Loughborough University

LOUGHBOROUGH SPORT



GREATNESS HAS NO LIMIT

LOUGHBOROUGH SPORT STRATEGY 2026-2031

OUR VISION

To be a world-leading multi-sport organisation, globally recognised for our impact on sport at every level.

Powered by the full strength of Loughborough University, we inspire and empower people to reach their full potential through the power of sport.

OUR PRINCIPLES

Two strategic principles guide every decision, every investment and every action we take.

ALWAYS RAISING THE BAR

Our drive to continuously improve the quality, ambition and impact of everything we deliver.

SHAPING THE FUTURE

Our promise to develop the people, practice and ideas that will influence the future of sport.

OUR FOUNDATION FOR THE FUTURE

Built over decades of sporting achievement, Loughborough has become one of the world's leading multi-sport environments.

A place where education, research, participation, high performance and professional sport come together.

Where sport helps students find belonging, build confidence and get more from their university experience.

Where athletes, coaches, volunteers and staff develop, gain exceptional experience and perform at the highest level.

Where pathways lead from participation to elite, professional, international, Olympic and Paralympic sport.

And where generations of graduates leave with the skills, networks and ambition to build successful careers and become lifelong ambassadors for the University.

OUR STATS

Loughborough Sport
Data 2025/2026

21 Elite performance teams supporting **850** performance athletes with **10** national governing bodies on campus and **5** Lightning women's franchises.

3,000 students study sport-related subjects.

120+ Loughborough-linked athletes and staff were part of the Paris 2024 Olympic and Paralympic Games contributing to a total of **35 medals.**

12,600+ students participating in University-led sport and physical activity.

10,300+ students are Loughborough Sport members of which **9,000** use our campus gyms.

6,200 join one of our **60+** athletic union clubs and 5,500 represent the university at BUCS where we've been champions for **45 Years** supported by student coaches and volunteers logging **100,000+ hours.**

OUR NEXT CHAPTER

Greatness is not a destination reached at graduation, the completion of a project or the achievement of a single goal. In sport there is always something to chase, another level to reach and another standard to set.

Greatness is a mindset.
A commitment to keep learning, improving, striving and evolving.

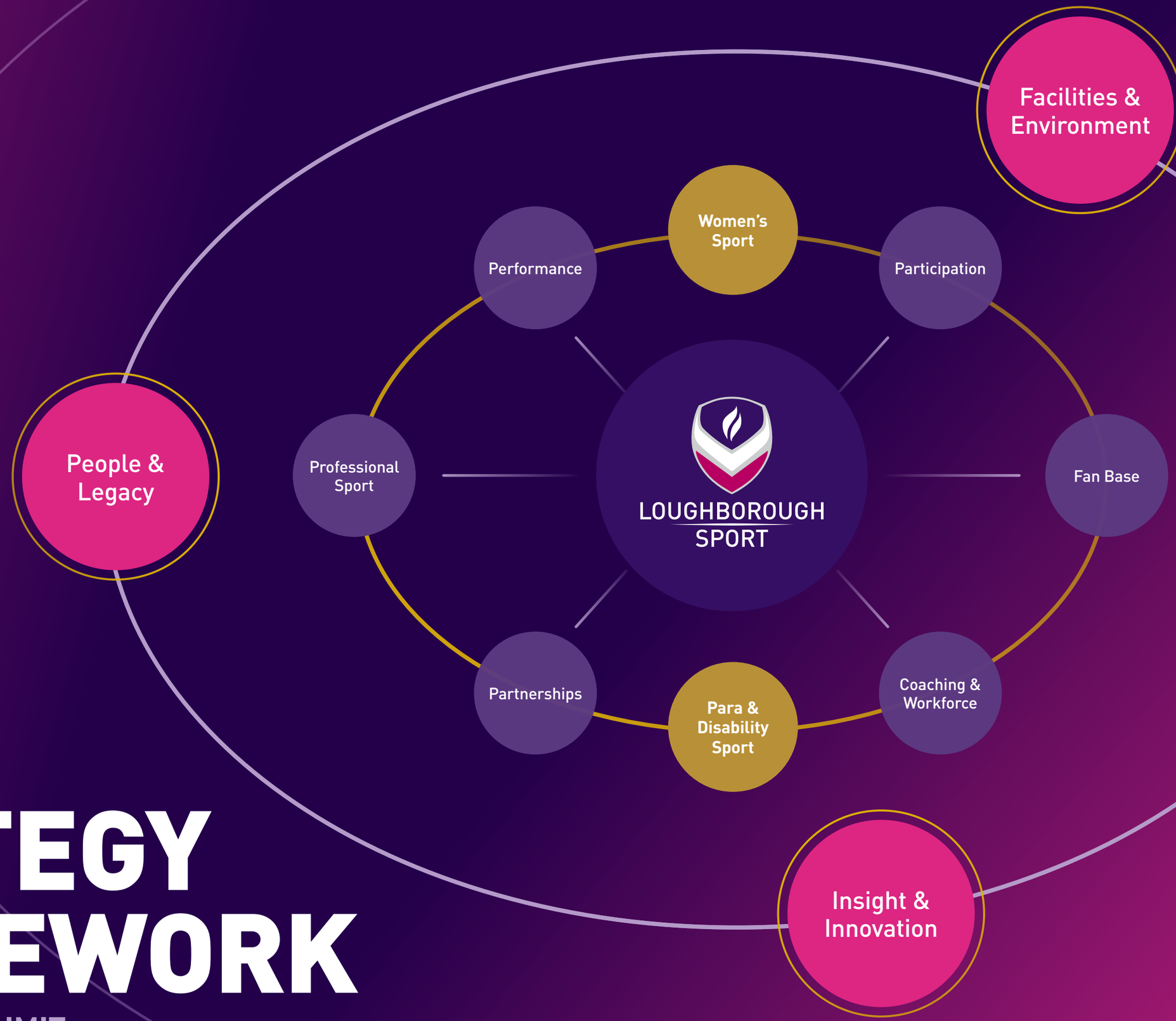
That mindset connects the student arriving on campus for the first time with the alumni returning years later. It connects the athlete pursuing marginal gains with the researcher seeking the next breakthrough. It unites our coaches, volunteers, practitioners, staff, partners and supporters in a shared ambition to achieve more than they thought possible.

As the Loughborough community grows, we will continue to lead from the front, creating an environment where more people pursue greatness and contribute to a legacy that inspires generations to come.

As we look ahead to 2031, our focus is on defining what a truly world-leading multi-sport organisation can achieve, building on our strengths, challenging ourselves to achieve more, and creating even greater impact for our students, athletes, partners and sport at every level, because **GREATNESS HAS NO LIMIT.**

OUR STRATEGY FRAMEWORK

GREATNESS HAS NO LIMIT



OUR STRATEGIC PRIORITIES

Where we will focus our energy, resources and expertise. They represent the areas of greatest opportunity for us to strengthen our impact, build on our leadership position and deliver meaningful outcomes for our students and athletes.

- Performance
- Participation
- Professional Sport
- Fan Base
- Partnerships
- Coaching & Workforce

ELEVATE PARTICIPATION

Create the world's most active student community.

WHAT WE WILL DO

UNDERSTAND OUR STUDENTS BETTER THAN ANY OTHER UNIVERSITY

Use student voice and insight to understand the motivations, behaviours and needs that drive participation.

SHAPE THE WORLD'S MOST ACTIVE CAMPUS ENVIRONMENT

Embed sport, physical activity and active wellbeing into everyday campus life.

CONSTANTLY EVOLVE OUR OFFER FOR EACH GENERATION

Create experiences that respond to changing lifestyles and expectations.

MAKE PARTICIPATION A DEFINING PART OF THE STUDENT EXPERIENCE

Create inclusive opportunities that build friendships, strengthen belonging and create a stronger community.

SPARK A LOUGHBOROUGH FAN MOVEMENT

Create the most distinctive university sports fan culture.

WHAT WE WILL DO

MAKE SUPPORTING LOUGHBOROUGH SPORT A DEFINING PART OF THE STUDENT EXPERIENCE

Build a culture that creates a shared sense of pride, belonging and Loughborough identity.

BUILD A LIFELONG CONNECTION THROUGH THE LOUGHBOROUGH SPORT FAN JOURNEY

Create experiences, traditions and opportunities that build lasting connection for the Loughborough badge.

DELIVER THE BEST UNIVERSITY SPORT FAN EXPERIENCE

Set the standard for university sport fan experiences through unforgettable events, matchdays and moments.

TURN FANBASE AND SUPPORTER GROWTH INTO SUSTAINABLE VALUE

Harness the power of our growing fan community to attract students, strengthen our partnerships and maximise commercial opportunities to drive future growth.

ADVANCE COACHING & WORKFORCE DEVELOPMENT

Create a workforce that will lead the future of sport.

WHAT WE WILL DO

ATTRACT THE NEXT GENERATION OF LEADERS OF SPORT

Bring outstanding students, coaches, volunteers and staff to Loughborough.

DEVELOP THE FUTURE SPORT WORKFORCE

Equip talent with the skills and expertise needed to drive meaningful impact across sport.

ACCELERATE CAREERS ACROSS SPORT

Provide unrivalled opportunities, experiences and developmental pathways that enable people to progress and succeed at every stage of their career.

STRENGTHEN REPRESENTATION ACROSS THE SPORT WORKFORCE

Create pathways that widen access to coaching and careers in sport, ensuring the workforce better reflects the communities it serves.

CREATE POWERFUL PARTNERSHIPS

Build a valuable and globally influential partnership network.

WHAT WE WILL DO

BUILD A PIPELINE OF TRANSFORMATIONAL PARTNERSHIPS WITH LEADING ORGANISATIONS

Create a targeted pipeline of partners aligned to our objectives and ambitions and with the potential to create meaningful impact through sport.

SUPERCHARGE OUR PARTNERSHIP SYSTEMS

Build the capability, insight and infrastructure needed to maximise the value and impact of every partnership.

CREATE PARTNERSHIPS THAT ONLY LOUGHBOROUGH CAN OFFER

Bring together our unique strengths to create distinctive partnerships.

CONVERT RELATIONSHIPS INTO SUSTAINABLE INVESTMENT AND INFLUENCE

Turn relationships into long-term partnerships that generate investment, extend our influence and support the future growth of Loughborough Sport.

ADVANCE PROFESSIONAL SPORT

Set the standard for dual-career athlete development, combining sporting excellence with academic and professional success.

WHAT WE WILL DO

BUILD A PROFESSIONAL SPORT MODEL THAT DRIVES LONG-TERM COMPETITIVE SUCCESS

Create the foundations that enable our professional and elite programmes to succeed over the long term.

CREATE THE STRONGEST PATHWAYS INTO PROFESSIONAL AND INTERNATIONAL SPORT

Strengthen competitions, pathway agreements and strategic partnerships to accelerate athlete progression to the highest levels of sport.

ATTRACT, DEVELOP AND RETAIN OUTSTANDING AND AMBITIOUS SPORTING TALENT

Develop the athlete offer and support environment that makes Loughborough the destination for ambitious athletes to achieve professional and international sporting success.

SET A GLOBAL STANDARD FOR DUAL-CAREER ATHLETE EXPERIENCE

Provide an unrivalled dual-career experience that enables athletes to thrive in sport, education and future careers.

DRIVE PERFORMANCE

Relentlessly pursue high performance, balancing competitive success with wellbeing and individual development.

WHAT WE WILL DO

PRIORITISE WELLBEING AS A COMPETITIVE ADVANTAGE

Foster a wellbeing ecosystem, underpinned by integrated expertise and services.

SHAPE THE FUTURE FEMALE PERFORMANCE ENVIRONMENT

Create a sector leading performance environment where female athletes thrive.

WIN BUCS FOR 50 YEARS STRAIGHT

Support clubs and programmes to achieve performance goals and maintain our position in university sport.

SET THE STANDARD FOR PARA PERFORMANCE

Create greater value through a skilled workforce, increased opportunities and trusted delivery for NGBs.

SHOWCASE COMPETITIVE SUCCESS ON THE GLOBAL STAGE

Enhance our profile and impact by targeting and celebrating national and international success.

OUR GOLDEN THREADS

Bring to life Loughborough University's Creating Better Futures. Together strategy through sport running through every strategic priority and providing a visible focus for impact.

They represent the areas where we can lead, shape the future and establish Loughborough as a global leader.

Para & Disability Sport

Women's Sport



WOMEN'S SPORT

Embed women's sport across every strategic priority, ensuring it is central to how we lead sport.

WHAT WE WILL DO

USE OUR WOMEN'S PERFORMANCE PROGRAMMES TO SET STANDARDS FOR THE FUTURE

Use our Lightning franchise and performance programmes to set new standards for performance, athlete development and success.

CHAMPION THE NEXT GENERATION OF FEMALE TALENT IN SPORT

Advance and expand pathways to empower women to excel in sporting careers and leadership roles.

TURN RESEARCH AND INNOVATION INTO REAL-WORLD IMPACT

Harness the full strength of our expertise, research and partnerships to improve the experiences, environments and outcomes for women in sport.

WHAT SUCCESS WILL LOOK LIKE

THE WORLD'S LEADING UNIVERSITY ENVIRONMENT FOR THE ADVANCEMENT OF WOMEN'S SPORT

PARA & DISABILITY SPORT

Embed Para and Disability sport across every strategic priority ensuring it is central to how we lead sport.

WHAT WE WILL DO

SET THE STANDARD FOR PARA PERFORMANCE AND ATHLETE SUPPORT

Use our performance programmes, partnerships and expertise to create the environments where Para athletes can achieve their potential and succeed on the world stage.

LEAD THROUGH INCLUSIVE PARTICIPATION AND BELONGING

Create welcoming opportunities for disabled students, staff and communities to be active, compete and feel part of the sporting community.

DEVELOP THE WORKFORCE THAT SHAPES THE FUTURE OF PARA & DISABILITY SPORT

Equip coaches, practitioners, volunteers and leaders with the expertise, confidence and lived understanding to advance Para and Disability sport and shape its future.

WHAT SUCCESS WILL LOOK LIKE

THE WORLD'S LEADING UNIVERSITY ENVIRONMENT FOR THE ADVANCEMENT OF PARA & DISABILITY SPORT

OUR STRATEGIC DRIVERS

The people, environment and ways of working that set us apart and provide the platform to accelerate progress across every priority reflecting how we operate to create impact through sport and advance the ambitions of Creating Better Futures. Together.

People & Legacy

Facilities & Environment

Insights & Innovation

PEOPLE & LEGACY

Harness the strength of our reputation and legacy, develop exceptional people and create lifelong connections with our alumni.

WHAT WE WILL DO

DEVELOP THE PEOPLE WHO SHAPE THE FUTURE OF SPORT

Empower the athletes, coaches, practitioners and leaders who will set new standards and shape the future of sport.

ACTIVATE A GLOBAL NETWORK OF SPORTING AMBASSADORS

Build lifelong connections with everyone who has represented the Loughborough badge inspiring them to support and invest in our future success.

INSPIRE THE NEXT GENERATION THROUGH OUR SPORTING SUCCESS

Celebrate the people and achievements that have shaped Loughborough sport.

TURN OUR REPUTATION INTO WORLD-LEADING INDUSTRY LEADERSHIP

Use our expertise and influence to bring together the people and organisations advancing sport at every level.

FACILITIES & ENVIRONMENT

Create a world-leading sporting environment that drives participation, performance and fan experiences.

WHAT WE WILL DO

SHAPE THE SPORTING ENVIRONMENT OF THE FUTURE

Deliver a facilities masterplan that continually evolves and responds to future growth ambitions.

ESTABLISH LOUGHBOROUGH AS THE HOME OF SPORT

Be the destination of choice for sporting organisations, governing bodies, professional teams and performance partners.

MAKE SPORT, FITNESS AND PHYSICAL ACTIVITY A DEFINING FEATURE OF THE LOUGHBOROUGH CAMPUS

Shape experiences through a campus where sport and physical activity are visible, accessible and integrated into everyday life.

HOST EVENTS THAT INSPIRE AND SHOWCASE EXCELLENCE

Provide the platform for world-class competition, major events and unforgettable experiences.

INSIGHT & INNOVATION

Bring together insight, research and innovation to understand sport better, shape its future and raise standards across every sporting experience.

WHAT WE WILL DO

BUILD THE MOST INTELLIGENT UNDERSTANDING OF SPORT

Combine data, insight and evidence to develop a deep and evolving understanding of our athletes, students, participants and communities.

LEAD THE FUTURE OF SPORT

Be a trailblazer in the changing world of sport through insight into emerging trends and opportunities.

UNLOCK OUR COMPETITIVE ADVANTAGE

Harness the University's world-leading expertise in sport science, research and innovation to create a competitive advantage for our athletes, teams and performance programmes.

REDEFINE HOW SPORT, FITNESS AND PHYSICAL ACTIVITY IS DELIVERED AND EXPERIENCED

Shape the future sporting experience through innovative environments, technologies and ways of working.



WHAT SUCCESS LOOKS LIKE

As we look ahead to 2031, our focus is on building on our strengths, challenging ourselves to achieve more, and creating even greater impact for our students, athletes, partners and sport at every level.

CREATE THE BLUEPRINT FOR THE WORLD'S MOST ACTIVE STUDENT COMMUNITY

CREATE A POWERFUL UNIVERSITY SPORT FAN MOVEMENT

BE THE DESTINATION OF CHOICE FOR SPORT WORKFORCE DEVELOPMENT GLOBALLY

UNLOCK THE FULL VALUE OF THE LOUGHBOROUGH SPORT BRAND

CREATE A WORLD LEADING DUAL-CAREER SPORTING ENVIRONMENT

GLOBALLY RECOGNISED FOR SHAPING HIGH-PERFORMANCE ENVIRONMENTS

BE THE WORLD'S LEADING UNIVERSITY ENVIRONMENT FOR THE ADVANCEMENT OF WOMEN'S SPORT

BE THE WORLD'S LEADING UNIVERSITY ENVIRONMENT FOR THE ADVANCEMENT OF PARA & DISABILITY SPORT

ONE LOUGHBOROUGH SPORT

THE POWER OF EVERYTHING WORKING TOGETHER.

What makes Loughborough Sport unique is the breadth, depth and scale of our sporting environment and the way it comes together as one connected system.

Every person, team, department, partner and experience will contribute to something bigger.

Together, we will create an environment where success in one area accelerates progress in another, creating momentum across the entire Loughborough Sport system.

This is what makes us unique. It is our competitive advantage, unmatched anywhere else.

It gives us the ability to develop people, ideas and opportunities at every level of sport, unlock the full strength of the University and push the boundaries of what we can achieve.



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