Ready ... Steady ... GO!

Tips for running your business in the Olympic period
With the Olympics just around the corner and the excitement growing every day, Fourth Hospitality have been working with our partners and experts to provide you with this helpful guide. Within this document you will find some great tips, quotes and thoughts on the upcoming event.

Fourth Hospitality have analysed the expected impact of the Games and would like to offer assurances that there will be no change to the service level we provide.

Providing cloud based solutions allows us to manage the Fourth product suite wherever there is an internet connection. This means that even if we do face challenges getting our team into the office, we are able to offer support remotely.

We have reviewed our teams working patterns to ensure that there will always be a management structure in place at all times.

Any teams that may have to work from home have been provided with tested equipment.
Our payroll bureau is based in Cheshire, we are confident that there will be no issues with our teams getting to the office.

We have provided refresher training to our teams that may be impacted and would have to operate remotely.

Fourth Hospitality’s business continuity plan ensures we can operate even under extreme circumstances – have you tested yours?

"After the years of talk and build up, I’m looking forward to the Olympics finally arriving, and to see and experience the buzz around the city. Having the games spread around London (I think) will bring a unique feeling to the city, and I am sure that it is going to be a very special time for us all.

Whilst we are aware of the expected challenges related to the pressures increased on our transport infrastructure, supplier deliveries, and the post Olympic period in terms of business levels, to be in London and be in some way part of everything is very special and makes me very proud."

Malcolm Hendry
GM

Our Head of Service would like to hear from you if you have any questions around the support being provided during Olympics: manoj.sangany@fourthhospitality.com
Over the Olympic period there will be a greater amount of internet traffic due to video streaming etc.

This strain will be experienced more by home internet users and smaller internet connections rather than business internet connections.

It may be prudent to speak to your internet service provider to understand what plans and strategies they have in place should your internet speeds be effected.

Remember – Fourth are web-based (cloud) solutions so even if your internet connection is slower on site then you can always try connecting at a remote location.

You may find that the connection speed is faster at times of the day when there are no events taking place, it may be beneficial to understand when some of the key Olympic events are on. Think – Opening and Closing ceremonies, 100 metre finals, diving etc.

Most of all, enjoy!

Enjoy the diversity, the opportunity and the excitement that this event will bring to London.
How are your staffing requirements likely to change during the Games e.g. do you anticipate increased demand due to high visitor numbers and increased footfall? Will you be changing your opening hours to capitalise on the business opportunities presented by the Olympics?

If you engage temporary workers or ask existing staff to work more/different hours do you have the contractual power in your employment contracts to do this or will this be voluntary? Will you offer some sort of incentive/bonus to existing staff to encourage buy-in?

Will you allow an extra element of flexible working during the Games so that employees can swap shifts, take unpaid leave or temporarily change their hours? If so, how will you communicate this clearly to employees and ensure special arrangements are consistent across the organisation?
How will you treat requests for leave from employees who want to attend the Games either as volunteers or spectators? Will such employees be subject to your normal holiday policy or will you introduce a procedure specifically for the Olympics? Note that there is no legal obligation on employers to allow extra paid leave over and above normal holiday entitlement.

Given the likely travel disruption, will you relax usual rules on lateness or will you allow employees to work more flexibly to accommodate potential problems?

How will you deal with employees who fail to show up for work and who you suspect maybe taking an unauthorised "duvet day" to watch the Games? It may be helpful to remind employees that "throwing a sickie" will be an unauthorised absence and may result in disciplinary action. Be clear about what is acceptable absence. It may be helpful to issue special guidelines for employees to make clear that unauthorised absence will be treated as unpaid leave.
The Olympic Games is a huge "brand", commanding global media attention; for advertisers, it represents a golden opportunity for a marketing boost. However, it is also one of the most fiercely protected brands in the world, with complex legal protection and caution should be taken in using certain words and symbols clearly associated with the Olympics unless specific authority has been obtained from the British Olympic Association.

The London 2012 Olympic and Paralympic Games provide UK-wide cultural opportunities for people to celebrate and enjoy the atmosphere of the games together. NEST is looking forward to the games and positive vibe they will bring to the country this summer.

With all of the excitement around the games, businesses also need to plan for the changes to workplace pensions that are coming up fast.

Glenn Dobson
Head of Relationship Management
Where possible use local suppliers, particularly for seasonal favourites like strawberries and other fresh fruit.

Help London look its best – if you’re not already on top of your recycling talk to the SRA about finding a good waste contractor to help keep the streets free of unnecessary rubbish.

Make sure your kitchen can cope with the extra pressure – book in a service for those critical appliances.

Help your staff to beat the traffic and encourage them to cycle to work or car pool.

Celebrate the best of British, e.g. create a seasonal Olympic menu and educate your staff on the provenance of the produce.
Suppliers

Consider the impact on your deliveries, allow alternatives such as night deliveries or share deliveries with local businesses.

Stockpile non-perishable goods and freeze products if possible.

Minimise change by implementing any menu changes before or after the Olympics and reduce the number of special promotions.

Forecast demands for your sites in and around venues, sites close to disruption, and sites used by Olympic workers and commuters.

Let suppliers suggest solutions for delivery days, times and earlier placement time.
Find travel hotspots to find out which areas will be affected most.


Consider the impacts on your staff, encourage staff to walk or cycle into work and help staff plan alternative travel routes or modes?

Consider the impacts on your customers and visitors, businesses may find their customers’ profile changes therefore being busier at different times with different customers. Also help customers to plan their visits.
Complete an action plan identifying how you are going to be affected by the games and define arrangements suitable for your business so you can operate effectively.

Test your plan before the Games to highlight any potential issues and address them in a stress-free environment. Review the results and plan any adjustments for the Games themselves.

Avoid the busiest times if you can and avoid driving into London.

One of the scariest facts about London 2012 is that 800,000 people are expected to use public transport on the busiest day alone: more than the entire population of Leeds!

Now just think how many of those people will visit your local restaurant. In order to help our Restaurant Managers ‘get fit’ before The Games, Tragus has been holding regular Olympic committee meetings for the last 18 months, looking at how we can make the most of the opportunities available during this high profile event.

It is our belief that great preparation is the key; as the final countdown to the opening ceremony begins, we are examining every possible option to ensure that we are ready to go in terms of our people, our service, our logistics and of course making sure that each and every one of our restaurants is looking sharp and is prepared to welcome at least some of those 800,000 people!

Stuart Vivian
Learning & Development Manager
CAFÉ ROUGE
Ensure you have robust business continuity and resilience plans and IT security measures in place.

Plan ahead to make sure you have adequate security personnel in place, and take appropriate measures to draw up mitigation and contingency plans.

Use the Vulnerability Self Assessment Tool (VSAT) offered by the National Counter Terrorism Security Office (NaCTSO): [http://www.nactso.gov.uk/OurServices/VSAT.aspx](http://www.nactso.gov.uk/OurServices/VSAT.aspx)

This tool will help to identify any vulnerabilities to terrorism in crowded places and measures you can take to prepare.

Businesses employing security personnel should make sure that staff possesses the right to work in the UK and hold a valid Security Industry Authority (SIA) licence.
If customers have phones on tables and bags unattended it would display good customer relations if your staff reminded them to take care of possessions.

With staff potentially working later shifts, how are you ensuring they get home safely?

Businesses employing private security staff will need to provide adequate training in advance of Games time, for example in identifying and dealing with suspected ‘hostile reconnaissance’ (an information-gathering activity associated with terrorism).
The Olympic games present an array of opportunities for employers to engage, inspire and motivate their employees. As this is a ‘one-off’ we would recommend making available a screen so that people can watch some of the main events whilst at work. This not only helps embrace the spirit of the games and bond teams, it can also reduce absence levels and improve productivity.

A biggie to consider is the knock on effect of additional commuters on employees who live / work in and around Olympic sites; so make sure you review flexible working policies and put plans in action to overcome the challenges during this period. Be flexible; allowing everyone to enjoy this special time and create positive memories with minimal disruption to your business.

Jane Sunley
CEO of people specialist
Fourth wishes everyone a prosperous, safe and enjoyable time during the games.