

**Report to the Secretary of State for Innovation,
Universities and Skills, The Rt Hon John Denham MP**

The HE sector and the 2012 London Olympic Games

Executive summary

Traditionally, staging the Olympic Games has involved universities and colleges through use of their sports facilities, accommodation and student voluntary work. For the 2012 London Olympic and Paralympic Games the higher education (HE) sector has risen to the challenge to take its involvement further than ever before and has responded rapidly and strongly to the opportunities the Games present.

Some universities have focused on the event itself, but much of the sector sees that there is enormous potential to promote areas such as widening participation, business development and knowledge transfer, cultural contributions, and the contribution that HE can make to public health. In this way higher education institutions (HEIs) can extend existing activities and identify new areas of work which will have a life after the Games are over – providing a lasting legacy.

Work so far

We see our role as informing, co-ordinating and facilitating, to ensure the sector doesn't miss out on any opportunities and avoids duplicating work. This translates into event-specific activity such as supporting Great Britain's push for medals by providing additional flexible learning places for athletes to get into HE at the Universities of Loughborough and Bath. We have also funded pilot projects developed by 'Podium' (the further and higher education unit for the 2012 Games), such as summer schools in London focusing on the Olympics, a programme to develop volunteer management capacity in the North East, and a research project at the University of Nottingham looking at barriers to participation in sport among people with disabilities.

Going forward

Through our Strategic Development Fund we will soon be inviting proposals from HEIs to fund Olympics-related projects which have the prospect of a lasting legacy. We are prepared to invest up to £10 million over the next three years and will look to support proposals that have 'matched' funding, to spread risk, increase sustainability, and to lever buy-in and expertise from different sectors. Based on expressions of interest already received, we fully expect demand to outstrip supply. We are aware that we cannot meet demand within our current funding constraints and will continue to assess what additional support might be necessary in future.

HEFCE and the role of the sector

1. This report is an overview of the capacity of the HE sector to respond to the challenges and opportunities which London's hosting of the 2012 Games¹ presents. It aims to inform Government and the sector about the future for HE involvement, and demonstrate the enormous potential to secure added benefits, both specifically for HE and for society and the economy in general, should additional resource be available.
2. As HEIs are autonomous, central planning is not an effective way to release the dynamism of HE. However, we recognise that HEFCE can contribute by providing clear information, co-ordination and facilitation between the sector and external funders and stakeholders (see Annex 1).
3. We have been working on the role of HE in the 2012 Games since 2005 and it is clear to us that there is a dividing line between the event itself and the 'legacy' that it might leave.

The event

4. The London Organising Committee for the Olympic Games (LOCOG) is the key delivery agent for the 2012 Games and HEFCE has been in close contact with it, directly and indirectly, to ensure that we fully understand the potential for the sector. For example, HEFCE has ensured that the cultural contribution of HE is part of LOCOG's planning for the Cultural Olympiad. Recent contact with senior staff from the Sydney Olympics suggests our planning for 2012 is positive, relevant, well-advanced, and importantly goes beyond what has happened in some previous Games. Over the next year we will also be looking for information on how Beijing has prepared for the 2008 Games, and what lessons can be learned.
5. HEIs, particularly in East London, will have independent involvement in the Games in areas including accommodation, translation and media services, event venues (such as the Aquatic Centre in the Olympic Park), student volunteers, and training camps. Interest in these areas goes well beyond London – around 60 HEIs across England have submitted expressions of interest to LOCOG to host training and 'holding' camps.

¹ Throughout the report where we refer to the Olympics we also mean Paralympic Games.

The legacy

6. The shared vision among central Government, funders, LOCOG and many HEIs is that the 2012 Games present a once-in-a-lifetime opportunity to create work that will have a genuine legacy. The focus on this legacy, particularly for young people, has been consistently championed by Lord Coe and is widely recognised as being the key selling point for the London bid, setting us apart from other potential host cities. The specific contribution that HE can make to these areas should be reflected in LOCOG's launch of its education plan for the 2012 Games on 6 December 2007.

7. HEFCE is trying to boost the longer lasting legacy benefits, for example building on existing widening participation (WP) initiatives and structures to steer the enthusiasm of young people for the Olympics towards getting involved in higher education.

8. Having discussed the potential for legacy benefits with senior officers involved with LOCOG and the organisation of the Sydney Games, we have established that it's risky to invent new project structures or priorities. It is widely accepted that – while some additional infrastructure may be needed to help develop policy – what works, and works sustainably, is injections of resource to extend and develop existing activities.

Groundwork for 2012

9. We formulated the following strategy² in June 2006:
 - a. We will contribute to the Government's broader strategy for engaging with opportunities presented by the Olympics, particularly educational ones.
 - b. We will continue to work with Universities UK and London Higher to help co-ordinate the sector's efforts to make the Games successful.
 - c. We will work with UK Sport to create an HEI network to develop student-athletes with the aim of boosting British performance at the Games, including the allocation of additional student numbers.
 - d. We will support pilot WP projects focusing on the Olympics as a means of raising aspirations, eg through Aimhigher.

² The strategy paper is available at: <http://www.hefce.ac.uk/pubs/board/2006/107/>

- e. We will support HEIs with funding, eg through the Strategic Development Fund (SDF), in responding to the educational, sporting and cultural challenges presented by the Games.
- f. We will convene an advisory group to help us to decide where to allocate resource and develop policy.

10. We have made progress on all fronts, with some modification³. HEFCE is part of the steering group and programme board serviced by the Olympics central co-ordination team at the Department for Children, Schools and Families (DCSF). We have also engaged with key stakeholders including UK Sport, the British Universities Sports Association, University College Sport, Sport England, the Youth Sports Trust, and LOCOG.

11. To support the development of world class athletes able to win medals in future Olympics, one of our early actions has been to award additional student numbers to the Universities of Bath and Loughborough (a cohort of just under 100 full-time equivalent places each) to enable them to expand their flexible learning programmes, including foundation degree places, and recruit athletes on world-class development pathways onto HE-level courses.

Podium

12. HEFCE has provided funding to 'Podium' through the SDF. Proposed to HEFCE and the Learning and Skills Council (LSC) by London Higher during 2006, Podium is the 'Further and Higher Education Unit for the 2012 Games'. We expect to channel our strategy and policy through Podium and are in the process of extending our agreement. Podium is directed by a steering group which includes heads of HEIs and further education (FE) institutions throughout England, and has HEFCE, LSC, LOCOG and DCSF representation. The Head of Podium, Kate Potter, has significant past experience in addressing the legacy of the 2002 Commonwealth Games in Manchester.

13. Although it was initiated by London Higher, Podium has a nationwide remit and has two major aims:

- to communicate both within the sector and with outside agencies the potential for universities and colleges to support the successful staging and delivery of the 2012 Games

³ On point 'c', UK Sport submitted plans separately to the Department for Education and Skills earlier in 2007.

- to co-ordinate the development of activity within the sector that maximises the benefits of hosting the 2012 Olympic and Paralympic Games in this country, contributing to the building of a sustainable and wide reaching legacy.
14. Podium has successfully focused attention in the sector and established good relationships with other stakeholders. It is tapping into the enthusiasm in the sector for engaging with the Olympic agenda, both through understandable self-interest and through a genuine commitment to Olympic ideals.
15. The most notable aspects of Podium's work so far are:
- setting up five action groups, led by HEIs, with members from across the HE and FE sectors nationally to share good practice and scope the opportunities for the sector's engagement in 2012. The groups will be a source of expertise in: Active participation in sport, the Cultural Olympiad, Business and enterprise, Skills and employability, and Community engagement
 - developing pilot projects, for consideration by HEFCE, including; summer schools in London focusing on the Olympics; a programme to develop volunteer management capacity in the North East of England; and a research project at the University of Nottingham looking at barriers to participation in sport among people with disabilities
 - developing a Business Opportunities Plan, to be delivered in spring 2008, which will describe how HEIs can seek to engage with the Games, and where they can get information on best practice
 - working with the London Development Agency on joint approaches to possible projects within London
 - running a national conference and launch event in June 2007.

The current picture

16. Having drawn on the experiences of LOCOG and senior managers of the Sydney Games we'll be focusing on exploiting the potential of 2012 by extending and developing existing activities. As well as furthering our own policy objectives they will also have a knock-on effect on government policy in other areas (see Annex 2). We have provided a brief overview of work currently taking place across the sector, broken down into Podium's five action groups. Some of the examples show activity that could potentially

exploit the 2012 Games, others show HEIs already focused on 2012 and launching programmes which will do just that. All have dual capabilities – in terms of the event itself and the potential to leave a lasting legacy.

Active participation in sport

17. The UK university system has a long involvement in producing and nurturing Olympic and Paralympic athletes – 65 per cent of the Great Britain team for the Athens Olympics had attended university or were doing so at the time they competed⁴. Some HEIs, for example Loughborough University, have a very long and widely known tradition of producing and nurturing world-class athletes.

18. Institutions can provide a range of support to student-athletes, such as flexibility in timetabling that enables training and international competition to run alongside studying for HE level qualifications. There are many strong links between HEIs and national governing bodies of individual sports, as well as national programmes to develop elite performance, for example the Talented Athlete Scholarship Scheme. This is partly a result of the availability of facilities, and partly through the strong and growing role of universities, which are natural supporters of this kind of activity. The ability to respond flexibly to the differing needs of students naturally includes people with disabilities, both recreational participants and elite athletes. HEFCE is currently funding a post at the University of Nottingham to investigate barriers to active participation in sport, and is considering extending this for a further two years, in collaboration with the British University Sports Association.

19. As well as supporting individual elite performers, many HEIs open their doors to their local communities, including schools and individual sports teams. The National Active Student Survey 2006-07 indicated that 21 per cent of visits to university sporting facilities were by ‘community users’ (ie not staff or students). Creating a positive impression of the HE environment among under-represented groups is a key activity in WP, and sport can drive this effectively.

20. In 2006, UK Sport, chaired by Sue Campbell, submitted proposals to the Department for Education and Skills (DfES) to develop the approach that HE took to sport in the UK. These proposals sought to:

- improve support for elite athletes on HE courses

⁴ According to the British Olympic Association, 65 per cent of athletes in the Athens GB team reported that they had or were undertaking an HE qualification.

- encourage students to volunteer in sporting environments
- look to develop a 'sportsmark' for universities
- strengthen the coach education provision in HEIs.

21. These proposals were considered by the DfES as part of an overall educational plan, but further sources of funding were not immediately available. HEFCE would view these proposals as relevant and useful activity as one part of the legacy, if appropriate sources of funding, and institutional buy-in, can be developed.

Case study – University of Bath

The University of Bath has developed a multi-faceted sports and physical activity environment and is considered a pioneer in this field. Student and non-student elite athletes in 14 focus sports train alongside each other for major events, benefiting from world-class facilities and support services such as sports science and medicine. Around 400 athletes in any given year are part of these squads, and the university is an English Institute of Sport host site as well as providing a base for several national governing bodies of sport.

Bath has also developed sports-related academic courses at undergraduate, postgraduate, foundation degree and apprenticeship level, alongside research programmes driven by a variety of academic departments.

The university has developed its links with the local community through sport by running a very successful schools outreach and youth programme, involving 51,000 schoolchildren locally, regionally and nationally each year – thus fulfilling a role in promoting healthy lifestyles. Members of the public can also use the facilities and around 750,000 individual visits are recorded annually.

Finally, Bath is improving its ability to host major teams in advance of significant competitions, including the England Rugby team in preparation for the 2007 World Cup, and is nurturing its events and commercial portfolio in order to continue to offer the university's students the opportunity to play sport largely free of charge.

The Cultural Olympiad

22. The Cultural Olympiad, which officially starts in September 2008, will be led by LOCOG and currently has major projects in the planning stage including: Film and Video Nation; International Exhibitions Programme; Artists Taking the Lead; 2012 Sounds: Olympic Proms; International Shakespeare Festival; Celebration of Disability Arts and Sport; World Cultural Festival; and World Festival of Youth Culture. Further information for the cultural festival will flow to HEIs through Podium. In London and beyond, HEIs can expect to have a significant role in these programmes, not least through the involvement of the student body.

23. Liverpool will be European City of Culture during 2008, and discussions are under way between the North West Universities Association and Culture NorthWest to establish how HE can contribute to this. In addition, the Cultural Olympiad Action Group under Podium, and hosted by the University of the Arts London, will link up with developments in the North West. This will be useful in making sure the range of cultural programmes in the lead-up to the 2012 Games does not focus entirely on London. HEIs in the South West of England have also put forward proposals to engage young people in HE through some of the 'alternative' sports, and accompanying cultures, that are popular in the South West.

24. The cultural programme for the 2012 Games should also include significant involvement of the public in HEI-led academic research, particularly in science. HEIs in the UK are world leaders in many areas of scientific research, with a variety of programmes designed to engage the public in their work. From the close of the Beijing Games, the focus from many corners of the world – including potential students, investors, academics and others – will be on London, and the ability of universities in the UK to contribute to such an event should be used to raise the profile and reputation of science in the UK.

Case study – North West Universities Association/Culture Northwest

The North West region has a tradition of delivering world-class sporting and cultural events, such as the 2002 Commonwealth Games, the Manchester International Festival and the Liverpool European Capital of Culture 2008, which will provide a cultural platform for the nation and launch the Cultural Olympiad.

Given this regional context, along with the cultural strengths of North West HEIs and the existing connectivity between the North West HE sector and Culture Northwest, the North West region is well-placed to lead the co-ordination and development of the national HE and FE contribution to the Cultural Olympiad.

A collaborative approach between the North West Universities Association (NWUA), on behalf of the North West HEIs, and Culture Northwest offers three unique benefits:

- Culture Northwest's connectivity with national Cultural Olympiad developments will enable the HE/FE developments to be informed by and, where appropriate, aligned and integrated with, wider, national Cultural Olympiad developments
- Culture Northwest's role will provide an opportunity to explore the potential to co-ordinate the activities of the Culture Northwest constituency, ie Sport England, museums, libraries and archives, Arts Council and North West Vision & Media, with FE/HE developments, and vice versa
- There are already strong and effective connections between Culture Northwest and the HE sector in the region. For example: Culture Northwest has an established partnership with the NWUA Culture, Media & Sport Advisory Group, and has engaged this group in the development of a range of regional cultural initiatives, such as the North West Cultural Observatory; sponsoring an NWUA publication, 'The contribution of higher education to cultural life in the North West'; and Peter Fell, Director of Regional Affairs, University of Manchester and Chair of the NWUA Culture, Media & Sport Advisory Group is a member of the Culture Northwest Board.

This successful regional model of engagement could be employed nationally, across both FE and HE.

Business and enterprise

25. Of the key areas of HE activity related to the 2012 Games, business and enterprise is perhaps the area where HEIs will act most independently, and this should be encouraged. HEIs, particularly in London, have a perfect opportunity to capitalise on revenue-raising activities. As well as the direct provision of services such as consultancy, HEIs can develop their HE-business interaction, often through public funding such as the joint HEFCE/Government-funded Higher Education Innovation Fund.

26. The Olympics should obviously help the sector promote UK HE overseas. Although mainly focused on increasing overseas recruitment at individual HEIs, some institutions are investigating how these activities can be complemented by legacy angles. Universities are uniquely placed to bring into play a wide range of public and private stakeholders, and their leadership role in such situations will be vital.

27. The attractiveness of UK HE for overseas students is high. There are significant numbers of international students coming to the UK to study – 149,636 (11.4 per cent) out of a total student population of 1,309,536 in 2005-06. Raising the profile of the HE sector overseas, to increase the number of overseas students coming to the UK to study, is also part of the Prime Minister's Initiative part 2 (PMI2).

Case study – Bristol and Kenya

The University of Bristol is leading a group of local stakeholders in developing links with Kenya in the run-up to the Games. Based on an initial personal contact between Bob Reeves, Director of Sport at Bristol, and Dr Kipchoge Keino, Chairman of the Kenyan Olympic Committee, interest now extends to include Bristol City Council, Business West, the University of the West of England, Filton College, the Regional Development Agency, and professional sports clubs in the city.

A programme of activity is planned around the main Olympics focus which is the university hosting the Kenyan athletics team before the Games in London. Other activities include: coach and athlete exchanges in athletics, rugby, cricket and football; twinning primary and secondary schools in the area; promoting tourism; and cultural exchange building for Bristol's Kenyan community.

The Bristol group is currently discussing, with other HEIs in England, how to develop models for managing this type of multi-partner engagement, which could be used elsewhere in the sector as other countries develop links in advance of 2012.

Skills and employability

28. Matching vocational qualifications to the needs of employers and the economy is a priority for Government. HEFCE's work on this, to engage employers in higher education, and by co-funding additional student numbers relating to vocational qualifications, demonstrates this. For the HE sector this means helping to deliver Level 4 qualifications, working towards the target of 40 per cent of adults qualified to Level 4 by 2020, and a commitment to continued progression through HE.

29. There is a massive opportunity for HEIs and further education colleges, as training providers, to deliver training relating to the event itself, and thereby help to meet targets outlined in the Leitch Review. Several international companies are delivering such provision already – including TAFE NSW (Technical and Further Education New South Wales), which has worked in Sydney, Athens and Turin, and will be looking for involvement in London. The HE sector in the UK has the opportunity to develop similar services, and the Business Opportunities Plan being produced by Podium will indicate in more detail where these lie.

30. The Sector Skills Development Agency commissioned research into the UK's skills needs for staging the Olympics which found that:

- while the infrastructure projects for the Games will be relatively small compared to other national activity, the profile of the Olympics will provide a focus on skills education that is not limited to London
- the need for skills will extend well beyond London, and indicates that training providers at Level 4, including universities, will need to react to these needs well beyond the capital⁵.

⁵ 'What skills by when?'; The Skills for Business Network's Analysis of the skills needs for the London 2012 Olympic and Paralympic Games (Cambridge Econometrics 2007)

31. The challenge of matching the skills of the resident population to forecast employment trends is one which the Government has been tackling. Significant work is going on in the Thames Gateway to ensure that wherever possible, residents, particularly young people, get better educational chances, particularly where they are progressing from level 3 to level 4 qualifications. HEFCE's funding of the Thames Gateway Lifelong Learning Network (LLN) is just one of these activities. The project is working to provide pathways and institutional agreements to get learners into and through HE, and developing employer engagement proposals to raise the take-up rates for vocational HE qualifications in the Gateway. The Thames Gateway LLN, in partnership with the other London LLNs, has convened a pan-London group to share best practice and co-ordinate activity.

Case study – Podium

The range of skills required for the delivery of the 2012 Games is huge, and HEFCE is already supporting HE developments, in the Thames Gateway particularly, which will help local residents improve their skills and qualifications to take advantage of this opportunity both leading up to 2012 and, more importantly, beyond.

Podium has also taken very positive steps to address the skills and employability angles in a number of ways.

Working with the Olympic Delivery Authority, a number of universities and the major contractors group, Podium is helping to co-ordinate placements for engineering and construction students at the Olympic site. There will be around 2,000 trainee, apprenticeship and student placements on the site during the period of development leading up the Games.

Podium is also working with LOCOG to scope the potential for postgraduate sports management students to undertake work placements or projects for the Games' authorities.

Podium also arranged for six students from the London College of Fashion and the University of the Arts London, to work on the design of the venue and event photography for the LOCOG Education Briefing which took place this autumn.

Community engagement

32. HEIs engage with a huge range of communities across age groups, educational achievement levels, geographical areas, ethnic and political divides, and many other categories. Their role as progressive institutions working for the benefit of various sectors of society – be it leading the world in cancer research techniques or assisting adults to develop numeracy skills through student volunteer programmes – provides enormous experience in reaching out to individuals and groups to help improve society.

33. One of the HE sector's major goals is to widen participation in higher education across the country and particularly for groups that are currently under-represented in the university population – moving towards 50 per cent of 18-30 year olds experiencing HE by 2010. We have various policies designed to widen participation, including LLNs, growth in foundation degrees, employer engagement, and funding for Aimhigher.

34. HEFCE is already working with Aimhigher to explore how existing WP activity could be developed or extended to take advantage of the high profile of sport and the Olympics over the next four years. Initially we intend to put some additional funding into Aimhigher London to enable summer schools with a specifically Olympics-related character to run during early summer 2008, when build-up to the Beijing Olympics will be at its height.

35. Some areas of the HE sector have taken a strong lead in developing their own approach to using sport as a catalyst for a number of community engagement programmes. Sports Universities for the North East (SUNEE) is funded by HEIs as well as national sports bodies.

Case study – SUNEE – ‘Universities working in partnership to transform the sporting horizons of North East England by 2020’

The Universities of Newcastle, Northumbria, Durham, Sunderland and Teesside have pooled their resources to develop regionally through sport, using the Sport Universities North East England (SUNEE) concept.

SUNEE's activities include:

- developing a coaching programme – to provide an extensive and relevant professional development programme through education and training opportunities
- increasing volunteering opportunities – developing volunteers to meet the needs of the community to underpin target projects and specifically to meet the 2012 agenda.
- working with hard-to-reach groups – developing sustainable programmes aimed at engaging socially deprived groups including rehabilitating drug users, excluded youngsters and reformed sex workers
- introducing healthy campus initiatives – to develop initiatives to educate and engage staff, students and the local community in sport and physical activity
- developing athletes with high performance potential – hosting regional and national residential sports training camps for gifted and talented youngsters
- increasing participation – providing increased physical activity opportunities to engage both students and the local communities.

SUNEE is currently working with the Government Office for the North East and the Drug Intervention Programme teams in the region to offer regular physical activity to individuals with drug problems.

The basic concept is that university students volunteer to coach sport to clients, using university facilities around the region. Current activity consists of eight-week blocks of training followed by a 'local' and then a 'regional' final.

In addition to the regular coaching sessions clients undertake, SUNEE also looks to provide a variety of educational opportunities linked to sport and physical activity, with the aim being that in due course these clients will utilise these skills by assisting their peers in the programme.

Next steps

SDF proposals

36. We will soon be inviting proposals from the sector through our Strategic Development Fund. We are prepared to invest up to £10 million over the next three years in projects that address legacy issues relating to the Games. We will look to support proposals that have significant matched funding (including from non-public and non-HE sources) as a means to spread risk, to increase sustainability, and to lever buy-in and expertise from different sectors. Based on expressions of interest already received, we fully expect demand for this resource to outstrip supply.

Additional resource

37. We believe that to secure the best possible 2012 legacy will require greater resource than is available currently, and that the HE sector's role up to and through the London Games should be a significant consideration in Government planning in future. Even modest additional investment in relation to the cost of the Games would generate significant payback.

38. HEFCE has indicated to the sector that we are prepared to award SDF resource to support Olympics-related legacy activities, building on collaborations in the HE sector and helping to expand existing activities. By the early part of 2008 we will have a more detailed idea of the sort of resource levels that HEIs and other bodies are looking to commit to this agenda, and what they believe can be achieved depending on the money available. We will keep the Secretary of State informed as this develops.

Podium's Business Opportunity Plan

39. Podium will be developing a Business Opportunity Plan for the HE/FE sectors by spring 2008. This will set out the options for HEIs over the next four years, and indicate the resource support they can expect from HEFCE and other sources. Podium will also be commissioning research, as part of a wider project run by London Higher, to look at the experience of Sydney, and preparations in Beijing, as host cities.

Olympics branding

40. One area of concern in promoting the use of Olympics-related projects is the possible use of Olympic branding by universities. HEFCE has sought a meeting with

LOCOG to discuss this, and to try to ensure that universities, most of which are charitable organisations, have full access to any non-commercial branding rights that are offered. The alternative is for the HE sector to become a corporate sponsor of the Games in order to gain branding rights, however this is likely to be too costly.

Promotional events

41. At the close of the Beijing Games in September 2008, focus will shift to London and significant media coverage and other activity can be expected, led by LOCOG and the Olympic Delivery Authority. Podium and HEFCE have also been considering some longer-term planning for events to promote the role of HE in the Olympics, and will look to autumn 2008 as a good opportunity to raise the profile of the sector in supporting the Games, both domestically and internationally. We will look to develop ideas with DIUS and DCSF around the promotion of the education offering in relation to the Games, as part of the communications planning currently underway.

Annex 1: Key stakeholders for sport and HE

Higher Education Regional Associations

1. The Higher Education Regional Associations (HERAs), with their links to Regional Development Agencies as well as FE representatives, are key bodies for HEFCE and the sector on a range of issues. As we develop our approach to the Olympics we expect to see heavy involvement from HERAs, for example in approving bids for funding and helping to inform and co-ordinate activity in institutions.

Nations and regions groups

2. Under the auspices of LOCOG, each region in the UK has a representative group, many with HE participation, tasked with ensuring that the legacy of the Games is given appropriate drive in as many geographical areas as possible.

Podium

3. Funded by HEFCE and the LSC, Podium is a communications and co-ordination unit, tasked with providing advice and guidance to both the HE sector and the London Organising Committee on the role of HE in the 2012 Games. While operating on a small scale, it provides a very useful focal point for information about opportunities and has already helped to raise awareness in the sector of the sorts of opportunities that are available, both independently, and in partnership with others, when seeking additional resource. Podium is also undertaking work with the Centre for Olympic Studies in Loughborough and as part of a wider World Cities project run by London Higher, on lessons to be learnt from Sydney, and current developments in Beijing.

British University Sports Association and University College Sport

4. These two bodies are due to formally merge in January 2008. The British University Sports Association has until now used subscriptions from institutions to promote and organise inter-mural sport, and will be running a British University Championships, modelled on the Olympics, for the first time in 2008. University College Sport is the representative organisation for the directors of sport in HEIs.

The English Institute of Sport

5. The English Institute of Sport (EIS) provides the full range of support services to elite athletes in the UK. Regionally organised with a network of hub sites, several of which are housed in HEIs, the EIS can access the range of facilities and expertise that HEIs possess to assist in development of elite sport.

UK Sport (world class performance), Sport England (community engagement), and the Youth Sports Trust (participation among young people)

6. Tasked with leading the UK to world-class sporting success, UK Sport has also been involved in previous discussions with Government, through the DfES, on possible developments in the HE sector.

7. Sport England's role is to raise levels of participation in sport, particularly among under-represented groups. The Youth Sport Trust has a similar role, but aimed specifically at young people.

8. Sport Coach UK is dedicated to guiding the development and implementation of a coaching system, recognised as a world leader, for all coaches at every level in the UK. Several HEIs, as part of proposals to HEFCE for funding, have noted that students are very suitable candidates for joining coaching courses during their time studying, and are looking for resource to support this activity. Community Sports Leader Awards and Level 1 UK Coaching Certificate Courses can be relatively quickly achieved and provide individuals with generic coaching skills they can use with a range of participants.

Annex 2: Background and related government policy details

1. This report responds to the request in the Government's January 2007 Grant letter. The then Secretary of State for Higher Education, Alan Johnson MP, asked HEFCE to: '...help us prepare for the Olympics in 2012 by undertaking an assessment of the capacity of the higher education sector to make a contribution, working in partnership with all the relevant regional and national bodies. I would like to receive a report on this by November 2007'.
2. This report is informed by government planning for the involvement of the wider education sector in the Games (currently co-ordinated by the Olympic Co-ordination Team in the Department for Children, Schools and Families, DCSF), delivery plans 3.1.4 (Education), and 3.1.1 (Employability and Skills).
3. HEFCE's Olympics-related work can be expected to assist other areas of government policy, such as the public service agreement (PSA) targets for the Department of Culture, Media and Sport.

PSA targets for the Department for Culture, Media and Sport

Aim

Improve the quality of life for all through cultural and sporting activities, to support the pursuit of excellence, and champion the tourism, creative and leisure industries

Objectives and performance targets

Objective 1: further enhance access to culture and sport for children and give them the opportunity to develop their talents to the full and enjoy the full benefits of participation.

- i. Enhance the take-up of sporting opportunities for 5 to 16-year olds so that the percentage of school children in England who spend a minimum of two hours each week on high quality PE and school sport within and beyond the curriculum increases from 25 per cent in 2002 to 75 per cent by 2006 and 85 per cent by 2008, and to at least 75 per cent in each School Sport Partnership by 2008 (Joint with the Department for Education and Skills).

- ii. Halt the year-on-year rise in obesity among children under 11 by 2010, in the context of a broader strategy to tackle obesity in the population as a whole (Joint with the Department for Education and Skills and the Department of Health).

Objective 2: Increase and broaden the impact of culture and sport, to enrich individual lives, strengthen communities and improve the places where people live, now and for future generations.

- iii. By 2008, increase the take-up of sporting and cultural opportunities by adults and young people aged 16 and above from priority groups by:
 - increasing the number who participate in active sports at least 12 times a year by 3 per cent, and increasing the number who engage in at least 30 minutes of moderate intensity level sport at least three times a week by 3 per cent – increasing the number who participate in an arts activity at least twice a year by 2 per cent, and increasing the number who attend arts events at least twice a year by 3 per cent
 - increasing the number accessing museums and galleries collections by 2 per cent and
 - increasing the number visiting designated historic environment sites by 3 per cent.

Objective 3: Maximise the contribution which the tourism, creative and leisure industries can make to the economy.

- iv. By 2008, improve the productivity of the tourism, creative and leisure industries.

Objective 4: Modernise delivery by ensuring our sponsored bodies are efficient and work with others to meet the cultural and sporting needs of individuals and communities.