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Vision for Sport
2014–2020: A Six-Year
The vision

To deliver an outstanding student sporting offer for all and establish the University as a first choice for students looking to combine a top quality education and an excellent sporting experience. The Vision for Sport will be measured by:

- **breadth of offer** providing a range of opportunities to be engaged in sport
- **depth of offer** providing pathways from introductory to elite sport
- **participation** levels of students and staff
- **calibre** of University student athletes
- **success** of the University sports clubs
The model

The model below acts as a pathway for every element of University of Nottingham Sport, from introductory to elite.

The model reflects the connectivity and seamless transition between the levels and provides the ability to deliver excellence, breadth and inclusivity.

The model applies on a macro scale to the whole of University of Nottingham Sport, but equally can be applied on a micro scale to individual clubs responsible for a holistic model of delivery in their sport.

There are four strands that run through each level (Volunteering, Disability Sport, Community Engagement and Alumni Engagement) as well as supporting the overall delivery.

Excel
- Elite
- Representative

Inspire
- Competitive
- Recreational

Engage
- Introductory
- Inactive
Engage

Aim
To engage as many students and staff in sports as possible.

Objectives
Achieve an increase in participation by the student population¹ from 33% to 50% and by the staff population² from 15% to 25%.
Create a single integrated programme for health-based activity, drawing together existing partners (e.g., Human Resources, Student Services and Catering) and programmes such as NU2 Sport, HealthyU and QActive.
Ensure an average retention rate of 60% in each sporting programme.

Strategy
To obtain a good understanding of student and staff requirements to ensure programmes are aligned and clearly promoted to maximise participation.

Actions
Deliver a suite of inclusive and inspiring entry-level activities that look to break down barriers to participation and promote long-term engagement.
Promote the University’s supportive environment for student athletes with a disability to broaden our reputation as the leading UK university for disability sport.
Track retention trends to assess patterns and behaviours and direct interventions.
Map staff demand for sports involvement and establish the best mediums for communicating the wider offer.
Develop promotions to encourage greater use of sports venues at all campuses.
Conduct initial benchmarking exercises to measure participation rates at our overseas campuses.
Strengthen existing and develop new mutually beneficial partnerships with national governing bodies for sport, aimed at increasing participation.
Establish a committee of key University wellbeing deliverers to explore the feasibility of a more integrated healthy lifestyle programme.

¹ Based on a minimum of one engagement in a University sports programme within a set month period (measured in February).
² Based on involvement in a University sports programme at any point during the year.
Inspire

**Aim**
To elevate regular participation, competitive activity and personal progression amongst the University community, and embed the philosophy of sport and activity for life.

**Objectives**
Deliver the most participatory and highest quality intramural sports (IMS) programme in the country.

Ensure an accountable, engaging and inclusive student club offer underwritten by a structured and measurable club development framework.

Recognise and celebrate both competitive and non-competitive success as well as examples of notable personal development.

**Strategy**
Provide a professional and supportive environment that enables delivery of a sustainable sporting offer.

**Actions**
Support clubs to fulfil the holistic delivery model for their sport, delivering across the full spectrum eg, connecting to IMS and providing an inclusive offer.

Deliver branding for University of Nottingham Sport to unify all levels of delivery and develop the sense of institutional pride through sport.

Develop a comprehensive club orientation and handover programme to support club and committee member development.

Review the club-funding model to ensure a robust and sustainable model is in place.

Help clubs grow their membership in a sustainable and service-driven manner.

Expand the British Universities and Colleges Sport (BUCS) team entry from 85 to 100 teams.

Develop student officials, supported by mentors, to enhance the overall quality of IMS.

Support the development of staff sports clubs and provide both inter and intra departmental sports competitions.

Co-ordinate and maximise sponsorship for University of Nottingham Sport.
Aim
Create a culture of performance sport that attracts and supports the brightest and the best, and establish the University as first choice for those wanting a sporting academic university.

Objectives
Be recognised as a leading University for four Olympic and two non-Olympic sports.
To have 15 alumni/current students competing in the 2020 Olympics and Paralympics.
Move from 7th to a consistent top five position in the BUCS overall standings:
• to achieve top four status in six BUCS sports and to win eight BUCS individual championship titles a year
• to move from nine to 12 teams consistently performing in the BUCS Premier Leagues
• to move from 19 to 24 teams consistently performing in BUCS tier one

Strategy
Agree clear performance goals for clubs and athletes, and provide the appropriate support and resources to help them achieve these goals.

Actions
Increase investment in the provision of coaching for student clubs.
Increase the number of sports scholarships on offer to help attract the best elite student athletes to the University.
Formalise a targeted recruitment plan for key focus sports and work with admissions to ensure a joint approach to the recruitment of elite student athletes.
Build key partnerships with national governing bodies and local elite clubs focusing on sports with performance potential.
Develop a nationally renowned performance centre, connecting the associated areas of expertise within the University, eg, dietetics, sport and exercise medicine and physiotherapy.
Use the momentum that sporting success generates to help fuel engagement and provide inspiration in all sports.
Create an institutional-wide policy on academic flexibility to support elite athletes.
Aim
Make sport central to the delivery of the broader objectives of the University and to feature as the leading component of the Nottingham experience.

Objectives
Provide a sector-leading programme of student leadership and personal development through sport.
Build a sense of institutional spirit and pride through sport, creating a united culture of students being ‘Nottingham for life’.
Support the development and expansion of sports-related degree courses and research.
Be renowned as a major national venue for major sports events and host national and international training camps.

Strategy
Develop effective networks to ensure effective communication, joined up thinking and partnership working.

Actions
Promote opportunities for students to develop life skills and enhance their employability using sport, eg, involvement in the Nottingham Advantage Award.
Create an integrated sports volunteering programme in partnership with the Student Volunteer Centre, Careers and Widening Participation.
Set up a coach/officials education programme.
Cultivate opportunities for alumni to help deliver the Vision for Sport by acting as advocates or through giving time, talent or fiscal support.
Continue to deliver and grow the annual Alumni Sports Weekend to foster strong relationships with former student athletes.
Promote the breadth of opportunity for involvement in sport beyond simply playing, eg, media, fanbase or statistician.
Represent the University at regional, national and international sports forums.
Strategically recruit additional sporting events to increase institutional profile and event income.
Establish alumni clubs playing under the University name.
More than just sport
Some core enablers need to be in place in order to deliver this strategy.

**Facilities**
An outstanding and accessible facilities portfolio that puts the University in the UK’s top five based on per capita provision and also offers a good spread of facilities across all campuses.

**Finance**
Sound and transparent financial governance, focusing the resources to deliver our aspirations and operating with appropriate fairness, efficiencies and cost containment.

A sustainable funding model that identifies appropriate commercial ventures and guides future strategic investment.

**Academic sports courses**
The creation of sports-related academic courses.

**Marketing and Communications**
A single sports brand through which the aims of engage, inspire and excel can be promoted.
The maximisation of all relevant publicity mediums to raise the exposure of our sporting activity, rally the University community under the sports banner and enhance the overall reputation of the University through sport.

**Internationalisation**
The use of sport to showcase the University as a truly global institution and to link together the three international campuses.
The development and delivery of an appropriate and complementary sporting experience across the three campuses.

**Data collection and analysis**
Regular data collection both internally and within the higher education sporting landscape to assess patterns, provide comparisons and steer future objectives.
Effective stakeholder engagement to measure satisfaction.