

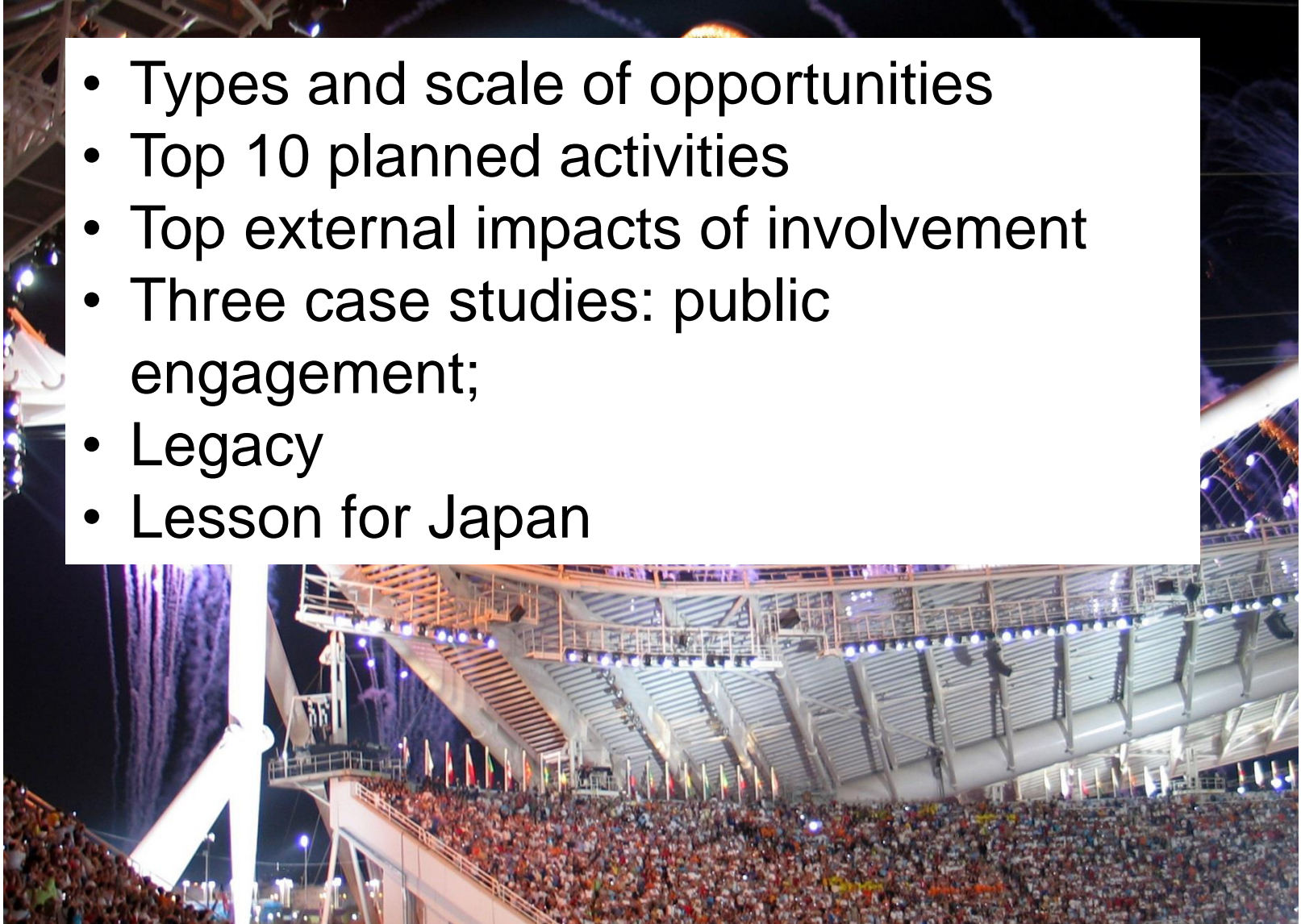
Experiences and learning points for higher education: the London Olympics and Paralympics

- Louise Simpson, The Knowledge Partnership
- Tokyo, December 2015



Introduction

- Types and scale of opportunities
- Top 10 planned activities
- Top external impacts of involvement
- Three case studies: public engagement;
- Legacy
- Lesson for Japan



UK involvement in the Olympics

- 94% of UK universities involved in Olympics
- 30 universities hosted teams
- 1190 project partners in Cultural Olympiad
- Wide geographic reach – coastal, London, Northern England, Scotland, Wales
- 89% delivered most important activities through partnerships

Source: Podium survey, Legacy Live, 2012



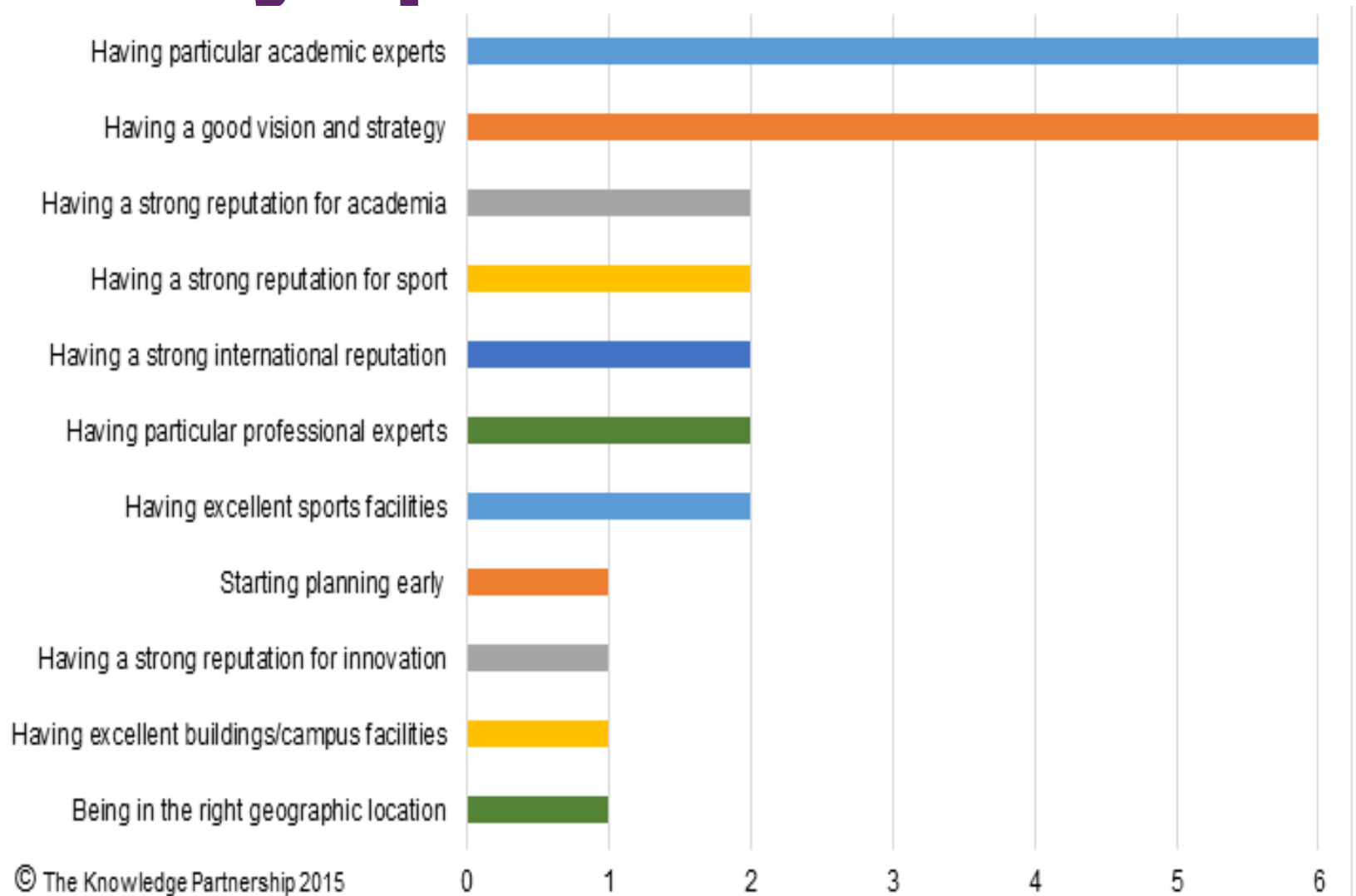
Top 10 planned activities

1. Communications/marketing activity
2. Student/staff volunteering
3. Community and business engagement
4. Academic expertise and consultancy
5. Hosting/partnering international teams
6. Professional expertise/consultancy
7. Alumni outreach
8. International outreach
9. Hosting visitors
10. There was no plan!

NB: if professional and academic consultancy were combined = most prominent activity.



Why universities won Olympic contracts



Top external impacts

1. Increased visibility and reputation
2. Improved community
3. Improved international partnerships relations
4. Better alumni engagement
5. Improved buildings
6. Research recognition
7. Business partnerships



Sheffield Hallam University

Creative Public Engagement

- **Where:** Modern university, Yorkshire
- **Olympic focus:** Research & Local engagement through 'Sports Lab', Sponsored by Research Councils UK
- **Engagement strategy:** Visitors competed in a virtual cycle race and got a rider's eye view from a bobsleigh
- **Brand amplification:** Held in Sheffield museum, but moved to Victorian Albert Museum, 250K visitors
- **Funding success:** Cultural Olympiad project: £500000: Arts Council & Legacy Trust
- **Long term impacts:** government-funded £5 million for a National Centre for Sport and Exercise Medicine

- *“SportsLab was about how Physics, Technology, and Engineering have changed the world of sport and where it is going in the future.*
- *“It was an interactive experience, getting people to think and make connections between sport and science”*

***David James, Acting Head of the
Centre for Sports Engineering
Research, Sheffield Hallam
University***



University of Birmingham

Gold Medal Media Coverage

- **Where:** Russell Group university two hours from capital
- **Olympic focus:** Hosting Jamaican team, and Usain Bolt
- **Media strategy:** UB media commented on Olympic events each day and linked news story to academics.
- **Return on investment:** When Jamaicans ran the 200m and won Gold, Silver, and Bronze places, Usain Bolt praised the University and city immediately to world's media.
- **Brand amplification:** community invited to watch athletes on campus, plus 150 TV and radio stations
- **Long term impact:** reputation amplification of Jamaican hosting valued at £5 million.



UNIVERSITY OF
BIRMINGHAM

“The phone to our press office was red hot... You can’t buy that kind of media coverage!”



Leeds University: Partnering Local Council to win top teams

- **Where:** Traditional Russell Group university in Yorkshire
- **Olympic focus:** Hosting Chinese Olympic and Canadian Paralympic teams with City Council
- **Olympic strategy:** making it about more than sport. training camps, the torch relay, and the cultural elements
- **Preparation:** Two chefs from the University went to China and spent a week working in Chinese kitchens.
- **Student amplification: enhanced the student experience, with a manager** for developing students' leadership and careers through sport and teaching
- **Long term impact:** strengthened relationship with the City Council the most important legacy



Leeds University: hosting the Chinese team



Legacy



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OLYMPICOPOLIS

In the coming years, we are creating a world class education and cultural district on Queen Elizabeth Olympic Park that will bring together outstanding organisations to showcase exceptional art, dance, history, craft, science, technology and cutting edge design.

The Olympicopolis scheme will be made up of two sites on the Park, clustered around the iconic Stadium, ArcelorMittal Orbit and London Aquatics Centre.

A number of world-class institutions have already made plans to set up a permanent presence on these two sites. **UCL East** will be the site of a new university campus for University College London (UCL), while **Stratford Waterfront** features a new campus for the University of the Arts London, along with major new spaces for the Victoria and Albert Museum and Sadler's Wells. Discussions are also underway with the Smithsonian Institution to join the scheme by opening its first permanent museum outside the United States.



- Slow Burn
- Building plans
- Research – citations in REF
- Partnerships
- Where do you want to be in 10 years?
- Make it part of your strategy
- Consider your contribution to the next Olympics



Lessons for the Japanese

Planning

- Government partnerships critical.
- Establish an Olympic vision.
- Money matters
- Location – you don't need to be in the capital
- Timing. Start early. Avoid the main sports events.

“Be realistic, plan well ahead, get buy-in from a university-wide strategic group of decision-makers and budget-holders. Treat it as a special project requiring dedicated resource allocation - people and money.”

Practicalities

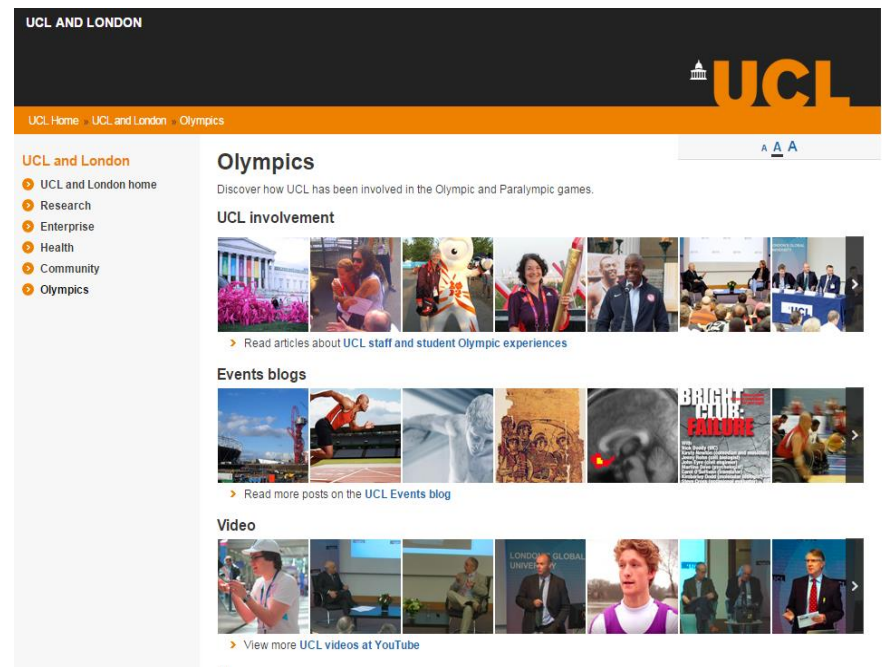


- Hiring talented and committed staff. Special advisors, specific Olympic managers, professional communicators.
- Logos. Complexity of Olympic copyright. Alternatives like Inspire mark.
- Hosting teams. Facilities, food, contracts, visits, and integrated PR.



Beyond sport – a wealth of opportunities

- Research
- Culture
- Tourism
- Physiotherapy
- Dentistry
- Medical care
- Construction
- Drug control and testing
- Traffic...
- New buildings, new locations
- Culture, music, design
- Urban landscaping...



Focus and promotion

- Focus and flagships
- Be the best at....
- Marketing and communications: size of teams, expertise, importance of reputational impact.

“The Olympics and Paralympics bring together the world’s media, and you need to be ready with your stories, your academic experts, your tweets and your press releases to be part of the narrative”

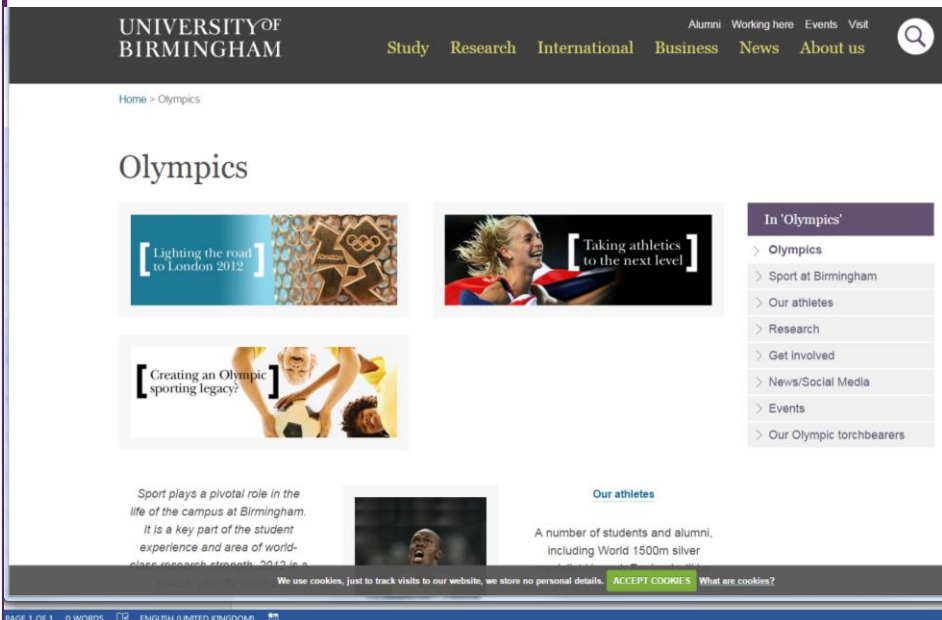


And a wealth of audiences

- Alumni
- Partners – universities, businesses, community, research community
- Academics – your own and possible recruits
- Ranking community, reputational influencers
- Students
- Prospective students
- Government, local, and national
- The world – via the media/social media



Media and PR



- Large professional media teams
- Increased budget
- Commenting daily on sport via research
- Photo opportunities
- Integrated events, alumni parties, community PR
- Hosting world's press in London

Help, support, partnership

- **British universities** willing and interested in helping Japan in the lead-up to the 2020 Olympics.

“We can help, advise, and be involved with volunteer programmes, degree education programmes setup, and delivery and performance analysis services to teams”

- Contact the British Council in Japan for more information

