Joint Sports Strategy for Students
2016-2021

Director of Sport, Physical Activity & Recreation
Team Kent, Vice President (Sport)
Joint Sports Strategy for Students 2016-2021


Kent Sport and Kent Union will develop and deliver a range of extra-curricular activities that are vibrant and inclusive that deliver an outstanding student experience.

We have a clear set of objectives, actions to attain these and key measurements of success.
Objectives:

1. Enable students to have access to a broad range of physical and recreational activities in order to enhance their level of physical fitness. Identify and break down the barriers facing students in relation to participation in physical and/or recreational activity, particularly by underrepresented groups.

2. Create a greater awareness of the personal opportunities and benefits available to students in relation to physical and recreational activities, health and wellbeing.

3. Provide opportunities for personal and career development to promote employability based on engagement in sport and physical activity.

4. Increase performance in team sports and continue to invest and improve facilities for all (£12.1m in 10 year capital plan).

5. Increase collaboration between all providers of sport, physical activity and well-being within the broad University of Kent community, identifying synergies, partnership opportunities and the respective strengths of each provider, facilitating each to play to their strengths.
Actions | What we will do

Assess whether current facilities are sufficient and adequately resourced in physical infrastructure, opening hours and quality – Review demand data for Canterbury and Medway by July 2016.

Review the current organisation and governance of sport, physical activity clubs and relevant societies to evaluate value for money, funding levels, overheads and a clear participation pathway - Undertake annual review of total Sport offer and pricing and how it is promoted to new and existing students.

Undertake annual benchmarking review of pricing and methods of payment to establish market position and affordability as well as student satisfaction – Place questions in student barometer and benchmark annually in October.

Lobby for opportunities to embed sport and physical activity and review wellbeing within Kent Extra co-curricular offer, demonstrating a transformative experience for our students.

Present to Managers’ Forum and Learning and Teaching Board.
Establish areas of demand from potential and existing students and where there may be gaps in provision – Annual sport questionnaire agreed by Kent Sport and Kent Union each Spring term and trend review reported to Sport Development Group.

Assess whether external membership and external services are a useful complementary activity or barrier to student use of facilities – Complete by December 2016 and review annually.

Increase collaboration – Ensure regular meetings between stakeholders: Kent Sport, Kent Union, Student Services, and others as appropriate.
Key Performance Indicators |

Annual pricing benchmarking exercise

Student Clubs’ sports membership data

Annual student survey and trends analysis

Annual membership segmentation

Annual analysis of demand for each sporting activity

External usage and income data

BUCS league position