

The London 2012 Business Network

Opportunities from London 2012

BULLETIN #30 – 26 July 2010

Opportunity



Opportunity Title London Ambassador Pod Design Competition

Buying Organisation London Development Agency

Website www.lda.gov.uk and www.londonambassadors.org.uk (from 27th July)

Opportunity Method Contract Opportunity

Opportunity Type London 2012 supply chain (public sector)

Nature of Opportunity Services

Estimated contract value (GBP) C: GBP 16k to 25k

About the Opportunity:

INTRODUCTION:

The London Ambassador scheme has been approved as a key support function for London at the time of the Olympic and Paralympics Games. We estimate we will require c8,000 volunteers to help manage the vast number of visitors and Londoners in the capital at Games time.

Description

The London Ambassadors will be tasked with welcoming the world to our city by delivering a unique, inspirational, world-class, and personalised welcome. The Ambassador scheme will:

- Deliver high quality, accurate, real-time, relevant information, to international/domestic visitors and commuters/residents
- Respond to visitor questions and be highly knowledgeable about the Games, the City, their specific pod location and being able to think on their feet and/or know where to direct the visitor for other information.
- Create a sense of celebrating London, what it has to offer visitors and residents and linking the City to the biggest single global event

- Putting London into the 2012 Games!

→ Be proactive (in the right way) as well as reactive and to be pleasant, enthusiastic, available, a good communicator and a problem solver at all times.

The Ambassadors will largely be based in 'pods', a range of temporary pavilions or mobile structures, located outside in public spaces or inside in public spaces. The Ambassadors will work from or around the pods. We plan to locate the Ambassadors across c36 sites that are broadly split between obvious tourist locations (e.g. Trafalgar Square), transport hubs both international and domestic (e.g. Heathrow), Live Sites (e.g. Hyde Park) and adjacent to Games venue sites where London Organising Committee of the Olympic and Paralympic Games (LOCOG) volunteers are not present.

The Ambassadors will represent the multi diverse 'face of London', will have great 'people skills' and in many cases to have the ability to converse in other languages. The scheme will be launched to Londoners on 27th July 2010. This marks the beginning of the registration phase.

We are seeking an organisation with outstanding design profile to project manage and deliver a competition to select the designers of the Ambassador Pods.

PROJECT OBJECTIVES:

- To generate excellent designs from British designers that lead to the development of eye catching and user friendly Pods for the London Ambassador scheme for Games time deployment and also potentially legacy use.
- To showcase British design to visitors, Londoners, opinion formers and the world's media at Games time.
- To generate public interest in the in the London Ambassadors scheme through the media and exhibition during the registration period of the scheme.
- To engage potential sponsors in the design of the Pods and the ethos of the scheme and London.

KEY PROJECT COMPONENTS:

1. To work with the client to devise a robust approach and timeline to deliver a high profile design competition with high quality design principles. The timescales involved in manufacturing, testing and Games time deployment require the winner of the competition to be announced in mid November 2010. It is expected that a dedicated project manager will be required to manage this process.

At the initial submission stage proposals should consider that the Pods will need to include the following elements:

- Between 5 to 20 London Ambassadors (this will differ depending on the location) will be based in and around the Pod. It is not expected that all Ambassadors will be working within the Pod at the same time.
- Ability to be positioned inside and outside
- Secure lock up facilities
- Disability Discrimination Act compliant
- Weather proofing

The 2012 Creative Strategy, which sets out the 'look and feel' we will be rolling out across the city during Games time, will be issued to short listed designers.

2. To assemble and manage a high profile judging panel that covers the areas of design, volunteering and the public realm at Games time. The successful supplier will be expected to establish selection criteria against which entries will be judged and shortlisted.

3. To publicise the competition within the design sector and manage the whole process of publicity, registration, submission, judging and short listing

4. To organise an exhibition of the shortlisted entries. This includes securing a venue, managing the publicity, developing the exhibition, running it for a minimum of 2 weeks and encouraging public input.

5. Managing the process from short listed entries to the winning design, including interviews, payment of any honoraria to the short listed designs to further develop their submissions.

6. To manage the publicity around the winning design in collaboration with the LDA Communications Team.

About the buyer's selection process:

A full outline of our requirements, scope and a copy of the LDA's standard terms and conditions has been attached to this opportunity. Please note that this document is for your information ONLY. Short-listed bidders will be sent the full invitation-to-quote pack.

Please be reassured that the information given here is sufficient to enable you to answer our questionnaire. More information about

the opportunity will be provided later to shortlisted suppliers. Please do not send your responses directly to us as they will not be considered. To respond to this opportunity please click on the blue 'RESPOND' button at the bottom of this screen. If viewing this advert outside of CompeteFor, you will need to go to www.comeptefor.com where you can register and/or login and use the 'Opportunity Search' function to find this opportunity.

Please note that CompeteFor is used by us for shortlisting only. Shortlisting is done based on your responses to our questionnaire which are assessed against the following criteria:

- economic and financial standing
- technical knowledge and ability
- business probity/ethical standing

At the close of this opportunity, feedback on your submitted questionnaire will be provided through CompeteFor. This will state the percentage score you've achieved, the average score of shortlisted suppliers, the number of organisations who submitted a response and whether or not you met all of our essential criteria.

WE REGRET THAT THE SYSTEM IS UNABLE TO PROVIDE DETAILED INDIVIDUAL FEEDBACK TO APPLICANTS WHO ARE NOT SHORTLISTED.

INTRODUCTION OF E-TENDERING

Suppliers who are successfully shortlisted through CompeteFor, will be sent an Invitation to Tender pack through the new secure eTendering system. Shortlisted suppliers will receive full instructions to register on the new system. However, you may wish to register on the system now.

Registration is easy and free:

- Go to <https://lda-esourcing.eurodyn.com/>
- Click on "Register as a Supplier"
- Follow the onscreen prompts

About the buyer:

The London Development Agency (LDA) is a functional body of the Greater London Authority (GLA) which works with the Mayor to create sustainable economic development in the capital. One of the priorities of the LDA is to maintain London's global position. To meet this objectives the LDA invests in the marketing and promotion of London as a top international destination. The LDA also invests in improving the coordination and management of

London as a destination in order to improve the quality of the visitor experience and ensure we maximise the economic benefits to the city and the quality of life for Londoners. Hosting the 2012 Olympic and Paralympic Games has put a heightened focus on the visitor welcome and it is in this context that the LDA are commissioning this work.

The LDA welcomes applications for this business opportunity from organisations working together as a partnership or consortium. However, please note that only one CompeteFor questionnaire submission for each consortium/partnership will be accepted. Also note that your responses to the CompeteFor questionnaire should be based on, EITHER

1. the credentials of the lead partner, OR
2. the credentials of ALL of the members of the consortium/partnership (including financial details).

If option 2 above is adopted, a signed agreement of joint financial liability will be required from all members of the consortium/partnership, if shortlisted. Note that the results of our financial assessments will be available to each member of the consortium/partnership.

It is therefore important that members of the consortium/partnership decide on which of these two options apply BEFORE submitting the questionnaire response, as you will not be allowed to change this once we've received your questionnaire. This is because of the risks such a change may pose to the consortium/partnership's application, which may require our having to re-evaluate and thereby possibly delay the project's timescales.

Delivery point Palestra, 197 Blackfriars Road, London SE1 8AA

Details of specialist staff required (if any) N/A

Business Categories

1. Architectural services
2. Design consultants

CompeteFor response deadline 04/08/2010 12:00

Estimated tender close date 18/08/2010

Estimated contract award date 03/09/2010

Estimated contract start date 08/09/2010

Additional information for bidders Include any special notes for bidders N/A