



Sharing experiences from London 2012

How Bournemouth University created
opportunities for students through the London
Olympics and Paralympics

Dr Debbie Sadd – Tokyo, December 18th 2015



- Est. 1992
- 18,000 students
- 2,000 staff
- Contribute over £1m million a day to the local economy
- Research has a global impact.
- We work with some of the biggest names in the industry
- Our alumni in senior positions in organisations across the globe.
- Motto is *'to learn is to change'*
- The University was the first to receive a "commended" grade, from the Quality Assurance Agency for Higher Education (QAA).
- Times Higher Education 48th (national)
- Times Higher Education 401-500 (world)
- The Guardian 63rd national
- Times/Sunday Times 88th national
- Complete University Guide 54th national

Our University

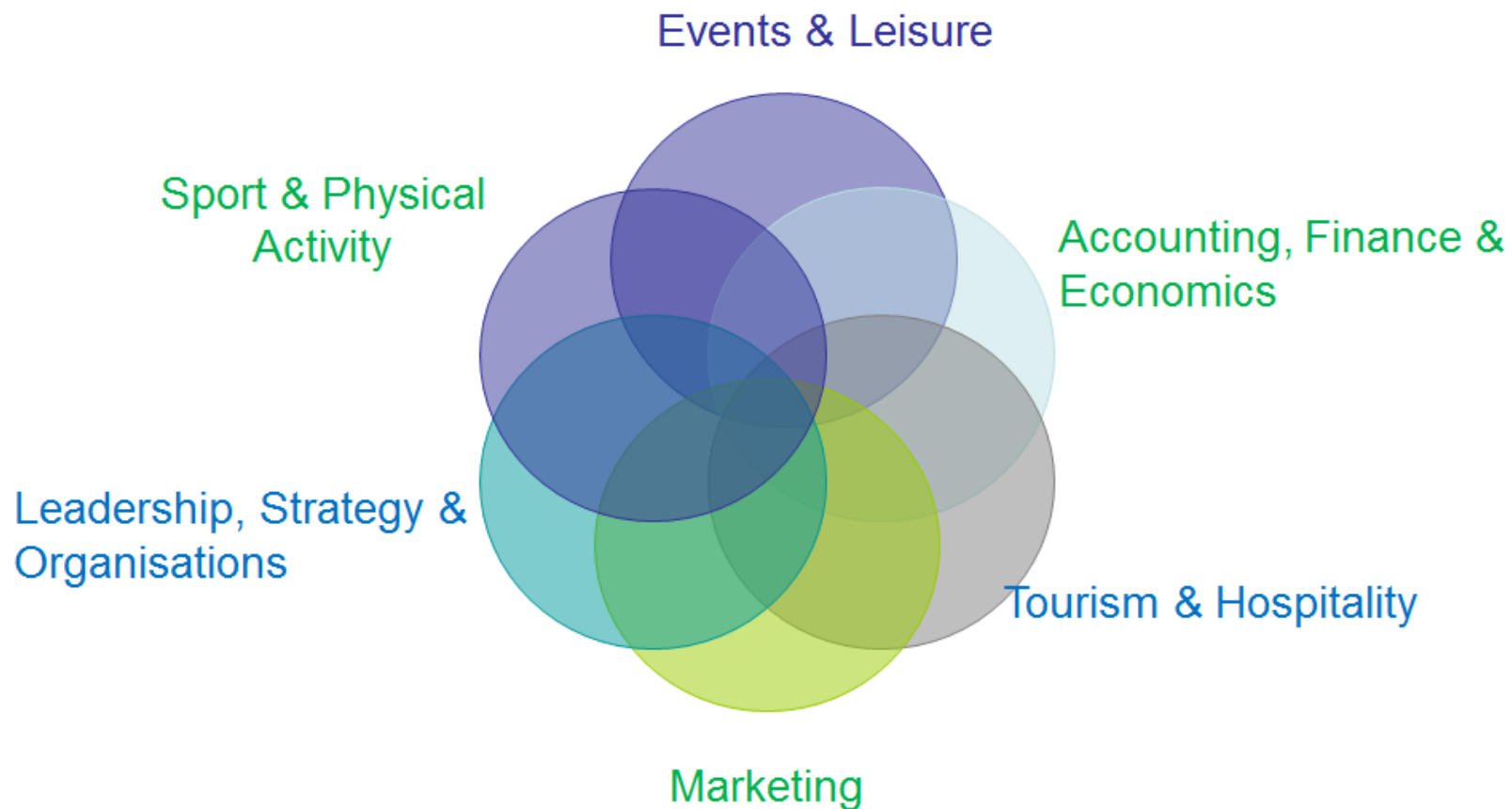
- The Faculty of Science and Technology
- The Faculty of Media and Communication
- The Faculty of Health and Social Sciences
- The Faculty of Management



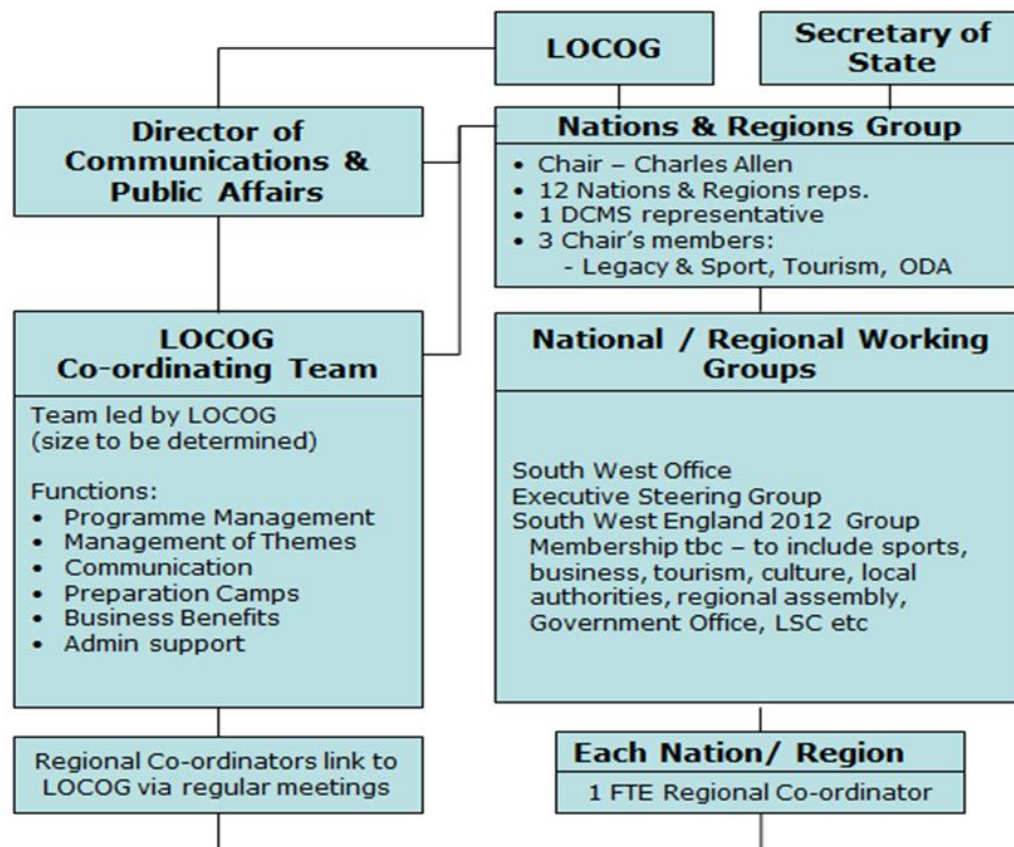
Local Olympic events



Weymouth & Portland hosted the sailing events for London 2012 – 40 miles west from Bournemouth, 150 miles from Olympic Park



Organisation of London 2012



**Nations & Regions Group
Proposed Structure – DRAFT**

Dorset Working Group for the 2012 Games

- Dorset County Council
- [Weymouth & Portland Borough Council](#)
- West Dorset District Council
- Dorset Strategic Partnership
- [Weymouth & Portland National Sailing Academy](#)
- Portland Port/Harbour Authority
- Dorset Police
- Active Dorset (sports)
- [South West Regional Development Agency](#)
- [Learning & Skills Council](#)
- South West Tourism
- [Royal Yachting Association](#)

Capitalise on existing relationships

- Identify key local stakeholders
- Build good relationships with them in the build up to the event
- Our Regional Community Engagement Manager is key to this

BU launches community campaign

Bournemouth University launched its *BU Proud in the Community* campaign with an event at AFC Bournemouth.

The campaign looks to promote the close relationship that the university enjoys with a number of local businesses and organisations, as well as the involvement in the community of staff, students and graduates.



Specifically, the event marked the launch of a series of bus advertisements featuring Bournemouth University graduates who have stayed to work in the area after graduating university.

Foster support from colleagues

- Get buy-in from staff
- Create a supportive environment
- Balance workloads
- Invite collaboration
- Skill enhancement for students and staff alike
- Recognition of engagement
- Research opportunities



Three Bournemouth University staff to carry Olympic Torch

4 July 2012



Three BU lecturers have been selected as Olympic Torchbearers when the torch comes to the South West.

School of Tourism at London 2012 Olympics & Paralympics

Bournemouth University School of Tourism has been heavily involved in the London 2012 Olympic and Paralympic Games; from Gamesmakers, to Torchbearers, volunteers, venue managers and researchers.

The School of Tourism has 3 lecturers who were Olympic Games Torchbearers. Dr. Debbie Sadd, Dr. Dorothy Fox and Alexis Major were all chosen to carry the torch when it came through the Dorset area in July 2012. Dr. Keith Wilkes, the Dean of the School of Tourism, commented that "the fact that Alexis, Dorothy and Debbie were chosen is a fitting recognition and reward for their long standing contributions to various communities and groups within Bournemouth and Poole".

Researching the Games

Dr. Debbie Sadd has completed her PhD concerning the Olympics entitled: Mega-events, community stakeholders and legacy; London 2012 around the impacts on the site residents in London and she worked as a volunteer during the Games in the Basketball arena. Dr. Matt Frew is also pursuing research around the Olympics. His ground breaking research looks into the use of Live sites and social media: 'Live Sites and Social Media: from policy to

practice' This is a study that focuses on how the policy of mega-event Live Sites translate co-created convergence/promotion to active participation through social media.

Our students at the Games

The School of Tourism have also helped place lots of current and former students in high profile positions associated with the Olympics. Below are highlighted a few examples of the varied roles that our students have performed:



Olympic torch and the School of Tourism sports team

- John Millard: was involved in a consultancy project on motivational techniques for staff at Sodexo Prestige for the Olympic Games.
- Rachel Rhodes was a London ambassador for a week during the Games at Heathrow Airport
- Emma Lincoln worked for a 'behind the scenes' catering company supplying catering services to the Olympic Broadcasting Services. She was also a Games Maker in the Events Services team at the Handball Arena for the Paralympic Games.
- Aini Maensivu was an assistant venue manager at Eton Dorney, the rowing venue.
- Charlotta Eriksson, volunteered during the Olympics as part of the Press Operations Team as a photo team member at Excel
- Sophie Ridge – worked within the Sport Information Team for
- Jessica Bailey worked with one of the marketing partners to deliver their hospitality programme centred around the Games.
- Mustafa Saricalar was working on the Games as a transportation team leader
- Leroy-Winston Scott worked at both Games looking after the National Olympic Committees with roles including driving the delegations around from athletes to ambassadors and was based at the Olympic village.
- Valentina Tkachenko worked with Jet Set Sports an Official Olympic Games sponsor
- Harriett Clarke was a volunteer at the Paralympic Swimming and also worked on the Ceremonies in Weymouth & Portland. The School has also supplied the volunteers for the ceremonies at the sailing academy affectionately known as 'WAP Volleys' and the



Legacy & student impact

- Festival Maker programme
- Now rolling out to other major events
- Curriculum development
- Skill based training
- Engagement with future students – skills capacity building
- Graduate skills



Welcome to Bournemouth
University
London 2012- Was it worth it?
ESRC sponsored debate

www.bournemouth.ac.uk





Bournemouth
University

Regional Educational Legacy for Art and Youth Sport (Relays)

- A community project supported by staff and students
- To inspire and up-skill young people ahead of the London 2012 Olympic Games.
- 200 staff and students from across BU volunteered their time, helping to run and support a variety of festivals, events and activities to promote the engagement of young people in all aspects of community life.



- Torch bearers
- Volunteers
- Community talks
- Torch into schools
- Media work
- Debates in 6th forms
- Continuing relationships in local community
- Government funding
- Holland trip



The 3R's of Olympic Legacy

Global Events Congress IV: Events and Festivals
Research: State of the Art
Debbie Sadd
July 15th 2010

www.bournemouth.ac.uk



