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**HE and Community Sport Partnership Plan
Sport England and BUCS Progress Report
March 2011**



INTRODUCTION

In July 2009 Sport England launched the Higher Education and Community Sport Partnership Plan. This plan set out the short to medium-term steps which Sport England, British Universities & Colleges Sport (BUCS) and the higher education sector would take over the following 18 months.

The actions within the plan were designed to be strategic. Whilst 18 months have passed and the underpinning work below these actions has been developed in line with changing times, the partnership still remains strong.

The purpose of this document is to demonstrate the progress made since July 2009. Although the plan may have reached its shelf-life both Sport England and BUCS are committed to continuing to meet the longer term targets it set, as well as taking the partnership forward to achieve shared outcomes and goals.

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DEVELOPING THE PARTNERSHIP

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This work seeks to strengthen relationships between higher education and sport at a local, regional and national level, enabling higher education to be fully embedded in an emerging world-leading community sports environment. Sport England will count a higher education institution (HEI) as working in partnership with us where:

- » An issue raised in the 2009 HE Audit has been successfully resolved through Sport England or BUCS brokering.
- » A HEI has received additional Sport England funding.
- » A HEI has been identified to work in partnership with national governing bodies of sport (NGBs) to deliver interventions within their 2009-13 whole sport plans (as agreed with Sport England)
- » A HEI is involved in a Sport England brokered initiative, for example Facebook.
- » Or a HEI is involved in new initiatives or projects initiated by BUCS sport development team (being funded by Sport England).

The following progress has been made to deliver the actions within this section:

- » Sport England has hosted the Higher Education Stakeholder Group and 12 meetings have taken place since October 2008. The group will continue.

- » In total Sport England has worked in partnership with over 70 HEIs.
- » A higher education Facebook project involved 19 pilot HEIs. Sport England funded BUCS to work jointly on the project with HEIs and NGBs. Over 70 members of staff were trained in social media and digital video production, enabling over 12,200 students to directly use the Facebook sporting platform to engage with sporting opportunities.
- » Sport England awarded National Lottery funding to 42 projects through the Active Universities programme. Overall, 59 HEIs will benefit in year one and up to 70 HEIs will benefit in years two and three. Over 50% of English universities are to improve their sport offer in some way as a result of Active Universities funding.
- » £2.2m has been awarded to three HEIs. York, Durham and Nottingham Trent, have successfully gained funding from the Iconic Facilities Fund (formerly known as Sustainable Facilities Fund) for a range of new sports and fitness facilities, including cricket, rowing and swimming plus the extension to existing facilities for students, staff and the wider communities.
- » £51,910 has been awarded to five HEIs. University of London Boat Club, University College Plymouth St Mark and St John, Bristol, Gloucestershire and Northumbria have successfully gained Sportsmatch funding.
- » £113,125 has been awarded through the Small Grants Fund to 13 HEIs and Student and Athletics Unions. Projects including sports ranging from American football to volleyball at University of Warwick, Union of Brunel Students and University of the West of England Students' Union, have successfully gained funding.
- » Just over 70 HEIs now have relationships with NGBs. Sport England has worked with 6 NGBs to facilitate the relationships with 52 of these HEIs.
- » A memorandum of understanding was developed and signed between Sport England and BUCS in November 2009.
- » Sport England conducted the Higher Education and Community Sport Audit with assistance from BUCS to encourage responses. A final report published in December 2009 covering sports provision across 64 HEIs reported on provision for 61% of the higher education student population in England based on 2007-8 HESA student data. The audit will be repeated over the summer of 2011.
- » BUCS sport development team have been representing the higher education sector alongside Sport England to develop joint relationships with 21 NGBs prioritising higher education within their 2009-2013 whole sport plans. Both organisations have supported appropriate communication from NGBs to the sector, including through BUCS regional executive groups and communication channels.
- » BUCS have supported NGBs to add hosting development days or new sporting events specifically for higher education (eg boxing, judo, rugby union and lacrosse).
- » Together Sport England and BUCS have supported the identification of over 60 HEI partners for NGB 2009-2013 whole sport plan interventions through interpretation of the 2009 audit data. As well as this, BUCS has supported the brokering of relationships on a local level to support the delivery of specific projects and the integration of higher education within them. For example England and Wales Cricket Board working in Hackney Marshes was linked with University of East London.
- » BUCS has met with 23 HEIs in partnership with Sport England community sport relationship managers to discuss the development of relationships with local partners including county sports partnerships (CSPs) and local authorities. In total BUCS sport development team has consulted with over 60 HEIs to support them in developing and extending their sporting offer to meet student need.
- » BUCS has used events such as its development days and senior managers networking events to advocate the partnership with Sport England and the associated benefits for the higher education sector, extending the opportunity for Sport England to present at development events to an audience of BUCS members.

RAISING THE PROFILE

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- » Sport England is encouraging investment into higher education by facilitating links to Places, People, Play - and the London 2012 Mass Participation Legacy programme and a number of HEIs are applying for capital funding available through this.
- » Sport England is also encouraging greater collaboration between CSPs and HEIs to ensure students and local young people can benefit from the Sportivate programme.
- » Sport England has further developed partnerships with Universities UK (UUK) and the Department for Business, Innovation and Skills (BIS):
 - » By contributing to Higher Ambitions and the UUK Community Engagement leaflet
 - » Ensuring UUK is now represented on the Active Universities Expert Panel
 - » Inviting UUK to update NGBs on the implications for higher education of the Government spending reviews.
- » BUCS continue to use its relationships with strategic national partners to raise the profile of higher education sport, supporting 2010 Universities Week (and currently planning our 2011 involvement). Relationships with senior colleagues at the Higher Education Funding Council for England (HEFCE) and UUK have been developed and remain strong.
- » BUCS and higher education sport's national profile is very high, with national broadcast media running multiple stories around the hosting of BUCS Outdoor Athletics Championships 2012 as the test event for the Olympic Stadium. Media coverage is still ongoing, but has been seen in a broad selection of national and international media such as; Sky Sports, BBC Sport, BBC London Tonight (TV, Radio and online), *USA Today*, *Washington Post*, *the Telegraph* and *the Mail*.
- » Together Sport England and the BUCS sport development team have established and developed relationships with a variety of national partners:
 - » Both organisations delivered presentations at the recent Podium conference.
 - » A partnership has been developed with the National Union of Students (NUS) through the Active Universities Expert Panel for Sport England, and for BUCS through CBI Employability research and the NUS Olympic Ambassadors programme.
 - » Sport England and BUCS have brought together a range of workforce and volunteering partners including sports coach UK, Skills Active and Volunteering England to explore shared ways of working in higher education.
 - » BUCS is working with the London Youth Games, are represented on the London Youth Games Board and are linking HEI volunteering programmes to the London Youth Games events.
 - » BUCS worked with sports coach UK to deliver a coaching development event on 1 March 2011. BUCS and Sport England also sit on their stakeholder group for coaching in higher education. BUCS delivered at their NGB forum in Loughborough in February 2011 to discuss working in partnership with HEIs.
 - » Sport England and BUCS have been working with Sports Leaders UK to deliver a pilot programme to track qualified leaders moving into higher education and to promote their engagement and continued development as leaders and volunteers in higher education sport.
 - » Partnerships have developed between Sport England, BUCS and Volunteering England's Further and Higher Education team. This has included Sport England submitting an article on student sports volunteering which was published in FHE Newsletter and both Sport England and BUCS ensured the promotion of sport in the Student Volunteering Week campaign.
 - » Sport England and BUCS are also part of the Sports Strategic Partnership for Volunteering.

This area of work seeks to help raise the profile of higher education sport, so that it is recognised as important by students, academic departments and higher education decision makers.

The following progress has been made:

- » Sport England has invested in higher education sport from January 2009 onwards, through the Sustainable Facilities Fund (now known as Iconic Facilities Fund), Active Universities Fund, Small Grants, Sportsmatch and Exchequer funding, to BUCS and a number of HEIs.
- » There has been an increase in positive media coverage through the launch of Active Universities Fund with 10 radio interviews, 310 items of coverage and an interview reach of 39 million listeners, with more coverage anticipated as the actual awards are announced.

INCREASING AND SUSTAINING PARTICIPATION

The section of the plan is designed to increase and sustain participation through more, and better quality opportunities, whilst also delivering wider higher education outcomes.

This will include addressing growth in student participation to help achieve Sport England's target to get 300,000 students (across further and higher education) doing more sport by 2012/13 – a significant contribution to the overall 1 million target.

This must include increasing and sustaining student participation within under represented groups – including women, people with disabilities, individuals from black and minority ethnic communities and those from deprived backgrounds.

Progress can be demonstrated by:

- » Investment of £480,000 into BUCS was agreed in July 2009. Sport England has provided 100% funding for a three-year sport development team. Following an open recruitment process the team were in place for January 2010. The relationship between Sport England and BUCS continues to develop through formal quarterly review meetings. Monthly joint team meetings are also held with the sport development team in order to coordinate the strategic development of new opportunities across higher education sport, consulting regularly with the BUCS membership to input to this process.
- » Sport England made a successful case for a higher education-only Lottery Themed Funding Round of up to £10m which was launched March 2010. The first stage of applications closed in June 2010 and 47 applications were encouraged to progress to stage two of the application process. Final bids were received by Sport England in January 2011. 42 awards have now been made. This was an open and highly-competitive funding round with only high quality projects being awarded.
- » Sport England has improved its Active People survey to provide more comprehensive information regarding higher education students and their sporting behaviours.
- » Active People Survey 2 demonstrated that 357,300 full-time higher education students were participating in sport for three sessions of at least 30 minutes per week. The latest Active People Survey 4 data demonstrates that 366,300 full-time higher education students (an increase of approximately 9000) are participating in sport for three sessions of at least 30 minutes per week.
- » Active People Survey 4 also demonstrates that 530,000 full-time and part-time students are participating in sport for three sessions of at least 30 minutes per week.
- » The Higher Education and Community Sport Audit provided a baseline for competition and this will be repeated over the summer of 2011:
 - » Intramural activities involved an estimated 49,840 individuals across 64 HEIs and a population of 1.2 million students.
 - » 63 HEIs fielded 1055 teams within non BUCS local leagues.
- » BUCS sport development team will support the development of additional social and intra mural activities working with at least 40 HEIs by 2013. This will increase the opportunities available to students to participate in sport.
- » BUCS team entries have grown from 4083 in 2008/9 to 4301 in 2010/11.
- » BUCS sport development team has met with over 40 HEIs to discuss the development and extension of their sporting programme, with this intelligence being inputted into the relationships with NGBs. These meetings have also informed where targeted support can be offered from the sport development team to increase participation opportunities, with 11 institutions currently receiving direct support.
- » BUCS sport managers have started the process of developing individual sport strategies for each of the 50 sports within the BUCS programme, identifying the priorities of the sport within higher education, the NGB and other appropriate partners. This process has led to the development of more flexible formats of sport and more localised league / competition structures that can still be rewarded and recognised by BUCS in sports such as lacrosse, rowing and football.
- » The individual BUCS sports strategies will also create groups of expert volunteers who will support the sustained growth and development of sport within the sector. These groups will be business-focused and work towards achieving targets for the development of specific sports based around BUCS' three key aims - Performance, Competition and Participation. This will include formalising relationships with NGBs to identify areas of collaboration and where appropriate representation of them within the groups.
- » Together Sport England and BUCS are supporting a total of 21 NGBs to develop comprehensive offers to HEIs and students, with the aim of increasing the participation in their sports within higher education by developing specific interventions appropriate for the higher education sector. Examples include the Lacrosse Higher Education Strategy, RFU Intra mural competition - culminating at Twickenham on BUCS finals day and Volleyball's HEVO programme. Sport England and BUCS have worked with six of these NGBs to facilitate the relationships with 52 HEIs and just over 70 HEIs in total now have relationships with NGBs.
- » Six NGBs (Badminton England, British Judo Association, England Athletics, England Squash and Racketball, English Table Tennis Association and Volleyball England), were involved in the Facebook project with BUCS which was piloted across 19 HEIs enabling over 12,200 students to directly use the Facebook sporting platform to engage with sporting opportunity.
- » A tool is being developed for measuring participation and the quality of the student sport experience. This will be a HEI specific tool and it is initially being developed for Active Universities funded projects to use from May 2011, and will then be available to other HEIs to use from 2012/13.
- » Together Sport England and BUCS have worked with runningsports to develop a higher education specific resource to support the training of club officers within HE sport clubs which BUCS are now proactively marketing to HEIs to support the sustainability of their sport clubs.

MEASURING THE IMPACT

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The actions identified in this section of the plan aim to provide a broader and more robust data set to demonstrate the importance and impact of higher education sport within individual institutions, across the sector and into the community.

- » Sport England commissioned Ipsos MORI to research whether there are differences in the sporting habits between students who have access to a landline and are eligible for Active People and those who only have access to a mobile phone and are therefore ineligible. The research demonstrated that:
 - » The rate of participation (number of sessions per week) did not significantly differ, meaning that Active People accurately measured this for students.
 - » The way in which students took part differed between the two groups, as did their demographics, for example

the group with access to landlines were more likely to take part in less formal or competitive sports activities. The findings of the report are available on our website:

http://www.sportengland.org/support__advice/children_and_young_people/higher_education.aspx

- » Based on this research Sport England, BUCS and the sector agreed that an additional measure for HE sport was needed. The BUCS HE Sport Data group has been established and has helped to develop the concept of a survey tool for measuring participation.
- » Sport England is funding and developing an online survey to measure student participation rates and the quality of the sport experience at individual HEIs. It will be initially developed for Active Universities funded projects (from May 2011), and will allow HEIs to survey and measure student participation rates and the quality of experience. It will then

be available to other HEIs from 2012/13 and could enable the sector to have a better strategic picture of participation in sport.

- » BUCS is not only working with Sport England to support the development of the survey tool for measuring participation, but also working with national benchmarking partners such as Quest to develop specific tools for the sector to measure their provision alongside that of community partners.
- » Through BUCS governance structures, development days, conferences and senior management events BUCS provides the forums and networks for its members to showcase successful programmes and share best practice. Alongside this, the BUCS sport development team have developed an online resource, Models of Good Practice, where HEIs can share the outcomes of their successful programmes with the rest of the sector, and HEIs can go to for solutions and inspiration in developing their own offer.

ACTIONS FOR 2011/12

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The following strategic actions aim to build on the partnership plan and demonstrate a commitment from both Sport England and BUCS to continue to drive forward the partnership for the benefit of higher education and community sport.

This will continue to increase the number of students playing sport and provide opportunities for students to keep playing sport. This list is not exhaustive and outlines some of the key priorities for both organisations, to continue to increase the number of students doing sport.

Sport England will:

- » Provide support to successful Active Universities projects starting in April 2011.
- » Repeat the Higher Education and Community Sport Audit over the summer of 2011 to understand the changes within the delivery of sport in higher education.
- » Develop the tool for measuring student participation and the quality of experience, for Active Universities funded projects from May 2011, and then make it available to other HEIs to use from 2012/13.
- » Work with NGBs to check and challenge their 2009-2013 whole sport plan interventions relating to higher education.
- » Work with the County Sports Partnership Network to develop stronger relationships with all CSPs for the benefit of higher education institutions and NGBs at a local level.

BUCS will:

- » Demonstrate the value of higher education sport to its broad range of stakeholders.
- » Drive relationships with NGBs forwards to develop tangible products, resources and new activity across higher education.
- » Deliver more tangible support for sport development staff in higher education through relationships with key national partners to support the growth of sport in higher education (for example the Coaching Development Day March 2011 in partnership with sports coach UK).