



ACTIVE CAMPUS STRATEGY 2019–2026

Vision

2026 marks our centenary as an independent university with its own charter. That year provides an appropriate focal point as we plan for the future.

Eight consecutive Green Flag awards have recognised our Whiteknights' campus as one of Britain's top green spaces and our ambition for 2026 is to be recognised also as one of the UK's most Active Campuses. Our vision for Whiteknights should influence our other campuses throughout the world.

Our Active Campus will encourage and support the University communities to have an active lifestyle for their physical and mental wellbeing. The University hosts world leading research in cardiovascular disease, health and nutrition and being active is linked to the reduced risk of heart disease, cancer, diabetes, obesity, gut disorder and cognitive illness. Our research endorses being active as a way everyone can make a positive difference to their lives.

Our Active Campus will make a significant contribution towards delivering an excellent student experience and making the University of Reading an outstanding work environment. Sport helps to build a stronger University community bringing people from different backgrounds together, making them feel better about the University, creating stronger social links and building lasting and positive relationships.

Our Active Campus will be a place that welcomes everyone from the local community and we will ensure that they will benefit from the University of Reading being their neighbour. Physical activity and sport transcends culture and age and it unifies people of all backgrounds. It builds an Active Community and creates lasting friendships.

Our ambition

At the very core of our strategy is a belief that an active lifestyle is an extremely positive thing that the University will encourage and support. To achieve our ambition this strategy sets out the following key aims:

- Increasing participation from both those already taking part and those that are inactive
- Enhancing the student sports experience
- Sustainable delivery

Increasing Participation

We need to encourage and support our students and staff to build physical activity into their daily lives. To do this we need to:

- Develop our activity programmes encouraging more people to undertake physical activity more often
- Look at innovative ways to encourage those who are currently inactive to become active
- Develop external partnerships that offer other opportunities for participation in physical activity
- Use IT to make it straightforward for everyone to use and book our facilities and activities
- Use our research to show how leading an active lifestyle can improve physical and mental wellbeing
- Monitor and measure physical activity participation
- Work with RUSU and other University departments to provide physical activity interventions that improve physical and mental wellbeing for identified target groups

To achieve many of these aims it is recognised that the University needs to expand our existing Whiteknights sports facilities to encourage more people to take part in physical activity and to help those that are active to carry on. The University has changed considerably since the sports hall was built in 1987. Whilst the SportsPark has grown around the original sports hall, the current facility is too small to meet the existing needs of students and this will become more critical as the University grows. The University's 10 Year Capital Plan identified that funding could be available in 2023 for additional sports facilities to alleviate over-crowding at peak times and to increase capacity. In the meantime the following facility improvements have been identified:

- A full-sized floodlit astroturf suitable for rugby and football.
- Refurbishment of the existing fitness studio

Enhancing the Student Sports Experience

Our facilities at the heart of the Whiteknights campus and are surrounded by our halls gives us an opportunity to make sport and recreation such a positive part of our students' campus experience.

The University will support RUSU in encouraging students from a diverse range of backgrounds and sporting ability to participate in University sports clubs and support our students to fulfil their sporting potential and ambitions. To do this we will:

- Provide high quality and sustainable facilities for our student clubs
- Work in partnership with RUSU to provide enjoyable, challenging and competitive sports clubs
- Develop our Campus Sports programme to encourage participation and create strong social links
- Provide University funding to support rowing as a performance sport
- Provide University funding for sports scholarships to recruit talented sports students and to support them to fulfil their potential
- Interface with relevant leading research on Campus to bring the latest ideas and innovations to our high performing sports clubs
- Work in partnership with RUSU to support and implement their Sports Strategy

We will use this model at our Whiteknights campus to encourage the student body at other campuses to develop opportunities for their students to take part in sports clubs for their wellbeing and to develop a sense of belonging.

We will work with the Alumni and Supporter Engagement Team to build a lasting affinity and engagement with our alumni.

Sustainable Delivery

Active Campus needs to be delivered in a way that it is both financially and environmentally sustainable:

- SUMS bench marking in 2017 identified that the SportsPark was only one of a small number of UK university sports facilities that generates a surplus. The benchmarking also recognised that there are no hidden charges and the SportsPark is recharged for all the support services it receives.
- Ensure that University sports facilities are able to develop and grow in a financially viable way
- Membership of University sports facilities provides attractive benefits and is good value for money
- Build internal and external partnerships that encourage and support getting people to take part in physical activity
- Develop our operational systems and procedures to ensure our sports facilities are safe, clean and well-maintained
- Support the University's ambitious targets for carbon reduction
- Increase recycling and minimise the waste that all University sports facilities produce

Baseline Performance Indicators

Physical Activity

| | Reading Student Survey 2018 | British Active Students Survey 2018 | Public Health England 2017 |
|------------------------------------|-----------------------------|-------------------------------------|----------------------------|
| Active: 150 mins or more each week | 20% | 53% | 61% |
| Fairly Active: 30-149 mins | 67% | 40% | 13% |
| Inactive: less than 30 mins | 13% | 7% | 26% |

Membership 2018

| SportsPark | | Student Sports Club | |
|------------|--------------|--|--------------|
| Students | 3,985 (*24%) | Students | 3,143 (*19%) |
| Staff | 320 | *members as a percentage of the student headcount (16,118) | |
| Alumni | 163 | | |
| Community | 662 | | |
| Total | 5,130 | | |

Active Campus Strategy 2019–2026

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