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# BUSINESS

# 01



ASPIRATIONS Objectives	5 year OUTCOMES Measurement Indicator within 5 year Business Plan	INPUTS intervention/key task/milestones over next 12 months	OUTPUTS over next 12 months	Lead Agency/ partnership	Timeline
<p>A. Facilitate the flow of information to businesses in the East of England</p> <p>B. Establish business support needs for East of England businesses to engage in procurement opportunities from the London 2012 Olympic and Paralympic Games</p> <p>C. To encourage inward investment and international trade</p>	<ol style="list-style-type: none"> <li>1. East of England businesses to win 5-10% of value of total procurement opportunities from London 2012 Games</li> <li>2. Maximise opportunities for businesses in the region from two Olympic venues in the region</li> <li>3. Maintain funding for CompeteFor website (currently until 2012)</li> </ol>	<p><b>Regional Role</b> Ensure effective representation for businesses and business support at a national level primarily via London 2012 Business Network but also:</p> <ul style="list-style-type: none"> <li>• Nations and Regions Group</li> <li>• BIS Business Support best practice Group</li> <li>• CompeteFor Strategic and Operations board</li> <li>• Business Support legacy Board Measure A</li> </ul> <p>Provide information, support and a conduit to the national agenda for:</p> <ul style="list-style-type: none"> <li>• County Theme leads</li> <li>• Industry specific organisations Measure A, 1</li> </ul> <p><b>County Opportunities</b></p> <ul style="list-style-type: none"> <li>• Influence the regional and national support agenda</li> <li>• Financial support for local promotional initiatives</li> <li>• Engage local businesses in the 2012 Games agenda Measure A, 1</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain % of contracts awarded to the Region's businesses via CompeteFor between 7-10%</li> <li>• 8% (20,724) of Business Stock to be registered on CompeteFor</li> <li>• Maintain CompeteFor publication levels to over 50%</li> <li>• Establish baseline for % of businesses registered on CompeteFor engaging in wider public procurement opportunities</li> <li>• Establish baseline for businesses, engaged with CompeteFor, confidence in engaging with public procurement process</li> </ul>	<p>EEDA</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Q1 2010</p> <p>Q1 2010</p>



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		<p><b>Regional Interventions</b> <b>CompeteFor</b></p> <ul style="list-style-type: none"> <li>• Continue to promote CompeteFor via all outlets including partnership working</li> <li>• Continue to support Companies already published on CompeteFor Measure B, 1, 2, 3</li> </ul> <p><b>Regional venues</b></p> <ul style="list-style-type: none"> <li>• Scope opportunities presented by two regional venues</li> <li>• Develop clear cross theme coherent message regarding opportunities</li> <li>• Promote opportunities throughout the region Measure 3</li> </ul> <p><b>Reshape Business Theme Group (BTG) to reflect demands of changing business environment</b></p> <ul style="list-style-type: none"> <li>• Widen representation to include businesses</li> <li>• Meetings to focus on operational rather than strategic detail</li> <li>• Ensure LOCOG/ODA representation at a least 1 meeting pa.</li> <li>• One joint skills/tourism meeting pa Measure A, B</li> </ul>	<ul style="list-style-type: none"> <li>• Deliver 8 events for businesses registered on CompeteFor to improve their engagement with the site and their chances of success</li> <li>• 4 meetings per year</li> </ul>		



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		<p><b>Strengthen Regional Communications Plan</b> To ensure:</p> <ul style="list-style-type: none"> <li>• Closer coordination of events throughout the region</li> <li>• More effective sharing of intelligence</li> <li>• Better promotion of regional successes</li> <li>• Update and improve marketing collateral through all media including physical, online and via social marketing</li> </ul> <p>Measure A</p>			

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		<p><b>Maximise exposure for CompeteFor through partnership working</b></p> <p>Ensure that CompeteFor companies are fully aware of additional support opportunities available from UKTI</p> <p>Ensure that CompeteFor companies are fully aware of additional support opportunities available via the Improve Your Resource Efficiency business support brand</p> <p>Promote CompeteFor via opportunities with London 2012 sponsors and business intermediaries</p> <p>Continue to engage in partnership working within Greater South East</p>	<ul style="list-style-type: none"> <li>• Circulate 5,000 CompeteFor Brochures</li> <li>• Provide 4 Business e-zines p.a.</li> <li>• Invite UKTI to 8 CompeteFor + events</li> <li>• Invite Envirowise/WRAP to 8 CompeteFor+ events</li> <li>• Deliver presentations to 10 London 2012 sponsor/business intermediaries events</li> <li>• Work in partnership to deliver 3 GSE Events</li> </ul>		