

CASE STUDY

Advantage West Midlands and West Midlands Business Council



How key regional development agencies are attracting business legacy benefits from major sports projects

Our client, Advantage West Midlands (AWM), together with regional business representative body, the West Midlands Business Council (WMBC), have recognised that the UK West Midlands is well placed to add value to major sports infrastructure projects, notably the 2012 London Olympics and Paralympics, and the 2014 Glasgow Commonwealth Games.

The question was: how to get businesses in the region 'switched on' to the opportunities available and make them aware of how to successfully compete for contracts?

We have helped AWM and WMBC by advising and assisting their designated Sports Business Taskforce in creating awareness of the business opportunities available, throughout the diverse regional business communities. We have planned and delivered a range of sports business training courses and workshops, ranging from sports business opportunity awareness events, through to in-depth training courses in bidding and tendering for major contracts.

In early 2008 we delivered an innovative project reporting on the potential business opportunities for regional companies with Olympic sponsors. This was published on the AWM website.

Commercial Doctor™ Limited

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We currently provide a monthly service, reporting across eleven industry sectors, on sports project developments and business opportunities for the region. These reports are available free of charge to the regional business community from the AWM website. The sectors which we currently cover are:

- Construction and Building Technologies;
- Professional Services;
- Environmental Technologies and Services;
- Food and Drink;
- Tourism and Leisure;
- High Value Consumer Goods / Interiors and Lifestyle products;
- Screen, Image and Sound;
- ICT;
- Manufacturing;
- Transport – Air / Rail / Automotive;
- Medical and Healthcare.

Jim Johnston, 2012 Business Manager, Advantage West Midlands said:

“Phil Gray is proving to be highly valuable in helping us plan and deliver our sports project business legacy programme for the region.

Commercial Doctor’s database continues to be vital as a source of focussed sports business knowledge for us. Our sector-focussed reports, produced by Phil, are extremely useful for our regional companies and public sector agencies, and are a tangible demonstration of our determination to enhance the competitiveness of the West Midlands in the global sports business.;

Our reports are available at: http://www.advantagewm.co.uk/what-we-do/helping-business/London_2012.aspx