

# STRATHCLYDE SPORT

## STRATEGY 2030



University of  
**Strathclyde**  
Glasgow



# Principals Introduction

It is my pleasure to introduce the University of Strathclyde's Strategy for Sport 2030. This, our second Strategy since the significant investment we made in the University's sector leading facilities in 2018, is testament to our commitment and understanding of where and how sport plays a crucial role in the physical, mental, and social wellbeing of our community.

Our 'people first' priority means the sense of community in Strathclyde is at the heart of everything we strive to achieve. We recognise the power of sport to bring people together, and through our Strategy for Sport 2030, we aim to enhance community engagement, to encourage participation from all corners of our diverse university population, and to foster a sense of belonging and shared purpose. We will achieve this by seeking out and collaborating with strategic partners who share our values and will enhance our sporting offering. Doing so will help create a distinctly Strathclyde experience alongside supporting student recruitment, retention and achievement.

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Strathclyde Sport will continue to support our performance student athletes, providing them with the resources needed to excel both academically and in their sporting endeavours. Our ambition is to see our students succeed on the world stage, bringing pride to the University.

As a leading international technological university that is socially progressive, this strategy highlights our commitment to innovation and excellence and underscores our dedication to inclusivity, ensuring that sport is accessible to all members of the Strathclyde community.

Strathclyde Sport's new strategy will be the driving force behind the next stage of growth, building on the impact and success already achieved.

I am delighted to see us entering this next exciting phase of our commitment to sport at Strathclyde and its deep connection to our institutional purpose and mission.



**Professor Sir Jim McDonald**

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Principal & Vice-Chancellor



# Welcome

It is my privilege to lead the Strathclyde Sport team in delivering our exciting and ambitious Strategy for Sport 2030. Through our key priorities of Active Health, Competitive Sport, and our cross-cutting priority of Operational Excellence, we will lead the university in promoting sport as an integral part of university life. We aim to instil a sense of belonging and achievement, embedding active lifestyles into the distinctly Strathclyde experience. Our Action Plan will track and benchmark our progress, with a strong focus on reducing our environmental impact.

Building on the University's goal of providing an outstanding education and student experience, we will create an environment where everyone, from beginners to performance athletes, can succeed. We will hone the transferable skills obtained through sport to unlock their potential. We will work closely with the Sport Union and other stakeholders to offer a professional, inclusive environment that allows individuals to play at their level and create lasting memories and friendships.

**“ We aim to instil a sense of belonging and achievement, embedding active lifestyles into the distinctly Strathclyde experience. ”**

Through continuous investment in our facilities and workforce, we will provide sector-leading active health and competitive sport opportunities for our community. As we set our compass towards the delivery of Strathclyde 2030, we will consolidate our strengths and identify opportunities for development and investment. This clarity will guide Strathclyde Sport and its passionate team, embodying university values and data-driven insights, to deliver inclusive sporting opportunities that positively benefit our community.



**Neil Brown**

Director of Sport & Active Health  
Strathclyde Sport



## OUR VISION

To be the most active university community in the UK

## OUR MISSION

To ensure an outstanding experience, through offering inclusive active health and competitive sporting opportunities in a welcoming and supportive environment, instilling positive lifelong habits





# Delivering our Values

Strathclyde Sport embodies the University values every day. They capture exactly what we believe in and stand for.

- **BOLD**

We will bring sector leading sport and active health opportunities to our whole university community

- **AMBITIOUS**

We will advocate for sport and active health to continue to grow in significance within the university

- **COLLABORATIVE**

We will create strategic relationships to enhance the quality of experience, service and impact

- **PEOPLE ORIENTED**

Through the activation of a motivated and empowered workforce, we will support our diverse university community with engaging and inclusive opportunities

- **INNOVATIVE**

We will embrace the use of technologies to deliver an ever advancing service to our community



# Key Priorities

## Active Health



## Competitive Sport



## Operational Excellence





# Active Health

**Empower our community to embed regular physical activity in their lifestyle through:**



- Developing sector leading, people-oriented opportunities to actively support physical, mental and social wellbeing
- Working towards our engaged audience becoming more reflective of the diverse Strathclyde community.
- Advocating for Active Health to prominently support the Strathclyde student experience.
- Creating a sense of belonging which harvests healthy lifelong habits of physical activity.



# Competitive Sport

**Facilitate opportunities for individuals and teams to develop and compete in a supported, high-quality and structured competition through:**



- Supporting and enhance student sport, offering the right culture to all levels of ability to achieve competitive success
- Using competitive sport as an instrument to influence and enhance student recruitment and retention
- Serving as a platform to showcase and celebrate our students' success, while strengthening the university's profile and reputation
- Using sport to engage with the university sporting alumni
- Nurturing Strathclyde's talented and ambitious student athletes, on our dual career pathway, to reach the pinnacle of their sport





# Operational Excellence

**Optimise our processes and efficiency, in order to achieve sustainable business performance, environmental sustainability and outstanding user experience through:**



- Harnessing the transferable skills obtained from engaging in Competitive Sport and Active Health to improve academic attainment, retention and graduate employability
- Actively seeking out collaborations to enhance our impact and influence
- Providing excellent customer service by investing in our staff and empowering them to seek out and deliver best practice
- Advocating for continued investment in the infrastructure for sport, whilst ensuring financial sustainability
- Delivering environmental sustainability whilst aligning with the University's Climate Change and Social Responsibility Plan
- Ensuring our facility, programming and digital offering reflects the demand of our communities
- Providing spaces that are vibrant, safe, clean and accessible
- Attracting and retaining a high-quality and diverse workforce



# Enablers

**Enablers are the capabilities, resources and strategic relationships that we will utilise to effectively execute our strategic plan.**



## WORKFORCE



We will recruit and maintain a highly skilled, motivated and empowered workforce, committing to invest in their professional development

## FACILITIES & PROGRAMMES



We pride ourselves on having sector leading facilities and programmes and will continue to invest in them ensuring they are inclusive and impactful

## COMPLIANCE



We are committed to meeting and where possible exceeding all relevant regulations, ensuring that our operation is transparent and aligned with the university's values



# Enablers

## TECHNOLOGY



We will leverage technology to streamline our operations to scale efficiency, be better equipped to meet evolving demands and enhance our user experience

## INSIGHT & DATA



We will hold insight and data at the heart of our strategic decision making to understand and serve our community

## PARTNERSHIPS



We will seek out partners that align to our values, to combine resources, expertise and networks to enhance our offering







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