

# A quick note from Phil Steele

UEA's Director of Sport and Commercial Services

**First of all, thank you for being part of Sportspark!**

Whether you're a student, a staff member or a resident in the wider community, an elite-level athlete or a casual visitor, you've all been part of making Sportspark a brilliant place to be. And, since we're here on behalf of everyone, I'd like to share with you all our vision for the next five years. Our mission to be of service, all day, every day for the community remains the same. However, by expanding our offerings to include activities people tell us they want, we'll be able to positively impact the lives of an even greater number of people.

**We're focusing on three key areas...**



# Your Sportspark in numbers

**Over 1.3 million** visits a year over the last five years – that includes students, staff members and local residents.

**Over £500,000 average annual surplus for the last five years**, all of which is ring-fenced to be reinvested in Sportspark facilities and programmes.

**One of only three universities** to achieve an Excellent rating in our 2018 Quest assessment: Sport England's recommended quality benchmarking scheme for leisure facilities nationwide. We were then confirmed in 2019 as winning the Highest Performing Facility for that result. We were also awarded the national Mystery Visit Award in 2016.

**First ever winner** of the British Universities & Colleges Sport (BUCS) Participation Programme of the Year Award. This was thanks to our uea+sport programme, which carries out extensive work in engaging students with sport and physical activity.

**It all adds up to continued improvement and increased inclusivity. Read on to find out what that means for you...**

# Our role above and beyond sport

**In terms of sports provision, the number of visits we receive and the quality of service we provide, we have a lot to be proud of, and we'll continue to deliver success in those areas.**

While we're already focused on improving wellbeing and increasing participation, we're looking to redouble our efforts in these areas. This is to ensure we have a holistic approach to health and fitness and that we serve the mental as well as physical health needs of the community.



# Broadening participation

Firstly, we're focused on making the process of participating much easier and more intuitive.

From enhanced web access, enabling you to find the right information as quickly as possible, to becoming a member and booking a class, we want everybody's interaction with us in person, on the phone and online to be absolutely seamless.

As well as making it easier to get involved, we're also looking at new ways we can utilise our facilities to get more people participating in activities. One way we're planning to achieve this is by designing a bespoke 'record and reward' app that complements our facilities and incentivises engagement of as many people, with as many of our offerings, as possible. A key feature will be encouraging green travel – walking, running or cycling to the Sportspark.



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## Improving wellbeing

The impact of participation in sports on mental health is known to be incredibly positive.

But there are other ways we can promote wellbeing beyond the provision of traditional sporting opportunities. We have a big part to play in improving the mental health of our students and the wider community, and we take that responsibility very seriously.

Together with UEA's new Active Campus steering group, we're looking at ways we can promote relaxation and better mental health. In addition to exploring the role technology has to play in this, we're also focused on making better use of our natural resources. We're blessed with a huge grass and woodland campus, and our approach will be to open this up for numerous outdoor activities for the whole community.



“We also support the elite-level athletes who are part of our community too.”

## Serving the community

We have an ongoing commitment to the health and fitness of our students and the wider community and therefore have to maintain a programme of cohesion.

In order to continually evolve our offerings to meet community needs, we run a sustainable business with a focus on constant reinvestment. Right now, working with stakeholders, we're particularly focused on developing our key priorities. This will ensure the wider community can 'Do Different' through a process of continuous review and improvement.

While we've talked a lot about increased engagement and participation, we also support the elite-level athletes who are part of our community too. Working closely with the Young Norfolk Sports Academy and Norfolk Sports Academy, combined with UEA's support of sporting scholars, we are developing a series of programmes to identify, assist and nurture athletes so that they have the opportunity to reach their potential as outstanding sportsmen and sportswomen.

### Thank you for reading

To find out more, visit: [www.sportspark.co.uk](http://www.sportspark.co.uk) or speak to a member of staff.

# UEA, SPORTSPARK AND YOU

All day every day for the community.

