

# Sports, Health and Wellbeing Strategy

## INTRODUCTION

1. “Making Greenwich Great” stated that to meet the community and experiences objective the university would work with the Students’ Union to develop good sporting, social and support programmes to maximize student participation and provide high-quality student experiences. Whilst progress has been made, this strategy intends to position the University and the Students’ Union to support health, wellbeing and sport for the whole community. The health and wellbeing of students and staff is paramount to the university and needs to be at the forefront of our strategic vision for the University. The recent survey “Turning the tide of inactivity” produced by ukactive showed that the Royal Borough of Greenwich had one of the highest percentages of adults who are physically inactive which is a challenge which needs to be addressed.

2. Sport can also help students and staff develop in a variety of ways beyond supporting their health and fitness: sport plays a vital role in developing a real sense of pride in one’s self and demonstrating a sense of social responsibility and community commitment. Engaging in sport can help students learn leadership, team-building and other transferable skills which in turn makes them more motivated and accomplished and therefore more attractive to high-quality employers. Our recent partnerships with Charlton Athletic and Blackheath Rugby clubs have brought internships and employment opportunities for current students as well as encouraging local young people to come to the university as potential and actual students. The University has a number of existing sports facilities but these are not spread evenly across each campus nor do they currently meet the needs of either the specific SU sports clubs nor a more holistic health and wellbeing offering to get more people more active across the community.

3. The provision of excellent facilities plays a large part in attracting students to universities and is a differentiator in attracting applicants. We need to review our current provision on each campus, plan an investment strategy and also optimize relationships and opportunities with local providers, particularly with Blackheath Rugby Club and Charlton Athletic Football Club with whom we already have strong partnership arrangements. Within five years we would hope to see 1000 students participating per year in sport, 250 participating in sports-like activities and the university’s position within the BUCS league raised to within the top 80. The initial proposed investment of £1.265m detailed in the accompanying paper will enable us to move towards achieving this by 2020 but further investment will be required as part of the development of a proposed Sports Hub at the Avery Hill Campus.

4. The University believes that people who are strong socially and personally are also successful academically and that opportunities must be given to see students fulfil both their academic and sporting potential. This strategy aims to enhance the student experience by maximizing all these opportunities and building capacity to invest in our sporting future.

## AIMS

5. Greenwich Sport is built around delivering five key aims:
- Promoting healthy lifestyles and wellbeing by supporting increased levels of participation in sport and physical activity for the University community
  - Ensuring that employability is integral to sport-related activities and that personal development skills learned through sport are promoted

- Improving the student experience to attract and retain the highest quality students who will benefit from facilities and activities complementary to their academic experience
- Investing in state-of-the-art sports facilities on all our campuses for use by our students, staff and the wider community
- Creating a strong ethos of belonging to the university and wider Greenwich community and celebrating individual and team success.

## **5.1 DELIVERY**

### **Health and wellbeing**

- Promote actively participation in sport, exercise and physical activity for as many as possible within the university
- Build upon the Health and Wellbeing week and GetActive programme to embed more widely
- Recognise and promote the concept that sport and physical activity create healthy members of the community who are better able to cope with the stresses of University life
- Monitor participation levels and review the effectiveness of developments

### **5.2 Employability**

- Encourage students to understand the benefits of performance and achievement in sport and physical activity and the life skills (leadership, teamwork, collegiality, entrepreneurship) that can be learned
- Strengthen and build upon our relationships with employers in both the sporting world and beyond
- Continue to seek internship, volunteering and placement opportunities linked to sport, health and wellbeing
- Develop a scholarships and bursaries programme linked to sport
- Recognition of participation on the HEAR and Passport schemes

### **5.3 Student experience**

- Provide the opportunity of earning respect from a wide range of people and to demonstrate a sense of social responsibility
- Demonstrate innovation and leadership within both a competitive and supportive environment
- Ensure a positive complement to the stress of work and study
- Create a positive yet challenging environment for students to develop, test and build on their skills base
- Develop a network of sporting and activity ambassadors within both the staff and student bodies

### **5.4 Facilities**

- Provide appropriate sporting facilities at our campuses where possible by increasing space and equipment in key areas and establishing Avery Hill as the focal point for outdoor sports
- Develop further our partnerships with sports clubs and local fitness providers to respond to the diverse needs of our community in parallel with investing in our own infrastructure
- Work with the Students' Union to ensure that sporting societies and clubs have the right opportunities and facilities to compete and practice

- Provide access to high quality coaching and support for teams

#### **5.5 Community and celebration**

- Promote a University-wide commitment to Greenwich Sport and the successful implementation of this strategy, building pride in the community
- Recognise and celebrate individual and team talent successes by developing a sports marketing programme and a culture of sport for Greenwich
- Ensure that appropriate timetabling for sporting activity including Wednesday afternoons is implemented
- Create a strong sense of belonging to the university through student and staff sporting activities.

**Anne Poulson, Chief Operating Officer, with the Students' Union  
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