



# MOVE FORWARD

Sport Brighton Playbook 2021-26  
EXECUTIVE SUMMARY



**University of Brighton**

**sportbrighton**



**PARKLIFE**

# Introduction

We are all proud to present our divisional plan, '**Move Forward**', for sport and physical activity at the University of Brighton. Here we set out our new mission: **to enable active communities, healthy lives and sporting journeys.**

**Move Forward** will ensure that sport and physical activity remains high on the agenda at the university and a central part of the student experience which for many forms part of their identity whilst here.

**Move Forward** builds on existing insight into the needs and demands of students and staff, maintains excellence in core delivery and identifies fundamental step improvements that has the potential to make a sustainable and positive impact on the lifestyles, experience and wellbeing of our communities for the better.

Whilst we will maintain our focus on supporting the journeys of our students, we will enhance the provision for all our members including those from the local community who engage with us on a daily basis.

After such a difficult 12 months we are all eager to recover, reset and Move Forward collaboratively in 'providing sport and physical activity opportunities that meets the needs of different people' (Sport England, 2021).



Barry Squires  
Head of Sport  
Sport Brighton, University of Brighton

# Our Vision

We will use sport and physical activity as a catalyst to raise the University's profile, become more influential and extend our reach within the communities we serve whilst having a strong focus on quality and improvement in helping the university to achieve its strategic aims.

# Our Mission

Sport Brighton exists to enable active communities, healthy lives and sporting journeys.

# Our Values

- Engagement
- Inclusivity
- Partnership
- Sustainability
- Creativity



# Priority One

Contribute towards enabling the university to become the university of choice.

We are all very aware of the context of greater competition for students with the majority of institutional income being driven by central levels of student recruitment so we recognise we have a role to play in this. To aid our future security and continual investment into sport and recreation we will all ensure we understand and continually embed recruitment, retention, progression and employability across all our delivery pathways.

- A. Opportunities for all
- B. Enhancing the experience
- C. Recruitment
- D. Cross institutional engagement
- E. Remaining relevant



# Priority Two

## Building communities and foster belonging

Create, promote and deliver an active culture that enables people to belong and succeed at whatever is the appropriate environment for them. With the benefits of greater health both physical and mental.

- F. Creating Communities
- G. Identity
- H. Inclusive and Accessible
- I. Health & Wellbeing



# Priority Three

## Enhance employability opportunities helping to shape the professionals of the future

Sport has a fundamental role to play in the progression and employability of students by providing career enhancing opportunities through taking part in sport, through sport volunteering or by offering the potential to gain additional vocational qualifications and direct work experience. Additional competencies including the development of values, positive behaviours and attitudes to complement the academic experience. As an employer Sport Brighton looks to continually develop and value its workforce. As a leisure provider we also facilitate sport related courses to benefit the wider community.

- J. Opportunities
- K. Outreach
- L. Future ready
- M. Training & Development

# Priority Four

Empower people to find their place and achieve their full potential

We want to make it easier for people to enjoy being active at whatever is the appropriate level for them; be it regular competitive sport or social drop-in wellbeing activity classes.

- N. Reward and recognition
- O. Scholarships
- P. Student Clubs
- Q. Health & Wellbeing



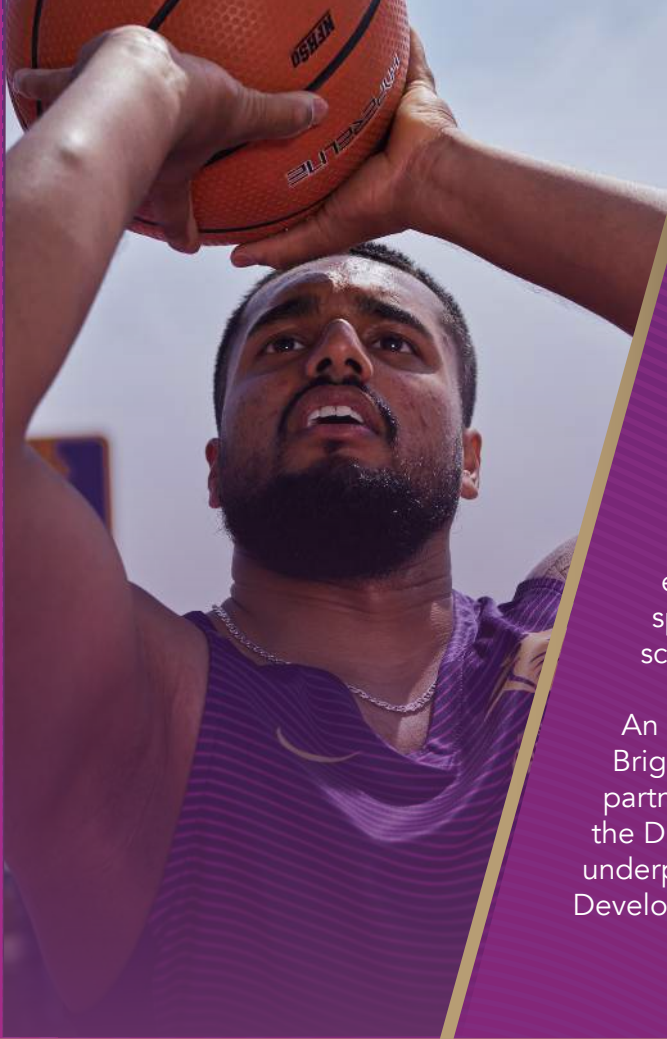
# Priority Five

## Ensure financial and environmental sustainability

Financial sustainability is critical for the university in the current environment of uncertainty over student fees, cost savings and wider economic factors. Whilst Sport Brighton does generate a healthy income there is more that could be done to ensure we can realise our ambitions and maintain sustainability of our services whilst reducing our reliance on central university funding. Sport Brighton will review all its services to ensure it actively contributes to the university's desire to meet its ambitious environmental targets.

- R. Financial sustainability
- S. Demonstrating value and raising profile
- T. Business Growth
- U. Environment & Sustainability





# How Will We Move Forward?

The day to day implementation of the divisional plan will be led by the Head of Sport supported by the Sport Brighton senior management team. The management team will liaise with key partners across the university such as Brighton Students' Union, Student Operations and Support Services, Academic Schools, University Executive Board and external organisations and agencies such as Active Sussex, sport & physical activity strategic groups, local authorities, schools and colleges.

An Annual Action Plan (AAP) will be compiled by the Sport Brighton senior management team in consultation with key partners, focussed on achieving the priorities identified within the Divisional Plan on a step improvement basis. This will be underpinned by staff accountabilities and links to individual Staff Development Reviews.

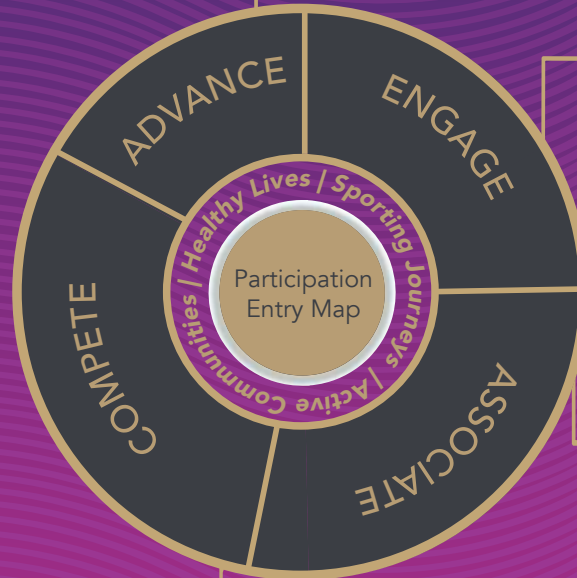
## Participation Entry Map

Sport Brighton programmes fall under four access points for participation:

- Associate
- Engage
- Compete
- Advance

All are underpinned by our mission:

*Sport Brighton exists to enable active communities, healthy lives and sporting journeys.*



Talented Athlete Scholarship Scheme  
Career Professional Development Courses  
Scholarships  
Talented Sports Performers

One Off Events  
Outreach  
Wellbeing Sessions  
Parklife Events

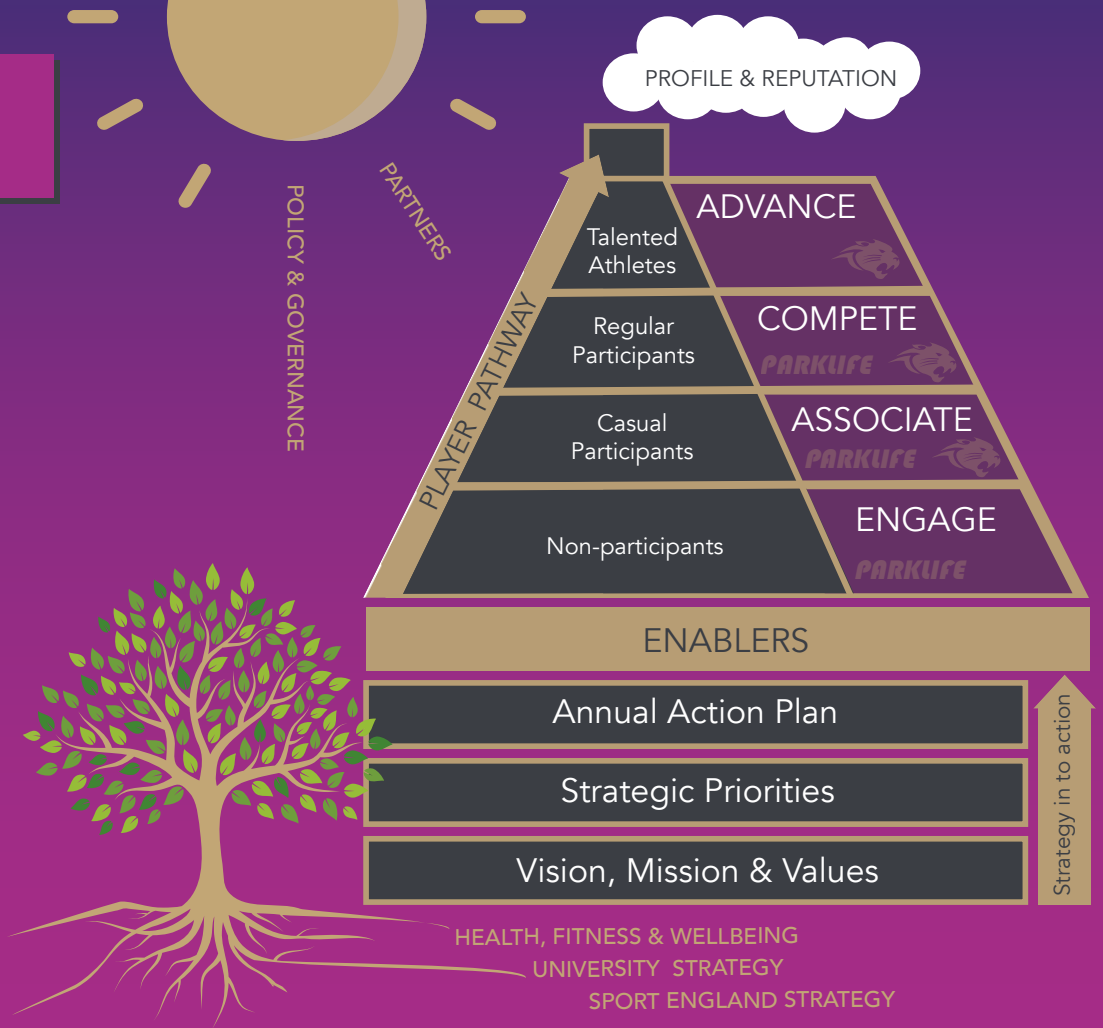
Parklife Regular Sessions  
Sports Events  
Social Clubs

Intra Mural Leagues  
High Performance Sport  
Performance Sport

## Move Forward: Turning strategy into action

This chart shows how this divisional plan will be turned into action.

The roots of Move Forward can be found in the university strategy 'Practical Wisdom', Sport England's new strategy 'Uniting The Movement: 2021-2031, through governance and working with our partners.



# Move Forward With Us On Our Journey

You can find out more information about us, download the our full Move Forward Plan and see our progress to date by visiting our website:

[sport.brighton.ac.uk/MoveForward](https://sport.brighton.ac.uk/MoveForward)

Keep up to date with what we are up to by following us on social media:

