Foreword

Professor Graham Virgo QC (Hon)
Senior Pro-Vice-Chancellor for Education
Chair of the University Sports Committee

As Senior Pro-Vice-Chancellor (Education), I consider sport to have a vital part to play in the full educational experience of every student at Cambridge. For some, this will involve reaching an elite level of sporting performance, representing club, county, region or country. For others, it will mean being part of a team in a sport they enjoy. For the remainder, it will be about developing healthy routines and a positive attitude to exercise.

Participation in sport brings many benefits. The link between good physical and mental health is well established and I want our students to leave Cambridge as well-rounded individuals, with the tools, habits and attitudes they need to thrive. Academic and sporting excellence often go hand in hand, and participation in sport enables students to develop and exhibit a wide variety of skills, ensuring that they are well prepared and competitively placed in the job market.

For all these reasons and more, increasing participation in sport and physical activity is a priority for the University. We take widening participation very seriously at Cambridge, and this needs to be followed through to the whole student experience. No student should be deterred from participating in sporting activities for financial or other reasons. Securing appropriate financial support for sport and sports clubs is crucial to ensure that sport at Cambridge is fully inclusive.

Students at Cambridge remain as competitive as ever, with the desire to push themselves intellectually, physically and mentally. All at Cambridge take great pride in our sporting success and heritage. We must now make sure that future generations have the same opportunities.

Alumni who participated in sport at Cambridge can maintain their support for sport in various ways, whether it is attending fixtures or events, supporting and advising clubs, or providing financial support for future sportspeople. We hope you will join us in building on the momentum generated in recent years to create a great future for sport at Cambridge.

Strategic context

Sport at the centre of the Student Support initiative

This transition is exemplified by the Student Support Initiative (SSI), launched by the Vice-Chancellor in 2018, which puts sport and cultural activities at the very heart of the student experience at Cambridge. The SSI recognises the need for greater support for students, both to improve access to the Collegiate University and to ensure that, once at Cambridge, every individual is able to thrive and participate in the full range of activities on offer. The University encourages students to participate in sport at any level, including supporting competitive team sport and high level performance sport.

Building momentum

In recent years, significant capital projects have been undertaken to improve and increase the sporting facilities available, including the University Sports Centre, Ely Boathouse, Wilberforce Road hockey pitches and Cambridge Ice Arena. Funding for these developments has come from alumni, the local community and the University. A new Director of Sport, Nick Brooking, has been appointed. Nick reports to the Sports Committee, established to champion sport at the University. The Committee is chaired by Professor Graham Virgo, Senior Pro-Vice-Chancellor for Education.

The Vision: redefining Cambridge sport for a new generation

With support from the University and Colleges, The Hawks’ and The Ospreys (the University clubs representing sporting excellence) and the wider Cambridge community, this is a key moment for defining and securing the future of sport at Cambridge. Our vision is to:

- Revitalise and expand Cambridge’s sports facilities to meet the expectations of today’s students;
- Increase participation in sport and physical activity by removing barriers to access and ensuring the sustainability of clubs; and
- Create better conditions for competitive and high performance student athletes to excel and achieve their full sporting potential at Cambridge.

Sport at Cambridge is undergoing a renaissance. The publication of the Sports Review in 2014, the approval of the Strategy for Sport 2017-2022 and the Sport and Academic Performance report in 2019, as well as an increasing focus on student wellbeing, has led to an important shift in the way the University views sport. It is an integral part of a well-rounded education, not peripheral to it. Sport is valued for its contribution to the mental and physical health of students and for the qualities and skills it instills and hones.

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Mission
To support students, staff and the wider community in pursuit of their health and wellbeing, and talented student athletes in their competitive and high performance sporting ambitions.

Performance and competitive sport
Supporting talented and high level sports people competing at International, National and Regional level, and within University clubs.

Physical activity
Providing for the health and wellbeing of the University and wider Cambridge Community by encouraging widespread involvement in physical activity.

Governance
• Clear strategic aims, strong leadership and accountability.
• A forum for student engagement and representation in governance matters.
• A registration process that fosters good practice and delivers sustainable growth.
• Transparent allocation of financial support.
• Part of an integrated, collaborative, system to deliver University-wide student welfare.

Infrastructure
• Administrative support, services and advice for registered University Clubs.
• High-quality, accessible and holistic support services for talented sports people.
• An experienced workforce (staff, officers, volunteers, coaches and officials).
• A high-quality, cost-effective and sustainable operations model for sports facilities.
• Year-round use by local community to support healthy lifestyles for all.
• An information hub and strong online community for sport, health and wellbeing.

Revenue and investment
• Expand Sports Service income streams to reinvest in facilities and services.
• Establish an endowment to support successful clubs and talented sports people on a structured programme.
• Work in partnership with internal providers (e.g. University sports clubs and colleges) and external partners (e.g. community clubs, local authorities and other organisations) to deliver projects.

Making it happen

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2012</td>
<td>Sports Review begins</td>
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<tr>
<td>2013</td>
<td>Sports Centre opens</td>
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<tr>
<td>2014</td>
<td>Sports Review concludes</td>
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<tr>
<td>2015</td>
<td>Sports Committee included within University governance structure</td>
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<tr>
<td>2016</td>
<td>Ely Boat Club opens</td>
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<tr>
<td>2017</td>
<td>University approves Strategy for Sport 2017-22</td>
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<tr>
<td>2018</td>
<td>Wilberforce Road hockey pitches open</td>
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<tr>
<td>2019</td>
<td>Cambridge Ice Arena opens</td>
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<tr>
<td>2020</td>
<td>First University Sports Awards</td>
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Taken from the Strategy for Sport 2017-22
West Cambridge is the realisation of the University’s plan to bring together its world-class science and technology expertise. It will be home to the new Cavendish Physics Laboratory and other state-of-the-art facilities for both academic research and collaboration with the University’s commercial partners.

The Sports Quarter will provide an important focal point for the University community and Cambridge residents. As the University and city continue to expand west, the Sports Quarter will connect ‘old’ and ‘new’ Cambridge and play a crucial role in meeting the demand for sports and leisure facilities.

Increasing engagement with the wider Cambridge community will be an important measure of success, ensuring year-round use of the University’s facilities and their sustainability, as well as supporting the University’s broader mission to contribute to society.

The new facilities will support sport at a competitive high level while catering for a variety of sports and leisure activities at all levels. A Wellbeing Hub (c) will be central to the Sports Quarter, encouraging a wide variety of physical wellbeing activities.
Vision for sports services at Cambridge

Athlete support

1. The Hawks’ Charitable Trust

The Trust currently makes awards to a broad range of athletes of Blues standard, some of whom are performing at an international level. The Trust and the University are looking to come together in partnership to increase support for performance athletes, clubs, teams and facilities.

2. Endowment for University of Cambridge Athlete Performance Programme (UCAPP)

Cambridge’s talented and high performing athletes represent the pinnacle of individual sporting achievement and form a unique group with particular requirements.

Support for the Hawks’ Charitable Trust and an endowment for UCAPP would ensure a sustainable footing for the very best student competitors through the provision of services including:

- Physiotherapy and sports massage
- Specialist strength and conditioning support
- Access to sports psychology support
- Diet and nutrition advice/lifestyle management

Club support

1. Endowment support for clubs would help to increase participation, enable coordinated services and help clubs become sustainable through subsidising the cost of:

- Coaching
- Transport
- Facility hire
- Sports Medicine

2. Engagement with alumni for regular giving revenue e.g. the Red Lion Campaign for Rugby and the Captain’s Campaign for Swimming and Water Polo.

3. Support for events e.g. 200th Anniversary Event for cricket.

4. Endowment support to sustain top level rowing.

Accolades

- 58th in the IAAF World Cross Country Championships 2019
- Bronze in the British XC, March 2019
- BUCS bronze medallist, February 2019
- English National XC, 6th overall, 2018
- Selected for the British under-23 team and finished 19th in Europe at the European Championships 2018

Degree

- Medicine

Sport

- Athletics & Cross Country (XC)
Varsity Matches per year

142

University Sports Clubs

51

Cambridge student and alumni Olympians have won medals

262

More than 94% of employers questioned identified a clear link between university sport participation and valuable skills and strengths in potential employees.*

More than 50% of graduates nationally reported that sporting involvement helped them develop teamwork skills and leadership qualities in the workplace.*

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Established sports such as rowing, rugby and cricket have a great legacy at Cambridge, with the Boat Races on The Tideway, rugby Varsity Matches at Twickenham and cricket at Lord’s providing annual highlights in the sporting calendar.

While continuing to support these traditional sports, the University also recognises the need to support new sports that are attracting greater numbers as the student demographic changes.

More sporting choices will allow every student to find a physical activity that suits them – from high performance sport, to competitive team involvement, or general health and fitness – laying the building blocks for productive, happy and successful adult lives.

*British Universities & Colleges Sport (BUCS) research findings
For further information, please contact:

Derek Wilson  
Senior Associate Director – Sports, Clubs & Societies  
University of Cambridge Development and Alumni Relations  
1 Quayside, Bridge Street  
Cambridge CB5 8AB

Email: Derek.Wilson@admin.cam.ac.uk  
Direct line: +44 (0)1223 330015  
Mobile: +44 (0)7710 376604

cam.ac.uk/YoursCambridge