

### INTRODUCTION

In 2012, ENAS first held a benchmark to gather information about the sports centers of the member institutions of ENAS. Last year in September, we did it again! Marnix Hiemstra, who conducted the benchmark as a part of his graduation project, developed a new (shorter) set of questions and launched the 2015 survey to update the 2012 data.

This Executive Summary presents the results of the 2015 Benchmark to all ENAS members. A full report is anonymously presented to each participating sports services. The results will give the universities strategic information, that can be used for the daily business of the sports services and in contacts with the university boards. A personalised factsheet was also provided to every participating institution to further visualise their positioning in the European Student Sport landscape.

The ENAS EC also gets strategic information from the survey, that it can use to strengthen the position of ENAS in favor of all its members. For this reason, we have developed a factsheet in collaboration with Marnix.

### SUMMARY 2015 BENCHMARK

The 2015 Benchmark and survey consisted of three parts. Part I (Respondent information), Part II (Users, Finances and Facilities) and part III (Sport Manager Profile). In total 61 ENAS members (50.4% of population) completed the survey. These reactions originated in seventeen (82.1% of population) European countries. 90% of all received answers was considered correct not including a few outliers. Overall it can be said that the answers varied greatly indicating a wide diversity within the ENAS Network.

With the results from part II - users, the amount of users, user origin and participation rate of the respondents was calculated. Out of all users, 57.94% can be identified as students from the connected Higher Education Institution (HEI). The survey also identified a significant amount of other users of the HEI Sport facilities and programmes of which 8.18% were students connected to other HEIs, 19.28% were other paying members and 14.6% were unregistered users. Based on these percentages and the total student numbers, the participation rate of ENAS (37%) as well as the individual institutions was calculated.

The results from part II - finances, provided insight into the amount of revenue and the revenue origin of the respondents. The total revenue found was €100,080,390 with an average of €1,962,360.59 amongst the respondents. €12,000,000 was the highest noted revenue and €45,000 the lowest. Out of all the revenue received, the respondents indicated that on average 35.00% was contributed (funded) by the connected HEI, 39.66% was contributed by students and 25.34% was earned through other means. These results were used to calculate a revenue per head-figure providing insight in the HEI investment per (participating) student. On average HEIs contribute €38.54 per enrolled students and €127.04 per participating student to the revenue of the HEI Sport Departments. It has to be noted that when it comes to revenue and revenue origin, again the differences between the respondents are so large that it is hard to make any kind of comparison. Finally, correlations between several financial factors and participating students were calculated by using statistical analysis. One relatively significant correlation was found concerning the finances. The correlation between funding and the number of participating students was 0.543, which is a moderate strength correlation.

Under part II - facilities, firstly, the general surface of certain sports facilities was investigated. It was found that 82.0% of the ENAS members has at least one sports hall bigger than 800m<sup>2</sup>, 88.5% has an equipped fitness hall and 90.2% has at least one hall below 800m<sup>2</sup>. Also, 36.1% of the ENAS members have a swimming pool with an average size of 417.8m<sup>2</sup>.

Secondly, the facilities were investigated on a numeral basis. Up to 72.1% of ENAS members have, on average, 31.6 spinning bikes, 62.3% have, on average 2.3 artificial grass pitches, 57.4% have on average, 1.6 climbing walls, 50.8% have, on average 5.8 squash/racket ball courts and 59.0% have, on average 6.2 artificial surface tennis courts. The facilities were also used to calculate multiple correlations. It was found that a significant correlation exists facilities and the revenue of the Sports Departments with a calculated strength of 0.601, making it an average strength correlation. Other correlations which were investigated showed only a low strength.

Furthermore in part II, the respondents were asked about the QS World University Ranking of their Institution. 37 respondents (61%) stated that their institution was ranked in the QS ranking averaging from the top 50 universities to the top 900 universities. A significant correlation (0.534 / average strength ) between the facilities and the QS World University Rating was calculated.

Part III was used for a study towards the programme Sport, Health and Management and contained several inquiries. A summary of part III can be found further down in the report. In addition, the profile also provided insight into the Human Resources available around Europe in Higher Education Sport. Among the respondents an average of 39.5 employees (number, not FTE) is tasked with the sport delivery; with 188 being the highest and 2 being the lowest number of employees recorded. The number of employees was also investigated in relation to the number of enrolled students. On average there is one employee per 385 enrolled students or one employee per 106 participating students active in Higher Education sport.

Considering the great diversity which was mentioned multiple times, a regional separation of the respondents was made. By creating five regions (North, East, South, West and Central Europe) it became possible to calculate averages and totals per region, thus allowing more focused study and comparison. The regional separation was calculated for the participation rating, revenue, funding, employees and facilities. Firstly, Central Europe has the highest average revenue with €2,293,763.05 but it is closely followed by Western Europe with €2,178,323.85 and Northern Europe receives the highest contributions to its revenue from the connected institution up to €906,000.00. Central Europe also showed the highest average number of employees (51.2). Eastern Europe showed the highest average participation rating with 66.67% but this result only represents a single institution and thus says only very little about the region in general.

## SUMMARY SPORT MANAGER STUDY

First seventeen competences used during the programme Sport, Health and Management were ranked by the ENA respondents, second two questions were asked on the importance of experience and lastly several were asked towards the employees of the respondents.

To answer the main question used in the study for the Institute of Sport Studies, “are student of the programme Sport, Health and Management prepared/educated to work/do an internship at an international business?” the programme had to be tested/compared to an international field. To achieve this the programme was broken down into seventeen competences that were rated by the respondents. In addition the ENAS members were asked whether they missed certain competences that weren’t included in the seventeen competences but which they considered to be important to work at an ENAS member.

Overall most of the seventeen competences were rated as important or essential however 42.6% of the respondents considers experience at their Sport Department more important than the competence set which received 31.3%. On top of that 54.1% of the respondents considers general experience in the sports sector more important than the competence set which, for this question, received 19.7%. These two scores conclude to the fact that experience enjoys a high importance at the respondents.

“Teamwork and the ability to work in a multidisciplinary environment” received the most positive responses out of the seventeen competences rated by the respondents, which is a fitting competence for an international network. In overall the key competence “Analysing and developing the Sport and Exercise programmes” received the best score indicating a high focus and importance on the sports being offered to the users.

The final questions focused on the employees of the Sport Departments. Though it is difficult to create a conclusion for the employee questions, interestingly enough many respondents indicated having several employees with a Sport Management background in middle management positions.