

# STUDENT ACTIVE WELLBEING SURVEY – GUIDANCE DOCUMENT

## PURPOSE

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The purpose of this research is to understand the impact leading an active lifestyle has on student wellbeing, by surveying both active and inactive students. This builds on the British Active Student Survey that was conducted during the 2019-20 academic year.

We will be using the findings from this research to advocate for the sector on the value leading an active lifestyle has on student wellbeing.

Following feedback from the membership, universities will be able to receive data on their own students, upon request. Students will be given the choice of whether they want their information shared with their institution anonymously. To support this, we will provide universities who are actively promoting the survey to their students with updates on the number of responses we've received during the period that the survey is open.

We will also be running a number of focus groups to gain a broader understanding of barriers to being active and how students believe it can impact their wellbeing. These focus groups will take place in the new year.

## TIMELINES

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- Monday 11<sup>th</sup> November 2024 - Survey opens and promoted on social media
- Monday 16<sup>th</sup> December 2024\* - Survey Closes
- January – February 2025 – Student focus groups
- April 2025 - Report and findings shared with the membership

\*Prior to the survey closing, members will be provided with an update on the number of overall responses to support further promotion of certain demographic groups as required. Number of responses by individual institutions can be provided on request.

## METHODS

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BUCS will be sending a link to the survey to all current BUCS student participants via an email and promote via BUCS Play on Monday 11 November 2024. The survey will remain open for five weeks. The link to the survey can be viewed [here](#).

Incentives will be offered to encourage students to complete the survey. Members are encouraged to offer their own incentives or develop their own strategies for encouraging engagement.

Members will be provided with promotional material to use via social media, which will include Instagram editable templates and electronic flyers to use on advertising boards around high footfall locations on campuses (e.g. library, SU, faculties, accommodation blocks). **You will be able to edit these templates to include your own images and add your university logo.**

We recommend that members try multiple methods to encourage student responses and not just rely on emails and social media posts.

## **INCENTIVES**

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BUCS will be entering any student that completes the survey into a national draw to win the following:

- 1 x £200 voucher
- 5 £125 vouchers

In addition to the national prize draw, we would also encourage you to offer your own incentives to your students that complete the survey. For example, university stash, vouchers etc.

## **TARGETING INACTIVE STUDENTS**

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Because our connections at BUCS are with active students, we are calling on members to support in reaching inactive students. We recognise that getting inactive students to complete the survey may be a challenge. Below are some suggestions on ideas that may help:

- Student volunteers - use your student volunteers/ambassadors to go to high footfall locations, equipped with an iPad (s) or print off the questions to get students to complete on paper.
- Use electronic flyers to promote the survey in high footfall areas, including accommodation blocks, library, faculty buildings.
- Department faculty leads – speak directly to different faculty leads to see if you or a member of staff could speak at the start of a lecture to promote the survey and incentives.
- Societies – work with the SU to target members within non-sports societies. Take time to explain the value of their input in contributing to understanding what the university could do to create more opportunities to lead active lifestyles.

## **TARGETING ACTIVE STUDENTS**

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- Link with your Club Committees – work with your presidents across your university sports club network to encourage students within their club to complete the survey. Could you offer an incentive to clubs for those that get the highest percentage of club members to complete?
- IMS/ recreational sessions – use staff/students leading on these sessions to encourage students to complete prior to starting or at the end of the session.
- Link with your gym staff – ask staff to target different demographic groups of gym users, prior to starting or at the end of their session.