



THE WINE AND SPIRIT TRADE ASSOCIATION

London 2012 Games – Q&A

The London 2012 Games will bring a number of opportunities for UK businesses to promote their products to visitors from around the world. It will also bring some logistical challenges for businesses making or receiving deliveries in or near to Olympic locations across the UK.

Whilst these challenges should not be insurmountable it is important that businesses plan ahead and examine the challenges and opportunities that the Games could bring for them.

The questions and answers below are designed to help members consider some of the potential impacts of the Games and how they might mitigate against these:

Q: Will deliveries to or from my business be affected by transport restrictions?

A: Transport for London (TfL) has published a number of maps, including the Olympic Route Network (ORN) and details of when key routes will be affected by the Games. Take a look at the maps on-line and where possible try to avoid making or receiving deliveries during the peak flow periods:

<http://www.tfl.gov.uk/gettingaround/london2012/21806.aspx>

You should also consider if it possible to share deliveries with a neighbouring business; use a local supplier or is there room to stockpile non-perishable goods?

If it is essential that you make or receive a delivery during a period of peak activity it will be worth checking out your journey on the 'travel planner' or speaking to one of TfL's transport planners about your specific needs. Planning ahead and seeking advice is one

of the best ways to minimise the impact on your business.

The WSTA is working closely with TfL to ensure our members have the most up to date information about temporary restrictions. Please do contact us if you need more information.

Q: My drivers will be making deliveries in Central London throughout the Games, what can they expect?

A: There will be a number of restrictions planned in Central London during the Games. Many of the routes are already available on-line, with hot-spot areas and times identified. You can find out more on the TFL website here:

<http://www.tfl.gov.uk/gettingaround/london2012/21858.aspx>

Real time communications will also play an important role in advising drivers of unplanned delays. Information is being made available to Sat Nav companies to

provide regular updates to drivers and bulletins will be given to radio channels.

Q: How will my staff get to and from work?

A: If you are based in Central London some routes will be busier than usual which could make it more difficult for your staff to get to and from work.

Information is available on the TFL website to help you identify the stations that will be busiest during the Games with advice on avoiding these at the busiest times.

You should consider if there are opportunities for staff to work from home during the Games or stagger the hours when they are travelling to and from work to avoid peak times.

Q: Should I re-schedule meetings planned during the Games?

A: When scheduling meetings it will be important to think about any difficulties people may have getting to and from the meeting and where possible it may be easier to arrange meetings outside of the Games period or consider using teleconference or video calls.

Holidays

Many people will want to take time off to enjoy the Games and watch some of the big events. Businesses should ensure that they have a plan in place for managing leave so that they can continue to function.

Will your business experience increased demand during the Games and do you

need to consider recruiting additional temporary staff now?

Have you considered making some of the big events available for staff to watch at work?

What can I do to start planning now?

There are a range of resources available on the TfL and Olympic Delivery Authority websites to help businesses plan for the Games. Including template Action Plans to help you think about how the Games could impact on your business and what you can do to plan around this.

The 'Keep on Running' handbook includes some of the issues you may need to consider and some potential solutions. The handbook can be downloaded here:

<http://www.london2012.com/document/s/general/traveladviceforbusiness-handbook.pdf>

The WSTA has been hosting seminars for its members so that they can understand the traffic management plans during the Games, identify any problems early and provide support in resolving any difficulties.

You can also subscribe to the TFL 'Games e-mail travel alerts' service to ensure you that you have the most up to date information available from TFL:

<https://www.tfl.gov.uk/gettingaround/london2012/22720.aspx>

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