OLYMPIC AND PARALYMPIC GAMES:
THE IMPACT OF UNIVERSITIES
Universities Week 2012 runs from 30 April to 7 May and will recognise and celebrate the contribution that universities make to the Olympic and Paralympic Games, as well as the wider sports industry in the UK. This is showcased through universities’ support of Great Britain’s top athletes, the development of world-class research, the provision of sporting facilities for students and local communities, university-led Cultural Olympiad projects and the army of volunteers from universities around the UK who will make the logistics of the Games possible. Universities Week will culminate in the BUCS Visa Outdoor Athletics Championships, which will be a London 2012 test event as part of the London Prepares series.

Further information can be found at www.universitiesweek.co.uk

The campaign is being coordinated by Universities UK and British Universities & Colleges Sport (BUCS). It is supported by universities across the UK and a wide range of organisations including Podium, the National Union of Students (NUS), Research Councils UK, GuildHE, the Universities Marketing Forum, Higher Education Funding Council for England and many more.

Universities UK
Universities UK is the representative organisation for the UK’s universities. Founded in 1918, its mission is to be the definitive voice for all universities in the UK, providing high quality leadership and support to its members to promote a successful and diverse higher education sector. With 134 members and offices in London, Cardiff and Edinburgh, it promotes the strength and success of UK universities nationally and internationally.

www.universitiesuk.ac.uk
BRITISH UNIVERSITIES & COLLEGES SPORT

British Universities & Colleges Sport (BUCS) is the national governing body for higher education sport in the UK, which aims to enhance the student sporting experience in performance, competition and participation. Delivering 50 sports, including disability sports, the BUCS programme is available to 2.3 million students across the UK with over 100,000 students regularly competing in the programme. By providing access to and encouraging participation in sport, BUCS is committed to getting students more physically active. 36% of the student population is physically active in comparison to 21% of the general population (Sport England, Active People).

www.bucs.org.uk

PODIUM

Podium is the Further and Higher Education Unit for the London 2012 Games. It has a nationwide remit to work with colleges and universities across the UK to maximise their involvement with all aspects of the Olympic and Paralympic Games and their legacy.

The Podium Awards is a prestigious one-off celebration recognising the vital role colleges and universities across the UK have played in delivering the London 2012 Games.

www.podium.ac.uk
INSTANT ACCESS WITH QR CODES

HOW TO SCAN

To watch videos on your smartphone or tablet, follow the steps below:

**Step 1**
Download any QR code reader (there are lots of free ones)

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Open up the QR code reader on your phone and scan the codes

**Step 3**
Each code will direct your mobile browser to the relevant content
When London won the bid to stage the Olympic and Paralympic Games back in 2005, we set out a clear vision: we promised the youth of the world that the Games would be for them. Our mission is to ‘inspire a generation’, and universities and their students are a central part of us helping to deliver that vision.

I am delighted to be supporting Universities Week 2012, which is celebrating the higher education sector’s engagement with the London 2012 Olympic and Paralympic Games, which climaxes with the BUCS Visa Outdoor Athletics Championships in the Olympic Stadium.

Through our Podium programme over the last five years we have worked very closely with both universities and colleges to maximise the involvement of institutions and their staff and students with the Games. Universities are essential to the Games through the provision of expertise, facilities, volunteers and many of Team GB and ParalympicsGB’s potential medallists. As a graduate of Loughborough University I am proud that it is closely involved with all aspects of the Games, including serving as the training camp for Team GB. Almost 50 teams from around the world have also chosen to base themselves on university campuses, including China, USA, Korea and Jamaica.

Like the Games themselves, Universities Week is a chance to showcase our talents, skills, culture and sporting abilities to the world. The higher education sector has a vital and diverse role to play in this. One of the aims of London 2012 is the development of lasting partnerships, so it is great to see organisations coming together to promote the achievements of the UK’s students and academic community to the world. I urge everyone to get involved with Universities Week and use the inspirational power of London 2012 to make a lasting difference in universities and beyond.

Seb Coe
Chair, London 2012 Organising Committee

“Universities Week is a chance to showcase our talents, skills, culture and sporting abilities to the world. The higher education sector has a vital and diverse role to play in this.”
Olympic and Paralympic Games: The Impact of Universities

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UNIVERSITIES AND MEDALS

In this report we have measured Team GB medal winners from the last twenty years – from the Barcelona Games in 1992 through to Beijing in 2008 – to see how many had been to university. An incredible 61% did. When you consider that by 2010 31% of the population had a degree, this is an incredible statistic and shows the extent to which higher education is intrinsically linked to Team GB success.

[Diagram showing percentages of medal winners going to university versus the general population with a degree in 2010 for each Olympic Games from Barcelona 1992 to Beijing 2008.]

TEAM GB MEDAL WINNERS 1992-2008 vs % of population that have a degree (2010)

- Team GB Medal Winners 1992-2008
  - 1992 Barcelona: 49% went to university, 51% didn't.
  - 1996 Atlanta: 35% went to university, 65% didn't.
  - 2000 Sydney: 36% went to university, 64% didn't.
  - 2004 Athens: 34% went to university, 66% didn't.
  - 2008 Beijing: 36% went to university, 64% didn't.

- People with a degree in 2010
  - 31% of the population

WENT TO/GOING TO UNIVERSITY

DIDN'T GO TO UNIVERSITY
Our university-going medal winners are most likely to win gold or silver medals. Between 1992 and 2008, 65% of gold, 66% of silver and 49% of bronze medallists went to university.

“Over the last 20 years an incredible 61% of Team GB Olympic Games medallists and 65% of Team GB gold medallists have been to university. This compares to 31% of the population that have a degree.”

MEDAL LEAGUE TABLE: TOP UNIVERSITIES 1992-2008

*Chart shows number of medals won by students and alumni of each university between 1992 and 2008.
GOLD PLATED EDUCATION

Since the last London Olympic Games in 1948, the university system in the UK has produced an Olympic gold medallist in every Games (except in 1960 when Team GB won just two gold medals). Here are some of the highlights.

1948 - LONDON

Actors Matt Smith and Sam Hoare are starring in a BBC drama to celebrate London 2012 called Bert and Dickie. The drama is the story of how two young men, Bert Bushnell and Dickie Burnell, defied all the odds to win gold in the double sculls.

Dickie Burnell
University of Oxford
Rowing - Men’s Double Skulls

1952 - HELSINKI

Welshman Harry Llewellyn pictured on his horse Foxhunter winning gold in Helsinki.

Harry Llewellyn
University of Cambridge
Equestrian - Jumping Team Competition

1956 - MELBOURNE

Gillian Sheen won an Olympic gold in fencing. She is one of very few gold medallists not to have received an honour although the Dominican Republic did put her on a stamp!

Gillian Sheen
University College London
Fencing - Women’s Foil Individual

1964 - TOKYO

Ann Packer was a student of Loughborough College of Education which is now part of Loughborough University (and where she has a building named after her).

Ann Packer
Loughborough College of Education (Loughborough University)
Athletics
- Women’s 800 metres

1968 - MEXICO CITY

Mexico 1968 is a very well remembered Olympic Games. A woman lit the Olympic flame for the first time, more records than ever were broken and African American athletes gave Black Panther salutes. Iain Macdonald-Smith won a gold medal in sailing for Team GB.

Iain Macdonald Smith
University of Cambridge
Sailing - Men’s Flying Dutchman

1972 - MUNICH

Richard Meade is a three-time gold medallist for Team GB in equestrian events.

Richard Meade
University of Cambridge
Equestrian - Three-day Event Individual Competition
Danny Nightingale won a team gold medal in modern pentathlon at the 1976 Olympic Games in Montreal along with team mates Adrian Parker and Jim Fox.

Veryan Pappin was the goalkeeper for the gold winning British men’s hockey team in Seoul.

At Sydney in 2000, Jonathan Edwards added Olympic triple jump gold to his World Record and World Championship winner’s medal.

Jason Gardener struck gold in Athens winning the gold medal in the 4 x 100 m relay with teammates Darren Campbell, Marlon Devonish and Mark Lewis-Francis.

Rebecca Romero is the first British athlete and second woman in history to win Olympic medals in two different sports at the summer Olympic Games - silver in rowing and gold in cycling.

SECTION ONE : UNIVERSITIES AND MEDALS
A LOOK TOWARDS TEAM GB IN LONDON 2012

By mid April 2012, 59 members of Team GB had been selected. Continuing the pattern of a close link between universities and Team GB, 35 - or 59% - have been or are now at university.

This includes three out of three athletes currently selected, 24 out of 38 swimmers and 8 out of 11 sailors.

MEET TWO MEMBERS OF TEAM GB 2012

Mara Yamauchi
Marathon
University of Oxford

Mara Yamauchi studied PPE at the University of Oxford between 1992 and 1995. She came sixth in the women’s marathon in the Beijing Olympic Games in 2008 and has been selected as one of the first members of Team GB’s athletics team for London 2012.

Andrew Willis
Swimming - 200m breast stroke
University of Bath

University of Bath student Andrew Willis clocked the fastest time for the 200m breaststroke in the world this year to achieve the London 2012 Olympic qualification standard and be one of the first to make the Team GB swimming team.
MEDAL PREDICTIONS LONDON 2012

Sheffield Hallam University’s Sport Industry Research Centre has developed an economic forecasting model which was used for the Beijing Olympic Games in 2008. They predicted that China would win 46 gold medals - this was the closest prediction to the actual total of 51. Hopes are high that the forecasters at Sheffield Hallam can repeat their prediction success in 2012.

The model developed is based on a theory that elite performance is now more a matter of public investment rather than population size and GDP. The model takes into account the UK’s strategic approach to elite sport adopted in the late 1990s. There was a huge improvement in Team GB’s performance between 1996, when just one gold medal was won, and 2008, when 19 gold medals were won. There is also a pattern of improved performance shown by host nations.

So by using a formula based on the ‘home nation effect’ and regression analysis (which looks at performance since 1996), the predictions are that Team GB will win 27 gold medals at London 2012 and 56 medals in total.

The Sheffield Hallam research team also predicts that Team GB will win medals in 15 sports and across 18 disciplines - the widest range of success since winning medals in 23 of the 24 sports contested in 1908. Such a performance could lead to a position as high as third in the medals table.

“Sheffield Hallam University’s Sport Industry Research Centre predicts that Team GB will win 27 gold medals at London 2012 and 56 medals in total.”

“The model developed is based on a theory that elite performance is now more a matter of public investment rather than population size and GDP.”
More than 90% of the UK’s higher education institutions are engaged with the London 2012 Olympic and Paralympic Games and nearly two thirds believe they will experience a tangible legacy benefit from the Games.

These are just two of the findings from a recent survey conducted on behalf of Podium, the Further and Higher Education Unit for the 2012 Games.

More than 200 people from 80 different higher education institutions across the UK took part in the survey, which asked about their engagement with the Games. This sample represents 48% of the UK higher education sector and is the biggest ever study of its kind.

The precise figures are that 85% of higher education institutions are currently involved in London 2012-related activity, and a further 9% plan to be involved in the run-up to the Games. Consequently, 94% of higher education institutions (equivalent to 155 institutions) across the UK are, or plan to be, involved in Games-related projects.

The most popular type of project is volunteering, with 39% of institutions involved, closely followed by sports-focused activities, in which 36% are engaged.

Encouragingly, 65% of the respondents expect that their involvement with the Games will deliver a legacy benefit for their institution, specifically one of lasting partnerships. The main new partners to have been gained through Games-related activity are local authorities, fellow higher education institutions, the London Organising Committee of the Olympic and Paralympic Games, and schools.
The new partnerships include a whole host of different organisations, both commercial and non-commercial, based in the UK and around the world. Nearly 20% of higher education institutions stated that they are now working with new international partners through their Games-related projects.

More than 50% of those surveyed from higher education institutions also expect legacy benefits to some extent in terms of enhanced organisation profile, increased sport participation, and improved international links.

While the higher education sector’s involvement with the Games is extremely unlikely to be financially motivated, 16% of institutions (equivalent to 26 institutions) expect to gain a net financial benefit overall as a result of the Games being held in London, with a further 46% (equivalent to 76 institutions) believing that it is a possibility.

Interestingly, almost 30% of senior managers, a group that might have been expected to give more a more circumspect answer, believe there will be a financial legacy for their organisation.

In short, there is a significant correlation between involvement in Games projects and expectations of financial legacies and benefits for higher education institutions. And, as might be expected, those institutions that were more involved in Games-related activity had the highest expectations for securing a financial legacy from the Games.

In conclusion, the level of involvement by higher education institutions in Games-related activity is unprecedented in the history of the modern Olympic and Paralympic Games and can be viewed as a major success story of London and the UK’s hosting of the 2012 Games.

“Encouragingly, 65% of the respondents expect that their involvement with the Games will deliver a legacy benefit for their institution, specifically one of lasting partnerships.”
A FOCUS ON ATHLETICS: HIGHER, FASTER, STRONGER CULTIVATED ON CAMPUS...

Higher education is a hotbed for track and field talent, with universities providing a focal point not just for students but also for athletes. Athletics is one of the largest events in the British Universities and Colleges Sport (BUCS) calendar.

The annual outdoors and indoors BUCS Championships showcase the best student track and field athletes, who have all benefited from a range of facilities and services delivered by universities. However, the facilities and services do not just benefit world-class student athletes but have driven, and continue to drive, some of the world’s leading graduates and non-student performers. We can see this in the makeup of Team GB and the number of athletes within the team who have gone through higher education or benefited from the facilities it provides. It can also be seen by the BUCS Outdoor Athletics Championships being part of the London Prepares series as a test event for the Olympic Games.

The presence of world-class facilities – indoors, outdoors and for supplementary training such as free weight gyms – is certainly a draw for athletes and coaches with elite and Olympic performance ambitions. In order to achieve this level of performance the athletes can draw on the universities still further, with access to physiotherapists; podiatrists; physiologists; biomechanics, strength and conditioning coaches; sports doctors and world leading research. The end product: world-class performers in a university setting.

CASE STUDY: ST MARY’S UNIVERSITY COLLEGE

Mo Farah was a local schoolboy who came to St Mary’s University College in London in 2001 when the Endurance Performance and Coaching Centre was formed as a partnership between St Mary’s, Flora London Marathon (now Virgin London Marathon) and UK Athletics. He was one of only two athletes when the centre was opened and lived at St Mary’s for six years before taking local accommodation with his now wife, Tania. St Mary’s provided a home, a training base and an educational opportunity.

Mo is Britain’s most successful distance runner of all time, currently holding the European 10,000m and 5,000m titles and the World 5,000m title as well as silver in the 10,000m. Mo is now based in the USA but trains at St Mary’s whenever he is back in Britain.

Although Mo dominates the headlines, the number of track athletes to emerge from this one institution is remarkable. They include Olympians such as Andy Baddeley, Jo Pavey and Jemma Simpson and the next generation of British runners including Steph Twell, Charlotte Purdue, Andrew Osagie and James Brewer. Steph Twell has huge regard for the work of the Centre: “The Virgin London Marathon and Sport St Mary’s supported me as a competing athlete and have continued this whilst I have been injured. This has assisted in my road to recovery and my continued aspirations of becoming a world-class athlete. It is with this in mind that I feel being at St Mary’s will enable me to achieve championship performances.”
THE UNIVERSITY IS CENTRAL BUT PARTNERSHIPS MAKE IT WORK...

The Virgin London Marathon worked in partnership with St Mary’s to re-launch the Endurance Performance and Coaching Centre (EPACC). The support and funding of the London Marathon has been in place since the very start in 2001 and has helped to develop a world-class endurance environment. In 2010/11 the partnership saw an outstanding year. The Centre made a significant contribution to the British teams and the medals they won, recruited more runners than ever before (131 in total) and supported the development of athletes and coaches at every level of the pathway.

The EPACC coaches and the St Mary’s Centre deliver sport science and sports medicine with the aim of improving athletes’ health and wellbeing, leading to better performance. The facilities have been significantly improved with the completion of an £8.5m sports centre, £8m funded by the university college itself. The facility provides a biomechanics lab right alongside a human performance laboratory and sports medicine areas, and includes a fitness and conditioning suite with ten lifting platforms. With the track, the altitude chamber, and the location near Bushy and Richmond Parks, St Mary’s provides a world-class endurance venue. The EPACC athletes access all of this working next to international runners from PACE Management, the Oregon Track Club and others. Endurance squads from China, South Africa and Ireland are all using St Mary’s for their pre-Games training camps.

“The Virgin London Marathon and Sport St Mary’s supported me as a competing athlete and have continued this whilst I have been injured.”

Steph Twell
A FOCUS ON ATHLETICS: THE RESEARCH

At the University of Bath, Dr Aki Salo has conducted research to understand the fundamental principles underlying performance in order to improve an athletes’ technique and efficiency. He specialises in the study of elite sprinters and hurdlers in athletics events.

Research has included mathematical modelling of the sprint start to see how technique could be manipulated to improve performance. Traditionally, this has been done by trial and error by coaches and athletes but the new model allows mathematical investigation using a computer.

Recent investigations have also been carried out into the characteristics of sprinting on the bend. This again helps coaches to concentrate on performance issues in their coaching process with athletes.

Relay analysis has concentrated on the baton exchanges and how teams can best match their velocities within the 20-metre exchange zone, including how the team can minimise time spent passing the baton.

The work that Dr Salo has done in sprinting has meant that UK Athletics has invited and supported him to attend pre-competition training camps over the last 10 years and to be part of the support team at championships since 2006. Notably, he was the only biomechanical technical personnel in Team GB for the Beijing Olympic Games in 2008.

Many athletes he has worked with have won medals, including the men’s 4x100 metre relay team Gold medal at the Athens Olympic Games in 2004 and bronze medals at the 2005, 2007 and 2009 World Championships.
“The work that Dr Salo has done in sprinting has meant that UK Athletics has invited and supported him to attend pre-competition training camps over the last 10 years and to be part of the support team at championships since 2006.”
HOW UNIVERSITY HELPED THE 2012 HOPEFULS

Beth Tweddle
Liverpool John Moores University
Women’s gymnastics

University added a new dimension to training for Beth Tweddle when she attended Liverpool John Moores University. During her time there Beth retained her position as national, European, World and World University Games champion and says her sport science degree was very beneficial. Beth also benefited first hand from her university’s research work in biomechanical developments and video analysis, which she used to improve her training methods.

Ben Rushgrove
University of Bath
Men’s 100 and 200 metres, Paralympic Games

Ben studied Sports Performance at the University of Bath and this gave him the opportunity to learn about his sport from the perspective of an academic rather than as an athlete. He attributes much of his success to his time at Bath and the university’s facilities and coaches. He also believes in community support: “It is really important that universities are able to open these facilities up for public use and Bath is one of the universities leading the way in this respect and helping the local community.” Ben would now like to see more universities furthering their role in researching disability sport.
**Perri Shakes-Drayton**  
Brunel University  
Women’s 400 metre hurdles

Perri was preparing for the European Athletic Championships in 2010 and the World Championships in 2011 during her time at Brunel University. She believes that university gave her the opportunity to expand and change her way of thinking, a chance to meet new people and to teach her to manage her time. Brunel University was highly supportive of Perri’s athletic career, from providing a scholarship programme which gave her money for travel and food through to convenient accommodation to suit her training programme. Perri believes the experience made her the athlete she is today.

**Scott Moorhouse**  
University of Essex  
Men’s javelin, Paralympic Games

Without the support of the university it would have been difficult for Scott to have reached the Paralympic Games. The university has provided him with the facilities that he needed to pursue his career as a javelin thrower as he pursues his Paralympic Games dream. Scott was initially unsure about attending university but he quickly found that the flexibility of university allowed him to incorporate his training seamlessly into his education. He also found that his business management course helped him to secure funding from sponsors.
FORGING INTERNATIONAL LINKS: SUPPORTING THE GAMES

Traditionally, universities have supported the Olympic and Paralympic Games through the use of their accommodation and sports facilities and through the work of student volunteers. The 2012 Games has gone much, much further. Not only will universities be hosting teams from around the globe, they are also hoping to create a long-term legacy and lasting friendships well beyond the Games.

One of the first projects to be set up was between the University of Bristol and Kenya, which came about following a personal link between Bob Reeves, the Director of Sport at the university, and Dr Kipchoge Keino, Chairman of the Kenyan Olympic Committee and Olympic gold medallist. The project included coach and athlete exchanges in athletics, rugby, cricket and football; twinning primary and secondary schools and promoting tourism and cultural exchange between the Bristol and Kenyan communities. The project very quickly grew to include the University of the West England, Bristol, and other partners include Bristol City Council, Filton College and professional sports clubs in the city.

Students and staff from the University of the West of England, Bristol and the University of Bristol have since been on a four-week volunteering expedition to Kenya to build and improve local sports pitches and facilities, and have helped to train young athletes and their teachers. Meanwhile students from the University of Bristol have been given the chance to train at the Kip Keino High Performance Training Centre at Eldoret in Kenya.

The project has proven to be so successful that a charity now exists to reflect the new-found relationship between Kenya and the city of Bristol. The charity is called Umoja (also known as the Bristol-Kenya Partnership), which means “togetherness” in Swahili.

As well as the successful Bristol-Kenya Partnership, a number of other London 2012-inspired partnerships now exist between African countries and other UK universities.

One such project is Sport Malawi, which was set up by the University of Gloucestershire in 2008 to help Malawi enhance its sporting infrastructure. The project uses sport as a vehicle for social change, with a particular focus on youth, health, disability, gender and human rights. During a trip to Malawi in 2012, 45 University students and staff were involved and 1,450 Malawi participants trained. The University of Gloucestershire is also hosting the Malawi National Olympic Team as they train for the Games.

“A number of London 2012-inspired partnerships now exist between African countries and other UK universities.”
Like the Umoja partnership, Sport Malawi has involved volunteers from the university travelling to cities in Malawi to deliver training workshops and coaching sessions for sport professionals there. The university has also conducted research to support policy developments within the outreach, education and sport sectors in Malawi. To date 38 volunteers from the university have worked on the project, with over 1,000 Malawian participants trained through the workshops.

The University of Central Lancashire (UCLan) has set up a sports development project in Zambia, one of the countries in Africa to receive support from the Olympic outreach programme International Inspirations. Students studying undergraduate sports courses at UCLan spend two weeks in Zambia delivering sports-related activities to local children. The trip to Zambia forms a unique module looking at sport and international aid and development, and is offered to year two students from the undergraduate Sports Studies, Sports Development, Sports Management and Sports Coaching degree programmes.

Thanks to the extensive partnerships with the University of Zambia, Nkrumah College of Education and Zambia Sport in Action, the module provides opportunities for UCLan students to help some of the poorest young people in Africa in some of the most challenging environments.

“The module provides opportunities for UCLan students to help some of the poorest young people in Africa.”
FORGING INTERNATIONAL LINKS: WORKING WITH UK SPORT

Many UK universities have been working with UK Sport to help deliver the IDEALS programme – otherwise known as International Development through Excellence and Leadership in Sport. The project is a student and graduate volunteer placement programme, which is designed to help the exchange of ideas and culture between UK universities and one of UK Sport’s international development partner countries.

The programme focuses on the positive impact that sport can have on disadvantaged communities in Africa that are often affected by high levels of unemployment, crime, exclusion and many health risks. By encouraging children and young people to attend sessions, it is hoped that sport can be used to help with motivation, self development and self reliance, and help improve the quality of lives.

One such country is Zambia, where a number of UK universities have been working on the IDEALS programme. Northumbria University has sent students to the country to deliver coaching in four key sports to children and young people across the capital city Lusaka. One such initiative is a coach development programme to empower women through netball. The course is headed by Anita Navin, head of Northumbria University’s Department of Sport Development, and is hosted by the Olympic Youth Development Centre in Zambia. The centre also promotes an active culture and the benefits of sport in the community. Other universities working in Zambia with UK Sport include Durham University, Loughborough University, Cardiff Metropolitan University, the University of Stirling, the University of Bath and the University of St Andrews.

“The programme focuses on the positive impact that sport can have on disadvantaged communities in Africa that are often affected by high levels of unemployment, crime, exclusion and many health risks.”
Edge Hill University has been helping local volunteers in Ghana organise and run a wide range of sports and physical activities in deprived areas of the country, and has also provided training for young Ghanaian sports coaches. Researchers at the university have also been involved, including working with the Leverhulme Trust to research ways of ensuring that sports programmes have a long-term impact in Ghana, and also in Tanzania. The group will look at how sport sustainability can be addressed at individual, community and organisational levels and it is hoped that the research findings will result in action being taken to embed sport programmes into African life.

One innovative project has been developed by UK Sport’s International Development through Sport charity and Beckwith International Leadership Development, together with Central Saint Martins College of Arts and Design, part of the University of the Arts London. The project involved students from Central Saint Martins’ MA Innovation Management course working with students from two Ghanaian universities to develop solutions for the design and production of sustainable sports equipment in rural and urban Ghana. Together they came up with 12 suggestions for the Ghanaian communities to consider implementing, including the concept, the design of the equipment needed and the initial business plan to help commercialise each suggestion. While the production of sports equipment is important for creating a sporting legacy, the “How to” guide enables the communities to create a social enterprise of their own and improves the chances of each project becoming truly sustainable.

Some of the concepts included a wireless device called Invisi*Play that gives children a new way to play and learn sports without the need for physical sports equipment, and a sport radio programme created by and for children, which promotes sport activities in the community and an interest in sport generally.

“While the production of sports equipment is important for creating a sporting legacy, the “How to” guide enables the communities to create a social enterprise of their own and improves the chances of each project becoming truly sustainable.”
UNIVERSITIES, OLYMPIC TRAINING CAMPS AND FACILITIES

Universities across the UK have hailed the sporting, cultural and economic benefits of hosting pre-Games training camps for many of the 205 nations preparing for the London 2012 Olympic and Paralympic Games. Numerous universities are perfectly placed to host elite athletes due to their state-of-the-art facilities and expertise in sport science. However, many of the deals established between the universities and the national Olympic committees go far beyond simple sporting agreements and have produced wide reaching benefits for staff, students and local communities.

More than 30 UK universities have signed agreements to host camps for a variety of world-class athletes and with deals being signed on a regular basis, many more are expected to follow in the run-up to London 2012.

In 2007, the University of Bristol became one of the first institutions to agree to host a London 2012 training camp when it struck a deal with the Kenyan Olympic team. This led to the formation of the Bristol-Kenya Partnership, which has since brought benefits to both parties (see page 22).

The Kenyan Olympic and Paralympic squads will be accommodated in the excellent new residential facilities at the University of the West of England, Bristol.

In a similar project, Durham University continues to host athletes from Sri Lanka, building on a partnership that has existed since the university provided aid to the South Asian nation following the devastating tsunami on Boxing Day 2004. Representatives from Durham have also worked with Sri Lanka’s minister for higher education on national planning, and social aspects of sports and sports science.

Dean of Experience Durham, Dr Peter Warburton, said: “We’re keen to promote that the 2012 Games doesn’t just belong to London and we already have an outreach project to 50 local schools at Durham University. The great fillip of this deal with Sri Lanka is that the schools will have a lot more affinity to the Games than perhaps they would have otherwise.”

The University of Gloucestershire has cemented its relationship with Malawi by signing a deal to host its athletes’ training camps. The university has established strong links with Malawi through an international outreach initiative which uses sport as a vehicle for community development, and a memorandum of understanding between the two was signed in 2011.

Professor David James, Deputy Dean at the university, said: “This is a great opportunity for the county of Gloucestershire to play a part in the preparation of the athletes and for the whole Malawi team to become a part of the Gloucestershire community.”
Loughborough University and the Japanese Olympic Committee have also been working together on a training camp deal. The university helped to launch the Musubi schools project, which sees students throughout the East Midlands learning about Japanese culture and the Olympic values at interactive workshops hosted on campus.

Students have been given the chance to learn basic Japanese, find out about the country’s culture and see some of Britain and Japan’s Olympic hopefuls in action.

Loughborough University’s Director of Sport, Chris Earle, said: “We can use our links with the Games and sports organisations in the region to connect with young people and inspire them to get involved with sport. Our relationship with Japan strengthens that further and we can introduce students to a different culture and teach them about the country’s histories and traditions.”

Cardiff University has welcomed athletes from South Africa on to its campus. Head of Sport and Exercise Stuart Vanstone hopes the team’s presence can be a huge advantage to staff and students. He said: “We’re hoping for some real legacy benefits from the pre-Games training camp. We hope there will be some engagement between athletes and students whilst they’re on campus. This might come in the form of questions and answers sessions and the delivery of some ‘give it a go’ sessions.”

The University of Aberdeen and Robert Gordon University will help to host the Cameroon Olympic team prior to the 2012 Games in what is expected to be the furthest UK-based training camp from London.

St Mary’s University College in London’s new £8.25 million sports centre is a pre-Games training camp venue for athletes from South Africa, Ireland and China, and during a recent visit Lord Sebastian Coe, Chair of the London 2012 Organising Committee, was shown how the university college’s preparations for the squads’ arrival are progressing.

Lord Coe praised the institution for its contribution to, and development of, high quality sport over so many years, saying: “St Mary’s is forward thinking and world renowned. It shares the Olympic vision and will have a role to play in sport way beyond 2012.”

In addition to training camps, university campuses and facilities are being used in a number of other ways to support the Olympic and Paralympic Games. In London many higher education institutions are providing their halls of residence for the use of the world’s media.

“Students have been given the chance to learn basic Japanese, find out about the country’s culture and see some of Britain and Japan’s Olympic hopefuls in action.”

Shona Robison, Scottish Government Minister for Commonwealth Games and Sport, said: “Securing pre Games training camps not only gives Scotland the opportunity to showcase our facilities but also allows us to promote our nation and its people as a place to visit and do business for both London 2012, Glasgow 2014 and beyond.”
BATH TIME

ParalympicsGB has selected the University of Bath as its key training base in the lead-up to the 2012 London Paralympic Games due to its world-class facilities, compact site and sports technical expertise. The university will be the main springboard for British athletes in their final preparation weeks and up to their move to the Games Village. The university aims to create a legacy from its strong partnership with the British Paralympic Association beyond London 2012 by establishing a Centre of Excellence for DisAbility Sport and Health (DASH). This centre will translate the findings from the university’s work with Paralympic performance athletes to seek benefits for the wider disabled population, including military veterans injured in combat. It will harness academic expertise in the areas of sport and exercise science, medical engineering, health and psychology.

The University of Bath is also hosting members of the Malaysian Olympic team for their final preparations as well as 25 top swimmers from China.

CHICHESTER WELCOMES ATHLETES FROM FIVE COUNTRIES

The University of Chichester is part of a West Sussex partnership that will welcome athletes from Barbados, Grenada, the Bahamas, Dominica and Finland. Through the partnership, the teams will be able to access sports science support from the university.
LONDON TRAINING CAMPS

The University of Bradford and Bradford College will host training camps for athletes from Vietnam and Tanzania in the run-up to London 2012. Bradford estimates that pre-Games training camp activity will bring an additional £200,000 in international income for Bradford.

MANCHESTER GETS METROPOLITAN

Manchester Metropolitan University Cheshire (MMUC) in partnership with Cheshire East Council (CEC) will be hosting training camps for Olympic athletes. The MMUC-CEC consortium has already held pre-Games training camps for the Vanuatu Women’s Beach Volleyball Team and two long-stay developmental camps for two Kiribati boxers. It will also host developmental pre-Games training camps for two track and field athletes from the Solomon Islands and hold camps for qualifying Olympians from Kiribati, the Solomon Islands and Vanuatu. The Sugden Centre in Manchester, jointly owned with The University of Manchester, will host the Brazilian Paralympic team for wheelchair fencing, sitting volleyball and boccia.

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OFFICIAL HOST VENUE AT THE UNIVERSITY OF GREENWICH

The University of Greenwich will be closely involved in the London 2012 Games, as might be expected given the number of events taking place in the area. The university has been named as an official host venue for the Olympic and Paralympic Games and the university’s students’ union building will be part of the Greenwich Park venue, providing management facilities for equestrian sports, along with running and shooting in the modern pentathlon.

A LEGACY OF NEW SPORT FACILITIES

A number of new sporting facilities have been built to help deliver the Games. These will deliver a lasting legacy for staff, students and the broader community.

Around 1,000 Team USA athletes and staff will use the University of East London (UEL)’s new £21 million SportsDock facility on a daily basis before and during the Games.

SportsDock will be one of London’s largest multi-court sports spaces. The list of sports available at SportsDock will include badminton, basketball, volleyball, netball, futsal, handball, martial arts, table tennis, trampolining, archery and football. Following the Games, SportsDock will be used for local residents, students and staff at UEL.
UNIVERSITIES INTEGRAL TO GAMES’ FOOTBALL COMPETITION

Universities outside London will be integral to the Men’s and Women’s Olympic Football competitions.

Newcastle University has been named as an official Games-time training venue, with the university’s Cochrane Park sports ground set to host an array of international footballers. Six football matches will take place at Newcastle United’s St James’ Park as part of London 2012 and the teams involved in those matches will be training at the university.

Lord Coe commented: “Newcastle University will provide excellent training facilities for athletes getting ready for the biggest sporting competition in their careers.”

Professor Chris Brink, Vice-Chancellor of Newcastle University, added: “LOCOG’s decision to name Newcastle University as one of only four universities in the UK to be designated as Olympic training venues is a measure of the quality of our sports facilities.”

The three other universities designated as London 2012 training venues are the University of Warwick, Cardiff University and the University of Strathclyde.

SATellite village AT ROYAL HOLLOWAY

Royal Holloway, University of London has been selected as one of only two London 2012 Satellite Villages, hosting the world’s elite rowers and sprint canoeists on campus. The university will play host to more than 1,400 athletes and officials competing in the rowing events.
Jason Gardener  
Olympic gold medallist, trained at the University of Bath and Bath Spa University graduate

“Universities around the UK are a hotbed of success. It’s down to a combination of factors including unbelievable facilities, support services, excellent coaches and world-class research departments. Young people at university have the chance to train alongside the very best, elite athletes but at the same time there are opportunities for wider groups of people in the whole community.”

Allan Wells  
Olympic gold medallist and lecturer at the University of Surrey

“Universities give students an opportunity to decide which direction to go in their lives. Some will become athletes and will find their way to that path at university. I’m really proud to be supporting Universities Week. It is important that the public realise that the future of our country is in the hands of the students of today and of the future.”
Leon Taylor
Olympic silver medallist, diving, Athens 2004

“When the lottery funding was put in place in the UK it changed the landscape of sport in this country. We were suddenly able to access physiotherapists, psychologists, nutritionists, physiologists, biomechanics, and all the people and sports science access that the Australians and Americans had been enjoying for years. There was no better place than Sheffield Hallam University in the Centre of Sports and Exercise Science. Without the universities there would be no structure to nurturing future talent.”

John Inverdale
Broadcast commentator and BUCS President

“Sport was an integral part of what bound my university experience together, not just the friends that you make but the experience of playing a lot of different sports. You can have elite performers at one end and then the others to whom it’s a huge release and a key element in having a work life balance. I’m proud to be a part of Universities Week. People say school days are the happiest days of your life. I don’t believe that for a moment. University days undoubtedly are.”
UNIVERSITIES AND THE CULTURAL OLYMPIAD: TELLING THE STORY IN PICTURES

The London 2012 Cultural Olympiad is the largest cultural celebration in the history of the modern Olympic and Paralympic movements, featuring programmes and projects inspired by the 2012 Games. The higher education sector has been central to the Cultural Olympiad and its associated Inspire mark – the logo awarded to non-commercial organisations delivering projects and events genuinely inspired by the London 2012 Games.

EVENTS

The University of Dundee’s “Dundee Celebrations 2012” aimed to turn the spotlight on the Games outside of competition, such as participation, teamwork, community spirit, good sportsmanship, hard work and dedication, showcasing different cultures from Olympic and Paralympic Games participating countries.

ENGAGEMENT

University of Ulster’s London 2012-inspired peace building project, the “North East PEACE III”, aims at improving community cohesion.

The National Union of Students’ (NUS) “Be a Champion” scheme is encouraging students across the UK’s universities and colleges to participate in activities related to the Games.
Goldsmiths, University of London students were invited to join Bus-Tops - a Cultural Olympiad project unveiling screen-based sculptural installations on top of 30 bus shelters, across 20 London boroughs. The team worked alongside Goldsmiths’ Department of Design, sharing resources and expertise.

Right: Life size portraits of Great British athletes will be exhibited at Heathrow Terminal 5 and Canary Wharf over the summer. The series by artist and senior lecturer at University of East London, Teresa Witz, is part of the BT Art of Sport project, showcasing work inspired by the Games.

Above: Patrick Brill (aka Bob and Roberta Smith), senior lecturer in Fine Art at London Metropolitan University, and artist Tracey Emin, a printmaking graduate from the university, have created the official 2012 Olympic and Paralympic posters. Images will feature in a 2012 exhibition at Tate Britain as part of the London 2012 Festival.

London College of Communication, University of the Arts London, MA Screenwriting graduate Alex Bulmer, is producing two plays for the Cultural Olympiad with a collective of artists. Both pieces aim to be a reflection of the diversity of society in Britain, featuring disabled and non-disabled performers, performers of different ethnicities and of different ages. Entitled ‘Breathe’, they will take place on Weymouth Beach as part of the opening ceremony for the sailing events.

New Music 20x12 is a UK-wide commissioning programme consisting of twenty new pieces of music, each of 12 minutes in length, celebrating the talent and imagination of the UK’s musical community as part of the London 2012 Cultural Olympiad. Where, Birmingham Conservatoire, part of Birmingham City University collaborate with bell-ringers, table tennis players and youth orchestras in a 12-minute opera about migration.
LANGUAGE

Routes into Languages (East) is an Inspire Mark project led by Anglia Ruskin University in partnership with the University of Cambridge, The Open University and the University of Bedfordshire. It is helping UK schoolchildren to broaden their foreign language skills in preparation for everyday living and working environments.

Royal Holloway, University of London’s graphic communication workshop is creating dynamic visualisations that reflect personal perspectives of the Olympic ideals, centred on Tennyson’s Ulysses line, “To strive, to seek, to find, and not to yield”.

IN FILM

Films made by graduates from Birmingham City University and Southampton Solent University have won specialist categories in the prestigious Film Nation Shorts awards. These films will be showcased in London and across the nation during the London 2012 Olympic and Paralympic Games.
Lin Cheung, senior lecturer, BA Jewellery Design, from Central Saint Martins, University of the Arts London, has designed the London 2012 Paralympic medals.

Students from Coventry University are working with renowned fashion designer Zandra Rhodes and local arts company Imagineer Productions to create clothing for a 10-metre-tall puppet of Lady Godiva as part of the London 2012 Cultural Olympiad.

Situated at The University of the West of England is Bristol’s bid to bring Arctic island Nowhereisland to the South West coast as part of the London 2012 Cultural Olympiad. Picture by Max McClure.

Creative Campus: The Creative Campus Initiative, which has received over 15 Inspire marks, involves 11 higher education institutions from the south east of England: Buckinghamshire New University; Oxford Brookes University; University of Portsmouth; University of Southampton; Southampton Solent University; University for the Creative Arts; University of Winchester; University of Brighton; University of Kent; Royal Holloway, University of London and University of West London. Funded with support from the Higher Education Funding Council for England and Arts Council England and working in partnership with Podium and Turning Point South East, the initiative is bringing together leading artists and performers to collaborate with students, academics, schools and local communities to create a programme of new art and cultural events.
MEET THE GAMES EXPERTS

The UK’s higher education sector lays claim to hundreds of professionals who are experts in a variety fields related to the Olympic and Paralympic Games. Between them, they have hundreds of years’ worth of experience working on and researching a diverse range of Games-related issues and they are always happy to share their knowledge, experience and opinions.

With this in mind, Podium has produced a free-to-use, not-for-profit online database which can be found at: www.games-experts.com. The aim of the website is to allow the world’s media and academic community to search for and contact these experts for quotes, advice and full interviews.

With the eyes of the world firmly on the UK in the build up to the Games, this is a once-in-a-lifetime chance for our country’s experts to showcase their knowledge, experience and talent to a global audience.

The website currently features more than 300 experts including:

Prof. Greg Whyte
Professor of Applied Sport and Exercise Science, Liverpool John Moores University
Greg is an expert in physiology. He is also a former international modern pentathlete, competing in two Olympic Games and winning European bronze and World Championship silver medals.

Greg has been responsible for training comedians David Walliams, Eddie Izzard and John Bishop for their Sport Relief challenges over the last few years, including Walliams’ eight-day swim up the River Thames.

Greg is also chair of the scientific committee for the 2012 International Convention on Science, Education and Medicine in Sport which is taking place in Glasgow the week before the Opening Ceremony of the Games.

Dr Richard Budgett OBE
Consultant, University College Hospital, London
Richard was appointed as a Consultant in Sport and Exercise Medicine at the University College London Institute of Sport, Exercise and Health in August 2011. He is also Chief Medical Officer for the London 2012 Olympic and Paralympic Games.

Richard was Director of Medical Services for the British Olympic Association from 1994 to 2007 and has been Chief Medical Officer with Team GB at the summer and winter Olympic Games in Atlanta, Nagano, Sydney, Salt Lake City, Athens and Turin.

Mick Hill
Director of Athletics and Senior Coach (High Performance & Enterprise), Leeds Metropolitan University
Mick joined Leeds Metropolitan University in March 2009 after a distinguished career at the top of his field. Mick was an international javelin thrower from 1985 until his retirement in 2004. During this period Mick attended four Olympic Games, seven World
Championships, five European Championships and four Commonwealth Games where he won a total of three silver medals and two bronze.

Alongside his distinguished competitive record, Mick is a high performance development and javelin coach. Prior to taking up this role, Mick was national javelin coach and established a regional talent academy for athletes in West and South Yorkshire. At present, Mick is coaching British athletes Jessica Ennis and James Campbell.

**Prof. Steve Haake**
Director of the Centre for Sports Engineering Research, Sheffield Hallam University

Steve is director of the Centre for Sports Engineering Research at Sheffield Hallam University, which employs around 35 staff and researchers. He has edited nine books, given over a dozen international keynotes and contributed to over 160 journal and conference papers on sports engineering.

He is a member of the Technical Commission of the International Tennis Federation, advising on the effect of equipment design on the rules of tennis, and is a consultant to Adidas. He was awarded an EPSRC Senior Media Fellowship in 2010, which he will use to promote the public understanding of science during the London 2012 Olympic Games. He appears regularly on BBC radio.

**Dr Marcus Smith**
Field Leader in Sport and Exercise Physiology, University of Chichester

Marcus is recognized as a leading academic investigating the effects of fluid manipulation on physical and mental performance, stimulated through providing ‘hands-on’ sports science support to the England and Great Britain Boxing Teams between 1987 and 2004.

Marcus attended the Seoul and Barcelona Olympic Games as part of the Great Britain Boxing Team and subsequently played a central role in the preparation of amateur boxers for the Atlanta, Sydney and Athens Olympic Games.

**Dr Beatriz Garcia**
Lecturer in Sociology, University of Liverpool

Beatriz is a member of the Culture and Education Advisory Committee of the London Organising Committee for the 2012 Olympic Games and is the editor of Culture @ the Olympics magazine.

Beatriz is a researcher in urban sociology with a focus on cultural policy and event-led regeneration. Since 2011 she has been Head of Research at the Institute of Cultural Capital, a joint initiative of the University of Liverpool and Liverpool John Moores University.
UNIVERSITIES AND THE COMMUNITY

Universities are uniquely placed within the community to have a significant impact on the lifestyles of the general public. In many cases university resources and facilities are unrivalled in their location and can provide opportunities to the community that would otherwise be unavailable. Here are some of the best examples from around the UK of how universities are getting local communities involved in sport.

INCREASING COMMUNITY PARTICIPATION IN SPORT

The University of Cumbria is one institution where students are delivering a number of development projects throughout the local community. Using London 2012 as a hook, students are delivering Olympic Games-themed sporting activities through Sport England’s Sportivate project, which is aimed at 14 to 25 year olds who are not currently active in sport. The project gives participants the chance to receive six to eight weeks of coaching from University of Cumbria students in a sport of their choice. It is part of the innovative Student Workforce Team (SWT) concept. Students apply to become members of the SWT and work with academic staff and local industry to plan and deliver specific community-focused projects that aim to increase participation and physical activity.

The University of Manchester is also inspiring its local community to engage with the Games by taking part in physical activity. Sport and Culture United brings together departments of the university to deliver events for local schools, giving pupils the opportunity to engage in international cultural activities and Olympic-themed widening participation programmes. Pupils are able to participate in different “zones” of activity related to the athletic and cultural aspects of the Games. Additionally, a Manchester Inspires wall, which highlights past and current students who have achieved sporting success, has been created to inspire pupils and demonstrate what can be achieved through participation in sport.

Similarly, staff and students at Middlesex University regularly invite pupils from local schools to special sessions to learn more about sport and careers in sport. This year a range of Olympic Games-themed events are expected to attract around 500 local youngsters. The sessions include discussions of the Paralympic Games and disability in sport fitness: the social and financial legacy of the Games: and insights into sports psychology and the media.
MANPOWER

Sport at any level doesn’t just happen. Whether it’s through organising a venue, putting on a coaching session or simply providing the idea and motivation, sport needs people to make it happen. Universities continually prove to be an essential source of manpower with a readily accessible pool of students and staff that can be the catalyst for making sport happen.

A number of universities have been heavily involved in the Sport Makers initiative. This project supports the delivery of the official London 2012 Olympic and Paralympic Games sporting legacy, ‘Places People Play’, which aims to increase participation in sport.

The University of Leeds has adopted a unique approach following the announcement that London would be the host city for the 2012 Games. It decided to appoint a development officer who would contribute to the implementation of an Olympic programme to deliver a lasting legacy in sport, education and cultural activities for the university and its community. Since 2008 the Olympic Programme Officer has been responsible for implementing the university’s Olympic strategy, project managing a number of key sports, education and cultural projects, and developing and managing key partnerships.

The impact of this role on the university and the city has been profound, including: working in partnership with the city of Leeds and Leeds Metropolitan University to sign a Memorandum of Understanding (MOU) with the Chinese Olympic Committee to provide accommodation and catering for over 250 Chinese athletes and officials; hosting the training for three Olympic sports; and signing an MOU with the Canadian Wheelchair Rugby Team to be their host base for three training camps. Additionally the Olympic Development Officer has delivered an annual series of Olympic Games-inspired lectures, all of which have received a London 2012 Inspire mark. They have supported the recruitment of over 50 university students for London 2012 Games Makers and helped students who hope to compete at the Games combine their sporting and academic demands through Leeds’s

The Canadian wheelchair rugby team training at the University of Leeds
bespoke Olympic scholarship. They have also assisted Leeds University Union to be the only students’ union in the country with Gold Accreditation for the NUS Be a Champion project.

The University of Surrey’s Surrey Sports Park is an official pre-Games training venue and is set to host a number of teams and athletes from nations including China, Antigua and Barbuda, Croatia, Nigeria, Singapore and the USA. At the same time these facilities are home to a variety of local sports clubs and used by over 100 schools and youth organisations. Surrey Sports Park has also announced a year-long campaign to celebrate a ‘Year of Sport’ to inspire even more people in Surrey to get active and involved in sport. The campaign will feature a range of events and opportunities in the run-up to London 2012, including sports days, open weekends, festivals, masterclasses, taster sessions, schools programmes, themed nights and lectures, giving everybody the chance to experience a training centre suitable for potential Olympic champions. The Year of Sport is part of Celebrate Surrey, the University of Surrey’s year-long events initiative allied to London 2012.

Through a 10-year partnership with Southampton City Council, Southampton Solent University has taken over school sports provision formerly provided through the government’s Schools Sports Partnership, after its funding was withdrawn. It is the only university in the UK to have undertaken this provision, making it responsible for encouraging and increasing competitive sports in schools across the city. The university is the largest higher education provider of coaching education in England.

Phil Green, Director of Sport Solent, said: “Through leading the city’s Sports Development Unit, as well as the recent acquisition of the Schools Partnership, we are a significant force in shaping local sport at all levels. This also supports the university’s emphasis on employability, providing work-based learning opportunities for undergraduates.”

ENGAGING WITH SPORT

While many appreciate that diet, training, technique, equipment and other facets of sport science may be important for athletic success, the latest scientific research that is assisting elite athletes prepare for London 2012 is something that few of us will ever have access to.

A unique project devised and delivered by members of staff from the Research Institute for Sport and Exercise Sciences (RISES) at Liverpool John Moores University is addressing this through its Face to Face with Sports Science project, which gives the public and local schoolchildren first-hand experience of the scientific preparation elite athletes undertake. RISES received a People Award from the Wellcome Trust and a Royal Society Partnership Grant to hold a series of events in north west museums and schools leading up to and during the Games.
At each event visitors were exposed to a series of interactive pods that allowed them to experience the physical and psychological assessments that elite athletes use to help prepare for major competition. The project ultimately encouraged community engagement and inspiration from observing how scientists work with elite athletes, and raised awareness of the links to positive health, wellbeing and nutrition research that can be of benefit to the nation as a whole.

Maths and Sport: Countdown to the Games is a free online resource for students from the award-winning Millennium Mathematics Project at the University of Cambridge which inspires students to think about and explore the maths and science behind the Games. In addition, a Maths of Sport Roadshow has been developed for schools. Students compete in teams in Maths Pentathlon or Maths Triathlon events. Hands-on activities put into practice students’ knowledge of number, calculation, shape, space and measures, data handling and representation, strategy, and teamwork. The teams’ results are then discussed and analysed before the bronze, silver and gold winning teams are announced.

Imperial College London is hosting the Japanese Olympic team and has invited primary school children from the local community to take part in numerous Sanka Days. Sanka is the Japanese word for participation and the days aim to give the children an appreciation of another culture by providing opportunities for them to take part in hands-on activities such as playing taiko drums, making sushi, an introduction to judo, and learning some basic Japanese language.

London Metropolitan University has launched an exciting new project to help regenerate the area of Aldgate. The Aldgate Project will involve over 400 students from the university’s Faculty of Architecture and Spatial Design (ASD) and the Sir John Cass Faculty of Art, Media and Design (The Cass) carry out creative initiatives to transform the area by collaborating with local stakeholders. The project is the biggest of its kind in the history of London Metropolitan University, and will involve students from disciplines including architecture, design, art and media.

Michael Upton, Academic Leader at The Cass, believes the Aldgate Project reflects London Met’s ethos. “It is community focused and all the projects are aimed at benefitting the local area”, he said.
Volunteers are the key to any successful Olympic Games. In fact the very first Olympic volunteer movement started in London during the 1948 Games, primarily as a way to keep the costs of hosting down following the Second World War. Thousands of volunteers dubbed “Games Makers” have already been recruited by the London Organising Committee for the Olympic Games but many universities and student organisations are also seeking to engage in their own way in this once-in-a-lifetime experience.

BE A CHAMPION

The National Union of Students (NUS) launched its own volunteer initiative, “Be a Champion”, which has seen over 70 students’ unions appoint a student or team of students to act as ambassadors for London 2012. Using a number of online resources provided by NUS, over 80 students’ unions are also running projects to help celebrate the Games and £16,000 has been given to students’ unions to help encourage students to get involved. Over 30 students’ unions so far have been accredited for their role in supporting London 2012. One project at the University of Leeds has already been awarded a gold accreditation by the NUS for its plans, which include building an Olympic garden which will be managed by a university conservation group, and an Olympic clock which has been designed by post graduate product design students.

STUDENT AND STAFF VOLUNTEERS

One of the largest cohorts of student volunteers will come from Sheffield Hallam University, which will provide trained volunteers for pre-Games test events as well as for Olympic and Paralympic events. The university has established a unique partnership with LOCOG and is providing around 200 trained student volunteers to take up press operational roles at the Games. They will be joined by seven staff from the university.

Paul Deighton, chair of LOCOG, visited Sheffield Hallam in September 2011 and met some of the volunteers. He said that the agreement was fantastic for LOCOG because “we get terrific people, who are highly motivated and very well trained.”
**A HUGE VARIETY OF ROLES**

Students from the University of East London will be helping to ensure that we have the safest Games possible, thanks to their programme “Bridging the Gap”. The programme gives participants the opportunity to get paid for security work at the Games. Over 400 students have completed training or are waiting to start. Another 40 students have secured retail employment opportunities or positions within the Olympic Broadcasting Services (OBS).

The University of Greenwich has been awarded an Inspire mark by LOCOG for its programme to train Olympic volunteers in various language and cultural awareness skills. The mark recognises them as an inspiring project in one of six areas: sustainability, education, volunteering, business, sport or culture.

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**SUPPORTING ATHLETES**

Marie Roberts, is providing sports psychology support to the Team GB women’s handball team, while another, David Shearer, will be working with the Team GB swimming team at an intensive training centre in Swansea.

London 2012 is a great chance for volunteers to get involved in local sporting events too. Volunteers and interns from Northumbria University’s sport leadership programme will be working in the local community to deliver coaching, mentoring and school-based initiatives. They already have experience in volunteering at events such as Newcastle Eagles basketball games and the English regional under-18s Badminton Finals, in partnership with Badminton England.

Buckinghamshire New University has also joined the nationwide call to get more people playing sport by hosting two Sports Makers conventions in partnership with the Bucks & Milton Keynes Sports Partnership, also known as Bucks Sport. The events involved those studying sports management and sport-related degrees at the university and their help will result in 1,100 hours being given back to local community grassroots sport, which is part of the 2012 Olympic Legacy.

Sportsmen and women competing in the Games will need all the support they can get before the performance of their lives and a number of psychology academics from the University of Glamorgan will be helping them to prepare mentally by providing sports psychology support. One academic, Claire-Marie Roberts, is providing sports psychology support to the Team GB women’s handball team, while another, David Shearer, will be working with the Team GB swimming team at an intensive training centre in Swansea.
CEREMONIES

While most volunteers will work behind the scenes to help make everything run smoothly, some will be taking part in the Olympic ceremonies. Students from Bournemouth University will be helping to award medals and flowers to the event winners and participants at the sailing events in Weymouth. The students, will be chosen from the Regional Educational Legacy for Art and Youth Sport (RELAYS) volunteer project, which encourages young people to get involved in the community.

Students from Rose Bruford College of Theatre & Performance will have a once-in-a-lifetime opportunity to work on the Olympic Opening Ceremony. The students who are studying undergraduate degree programmes in costume production, stage management, lighting and performance sound, given the opportunity following a successful pilot in 2008 when one student, Jordan Noble Davies, worked in the stage management team in Beijing for the handover ceremonies.

Also set to be making her mark at the Opening Ceremony will be third-year Anglia Ruskin performing arts student Alicia Morton, who has been selected to dance.

“While most volunteers will work behind the scenes to help make everything run smoothly, some will be taking part in the Olympic ceremonies.”
UNSUNG HEROES

While it’s clear the role of volunteers is vital to sport, researchers from the University of Lincoln are hoping to identify the qualities that underpin volunteer networks at the heart of grassroots sport. Led by Robin Wright, Director of Sport at the University of Lincoln, and Zoraida Mendiwelso-Bendek, Senior Research Fellow in Citizenship, the research project, entitled the “Take Part Guide”, has already been awarded London 2012 Inspire mark status. It will look at the vital role played by volunteers in running amateur sports clubs and events across the country and at the unsung heroes who give up their time for the love of sport and their communities. Their findings will be made available to sports volunteers and communities around the UK.

HANDS-ON EXPERIENCE

Some students will get the opportunity to work in their field of interest, including former built environment student Paul Vohmann from Anglia Ruskin University, who has implemented his knowledge and skills by working on the construction of the 2012 London Olympic site.

Similarly, Aston University student Laurence Smith is currently spending his placement year working as the Assistant Venue Technology Manager at the Greenwich Olympic Park and will be in charge of approximately 130 volunteers during the Games. Another Aston student is getting the chance to work with Aston graduate Annabel Pritchard, who is Sponsorship Director at Deloitte London 2012, the official professional services provider for the Games.

READ ALL ABOUT IT!

More journalists will flock to the capital to cover London 2012 than the number of athletes that actually take part and it’s essential they get clear and accurate information to relay to the millions watching the Games on TV around the world. The University of Glamorgan has been chosen as an official Broadcast Training Centre for the Olympic Broadcasting Services organisation in order to help prepare for this challenge. Several students from the university have attended training workshops, and 24 students have earned an opportunity to work at the London sites as well as Cardiff’s Millennium Stadium, one of the main football competition venues during the 2012 Olympic Games.

SUPPORT FOR TEAM GB

Team GB’s preparation camp will be based at Loughborough University. To provide the ultimate environment for Olympic success, the university identified the need to implement an effective volunteering programme to deliver support for training camps. The programme follows a similar aim as the Games Makers programme directly linked to the Games.

Medal Makers is an army of volunteers supporting Loughborough University and Team GB for the duration of the preparation camp and the Games itself. Approximately 1,000 volunteers, split equally among students and local community members, will implement the programme. The university has identified this initiative as a unique opportunity to create new relationships, break down barriers and create a lasting legacy for the university and the community. Success will be measured by the retention rates of volunteers post Medal Makers and the lasting partnerships with the local community.
Of the 7,300 members of the public confirmed as torchbearers, many of them are students and members of staff from the higher education sector. Among them are:

- Professor Ian Henry, Director of the Centre for Olympic Studies & Research at Loughborough University, will be carrying the torch through the East Midlands town on 3rd July.
- Professor Tom Ward, Pro-Vice Chancellor at the University of East Anglia, will run with the torch in Norwich.
- Bharat Thakrar, a student at the University of Portsmouth, will carry the torch through Hadleigh in Essex.
- Professor Ian Campbell, Pro-Vice Chancellor at Brunel University, will be a torchbearer on 21st July as the Olympic Flame visits the London host borough of Newham.
- Three inspirational sporting champions have been selected by Sheffield Hallam University to carry the Olympic torch when it completes its route through the streets of Sheffield on 25th June 2012. Student Stephen Birkby, Hallam Union Sports Officer Colan Leung and Head of Sport Services at Sheffield Hallam University, Dan Porter, were all selected by the university to be official Olympic torchbearers as part of Samsung’s nomination programme for the London 2012 Olympic torch relay.
- A student and a staff member from the University of Lincoln have been officially named as torch bearers for the London 2012 Olympic torch relay. They are Marketing and Recruitment Officer, Zoe Homes, and student and member of the British Taekwondo Poomsae Squad, Sophie Chatel.
- Priya Rajgor, a second-year undergraduate studying International Business at the University of Greenwich will be among those carrying the Olympic torch on 21st July. Priya was nominated by her father, Manoj, in recognition of her fundraising and volunteering for charities.
- Thousands of nominations were received for Lloyds TSB’s Olympic torch relay nomination campaign, many of whom were university students. They include Muaaz Khan, a student studying for a diploma in community and youth work studies at the University of Manchester who has been chosen for his inspirational story. After having a kidney transplant aged 10, he has gone on to run programmes to help young children from disadvantaged backgrounds.
To recognise and reward the positive contributions made by many students every day, Coca-Cola, a Presenting Partner of the London 2012 Olympic torch relay, selected ten students as torch bearers as part of a dedicated search to find inspirational students or ‘Future Flames.’ These include Allys Allsop, a student at Bangor University, who is running in memory of her great grandad who was injured in WW2 and then went on to win medals at the first Paralympic Games and who has inspired her to become one of the youngest female football referees. Another is Andy Clough a student at the University of Warwick who has been a kayaking coach for over 10 years, giving up an evening every week to teach students and members of the local community.
Sir Menzies Campbell
Olympic competitor and Chancellor of the University of St Andrews

"I was often more on the track rather than the library when I went to Glasgow University. When I was 20, I was selected for what was then the British University Sport Federation team to compete in the World Student Games in Sofia in Bulgaria. The relationship between sport and our education can be symbiotic to the benefit of both because my experience certainly was that a lot of the pain of studying was taken away by the knowledge that one would have a quite different kind of activity in the form of training or indeed competing. And a lot of the lessons you learn in sport about personal discipline and commitment."

Steve Cram
Olympic medallist and Chancellor of the University of Sunderland

"My athletics career was moving fast and it was Olympic year. A new course came up at home that was a sports studies degree. The two things were brilliant together. I kept my training and sport environment and was able to study at the same time. It is important that our further and higher education establishments are embedded in what’s happening locally. At Sunderland, the university is embedded in the city. It’s been a part of the rejuvenation of the city and is one of the big employers. We should be proud of our university system in the UK."
Baroness Sue Campbell
Chair of the Youth Sport Trust

“Out of thousands of athletes, very few make it. To succeed they need world class facilities, time to train, real sport science and medicine and great research and innovation. Universities have all these components of elite sport all in one place and that’s what makes them special places to nurture talent. I think universities have a massive contribution to make – they are powerful in impacting on the local culture, community and society. They have a part to play in increasing participation in sport. Also they can be a massive community asset. The facilities in some of the universities are incredible.”

Tony Blair
Former UK Prime Minister and founder of the Tony Blair Sports Foundation

“Universities Week is a fantastic opportunity to celebrate what universities do, what they do for community sport and their importance in the life of our country. Higher education, especially for a country like the UK today, is no longer just about educating people, it’s a major part of our economy. Many of the businesses of the future will be spun out of what happens in university today.”
UNIVERSITIES AND SPORTS COURSES

As the link between universities and sport has grown over the decades, so has the demand to study for sport courses. Many universities now offer unique qualifications to enable the most sporting of academics to follow their passions. Here are three of the most interesting options currently being run by the UK’s universities.

SCORING A FIFA MASTERS AT DE MONTFORT

One course at De Montfort University is the only one of its kind in the world. The Fédération Internationale de Football Association (FIFA) Masters degree in Management, Law and Humanities of Sport is a partnership between the Leicester-based university, a university in Italy and a third in Switzerland. Each year a group of 30 students from around 20 countries take this postgraduate qualification, spending one term studying at each of the universities and learning from some of the leading authorities in the study of sport. The course is coordinated by the Centre International d’Etude du Sport (CIES) in Switzerland.

The highly regarded qualification is designed to prepare graduates for the complex world of sport management. The first module takes place at the International Centre for Sports History and Culture at De Montfort University, the second module in Sports Management is delivered by SDA Bocconi (Scuola di Direzione Aziendale) School of Management in Italy and the final module in Sports Law is taught by Université de Neuchâtel in Switzerland.

Alumni from the FIFA Masters have gone on to jobs in a wide variety of top sporting organisations, including the International Olympic Committee, the International Basketball Federation, Adidas, the London 2012 Organising Committee for the Games, Major League Soccer and the Union of European Football Associations.

The course is overseen by CIES Director Professor Denis Oswald. A Swiss rower and sports official who competed in the 1968, 1972 and 1976 Olympic Games, he is Chairman of the Coordination Commission for the Games of the XXX Olympiad in London in 2012 and is also an IOC Executive Committee member. He was awarded an honorary doctorate from De Montfort University in 2011.

UNIVERSITY OF BIRMINGHAM AND THE PGA GET IN THE SWING

Keen golfers can now set their sights on a career in their favourite sport thanks to a unique degree programme set up between the University of Birmingham and the Professional Golfers’ Association (PGA). Applied Golf Management Studies is the only degree of its kind in the world and gives 25 students each year the chance of combining high level applied theoretical degree studies over three years with potential membership of the PGA. Entrants must not only be high achieving academics but also need to meet a golf handicap in the year of application of 4.4 or better for men and 6.4 or better for women.

The PGA and university partnership also offers a distance learning course for aspiring professionals who currently work in the industry. This is the traditional route for becoming a PGA professional and the current programme is the latest development of the training programme that is over 50 years old.
LONDON 2012 ON THE DOORSTEP

Inspired by the Olympic Games coming to its doorstep in east London, Birkbeck, University of London has created a new module on tour guiding and the heritage of east London. Combining hands-on training in guiding with an introduction to the history of east London, the course includes visits to West India Dock, Spitalfields, Hackney, Greenwich and Stratford.

The tutors discuss how the city has been shaped by migration and settlement and examine the area’s radical past, taking in such seminal events as the 1888 matchgirls’ strike, and the activities of the anarchists, suffragettes and socialists.

The first ten-week course was held at the Museum of London Docklands and the Bishopsgate Institute in 2011 and proved so popular it is being run again in 2012. The course is part of a Certificate of Higher Education offered by Birkbeck’s Department of History and successful completion can contribute to the first year of a BA History or BSc Social Science at Birkbeck.

Lecturer Mike Berlin, who taught the course with two experienced London guides, said: “It’s a great opportunity to explore an area of London that will have the world’s attention this summer. The course attracted a wide range of students, from East End residents keen to learn more about their local history, to people from further afield thinking about going on into higher education.”

“University of London has created a new module on tour guiding and the heritage of east London.”
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