

London 2012

Tokyo 2020

A perspective from the University of East London

Dusty Amroliwala OBE Deputy Vice Chancellor





Roadmap





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



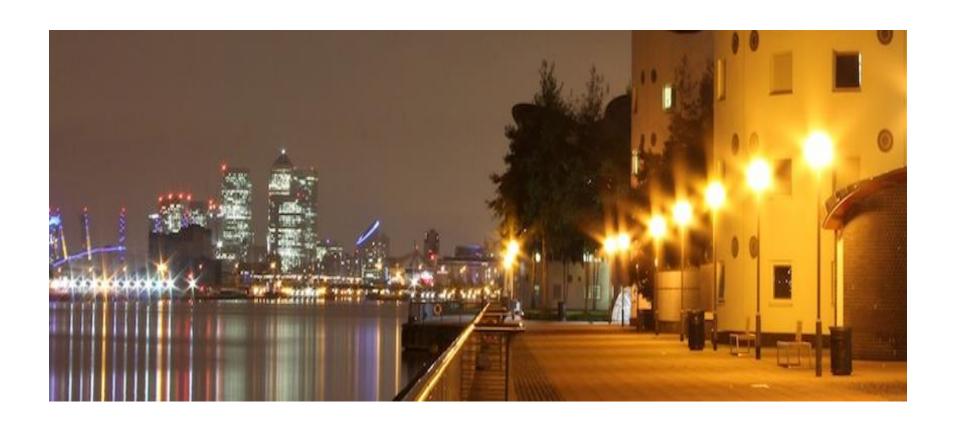


The Royal Docks in the early 1900s





The Docklands Campus in 2012





And the future of the Docklands Campus by 2020



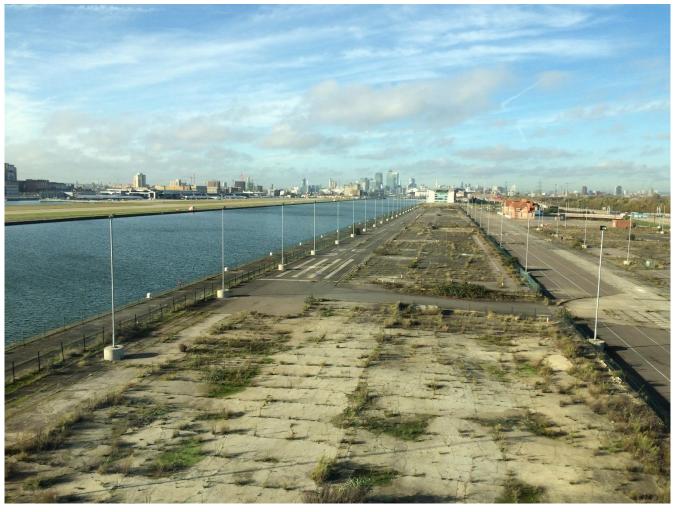








Today





Tomorrow









Creating strategic alliances















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!



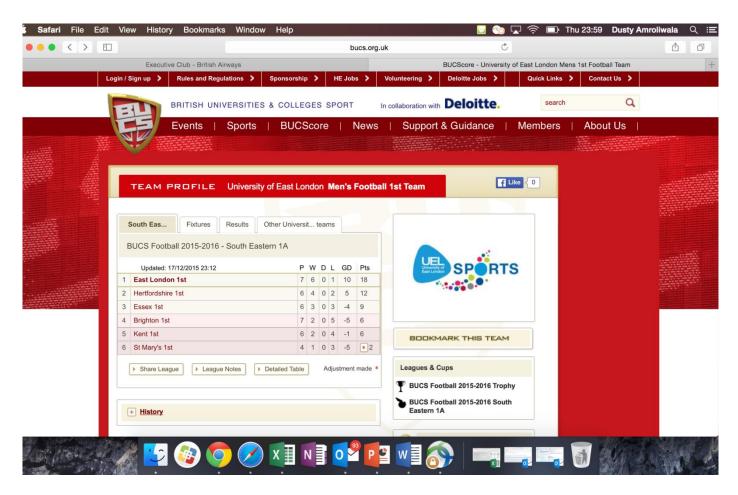


Building a sustainable sporting legacy post-2012

- 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)

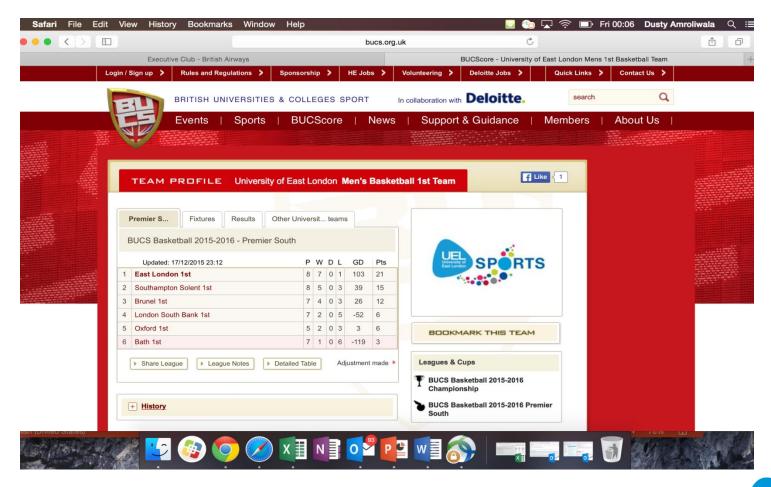


British Universities and Colleges Sport - Football



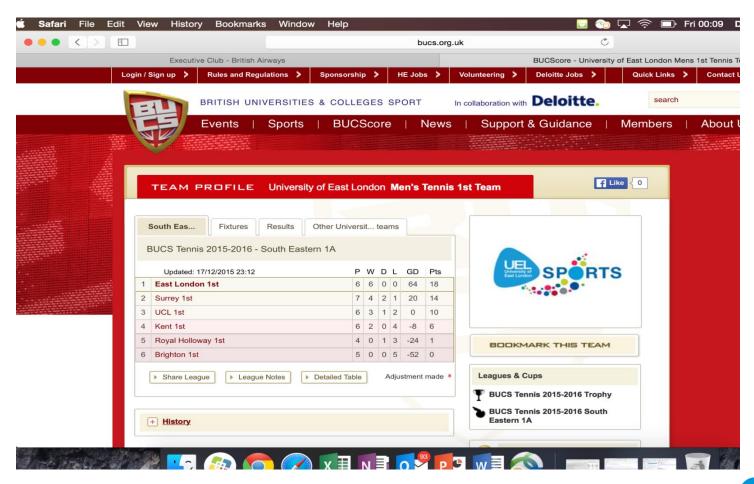


British Universities and Colleges Sport – Basketball



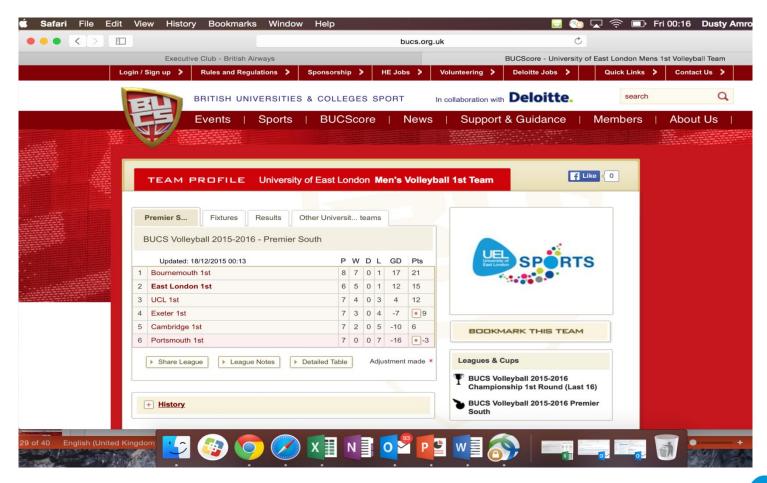


British Universities and Colleges Sport – Tennis



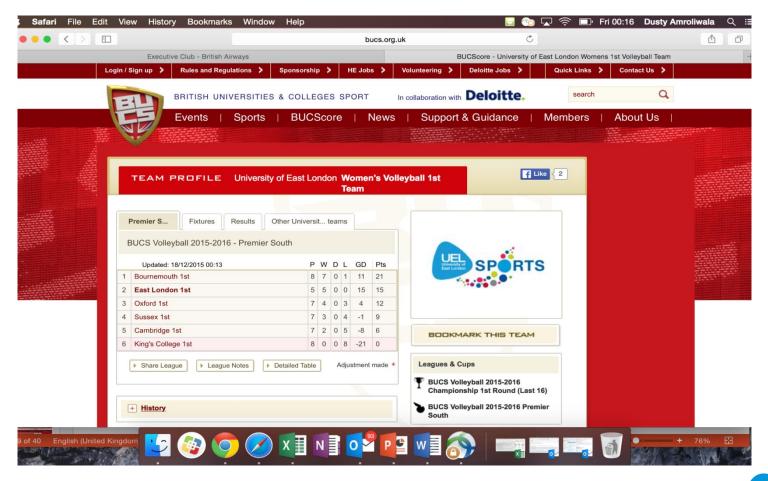


British Universities and Colleges Sport - Volleyball





British Universities and Colleges Sport – Ladies Volleyball





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







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