

# **Sport and Physical Activity Strategy 2020 - 2023**

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## ***1.0 UHI Strategic Vision, Mission and Values***

### **1.1 Vision**

The University of the Highlands and Islands is the United Kingdom's leading integrated university, encompassing further and higher education. We will be recognised for the quality of our students' experience and for their achievement. Our worldwide reputation will be built upon our innovative approach to learning and our distinctive research and curriculum, enriched by the people, natural environment, economy, culture and heritage of our region and its communities. We will be locally based, regional in structure and have national and international reach.

### **1.2 Mission**

To have a transformational impact on the prospects of our region, its economy, its people and its communities.

### **1.3 Values**

Collaboration | Openness | Respect | Excellence

## ***2.0 Executive Summary***

This document sets out our refreshed approach to jointly implementing our strategic plan for sport and physical activity.

We are delighted with the progress already made at Academic Partners in encouraging and providing activities and opportunities that aim to inspire all students, staff and local communities to be active more on a regular basis to improve health and wellbeing.

However, we are ambitious to reach higher and wider, increasing our reach of service provision across all our academic partners to help more students and staff be active more regularly and reach their potential through sport and physical activity.

We believe in the power of sport and physical activity. As advocates, we know it changes lives for the better. We know that our health and wellbeing is improved through being active and moving more often. We know students who take part in sport regularly that their confidence, leadership and social skills are all enriched and improved. We know that being active adds to students' enjoyment and success, helping them to cope with the pressures while at University. Through community sport volunteering, we also know that our students can help transform local communities.

Through the commitment and actions of sound collaboration across the partnership we hope to achieve a better balance in the services that we provide. This will make a significant contribution to an excellent student experience and making the University of the Highlands and Islands a great place to work and study.

### ***3.0 UHI Strategic Vision, Mission and Values for Sport and Physical Activity***

#### **3.1 Vision**

Ensure Sport and Physical Activity are at the heart of the UHI experience, bringing positive, lifelong impact on health, learning, careers and community engagement. To be recognised for the quality of our students' experience and for their achievement through sport and physical activities.

#### **3.2 Mission**

To provide high quality inclusive sport and physical activities for all students, staff, graduates and our communities

#### **3.3 Values**

Collaboration - Maintaining and developing new internal and external relationships, focused on the implementation of the Universities strategic plan for students, alumni, student/staff/community health and wellbeing, employability and sustainability.

Openness – Willing to allow change, respectful expression and acceptance of others and meaningful reflection.

Respect - Encourage positive ethical sports conduct in all roles contributing to the implementation of the strategic plan

Excellence – Encourage excellence in all our endeavours

#### **3.4 Scope**

Executive Office  
Argyll College UHI  
Highland Theological College UHI  
Inverness College UHI  
Lews Castle College UHI  
Moray College UHI  
NAFC Marine Centre UHI  
North Highland College UHI  
Orkney College UHI  
Perth College UHI  
Sabhal Mòr Ostaig UHI  
Scottish Association for Marine Science UHI  
Shetland College UHI  
West Highland College UHI

### ***4.0 Message from the Principal and Vice-Chancellor***



This new strategy demonstrates our commitment to enhancing the health and personal development of all of our students and staff, through a collective vision and aims that will help unleash the potential of the diverse and distinctive opportunities available across our partnership. We already have a great deal to be proud of in terms of sports and physical activities within the university and this strategy will provide an inclusive framework that responds to national policy drivers and promotes and

develops them further. It will act as a catalyst for the unique blend of regional resources, our community links, our talented sportspeople, and all those people who simply would like to be more active, and I wholeheartedly welcome and support its development.

## ***5.0 Message from HISA President***



Student life is more than lectures and studying in the library. It is a time for personal growth and learning new life skills that we can take on our journey with us. I believe sports are a crucial part of personal development, as well the benefits that being physically active can bring.

There are many studies that suggests that being active is also essential for positive mental health, and sports can be a major element of these activities. Through team sports, leadership skills are practiced as well as learning how to co-operate as part of a team.

Self-confidence is built and we all love getting a buzz from succeeding and improving. In addition, sport opens many social doors, and it gives people a sense of belonging. I am exceptionally pleased to see a group of staff and students working in partnership to change student trends and mould the culture of UHI to be as encouraging as possible for all our students to go as far as they can in their chosen sport.

## ***6.0 Strategic Aims and Objectives***

### **6.1 Aim 1 - Increase Physical Activity**

To offer a diverse, innovative and inclusive programme of sport and physical activity, including competitive sport, that is tailored to the unique characteristics of academic partners and encourages regular (habit forming) participation by all students, staff, graduates and our communities

### **6.2 Aim 2 – Strengthening Communities and Skills Development**

To provide meaningful opportunities for our students, staff, graduates and communities through sport and physical activity that positively impact on reducing loneliness, student employability prospects, lifelong learning and internal and external engagement

### **6.3 Aim 3 – Supporting Health and Wellbeing**

To foster a whole university community that is committed to supporting the health and wellbeing of staff and students. Promoting health behaviour and positive mental health in co-curricular activities.

### **6.4 Aim 4 - Effective Organisation**

To ensure our sport and physical activity infrastructure is managed and monitored through effective governance systems ensuring that sport and physical activity experiences at UHI are embedded, communicated and maximised through marketing and communication channels to promote high levels of participation, profile and partnerships.

## ***7.0 Strategy Implementation/Sport and Physical Activity Steering Group***

### **7.1 Terms of Reference**

1. To oversee the implementation of the Strategy 2020 - 2023, and to periodically evaluate and report on progress to Partnership Council and other university committees.

2. To provide strategic advice, leadership, support and guidance, which will actively encourage joint strategic planning across the partnership.
3. To promote coordination of effort and 'joined up thinking' in order to maximize resources for sport and physical activity.
4. To identify major resource investment proposals (e.g. staff, equipment, capital funding) required to successfully implement the strategy.
5. To engage other colleagues and management groups in the delivery of the Strategy, as appropriate.
6. To work with colleagues in HISA, BUCS, SSS to promote the successes of the university in delivering the Strategy.
7. Advocate for and champion the role that sport and physical activity can make in improving the lives of students and staff across UHI partnership.

## 7.2 Membership

- Academic Partner Members
- Dean of Students
- HISA representatives
- HISA Activities Manager
- Mental Health and Counselling Manager
- Student Engagement Manager

- Additional members may be co-opted in accordance with the business of the group, and other university/academic partner/external partner officers may be invited to attend meetings of the group as appropriate.

## 7.3 Reporting

The **group** will report once per year to Partnership Council.

## 8.0 Drivers

- sportscotland – Sport For Life
- sportscotland – Raising the Bar 2015 – 2019
- UHI Strategic Vision and Plan 2015 – 2020
- UHI Student Partnership Agreement
- Scottish Student Sport Strategy 2017 – 2021
- BUCS Strategy 2017-21
- Scottish Health Survey
- A More Active Scotland
- Active Scotland Outcomes Framework
- Scotland's Mental Health Charter for Physical Activity and Sport (SAMH)
- Healthy University Framework
- Cycle Friendly Campus
- Active Transport
- Healthy Body Healthy Mind
- College sport award

Cross Cutting Strategies

- UHI Mental Health & Wellbeing Strategy

## *9.0 Glossary of Terms*

- Students – Full time, Part time, FE, HE, International, Leisure
- UHI – All Academic Partners
- Regular – Scottish Government Physical Activity Guidelines
- Facilitate – Academically and within sport, access, resources
- Sport – Sport and physical activity includes: active living, active travel, active recreation, and active sports (competitive and casual) aimed maintaining or improving physical fitness, health, mental well-being, forming social relationships, improving sporting performance or obtaining results in competition at all levels<sup>1</sup>

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<sup>1</sup> Amended from Council of Europe, available at: [www.coe.int/t/dg4/epas/resources/charter\\_en.asp](http://www.coe.int/t/dg4/epas/resources/charter_en.asp)