

London 2012



Tokyo 2020

A perspective from the University of East London

Dusty Amroliwala OBE
Deputy Vice Chancellor



Roadmap

- Higher Education – the Strategic Context
- Creating strategic alliances
- Leveraging university facilities
- Integrating students
- Research
- Enhancing the curriculum
- Legacy

The Strategic Context: Funding Higher Education

- Tuition Fees first introduced in the UK in September 1998 with students being required to pay up to £1,000 a year for tuition
- In January 2004 the government allowed universities to increase the charge to £3,000
- By 2010/11, maximum allowable fees increased to £3,290
- Around the same time, Lord John Browne reviewed the future of higher education funding and in October 2010 published proposals to remove the cap on tuition fees
- This led to a major political debate in the UK Parliament, resulting in universities being allowed to charge up to £9,000 a year for the annual tuition costs of students
- As a result, some 64 universities announced their intention to charge the full £9,000 allowed by the government from 2012, with the remaining 59 all charging at least £6,000

The Strategic Context: University of East London

- UEL is a large, dual campus University with some 16,000 students across its Docklands and Stratford sites
 - And others studying in partner institutions around the globe
- With a turnover of some £160m per annum
- The University has 7 principal Academic Schools
 - 4 at its Stratford Campus (adjacent to the Olympic Park)
 - 3 at its Docklands Campus
- We have some 1600 staff
- And offer around 1270 residential rooms to students (all at our Docklands campus)



Our Stratford Campus around 1898



Our Stratford Campus in July 2012



The Royal Docks in the early 1900s



The Docklands Campus in 2012



And the future of the Docklands Campus by 2020



Today



Tomorrow



Creating strategic alliances



Paralympics Ireland sign Liverpool to help Kickstart University
Liverpool today (Monday, 30 April 2012) welcomed the Paralympics Ireland to its growing family of London 2012 Olympic and Paralympic partners, which also includes the University of East London, the UK sports industry and the wider local institutions and at the University and 2012 legacy programme.



...hosts Olympics Legacies: Interference
The Olympic and Paralympic Games from the 4th September onwards will be held at the University of East London, which is the only UK university to have been awarded the right to host the Olympic and Paralympic Games. The University of East London is the only UK university to have been awarded the right to host the Olympic and Paralympic Games. The University of East London is the only UK university to have been awarded the right to host the Olympic and Paralympic Games.



UEL strikes Olympic deal with Team Singapore
Team Singapore will use the University of East London as a base for their recovery centre during the 2012 London Olympic Games, in an agreement announced today by both organisations.



Team USA to Use University of East London Campuses as Performance Services Centres During the 2012 Olympic and Paralympic Games
The United States Olympic Committee (USOC) will utilise the University of East London (UEL) as its base of athlete performance services and logistical operations for the London 2012 Games in



British Swimming partners with the University of East London for 2012

British Swimming has now joined a growing number of elite Olympic and Paralympic sports organisations, including Team USA and Team Singapore, in partnering with the University of East London for the 2012 Games.

British Swimming today signed an agreement with UEL to house representatives in residential accommodation at the University's Docklands campus during the Olympic and Paralympic Games. Team USA will also be accommodated at Docklands, in addition to using the campus and its new



ASICS and the University of East London agree five year research and brand partnership

With the London 2012 Games less than a year away, The University of East London (UEL) has brokered an exciting new deal with leading sports performance company ASICS.

ASICS will operate its brand centre at UEL's Stratford Campus during the 2012 Olympic Games.



Creating strategic alliances

- London was awarded the 2012 Games on 6 July 2005
- From the time of the 2008 Beijing Games, UEL opened discussions with the United States Olympic Committee (USOC)
- On 10 March 2010 UEL and the announced their strategic partnership with USOC for the 2012 Games



Creating strategic alliances

- Following which, over the next 4 years, UEL also entered into further partnership agreements with:
 - Paralympics USA
 - The Singapore Olympic Committee
 - The Irish Paralympics Association
 - CCTV (the Chinese broadcast service)
 - Asics (athletic footwear)
- As well as playing host to over 10,000 visitors to the University during Gamestime



Leveraging university facilities



Leveraging university facilities

A key requirement for our partners was the use of facilities, including:

- Halls of residence
- Onsite sports science, medicine and rehabilitation facilities
- Press and media centres
- High performance training facilities
- An operational headquarters/base
- Multiple sports facilities including:
 - large gym arenas
 - fitness suite
 - large indoor sports arena
 - ten badminton courts
 - two competition size basketball courts
 - volleyball and netball courts
 - cricket bays
 - two five a side football pitches, and
 - a sports café

Integrating students into the 2012 Games

There were a great many ways for students to become involved in the Games

- The notion of 'volunteering' played a huge role in London 2012 and offered a very significant number of opportunities for people from all walks of life (including students)
- Many were chosen to be 'Game-time Ambassadors' and assisted visitors to London in many different venues and locations
- Other students with key skills were offered roles with different country's Olympic Committees that aligned with their core programmes (such as sports journalism)
- Some even had the honour of carrying the Olympic Torch
- And many students were offered roles in the Opening and Closing ceremonies (for both the Games and the Paralympics that followed)



Integrating students into the 2012 Games

What did the students say?

"I was assigned to cover basketball, BMX and martial arts for team USA. Reporting for *USOC Daily* has further enabled my journalistic ambitions and it was incredible to be involved in one of the biggest sporting events in London."

Chris Deacon, BA (Hons) Sports Journalism – sports journalist for Team USA

"After three auditions I was lucky enough to be selected to be a dancer in the Olympic Games' opening ceremony. This was a once-in-a-lifetime opportunity and I am so grateful that I was given the opportunity to be a part of it!"

Melanie Ridley, BA Urban Dance – dancer: opening ceremony

"My role in London 2012 was to help make Olympic venues safer places. I heard about the volunteering position and thought of it as a great way to spend the summer. It is great to know that I played my part to support the athletes."

Liz Lindell, BA (Hons) Special Needs and Inclusive Education – Games maker



Team London Ambassadors



Team London Ambassadors

- Team London Ambassadors provided an outstanding welcome to the capital's visitors
- Games Makers made the 2012 Olympic and Paralympic Games a wonderfully memorable experience
- And Transport for London's 'Travel Ambassadors' helped keep the capital moving
- In all, some 8,000 London Ambassadors were one of the highlights of the 2012 Olympic and Paralympic Games
- Based at 43 visitor 'hotspots', travel hubs and tourist attractions, the Ambassadors were London's 'friendly face', on hand to answer questions and to show the world the very best that London has to offer
- All Ambassadors completed a three-day training course covering:
 - customer service
 - the capital itself, London
 - The 2012 Games in context
 - As well as the individual site location

Building a legacy of a 'volunteering culture'

- Following the success London's 2012 Ambassadors, further pilots were run at:
 - St Pancras International
 - Gatwick Airport and
 - Piccadilly Circus
- Team London Ambassadors returned to the capital through the summer and Christmas 2013, with over 800 Ambassadors welcoming visitors at sites including:
 - Covent Garden
 - The Tower of London and
 - Gatwick Airport
- Last year (2014) London Ambassadors gave more than 15,000 volunteering hours and reached over 250,000 visitors to London
- The 2015 London Ambassador programme continues to grow and **there continue to be over 600 volunteer Ambassadors at key locations**, including: Tower of London, Southbank, St James' Park, Trafalgar Square, Piccadilly Circus, Exhibition Road, Parliament Square and Gatwick North and South terminals



Building a sustainable legacy of sporting facilities



Equipped to meet the needs of the world's finest athletes



And their fans!



Building a sustainable sporting legacy post-2012

- Sports scholarship programme established which is now one of the most successful programmes in the UK
- Major sponsors have come forward to underwrite sports related activity (such as ASICS and the Sir John Cass Foundation)
- UEL has now become a pivotal partner in the running of the Queen Elizabeth Olympic Park
- For example UEL now operates and manages the legacy programme in the Aquatics Centre (London Aquatics Centre Performance Programme)
- SportsDock now hosts many major sports events, and some of International significance
- UEL is the selected partner for the 2017 World Athletics Games
- And now London's leading university for Sports Medals (in BUCS rankings)



British Universities and Colleges Sport - Football

The screenshot shows a web browser window displaying the BUCS website. The browser's address bar shows 'bucs.org.uk'. The website header includes the BUCS logo, the text 'BRITISH UNIVERSITIES & COLLEGES SPORT', and a search bar. Below the header, there is a navigation menu with links to 'Events', 'Sports', 'BUCScore', 'News', 'Support & Guidance', 'Members', and 'About Us'. The main content area features a 'TEAM PROFILE' for the 'University of East London Men's Football 1st Team'. The profile includes a table of league standings for the 'BUCS Football 2015-2016 - South Eastern 1A' league. The table is updated as of 17/12/2015 23:12. The table lists the following teams and their statistics:

	P	W	D	L	GD	Pts
1 East London 1st	7	6	0	1	10	18
2 Hertfordshire 1st	6	4	0	2	5	12
3 Essex 1st	6	3	0	3	-4	9
4 Brighton 1st	7	2	0	5	-5	6
5 Kent 1st	6	2	0	4	-1	6
6 St Mary's 1st	4	1	0	3	-5	2

Below the table, there are links to 'Share League', 'League Notes', and 'Detailed Table'. To the right of the table, there is a 'BOOKMARK THIS TEAM' button. Further right, there is a 'Leagues & Cups' section listing the 'BUCS Football 2015-2016 Trophy' and the 'BUCS Football 2015-2016 South Eastern 1A'. The bottom of the screenshot shows a Windows taskbar with various application icons.



British Universities and Colleges Sport – Basketball

The screenshot shows a web browser window displaying the BUCS website. The browser's address bar shows 'bucs.org.uk'. The website header includes navigation links such as 'Login / Sign up', 'Rules and Regulations', 'Sponsorship', 'HE Jobs', 'Volunteering', 'Deloitte Jobs', 'Quick Links', and 'Contact Us'. The main navigation bar features the BUCS logo, 'BRITISH UNIVERSITIES & COLLEGES SPORT', 'In collaboration with Deloitte', and a search bar. Below this, a secondary navigation bar lists 'Events', 'Sports', 'BUCScore', 'News', 'Support & Guidance', 'Members', and 'About Us'. The main content area is titled 'TEAM PROFILE University of East London Men's Basketball 1st Team'. It includes a 'Premier S...' tab, a 'Fixtures' tab, and a 'Results' tab. The 'Results' tab is selected, showing a table of matches for the 'BUCS Basketball 2015-2016 - Premier South' league. The table is updated as of 17/12/2015 23:12. The table lists the following teams and their statistics:

	P	W	D	L	GD	Pts
1 East London 1st	8	7	0	1	103	21
2 Southampton Solent 1st	8	5	0	3	39	15
3 Brunel 1st	7	4	0	3	26	12
4 London South Bank 1st	7	2	0	5	-52	6
5 Oxford 1st	5	2	0	3	3	6
6 Bath 1st	7	1	0	6	-119	3

Below the table, there are buttons for 'Share League', 'League Notes', and 'Detailed Table'. A 'History' button is also visible. To the right of the table, there is a 'BOOKMARK THIS TEAM' button and a 'Leagues & Cups' section listing 'BUCS Basketball 2015-2016 Championship' and 'BUCS Basketball 2015-2016 Premier South'. The bottom of the screenshot shows a Windows taskbar with various application icons.



British Universities and Colleges Sport – Tennis

The screenshot shows a web browser window displaying the BUCS website. The page is titled "TEAM PROFILE University of East London Men's Tennis 1st Team". It features a table of league results for the "BUCS Tennis 2015-2016 - South Eastern 1A" league. The table lists six teams: East London 1st, Surrey 1st, UCL 1st, Kent 1st, Royal Holloway 1st, and Brighton 1st, with their respective matches played (P), won (W), drawn (D), lost (L), goal difference (GD), and points (Pts). The page also includes a "History" section and a "Leagues & Cups" section listing the "BUCS Tennis 2015-2016 Trophy" and "BUCS Tennis 2015-2016 South Eastern 1A".

Executive Club - British Airways

BUCScore - University of East London Mens 1st Tennis Team

Login / Sign up > Rules and Regulations > Sponsorship > HE Jobs > Volunteering > Deloitte Jobs > Quick Links > Contact Us

BRITISH UNIVERSITIES & COLLEGES SPORT In collaboration with Deloitte.

Events | Sports | BUCScore | News | Support & Guidance | Members | About Us

TEAM PROFILE University of East London Men's Tennis 1st Team

South Eas... Fixtures Results Other Universit... teams

BUCS Tennis 2015-2016 - South Eastern 1A

Updated: 17/12/2015 23:12

		P	W	D	L	GD	Pts
1	East London 1st	6	6	0	0	64	18
2	Surrey 1st	7	4	2	1	20	14
3	UCL 1st	6	3	1	2	0	10
4	Kent 1st	6	2	0	4	-8	6
5	Royal Holloway 1st	4	0	1	3	-24	1
6	Brighton 1st	5	0	0	5	-52	0

Share League League Notes Detailed Table Adjustment made *

History

BOOKMARK THIS TEAM

Leagues & Cups

- BUCS Tennis 2015-2016 Trophy
- BUCS Tennis 2015-2016 South Eastern 1A



British Universities and Colleges Sport - Volleyball

The screenshot shows a web browser window displaying the BUCS website. The page is titled "TEAM PROFILE University of East London Men's Volleyball 1st Team". It features a navigation bar with links like "Events", "Sports", "BUCScore", "News", "Support & Guidance", "Members", and "About Us". The main content area shows a table of league standings for the "BUCS Volleyball 2015-2016 - Premier South" league. The table lists six teams: Bournemouth 1st, East London 1st, UCL 1st, Exeter 1st, Cambridge 1st, and Portsmouth 1st, with their respective points, wins, losses, and goal difference. The "East London 1st" team is highlighted in red. To the right of the table, there is a "BOOKMARK THIS TEAM" button and a "Leagues & Cups" section listing "BUCS Volleyball 2015-2016 Championship 1st Round (Last 16)" and "BUCS Volleyball 2015-2016 Premier South". The bottom of the page shows a Windows taskbar with various application icons.

Executive Club - British Airways

BUCScore - University of East London Mens 1st Volleyball Team

Login / Sign up > Rules and Regulations > Sponsorship > HE Jobs > Volunteering > Deloitte Jobs > Quick Links > Contact Us >

BRITISH UNIVERSITIES & COLLEGES SPORT In collaboration with Deloitte.

search

Events | Sports | BUCScore | News | Support & Guidance | Members | About Us |

TEAM PROFILE University of East London Men's Volleyball 1st Team

Premier S... Fixtures Results Other Universit... teams

BUCS Volleyball 2015-2016 - Premier South

Updated: 18/12/2015 00:13

	P	W	D	L	GD	Pts
1 Bournemouth 1st	8	7	0	1	17	21
2 East London 1st	6	5	0	1	12	15
3 UCL 1st	7	4	0	3	4	12
4 Exeter 1st	7	3	0	4	-7	9
5 Cambridge 1st	7	2	0	5	-10	6
6 Portsmouth 1st	7	0	0	7	-16	-3

Share League League Notes Detailed Table Adjustment made *

History

BOOKMARK THIS TEAM

Leagues & Cups

- BUCS Volleyball 2015-2016 Championship 1st Round (Last 16)
- BUCS Volleyball 2015-2016 Premier South

British Universities and Colleges Sport – Ladies Volleyball

The screenshot shows a web browser window displaying the BUCS website. The browser's address bar shows 'bucs.org.uk'. The website's header includes navigation links such as 'Login / Sign up', 'Rules and Regulations', 'Sponsorship', 'HE Jobs', 'Volunteering', 'Deloitte Jobs', 'Quick Links', and 'Contact Us'. The main navigation bar features 'Events', 'Sports', 'BUCScore', 'News', 'Support & Guidance', 'Members', and 'About Us'. The central content area is titled 'TEAM PROFILE University of East London Women's Volleyball 1st Team'. It includes tabs for 'Premier S...', 'Fixtures', 'Results', and 'Other Universit... teams'. The 'Results' tab is active, showing a table for 'BUCS Volleyball 2015-2016 - Premier South'. The table lists six teams with their respective points, wins, losses, and goal difference. The University of East London is highlighted in red. To the right of the table, there is a 'UEL SPORTS' logo and a 'BOOKMARK THIS TEAM' button. Below the table, there are links for 'Share League', 'League Notes', and 'Detailed Table'. A 'History' section is also visible at the bottom left of the team profile area.

		P	W	D	L	GD	Pts
1	Bournemouth 1st	8	7	0	1	11	21
2	East London 1st	5	5	0	0	15	15
3	Oxford 1st	7	4	0	3	4	12
4	Sussex 1st	7	3	0	4	-1	9
5	Cambridge 1st	7	2	0	5	-8	6
6	King's College 1st	8	0	0	8	-21	0



Embedding the post-2012 legacy of sport within the academic component of the University

Building on the success of the 2012 Games, UEL has also embedded the theme of 'sport' into a number highly successful programmes, including:

- Sports Journalism and Photography
 - In the School of Arts and Digital Industries
- Sports Coaching
 - In the School of Psychology
- Sports Events Management
 - In the School of Business and Law
- Sports Therapy and Conditioning
 - In the School of Health Sport and Bioscience



Leading Research into the delivery of a sustainable Olympics – 1 of 2

- Researchers from UEL led in the creation of a significant piece of soci-economic research around the 2012 Games (the Olympic Games Impact (OGI) study)
- The OGI study is commissioned by the International Olympic Committee to be carried out for each Host City of the Games



- Led by UEL's Professor Alan Brimicombe, the study assessed 56 key indicators including carbon emission, housing, employment and public transport and security



Leading Research into the delivery of a sustainable Olympics – 2 of 2

- The 2012 report provides a thorough analysis of a large number factors ranging from crime and poverty to physical activity and education
- The key is to establish, further downstream, how the preparations for and conduct of the games may have impacted upon these factors
- Current evidence points to a high degree of confidence that preparations for London 2012 have already had a positive impact in a number of areas
- Final report for the IOC published on Friday 11 December 2015



10 key thoughts for Japanese universities on delivering world leading research into a sustainable Olympics – 1 of 2

1. Major world events can have a huge impact on host cities
2. And can provide a catalyst for significant change, urban resurgence and regeneration
3. There is a huge role for universities to play in such activities
4. Academics can play a major part in understanding the dynamics of the change
5. They can offer expertise and devote researchers and methodologists who can compete directly with big consultancy firms
6. And the academic outputs are 'open' and available to all to study, draw the lessons and benefit



10 key thoughts for Japanese universities on delivering world leading research into a sustainable Olympics – 2 of 2

7. An 'open data' strategy ensures that the impact study reports and their underlying data are freely available (online) to anyone
8. Thus enabling academics to collaborate with each other in their work and to work with businesses and industry
9. Which can draw significant funding with universities (industry will make significant research grant contributions if this assist to maintain a cutting edge)
10. Possibly – later – creating a national archive of Olympic committee papers and Olympic research as part of the Olympic legacy



And UEL won its own 'Olympic medals'

The Podium Awards, held on May 2012 was a highly prestigious one-off celebration recognising the vital role colleges and universities across the UK have played in delivering the London 2012 Games.

- In showcasing the best of Higher Education's contribution to this field, UEL won bronze medals in two separate categories:

- The British Council Award for Innovative International Collaboration, and
- The Research Councils UK Award for Exceptional Research Contribution

- The medals were awarded to UEL for Games-time partnership with Team USA and its London-Rio/Olympic Cities research into the Olympic and Paralympic legacy for mega event host cities

- (UEL was also a supporting partner in a gold medal nomination for the Award of Outstanding Sporting Project)



Opportunity



for success





ありがとうございます



London 2012



Tokyo 2020

A perspective from the University of East London

Dusty Amroliwala OBE
Deputy Vice Chancellor

