

# Sports Strategy

2014-16



## Introduction

Welcome to Imperial College Union's sports strategy! This document outlines our goals for the next two years which goes alongside the Imperial College Union's Strategy, Our Plan from 2013 to 2016.

Imperial College London is a world-leading institution in Science, Engineering & Medicine, attracting the brightest students and academics to London. Despite the lack of sport-related or vocational courses, Imperial College London has high levels of participation, representation and achievement.

Sport and physical activity at Imperial College Union varies greatly, from high achievers to casual and intra-mural sport played by a huge range of students from varying backgrounds and spread across eight campuses. All sporting activities at Imperial College Union are student led and run, ensuring the most appropriate activities for our members can be supported in many ways, and individuals can use their experiences to develop on a personal level. With over 16,000 student members, Imperial College Union recognises the vast differences in sport and physical activities across these student groups and values participation in sport and physical activity above achievement.

Imperial College Union is committed to continuing and developing the support we provide to sport and physical activities and engaging with student members through this process. This includes documenting the work that goes on and including this in our impact reports that are published three times per year. We also aim to publicise and recognise the new and great things our student members and groups achieve.

Imperial College Union works with many partners to support and deliver sport and physical activity to our student members. Our main partner is Sport Imperial, Imperial College's sports department which provides facilities and resources to staff, student groups and individuals at Imperial College. This strategy will feed into the Sports Partnership Agreement between Imperial College Union and Sport Imperial, to strengthen this relationship and work together to develop the sport and physical activity offering.



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## Our Vision

To be recognised as one of the leading Student Union's in the UK for participation in sport and physical activity, and for sport to be a fundamental part of the student experience at Imperial.

## Our Mission

Imperial College Union improves the student experience at Imperial College through opportunities to participate in a wide variety of sport and physical activity at all levels of social sport and competition. Imperial College Union provides opportunities for personal development through participating in sport, training and being involved in running and delivering sport and new initiatives.

## Analysis

To fully understand the various aspects of sport and physical activity at Imperial College Union currently and what it could be in the future, we completed some analysis exercises. These inform the strategic areas and goals which follow the analysis.

## SWOT Analysis

### Strengths

- Wide Variety of sports and competitions available
- Successful in competitions, for example 17th in BUCS overall
- We are successful in participation and achievement despite the institution not offering courses in sport
- Sports clubs provide opportunities for personal development through taking leadership roles
- We host a variety of sporting events such as varsity, the Royal School of Mines bottle match and University Hospital competitions
- Our student groups participate in more competitions and events than BUCS and LUSL

### Weaknesses

- We have little in the way of disability sport and are more reactionary to the need for this
- We know little about casual sport participation for example in post-graduates, over-seas clubs and at non-South Kensington campuses
- Sports become successful if Sport Imperial supports it with money and resources but not always without this
- Ill-defined access arrangements to facilities
- Lack of understanding about BUCS from participating students so their views are not always represented to the organisation

### Opportunities

- Increase engagement in sport and physical activity, particularly in post-graduates, international students, female students and students at non-South Kensington campuses
- Work on inclusivity to all students who may face barriers, particularly for international, disabled, female and LGBT students
- Increase transparent and fair allocation of facilities, resources, support and funding from all involved
- Increase the use of sport and physical activity in Stress Less campaigns
- Learn more about casual and intra-mural sport and support this if necessary
- Take sport out into the community and combine with volunteering develop student's confidence and skills

### Threats

- Multiple clubs, events or initiatives repeating activities and spreading participation thinly
- Behavioural issues leading to negative representation of Imperial College and Imperial College Union
- The relationship with partnership organisations such as Sport Imperial deteriorating
- Reduced funding, resources, facilities or support from the Union or Sport Imperial
- Loss or reduction of available facilities
- Having a strong focus on excellence in certain sports over participation for more individuals
- Health & safety issues in sport and physical activity
- Relationships with external organisations such as venues or the RFU deteriorating


## PESTLE Analysis

<b>Political</b>	<ul style="list-style-type: none"> <li>• Affiliations to membership bodies e.g. BUCS</li> <li>• Imperial College Union politics around representation of the institution as a whole and representation of Constituent Unions</li> <li>• Relationships with Imperial College and conflicting factors affecting this</li> </ul>
<b>Economic</b>	<ul style="list-style-type: none"> <li>• The financial cost to students to participate in sport or physical activity</li> <li>• The allocation of resources, facilities and funding from Imperial College Union, Sport Imperial and external supporting bodies</li> <li>• The financial cost for Sport Imperial, Imperial College Union or individual groups to affiliate to external bodies</li> <li>• Changing regulations causing a change in cost, for example in facilities or employing officials</li> </ul>
<b>Social</b>	<ul style="list-style-type: none"> <li>• The changing demographics and interest of the student population at Imperial College</li> <li>• The perceptions of inclusivity of student groups</li> </ul>
<b>Technological</b>	<ul style="list-style-type: none"> <li>• New technological requirements in sport activities increasing the cost for example mandatory video refereeing</li> </ul>
<b>Legal</b>	<ul style="list-style-type: none"> <li>• Reputational risks to individuals, groups and Imperial College from student behaviour and activities</li> <li>• Risks in contracting coaches</li> </ul>
<b>Environmental</b>	<ul style="list-style-type: none"> <li>• Travelling to facilities and competitions</li> <li>• Equipment and facilities used</li> <li>• The green impact for Imperial College Union</li> </ul>

## Strategic Areas

Using the analysis, we have developed five key strategic areas to focus on sport and physical activity over the next two years. These are inclusivity & participation, health & well-being, competitions & representation, personal skills & development and resource allocation. Within all of these strategic areas are goals to increase participation in sport and physical activity, and develop the offering of sport and physical activity to student members at Imperial College Union.

# Inclusivity & Participation




Imperial College Union will ensure sport and physical activity is inclusive and is perceived to be inclusive to all its members. This includes ensuring cost, activity or campus location, gender, sexual orientation, nationality and any physical disabilities do not form barriers to taking part in sport at Imperial College.

Imperial College Union believes participation in sport is a higher priority than excellence in sport and would support a higher number of members participating over a smaller number participating and achieving excellence. However, despite this priority to increase participation, competing at a high level is a great achievement and support will be given to all types of sport and physical activity.

## ▲ Goals - By 2016 we will:

- ▼ Work in partnership with College, student groups and other relevant bodies to ensure sport and physical activity is inclusive to all students and that the participants reflect the diversity of the student community at Imperial College
- ▼ Provide information and training for student groups and set high standards for behaviour and the appropriate use of alcohol when taking part in or spectating an Imperial College sporting event or physical activity
- ▼ Encourage at least ten sport or physical activity groups take positive actions to improve inclusivity in their group each year
- ▼ Commit to running an annual out in sport campaign to increase the awareness of inclusivity issues and to increase participation in LGBT students
- ▼ Develop a method to collect information about postgraduate, international, intra-mural and non-South Kensington campus student participation in casual and social sport and physical activity by the end of the first year of the plan, and support this where necessary
- ▼ Grow the sporting opportunities and participation during the Summer and at outlying campuses of Imperial College each year
- ▼ Continue to grow membership in Imperial College Union sport and physical activity groups each year
- ▼ Increase the number of sport opportunities in Give It A Go each year

# Health & Wellbeing




Participating in sport and physical activity is beneficial to maintaining a healthy lifestyle for the mind and body. The opportunities available to our members in sport and physical activity can improve health through reducing stress created from University life and help individuals stay physically fit. Sport and physical activity also provide opportunities to form friendships build confidence and improve skills such as communication and teamwork which benefit students in their academic life whilst at University and later on in life.



## ▲ Goals - By 2016 we will:

- ▼ Support three sport related student-led campaigns with demonstrable outcomes by the end of the plan
- ▼ By the end of the plan, include sport or physical activities in each Stress Less campaign by the end of the plan
- ▼ Involve and encourage sports groups to take a leadership role in events and initiatives which have a health and wellbeing focus

# Competitions & Representation




Imperial College is very successful in a variety of competitions and students represent Imperial College in Sport all over London, the UK and internationally. Many competitions are coordinated by British University & Colleges Sport which Imperial achieves success in, achieving 17th place overall in the 2012- 2013 academic year. Student groups participate in many other leagues, competitions and one off events where they represent Imperial College. Imperial College Union believes support and resources should be given to all competitions and events that students participate in regardless of the effect it has on any league tables.

Students represent Imperial College and Imperial College Union when participating in competitions and events and should behave in a way that is respectful of others and will not bring the College or the Union into disrepute. This includes behaviour of groups, individuals, associated individuals such as contracted instructors, and relates to the consumption of alcohol and behaviour whilst representing the College.

## ▲ Goals - By 2016 we will:

- ▼ Create a BUCS student forum at the Union, including those in leadership roles to grow student's understanding of BUCS and ensure their views are raised in appropriate ways by Imperial College Union
- ▼ Work in partnership with Sport Imperial and student groups on a thematic basis to run at least three joint events or activities per year with the central aim to increase participation in their area
- ▼ In the first year of the plan, review the recognition students receive for sporting excellence, development and participation to ensure Imperial College Union recognises achievement at all levels
- ▼ Review how information is obtained from student groups on their activities, events and achievements to ensure publicity and recognition reflects what is happening by the end of the first year
- ▼ Work in partnership with College Communications and student media to effectively publicise news, events, fixtures and results relating to student sport and physical activity through a range of avenues and centrally through Imperial College Union
- ▼ Support tours to new and different locations to positively represent Imperial College and Imperial College Union internationally in sport and physical activity

# Personal Skills & Development



Students participating in sport and physical activity at Imperial gain skills and develop as individuals through training, participation and working with others such as team mates.


Individuals who volunteer their time to support sport and physical activity have additional opportunities to gain skills through planning training, competitions, events and representing their group in various ways.

Imperial College Union highly values its volunteers who enable these activities to occur and support their personal development through Imperial Plus and external qualifications. This gives volunteers recognition and prepares individuals for the future when they leave Imperial College.

## ▲ Goals - By 2016 we will:

- ▼ Support at least 50 student officers involved in sport and physical activity to be accredited through Imperial Plus by the end of the plan
- ▼ Work in partnership with Sport Imperial to support 30 students to become recognised and qualified as sports leaders, coaches or officials by the end of the plan
- ▼ Annually set high standards in sport health & safety procedures and make training opportunities for this available
- ▼ Through community connections, work with relevant partners to develop and support local community volunteering in sport or physical activity and increase the opportunities available to students by the end of the first year
- ▼ Work with relevant partners to introduce and support an international volunteering project aimed at delivering and coaching sport and physical activity in a developing country by the end of the plan

# Supporting Framework



Imperial College Union supports sport and physical activity through the allocation of funds, facilities, staff and sabbatical officer time and many other resources. This support is essential to the on-going activities and the benefits these bring to our members.

Imperial College Union believes all allocation of resources should be done fairly and transparently. Excellence in sport should not unfairly increase the amount of resources available to a student group or individual and representation of Imperial College at any level of sport or physical activity is valued.

## ▲ Goals - By 2016 we will:

- ▼ Work in partnership with Sport Imperial to ensure the Sports Partnership Board meets at least six times per year, and the board writes an annual action plan to achieve goals relating to sport and physical activity
- ▼ Work in partnership with Sport Imperial to create a development model for student groups involved in sport and physical activity, and support at least 25 student groups each year in writing development plans
- ▼ Strengthen the financial sustainability of sporting groups through planning and developing new ideas, and work in partnership with Sport Imperial to support bids to access external funding and sponsorship for student groups
- ▼ Work in partnership with College and external organisations to improve available facilities and open access to recreational space for sport and physical activity
- ▼ Work in partnership with College for fair allocation of their resources and facilities to student-led sport and physical activity
- ▼ Work in partnership with sport imperial to support and develop the Developing Excellence Scheme (DES) and increase the number of applications to this annually
- ▼ Develop an instructor registration and verification system to ensure positive representation of the College and the Union, and support student groups in sourcing and maintaining instructors in the first year of the plan

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