

**SU** EDINBURGH UNIVERSITY  
SPORTS UNION

Vision for Sport  
2020-24



# Sports President Katie Macdonald

“ Edinburgh University Sports Union is an integral component of positive student experience and sense of belonging within our University community. Our students continue to make memories and friendships which last a lifetime, while striving for excellence at every level of sporting competition.

Central to our next strategic cycle will be our renewed focus on student wellbeing, upskilling our volunteers through our Coaching and Volunteering Academy, innovation across our whole offering, as well as seeking to make all activity as inclusive as possible. I hope these targets provide us with a wider platform for advocacy across the University, to allow more students to experience both the mental and physical benefits of sport first-hand.

Our students consistently achieve incredible things, both in a sporting and non-sporting capacity. EUSU wishes to provide the framework to support our students to reach new heights and create a welcoming community which we are all extremely proud of.

#WeAreEdinburgh



# Values We are united

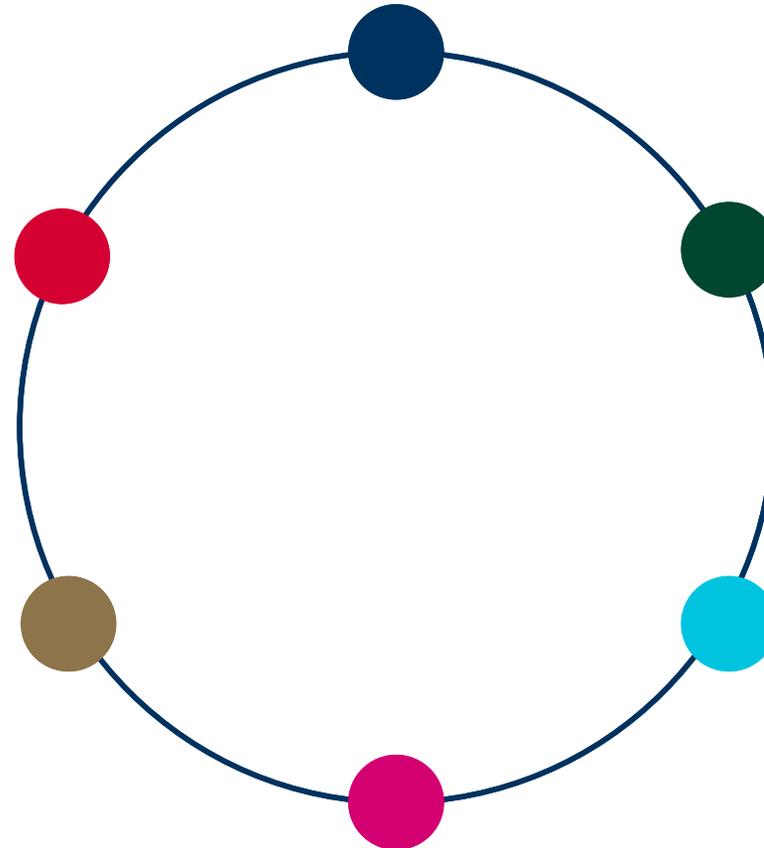


## **#WeAreEdinburgh**

We are people-centered, creators of a community that provides a sense of belonging for all its members

## **Always inclusive**

We are focused on being accessible and relevant to all individuals



## **Strive for excellence**

We create and nurture a culture that delivers excellence

## **Be innovative**

We always strive for innovation in order to continually improve and advance

# Clubs Our pledge

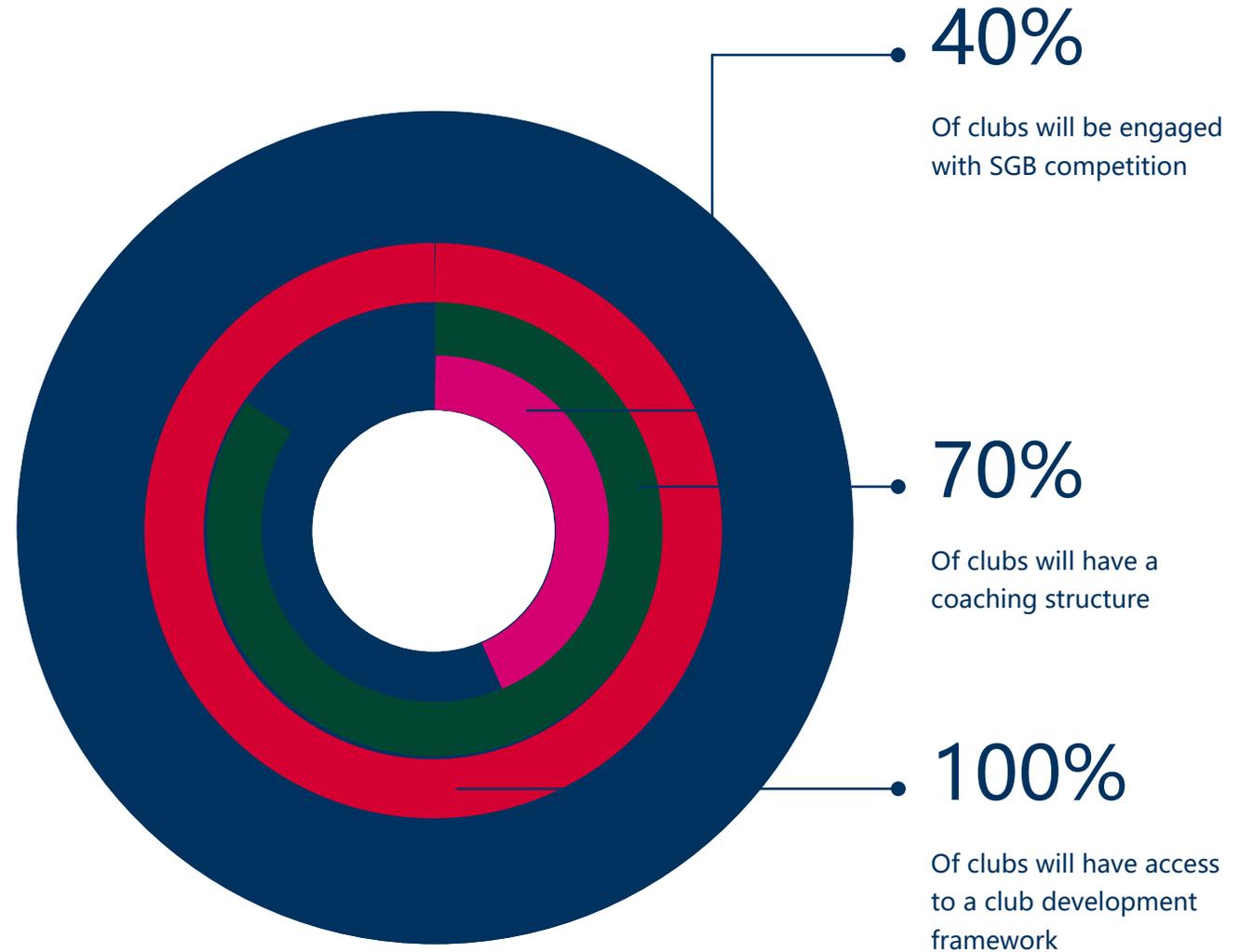
In the period of 2020-24, our priority is to ensure that EUSU's clubs are thriving, inclusive and continually improving.



# Clubs The bigger picture

From now until 2024, we want to develop a strong, modern and sustainable club system.

Our ultimate goal is to grow participation through the recruitment and retention of a diverse group of leaders, coaches and officials.



# Clubs

## A new framework

We will develop a club framework that ensures continual development and continuity for all clubs—one that syncs seamlessly with EUSU, from finances to awards.

We are developing a framework that will be easily implemented and maintained. We are streamlining the process to becoming a EUSU club, and what steps need to be taken to ensure it is managed correctly and in adherence with EUSU's values.



# Clubs Committed to inclusivity

We will provide all of our clubs with guidance and resources around facilitating inclusive sport for everyone—irrespective of gender, race, sexuality or disability. At EUSU, we are committed to inclusivity.



# Programmes

## Our pledge

In the period of 2020-24, we aim to continue to ensure top quality competition opportunities for our members, whether that be locally, nationally or internationally.

We will also offer much more inclusive programmes, which are fun and grow engagement of both students and staff in sport. Physical activity will help us create a community feel.



# Programmes Raising aspirations

By 2024, we want EUSU to be the UK's largest university-based recreational sport offering. We will achieve this by adhering to the four principles outlined here.

At EUSU, we believe that sport is crucial to the University's community outreach agenda. We can become a hub for local and regional sport, raising community aspirations by providing unique opportunities for development.

1.

We will devise and trial new sports and/or event formats to encourage recreational participation in sport, especially from under-represented groups.

2.

In response to time pressures and lifestyle choices, we will seek to integrate more modernised offerings, such as short/sharp variations of sports.

3.

We will collaborate with Sport and Exercise to develop a community engagement plan.

4.

It's essential that all students have an opportunity to compete at a level commensurate to their abilities, whether that be as a beginner or an Olympic athlete.

# Programmes Immediate priorities

In addition to our external ambitions, we need to make some internal adjustments to ensure that EUSU is the deserving leader in university-based recreational sports.



1.

We will identify and back innovations that offer clear potential for growth at scale, especially for under-represented groups.

2.

We will form a disability strategic group to ensure all voices are heard and represented; we will actively implement and action feedback.



3.

We want to develop a campus-wide sports programme, for all schools. To do this, we aim to leverage the University's position to reach and engage a wider audience.

4.

We seek to increase entries into BUCS and SSS through a continuous renewal of our policies and allocation of resources.



# People Our pledge

We are devoted to our people and believe in the opportunities we can provide through the CVA.

EUSU is a place of transformation and self-improvement, and we support our volunteers to aim high, transforming the lives of our members and the University's reputation.



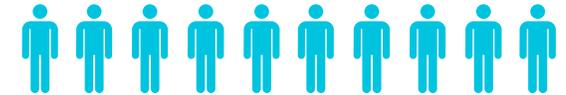
# People Enhanced employability

Through the CVA, we will offer a wide range of initiatives that will allow individuals across a wide range of roles to grow and develop within EUSU.

The CVA will set out clear standards and a refreshed approach to training and qualifications. Career development pathways will be offered to all volunteers, as we work towards building a more diverse group of volunteers.

## New and expansive opportunities

For all volunteers



## Focus on employability

For all volunteers



## 5 out of 10 club presidents

Will take part in the Edinburgh Award



## Equal development pathways

For all volunteers



# People Utilising resources



# People Fully supported

Wellbeing is pivotal to everything we do at EUSU, and it is integral to our people development practices.

It is now a constitutional requirement to have a Wellbeing Officer in every club.



# Advocacy

## Our pledge

During the period 2020-24, we will continue to promote the benefits of sport, physical activity, volunteering and the fantastic achievements of our members.

By becoming a stronger organisation that's continually improving, we will enhance our effectiveness and minimise the barriers to achieving our greatest aspirations.



# Advocacy

## Stay close with alumni

Sport is a natural conduit between the extensive University of Edinburgh alumni network and our current student base.

Sport can play a key role in ensuring our future leavers continue to show great affection for Edinburgh, and consequently contribute to the University's ongoing success and development.

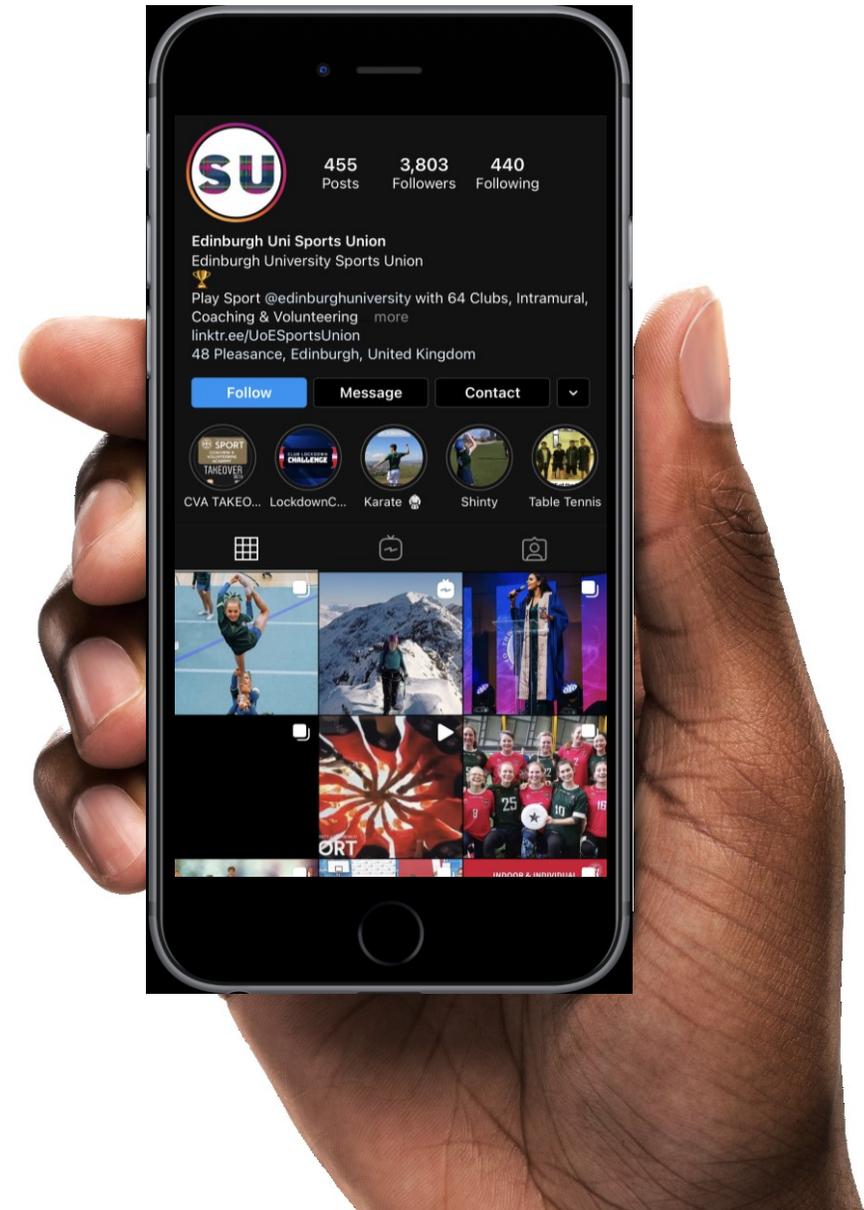


# Advocacy Inspire and encourage

We're conscious of developing communications that inspire and encourage everyone to be regularly active, every day.

By increasing our communications, we will expand our reach and explore different ways to engage new audiences.

We're hoping to collaborate with Sport and Exercise on this, and also reach out to the Schools, Recruitment and Admissions service on including a sport and fitness dimension to their social media activity to support the induction of first year students.



# Advocacy Working towards



Build upon internal partnerships to enhance the role EUSU plays in improving the overall student experience at the University of Edinburgh

Create networks, such as Edinburgh Local, in order to develop our workforce and offer more opportunities

Increase representation on BUCS, SSS and SGBs

# Advocacy Working towards

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graph LR; A[Work in collaboration with other departments to emphasise the importance of sport and participation in addition to academic and degree requirements] --- B((Appoint a patron)); B --- C((Honorary President selected from the University of Edinburgh Court));
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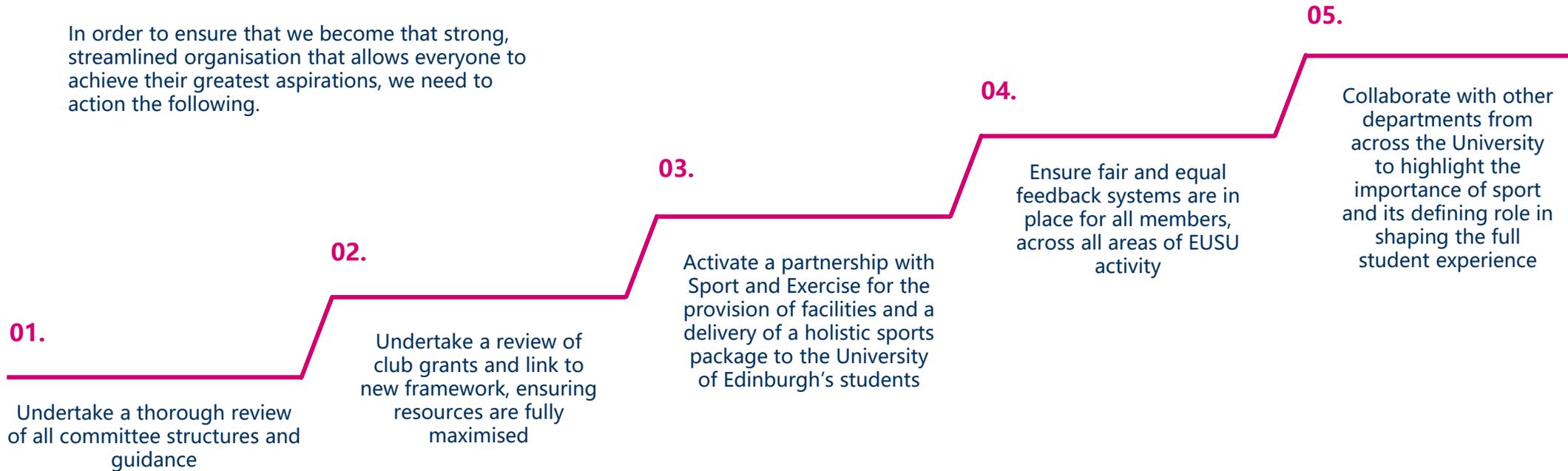
Appoint a patron

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Edinburgh Court

# Advocacy

## Small changes, big impact

In order to ensure that we become that strong, streamlined organisation that allows everyone to achieve their greatest aspirations, we need to action the following.



## Sports Programme Manager Eve O'Loan

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Central to our next strategic cycle will be our renewed focus on student wellbeing, upskilling our volunteers through our Coaching and Volunteering Academy, innovation across our whole offering, as well as seeking to make all activity as inclusive as possible. I hope these targets provide us with a wider platform for advocacy across the University, to allow more students to experience both the mental and physical benefits of sport first-hand.

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