

The London 2012 Business Network

Opportunities from London 2012 BULLETIN #229 – 24 October 2011

Opportunity



Opportunity Title	London 2012 Olympic Torch Relay Film and Photography Services
Buying Organisation	The London Organising Committee of the Olympic Games and Paralympic Games Ltd
Website	www.london2012.com
Opportunity Method	Contract Opportunity
Opportunity Type	London 2012 supply chain (private sector)
Nature of Opportunity	Services
Estimated contract value (GBP)	Not disclosed
Description	<p>About the Opportunity:</p> <p>London 2012 requires professional film and photography services during the Olympic Torch Relay in 2012. We are looking for either one company to provide all the services or one to provide the film services and one to provide the photography services.</p> <p>The London 2012 Olympic Torch Relay (OTR) is the exciting event that will herald the start of the Games. The Olympic Flame will arrive in the UK on 18 May 2012. On 19 May 2012 the London 2012 Olympic Torch Relay will begin in Lands End. It will travel around the UK for 70 days, the final seven of which are in London, before it reaches the Olympic Stadium to light the Cauldron during the Opening Ceremony on 27 July 2012.</p> <p>There are three main requirements for this opportunity:</p> <p>1. Film Services</p> <p>We are looking for a video production crew of five multi-skilled people (to cover the following roles: camera operators, editor and producer/director) plus office based support. The crew will become part of the OTR team and provide comprehensive broadcast quality coverage for the duration of the 70 day Relay under the direction of the London 2012 media team. The footage will need to be packaged</p>

and delivered to a variety of sources, including international broadcasters, OTR partners and the London 2012 website. The film crew will be required to provide the Services at a test event in 2012.

2. Photography Services

We are looking for a team of three multi-skilled photographers and editors (only two to be working at any one time) and office-based support. The photographers will become part of the OTR team and provide comprehensive photographic coverage of the Relay for the duration of the 70 day Relay under the direction of the London 2012 media team. The images will need to be packaged and delivered to a variety of sources including international press, OTR partners and the London 2012 website.

Photographers are required to provide the Services at a test event in 2012.

3. Commercial Photography Services (optional requirement)

There may be an additional opportunity to provide Torch Bearers with the chance to purchase their photo taken by the Photography Services provider above. Purchases would likely be made online direct with the service provider. This is currently an optional requirement and requires further in depth discussions with bidders before it is confirmed.

The required team will be expected to fully engage with and fit into the overall OTR operational structure.

About the buyer's selection process:

Responses to these CompeteFor questions will be evaluated and a shortlist of potential suppliers will be prepared. Successful applicants will be those which, in LOCOG's sole opinion, are most capable of fulfilling LOCOG's requirements as set out in this opportunity.

Successful shortlisted suppliers will be e-mailed with details of next steps after the opportunity has closed on CompeteFor. In addition to responding to these questions on CompeteFor, applicants should be prepared to provide evidence to their responses, in the event of being shortlisted.

Bidders should note that LOCOG may manage the next phase of the procurement process online using our eTendering system.

LOCOG operates a fair and transparent procurement process. Further information on that values that underpin LOCOG procurement can be found in our Diversity and Inclusion Business Charter, available here on the London 2012 website:
<http://www.london2012.com/businesscharter>

LOCOG's view of value for money is different to that of some other companies. In support of our vision for London 2012 (as described in the 'About the buyer' section below), we must consider a broad range of criteria when assessing proposals from bidders. As such, LOCOG defines value for money on the basis of a range of criteria, namely:

- Quality, delivery and disposal
- Commercial
- Sustainability
- Diversity and inclusion
- Legal, financial, health and safety

For further information about LOCOG and our procurement process, please read the LOCOG Invitation to Tender (ITT) Part 1 which is available on the London 2012 website:
<http://www.london2012.com/ITT1>

About the buyer:

LOCOG is responsible for preparing and staging memorable Olympic and Paralympic Games in 2012. LOCOG is also responsible for staging a series of Test Events in the run-up to the Games; recruiting and training volunteers; and overseeing the four-year Cultural Olympiad leading up to the Games.

Find out more about LOCOG and the people delivering the Games:
<http://www.london2012.com/about-us>

LOCOG's vision is to use the power of the Games to inspire lasting change.

This means change in people's lives; in levels of sport participation; in attitudes to disability; and change in the communities across London, particularly east London. It means change in attitudes towards sustainability and protecting the world we live in; in how everyone participates and engages with the Games; and in how cities host the Games.

To realise this vision we aim to deliver Games that:

- provide experiences of a lifetime;
- capture the imagination of young people all over the world; and
- create physical, social and sporting legacies to meet the long-term needs of people and their communities.

Our suppliers will play a critical role in helping LOCOG to stage a memorable Games and supporting the delivery of our vision for London 2012. LOCOG contract opportunities cover a range of goods and services, split into eight different categories:

- Artists, performance and events
- Facilities management and catering
- Security
- Services
- Sports
- Technology
- Transport and logistics
- Venues and infrastructure

We will periodically update and share our schedule of future

CompeteFor opportunities. View the latest information on the London 2012 website:
<http://www.london2012.com/futureopportunities>

Delivery point UK wide

1. Film distributors
2. Photo and digital imaging bureaus
3. Photographic studios
4. Audio-visual production and presentation services
5. Microfilming services
6. Television and radio production services

Business Categories

7. News and photo agencies
8. Photographers - advertising and commercial
9. Photographers - general
10. Video filming equipment and services
11. Picture and photo framing services
12. Video production companies
13. Film studios and production services

CompeteFor response deadline 04/11/2011 17:00

Estimated tender close date 02/12/2011

Estimated contract award date 28/02/2012

Estimated contract start date 01/03/2012

LOCOG reserves the right at any time to alter the scope of work requested pursuant to this opportunity or to withdraw the opportunity completely.

LOCOG regrets being unable to provide feedback following responses on CompeteFor.

Additional information for bidders
Include any special notes for bidders

Suppliers who are successful in winning work with LOCOG will be required to sign up to our standard terms which can be downloaded from the London 2012 website:
<http://www.london2012.com/documents/business/locog-standard-terms-of-procurement.pdf>

Marketing rights are only granted to our international and UK partners:
<http://www.london2012.com/about-us/the-people-delivering-the-games/international-and-uk-partners/index.php>

To ensure that Suppliers do not prejudice LOCOG's ability to raise money from its marketing partners, contracts with Suppliers contain the London 2012 'No Marketing Rights Clauses'. These prevent Suppliers from marketing their involvement in the Games and also

prohibit ambush marketing.

For further information, please see the 'No marketing rights protocol' which is available from the London 2012 website:
<http://www.london2012.com/documents/business/no-marketing-rights-suppliers-protocol-feb-2010.pdf>