



'Ambition for Team GB 2024' at the Tokyo 2020 Olympic Games Invitation for NGBs to request places



What is the Ambition programme?

The Ambition Programme is one of the BOA's unique approaches to achieving performance gains and enhancing British medal success by providing aspiring Olympians and their coaches or other performance staff with an opportunity to experience an Olympic Games prior to competing in one. The programme aims to inspire young athletes and to better inform their preparations for the following Olympic Games or Olympic Winter Games.

Why was the Ambition Programme created?

The Ambition Programme was devised five years prior to London 2012, a Games which presented the greatest ever expectations on Team GB to perform. With aspirations to finish fourth in the medal table the BOA committed to creating the best possible conditions for the athletes to perform.



Over the five Olympic Games prior to Beijing 2008, on average of nearly 70% of all Team GB gold medallists and 55% of all Team GB medallists were already Olympians and had attended a previous Games.

Attending an Olympic Games for the first time can be a daunting experience for any athlete. The sheer scale and size of the event has the potential to compromise performance. Moving away from a single-sport environment into the multi-sport arena of the Olympic Games can be a major psychological challenge for athletes.

The size of the Olympic Games, with 33 different sports, over 10,000 athletes from over 200 countries, over 20,000 members of the world's media and around 20 million expected spectators and 3.5 billion global viewers is an awesome step up in scale from any individual sport's World Championships or even the Commonwealth Games.

Therefore, the Ambition Programme was delivered in Beijing 2008 to replicate, as much as possible, the 'first games' for athletes and coaches who had potential for London 2012 and to increase the level of non-Olympians achieving success at a first Olympic Games.

Previous Ambition Programme success

Ambition Programme host city	Number of athletes	Number of athletes who subsequently competed at OG/OWG	Number of coaches/staff
Beijing 2008	105	64	42
London 2012	135 (110 summer 25 winter)	29 (15 summer 14 winter)	53 (40 summer 13 winter)
Rio de Janeiro 2016	28	All still on programme at last check	11
PyeongChang 2018	5	All still on programme	2

OG/OWG	No. of Ambition athletes who competed	Medals won by Ambition Programme athletes			
		Gold	Silver	Bronze	Total medals
London 2012	43	3	1	5	9
Sochi 2014	14	1	1 (2 medallists)	2 (4 medallists)	4
Rio de Janeiro 2016	33	4 (6 medallists)	3	6	13
PyeongChang 2018	7	1		1	2



Olympic medallists who have been part of the Team GB Ambition Programme include:

Discipline	Athletes	Discipline	Athletes
Athletics	Asha Philip Desiree Henry	Hockey	Maddie Hinch Samantha Quek Susannah Townsend
Badminton	Marcus Ellis	Judo	Sally Conway
Canoe Sprint	Jonathan Schofield	Rowing	George Nash
Curling	Claire Hamilton Vicky Adams Tom Brewster Scott Andrews	Shooting	Peter Wilson
Diving	Christopher Mears Daniel Goodfellow	Skeleton	Lizzy Yarnold
Equestrian	Charlotte Dujardin	Snowboarding	Billy Morgan Jenny Jones
Boxing	Freddie Evans	Taekwondo	Bianca Walkden
Gymnastics	Daniel Purvis Sam Oldham	Trampoline	Bryony Page
		Triathlon	Jonathan Brownlee

Anecdotal evidence of impact

Quotes from 'Ambition for Team GB 2020' athletes (who visited the Rio 2016 Olympic Games):

"I have seen everything I need to in order to know exactly what to expect and therefore I will view Tokyo as though it were any other championship event and not be overwhelmed by the enormity of it all".

"It has given me so much drive and inspiration to get every single bit out of every session so when I put myself on the Olympic trials start line I know that I have done everything".

"I was able to be overwhelmed when it didn't matter, so if I go to an Olympic Games it won't affect me".

Athletes were asked to give one word to describe their Ambition Programme experience:
Amazing, Awesome, Brilliant, Educational, Fantastic, Incredible, Inspirational, Invaluable, Unreal

Click [here](#) for a video from 'Ambition for Team GB 2022', who visited the PyeongChang 2018 Winter Olympic Games earlier this year.



'Ambition for Team GB 2024' (visiting the Tokyo 2020 Olympic Games)

NGBs can now request places on the next Ambition Programme for athletes with potential to compete at the Paris 2024 Olympic Games and for coaches or other staff who will support athletes in their preparations and performances.

The BOA plans to offer around 100 places over five waves of a maximum of 20 people per wave over the proposed dates below. An example schedule for each wave is also outlined below, though final schedules will be determined by competition schedules, availability of tickets and access to other sites. We will offer, where possible, two visits to the athlete's own sport. The other two to three competition sessions will be selected based on relevant learning opportunities and ticket availability. NGBs will have an opportunity to feed into the learning programme design phase.

Proposed dates of Ambition Programme waves in Tokyo (inclusive of travel):

Wave	Proposed dates of trip*
Wave 1	22 - 27 July
Wave 2	25 – 30 July
Wave 3	28 July – 2 August
Wave 4	31 July – 5 August
Wave 5	3 – 8 August

*Dates may vary according to flight/accommodation availability and competition schedules

An example schedule for Ambition Programme at Tokyo 2020 Olympic Games:

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
Morning	Depart LHR AM	Arrive Tokyo early AM Arrive Prep Camp mid AM	Prep Camp visits	Comp.	Comp.	Depart Tokyo AM
Afternoon	Flight	Prep Camp visit	Transfer to Tokyo	OVL	Team GB House	Flight
Evening	Flight	Meal and reflections	Comp.	Comp.	Comp.	Arrive LHR PM
Overnight	Flight	Prep Camp accom.	Tokyo accom.	Tokyo accom.	Tokyo accom.	Flight

We also plan to include the following in the Ambition Programme schedule:

- A one-day kick-off day/launch hosted at Team GB Kitting Out at the NEC Birmingham (between 8th and 24th June 2020)
- Group learning and reflection sessions
- Visit to the Team GB Performance Lodge (name TBC)



- Meeting Olympians, Team GB staff and other Olympic personnel (for example athletes will be hosted at competitions, joined for meals, met in the Olympic Village or Team GB House or equivalent etc.)
- See the city in 'Olympic mode' e.g. visit a 'Livesite'
- There is no meal provision at the Tokyo accommodation so meals will be taken at other venues, local restaurants or at competition venues

Please note that there will be no facility access or time availability for sport-specific training at relevant venues. We will make every effort to facilitate access to a gym. Please bear this limited access to training in mind when selecting your athletes.

Fees

Item	Cost
Total expected cost per place	£4,205
Approximate contribution from Ambition Programme Sponsor Toyota per place	£1,380
Expected maximum full fee for NGBs place	£2,825

We have made 20 places available with a greater contribution from our Ambition Programme Sponsor, Toyota, at a reduced rate of £750 per place. You can request a maximum of two places for this reduced fee. The nominated athletes/staff must meet the criteria set out on page 6. Should demand for the 20 places exceed capacity, decisions will be made based on the criteria provided.

Any additional places over two will be charged at the full fee of up to £2,825.

Fees will cover all costs including:

- Ambition Programme Launch in June 2020
- Return economy flights to Tokyo
- All transport and accommodation at Preparation Camp and in Tokyo
- Meals
- An allocation of Team GB Kit
- Tickets to 4 to 5 competition sessions (subject to ticket availability)
- Insurance
- Other equipment and resources
- 15% contingency

The estimated cost per place will be updated when we confirm the number of places offered to your NGB (following your request application) and again after Games-time (allowing for variable Games-time costs e.g. meals).



Nominations

Please submit your request for places on the Ambition Programme by **Friday 14th September 2018**. Should the total number of requests from NGBs exceed capacity, a panel from the Ambition Programme working group will fairly allocate places across the NGBs.

If you will have 3 or more athletes in any wave, you **must** nominate a coach or other performance staff, who will also act as a chaperone. Dependent on numbers and minors, it may be possible for chaperoning responsibilities to be accommodated within the Ambition Programme staff for sports who are only able fund 1 or 2 athletes. Please state your preference when making your request.

Nomination criteria

You will be asked to nominate athletes and coaches/performance staff based on the following criteria. Names of nominations will not be required until 2020. Representatives of UK Sport's Performance Pathways and Sport Intelligence teams will be part of a panel to ratify all nominations.

1. The athlete or coach has the potential to compete or coach (or perform another key staff role) at the Paris 2024 Olympic Games
2. The athlete or coach will be inspired and better prepared for future competition based on their participation in the Ambition Programme
3. Following their completion of the Ambition Programme, the athlete or coach will share their learnings within their sport to widen the programme's legacy
4. The athlete/coach shall not have participated in a previous Ambition Programme

Nominated coaches/performance staff should also/will be required to:

- Have their own learning journey as a future accredited or non-accredited staff member
- Have a good understanding of the nominated athletes, their experience and their learning objectives. Work with the BOA in the lead-up to discuss tailoring the programme to meet specific learning needs
- Support and encourage the athletes to maximise their learning opportunities
- Be responsible for the safety, welfare and behaviour of the athletes
- Be responsible for leading a group of athletes around the city via public transport, being flexible and adaptable
- Be a good role model for athletes and meet all requirements of the BOA Team Members Agreement
- Be responsible for keeping petty cash records
- Engage with learning platforms on private social media groups



Timelines and next steps

14 th September 2018	Deadline for NGBs to request Ambition Programme places
28 th September 2018	BOA to communicate allocated number of places to NGBs
End of November 2018	NGBs pay non-refundable deposit of £500 per place (£250 for reduced rate sports)
December 2018	BOA submit ticket requests
March 2019	NGBs pay instalment of £1000 TBC per place (£250 for reduced rate sports)
April 2019	Flights booked and kit ordered
March 2020	NGBs pay instalment of £1325 TBC (£250 for reduced fee sports)
September 2020	NGBs pay any final costs or BOA offer credit/refund as applicable dependent on final costs