

2021 - 2022 BUCS SEASON

EVENTS



10
PARA
SPORTS

**BIGGEST AND BEST
BUCS BIG WEDNESDAY
TO DATE**

16 SPORTS
57 FIXTURES

ENGAGEMENT

👍 **28 MILLION**
SOCIAL MEDIA
IMPRESSIONS

1 MILLION ((🎥))
LIVE STREAM VIEWS

COMPETITIONS

26,440
FIXTURES

5,000
TEAMS

24
SPORTS
Including 4 new sports:
Wheelchair Basketball
Dodgeball
Baseball
Softball



COMMERCIAL

15 COMMERCIAL
PARTNERS

9 NEW
PARTNERS
FOR 2021-22

Including New Balance,
Amazon and BT



DEVELOPMENT

12,400 People engaged with
BUCS Active 4

10,000 BOOKINGS
on UNiversal Gym

75 UNIVERSITIES
on UNiversal Gym scheme

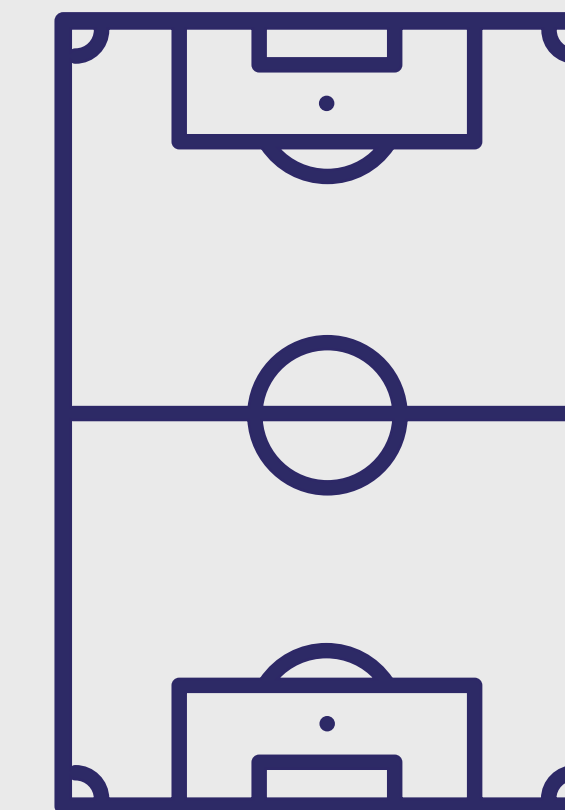


Research being undertaken:

- o Race and Equality (University of Wolverhampton)
- o The Impact of COVID-19 on Football within Higher Education
- o Race and Equality in Football Workforce (Leeds Beckett)
- o Understanding BUCS Football Athletes (Nottingham Trent)

FOOTBALL
DEVELOPMENT

34,000 Including 437 with
disabilities
**RECREATIONAL PARTICIPANTS
ENGAGED THIS SEASON**



Female recreational
participants is
+464% of the
target

Male recreational
participants is
+155% of the
target