

BRITISH UNIVERSITY COLLEGE SPORT

Last week the Chair of UCS, Stew Ross, issued a briefing/FAQ document on the soon to be formed British University College Sport (appendix 1). This is a welcome development though it will have deep and far reaching consequences for how HE sport and physical activity is structured, funded, promoted and delivered across the UK. The resonance of this on SUS is clear.

Over the next several weeks there will be opportunity to shape the direction of BUCS, and particularly its remit/role in Scotland. Key stages will be:

- o Influencing Structure ~ Jim Aitken has been invited to join the structure review panel on 24 April (London) ~ this is a mix if UCS/BUSA staff who are charged with the responsibility of looking at the Committee Structures and local delivery of BUCS.
- o Meeting with Ed Smith (Chair, BUCS) ~ efforts are being made to meet up with ES as soon as possible, and likely around the BUSA rowing regatta in early May (2-5th @ Strathclyde Park) ~ this could involve the entire SUS Exec, or a subset thereof, but with the primary purpose of negotiating a compromise fee structure for Scottish HEIs (this will hopefully deflect the issue of double payments into SUS and BUCS) This will not be an easy exchange and SUS may have to be prepared in return for a reduced fee structure or re-charge arrangement) to take responsibility for delivering some of the BUCS programme in Scotland.
- o Meeting with Karen Rothery (CEO, BUCS) ~ we have been invited by BUSA to support part of Karen's induction programme (likely on 12 and/or 13 May) ~ this will afford us a valuable chance to brief her on SUS' outstanding work to date ~ SF is drafting the programme for KR's visit.
- o UCS/BUSA AGM on 13 June ~ this is a must for Directors/AU Presidents ~ and gives us the chance to become involved in, or to comment on, the BUCS structure. Full attendance is imperative.

SUS Executive is asked to:

Item
o How SUS might interface with BUCS structurally;
o What fee structure we might want to see when BUCS comes into being (for discussion with Ed Smith/Karen Rothery).

APPENDIX 1 ~ Letter from Stew Ross

Update to UCS Members on the New Organisation ~ issued on 9 April

I wanted to write to you to provide a further update on the development of the new organisation. As you will realise the activity of your Executive this year has inevitably been focused on the key milestones needed to be achieved as we move towards the new body and I have set some of that progress out below. However, we have sought to keep it business as usual and I have highlighted here a few items such as the forthcoming networking day and conference for your information.

New Name

I hope that by now most of you will have seen the announcement of the name for the new organisation – British University College Sport. Developing a satisfactory name for the new body was quite a challenge and one that we grappled with for quite some time, the Executives of both organisations and the Chairman of BUCS were happy that this said enough about what we are (there are a good number of Higher Education institutions called “college”), it has an abbreviated form that can work (BUCS) and it has enough “marketable” qualities. Work is now underway to produce a logo and associated material, including a website, so that as BUCS takes over the portfolios of BUSA and UCS, it develops a distinctive brand.

Membership of BUCS

You will have also received an invitation to join the new organisation, which has been sent to all Sport and Recreation Departments, Athletic Unions and to Vice Chancellors (or equivalent CEO). This needs to be returned to the BUSA office by 30 April 2008, specifying who the representative of the students will be, who the staff representative will be, and duly authorised by the Vice Chancellor.

Board and Executive Appointments

An invitation to join the Board of BUCS has been sent out via the BUSA and UCS communication media, and we hope to have completed this process by early May. As set out in the Articles for BUCS, the Nominations Committee will recommend to the AGM the most appropriate Board appointees. In May, in advance of the AGM, we will be inviting members to stand for election to the Executive Group, which will include 4 non-student officers. If you are interested in standing for a position, I or the BUCS Chairman, Ed Smith would be happy to discuss this further with you.

Regional Developments

There has been significant regional activity as the development of the new body unlocks engagement of partner organisations, members will see there is a growing agenda here which will need leadership and coordination from BUCS. I am delighted to report that colleagues in the North West have been successful in securing funding to support a regional officer post for BUCS, working on an ambitious agenda. This post will be going to advert in the coming months. Yorkshire have also recently submitted a substantial bid to Sport England and HEFCE to develop a range of projects which we hope will include a staffing infrastructure and is in partnership with Yorkshire Universities organisation. Finally, SUNNE project continues to go from strength to strength and our colleagues in the NE were able to announce the successful award of a £1million over 3 years from HEFCE to further develop their ambitious programme.

Budget and Membership Fees

Over the past month, a considerable amount of work has been going on behind the scenes to produce a draft budget for the inaugural year of BUCS, and this will go before the BUCS AGM on the afternoon of 13 June, for your approval. Discussions have of course taken place among your Executive Board, as well as with the assembled regional chairs on this matter. Details will follow, but we had promised to let members know what budget would be required to affiliate next year at the earliest opportunity and so I am including information on this here.

This is a transitional year and although a single invoice will be sent to each member institution, it will include a breakdown based on the current BUSA and UCS strands of

activity, this arrangement was requested by members at the AGMs in 2007 for transparency; in the 2009/10 year there will be just one total for each institution to pay.

The Boards have agreed that the membership fees for next year will be increasing to support the development of the new body, for the UCS strand of activity, for most institutions it will be £630 for the coming year, which will be collected in the summer of 2008. We are aware that this is an increase for some members of UCS, but believe that it will enable the new organisation to fulfil the potential we all know is there for a unified HE Sport body. Further information has been attached here for member's reference.

Annual General Meeting and Awards Evening

Friday 13 June is an important date for our organisation and one I would urge you to place in your busy diaries. In the morning we will hold the last AGM of UCS and then, in the afternoon we will have the first AGM for BUCS, which will include the election of officers and approval of the recommendations to the Board. This will be an opportunity for you to meet the new Chief Executive for BUCS, Karen Rothery, as well as the BUCS Chairman Ed Smith (though I know Ed has already met some of you on his travels around UK Universities). The awards dinner in the evening will be a celebration of the achievements of both UCS and BUSA, recognising the special contribution made by people to the sector, and will be a launch party for BUCS. There is limited capacity at 1 George Street so please book early to avoid disappointment.

NASS

The second NASS survey was undertaken at the end of 2007 and there was a great response with 25% more institutions and 25% more respondents completing the lifestyle survey, (over 30,000 students responded which was an excellent achievement). The executive summary of the report will be released in May with the full report being available to members at the same time.

Networking Day

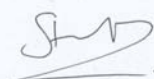
The health & fitness, sports development, marketing and PASS networks have come together to deliver a joint networking day on Monday 19th May at Nottingham Trent University (Clifton Campus). The theme for networking day is 'Preparing 4 Welcome Week'. There will be plenty of opportunities to share good practice and network through a number of breakout sessions. Topics for breakout sessions include; how to get your message across, managing fitness suite induction's, how to effectively manage your talented athletes, athletes needs analysis, recruiting the right coaches for the right places & welcome week. The session will be aimed at sports development staff, fitness suite managers & marketing staff who would like to increase participation in sport and physical activity. Places are limited and are on a first come first serve bases. For further information contact karen.boag@ntu.ac.uk.

BUCS Annual Conference

Work is well underway to organise the BUCS Conference which will take place at the University of Sussex, 24 - 27 June 2008. Please put this in the diary for you and your staff and we will be providing early notification of the programme for your consideration in the coming month or so.

Can I take this opportunity to thank you all for your continued support in this period of transition. I hope that by June 13th and the inaugural AGM we will be in a position to hit the ground running and start to have the impact on the sector that we have all hoped for as a result of the new body. If as a result of this note you have any queries please do contact either your regional chair or any of the executive including myself and we would be happy to clarify any issues or explain further.

Kind regards



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UCS Chair
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MEMBERSHIP FEE Q & A

Why have we put the membership fee up for UCS members and what is the added benefit from this increased charge?

The development of the new organisation provides an exciting opportunity to realise long held ambitions to improve the quality of service provided to university departments as well as leveraging in external funding to support activity delivered by members locally and regionally.

We understand members will ask what types of change might be expected as we move forward? We have produced a vision document which lays out our aspirations, a further copy of which has already been sent out and which appears on the UCS website. However, to illustrate what this may mean in a practical sense, the attached appendix sets out some examples of the potential added value of BUCS. These initiatives are listed in line with the stated aims of BUCS so that the alignment of the activity can be demonstrated to you.

It is very early days for us and we are still developing our detailed operational plans so inevitably there is an element of trust here. However, we are creating a new single body for HE Sport, it will be led by a highly qualified and influential chair with a commercially focused and dynamic new chief executive officer. Members can expect a step change in the levels of marketing and service relating to their activities and immediate impact in the way in which we engage at local regional and national level with our stakeholders and partners.

Why has it been structured so that we receive one invoice but with a separate charge identified for the old UCS and BUSA elements, when we have one new body?

This is a one year only exercise. In line with the agreements reached in 2007 by both BUSA and UCS AGMs some continuity of charging regimes is being maintained, with the intention that we are transparent about the way in which the total charge for fees of the body are constructed in this first year. From 2009 there will be one charge.

Will 'BUSA' members have to pay the 'UCS' element of the BUCS charge?

There will be a very small number of institutions who have not engaged in the non-competitive side of sport in HE (UCS) before, so it has been agreed that in the first year there will be a sliding scale for this element of their membership fee, to enable a transition. The contribution will be based on the degree to which institutions have been engaged in recent years in BUSA. Any current BUSA institution paying more than for example:

- £5,000 in affiliation fees ~ £630
- £3,000 in affiliation fees ~ £315
- Less than £3000 in affiliation fees ~ £150
- Less than £1000 in affiliation fees ~ £0

What is the timescale for the subscription process?

The charges communicated here have been endorsed by both UCS and BUSA executives. These charges will require endorsement from the BUCS AGM, in June 2008, but we have tried to give people sufficient notice of their subscription for budgeting purposes.

ADDED VALUE DERIVED FROM NEW ORGANISATION ALIGNED TO THE NEW STRATEGIC AIMS

Excellence in high quality performance sport infrastructure

- Development of a BUCS marketing team with a new senior appointment leading on high impact marketing strategy.
- Development and implementation of UK wide marketing and communications strategy raising the profile of HE sport.
- Support of home nation and regional communication and marketing activity.
- Improved and enhanced interactive web service to all members with best practice areas to enable members to raise standards of delivery in key areas of work.

Amongst the best HE-based competition structures in the world

- Development of specific proposals to drive development of regional and home nations activity, seeking to support members develop participation and local competition opportunities and facilitate improved communication and sharing of best practice.
- Assessing the viability of extending regional staffing through pilot projects building on SUNNE model.
- Continued review of the competitions structure to ensure alignment with player pathways in partnership with NGBs.
- Enhanced web services for competition programmes to improve customer interface and response.

A leading player in innovative sports development

- Potential employment of a national sports volunteering officer to lead the development of an HE strategy, best practice models and quality assurance across regions subject to funding partners.
- Potential employment of national disability post to lead the development of an HE strategy for disability sport and provide best practice guidance for the sector in this important area. (Note: in partnership with "Podium").
- Potential development of healthy campus programme seeking to lead the development of an HE strategy for interventions to raise participation in sport subject to funding partners.

Promoting effective development of University Sport

- Appointment of an influential Chair and a commercially experienced CEO to professionally lead the development of the organisation and leverage funding for further development.
- Production and implementation of an ambitious new commercial strategy for HE Sport.
- Enhanced conference and networking opportunities focusing on adding value to professional development of members at all levels.
- Demonstrable higher level engagement with government and associated agencies with specific aims to work in partnership at UK and home nations level to leverage resource for the sector.