



## **Sports and Activities Strategy 2016-18**

### **Background and Aims**

Over recent years the Students' Union has seen a consistent year on year increase in student membership and participation in sports and activities; from a total of 1,232 in 2010 to 2289 in 2014. In 2013 the Students' Union introduced a strategic approach to the delivery of Sport and Activities creating a strategy of visions, values, key objectives and key performance indicators with an overall aim of creating a platform to give every York St John student the opportunity to participate and perform in sport and activities at every level with maximum student satisfaction. Headlines from the 2013 – 2015 Sports and Activities strategy consisted of an increase of total student membership of sports teams and activities as a percentage of total student population by 2%, an increase in the annual positioning in the BUCS league by 10 places, the creation of over 25 paid, voluntary and placement opportunities within the Sports and Activities Offer and various case studies building showing sports and activities acting as a proven link towards retention rates.

In the 2014/15 academic year 43% of students at York St John University were members or participated in Sports, Activity and SW5 managed by the Student's Union and we anticipate this trend to continue into the future as the sport and activities programme develops, the University expands and as students continue to seek institutions that provide a well-rounded and exceptional student experience.

Over the last three years the University has purchased and begun to develop significant facilities and the York St John University Sports Centre at Haxby Road is fast becoming a nationally recognised facility. These facilities, combined with the University Sports Strategy and the Students' Union Sports and Activities Strategy will undoubtedly lead to York St John University continuing to recruit strongly, and also maintain excellent retention statistics into the future.

Furthermore, by reviewing and developing the strategic approach to the management of the sports and activities offer there will also be secondary outcomes such as a positive impact on student wellbeing, recognising high performance talent and potential reductions in behavioural incidents.

### **Strategic Vision & Values**

York St John Students' Union aspires to continually increase the level of satisfaction as regards the student experience at York St John University. Sports and Activities are integral to this as there are proven links to retention and satisfaction. Working with the University, the Students' Union seeks to continue to develop a quality and comprehensive sports and activities offer to give every York St John student the opportunity to participate in sport and activities at every level with maximum student satisfaction.

## **Key Objectives**

1. Promote active student living and lifestyle through the Sport and Activities offer
2. Be inclusive to all students, supporting the development and ratification of new sports and activities
3. Work towards reflecting the demographic and diversity of York St John University in the membership base of sports clubs and societies
4. Provide opportunities for students to gain professional qualifications
5. Continue to develop the SW5 programme with an aim to ensuring a sustainable participation and wellbeing
6. Provide sports and activities for short term courses and International students within existing structures
7. Develop greater expertise and infrastructure for society development and support
8. Seek to secure other revenue streams to support this strategy from external providers so the Students' Union is not solely reliant on the University for funding
9. Provide paid, voluntary and placement opportunities within the Sports and Activities Offer
10. Continue to build on the established sports kit and leisurewear brand of York St John Sport and Activities
11. Continue to develop positive relationships with National Governing Bodies, Local Authorities and Professional Clubs
12. To continue to develop and build on the sports and society committee to enhance student led delivery
13. Raise money for charity
14. Mystery Shopper samples reporting on accessibility to involvement

## **Partnership Objectives with the University**

The delivery of sports and activities should take a collaborative approach with the University in the form of student recruitment strategies and targets, enhancement of the student experience, student engagement and satisfaction, student communications, changes to national policy and graduate employment prospects and initiatives. As such there are several objectives that the Students' Union and the University need to work collaboratively in order to achieve, as follows:

1. Create a structure for sport and activities which creates a fair and adequate provision across all parties by following the Universities policy of academic been first priority, student activity been second and commercial been third.
2. Provide recreational sports and activities that complement the University academic portfolio and also contribute to students study
3. Work with the University to identify and support high level performance
4. Create a training platform alongside the careers department to equip students with transferable skills to aid them in taking on various sports and activity roles within clubs and societies, and then demonstrate these skills to potential employers upon graduation
5. Assist the University in fostering good relationships with community sports teams and activity groups
6. Integrate staff into the SW5 sport and activity programme
7. Increase our visibility too hard to reach groups thorough sports and activities with the aim to touch more people.
8. Assist with the Universities Sport Strategy and Structure
9. Actual recruitment verses target
10. Retention rates
11. Key Information Set data to track graduate employment rates

## Strategic Direction of the Sport and Activity Offer at York St John Students' Union (Participation to Performance)



The model above shows the considered pathway available to those students participating in student sport or activity whilst at York St John University. Each of the following offers an opportunity to participate at different levels ranging from grassroots to elite:

### Societies

Allows small and large groups of people to get together across a wide range of performance, course based and other activities on a weekly basis with an aim of enriching both their personal and academic experience while at University.

### SW5

Aimed at participation and grassroots targeting non active students and staff for health and well-being, providing a foundation for personal development and future participation in the sport or activity of their choice.

### Community and Development League Sport

Opportunity for all members of sports clubs to take part in low competitive organised sport whether for reasons of enjoyment, fitness, social contact or simply get involved in sport and activity for its own sake.

### BUCS

The regular team fixtures and individual events set out by the national body for higher education sport gives York St John students the opportunity to participate, train and compete in their chosen sport to improve their performance and represent the University.

### YSJ Excel

The excel programme has been developed in line with the sport performance document to give those teams and individuals, with the ability, opportunities to achieve publicly measured levels of excellence and represent the University at its highest level

## Key Performance Indicators

In order to continually monitor and evaluate the Students' Union Sports Activities Strategy the following KPI's will be used:

1. To increase the total student memberships of sports teams and societies as a percentage of total student population
2. To increase the total student engagement in the SW5 programme
3. To increase the total student engagement in the SW5 programme as a percentage of total student population
4. To increase the total number of societies from the previous academic year
5. To benchmark the total International, LGBT, BME and Women student memberships of sports teams and societies as a percentage of total student memberships against the University membership target as a percentage of the total student population.
6. To increase the annual positioning in the BUCS league each year
7. Benchmark the annual positioning in the BUCS league across small and specialist Universities

Key Figures		2014/15 Actual	2015/16 Target	2015/16 Actual	2016/17 Target	2017/18 Target	
1	To increase the total student memberships of sports teams and societies as a percentage of total student population	35%	35%	35%	35%	37%	
2	To increase the total student engagement in the SW5 programme	528	734	661	1066	1066	
3	To increase the total student engagement in the SW5 programme as a percentage of total student population	8.1%	10%	10%	15%	15%	
4	To increase the total number of societies from the previous academic year	34	36	35	38	40	
5	To benchmark the total International, LGBT, BAME and Women student memberships of sports teams and societies as a percentage of total student memberships against the University membership target as a percentage of the total student population	International	Upon NUS Report	5%	3%	6%	7%
		LGBT	Upon NUS Report	2%	12%	3%	4%
		BME	Upon NUS Report	2%	17%	3%	4%
		Women	Upon NUS Report	67%	62%	68%	69%
6	To increase the annual positioning in the BUCS league each year	83rd	79 <sup>th</sup>	86 <sup>th</sup>	77 <sup>th</sup>	74 <sup>th</sup>	
7	Benchmark the annual positioning in the BUCS league across small and specialist Universities	5 <sup>th</sup>	5 <sup>th</sup>	3 <sup>rd</sup>	3 <sup>rd</sup>	3 <sup>rd</sup>	