



KING'S SPORT & WELLNESS

#FindYourPersonalBest

VISION

To connect with our communities to find their **personal best**.

MISSION

Deliver unique sport and wellness experiences, to unite our communities and optimise our people and the potential to achieve - to make the world a better place.

TARGET AUDIENCES

Our students. Our Staff.
Our Communities.
In service to a global society.



OBJECTIVES & IMPACT

1 UNIQUE

Deliver distinctive world class services & spaces.

- Inform, inspire, educate for active lives and living well, to grow resilience and high self-efficacy.
- Design insight and evidence led, integrated services that promote positive life habits and behaviors.
- Innovate to ensure universal equity of access to physical and digital sport and wellness opportunity.
- Provide world-class healthy campuses, with spaces that inspire and enable all students and staff.

2 UNITE

Bring people together through inclusive & transformative shared experiences.

- Champion inclusion, diversity and equality to level up engagement across unrepresented groups.
- Design positive, preventative & proactive activity to improve physical, mental, and social wellness.
- Commitment to exceptional experiences to build belonging to a thriving community.
- Active collaboration and co-creation in support of a future transformation of the King's experience.

3 ACHIEVE

To optimise our people & our potential.

- World leading sport and wellness department, core to university culture.
- Enable the success in attainment of education and extra-curricular aspirations for all.
- A whole-university approach to realise the potential of a healthy body and mind - to be at your best.
- In service to our society, committed to sustainable development, embedded at the heart of London.

STRATEGY 2025

- **Evolve to Sport and Wellness**, with a new visual identity to reflect our future delivery.
- **Elevate the role of Sport and Wellness** as core to University Culture.
- **Strategic University Stakeholder:** Strengthen relationships with Education, Professional Services and KCLSU.
- **Sport and Wellness Advisory Group:** to ensure we are accountable to the achievement of our vision and mission.
- **Staffing investment:** to grow programme capacity, extending reach across campuses and staff - in support of the staff wellbeing review outcomes, Organisational Development and Mental Health strategies as well as Students and Education Directorate.
- **One King's:** Close working relationships to work as one team, with integrated delivery across the university.
- **Level Up:** Support aims of widening participation and embedding inclusion in our delivery, with Widening Participation and Equality Diversity and Inclusion.
- **Demonstrate our impact:** on Health outcomes and Attainment - focus on staff and student success; developing our community of talent, ensuring they thrive and develop career readiness and resilience.
- **Global Partnerships:** with an international network across Higher Education, advocating for inter-relationship of Mind and Body and developing research in connection with our world-leading King's expertise.
- **Invest in digital:** Gain greater insight through connecting our digital systems (OpenPlay) to SITS, enhancing our digital journey and evolution of our hybrid personalised delivery.
- **External stakeholders:** NHS, Sport England, London Sport, Mayor of London, London Boroughs and Schools to grow impact, connection to London, diversify our income and secure funding.
- **Wellness Centre** at Waterloo, collaborating with our students and enhancing educational experiences through placements and joint-staff positions. As a pilot for future aspirations for a Guys Health Hub.
- **Indoor sport provision:** As the only Russell Group and London University without an indoor sports center, expand our offering at Honor Oak Park to meet the growing needs of our community.
- **Denmark Hill Campus** designing and delivering dedicated activity and gym space.
- **Active Environments:** Utilise flexible/multi-use space for increased place-based delivery across our campuses and Residence, within Faculty and Libraries and outdoor social spaces.
- **Community events:** Growth and promotion of events and campaigns (LGBTQ+ This Girl Can) and sport celebrations; King's Sport Alumni Weekend, Hall of Fame, BUCS Finals, Macadam Cup and Varsity.
- **Accountable in our actions:** Alignment to the United Nations Sustainable Development Goals, commercially and socially sustainable and responsible.

MEASURING OUR IMPACT

BENCHMARKS

What Works – Settling into King’s, Sport England Active Lives Suvey, King’s Sport Annual Insight Survey, University Mental Health & Wellbeing Survey.

UNIQUE

Total Engagement, 70%+ Active Community, Attitudes & Healthy Behaviours.

UNITE

Total Community, Social Integration, Community Belonging Equality Diversity and Inclusion.

ACHIEVE

Individual Aspiration, Wellbeing, Social Return on Investment / Social Capital.

CULTURE

Net Promoter Score, Customer Effort Score, Customer Satisfaction Scores, Operational Excellence.

VALUES

E&F Pulse Surveys, King’s Staff Survey.

VALUE PROPOSITION

Co-create inclusive and socially sustainable community services, operating world class facilities across healthy campuses, that are affordable and accessible - all enabled by a One King’s team ethos.

OPERATING CULTURE

- Exceptional institution
- Holistic approach
- Inclusive environment
- Best evidence: Insight application
- Meaningful connections
- Open mindedness and innovative

VALUES

To be one team, with our community at the heart of what we do.

- K** - Knowledgeable
- I** - Inclusive
- N** - Naturally Friendly
- G** - Growth Culture.
- S** - Stewardship

**‘Simple,
Nimble &
Efficient.’**

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CONTACT US

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