



University of  
**Reading**

**SportsPark**

# Sport & Active Wellbeing Vision: 2023 - 2026

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## Foreword from the Head of SportsPark

“The higher education environment is facing some unprecedented challenges at present, with the cost-of-living crisis undoubtedly affecting how much free time we have and how we use it. But it’s precisely because of these challenges that our wellbeing – both physical and mental – is more important than ever, with sport and active wellbeing playing a key role in making us feel socially connected, healthy and able to tackle all of life’s difficulties. Therefore, we are readdressing how we engage with the communities we serve to ensure being active is easily accessible and inclusive for all.

In addition to this, we are wanting to use sport as a key determining factor in students’ choosing to come and study at Reading, providing them with the full array of programmes and opportunities that have come to define a successful university sport offering, from beginner's classes through to performance sport, and from social and club participation to volunteering and workforce development. Sport should be seen as an essential role in the full student journey from recruitment through to retention and, finally, progression.

I’m excited to announce that we are now entering a new era of change at the University with how it acknowledges the role sport plays, both on campus and throughout the wider community, and I’m proud to be presenting a new, three-year strategy that aims to be the catalyst to inspire, grow and embed sport and active wellbeing into the lives of our students, staff and local community.”

Sarah Humphreys, MSc BSc Hons.  
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## Foreword from Reading Students' Union

“Reading Students’ Union exists to improve the lives of all students, every day and we take pride in supporting our students at every step of their journey, helping them create connections, find belonging and making sure their voices are represented.

Sport and active wellbeing is a big part of our mission and it plays an important role in helping ensure Reading students find community and belonging.

We’re excited to be U-KNIGHTED with the SportsPark and the University, working together to provide more opportunities for students to connect with sport and active wellbeing on campus and beyond.”

Shaniya Dyer  
Activities & Opportunities Officer  
Reading Students’ Union  
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## Vision

'U-KNIGHTED to inspire, grow and embed sport and active wellbeing into the University and wider community.'



**READING**  
KNIGHTS



## Mission Statement

We will deliver an improved, impactful and inclusive sport and active wellbeing offer to meet the evolving and growing needs of our students, staff and wider community.

## Our Core Values

**Collaborative:** Everyone's voice, ideas and contributions are important, and we will work together as one U-KNIGHTED team.

**People-Orientated:** We will put our community at the heart of all that we do, striving to make a difference in their everyday life.

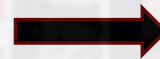
**Inclusive:** We will provide a U-KNIGHTED culture and environment where everyone can work, play and participate.

**Forward-Thinking:** Through innovation, growth and positive change we will ensure sport and active wellbeing becomes integral to university life.

# Strategic Themes

Guided by our Vision and having our Core Values as the foundation, sport and active wellbeing will play a key, contributing role towards the University delivering on its Strategic Themes:

## Sport & Active Wellbeing Themes



## University Strategic Themes

### Excellence

We will ensure our sporting offer is of the highest quality, and we will facilitate our people to excel and achieve their sporting potential.



### Excellence

We transform lives by focusing on excellence and innovation in education and research globally, creating an environment where our students and staff can excel academically and personally.

### Community

We will ensure sport and active wellbeing form an intrinsic part of the lives of our students and staff, and that it is used as a key platform for inclusion and belonging.



### Community

The University is a diverse and inclusive community using its knowledge and skills to solve problems and create opportunities for the benefit of people and the planet. Colleagues and students work and study on green and attractive campuses that support their development.

### Sustainability

We will ensure we maximise our resources to facilitate delivery, and that our provision is both financially and environmentally sustainable.



### Sustainability

We work together to make the best use of our resources, to ensure financial sustainability and to play our part in tackling climate change.

### Engaged University

We will ensure we develop key partnerships and networks to grow sport and active wellbeing opportunities and improve the lives of our local communities.



### Engaged University

We work with partners in a coordinated way to play a positive role in the life of our local communities and use these local connections to strengthen our work around the world. Public engagement and consultation, including in research, are central to how we live and work.



# Key Priorities

Our focus will be geared towards enhancing the student experience and utilising sport and active wellbeing as an essential tool towards recruitment, engagement and retention.

To achieve this, we will focus on three key priorities:

## INFRASTRUCTURE

Developing the sporting estate and operations to meet the needs and expectations of our community

## PROFESSIONALISATION

Working in a U-KNIGHTED partnership with the Reading Students' Union and other key departments to improve the student offer

## PARTICIPATION

Growing levels of participation across the board in a range of diverse and inclusive programmes and opportunities

These priorities will be underpinned by our strategic themes of **Excellence, Community, Sustainability and Engaged University**.

Under each theme will be our aims and the key leads responsible for delivering them against agreed timeframes as set out in our Operational Plan. This Operational Plan will enable us to benchmark our progress and report into our Sport & Active Wellbeing Committee on a regular basis.

Timeframe definitions will be classed as short (within one year), medium (within two years) and long-term (three years or beyond) leading up to September 2026, the period end for this strategy.

Much of what we want to achieve will be transient and evolutionary and will continue beyond 2026, forming part of the University's new centenary strategy.

## Our Enablers

**People:** We will empower and resource our community to contribute to our growth and success. People are our greatest asset.

**Data & Insight:** We will ensure a deeper, more detailed understanding of our community to enable effective engagement and programme delivery.

**Investment:** We will upgrade our physical infrastructure and subsequent delivery in order to meet the modern expectations of a growing, more wellbeing-conscious student population.

**Advocacy:** We will champion for sport and active wellbeing to be given heightened agenda across the University.