

# UL SPORT STRATEGY



**Delivering a pathway of sustained  
sports engagement and excellence**

# ULSPORT

IRELAND'S SPORTS CAMPUS

## VISION

Ireland's most active and healthy campus

## MISSION

Deliver the best and most inclusive university sport and wellbeing experience in Ireland in an environment recognised internationally as a centre of sports excellence.

## Values

- > Quality & Continual improvement
- > Provide an all-inclusive environment
- > Customer orientation
- > Innovators and pioneers of sport delivery
- > Self Funding Ethos



## Introduction

The strategic plan for UL SPORT (2017-2022) represents the development of a sport and wellbeing pathway for our campus community.

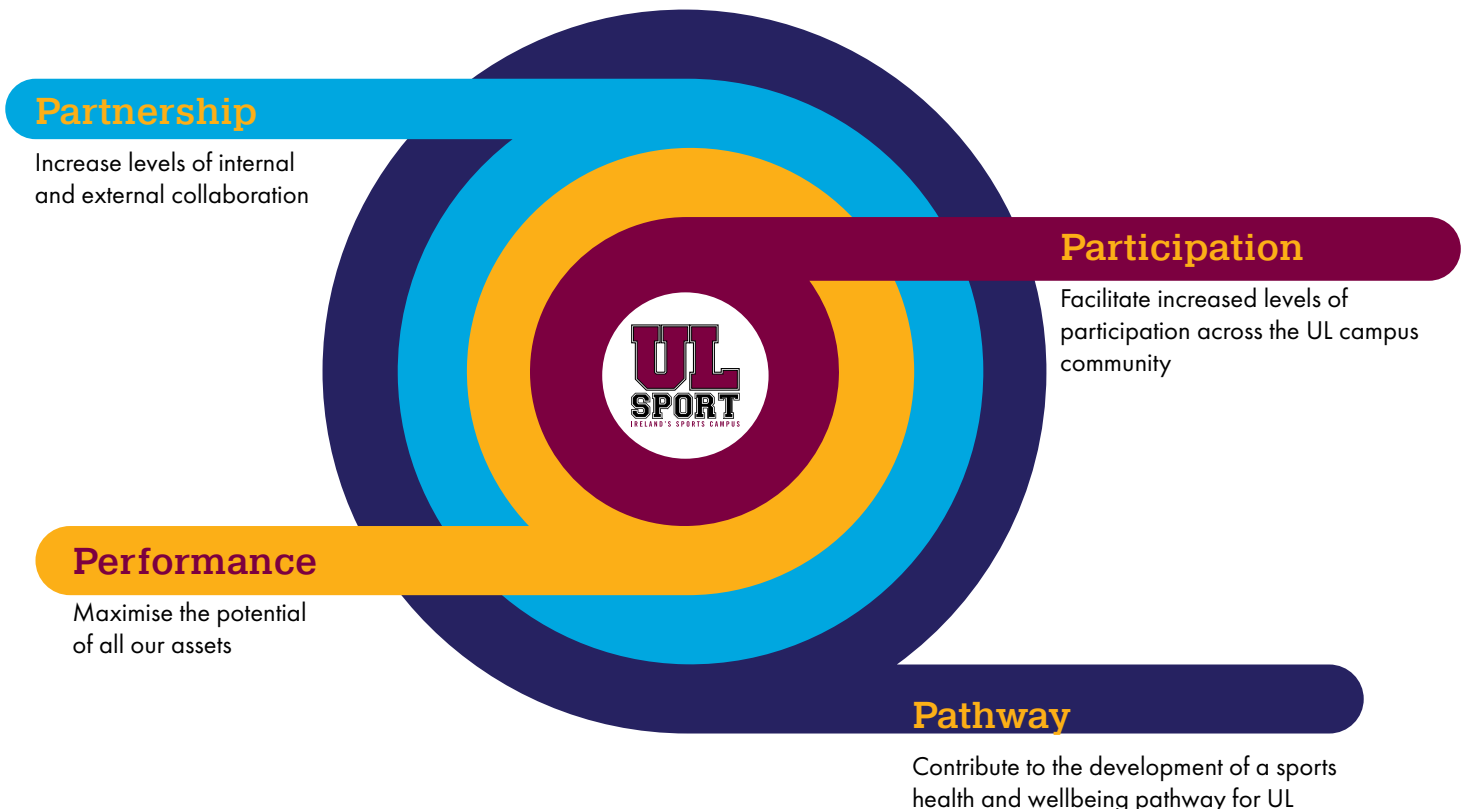
The success of UL SPORT to date is based on a culture of continuous improvement and maintaining our role as sport provision innovators. This has been achieved through the development of UL SPORT as an environment for quality and excellence across all our facilities and delivery programmes. Our capital expenditure programmes have delivered a portfolio of sports assets that have propelled the University of Limerick to the forefront of university sport provision. The Capital Development was funded on a partnership basis between Private Donors, Students, State and the University. This is further enhanced by the development of a number of strategic sports partnerships on campus that have contributed further to UL SPORT's international profile.

UL SPORT has always adopted a leadership role in sport provision. The next phase of our strategic progression will continue to focus on UL SPORT as pioneers of student sport and wellness provision. It is our ambition that sport and activity will become even more embedded across our campus as we work with our campus partners to create Ireland's most active and healthy campus. This will be achieved through continued collaboration and a commitment to fostering new partnerships across the campus.

The success of UL SPORT is grounded in an ability to cater for a diverse range of user groups, of all abilities and interests. From Olympic athletes to recreational sports enthusiasts, the strategic plan for the next five years is focused on delivering a quality user experience regardless of ability or activity. A programme of continuous investment in systems, processes and facilities will underwrite the achievement of our ambition for UL Sport between 2017-2022 as we progress along the pathway of UL SPORT, rich with tradition, achievement and engagement with all our user groups.

UL Sport recognises the role it will play in the coming five years in contributing to the strategic aims of UL. In fulfilling this role UL Sport will deliver this ambition through the four operational principals of;

1. **Partnership**
2. **Participation**
3. **Performance**
4. **Pathway**



# A New Era of Sport at the University of Limerick Ireland's Sports Campus

To date over €50 million has been invested in Sports Facilities. In 2015, in response to increasing demand for additional and wider range of sports services UL Sport, put in place a Sports Development Plan 'A New Era of Sport at the University of Limerick' to further expand the campus sport infrastructure. The plan has been particularly guided by the University's Strategic Plan and will make a significant contribution to meeting infrastructural national and regional sport's needs. The plan identifies twelve (12) new projects with an estimate capital cost of €36 million.





**Delivering a pathway  
of sustained sports  
engagement and  
excellence**





# 1

## UL SPORT EXPERIENCE

**GOAL** Create a distinctive campus wide SPORT, HEALTH AND WELLBEING experience

**AIM** Increase the levels of sport and activity engagement among the UL student, staff and campus community ensuring everyone is provided with an opportunity to participate in sport, health and wellbeing activities.

### Strategic Objectives

1. UL Sport will develop the student sport experience to increase the level of regular engagement in student sport activities through UL Clubs and Societies.
2. UL Sport will be the leading contributor to the objectives of creating a healthy campus working with our campus partners.
3. UL Sport will adopt an advocacy role to promote increased participation among students and the campus community to embrace sport and active participation opportunities.
4. UL Sport will develop its customer and quality experience approach to attract and retain users of all facilities.



### Strategic Objectives

1. UL SPORT will develop a strategic partnership model to capitalise on synergies that exist with key partners such as PCC to realise new event opportunities.
2. Develop an increased alliance marketing approach through UL central marketing structures and increased marketing activity with PCC to develop the profile of UL SPORT as an international event host facility.
3. Engage with our partners across UL to develop innovative approaches to work with university talent, resources and amenities promoting sustained sport and wellbeing activity throughout the year.
4. Examine new participation and event opportunities through niche sports and service provision to open UL SPORT facilities to potential new audiences.
5. UL SPORT will continue to support access to sport and activity for all our community through our relationship with schools, disability groups and specialist sport activity providers.

**GOAL** DEVELOPMENT OF UL AS AN ALL YEAR ROUND SPORTS CAMPUS

**AIM** UL SPORT will maximise the capacity of all resources and optimise the use of its facilities throughout the year.

## ACTIVE CAMPUS 2

# 3

## INVEST IN THE FUTURE

**GOAL** INVESTMENT IN THE QUALITY OF OUR FACILITIES AND PROGRAMMES

**AIM** UL SPORT will invest in quality delivery through a programme of investment and refurbishment of key assets that contribute to UL SPORT's status as a centre of sports excellence.

### Strategic Objectives

1. Engage in a programme of investment that prioritises the refurbishment and enhancement of existing facilities that are core to all UL SPORT activities.
2. Incorporate technology to enhance the user experience of UL SPORT facilities.
3. Implement the capital expenditure programme for new sports facilities across the UL campus.
4. Undertake a facility capacity management programme to account for increasing demand across all facilities and future ability of UL SPORT to cater for increasing student and campus numbers.



### Strategic Objectives

1. Continue to develop UL Sport as an internationally recognised High Performance Centre based on existing High Performance sport partnerships.
2. UL SPORT will support the multi-disciplinary research approach to sport and health that will contribute to UL's international High Performance reputation.
3. UL Sport will work with UL departments to ensure the university is the first choice for third level education among high performance athletes.
4. UL SPORT will examine new centre of excellence opportunities to be located at UL SPORT across team and individual sports.

**GOAL** SUPPORTING SPORTS EXCELLENCE

**AIM** UL SPORT will be a national centre for sports excellence with an international profile developed through the provision of high performance supports and facilities.

SPORTS  
EXCELLENCE

# 4