



Embedding Physical Activity into Student Life

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Physical Activity & Sport Strategy



THE GOAL:

**ENABLE & EMPOWER EVERY
MEMBER OF OUR COMMUNITY
TO DO**

**150 MINUTES
OF EXERCISE PER WEEK**

In line with the recommendations of the
Chief Medical Officer (CMO)



Strategy Continued...





SO, WHAT NEXT?

HOW WE'LL DO IT

Empowering every member of our community to undertake 150 minutes of physical activity per week will require a holistic effort across multiple areas of work. Our work will be underpinned by our values of:

COLLABORATION | INNOVATION | INTEGRITY | EXCELLENCE | RESPECT

Here are the key objectives for how we'll do it:

PHYSICAL WELLBEING

Positively impacting wellbeing by developing a comprehensive package of physical activity programmes.

ACTIVE

Making an active lifestyle accessible, sustainable and rewarding for every member of our community.

ACTIVE CURRICULUM

We aim that in all learning sessions students do not remain sedentary for more than 60 minutes.

IMPERIAL ATHLETES

To deliver the best experience and foster lifelong memories for our student athletes and clubs.

INFRASTRUCTURE

Developing spaces, services and equipment in line with the expectations of our community.



National Landscape



- Active Lives Survey (Nov 2023 – Nov 2024), adults aged 16+
- **63.7%** adults were **physically active** (0.3% increase on previous year)
- Of those who were active, 70% of 16 – 34-year-olds were active
- Men and women physical activity levels have both increase but **women are generally less active** than men
- Those with a **disability or long-term health condition are considerably less active** 48.5% compared to 68.9%
- There's a **positive association between physical activity & mental wellbeing** – some activity is good, more is better
- Individual development (employment opportunities) – increase with physical activity levels

Imperial Landscape

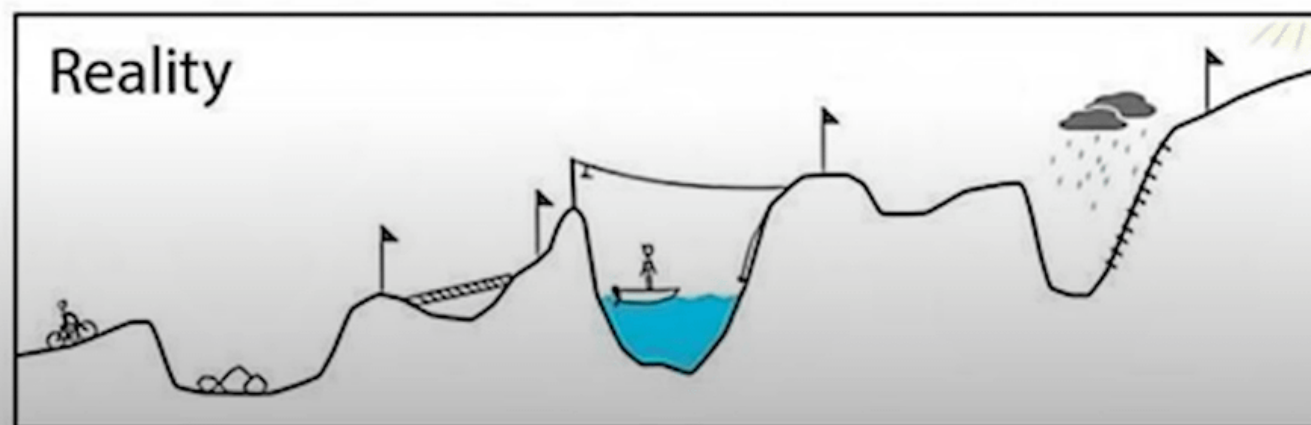
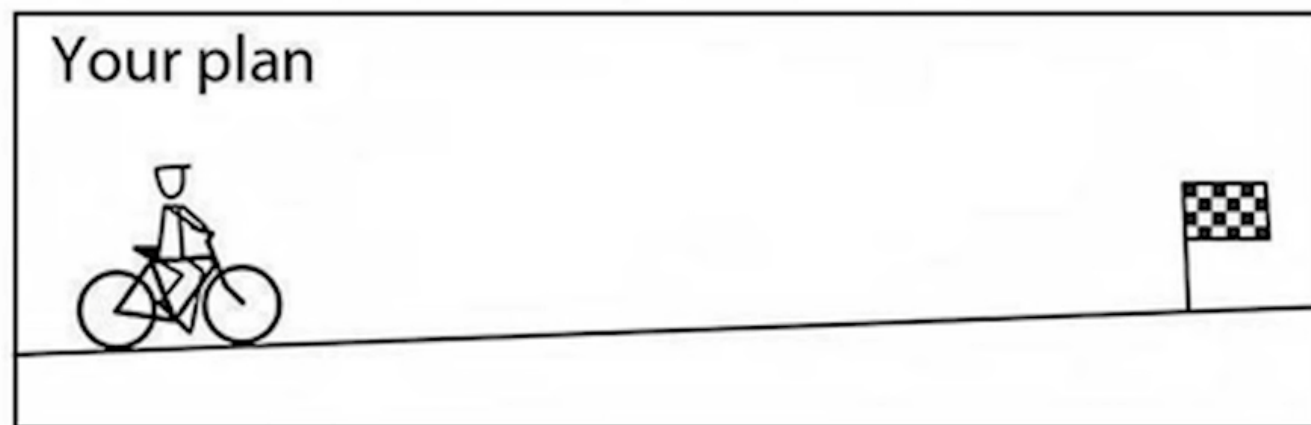


Physical activity

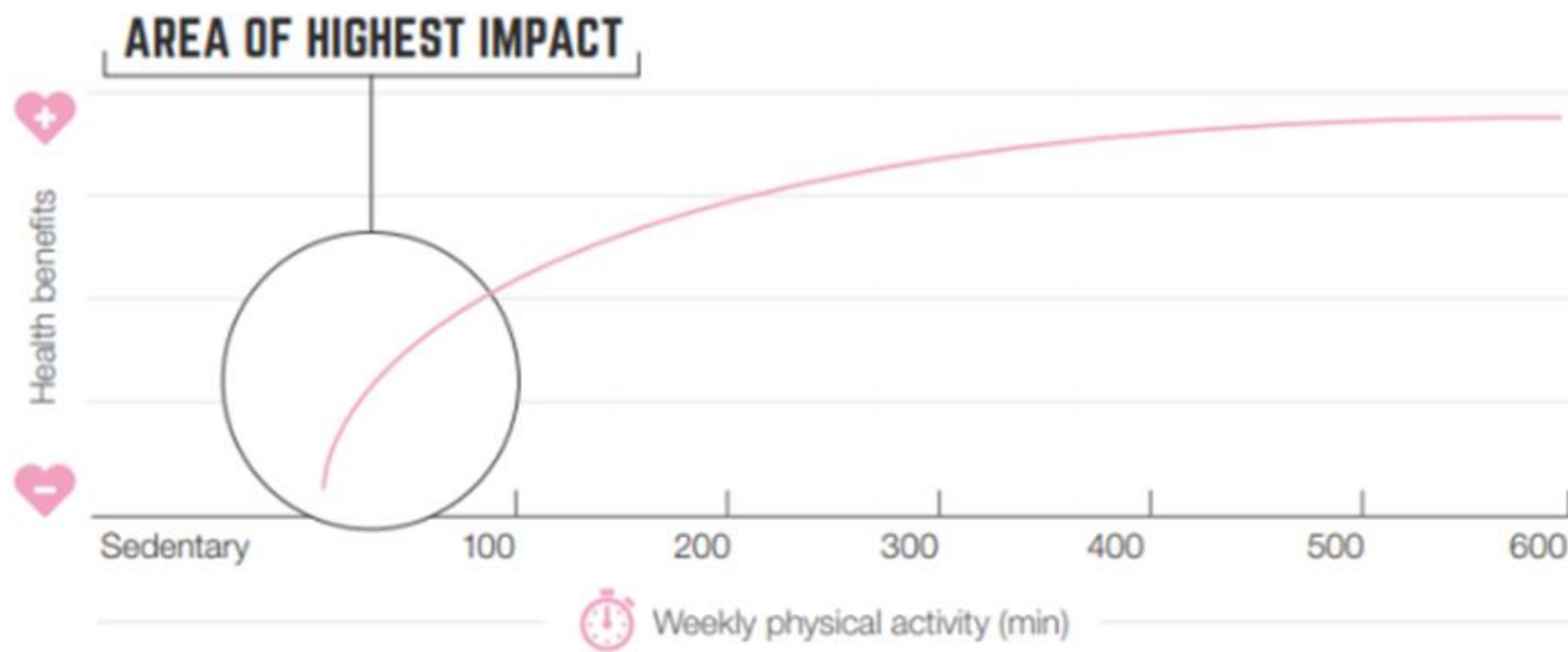
- 73% of students achieve 150 mins or more physical activity per week, increase of 8% from last year
- Barriers to getting active:
 - Time
 - Finances
 - Suitable facilities
 - Balancing being active alongside studies



The Journey



Why does it matter?

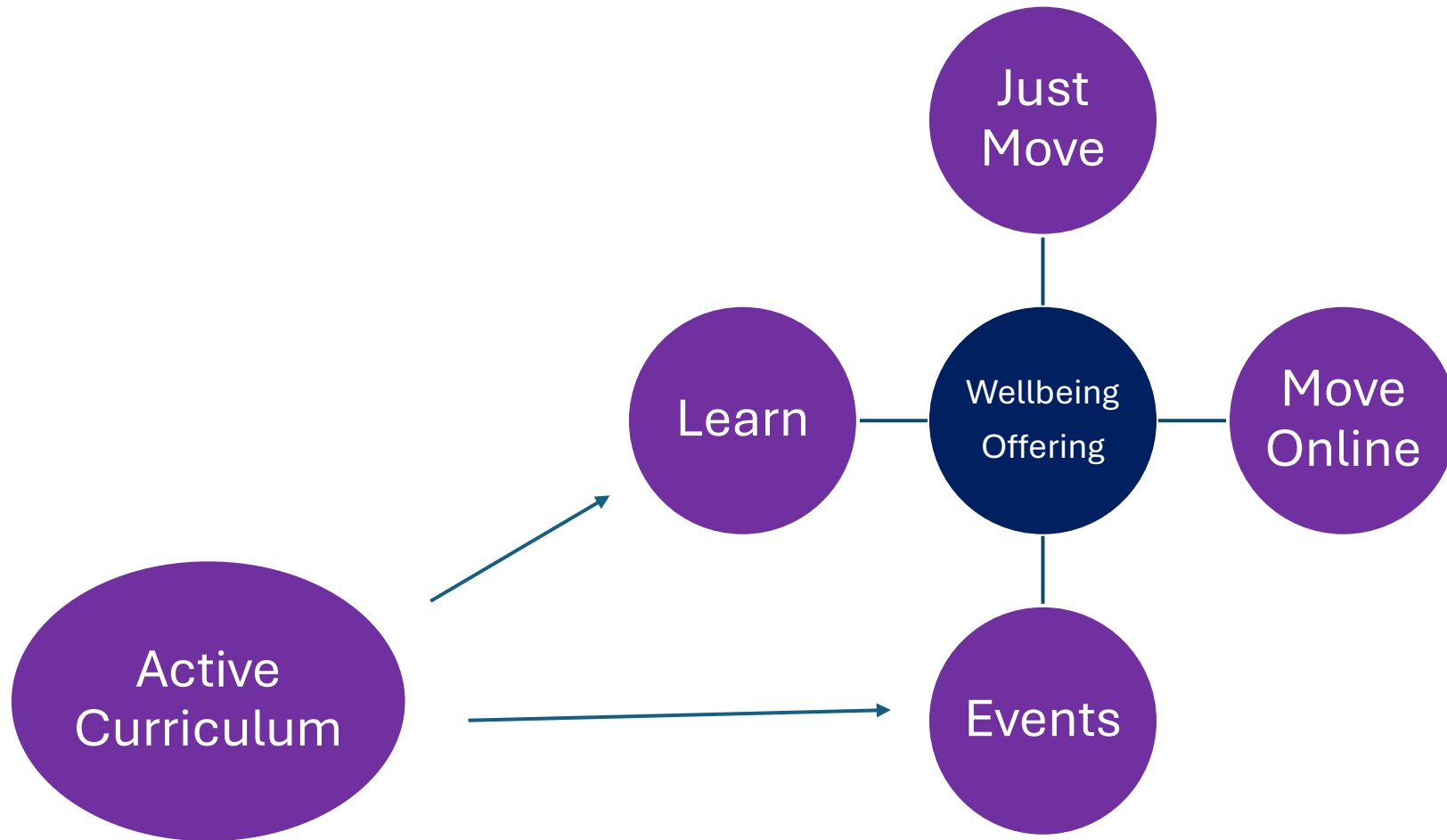


Why does it matter?

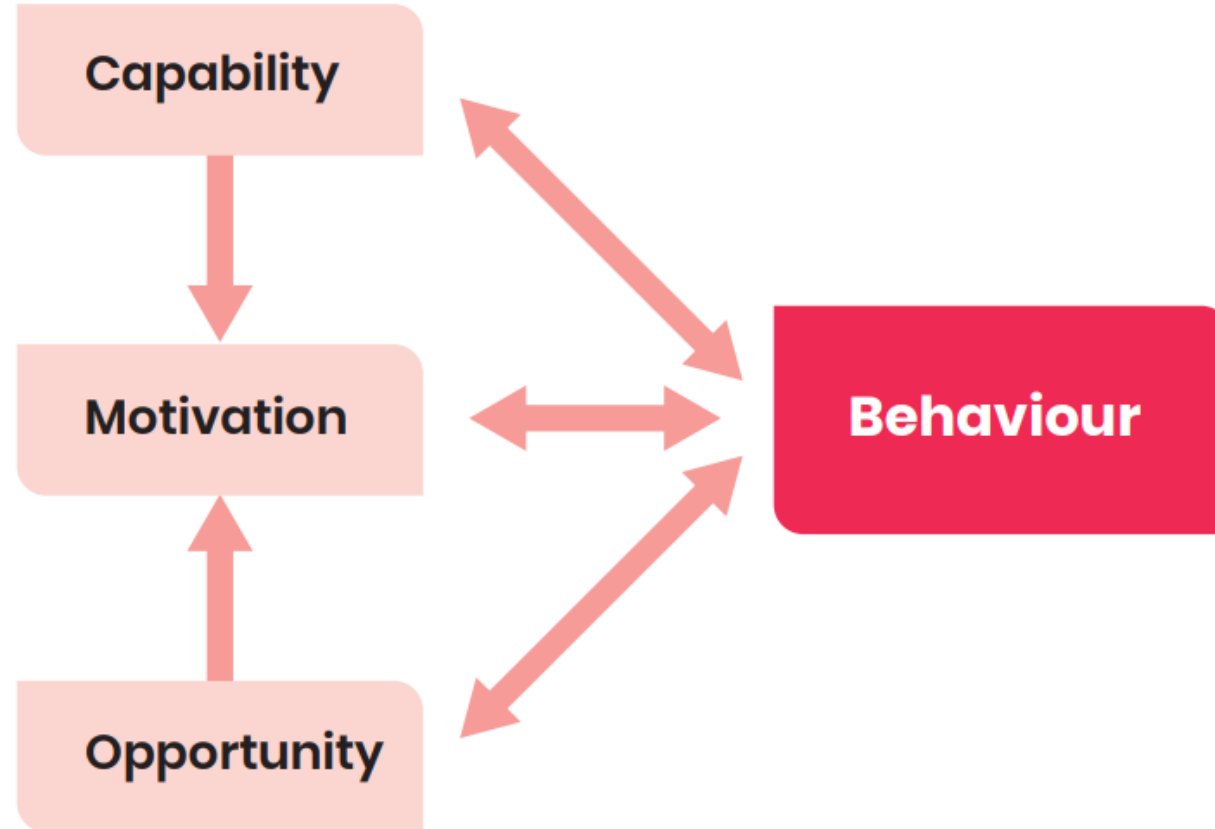


- Improves mental health – reduces symptoms of anxiety and depression (Schuch, Vancampfort, Firth et al., 2018)
- Improves mood and emotional wellbeing (Reed & Buck, 2009)
- Contributes to stress management (Salmon, 2001)
- Supports cognitive function, memory & attention (Erickson, Hillman & Kramer, 2015)
- Improved sleep quality (Kredlow, Capozzoli, Hearon et al., 2015).

Framework of Delivery



The COM-B Model



Strategies



Time

- Drop-in sessions / shorter sessions
- Spaces near students
- No commitment
- On-demand
- Schedule around learning
 - Lunchtime
 - Evening
 - Weekend

Finances

- Free activities
- On-campus sessions
- Provide equipment
- No strict clothing protocol
- Freebies to get people moving & active
- Work with departments to subsidise costs

Balancing studies & activity

- Pop-up activities
- On-demand services
- Virtual challenges
- Delivery spaces
- Benefits of physical activity / reframing the message
- Partnerships with dept / services
- No commitment
- Movement snacks – trial with student shapers

Targeted programmes / interventions



- Insight-led approach
- Move Her Way – female participation in sport & physical activity
- Widening Participation Residentials
- Disability Advisory Service
- Pilot – Active Residencies
- Exam Season Campaign – Stress Less



Other Strategies



- Non-traditional spaces & activities
- Align with National Campaigns
- Social element
- Welcome week
- Student Activators – peer to peer engagement
- Partner with other wellbeing services across Imperial
- Link to educational benefits





Questions?

Contact us:

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References



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