brokerage service between potential suppliers and buyers throughout the London 2012 supply chain, encouraging equality and transparency of opportunity and providing Games-related business information.

## **Providing access to London 2012**

Any business can register on CompeteFor to access supply chain opportunities generated by the London 2012 Games. Registration is easy and free of charge. Once this has been done and a business profile has been entered and published, businesses will be automatically matched with contract opportunities that they can then apply for.

CompeteFor also provides access to focused business support, building skills and capacity to boost the long-term competitiveness of Scottish businesses up to and beyond the London 2012 Games.

CompeteFor is working with Scottish Enterprise, and through it the Business Gateway network, to support the nation's business community in maximising the opportunities of the 2012 Games for Scotland.



**REGISTRATION IS EASY,  
FREE OF CHARGE AND ONLY  
NEEDS TO BE DONE ONCE**



# HOW DO I GET INVOLVED?

- 1.** Visit the London 2012 website at: **[www.london2012.com/business](http://www.london2012.com/business)** and follow the link to CompeteFor.
- 2.** Register some basic details of your business to create a user account and access Games-related information.
- 3.** Complete and publish a full business profile to be matched with opportunities listed on CompeteFor that you can then apply for.

During this process you will be asked a series of questions which you will need to answer on-line. In order to help you get prepared to answer these questions we've listed them at the back of the User Guide which can be downloaded from the Help page of the CompeteFor site – print this document and check that you've got the information you need before you start the on-line questions.



# REGISTRATION QUESTIONS

**IF YOU HAVE  
ANY PROBLEMS  
JUST CALL THE  
HELPDESK ON  
0845 2177804**

## **Registration**

You will be asked to set up a username and password, and to provide some general information about your business. Before proceeding to the next stage, you will be asked to read and accept the CompeteFor Terms and Conditions.

## **Business Profile**

It is important to complete and publish a full business profile in order to be matched with contract opportunities.

It will also allow you to search for and track opportunities, save your responses and look for other businesses you may wish to partner with.

The information you provide to publish your business profile is completely confidential and only passed on to buyers when you are matched to an opportunity and give permission for it to be used to evaluate your application.

# COMPLETING YOUR BUSINESS PROFILE SHOULD TAKE ABOUT THREE QUARTERS OF AN HOUR

## Organisation

This section asks for general information about your business, most of which is automatically replicated from the initial registration section. Enter new details if you would like alternate information displayed in your Business Profile.

## Insurances & Policies

These questions deal with policies your organisation might have, such as Health and Safety. It also asks about your insurance policies.

## Financial Details

You will be asked to provide some financial information about your business including your company registration number (if applicable), the date your business started and its forecast annual turnover.

## Marketing Information

You have the opportunity to further promote your business by entering marketing text and featuring up to three images in your profile.

## Ownership Diversity

This section asks for the ethnicity, disability, gender and sexual orientation of the ownership or leadership of your organisation. Information requested in this section is used for monitoring purposes only and will not be supplied to buyers as part of your evaluation.

## Employee Diversity

This section asks for the ethnicity, disability, gender and sexual orientation of the employees within your organisation. Information requested in this section is used for monitoring purposes only and will not be supplied to buyers as part of your evaluation.

## Publish

It is essential that you submit and publish your business profile in order to be matched with contract opportunities. It will also make it easy for other businesses to contact you.

**YOUR BUSINESS IS NOW  
READY TO BE MATCHED  
TO LONDON 2012 GAMES  
RELATED OPPORTUNITIES**



# WHAT HAPPENS NEXT?

**Now that you have fully registered and published your business profile, you are ready to CompeteFor London 2012 business opportunities.**

You can choose to receive notification of specific contract opportunities by setting your email alert preferences. You can also keep track of your account using the CompeteFor Activity Centre, which has several tools that will help you access 2012 contracts.

## **Use the Competefor Activity Centre to:**

- View contracts that have been automatically matched to your business
- Find additional opportunities using the easy-to-use search tool
- Search for potential partners and partnership opportunities
- View contracts you have responded to
- Track the progress of opportunities that you are interested in
- Publish **YOUR** Games-related contracts on CompeteFor to find suppliers of your own



# FREQUENTLY ASKED QUESTIONS

## What types of businesses can register?

Any business of any size can register as a potential supplier on CompeteFor. The London 2012 supply chain will consist of a wide and diverse range of contract opportunities from construction and catering to marketing and the provision of merchandise.

## What happens to the information I provide to CompeteFor to complete my business profile?

The information you provide to complete your business profile is not passed on to anyone without your direct consent. It is only provided to a buyer when you apply for a specific contract opportunity and give them permission to use the information to evaluate your application.

## Is there a minimum set of requirements which businesses must have to apply for contracts listed on CompeteFor?

Yes, a minimum standard has been set by London 2012 for potential suppliers wishing to conduct business within their supply chain. To have your profile published it is essential that you have a **Quality Management Statement** and an **Equal Opportunities Policy**. Businesses with five or more employees must also have a **Health and Safety Policy**.

It may also help the publication of your profile and your selection for tender opportunities if you have an **Environmental Policy** and a **Sustainable Development Policy**. These will not block your publication, but you may well be asked for them if you bid for work. At this stage, a mere 'yes' or 'no' answer will suffice, but if you bid, you may well be asked to provide documentary evidence, so it is important that you have these in place.



### **What happens if my business doesn't meet the required criteria?**

Don't worry, businesses in Lowland Scotland which have tried to publish their profile and which don't meet the agreed criteria will be contacted by either Scottish Enterprise or the Business Gateway Service (depending on the scale and growth aspirations of your business) to guide you in assembling the information you require.

### **What if I don't have a Quality Management Statement?**

You need to write one, or get it written for you and then implement it. Quality Assurance is about ensuring that the organisation has the proper management systems in place to ensure consistent delivery of the goods and services asked for in the contract.

The front end for this is a Quality Policy that sets out and drives the processes to ensure customer satisfaction. Following on from this is the Quality Management System (the QMS) itself. Although there are others, many organisations have systems that are accredited to ISO 9001 and these organisations are often preferred by buyers. A good starting point for small businesses is the Small Business Standard published by the Chartered Quality Institute and is available free of charge as a download on [www.thecqi.org](http://www.thecqi.org). For more information on quality management standards go to [www.bgateway.com](http://www.bgateway.com) and navigate to **Home > Sales and marketing > Tender for London 2012 Olympic contracts> How to Bid for London 2012 Contracts** and then click on "quality management standards".

# FREQUENTLY ASKED QUESTIONS

## What if I don't have an Equal Opportunities Policy?

You need to write one, or get it written for you and then implement it. Public sector organisations (including the Olympics organisations and their contractors) are required to promote equality in the workplace and in the delivery of goods and services to their customers.

You will often be asked to provide evidence of how your organisation embraces equality and diversity in the workplace. Failure to demonstrate this commitment may impact on the success of your public sector tender.

You can find out how to develop an Equality Policy and an action plan by visiting [www.bgateway.com](http://www.bgateway.com), and navigate to **Home > Sales and marketing > Tender for London 2012 Olympic contracts > How to Bid for London 2012 Contracts** and then click on either "Equality Policies" or "Find out how to create an Equal opportunities policy on the Acas website".

## What if I don't have a Health and Safety Policy?

You need to write one, or get one written for you and then implement it. Encouraging good health and safety practice is essential for your business. This means not just doing the minimum to abide by the law, but also managing the policy in a way which is most beneficial to your type of business, your employees, your clients and the local community.

The Health & Safety at Work Act 1974 requires that if you employ 5 or more people, you are obliged to have a written statement on Health & Safety. The Olympic Delivery Authority will not offer main contracts, or allow sub-contracts, to businesses without a policy. For further help go to [www.bgateway.com](http://www.bgateway.com) and navigate to **Home > Sales and marketing > Tender for London 2012 Olympic contracts > How to Bid for London 2012 Contracts** and then click on "create and operate a health and safety policy".



### **What if I can't answer a question?**

CompeteFor allows you to save your answers to previously completed questions at any stage of the registration process, so you can take your time finding the information you need. There is also a Help icon beside each question, which explains each question in more detail.

### **Can I go back and change any of my answers?**

Yes, you can change any information that makes up your Business Profile at any time and as many times as you like.

### **How many opportunities can I respond to at a time?**

The number of opportunities you respond to is limited only by your ambition and your ability to respond.

### **Can I call a number and talk to someone?**

Of course. There is a dedicated CompeteFor Helpdesk whose staff can assist you with the registration process. They can be contacted on **0845 2177804** during business hours or by email via the CompeteFor website.

### **Can I advertise my own business opportunities on CompeteFor as a buyer?**

Any business registered on CompeteFor can post Games-related supply chain opportunities of their own on the website. Posting an opportunity is easy and gives buyers automatic access to a wide and diverse range of potential suppliers that they would not normally have contact with.

### **Can multiple users from the same business register on CompeteFor?**

Businesses can have as many users registered on CompeteFor as they like. To add multiple users, new users must be invited by an existing user. See the CompeteFor User Guide for more information.

**For more information, download the User Guide and FAQs from the CompeteFor website.**

# BUSINESS SUPPORT IN SCOTLAND

**The business advisory services in Lowland Scotland - the Business Gateway and Scottish Enterprise - are working closely with CompeteFor to ensure that Scotland's business community is able to maximise the opportunities presented by the London 2012 Games.**

Their specialist advisors can help you in all aspects of running a successful business, whether it be establishing the right kinds of policies, sales and marketing or resource planning. Both Scottish Enterprise and the Business Gateway provide a free and impartial business advisory service available to anyone running a small or medium sized enterprise. They provide high quality, actionable information and practical advice – their aim is to help you succeed.

Whether you are serviced by Scottish Enterprise or the Business Gateway will depend on the scale and growth aspirations of your business.

If you already have a nominated account manager from one of these organisations please contact them in the first instance. Alternatively, if you don't or are not sure, call **0845 607 8787** where you will be put in touch with the right support service.



# USEFUL LINKS AND NUMBERS

## **London 2012**

[www.london2012.com](http://www.london2012.com)

## **CompeteFor**

[www.london2012.com/business](http://www.london2012.com/business)

and click on the CompeteFor button

CompeteFor Helpdesk:

**0845 2177804** for UK callers

**+44 845 2177804** for callers outside UK

**18001 0845 2177804** for callers with  
impaired hearing

## **Business Gateway**

[www.bgateway.com](http://www.bgateway.com)


**0845 609 6611**

## **Scottish Enterprise**

[www.scottish-enterprise.com](http://www.scottish-enterprise.com)

**0845 607 8787**





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