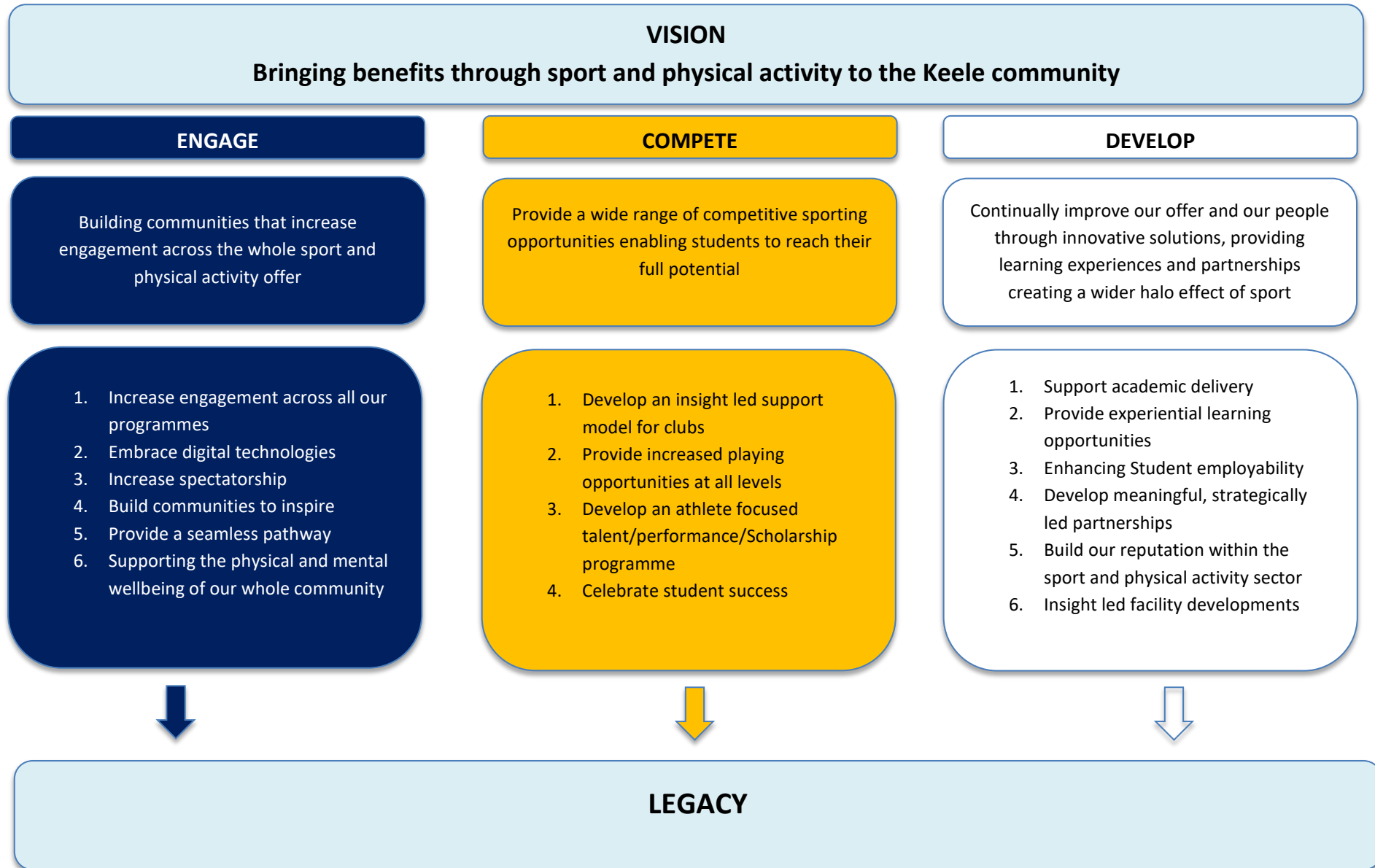


Keele Sport & Physical Activity Strategy 2025 – 2030

‘Creating unforgettable experiences’



ENGAGE

Building communities that increase engagement across the whole sport and physical activity offer

Objective	How we will achieve this
1. Increase engagement across all our programmes through a wide-reaching, innovative offer	Deliver a broad range of innovative Sport and Physical Activity programmes to encourage active participation across all our offering.
	Provide inclusive opportunities that are attractive to underrepresented groups.
	Develop an intra mural and collegiate sport programme that provides playing opportunities for all abilities.
	Create non playing opportunities of engagement through qualifications, CPD and volunteering.
	Make use of the wider campus, taking sport and physical activity to our communities through the utilisation of alternative facilities and outside space.
	Deliver a coherent, targeted marketing and communications plan.
	Through monitoring and evaluation, ensure our programmes are relevant and meet the needs of our users.
2. Embrace digital technologies to increase the accessibility of all that we offer	Increase the social media presence and digital advertising across all our platforms, creating engaging content for our community.
	Use technology to increase accessibility for our customers in both active participation and spectating.
	Embrace new technologies to improve the customer experience.
3. Increase spectatorship to build belonging	Develop the spectator experience across our weekly fixtures and special events.
	Effectively communicate fixtures and spectator opportunities to the wide community.
	Develop a recognisable brand for sport and physical activity, creating brand recognition, a sense of belonging and merchandising opportunities.
	Creating communities through the use of digital solutions, communication channels and events.

Objective	How we will achieve this
4. Build communities to inspire active participation in all our programmes	Develop an engaging collegiate/halls programme in partnership with relevant university departments.
	Share our successes, good news stories and case studies widely.
5. Provide a seamless pathway through our users sporting journey	Develop the customer experience by creating a one stop shop for sport and physical activity, where all users' needs can be met.
	Through an extensive range of activities, provide opportunities for progression through all levels of sport and physical activity with multiple entry points.
	Deliver outreach activities to assist with the transition from School and College to university.
6. Supporting the physical and mental wellbeing of our whole community	Deliver a comprehensive referral and social prescribing programme alongside the university mental health advisors and occupational health, using exercise as a vehicle to mental wellbeing.
	Become an advocate for physical and mental wellbeing across the institution, contributing to the wider wellbeing agenda and Mental Health Charter.
	Deliver wellbeing focused campaigns and events.
	Embed physical and mental wellbeing into all that we do.

COMPETE

Provide a wide range of competitive sporting opportunities enabling students to reach their full potential

Objective	How we will achieve this
1. Develop an insight led support model for clubs, significantly increasing their support	Significantly increase club support through training, coaching, sport science, Sport Psychology and Physiotherapy offerings.
	Develop a funding and support model for clubs to maximise investment.
	Ensure effective mechanisms are in place to support club development.
2. Provide increased playing opportunities at all levels	Create community club links to provide high quality playing opportunities outside of the university.
	Develop an intra mural and collegiate sport programme that provides playing opportunities for all abilities.
	Develop a competitive sport programme that provides opportunities appropriate for all levels.
3. Develop an athlete focused talent/performance/Scholarship programme	Increase Talented athlete support, utilising expertise from within the institution and looking externally to bridge any gaps.
	Work alongside academic departments to support students with Dual career.
	Develop a strategically led Scholarship programme with the Institute of Sport to bring student athletes to the University in key athletic areas.
	Work in collaboration with key individuals and organisations to ensure we deliver a joined-up approach to athlete support.
4. Celebrate student success	Deliver events and campaigns that celebrate the success of our students across the whole of the sport and physical activity programme.
	Gain recognition outside of the institution where possible.
	Share our students' successes widely.

DEVELOP

Continually improve our offer and our people through innovative solutions, providing learning experiences and partnerships creating a wider halo effect of sport

Objective	How we will achieve this
1. Support academic delivery with cross institutional engagement	Engage with academic sports programme development through the Institute of Sport, ensuring we support current and future programmes.
	Ensure facilities meet the requirement to deliver academic sport programmes.
	Provide professional expertise and support to degree programmes.
7. Provide experiential learning opportunities through placements, work experience and volunteering	Develop a work placement programme that meets the needs of our academic sports programmes.
	Increase volunteering opportunities and support for students to gain valuable experience through sport and physical activity.
	Provide an environment conducive with high quality academic work placements.
	Support external partnerships that are committed to providing high quality work placements.
2. Enhancing Student employability through quality experiences, training and support	Deliver a programme of sport and physical activity related qualifications and CPD.
	Increase volunteer support to ensure students get the most out of their time volunteering.
	Host a range of CPD events drawing on local, partners and alumni expertise.
4. Develop meaningful, strategically led partnerships with external organisations	Engage with external organisation to develop mutually beneficial partnerships. Creating greater opportunities for our students through both academic and non-academic opportunities.
	Foster our current relationships with external organisations and formalise partnerships where necessary.
	Engage external funding bodies to ensure we are best placed to draw down funding for sport and physical activity projects that meet the needs of our community.

Objective	How we will achieve this
5. Build our reputation within the sport and physical activity sector	Deliver a range of outreach activity alongside the Institute of Sport.
	Develop a consistent brand message for sport and physical activity at the University.
	Engage with relevant external organisations across all our programmes.
6. Insight led facility developments	Provide data and insight to inform the University's capital investment plan.
	Draw upon capital funding opportunities to develop facilities in line with our current and future customer needs.