



OUR 2030

Sport & physical activity

STRATEGY



Queen Mary
University of London



Queen Mary
Students' Union

Welcome



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Queen Mary is home to a truly global community, with over 32,000 students from a diverse range of backgrounds, cultures and all corners of the world. As a Students' Union, we exist to make sure that every student thrives and gets the most out of their university experience.

Our Sport & physical activity strategy outlines our direction working towards our 2030 goals and was built through collaboration, with student input at its heart.

Through sport and physical activity at Queen Mary we aim to:

- Support students' physical and mental wellbeing by encouraging movement and inspiring change.
- Invest in health and have a welcoming, inclusive and sustainable sporting offer.
- Empower students to grow, find their place, and reach their potential, while building strong communities and a sense of belonging.
- Boost employability and enrich the student experience, shaping the professionals of tomorrow through sport.



Our elected officers 2024/25

We are incredibly excited to introduce our new 2030 Sport & physical activity strategy. This plan reflects the collective efforts and invaluable contributions of our sports team, past officers, staff and students throughout its development. Together, we've created a strategy that reflects our values as an organisation, represents new focus areas and prioritises the needs of our students. We'll continue to listen to our students and use evidence to ensure that we fully understand our community, provide the right support and make meaningful changes to improve students' lives.



See our full strategy and
our progress so far:
qmsu.org/strategy/sport



Sport at Queen Mary

Queen Mary Students' Union offers welcoming, accessible ways to get active, have fun, and feel part of the university community. Many opportunities are student-led, making campus sport truly reflective of the community it serves. Whether the goal is improving fitness, meeting people, trying something new, or playing competitively, there's something for everyone.

Sport at Queen Mary isn't just about activity; it helps students feel good, build skills, and find their place in the university. Our programmes enable students to take part in ways that suit a wide range of interests and needs.

Move & Connect

Play & Compete

Lead & Develop

Read more about our sports programmes:
qmsu.org/sport



Move & Connect

We strive to make sport welcoming, flexible, and open to everyone. We want every student to feel comfortable taking part, no matter their previous experience. We work to remove barriers to participation and provide a wide range of opportunities to enhance physical and mental wellbeing through movement and connection.

Qmotion Sport and Fitness Centre

Qmotion is the Students' Union's on-campus fitness facility supporting mental and physical wellbeing. Spanning three floors, it features a gym, sports hall, squash court, and dedicated dance and fitness studios.

Facilities include; Olympic lifting platforms, women-only spaces, and group classes. Staffed by trained students, Qmotion offers programmes and support, helping members stay active, motivated, and connected.



Get Active

Get Active helps students move more, feel better, and connect in a relaxed and low-pressure environment. It includes drop-in sessions, beginner courses, pop-up events, and festivals. No experience or equipment is needed.

Designed to be fun and welcoming, it creates accessible routes into sport and targets inactive or under-represented students through inclusive, year-round initiatives.



Play & Compete

We offer structured and informal opportunities for students to take part in sport at any level, from recreational games to competitive fixtures. These experiences are designed to support confidence-building, personal development, and meaningful friendships through team activity.

Club Sport

Student-led Sports Clubs offer inclusive experiences for all skill levels, whether learning, playing for fun, or competing. Supported by the Sports Development team, clubs represent Queen Mary in competitions and foster communities. Committees gain leadership experience through organising events and shaping club culture.



Social Leagues

Intramural Social Leagues give students and staff the chance to enjoy friendly team sports without the pressure of club commitments. There are no trials, equipment requirements, or long-term obligations. Teams form through halls, societies, or course groups, offering welcoming environments for students to enjoy sport, meet others, and build confidence.



Lead & Develop

Sport is a powerful way for students to grow both personally and professionally. We provide pathways to support leadership, skill development, and preparation for life beyond university, while giving back to the local community. We also offer targeted support for our talented athletes and leading Sports Clubs.

Employability & Volunteering

Students can gain valuable experience through sport volunteering, including coaching, officiating, or working in areas like events, marketing, or finance. It boosts confidence and career readiness. The Sports Employability Academy offers additional support with funding, training, and resources. Volunteering also builds communities and supports peers.



Performance Sport

The Talented Athlete Programme helps elite student-athletes excel in sport and academics. Benefits include dual-career guidance, strength and conditioning, therapy discounts, and more. The Focus Team Programme supports selected sports clubs with extra coaching, tailored resources, and gym access to boost team performance.



A data-driven plan

The Balancing Life Report is an annual survey conducted by the Students' Union to understand student engagement in physical activity, identify key barriers, and assess overall wellbeing. The 2024 report, based on 1,114 student responses, played a central role in shaping our Sport & physical activity strategy. The findings provided valuable insights into student behaviours, concerns, and needs, informing strategic priorities and programme development across the strategy.

The report highlighted the need to reduce barriers to participation, offer flexible opportunities, and integrate sport within broader wellbeing frameworks.

These priorities are addressed in the strategy through Inclusion initiatives, professional development focus, and sustainable engagement models, ensuring outreach, skill-building, and long-term accessibility.



Physical activity levels

47%
Active

35%
Moderately active

18%
Inactive

Strategic link

These figures highlight the need to boost engagement, especially among the moderately active and inactive groups. This aligns with the “Develop and Engage” aim and Pillar 1 which is focused on increasing activity levels and fostering lifelong wellbeing habits.

Barriers to physical activity

52% Lack of time

47% Academic workload

41% Lack of motivation

34% Financial constraints

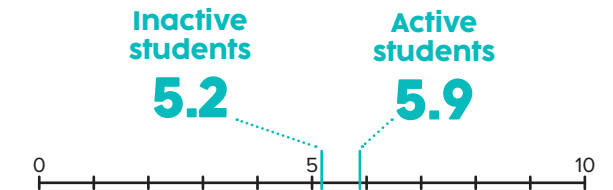
Strategic link

These barriers shaped the following strategy components:

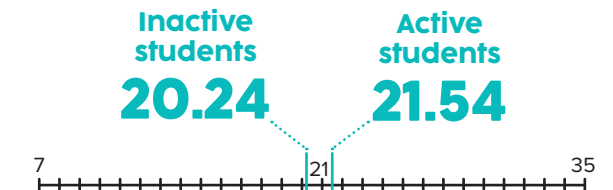
- **Flexible programming:** Initiatives like Get Active and Social Leagues provide low-barrier, casual participation options.
- **Time management support:** Addressed through wellbeing sessions and academic-life balance initiatives under Pillar 1.
- **Financial accessibility:** Reflected in Pillar 4, which supports affordable and responsible programme delivery.

Mental health & well-being

Average life satisfaction



Average mental wellbeing score



Strategic link

These findings reinforce the close link between physical activity and mental wellbeing. Pillar 1 prioritises wellbeing and integrates mental health support within sport programmes. Programmes such as the Talented Athlete Programme and Sports Employability Academy include mentoring and support aimed at building resilience and holistic development.

Our mission

To engage, develop and unite through sport and physical activity.

Our vision

To create an inspiring and inclusive environment where every student is empowered to grow and thrive through their sport and physical activity journey.



Our values



To actively encourage engagement and the development of partnerships and communities both internally and externally.



To develop an inspirational and inclusive student sporting community which will be built on pride, partnership, integrity and trust.



To provide a productive, affordable, sustainable sporting offer.



We will aim to be diverse, accessible and inclusive, by ensuring that we attract engagement from all parts of our university community, and increase participation levels.



We will aim to inspire and develop our students to realise their full potential, promoting high levels of ethical and professional behaviour, and helping to shape the professionals of the future.



Our aims

Develop and engage

To create a vibrant, supportive and inclusive sporting community to allow all to have ownership of their experience, engage in our programmes and achieve, whilst contributing significantly to our students' and staff's wellbeing.

Inspire and empower

To increase the levels of participation within sport and activities across the whole of the university community, adapting and creating life-long sporting and wellbeing habits, and an empowering environment.

Retain and sustain

To be embedded in our community and to create a lifelong affinity to QMSU sport, whilst investing in the sporting future at Queen Mary to develop a sustainable model for sport and our activities.

Desired outcomes

- Increase participation in sport and activities across our campus community, inspiring lifelong sporting and wellbeing habits.
- Develop our work with partners to increase sport and activity based opportunities for our students, developing them as individuals, and the wider university community.
- Enable students (and staff) to create an empowering environment for sport and activities, wellbeing, and improving satisfaction levels across all areas.
- Educate our students around the importance of sport and activity to improve our physical and mental health, as well as helping to build resilience and gaining skills for life after university.
- Develop a sustainable model of sport and activities at Queen Mary, by investing in our sporting future, creating a productive, affordable and responsible sporting offer which is inclusive and accessible for all.

Our strategic pillars

We have developed four strategic pillars and objectives which will enable us to achieve our overall aims. The pillars will help to support the University and Students' Union 2030 strategies and will play a vital role in helping to address some of the challenges faced in society today.

1

Enhance the student experience by promoting physical activity, wellbeing, and employability.

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2

Promote diversity and inclusion within our sports programmes.

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3

Strengthen community engagement and collaboration through sport.

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4

Ensure the financial sustainability and operational efficiency of our sports programmes.

Pg 23





Pillar 1

Enhance the student experience by promoting physical activity, wellbeing, and employability.

We are committed to ensuring all our students understand, value, and have access to activities that promote a healthy lifestyle. We will champion the importance of sport and physical activity at every opportunity when engaging with our student community and aim to support and develop our students' core competencies, aiming to increase their employment and

career opportunities post university life. We will also provide opportunities for students to gain additional qualifications and will seek to grow both internal and external partnerships to create pathways for our students to gain practical experiences, helping to ease the transition into graduate employment.

Our plan for success

Increase the percentage of students meeting recommended physical activity levels to improve their physical and mental health.

Enhance student wellbeing through increased sports participation and expanded support services.

Develop employability skills among students by integrating professional development opportunities within sports programmes.



Pillar 2

Promote diversity and inclusion within our sports programmes.

We will make sport and physical activity more inclusive and welcoming for all so that everyone can have confidence that there is a place for them in sport, by promoting women's and disability sport, championing diversity and looking to find investment for all groups. We want to help everyone get active, whilst also supporting our most

talented athletes allowing them to realise their full potential, regardless of background or location. We will also look to apply our knowledge and understanding of the positive links between exercise, nutrition, physical and mental health to improve wellbeing across our diverse student body.

Our plan for success

Increase participation of under-represented groups in sports programmes to foster a more inclusive sporting community.

Enhance overall satisfaction with sports facilities, programmes, and services among all student groups.

Expand targeted outreach initiatives to engage minority and under-represented student populations in sports programmes.



Pillar 3

Strengthen community engagement and collaboration through sport.

We will work with our internal and external stakeholders and partners to utilise sport as a vehicle for social development and change where possible, and will educate and share knowledge on the impact sport can have both locally and internationally.

We will create opportunities for our students to work as coaches, volunteers and mentors in the local community which will in hand develop educational opportunities for the young people in our local community using sport as the outreach vehicle.

Our plan for success

- Expand the number and quality of internal and external partnerships related to sports programmes.
- Increase participation and engagement across all sports programmes, with a particular focus on community involvement and inclusivity.
- Enhance the volunteer experience by increasing the number of opportunities for our students and volunteer hours contributed by sports programme participants.



Pillar 4

Ensure the financial sustainability and operational efficiency of our sports programmes.

We will look to embrace sustainable strategies across sporting operations, sponsorship, partnerships and student engagement. This will allow us to maximise financial performance while also making a positive impact for our students and within our local community.

We will focus on financial sustainability and operational efficiency by increasing revenue, improving scheduling and allocating resources more effectively. This will reduce costs and improve quality, creating a solid foundation for long-term growth and positive impact.

Our plan for success

- Increase revenue generation from sports programmes, facilities, and grants.
- Optimise resource allocation to reduce operational costs while maintaining programme quality.
- Improve facility utilisation through effective scheduling and programming.



See our full strategy
and our progress so far:
qmsu.org/strategy/sport

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**We Listen. We Act.
We Improve Students' Lives.**