

## Update on the Sports Strategy

*A note by the Deputy President (Clubs & Societies)*

### Background

- The Union's Sports Strategy 2014-2016 was written by the DPCS in the close of the 13/14 academic year.
- During Summer 2015, College senior management asked Imperial College Union and Sport Imperial to work together to produce a joint Sports Strategy.
- This Strategy has formed a major part of the DPCS's manifesto for the coming year, and is now coming to completion.

### Work to date

- A cross-campus survey, c. 500 students, informing the current situation, areas of priority, and a segmentation of the IC student body into four distinct groups.
- A small-scale staff survey among IC management.
- A research document comparing sports provision and strategies at various UK HEIs.
- Ad hoc meetings with engaged students at the time of Varsity.
- A series of working group meetings with ICU & SI staff, the DPCS and various student volunteers to generate themes and objectives.

### Strategic Themes

The themes that have been identified for objectives are:

- **Partnerships** – Sport Imperial and the Union's partnerships with each other, CSPs, and other stakeholders.
- **Profile** – The internal and external profile of Sport Imperial, the Union, CSPs, and sportspeople at Imperial.
- **Places & Facilities** – Creating and maintaining access to facilities of appropriate quality from all IC campuses.
- **Physical Health and Wellbeing** – Instilling values of holistic health, and promoting the positive effects and benefits of Sports and Physical Activity.
- **Pathways** – the provision and development of sport at all levels of participation and engagement, both on and off the pitch.

An early breakdown of the objectives within these themes can be found at

<https://drive.google.com/folderview?id=0B8n1WO21wYIITzRBTHZCM0ZqQWc&usp=sharing>.

Measures of success, and the final wording for these, is yet to be finalized.

### Work remaining

A chart detailing the remaining work can be found in the attached document. Of particular note:

- The final Strategy will be submitted to the President's Executive Group prior to full ratification by Union Council. This makes the Council discussion on 17 June of particular importance.

**Challenges to date**

- Owing to some calendar mishaps, student reps have not been able to attend some of the working group meetings. It is hoped that this gap at the creation stage can be addressed by a more searching wider consultation stage.
- The group has struggled to maintain momentum, presenting possible challenges in terms of turning out a developed operating plan in time for September.
- Lack of resource has prevented the early stage Focus Group consultation that was planned at commission of the review.

# Sports Strategy – Themes Feedback



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## Introduction – how we got here

- ▲ Process started in August 2015, on request of the College CFO
- ▲ Research to date:
  - ▲ Sports Survey (485 respondents)
  - ▲ Desktop Research on other Universities, Students' Unions and their Sports Strategy
  - ▲ A working group consisting of members from Imperial College Union, Sport Imperial and student volunteers
  - ▲ This session!

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## The student body

### Imperial College students are more active than the general population

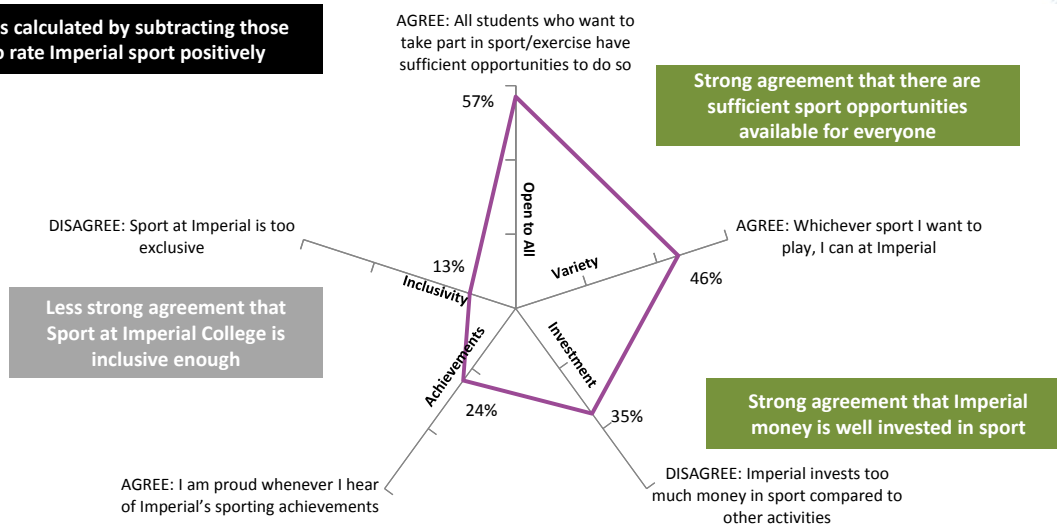
- ➔ Two thirds of students say that they exercise regularly (66%)
- ➔ Over two fifths say that sport is a big part of their university life (21%)
- ➔ Just less than half usually use university gym facilities (40%)
- ➔ One third are members of university sports clubs (34%)

### The disengaged at Imperial are still open to the idea of participating

- ➔ The majority of students enjoyed PE at school (58% compared to 47% nationally)
- ➔ Over one third of the student body is disengaged – they do not take part in any sports clubs or societies that play sport and do not use any university facilities for exercise (38%)
- ➔ Around half of students are not members of a university sports club but would consider joining in the future (43%)
- ➔ Main barriers for students are not having enough time, the facilities being too far away and the sports are played at a too competitive level (exclusivity is not a barrier to joining)

## Feedback from the research

Chart is calculated by subtracting those who rate Imperial sport positively

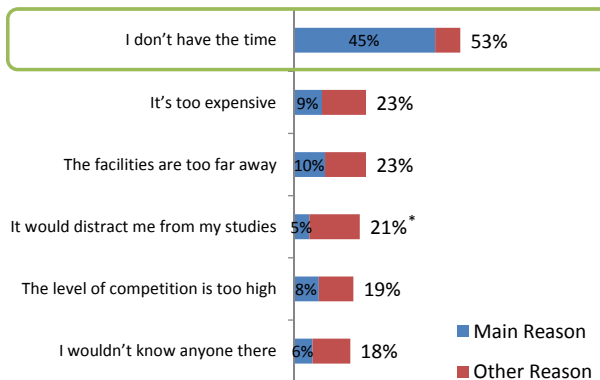


Base: All Students (485)

# Barriers to joining a club

## Students open to joining

### Top six reasons for not yet taking part

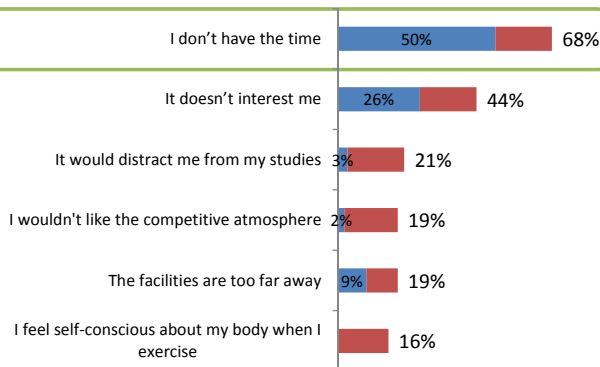


\* Esp. Engineering (29%)  
Base: 205 Students who would consider joining clubs in the future (excl. Other)

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## Students not open to joining

### Top eight reasons for not wanting to take part

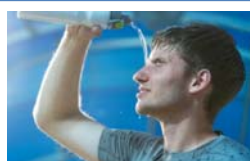


Base: 113 Students who would not consider joining University Sports clubs

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# The segmentation - Youthsight

## Four segments were defined



### Uni Sports Enthusiasts

- "Sporty" personality
- High ratings for Imperial College and Student Union
- High ratings of Imperial Sport Provision
- Follows university sport
- Higher numbers of 1<sup>st</sup> year students

Base (n=133)



### Team Players

- "Sporty" personality
- Prefers team sports and playing with others at a similar level
- Middling ratings for Imperial Sport provision and may consider sport too exclusive

Base (n=119)



### Active Critics

- Relatively sporty (esp. individual sports)
- Most likely to join non-university clubs
- Highly critical of Imperial Sport offering (including inclusivity)
- More medical students, 4<sup>th</sup> years and postgraduates

Base (n=98)



### Less Engaged

- Not sporty
- Lowest exercise participation
- Don't make lots of time for exercise but can feel guilty
- Higher numbers of females, international students and postgraduate research

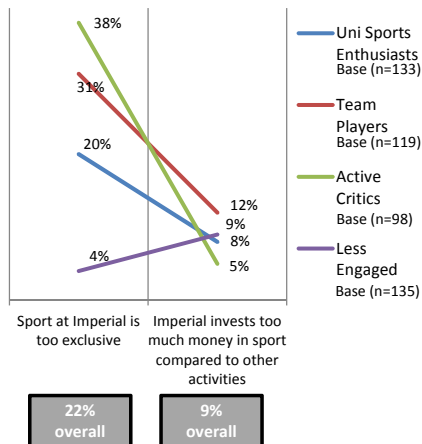
Base (n=135)

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## Priorities by segment

**Active Critics** are most critical of Sport at Imperial being too exclusive



**Top 3 priorities for Sport Imperial / Imperial College Union next year**

### Overall

1. Make sport **more available** for everyone to play (31%)
2. Improving **facilities** (26%)
3. Improving **coaching quality** (4%)

### Uni Sport Enthusiasts

1. Make sport **more available** for everyone to play (34%)
2. Improving **facilities** (25%)
3. Expanding the **range** of sports/activities available (11%)

### Team Players

1. Improving **facilities** (35%)
2. Make sport **more available** for everyone to play (31%)
3. Improving **coaching quality** (9%)

### Active Critics

1. Make sport **more available** for everyone to play (34%)
2. Improving **facilities** (25%)
3. Providing **greater support for existing sports teams** (16%)

### Less Engaged

1. Make sport **more available** for everyone to play (39%)
2. Improving **facilities** (36%)
3. Expanding the **range** of sports/activities available (10%)

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## The Strategic themes

- ▲ [Partnerships](#) – Sport Imperial and the Union’s partnerships with each other, CSPs, and other stakeholders.
- ▲ [Profile](#) – The internal and external profile of Sport Imperial, the Union, CSPs, and sportspeople at Imperial.
- ▲ [Places & Facilities](#) – Creating and maintaining access to facilities of appropriate quality from all IC campuses.
- ▲ [Physical Health and Wellbeing](#) – Instilling values of holistic health, and promoting the positive effects and benefits of Sports and Physical Activity.
- ▲ [Pathways](#) – the provision and development of sport at all levels of participation and engagement, both on and off the pitch.

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## Partnerships

1. "have a new partnership agreement that is effective to deliver sport"
2. "have a joint customer charter, and demonstrate our commitment to customer service"
3. "support and enable students to facilitate the delivery of student sport"
4. "ensure that every frontline member of academic staff recognises the value of Sport & Physical Activity, and knows how to direct students towards it."
5. "seek out additional funding for sport, and make it available to CSPs."
6. "be represented & representative in BUCS"
7. "continue to maintain, develop & explore partnerships with new and established NGBs and community partners."
8. "be collaborative in our support, enhancement and delivery of sport across our campuses, present and future"

## Profile

1. "students and academics will be aware of the successes in student sport, both small and large"
2. "be nationally and internationally recognised as a leading provider for student sport"
3. "Increase the reach and reputation of sport through international events"
4. "actively encourage and promote the image of staff and students as ambassadors of student sport"
5. "(support CSPs to) actively remove barriers to engagement & diversity in IC sport"
6. "ensure every student can afford to participate in Sport & Physical Activity at IC"
7. "Review the SI and ICU brands, and investigate the potential of a joint rebrand of student sport"

## Places & Facilities

1. "Support student groups to access sports facilities for training and competition"
2. "Develop partnerships with specialist facilities to allow students to take part in more types of activities"
3. "Generate/Develop/Have a long term maintenance plan in consultation with student groups."
4. "Create a sense of pride and belonging within our facilities"
5. "Provide opportunities, staffing and equipment for physical activity for the IC community at all our campuses"
6. "Explore and campaign to provide sports ground closer to college campus"
7. "Commit to and develop core time in our facilities for the IC Community (past, present, and future)"
8. "Offer students and staff within the community cost-effective access to facilities"
9. "have booking procedures that are fair, effective, transparent and make these bookings available to view live"

## Physical Health & Wellbeing

1. "Commit to expanding the provision for staff and students to participate in disability sport"
2. "Actively campaign to remove barriers to sport in the IC Community"
3. "Highlight and structure the routes into Physical Activity in the IC Community (and increase the provision)"
4. "Work with catering providers to provide and promote cost-effective healthy food provision"
5. "Create and promote a Clean sport policy"
6. "Use non-traditional venues to increase access to Physical Activity on campus"



## Pathways

1. “Create and resource a Club Development Pathway”
2. “Campaign to encourage inactive members of the Imperial Community to engage in Sport & Physical Activity”
3. “Expand and diversify the recreational sporting offer”
4. “Provide professional and personal development opportunities for those engaged and not engaged in sport and physical activity”
5. “Create a structured offer to attract and develop high performance athletes”

## Last section

- ▲ Thinking about the strategy as a whole, do you feel:
  - ▲ The themes are right, and clearly understandable?
  - ▲ The objectives are realistic and achievable?
  - ▲ The objectives are ambitious enough?
  - ▲ The objectives answer to your hopes and expectations?