

MAYO

SPORTS PARTNERSHIP

ANNUAL REPORT

2016



Mayo Sports Partnership



Comhpháirtíocht Spóirt Mhaigh Eo

— SPORT IRELAND —



SPORT IRELAND
LOCAL SPORTS PARTNERSHIPS



MAYO.IE

2016

Foreword from the Chairman of Mayo Sports Partnership, Cllr. Brendan Mulroy and Sports Co-ordinator Charlie Lambert	3
Key Findings, Background, Resources and Funding	4
Info graphic	5

Section One: Background, Resources and Funding

1.1 Background to Mayo Sports Partnership	6
1.2 Project funding sources	6
1.3 MSP Management and Staff	8

Section Two: Achievements of Mayo Sports Partnership in 2016

2.1 Introduction	10
2.2 Building more Sustainable Infrastructure	10
2.3 Increase Participation	11
2.4 Greater Access to Training and Education	13
2.5 Information Provision	13
2.6 Delivering Sport Ireland National Programmes	15
2.7 Programme Delivery	16
2.8 Women in Sport Programmes	18
2.9 Building and Sustaining Partnerships	19

Section Three: MSP Programme Case Studies

3.0 Introduction	21
3.1 Disadvantaged Communities	21
3.2 Breaking Down Barriers in Sport	23
3.3 Schools Programmes	25
3.4 Family Participation	27
3.5 Adult Participation	31
3.6 Club Development / Women in Sport	33

Section Four: Next Steps for Mayo Sports Partnership

4.1 Introduction	36
4.2 Summary	36

Appendices **37**

Appendix A – List of Local Sports Partnerships	37
Appendix B – Glossary of Terms	38-40
Appendix C – MSP Board	41

FOREWORD

On behalf of Mayo Sports Partnership, we are once again delighted to welcome this annual report, which provides an overview of the work of the Partnership in 2016.

There is a wide range of sports and physical activity programmes available through Mayo Sports Partnership. In addition to the 14,423 people that took part in 71 local programmes, 3452 female participants took part in 8 Women in Sport programmes and over 400 participants took part in the Sports Disability programmes in 2016.

Highlights in 2016 included the opening of the Dormant Account funded cricket practice area in Ballyhaunis and the development of the Sports Hub in the area. Other highlights included the further expansion of the parkrun network, the introduction of the Daily Mile initiative in Primary Schools, the delivery of 3 community coaching / Goal to Work programmes across the county, the 7th West of Ireland Women's Mini Marathon and 45 sports initiatives supported through our annual Special Participation Initiative small grants scheme.

MSP continues to be very thankful to Mayo County Council CEO Peter Hynes, John Treacy and all the staff in Sport Ireland, HSE West, and other local agencies on the Sports Partnership board. We would also like to particularly acknowledge Minister Michael Ring who has supported the work of the Sports Partnership network in tough economic times, we wish him well in his new role as Minister for Community and Rural Affairs.

Finally, the Partnership thanks all those who have contributed to the compilation of this annual report and also to the team of instructors / tutors, volunteers and other stakeholders who were involved in the many programmes. Special mention goes to the Mayo Sports Partnership team which includes Administrator Padraic Durcan, Sports Inclusion Disability Officer Ray Mc Namara Community Sports Development Officer Anne Ronayne and Jobbridge interns Donie Newcombe and Elmer Pieterse.



Brendan Mubroy

Chairman
Mayo Sports Partnership



Charlie Lambert

Sports Co-ordinator
Mayo Sports Partnership

Key Findings

This report is the 10th annual report of MSP using the SPEAK self-evaluation system.

Background, Resources and Funding

- €661,128 was invested in MSP in 2016. This figure includes benefit-in-kind funding of €219,500 from partners
- Funding from Sport Ireland accounts for 34% of the total LSP funding in 2016, 19% from Dormant Accounts with the remaining 47% coming from other sources. These figures include benefit-in-kind funding.
- 19 people served on the MSP board in 2016.
- In 2016, 4 people worked full-time on behalf of MSP. 2 were 100% directly funded by Sport Ireland with the Sports Disability Officer funded 50%. The Community Sports Project Worker is funded by partners and generated income. Two Interns were also employed under the government's Jobbridge Initiative.

Achievements of Mayo Sports Partnership in 2016

Development of Sports Infrastructure in Mayo

- In 2016, MSP has provided 580 sports clubs, groups and organisations throughout the county with important information and advice in the area of funding.
- 74 clubs / groups were supported in making funding applications and fundraising
- 90 groups have been supported in the delivery of their activities
- 6 groups have been supported with regard to developing their organisational or management structures
- MSP planned and delivered 27 training and education courses, workshops and seminars
- 977 people attended these courses with 66 volunteers supporting the training

Delivering Sport Ireland Programmes

Active Leadership

- 253 sports leaders have been trained in 16 Active Leader Courses since it commenced.

Code of Ethics – Safeguarding 1, 2 & 3

- 313 participants completed 23 Code of Ethics Basic Awareness – Safeguarding 1 courses.
- 46 participants completed 3 Club Children's Officer – Safeguarding 2 courses.
- 24 participants completed 2 Designated Liaison Person – Safeguarding 3

Local Programme Delivery

- 14,423 people participated in 71 locally delivered participation programmes.
- 6,939 of these participants were children
- 3452 female participants took part in 8 local Women in Sport programmes.
- Sports Disability Inclusion Programme – 403 participants in 18 programmes.
- 709 volunteers supported the delivery of these programmes
- 263 partners involved in delivering initiatives

Building and Sustaining Partnerships

- In 2016 MSP was involved in 40 different policy actions involving 438 different organisations
- 9,896 people participated in these actions

Information Provision

- 12,184 individuals contacted MSP in order to access general or specific sport-related information.



Summary of MSP Impact in 2016



14,423
participants in
71
Locally Delivered
Programmes

6,939
of these
participants
were children



580
Sports club and
groups in Mayo



3,452 Female
Participants in
8 Local
Women in Sports
Programmes



€661,128
in total funding
€219,500
in Kind funding

2,000
Participants took part in the West
of Ireland Women's Mini Marathon

800
Children took part in
the Mini Marathon 'Fun Run'

Sports Disability Inclusion Programme 403 PARTICIPANTS IN 18 PROGRAMMES



383

Completed **28**
Safeguarding Courses



650

Clubs / Groups
Supported



977

Participants on
Training Courses



12,184

people annually contact
MSP for information



Background, Resources and Funding



1.1 Background to Mayo Sports Partnership

MSP is a central pillar of both Mayo County Councils and the Irish Sports Council's strategies in sport and recreation. This report is the 10th annual report of MSP, utilising the SPEAK self evaluation system reflecting all its workings in 2016.

1.2 Project Funding Sources

Funding from Sport Ireland accounts for 34% of the total MSP funding in 2016, 19% came from Dormant Account Funding with the remaining 52% coming from other sources. These figures include benefit-in-kind funding.

	Total €	%
MSP Monetary Funding Leveraged Locally	93,413	14
MSP Benefit-In-Kind (BIK) Leveraged Locally	219,500	33
Sport Ireland Core/Programme	187,010	29
Sport Ireland Disability Funding	25,000	4
Sport Ireland Women in Sport Grant	8,250	1
Dormant Accounts	127,955	19
Total	661,128	100

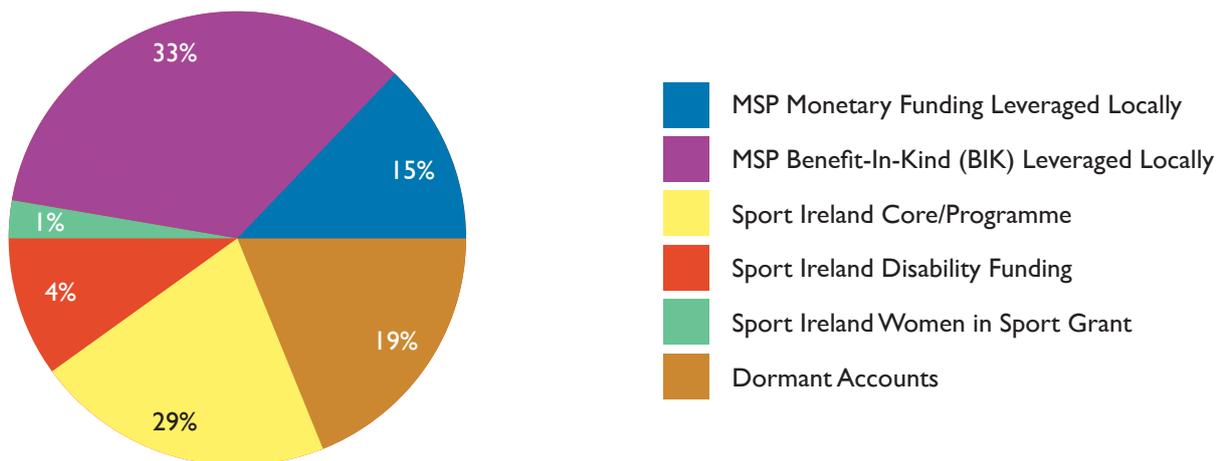


Figure A – Total funding received by MSP in 2016

After core funding from Sport Ireland funding from the Dormant Accounts Board was the next most significant source of monetary funding. Mayo County Councils in-kind support for MSP in 2016 was the highest amongst all partners. Other significant funders and in kind contributors were the HSE, Mayo, Sligo, Leitrim ETB, Waterford IT, Mayo North East Leader Partnership, South West Mayo Development Company, Department of Transport, Age and Opportunity, GMIT, Disability Organisations and the Western People Newspaper. Sport Ireland funding to MSP decreased by € 1,170 or less than 1% from €221,430 2015 to €220,260 2016.

MSP monetary funding leveraged locally decreased by €8,755 with in-kind support for the Partnership increasing by €6,500 which accounts for 33% of overall support to MSP.

Total MSP Funding has decreased by €20470 due to the decrease in allocation of Dormant Account funding. The investment of €661,128 is a significant contribution to promoting sport within County Mayo.

I.3 MSP Management and Staff

Boards of Management Participation and Representation

- A total of 19 people served on the Mayo Sports Partnership board in 2016.
- On average 20 hours was committed by the board, including the work undertaken by board sub-committees in 2016.

Mayo County Council and Mayo Sports Forum continue to be the organisations who have the most participants on the board. (See appendix A)

MSP Staff

MSP has staff which are funded by Sport Ireland and staff funded through other sources. Along with the co-ordinator and the administrator, who are funded by Sport Ireland, both the Sports Inclusion Disability Officer and the Community Sports Project Worker are funded through board partners and through MSP generated funds. In 2016 MSP once again availed of the Job bridge Scheme and employed an assistant Sports administrator and a Sports Development Officer assistant. Mayo County Council employs staff on behalf of the Partnership.

Figure B – Mayo Sports Partnership Staff

	Male	Female	Total
Full time staff, funded by ISC, other programmes and agencies	3	1	4



Charlie Lambert
Sports Co-ordinator



Ray McNamara
Sports Inclusion
Development Officer



Padraic Durcan
Sports Administrator



Anne Ronayne
Community Sports
Development Project Worker

MSP also contracted a further 25 tutors to deliver programmes, courses and initiatives within the partnerships structure

Achievements of Mayo Sports Partnership In 2016



2.1 Introduction

The extensive work of MSP is characterised as falling under four main headings:

- Building more sustainable infrastructure in clubs and communities
- Increasing participation in sport / physical activity amongst the population
- Greater access to training and education for volunteers and community activists
- Providing information about sport and physical activity at a local level

2.2 Building more Sustainable Infrastructure

A key priority for MSP is that there is a sustainable level of development within the local sports infrastructure. MSP works with clubs and groups to ensure that structures are in place to enable citizens from across all target groups to participate in a wide range of sport or physical activity options. This sustainable environment is further facilitated through supporting volunteers and coaches to access opportunities to develop their skills and improve the quality of sports participation in their communities.

Funding Work

In 2016, MSP has provided 580 sports clubs, groups and organisations throughout the county with important information and advice in the area of funding. MSP has worked directly with 43 of these clubs to assist them in developing funding applications, while another 45 clubs / groups would have received assistance in the annual small grant scheme.



PIC:

2016 Special Participation Grant Scheme to 45 Sports Clubs / Groups

Club Development Work

MSP supports existing providers of sports and physical activity across the county and work with sports club, communities and individuals in order to introduce new sporting opportunities and sustainable pathways for ongoing participation in physical exercise. To this end, in 2016:

- Some 90 groups have been supported in the delivery of their activities
- 45 sports clubs / groups supported through the annual Special Participation Grant Scheme
- 6 groups have been supported with regard to developing their organisational or management structures
- A further 4 groups were assisted in tackling development or policy issues.

This support work assists clubs to improve and develop and helps them to attract and retain members. MSP also plays a key role in advising clubs in the areas of club planning and in the development of inclusive policies.

Other Infrastructural Developments

Having initiated a number of participation programmes i.e. Meet and Train, Men on the Move, Couch to 5K, parkrun, Operation Transformation etc at Lough Lannagh Castlebar in recent times, a new sports infrastructural development including a local authority swimming pool and outdoor pursuit centre has recently commenced. This would place Castlebar as a significant sports hub for the region and would be central to sport development policy in the 3rd strategic plan for sport / physical activity which is due to be published in 2016.

Our close working relationship with the parks superintendent of Mayo County Council Peter Gill, Leader Partnership Companies and the development of Sports Forum/ networks in a number of communities has led to the addition of the Ballyhaunis cricket practice the first of its kind by a local authority in the Republic of Ireland and the facility was opened by Minister of State for Sport and Tourism Michael Ring in January 2016.

Mayo Sports Partnership area part of Mayo County Councils Sports Capital grants scheme committee to review Mayo County Councils applications to the scheme. Prioritising applications from the local authority is part of its terms of reference. In addition Mayo Sports Partnership was able to make applications for Sports Equipment i.e. timing clock etc.

In 2016 as part of Mayo County Councils Tourism Strategy an Outdoor Recreation Network Group was established to look at building outdoor events etc which would be collaborative in nature. Following this development a part time sports tourism officer is to be contracted to work with both Sports Partnership and Tourism offices to build links and further projects and initiatives for the outdoors. As part of the criteria for Mayo Sports Partnerships annual small grant scheme a call was made to support outdoor clubs and events. The development of a rowing club in Ballycroy and currach racing in Achill were 2 such projects which were supported. In addition a newly developed Mayo Orienteering Club was supported with programmes developed in places such as Lough Lannagh Castlebar. The overall development of sporting and recreational infrastructure in the county has vastly improved with the latest round of sports capital funding in 2016 adding to this portfolio. Lobbying and influencing local representatives has assisted this. The very fact that more collaboration is happening at local level can be attributed to networking opportunities and educational seminars for sports volunteers. Funding information nights which increases awareness about guidelines and best practice can be influential in nurturing partnership in local communities.



PIC: Group pictured with Minister of State for Sport Michael Ring at the Opening of the Ballyhaunis cricket practice area in January 2016.

2.3 Increasing Participation

Programme Delivery

MSP uses its local knowledge and expertise to identify specific needs, and thus to plan, develop and implement targeted programmes to directly increase the levels of local participation particularly amongst the harder to reach social groups. In 2016, MSP maintained its robust delivery and support of an innovative range of participation programmes:

- 14,423 people participated in 71 locally delivered participation programmes
- 6,939 children accessed these programmes
- An additional 3,452 female participants took part in 8 local Women in Sport programmes
- 709 volunteers supported the delivery of all these programmes
- 263 partners participating in programmes

MSP strives to deliver programmes that reach both the general public and the hard-to-reach groups and minorities to ensure that everyone has a chance to take part in some form of physical activity. Delivering over 70 quality programmes across the county requires proper planning and evaluation to ensure that the recipients are getting the best experience possible. MSP is constantly learning from the outcomes and feedback from participants. This type of feedback is very important to ensure that programmes are running effectively.

MSP continues to answer the demand for organised events which appeal to the general public. From the continued development of the Western People West of Ireland Women's Mini Marathon and the popularity of the Operation Transformation walks and runs, MSP continues to provide high quality events for those new to physical activity, and to those already participating. These mass participation events allow MSP to reach a much greater audience and MSP can continue to direct participants to other programmes to ensure they stay active.



PIC: Bike Week 2016 with Ballinrobe National School.

2.4 Greater Access to Training and Education

MSP provides quality opportunities for education and training at local level for volunteers, coaches and administrators.

- MSP planned and delivered 27 training and education courses, workshops and seminars with their partner agencies.
- 977 people participated on these training courses.
- 66 volunteers supported this training

2016 saw the Partnership again involved in Mayo GAA Health and Wellbeing Seminars, delivering Goal to Work / Community Coaching programmes and Youth Sport Leadership Training funded through Dormant Accounts. As in other years the most popular courses run by MSP were Club Development Courses i.e. First Aid, Sports Seminars, Active Leadership, Disability Awareness/Inclusive Games Training, Be Active After School Training, Walking Leader Training and coach education.

Impacts

Goal to Work Sports Coach Training Programme

4 Goal to Work programmes in Ballina, Ballyhaunis, Castlebar and Claremorris were delivered in 2016. Several coaches from the above programmes have been utilised for leading out Sports Partnership programmes i.e. Couch to 5K, Men on the Move, Get Ireland Walking etc. Also a coach on a previous programme made the following comment

"I completed Goal to Work in Swinford a couple of years ago. It was awesome from the first day to the last. I'm a GAA coach, at U16 level with Moy Davitts. Within the club I'm the Health & Wellbeing and Safety Officer. In my Job, as a Social Carer I'm happy. For me it was people like Ray McNamara, Ann Ronayne & of course Ann Conlon. They gave me great confidence to follow a career which was suited to what I'm good at. So for that, I'm very grateful to those leaders & instructors. Long live "Goal to Work"
Kind Regards, Sean McMahon

Claremorris Swimming Level 2 Coach Programme

Claremorris Swimming Club approached Mayo Sports Partnership in 2016 to help develop capacity in the club and provide extra training for additional coaches. A level 2 course was organised and 5 coaches trained. This has greatly enhanced the clubs ability to deal with extra members and to improve the quality of the swimming being coached.

Foundation Level Cricket Course

A small number of Goal to Work Coaches from previous courses attended this coach education course in Ballyhaunis. One such coach Mark Smith from Ballinrobe established a sticks and bats initiative in Partnership with the local Lakeside Health and Fitness Centre in Ballinrobe. The feedback was excellent and they hope to further develop cricket in the area in 2017.



PIC: Launch of the Goal to Work Program in Castlebar

2.5 Information Provision

MSP acts as an information hub and point of contact for communities. MSP works to share information, as well as to direct, signpost and refer their target groups to the most appropriate next step, whether that is a link to a sports club, to a community based organisation or to a volunteering opportunity.

MSP collects ongoing information on the nature and extent of their work to provide information to their communities and profile their activities and programmes.

The following table presents an overview of the range of communication platforms that MSP use, both via traditional and social media outlets.

Providing Information to Community Traditional Media	2016	Providing Information to Community Social Media	2016
Number of Radio Interviews	8	Facebook: Number of posts / updates	100
Number of articles in local press / radio	38	Facebook: Number of likes	3,500
Number of articles in national press / radio	5	Facebook: Number of tweets	2,500
		Facebook: Number of followers	1,600

Providing Information to Community Online	2016	Providing Information to Community Text-based	2016
LSP Website: Number of new articles	30	Number of texts sent via text service	1,500
LSP Website: Number of new resources downloaded	15		
LSP Website: Number of hits	2,000		

FIG: Summary of Focus of MSP Information Provision 2016

MSP is also active in developing specific resources to highlight and promote the range of activities and opportunities available locally. This can be in the form of newsletters, press releases, booklets, directories etc. MSP maintains active databases of local organisations and groups as well as email contact lists. MSP also promotes their work through their annual reports. Research publications and presentations are also used regularly to disseminate their key messages regarding participation.

Production of Information Resources	2016
Number of physical booklets/information leaflets produced	10
Number of newsletters	12
Number of press releases issued	30

Local Community Interest	2016
Number of directories produced / updated	20
Number of people / clubs / groups on email list	3000

Dissemination of Research and Reports	2016
Number of reports disseminated	100
Number of presentations delivered	10



FIG: Summary of MSP Information Production and Dissemination 2016

2.6 Delivering Sport Ireland National Programmes

The Safeguarding programme for Child Protection in Sport is the flagship programme delivered locally by Mayo Sports Partnership.

Safeguarding

The Safeguarding programme targets sports leaders and adults involved in the organisation of sport for young people to promote child welfare and protection policies and procedures.

The Safeguarding programme consists of three workshops:

- **Safeguarding 1** - A 3-hour basic awareness training module for leaders within sports club
- **Safeguarding 2** - A further 3 hour club children's officer workshop to support club children's officers in the implementation of the code in their clubs.
- **Safeguarding 3** –A 3 hour workshop for designated officers in clubs who would deal in reporting to statutory authorities.

There was considerable demand for courses in 2016 due to the new safeguarding structures and the imminent arrival of new child protection legislation. 2 Safeguarding 3 workshops took place in 2016 with 24 participants completing the workshops.

	Safeguarding 1			Safeguarding 2			Safeguarding 3	
	(2014)	(2015)	2016	(2014)	(2015)	2016	(2015)	2016
Number of courses delivered	(26)	(17)	23	(2)	(2)	3	0	2
Number of participants	(373)	(218)	313	(33)	(31)	46	0	24

In 2016, 313 completed Safeguarding I training on 23 courses run by MSP.

Figure E - Summary of Code of Ethics outputs for 2014, 2015 and 2016. Figures in brackets are for 2014 and 2015.

Club Children's Officer

The Club Children's Officer should be child-centred in focus and have, as their primary aim, the establishment of a child-centred ethos within the club. They are the link between the children and the adults in the club. They also take responsibility for monitoring and reporting to the Club Management Committee on how club policy impacts on young people and Sports Leaders.

Designated Liaison Person

Every club/organisation should designate a person to be responsible for dealing with any concerns about the protection of children. The Designated Liaison Person is responsible for reporting allegations or suspicions of child abuse to TULSA Child and Family Agency or Social Services (NI) and/or An Garda Síochána. It is recommended that this person is a senior club person. However, if there is difficulty identifying a separate individual to take this role, the Club Children's Officer can be appointed as Designated Liaison Person once the club/organisation is clear about the responsibilities of each role. The organisation's child protection policy and procedures should include the name and contact details of the Designated Liaison Person and the responsibilities attached to the role.

2.7 Programme Delivery

MSP strives to deliver programmes that reach both the general public and the hard-to-reach groups and minorities to ensure that everyone has a chance to take part in some form of physical activity. Delivering 71 quality programmes across the county requires proper planning and evaluation to ensure that the recipients are getting the best experience possible. MSP is constantly learning from the outcomes and feedback from participants. This type of feedback is very important to ensure that programmes are running effectively.

MSP constantly seeks to work with clubs, community groups and other stakeholders to support sustainable participation opportunities in all parts of Mayo.

Impacts

Ballyhaunis Sports Hub

Ballyhaunis Sports Hub Maples Recreational Park, in Partnership with Mayo County Council, was completed in January 2016.

Cricket coaching with Cricket Ireland took place in Ballyhaunis on the 12th / 13th January with a number of Children's Multi Sport Days taking place in the new recreational park in the Maples. 3 Multi Sports Camps for primary school children were held at the Maples in February and March as well as a children's soccer camp. A quote from a resident in Ballyhaunis, "This is probably the most important development that has ever happened in Ballyhaunis".

A Youth Sports Leadership Course in Ballyhaunis Community School was completed in February 2016 and will enable the school to deliver extra activities at extracurricular time for their students.

Other activities which have taken place include Operation Transformation Walks, Men on the Move, Beginners Couch to 5K and a 2nd Year Healthy Living Day again in Ballyhaunis Community School. GAA Healthy Club Initiative In 2016 Mayo Sports Partnership collaborated with Ardagh GAA in their Health and Wellbeing Seminar and also worked with Achill GAA in their Healthy Club Programme. Achill participated in the Get Ireland Walking Programme through MSP facilitator Deirdre Donnelly. Approx 60 / 70 people participated on these walks which are leading to further development of the Achill Healthy Club Initiative.



PIC: Ballyhaunis Sports Hub Cricket coaching at the Maples Recreational Park.

Men on the Move

As a result of collaboration with Mayo GAA in relation to the health and wellbeing initiative a number of GAA clubs have become partners in the Men on the Move programme. Castlebar, Claremorris and Westport in particular have promoted it in their clubs with Castlebar having 60 participants. Indeed the sight of masses of men walking with their high vis vests through the streets of Castlebar has provoked much comment amongst locals.

Parkrun

February 2016 saw Erris join the Mayo network of parkrun sites. This rural part of Mayo has up to 40 participants weekly with a team of up to 10 volunteers. The area has such pride in the event that it provides onsite refreshments for participants and social events. Success of the parkrun initiative has led to Ballina being selected as pilot site for Junior parkrun. Taking place weekly every Sunday it acts as a family event and attracts approx 50 participants weekly, see case studies for more.

Special Participation Grant Scheme 2016

€19,000 was allocated to 45 clubs / organisations in Mayo through the Partnerships 2016 special participation grant scheme. This year the scheme has funded initiatives including the set up of a new Mayo Orienteering Club, the new development of a basketball senior club in Westport, walking football initiatives in Ballinrobe, Kilmovee and Achill, community participation initiative in Tourmakeady, mothers and others ladies GAA programmes in Crossmolina and Westport and Cricket in Ballinrobe Programmes in the travelling community and the Special Olympics were also supported under the scheme.

Cycle Skills Programme for People with a Disability

A very successful Cycle Skills Programme for Children with a learning disability was held in Scoil Raftieri Castlebar over three consecutive weeks in July. The Programme which was ran in partnership with Mayo Sports Partnership, HSE and Enable Ireland was very carefully put together and was ran by a very experienced cycle coach. 12 participants took part in the programme which used different methods like turbo training and balance work to improve the participant's cycle skills. The improvement in 3 weeks was amazing with some of the children were able to cycle their bike. The children will now be linked in to cycle programme that take place in their school and will be able to participate in that programme.

Inclusive Tennis

The result of the programme is that Castlebar Tennis Club have joined the enjoy Tennis programme and are running sessions for various disability and mental health groups. Getting participants more physically active has been a result of the programme and integrating participants into a local club. One of the participants was playing against the coach and the coach noticed that instead of playing back hand shots the participant would change hands and was equally as good off both sides. The coach could not believe this as he said that this 'was so unusual and just natural talent'

The Daily Mile

In September 2016 Mayo Sports Partnership looked at introducing the Daily Mile as a participation programme for primary schools across the county. The concept is simple in that it involves all the school walking, jogging or running a mile every day so that it becomes a part of normal school life. Approximately 30 schools are participating in this UK based initiative with all schools mapped on the Daily Mile website www.thedailymile.co.uk. Reaction and feedback has been superb with the below example of Breaffy National School in Castlebar as one.

Teacher

"Even though this running initiative is yet in its infancy in our school its' positive effects are already clearly visible. The children love doing it and without doubt fitness levels are improving steadily. We hope that this initiative will foster a very positive, lifelong attitude to being active and to looking after one's fitness, health and general physical and mental wellbeing among the children."

Student

"I love the Daily Mile because I love the feeling you get when you run with the sun shining and the wind in your face. It's super-duper fun!" Charlotte – Rang 3



PIC: Men On The Move Castlebar Participants.

Further details on above programmes are included in the section 3 of this report.

2.8 Women in Sport Programmes

The 'Women in Sport Initiative' launched by Sport Ireland in 2005 also set out to address findings that the involvement of girls and women in sport and physical activity at school age and in adult life has tended to be much less than that of their male counterparts. The overarching objectives of the Women in Sport programme have been to raise overall physical activity levels among women and to support women's roles within sports organisations. A specific fund is allocated to Women in Sport programmes across the LSP network.

In 2016 3452 female participants took part in 8 local Women in Sport programmes.

Impacts

Grainne Mhaol Dragon Boat Club

2016 saw the further development of the Grainne Mhaol Dragon Boat Club with the purchase of a second boat and the development of a jetty at Lough Lannagh. Some comments in relation to this development by participants included:

"Training with the Graine Mhaol Dragon boat is one of the highlights of my week. Not only because of the positive aspect of the exercise involved and the appreciation of nature, but I love the tasks, the team work and great sense of fun involved and more importantly being able to share this with an amazing bunch of inspirational people makes being a member of the Dragon Boat, priceless!"

Positive experience from a personal point of view. I feel more confident and motivated. My self esteem and confidence have improved immensely in the past 12 months I attribute this to my membership of the Graine Mhaol Dragon Boat Club."

Mayo Volleyball Club

Established in summer 2016 by a couple of volleyball enthusiasts Mayo Volleyball Club has had an outstanding first season winning all its games in division 2 of the national league. Supported through Women in Sport funding by MSP they have a regular training base, equipment and have plans to develop an underage structure in 2017. The club is highlighted in case studies in section 3 of this report.

It's for Girls Initiative

This initiative was rolled out by Mayo Sports Partnership and was designed to encourage secondary school girls in Mayo to get physically active by participating in the Western People West of Ireland Women's Mini Marathon. 5 second level schools participated with close to 200 teenage girls participating both St Josephs S.S., Castlebar and Colaiste Chomain, Rossport were declared joint winners.



PIC: Secondary School students from Gortnor Abbey School Crossmolina promoting "It's for Girls" programme

Further details on specific programmes aimed at target groups are included in the section 3 of this report.

2.9 Building and Sustaining Partnerships

Influencing Policy and Networking

Building alliances and relationships with local and national partners is an important area of work for MSP, as well as representing key concerns in the policy arena. In order to carry out this strand of their work, MSP actively engages in committee work and networking activities at local and national level. In 2016, MSP was involved in 40 different policy actions and networks involving working with 438 various organisations.

The local and national networks bring together sports clubs, statutory and non-statutory agencies, volunteers and other working partners and provide opportunities for partnership endeavours that influence and resource sports and physical activity at county and national level.

These networking and awareness raising actions allow for an increase in the reach of MSP, as well as profiling ongoing work. They are also a sounding board for advice and recommendations as to what the MSP can do to assist sports clubs and partners.

Impacts

Municipal Council Presentations

Mayo Sports Partnership presented to both Claremorris and West Mayo Municipal areas seeking support for programmes such as our Sports Inclusion Initiative. A video presentation was prepared and had such a positive impact that both authorities agreed to contribute to the project.

Rugby Development Officer

Mayo County Council supported the appointment of a rugby development officer for south and east Mayo in 2016. Already the officer has made an impact in 7 primary schools and 3 post primary schools. In particular development of programmes in the Ballyhaunis Sports Hub in partnership with Scoil Iosa primary school and Ballyhaunis Community School has been particularly successful.

Ballyhaunis Sports Co-ordinator

The appointment of Goal to Work Ballyhaunis Sports Coach Ciara Garvey to the role of Sports Co-ordinator under North East Mayo Leader Development Company Community and Employment Scheme was one of the biggest developments in 2016. Having someone on the ground in Ballyhaunis is hugely positive especially maintaining the Maples Recreational Park.

Campaigns

Promotion of campaigns such as Operation Transformation, West of Ireland Womens Mini Marathon, Bike Week, Mayo in Motion Walking Month, Summer Camps, and European Week of Sport etc in local media and through our own information exchange systems has assisted us greatly in promoting the message of involvement in physical activity.

New Strategic Plan

Development of a new strategy for sport in Mayo through public meetings, online surveys and submissions has helped to give a focus to the public in what the role and remit of the Partnership is about.



Programme Case Studies



3.0 Introduction

This section presents examples of MSP work practices and case studies of interaction with key target groups leading to capacity building of volunteers and sustainable participation.

Each of the following case studies illustrates the manner and approach in which MSP plans, delivers and sustains their work. They deal with:

- Using sport as a tool for social engagement in disadvantaged areas;
- Identifying and breaking down barriers in sport;
- School based programmes;
- Parents and families as a target group.
- Adult based initiatives

3.1 Disadvantaged Communities

MSP is very familiar with the challenges facing their communities and work actively in partnership with organisations that help to combat social disadvantage. Sport is an outlet for people in areas of deprivation and can provide pathways to further social engagement through participation and volunteering.

MSP is aware of the needs of individuals where participation in sport is not a priority and can identify and provide supports that can keep people engaged. Registration fees and access to facilities can be a barrier which can often be overcome through support from MSP. Challenging behaviour can also be a problem in areas where crime and poverty are major issues. MSP works with the authorities to understand and work through these issues.

Case Study: Ballyhaunis Inclusive Summer Camp

Introduction

A very successful Inclusive Summer Camp took place in August at the Ballyhaunis Sports Hub. Consultation led by Sports Inclusion Development Officer Ray Mc Namara, Sports partnership staff and relevant coaches and stockholders put together a programme of events for the camp. Dates and times were agreed and relevant promotional events and materials were put together to promote the camp.

The idea for the camp came from the hugely successful Sports inclusion summer camp ran by Mayo Sports Partnership under the Sports Inclusion Development Programme, and to utilise the use of the Ballyhaunis Sports Hub.

Programme Objectives

- Encourage people to become more physically active.
- Find and keep hard to reach participants
- To target various ethnic minority groups.

Programme Partners

Mayo Sports Partnership were the led organisation of the camp and its delivery

Programme Outline

- 3 Day camp
- Programmes with resources and equipment.
- The use of local coaches and MSP staff.
- Targeting children ages 5 -16 and encouraging them to participate in Sport and Physical Activity.
- Targeting various ethnic back rounds and bringing them together in a sporting and fun context.

Cost

€700 with €900 in kind i.e Facilities, support, assistants, promotion, etc.

Numbers Participating

The programme had 38 participants

Outputs

From the programme all the children learned how to play a variety of sports such as Cricket, Basketball, Soccer and much more. Participants learned skills and techniques that they would not have been exposed to in the past.

There was also an understanding of different cultures with having participants from a wide variety of ethnic backgrounds.

Quotes

“it’s great to see children of various backgrounds coming together and playing sport and having so much fun, it’s just wonderful”

Sustainability

All participants have access to the sports hub and there is organised and unorganised play at the hub all the time. If the Sports Inclusion camp provides that first step or the coming together of various groups then it is a very worthwhile programme.

Next Steps

The Inclusive Summer Camp programme will run in August 2017. Participants will also be encouraged to get involved in other activities and clubs that are available in the Ballyhaunis area.



PIC: Participants at the Inclusive Summer Camp Programme with Sports Inclusion Development Officer Ray Mc Namara.

3.2 Breaking Down Barriers in Sport

MSP delivers programmes to target groups that are harder to reach, including those with disabilities or acquired illnesses. The key to designing programmes that work is to understand the needs of the individuals taking part. MSP has gained expertise from working with these target groups over the years. MSP has a dedicated Sports Inclusion Disability Officer (SIDO) in place that is able to adapt mainstream activities to suit the special requirements of individuals of varying abilities.

By partnering with organisations that have expertise and knowledge on disabilities or a certain medical condition MSP can learn what can be done to make an activity more accessible. Sports Inclusion Disability Officers are upskilling regularly through organisations such as the CARA Centre for adapted physical activity to make sport more accessible for people with physical and intellectual disabilities. They can impart this knowledge then to service providers to deliver physical activity sessions within their own settings.

People who have acquired physical and intellectual impairments through injury or illness often fall off the radar when it comes to inclusion in sport and physical activity. MSP is working to make mainstream sport more accessible for these people by delivering programmes within the community that promote inclusion and highlight the importance of integration within community settings.

Case Study: Cycle Skills Programme

Introduction

A very successful Cycle skills programme was held in Scoil Raftieri Castlebar.

A step by step guide of what the programme would entail was agreed by all stakeholders, these included Sports Inclusion Development Officer, Enable Ireland, HSE Physiotherapists and cycle coach Gerry Butler. The Participants that took part in the pilot programme were all picked as being suitable for the programme by the HSE Physiotherapists.

12 participants took part in the programme which used different methods like turbo training and balance work to improve the participant's cycle skills. As Children got to go on their bikes and practiced with Gerry it was clear that some children were strong in some areas and weak in others, which lead to pacific work on balance, strengthening, getting on the bike and breaking.

Programme Objectives

- Encourage people to become more physically active
- Find and keep hard to reach participants
- Teach Children with a disability how to cycle a bike.

Programme Partners

MSP, Enable Ireland and HSE

Programme Outline

3 week meet once per week programme with resources to keep people on track. This was a expert led programme. A Second 3 weeks programme was ran because of demand for the programme. Human resources included MSP staff, Physios from HSE and Enable Ireland Staff.

Cost

€500 with €800 in kind ie Facilities, support, assistants

Numbers Participating

The programme had 12 participants on the first 3 weeks and 8 on the second 3 weeks.

Outputs

From the programme all the children learned how to pedal a bike working on the turbo trainers that the leader and Physios had the children working on, this proved to be of great benefit to the children they may not have pedalled away on their bikes but they were given great coaching and techniques such as turbo training that they and their parents can work on to achieve their goal in the near future.

Quotes

Harold from Enable Ireland:” it was great! Good turn-out, parent’s positive, children happy, and a lot of learning done! One boy cycled away and gave his father a run for his money”.

Sustainability

The programme has been evaluated and it is proposed to run a further programme in the spring along with Gerry being able to encourage children with a disability that would like to learn how to cycle during school programmes being delivered by him through Mayo County Council. Gerry would give extra time were needed in a particular school.

All participants had their own bike with them and parents were shown work to do with each participant in their own time, as cycling is a very leisurely activity now the participants have skills to work on they can really excel and learn how to cycle their bike.

Next Steps

The next programme will run in August 2017 with a new group of participant. We will also run a programme looking at children with learning difficulties in 2017



PIC: Participants at the Learn to Cycle Programme with Sports Inclusion Development Officer Ray Mc Namara and Cycle instructor Gerry Butler.

3.3 Schools Programmes

Mayo Sports Partnership has supported both Primary and Secondary Schools through programmes such as Goal to Work Sports Coach placement, Be Active After School Programme, Introduction to Athletics, Mini Basketball, Playground Markings, Girls Active etc. It has also promoted the Active School Flag initiative providing advice and support to schools of all sizes and geographical location. October 2016 saw the introduction of the Daily Mile programme which is a UK initiative to get school pupils and indeed teachers more active. It has proven to be an outstanding success with many schools participating because of its simplicity.

Case Study: The Daily Mile

Introduction

The Daily Mile is an initiative which was started by Elaine Wyllie, Headteacher of a Large Scottish Primary School in 2012. Elaine started this initiative when she noticed that many children in her class room were very unfit. She started by asking the children to run around the school pitch. By halfway most were exhausted however once they did it daily the children's fitness levels improved and they increased it to the daily mile. Since then it has been introduced into over 1000 schools in the UK.

Over half of Irish Primary School Children do not achieve the recommended level of physical activity. Children and young people need at least 60 minutes of moderate physical activity. It is clear from the SLÁN and HBSC studies that most Irish children are not active enough to be healthy.

One in five Irish children and teenagers is overweight or obese (Irish Universities Nutrition Alliance, 2008).

Programme Objectives

The aim of the Daily Mile is to improve the physical, emotional and social health and wellbeing of our children – regardless of age or personal circumstances.

Improve fitness levels of all members of the school community

It can help children to focus and concentrate in the classroom and raise their attainment.

Partners

The Daily Mile UK, HSE West, Mayo Education Centre, Mayo Sports Partnership and Mayo County Council

Programme Outlines

It is a profoundly simple but effective concept, which any primary school can implement. Its impact can be transformational - improving not only the children's fitness, but also their concentration levels, mood, behaviour and general wellbeing.

Expression of interest letters were sent to all primary schools in Mayo inviting them to participate in the programme. Initially approximately 50 schools expressed interest and the programme was due to commence in October 2016. Local sports personalities Mayo GAA stars Lee Keegan and Cora Staunton were on hand to launch the programme in Snugboro National School.

The Daily Mile Works!

The Daily Mile is successful because it is simple and free:

- It takes place over just 15 minutes, with children averaging a mile each day.
- Children run outside in the fresh air – and the weather is a benefit, not a barrier.
- There's no set up, tidy up, or equipment required.
- Children run in their uniforms so no kit or changing time is needed.
- It's social, non-competitive and fun.

It's fully inclusive; every child, whatever their circumstances, age or ability, succeeds at The Daily Mile.

Cost

€1000 Administration costs, launch of the initiative, end of term prize for reporting back

- €1000 Staff involvement from Mayo Education Centre in circulating information, collating statistics and reports

Numbers Participating

1894 participants from 24 schools

Outputs

Within 4 weeks, children who do The Daily Mile become fit.

The 15 minute break from lessons is invigorating and leaves children (and teachers!) more focused and ready to learn. The time spent outside, in all weathers, helps children become better engaged with the outdoors and aware of their surroundings. The Daily Mile is non-competitive, fully inclusive, and the children have fun! The Daily Mile is also a social occasion, and improves relationships, giving children the opportunity to talk to their peers and teachers in a way they might not in the classroom. The Daily Mile builds teamwork and leadership skills, with children helping and encouraging their peers. Children bring the benefits home, eating and sleeping better and encouraging their families to get active together. The Daily Mile builds self-esteem and confidence, improving children's perception of exercise for life. The Daily Mile is critical to reducing childhood inactivity and obesity. Children are getting fatter, younger, and we need to stop this in its tracks.

Sustainability

The aim of The Daily Mile is simple – we want to get children fit by running for 15 minutes a day. The great thing is that this daily exercise is not timetabled. Teachers take their classes out at a time of their choosing and it only takes 15 minutes. It's simple – the kids don't get changed, it gets them out of their seats and gives them an opportunity to go outside and socialise within their school community.

Quotes

"All teachers feel that the Daily Mile has been a phenomenal success. The children have benefitted in so many ways. Not only has the Daily Mile been a daily "Brain Break" for all children and teachers, it has increased the fitness levels of the children and they look forward to taking part each day. If teachers ever forget, they are reminded about it!"

Michelle Berry Knockrooskey NS

"There has been a very positive response to the Daily mile in our School. The children love getting out for their run and teachers have found them to be more attentive and ready to learn when they return to the classroom."

Reiltin O Grady Teacher Snugboro NS



PIC: Launch of the Daily Mile in Snugboro National School

Next Steps

Planned to issue completion certs for all children who participate in the initiative plus school participation certs for individual participating schools.

Programme to be further promoted and included as a key initiative in the Active School Flag Awards.

Recognition by Healthy Ireland as a shovel ready programme targeting Primary Schools.

3.4 Family Participation

September 2013 saw the introduction of the first parkrun event in Mayo with Westport commencing the worldwide initiative. Success of the initiative was such that by February 2016 parkrun locations were added in Ballina, Castlebar and Erris with another planned for Claremorris in early 2017. Indeed Ballina was chosen in April 2016 for a pilot site for Junior parkrun, a 2K fun event aimed at schoolchildren. Massive recognition should be given to the many local volunteers in each area who continually, on a weekly basis, come out to run this free initiative held every Saturday morning. Its not unusual to see complete families walking, jogging or running at these weekly events and coming together for a cup of tea, coffee at a post event location.

Case Study: Erris parkrun **Introduction**

As a result of the appearance by local man John Conmy as one of the Leaders in the Operation Transformation and, given the link up between the TV programme and parkrun Ireland, it was felt that it was an opportune time to bring parkrun to Erris following the success of parkrun at the 3 other locations in Mayo –Westport, Castlebar and Ballina. The programme was started to target established runners and absolute beginners encouraging them to walk , jog a free timed 5k at 9.30am Saturday Morning around Cross Lake, Binghamstown, Belmullet.

Programme Objectives

Encourage people to become more physically active

Find and keep hard to reach participants

Make it a sustainable programme for the future which fed into other meet and train and fit4life groups

Programme Partners

MSP and parkrun Ireland through its Country Manager Matt Shields met with a local committee to gauge the support for parkrun in the community and to find a safe 5k route in the locality

Programme Outline

Weekly timed 5k every Saturday Morning at 9.30am around Cross Lake, Binghamstown, Belmullet

A core team administer the parkrun locally with volunteers from within the runners, joggers and walkers carrying out the various tasks necessary each week (timekeepers, barcode scanners, finish token distribution, results processing with support from parkrun Ireland and MSP as required.

Cost

€1,500 to parkrun Ireland to cover the cost of the equipment.

Numbers Participating

Initially Erris parkrun had mostly runners and found it difficult to encourage joggers and particularly walkers to participate. However by encouragement through social media channels (Facebook, Twitter and local publication the “Erris Eye”) and the provision of refreshments at the finish line to make parkrun a more sociable and enjoyable event, the average attendance has risen to 45 persons of all ages and abilities per week which compares favourable to participation figures in other locations in the County and beyond. Due to the fact that Erris parkrun is in a scenic location and is the most Westerly parkrun in Europe it attracts visitors (parkrun tourists) from all over the country and beyond.

Outputs

The parkrun has strong links with the recently formed Erris Athletics Club with many of the coaches and members involved with Erris parkrun. Following on from parkrun a local informal running club has seen its numbers increase with parkrun participants during the week. Some of the parkrun participants have gone on to take part in 10ks and half-marathons.

Sustainability

The success of parkrun worldwide can be partially attributed to keeping things simple. Drawing volunteers from within the running base to carry out the various parkrun tasks has not been an issue to date (though sometimes takes some encouragement and gentle persuasion. To date parkrunners have covered 17,305km and Erris parkrun over 77 events and there has been 819 new Personal Bests over that time (correct as of 29th July 2017). Levels of participation continue to increase and participants are also taking part in events all over the county as well as parkrun.

Quotes

“Little did I think when I started my parkrun journey that not only could I complete a 5k run but that I would push myself that bit further to do 10k!”

“Since I discovered running through parkrun I have brought my blood pressure under control and no longer require medication.”

“What a way to start the weekend. Run, coffee and chat done by 10.30am and then you are set up for the day!”

“Pleasure to be part of Europe’s most westerly (and probably windiest) parkrun” Lee (Nottingham)

“Great sunny Friday afternoon and evening by the gorgeous Co Mayo coast in our motorhome, but Saturday dawned a bit drizzly and windy. However, the warm welcome at Erris parkrun made up for the weather. A special friendly parkrun with lovely folk around Cross Lake near Belmullet. Loads of children enjoying the morning. Thanks to Rachael and Pdraig for organising it with great community spirit.” Martin (Harrogate)

“Thank you Pdraig and all of your volunteers, we had a great time this morning, surely the most stunning Park Run scenery in the country. The community spirit at this park run is amazing, and fantastic to see so many juniors out running. Well done, and I look forward to the next time we join you” Karen (Ballina)

Next Steps

Parkrun operates by a tried and tested model worldwide. The local core group will continue to promote the event as a fun, free timed 5k event each Saturday in order to encourage greater participation with the assistance from Mayo Sports Partnership and parkrun Ireland. While the establishment of junior parkrun is seen as a central part of development of parkrun nationally, it is felt that, given the good mixture of ages at Erris parkrun and the extra resources required to provide a junior parkrun each Sunday morning, it is not something the local committee wish to pursue at present as it is also felt it would have a negative impact on participation levels.



PIC: Erris parkrun committee members and participants at the inaugural Erris parkrun February 2016

Case Study: Ballina Junior parkrun

Introduction

This voluntary programme was introduced to encourage children from 4 – 14 years to take part in a free, timed 2km in a fun and safe environment every Sunday morning 52 weeks of the year. Junior parkrun is focused on participation and a non-competitive event with all children receiving 'half – marathon', 'marathon' and 'ultramarathon', wrist bands as they complete more runs.

Programme Objectives

Junior parkrun provides opportunities for children between 4-14 years to regularly participate (through running, walking and volunteering) in a non-competitive and non-threatening environment which supports community cohesion and development and promotes a range of health related benefits. The aim is to introduce children into a fun and active lifestyle from an early age. Thereby breaking the potential cycle of inactivity / being passed through each generation.

As this is a free event which is open to everyone there should be no barriers to participation. It can be used as part of an overall training plan or as a way to socialise however it has proven to be a great way to introduce children to sport without any pressure to perform.

Encourage juniors to participate in all areas of organisation of junior parkrun and as the children get older feed into the main parkrun which takes place on Saturday mornings.

Programme Partners

Mayo Sports Partnership and Ballina Athletic Club are partners of Ballina junior parkrun. MSP with setup costs and promotion and Ballina AC who provide the track and club house weekly for free.

Programme Outline

Every Sunday morning at 9.30am year round the volunteers meet to organise the 2km run, bar codes scanned and times uploaded online by volunteer Race Directors. Activities include a warm up.

Cost

Start Up costs paid by Mayo Sports Partnership. Ballina Athletic Club facilitates the event for free.

Numbers average at about 20-30 weekly.



Outputs

Many of who children who have participated in junior parkrun have joined the athletic club. Some participate weekly to get the wrist bands. Parents of some of the children have also started taking part in the Saturday parkrun and joined the Ballina Athletic Club Fit4life programme.

This programme is considered a major success because of its 'free to participate' philosophy.

Junior parkrun helps break down barriers to participation and taps into motivational triggers, as follows:

- No cost: free to the end user
- No need to pre-book or be selected
- Events are local and easy to access
- Events take place regularly (weekly) at the same time
- Habit forming
- Events are open to all, inclusive and friendly
- Not a race, although runners do test themselves against a time/others
- No dress code
- No race numbers (retains informality)
- No need for expensive equipment
- Encourages family/parental involvement
- Encourages volunteering opportunities for those who do not wish to participate or wish to participate & volunteer occasionally.
- Focus on fun, enjoyment and friendship
- Feeling of being part of a group/community
- Participation promotes health, fitness and well-being
- Timed and so offers the opportunity to track progress
- Incentives for participation (t-shirts are rewarded for milestone runs), parkrun name and branding and social marketing aims to support the inclusive, non-competitive, open nature of the events.

Sustainability

The programme helps drive sustainable participation for all as it is a voluntary led community event. Junior parkrun encourages collaboration between local community groups and organisations, e.g. local schools, sports clubs, health care providers, the Ballina Municipal Authority and the Mayo Sports Partnership.

Next Steps

This programme will be highlighted in local schools with the help of Gaelic ladies football star, Cora Staunton and Active Communities Network. A development afternoon is planned for October where local primary schools will be invited to participate in the junior parkrun during schools hours in order to promote it. Children will be facilitated with bar codes and laminating by Ballina Athletic Club and Active Communities Network.



PIC: Local GAA All Star David Clarke with junior parkrun participants

3.5 Adult Participation

March 2016 saw the introduction of walking soccer to Mayo in partnership with Croi and the FAI. The initial aim of the programme was to provide a fun way for men of women to become more physically active reducing their risk of heart disease, stroke, diabetes and obesity. However interest in the programme grew that several communities / groups introduced the initiative as a general participation programme in their communities :

Case Study: Walking Football

Introduction

The programme was started to target males over 40 with an interest in soccer and a desire to play a walking version of the game for fun and fitness.

The soccer club, Ballinrobe Town AFC, was keen to provide an opportunity for older players to play soccer and become involved in the Club. There was a new Astroturf facility recently opened and this provided the facilities for this programme.

Programme Objectives

Encourage people to become more physically active.

Make it a sustainable programme for the future which would feed in to the general activities of the Club.

Programme Partners

The programme partners were Ballinrobe Town AFC and Mayo Sports Partnership.

Programme Outline

The programme was for an initial 6 week duration open to all on a trial basis with no charge. This was led by a qualified soccer coach, with instruction and demonstration.

Activities included a warm up routine of stretching and walking and structured matches in a group setting.

Cost

€600 grant from Mayo Sports Partnership which was used to cover the cost of hiring the Astroturf pitch, adult size bibs and, coach fees and advertising.

Numbers Participating

Early sessions had between 8-16 participants. Over the course of the programme and the Walking Football group there was over 80 participants.

Outputs

After the initial trial period commencing December 2016, the Walking Football Group continued to meet weekly, and participants paid 5 Euro per head which covered costs. The group carried on until June 2017 when it was decided to have a break of 3 months and recommence in October 2017.

A Walking Football charity event was held to raise funds for a sick child and over 70 participants took part. This introduced a large number of people to the opportunity and benefits of Walking Football.

A major success of this programme was that many females also participated. This led to a vibrant and social mix which helped sustain the group over a long period.

The other benefit was for more adults to become involved in the soccer club which widens the support and profile of the Club.

Sustainability

The group was fully self supporting and sustainable over a long period.

If there were more Walking Football groups nearby, there would be a demand and opportunity for a more competitive element with matches against other groups.

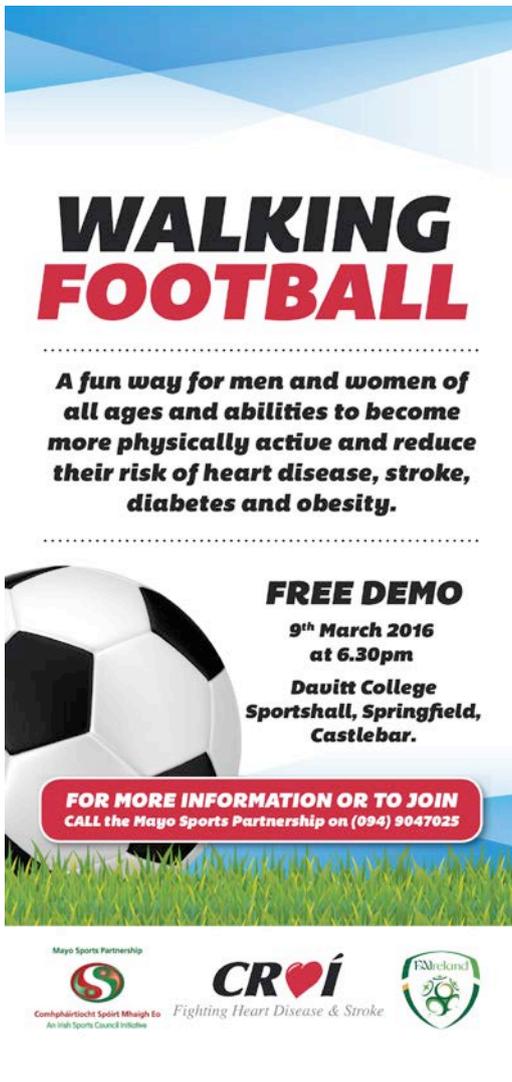
It might also be possible to create splinter groups of men only/women only and daytime or week day groups.

Quotes

“I didn’t believe it would be such fun and such good exercise”

Next Steps

This programme is running again in August 2017 with a view to expanding the group and holding beginners and advanced sessions.



WALKING FOOTBALL

A fun way for men and women of all ages and abilities to become more physically active and reduce their risk of heart disease, stroke, diabetes and obesity.

FREE DEMO
9th March 2016
at 6.30pm
Davitt College
Sportshall, Springfield,
Castlebar.

FOR MORE INFORMATION OR TO JOIN
CALL the Mayo Sports Partnership on (094) 9047025

Mayo Sports Partnership
Comhairleíocht Spóirt Mhaigh Eo
An tAib Sports Council Initiative

CRUI
Fighting Heart Disease & Stroke

FSMekend



PIC: Local leaders with members from Croi and MSP at a training event

3.6 Club Development

Each year Mayo Sports Partnership assists in the development of new clubs either through some financial support through the annual Special Participation Grant Scheme or advice / support in training initiatives. New clubs are springing up all the time in the county and with 580 or so existing clubs it's a lot of infrastructure to support. One such initiative in 2016 was the establishment of the Mayo Volleyball club

Case Study: Mayo Volleyball Club

Introduction

Mayo Volleyball Club began as a project to encourage women of all ages to get involved with a sport that is not readily offered in Mayo outside of secondary schools. There was a large interest towards the sport from women in the area, so we decided to satisfy all the requirements to build a foundation for it. We had a very successful first year with involvement from women ranging from 14-40, both beginners and advanced, and we were also able to enter the first Mayo team into the Volleyball Association of Ireland league. Our team went undefeated and has been promoted to division one. Currently, we are working with under 16 girls as well as a men's group.

Programme Objectives

- Encourage women of all ages to better their fitness
- Create a strong base for volleyball in Mayo
- Create a social sport for women
- Target the youth and form players who will feed back into the club
- Target both competitive and recreational players as a way to promote the sport
- Enter the first Mayo team (one of two counties in Connaught) into the Volleyball Association of Ireland league



PIC: Ladies Division I team

Programme Partners

MSP was a huge help in turning our project into a success.

St. Louis, Kiltimagh secondary school as well as Barnacarroil Community Centre both opened up their venues to us and were also very helpful.

Programme Outline

Trainings once a week for an hour and fifteen minutes. This year has been a year long project with adults playing from Sept-April and youth playing from May-August. We hope to continue both groups all year round and set up more trainings within the week.

Activities include learning volleyball techniques, playing volleyball, running, jumping, and stretching.

Cost

Approximately €2,000 including equipment and uniforms. We started with no equipment and so had to start from the very bottom. Because we had so many new members, we had to purchase more equipment.

Numbers Participating

We had no cap number to the amount of players. By the end of the season, we had around 40 women. That includes league and non league players. There are also about 20 men players, 4 qualified refs, and a scorekeeper.

Outputs

With our second season approaching we have new members interested in playing. We are open to women from outside of Mayo as well, and have encouraged study abroad students to play with us. Due to this, we have new foreign exchange students enquiring about our club. We have also worked with girls in St. Louis secondary school in Kiltimagh and Mt. St. Michael's secondary school in Claremorris. This involvement with schools has lured in young girls from surrounding areas including Kiltimagh, Knock, Claremorris, Charlestown, and Ballinrobe. The more success and promotion our club has, the more young girls will want to be a part of it.

Sustainability

Our plan to keep the club going is to target the young girls who will eventually join our adult team. They will have an advanced experience and knowledge of the game. When their school teams start, their skills will then be exposed to the other players on the team. This will develop strong players and strong interest in the club.

Developing coaches is high on our priority list, and we are currently working with a couple of volunteers who are interested in taking on teams in the future. We will need coaches to sustain the large numbers of women that we hope to attract. We have also been working on creating a sense of local support and awareness in the area by participating in MSP events, fundraising, and posting on social media (Facebook and Twitter).

Quotes

"It was a great experience to play with women who were local and who were also within a wide age range. As a mother, I found the volleyball club was a good way to meet other mothers, get in my exercise, and make friends in nearby places. At the beginning the numbers were small, but as we continued on and spread the word, more women began to join and it became a big social outlet as the ladies got to know each other. Some of us were more competitive than others, but that difference was never a barrier. Since we've been so successful, we are hoping to break into separate groups so that the club can grow and develop on a larger scale. Now we have a young group of girls playing from different schools, and they are mingling really well. It's really good to see the girls committing to the club and enjoying themselves. That's what it's all about."

-Mikal O'Boyle (club co-founder)

"I'd say that it was a wonderful experience and I was very curious to know how people train and play in a different country such as Ireland. The team was very open and welcoming to me and I had a lot of fun with all the girls on the team. And that I'm really sad for not participating this year, but best of luck for DI!"

-Diletta Baratto (study abroad student)

Next Steps

This club is running again in 2017 with hopes of having 2-4 different levels of play: Competitive (Division I of league play), Beginners (Recreational), Youth, (U16), and Men (Currently recreational).



PIC: Ladies U16 team

Our next steps are to:

1. Try to train both coaches and referees which will help with the understanding of the game as well as develop more teams and levels of play.
2. Reach into the schools and create a stronger foundation for volleyball.
3. Focus on building the U16 team so that there is something for the secondary school students to play when their school season is over.
4. Promote our club to the international communities to try to involve them.
5. Work on building the men's numbers.

Next Steps for Mayo Sports Partnership



4.1 Introduction

MSP will continue to support and provide a range of sports development and participation programmes, as well as, where our resources allow, continue to develop additional opportunities to support participation through:

- Life Outdoors: Mayo is teeming with wild places and there has been a growth in the number of people using the outdoors for casual and organised recreation. The outdoors is more than just the wilderness outdoors (slow and wilderness adventure), it includes the urban outdoors for walking, jogging and cycling in built areas, the urban edge outdoors where greenspaces Greenways and Blueways fringe and connect where we work and live. MLSP liaises with the relevant outdoor sport national governing bodies and with Sport Ireland – Trails¹ in the development of outdoor participation programmes and facilities. MLSP also supports any physical activity in the outdoors organised or casual, competitive or recreational, whereby our interaction with the outdoors and nature has a positive impact on our physical and mental health and our sense of place.
- Sport Hubs are a collective of progressive sport clubs and other local organisations that work together to improve sports/active provision in their community, either through a facility or a community setting. As resources allow, MLSP will support communities who want to probe or grow this hub type approach.
- Smarter Travel benefits our environment, our health and the communities we live in. MLSP will, in combination with smarter travel infrastructure, incentives and programmes, encourage the behavioural changes which are required for more people to take up more active and cost effective modes of transport.
- Integrated sports development requires open communication and the sharing of the experience of the various communities and agencies with a stake in sports development in our County. MLSP will continue to share our experience, advocate for the sports participation agenda and work with others in developing spaces, facilities and programmes for sports participation in County Mayo.

PIC: Members of Mayo Sports Partnership Board and staff with John Treacy CEO Sport Ireland, Kieran Mulvey Chairman Sport Ireland and Minister Michael Ring at the announcement of funding for 2016.



4.2 Summary

MSP will continue to seek out and work with relevant partners to maximize capacity and resources while working towards common goals; place a stronger emphasis on monitoring and evaluation of programmes, using the SPEAK system as a tool to plan their work in line with their strategic objectives, building robust evaluation metrics into their projects and will continue to invest in communities by up-skilling people in voluntary roles, creating more sustainable structures to organise and govern sport at local level;

The work of MSP will be influenced by national policy, including policy formulated by stakeholders like the Department of Transport, Tourism and Sport, Sport Ireland and Healthy Ireland. National policy is an influencing factor in MSP strategy and helps to formulate their work plans based on national objectives. The European Union is also influencing the work of MSP promoting their programmes through the European Week of Sport campaign;

MSP is actively exploring avenues to create more sustainable communities where sport is to the forefront of people's minds and seen as a means to enhance areas of social disadvantage. Through the Sports Hub initiative blue-prints and templates will be developed for other communities that wish to take a similar approach.

¹ Previously the National Trails Office with responsibility for the oversight and promotion of outdoor trails in Ireland.

Appendices

Appendix A – List of Local Sports Partnerships

Appendix B - Glossary of Terms

Appendix C – Mayo Sports Partnership

Appendix A



PIC: Ballyhaunis Goal2Work Sports Coaches on placement in local Primary Schools.

Local Sports Partnership Network	Year Established
North Tipperary Sports Partnership	2001
Sligo Sport & Recreation Partnership	2001
Roscommon Sports Partnership	2001
Clare Sports Partnership	2001
Donegal Sports Partnership	2001
Kildare Local Sports Partnership	2001
Laois Sports Partnership	2001
Fingal Sports Partnership	2001
Cork Local Sports Partnership	2002
Meath Local Sports Partnership	2002
Waterford Sports Partnership	2002
Limerick City Sports Partnership	2002
Kerry Recreation & Sports Partnership	2004
Kilkenny Recreation & Sports Partnership	2004
Mayo Sports Partnership	2004
Westmeath Sports Partnership	2004
Carlow Sports Partnership	2006
Offaly Local Sports Partnership	2006
Monaghan Sports Partnership	2006
County Limerick Local Sports Partnership	2007
South Tipperary Sports Partnership	2007
Galway City Sports Partnership	2007
Cavan Sports Partnership	2008
Louth Sports Partnership	2008
Dun Laoghaire Sports Partnership	2008
South Dublin Sports Partnership	2008
County Galway Sports Partnership	2008
Wexford Sports Partnership	2008
Longford Sports Partnership	2008
Leitrim Sports Partnership	2008
Dublin City Sports Partnership	2008
Wicklow Sports Partnership	2008

Appendix B

Glossary of Terms

Active Leadership Award – An Sport Ireland / Sport Northern Ireland award designed to provide trained, knowledgeable and enthusiastic community based physical activity leaders.

BIK – Benefit in Kind. A contribution, other than financial, made by an agency or organisation to a project / initiative.

Boccia - is a target sport played by individuals, pairs or teams. Boccia is played with 13 balls (6 red, 6 blue, 1 white). The jack ball is used to start off the game and is thrown by one of the competitors on the court. It requires a high degree of muscle control, accuracy, concentration and tactical awareness with the goal being to land six of the coloured balls closer to the white target ball than the opponent's balls.

Boccia is a non contact sport, where the game focuses around a target. The balls used are solid but pliable, that have a good rolling quality and are easy to grip. The balls also have the effect of reducing the advantage of physical strength, so that skill becomes the overriding factor.

Buntús – A Sport Ireland programme developed to support primary school teachers and childcare practitioners in introducing young people to sport and physical activity.

Come & Try – Come & Try events are sports taster events where participants can come and try a range of sports, hassle free and at their own pace. It is a perfect opportunity to see what sports are available in the locality and to meet with local sports clubs and groups.

Economic Impact of Sport - The Economic Impact of Sport is a report published by the Indecon Economic Consultants in 2010 for Sport Ireland. The report establishes that sport and sport-related activities generate a very significant contribution to the Irish economy, while also playing a vital role in supporting the development of social capital and contributing to the health and quality of life of the Irish population.

ESRI - Economic and Social Research Institute. The ESRI produces research that contributes to understanding economic and social change in the new international context and that informs public policymaking and civil society in Ireland.

FAI – Football Association of Ireland. The FAI is the governing body of football in Ireland.

Fitzpatrick & Associates Review of Local Sports Partnerships - The Fitzpatrick & Associates Review of Local Sports Partnerships is a report published by the Department of Arts, Sport and Tourism in 2005. The report evaluates the progress of the LSPs with reference to the key aims and objectives, and makes a number of recommendations for the LSP initiative.

GAA – Gaelic Athletic Association. The GAA is the governing body of Gaelic games in Ireland.

Fit4Life – Fit4Life is an Athletics Ireland programme to help participants develop their fitness in a fun sociable environment. The programme is suitable for beginners through to regular runners, and the emphasis is on meeting with people of a similar ability on a regular basis to walk or run.

Go For Life - The Go for Life Programme aims to increase participation among older people in recreational sport activities, and is supported by Sport Ireland.

HSE – Health Service Executive. The HSE is a statutory authority responsible for providing Health and Personal Social Services for those living in the Republic of Ireland.

GMIT – Galway / Mayo Institute of Technology Castlebar Campus.

IRFU – Irish Rugby Football Union. The IRFU is the governing body for the sport of rugby union in Ireland.

ISM - Irish Sports Monitor. The Irish Sports Monitor is an ongoing telephone survey of adults aged 16 and over in Ireland, which records sport and exercise activities undertaken in the 7 days prior to interview. In 2009, the Irish Sports Monitor interviewed over 9,700 adults. The survey is primarily designed to track levels of participation in sport, both for the population as a whole and various sub-populations of interest. The 2009 report is the latest in a series of collaborations between the Irish Sports Council and the Economic and Social Research Institute (ESRI) on sport and physical activity.

Sport Ireland – Sport Ireland is a statutory authority that aims to plan, lead and co-ordinate the sustainable development of competitive and recreational sport in Ireland.

LEADER - LEADER is the EU Community Initiative for Rural Development that provides approved Local Action Groups with public funding (EU and National) to implement multi-sectoral business plans for the development of their own areas.

LSP – Local Sports Partnership. Local Sports Partnerships are an initiative of the Irish Sports Council to co-ordinate and promote the development of sport at local level. The key aims of the LSPs are to increase participation in sport, and to ensure that local resources are used to best effect. The LSP initiative lies at the heart of the Irish Sports Council's participation strategy.

Mayo, Sligo and Leitrim ETB - are local statutory education and training authorities. Their service encompasses Second Level Schools, Further Education Colleges, Adult and Community Education, Literacy Support and Youth Support Services.

MTSG – Mayo Traveller Support Group a local agency advocating rights for the travelling community in Mayo

Meet and Train groups - Meet and Train are weekly walking/running groups, set up and supported by LSPs often in conjunction with local athletics clubs. The objective of the Meet and Train group is to provide an opportunity for participants (in particular women) of all ages and levels of fitness to get together to exercise with like-minded people, in a non-competitive environment initially under the guidance of a qualified coach.

MSP- Mayo Sports Partnership. An organisation core funded by Sport Ireland and is under the auspices of Mayo County Council.

National Play Day - This is a multi activity play day targeting families.

NGB – National Governing Body. An organisation, recognised by the Irish Sports Council, that coordinates the development of a particular sport or sports through constituent clubs.

Older People – As used throughout this report, the term older people refers to those over 50 years of age.

PAL – Physical Activity Leader. A Physical Activity Leader is someone who can lead members of their own groups or communities in short exercise routines, straightforward dances and recreational sports.

RAPID – Revitalising Areas by Planning Investment and Development. The RAPID Programme is a Government initiative, which targets 45 of the most disadvantaged areas in the country by focusing State resources available under the National Development Plan.

School Completion Programme (SCP) – The School Completion Programme (SCP) is a Department of Education & Science initiative that aims to have a positive impact on levels of pupil retention in primary and second level schools and on the number of pupils who successfully complete the Senior Cycle, or equivalent. SCP entails targeting individual young people of school-going age, both in and out of school, and arranging supports to address inequalities in education access, participation and outcomes.

SDO – Sports Development Officer. SDOs aim to provide opportunities for participation in sport and physical activity for all sections of the community.

SIDO – Sports Inclusion Disability Officer. SIDOs aim to provide opportunities for participation in sport and physical activity for people with a disability. See Sports Inclusion Disability Programme.

SPEAK – Strategic Planning, Evaluation and Knowledge system. The SPEAK system is a product of NEXUS Research (a not-for-profit research co-operative based in Dublin) which offers organisations the capacity to self-evaluate, leading to a comprehensive understanding of the work of the organisation and the impacts of that work.

SPG – Mayo Sports Partnerships annual Special Participation Grant Scheme

Sporting Lives – Sporting Lives is a report published by the ESRI in 2008, in conjunction with the Irish Sports Council, on participation in sport over the lifetimes of the current generation of Irish adults. It aims to determine how participation in sport and exercise in Ireland has changed over recent decades and how it varies across the life course, from childhood to later adulthood.

Sports Inclusion Disability Programme – A programme to encourage and facilitate more people with disabilities to participate in sport and physical activity, developing sustainable clubs and programmes in all settings.

Sustainability (with regard to LSP participation programmes) – A sustainable programme is one which leads to lasting participation in sport and/or physical activity which is capable of being self-maintained (without direct LSP support).

WIS – Women in Sport. An initiative of the Irish Sports Council to increase participation of women in sport, through providing alternative opportunities and developing specific programmes.

Appendix C - MSP Board

The following table gives a breakdown of the level of working partner participation on the boards of management of Mayo Sports Partnership

Working Partner	Number of Representatives	Working Partner	Number of Representatives
Mayo, Sligo, Leitrim ETB	1	LEADER	2
County Councillors	2	Mayo Education Centre	1
HSE	1	Udaras na Gaeltachta	1
Community Forum	1	Foroige	1
Mayo Mental Health	1	Community and Enterprise	1
GMIT	1	Walking and Trails Officer	1
Sports Forum	5		

MSP aims to ensure that the expertise they bring together at their boards reflects the target groups with whom they work.

Responsibilities of the Board

The Board is responsible for all the activities of the Sports Partnership. These responsibilities can be divided into six main areas:

- To govern the organisation through the proper administration of its affairs
- To provide leadership for the organisation
- To plan the strategy for the development of the organisation
- To establish partnerships with other organisations who can help develop the organisation
- To manage the people involved in running the organisation
- To implement the strategic plans for the organisation and monitor their progress
- To ensure a realistic programme of participation and performance in the organisation as a consequence of the previous six responsibilities.



PIC: New Sports Partnership Board formed in October 2014.

Back L-R: James Larkin - Sports Forum, Tom Doherty - Mayo Foroige, Jimmy Murphy - Mayo Mental Health, Mick Fahy - Sports Forum, Gerry O'Neill - South West Mayo Development, Paddy McNicholas - Sports Forum, Anna Connor - Mayo County Council, Nigel Jennings - GMIT

Front L-R: Brian Mescal - Sports Forum, Charlie Lambert - Mayo Sports Partnership, Henry Kenny - County Councillor, Thelma Birrane - H.S.E.

Absent from photo: Siobhan Carroll - Webb Mayo North East Leader Part, Paul Butter, Mayo Education Centre, Neil Sheridan - Mayo County Council, Seán Molloy - Community Engagement Network, Sean O'Coistealbhá - Udaras Na Gaeltachta, Breda Ruane - Mayo Sligo Leitrim ETB

Mayo Sports Partnership
Community & Enterprise Office
Cedar Building
Moneen
Castlebar
Co. Mayo

Tel: 094 9047025
Email: msp@mayococo.ie
Web: www.mayosports.ie

 facebook.com/pages/Mayo-Sports-Partnership
 [@MayoSportI](https://twitter.com/MayoSportI)

Mayo Sports Partnership



Comhpháirtíocht Spóirt Mhaigh Eo

— SPORT IRELAND —