



## Physical Activity & Health Strand of the BUCS Strategy

**Mission:** To inspire and enable our students, staff and wider community to become more active more often.

### Vision Aims & Objectives:

**Vision Aim 1:** To gain insight on the value, size and impact of physical activity programmes to institutions student and staff experience, relevant for members to use for internal and external advocacy.

#### Strategic objectives:

- *Develop a research proposal between BUCS and ukactive for consideration of National Sport Funding to show the institutional value to activity programmes*
- *Participate in the BUCS audit of HE institutions' facilities and programmes*
- *Gain insight from the sector to help identify barriers to participation, the right activity offer and the best marketing tools to promote this*

**Vision Aim 2:** To galvanise a sense of collectiveness within the HE sector to exploit the potential opportunities as a significant body.

#### Strategic objectives:

- *Develop a HE wide activity campaign suitable for all institutions*
- *Explore the opportunity to act as a collective 'chain' of sport and fitness centres*
- *Exploit the collective value of our sector to attract commercial interest*

**Vision Aim 3:** To facilitate forums in which best practice from both inside and outside the sector can easily be accessed and shared.

#### Strategic objectives:

- *Create a central resource/tool kit hosted on the BUCS website*
- *Explore a HE specific Physical Activity Excellence kite mark*
- *Ensure we stay abreast of advancements in technology and their use in Physical Activity*
- *Identify and share good practice for underrepresented groups*
- *Ensure the continued promotion and development of our network groups*

**Vision Aim 4:** To grow and promote physical activity through partnerships that have national impact.

#### Strategic objectives:

- *Develop relevant BUCS strategic partnerships most notably with (but not exclusive to) ukactive and CIMSPA in the first instance*
- *Align with the strategic themes of Profile & Influence, Professional & Workforce Development, Social & Recreational Sport and Inclusion, linking with associated expert partners supporting these areas of the strategy.*