



Mayo Sports Partnership



Comhpháirtíocht Spóirt Mhaigh Eo

— SPORT IRELAND —

# MAYO

SPORTS PARTNERSHIP  
ANNUAL REPORT  
**2018**

# 2018

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# FOREWORD

We are delighted to introduce the 12th Mayo Sports Partnership annual report utilising Sport Irelands evaluation framework. It highlights the significant contribution that Mayo Sports Partnership is making to advance the goals set out in the Department's National Sports Policy 2018-2027 and also of our own Strategic Plan "More People Enjoying More Sports" 2017-2021.

The range of opportunities that MSP offers for people to become involved in sport and physical activity is significant. The case studies section of this Annual Report provide a small glimpse at the bespoke programmes on offer across the county. In 2018, 15,588 people were supported by MSP through locally delivered participation initiatives. Of that, 2,165 female participants took part in 10 local Women in Sport initiatives, targeting women and girls across society and providing opportunities for engagement in a supportive and inspiring environment. Once again our flagship event the West of Ireland Womens Mini Marathon and the Primary Schools Mini Mini event attracted some 2,500 participants on a fantastic day for all.

With the additional support of Dormant Accounts and Healthy Ireland funding, Sport Ireland has once again been able to increase resources for harder to reach communities; removing barriers to participation and continuing to showcase the positive impact that sport can have on people's lives.

The provision of good quality local physical activity and sport opportunities should always be underpinned by the implementation of good governance standards. The Board members of MSP play a significant role in ensuring good governance and compliance with funding requirements. We would like to express our gratitude to all board members as they see out the final year of their current term in 2019.

On a final note, we would like to take this opportunity to thank the MSP staff, partners, agencies and volunteers who continue to contribute to the success of Mayo Sports Partnership. All have been vital to the successful delivery of programmes that make sport and physical activity accessible to all at a local community level. Also to John Treacy CEO Sport Ireland and Mayo County Council CEO Peter Hynes a massive thank you for their continued support.



*Brendan Mulroy*  
**CHAIRMAN**  
Mayo Sports Partnership



*Charlie Lambert*  
**SPORTS CO-ORDINATOR**  
Mayo Sports Partnership



# Key Findings

## I.1 Key Findings

This report is the 12th annual report of MSP using the Sport Ireland evaluation system.

### Background, Resources and Funding

- €766,681 was invested in MSP in 2018. This figure includes benefit-in-kind funding of €203,500 from partners
- Funding from Sport Ireland accounts for 34% of the total MSP funding in 2018, 18% from Dormant Accounts with the remaining 48% coming from other sources. These figures include benefit-in-kind funding.
- 18 people served on the MSP board in 2018.
- In 2018, 4 people worked full-time on behalf of MSP and 2 part time Sport Hub co-ordinator. 3 were 100% directly funded by Sport Ireland with the Sports Disability Officer funded 50%. MSP also provided work placement to students from 3<sup>rd</sup> level colleges for work experience and opportunities to develop skills.

### Achievements of Mayo Sports Partnership in 2018

#### Development of Sports Infrastructure in Mayo

- In 2018, MSP provided funding supports to 100 clubs and 40 community groups throughout the county.
- 80 groups have been supported in the delivery of their activities
- 21 clubs/communities were helped in developing their organisational, policy or management structures;
- MSP planned and delivered 40 training and education courses, workshops and seminars
- 904 people attended these courses

#### Delivering Sport Ireland Programmes

##### Active Leadership

- 289 sports leaders have been trained in 19 Active Leader Courses since it commenced.

##### Code of Ethics – Safeguarding 1, 2 & 3

- 503 participants completed 32 Code of Ethics Basic Awareness – Safeguarding 1 courses.
- 39 participants completed 3 Club Children's Officer – Safeguarding 2 courses.
- 27 participants completed 2 Designated Liaison Person – Safeguarding 3

#### Local Programme Delivery

- 15,588 people participated in 89 locally delivered participation programmes.
- 9,035 of these participants were children
- 2165 female participants took part in 10 local Women in Sport programmes.
- Sports Disability Inclusion Programme – 596 participants in 20 programmes.

#### Building and Sustaining Partnerships

- In 2018 MSP was involved in 47 different policy actions.

#### Information Provision

17,652 individuals provided with general or specific sport-related information through MSP online, social media or text promotion

Mayo Sports Partnership



Comhpháirtíocht Spóirt Mhaigh Eo

# 2018

## MAYO SPORTS PARTNERSHIP



# €766,681

## INVESTED IN 2018

# 15,588

participants

# 89

**LOCALLY DELIVERED** PROGRAMMES

# 9,035

OF THESE PARTICIPANTS WERE CHILDREN

## SPORTS DISABILITY Inclusion Programme

# 596

participants in

# 23

programmes



# 2165

## FEMALE

participants took part in

# 10



Local women in sport PROGRAMMES

## WHO WE TARGET

- Unemployed
- Disadvantaged Areas
- Older Adults
- Young People
- People with Disabilities
- Women & Girls
- Ethnic Minorities



# 2

## Background, Funding and Resources

## 2.1 Background to MSP

This report is the twelfth annual report of Mayo Sports Partnership . It reflects the work of the Partnership for 2018. Information provided through the Sport Ireland reporting system is collated into a database tracking the depth and breadth of MSP initiatives. MSP activities from this database are highlighted as examples of good practice and are presented as case studies later in Section 3 of this report.

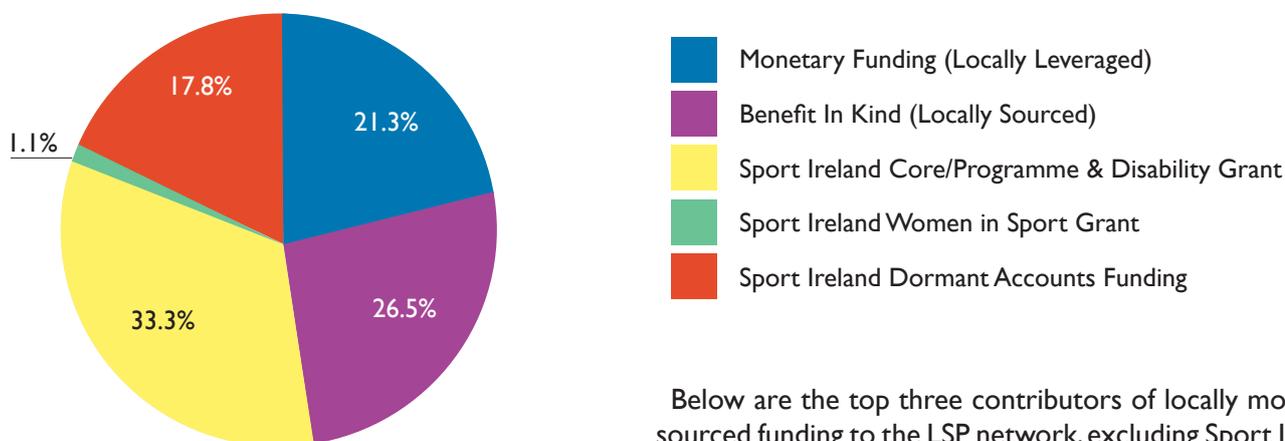
## 2.2 Project Funding Sources

Funding from Sport Ireland (Core, Disability and Women in Sport) accounted for 37.5% of the total LSP funding in 2018. Additional funding was also secured for MSP by Sport Ireland for specific projects under the Dormant Accounts Scheme to the value of 19.4% of overall funding. The remaining 43.1% was raised from local sources, including benefit in kind funding.

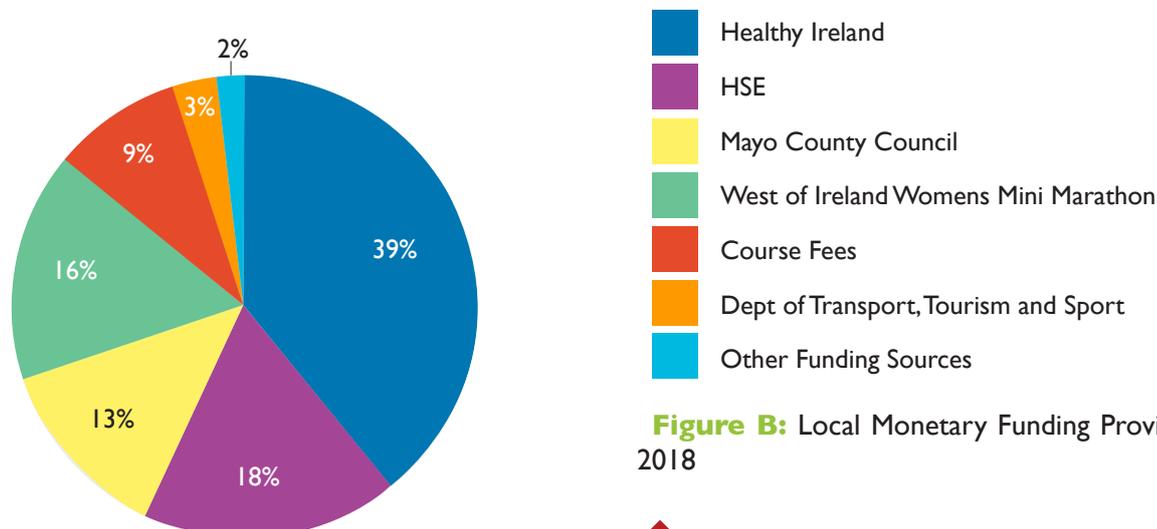
	€	%
Monetary Funding (Locally Leveraged)	163,572	21.3%
Benefit In Kind (Locally Sourced)	203,500	26.5%
Sport Ireland Core/Programme & Disability Grant	255,150	33.3%
Sport Ireland Women in Sport Grant	8,250	1.1%
Sport Ireland Dormant Accounts Funding	136,209	17.8%
<b>Total</b>	<b>766,681</b>	<b>100%</b>

**Figure A:** Breakdown of Funding and Benefit in Kind Received by MSP in 2018

After core funding from Sport Ireland, Healthy Ireland were the next most significant source of monetary funding with benefit in kind support mainly coming from Mayo County Council. Other significant funding partners of the network were HSE West and the Department of Transport Tourism and Sport.

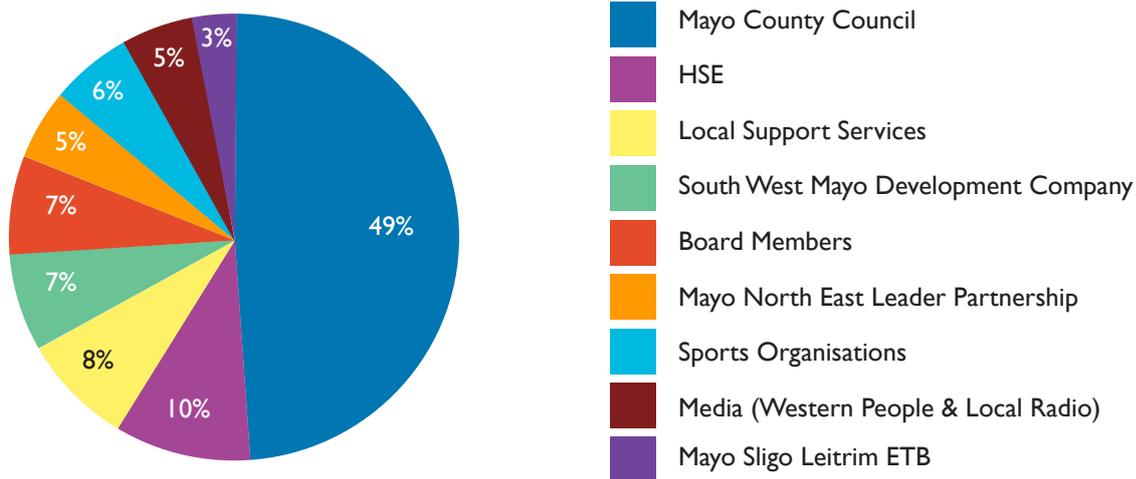


Below are the top three contributors of locally monetary sourced funding to the LSP network, excluding Sport Ireland.



**Figure B:** Local Monetary Funding Providers to MSP in 2018

Below are the top three contributors of locally sourced benefit in kind funding to MSP, excluding Sport Ireland.



**Figure C:** The Local Benefit in Kind Providers to MSP in 2018

Sport Ireland funding to MSP increased by 2.5% from €257,076 to €263,400 in 2018.

MSP continues to be successful in securing funding from local sources. 48% of total funding has been contributed by local sources. Monetary funding sourced locally accounts for 21% of overall MSP support and benefit in kind support accounts for 27% of overall funding.

Excluding Dormant Account Funding MSP is once again pleased to note that over 50% of its costs are being sourced locally. This follows a recommendation from the 2005 Fitzpatrick & Associates Review of the LSP programme.



**PIC:** Go For Life Leader Training in Ballyhaunis

## 2.3 MSP Management and Staff

### Board of Management Participation and Representation

- A total of 18 people served on the MSP board in 2018. 28% of MSP board members are female, which is positive in terms of diversity on Boards;
- Board members bring specific skillsets to their work within MSP. This expertise is in the areas of finance and management, as well as public relations, governance and human resources. All of this helps to contribute to the effective running of MSP.

As with recent years, representatives from Mayo County Council, local agencies and the Sports Forum continue to be the three most active participants on MSPs Board.

### MSP Staff

MSP core staff members are funded by Sport Ireland while other part time personnel are funded through other sources. Along with the co ordinator and administrator MSP employs a Community Sports Development Officer (CSDO) and a Sports Inclusion Disability Officer (SIDO), which is supported in part by Sport Ireland. In 2018, MSP also contracted two Sports Hub (Ballyhaunis & Ballinrobe) co ordinators with the aid of Dormant Account funding and provided placements to students from 3<sup>rd</sup> level colleges for work experience and opportunities to develop skills. MSP also contracted a further 25 tutors to deliver programmes, courses and initiatives within the Partnerships structure.



3

**Achievements of MSP in 2018**

## 3.1 Introduction

MSP undertakes a wide range of actions with the aim of increasing sport and physical activity participation levels in their local communities. These actions are grouped within four outcome areas:

- Working to increase participation levels, especially amongst specific target groups;
- Building sustainable local sporting infrastructure through support for clubs, coaches and volunteers and supporting partnerships between local sports clubs, community based organisations and sector agencies;
- Creating greater opportunities for access to training and education in relation to sports and physical activity provision;
- Providing information about sport and physical activity to create awareness and access

## 3.2 Development of Local Sports Infrastructure

A key focus 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 participation for all community members in a wide range of sport or physical activity options.

This sustainable environment is facilitated through supporting volunteers and coaches in opportunities to enhance their skills and improve the quality of sports participation in their communities.

### Funding Work

In 2018, MSP provided funding supports to 100 clubs and 40 community groups throughout the county.

### Club Development Work

MSP supports providers of sports and physical activity across the county, as well as working with sports clubs, communities and individuals to introduce new sports opportunities and pathways for participation in physical exercise. To this end, in 2018:

- 90 meetings or phone calls took place between clubs/communities and MSP to share advice;
- 21 clubs/communities were helped in developing their organisational, policy or management structures;
- 18 clubs/communities availed of MSP resource packs;
- 26 clubs / communities attended Club Development Workshops;
- 22 clubs/communities were provided with templates from MSP
- 80 clubs/communities were supported in the delivery of activities;

MSP plays a key role in advising clubs in the areas of planning, evaluation and in the development of governance standards and policies. This support work helps clubs to make improvements to attract and retain members.

### Training and Education Courses

MSP provides a range of important upskilling and training opportunities at local level for volunteers, coaches and administrators:

- MSP planned and delivered 40 training and education courses, workshops and seminars with their partner agencies;
- 904 people participated on these training courses.



**PIC:** Community Coaching Programme Workshop, Autumn 2018

## Training Actions

Course	No of Participants
Sports Seminar	370
Coach/ Instructor Training	95
Disability Awareness Training	84
School based Training & Education	75
Other Training & Education	75
Youth Leadership	73
Disability Inclusion Training	50
Active Leadership	22
Get Ireland Walking- Walk Leader Training	22
Community Coaching Programme	14
First Aid Course	12
Go For Life- PALS Physical Activity Leadership Training	12
<b>Total</b>	<b>904</b>

**Table 2:** Breakdown of Training and Education Courses delivered by MSP



**PIC:** Ballina Sofa 2 Saddle Programme

## 3.3 Delivering Sport Ireland Programmes

### Child Welfare & Protection (Code of Ethics) -Safeguarding Programmes

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** - Child Welfare & Protection Basic Awareness Course.  
All Coaches, Children's Officers and Designated Liaison Persons must first complete the 3 hour Child Welfare and Protection Basic Awareness Course. This course educates participants on the implementation of best practice in protecting the welfare of children involved in sport.
- **Safeguarding 2** - Club Children's Officer  
A person appointed to the Club Children's Officer position in a club must complete Safeguarding 1 (Child Welfare & Protection Basic Awareness workshop) and follow this with the Club Children's Officer 3 hour workshop. This course will help the Club Children's Officer to carry out the function of their role in the club and support the implementation of best practice in the club. Participants will also receive a Club Children's Officer Action Planning document as part of training.
- **Safeguarding 3** – Designated Liaison Person  
A person appointed to the Designated Liaison Person position in a club must have completed Safeguarding 1 (Child Welfare & Protection Basic Awareness workshop) and should complete the Designated Liaison Person 3 hour workshop. A club may appoint the same person to both the CCO and DLP positions however best practice advises that they are kept as separate roles.

#### Club Children's Officer

The Club Children's Officer should be child-centred in focus and have, as the 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 TUSLA Child and Family Agency 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.

In 2018, 503 sports leaders and volunteers completed the Safeguarding 1 training across 32 courses run by MSP. Some 39 volunteers attended the follow-on Children's Officer training across 3 courses. In the rollout of Safeguarding 3, 27 Designated Liaison Persons received training on 2 programmes organised by MSP.

	Safeguarding 1	Safeguarding 2	Safeguarding 3
	2018	2018	2018
Number of courses delivered	32	3	2
Number of participants	503	39	27

**Table 3:** Summary of Safeguarding outputs for 2018

## 3.4 MSP Participation Initiatives

The design, delivery and review of targeted programmes by MSP directly increases the level of local participation particularly amongst the harder to reach social groups. Through their local expertise and connections within the sports infrastructure, MSP is able to identify specific needs and plan accordingly. In 2018, MSP maintained its delivery of an innovative range of participation programmes;

- 15,588 people participated in 89 locally delivered participation programmes
- Of that, some 2,165 female participants took part in 10 Women in Sport programmes

Name of Programme	Participants
Primary school athletics programme	4000
The Daily Mile	3350
Community Sports Programme	3,319
School Based Programmes	1,060
Bike Week	920
Mayo Operation Transformation Walks	570
Other Programmes	453
Couch to 2.5k, 3k, 5k Programme	304
Disability Programmes	237
Go For Life- Games	232
Get Ireland Walking- Community Walking	165
Swim for a Mile	130
Enjoy Tennis	121
Workplace programme	112
After School Programmes	93
Men on the Move	83
School Cricket Programmes	70
Girls Active	60
Boccia Programme	57
Bike 4 Life	52
Sports Camps	50
Active School Flag	40
School Rugby Programmes	34
Learn 2 Cycle	26
Water Sports Programmes	25
Football for All	15
Tag Rugby	10
<b>Total</b>	<b>15,588</b>



**PIC:** Social Inclusion Week walk in Ballinrobe Sports Hub

**Table 4:** Breakdown of Initiatives delivered by MSP in 2018

### 3.4.1 MSP Initiative Categorisation

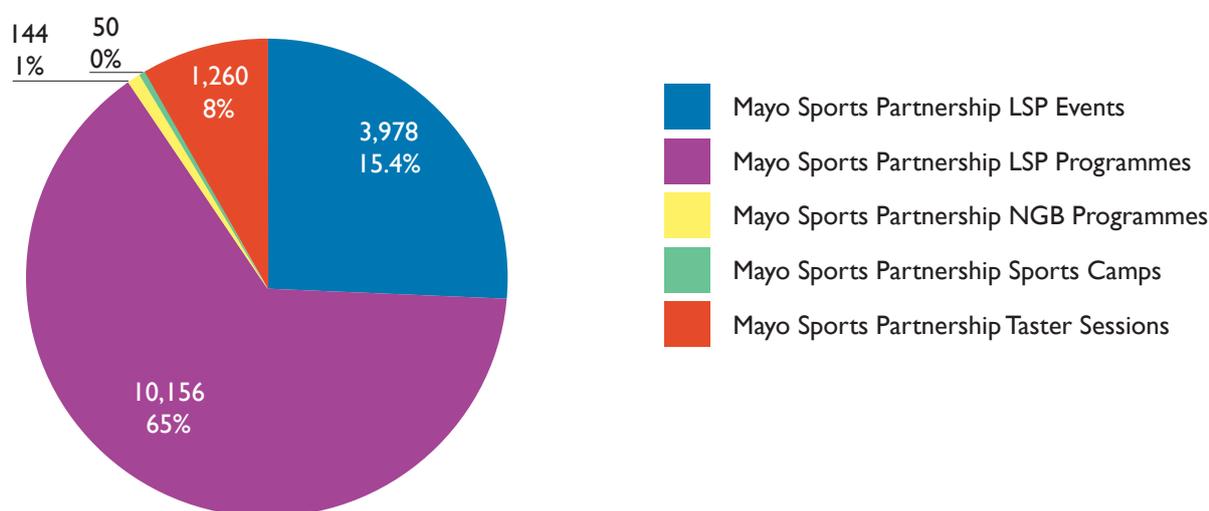
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Initiative Category	Description
MSP Programmes	Defined as fixed duration participation opportunities which last longer than one or two sessions. Usually delivered over a number of weeks or non-consecutive days e.g. Men on the Move, Go For Life, Community Walking Programme
MSP Events	Defined as fixed duration participation events usually lasting single days. Participants would usually set a goal to enter the event and undertake some training or require underlying fitness or skill to take part. E.g. 5k runs, Cycle Series, Mini Marathons
Taster Session	Defined as once off participation opportunities which offer no more than a single experience, although they may sign post to more long term opportunities. Participants usually need no training in advance and minimal previous skill/fitness to take part e.g. Fun days, Be Active Nights, family events, promotional weeks etc.
Sports Camps	Defined as sports camps which offer sports participation opportunities in a sport or multi sports. Usually lasting less than a week e.g. FAI Soccer Camps, GAA Cúl Camps
NGB Programmes	Defined as participation opportunities with and NGB as the main deliverer of the initiative. Support and resources may be provided by MSP. E.g. Rugby tournaments, GAA blitzes, soccer leagues

**Table 5:** Description of Initiative Categories

The below information illustrates the number of participants reached by each category.

**Figure C:** Participants by Initiative



## 3.4.2 MSP Initiatives delivered in 2018

During 2018 MSP engaged with a range of different sports in providing participation opportunities to their audience. The following image shows the range of sports that participants were engaged in during their involvement in participation initiatives in 2018. Over 22 sports were participated in during this period. The most popular 3 sports in 2018 were athletics (excluding running), running and walking. 4,020 people were reached through athletics, 3,370 people were reached through running initiatives, and 3,363 people were reached through walking initiatives.

The following presents an overview of the types of initiatives by sport delivered in 2018

Name of Sport	Participants
Athletics (excl. running)	4,020
Running	3,370
Walking	3,363
Multi Sport	1,395
Cycling	1,078
Exercise (inc. Gym, Yoga, Pilates, Boot Camp)	868
Basketball	337
Gaelic Games	179
Swimming	174
Golf	139
Cricket	125
Bowling	97
Soccer	87
Tennis	79
Rugby	76
Boccia	57
Table Tennis	42
Dance	30
Canoeing/ Kayaking/ SUP/ Dragon Boating	25
Volleyball	20
Hockey	17
Surfing	10
<b>Total</b>	<b>15,588</b>

**Table 6:** Participation Initiatives by Sport and Number of Participants



**PIC:** Beginner kayaking programme in Ballina

## 3.4.3 Behaviour Change Theory

In order to develop an understanding of the application of the Behaviour Change Theory to MSPs work in increasing participation in sport and physical activity, they were asked to categorise the primary effect of each initiative under the pillars of the COM-B Behaviour Change Model. The table below describes the COM-B effects in more detail. Some actions will span multiple COM-B effects, in this case MSP selected the most significant effect.

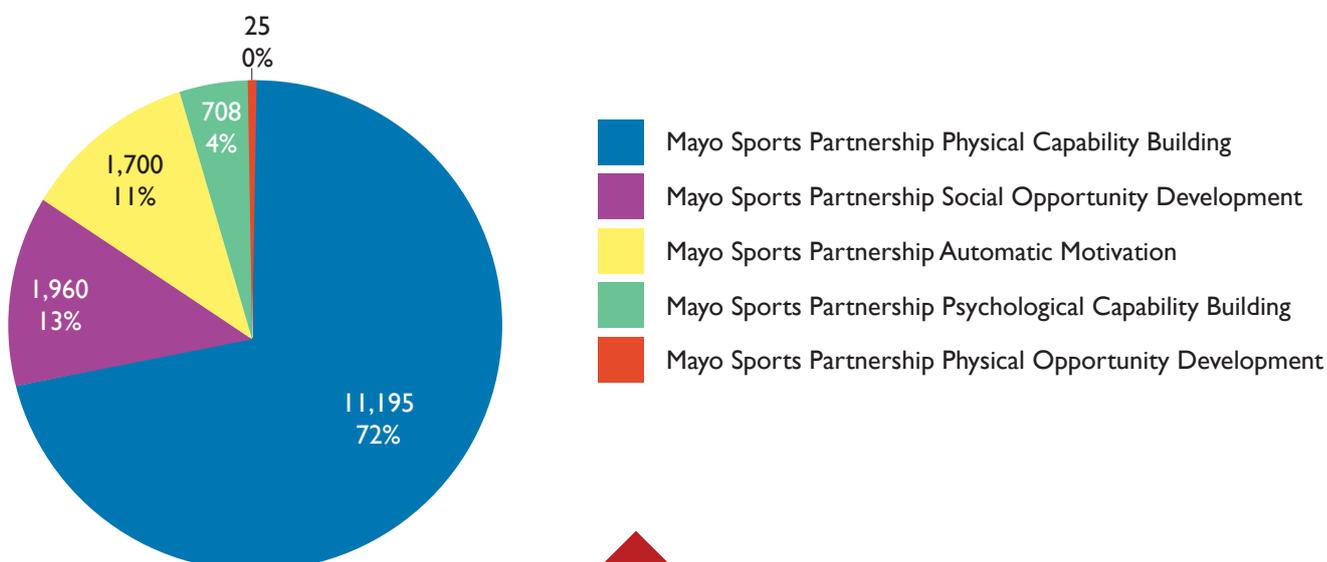
BCT PRIMARY COM-B EFFECT	Description
Physical Capability Building	Actions that primarily develop the skills of the participant e.g. programmes over multiple sessions.
Psychological Capability Building	Actions that primarily develop the knowledge of the participant e.g. taster days, information focused communications
Physical Opportunity Development	Actions that primarily develop infrastructure, facilities, equipment or reduce cost or improve access e.g. capital developments, discounts, provision of information such as club and facility directories
Social Opportunity Development	Actions that primarily develop a culture of participation in sport and physical activity e.g. socially focused communications s
Reflective Motivation	Actions that primarily provide goals for participants e.g. participation events, some goal focused communications
Automatic Motivation	Actions that primarily develop participants habits e.g. longer lasting interventions usually with easy access and small individual impact

**Table 7:** Description of COM-B Behaviour Change Model

The following presents the number of participants reached through participation initiatives under each of the behaviour change pillars.

The COM-B model suggests that an individual must have Capability (Physical and Psychological), Opportunity (Physical and Social) and Motivation (Reflective and Automatic) in order to change behaviour. The below graph shows that 72% of MSP interventions primarily develop Physical Capability and only 13% primarily develop Social Opportunity and 11% aim to support automatic motivation. Some work is required to establish the national baseline levels of capability, opportunity and motivation to help focus the efforts of MSP to the most effective area of work. If all 6 areas of the COM-B model are required to change behaviour there may be a need for MSP to focus more resources to initiatives that develop participants in aspects beyond Physical Capability.'

**Figure D:** Behaviour Change Theory and Number of Participants



## 3.5 Building and Sustaining Partnerships

### Information Provision

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



**PIC:** Launch of the Daily Mile in Scoil Iosa, Ballyhaunis

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.

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	2018	Providing Information to Community Social Media	2018
Number of Radio Interviews	5	Facebook: Number of posts / updates	150
Number of articles in local press / radio	20	Facebook: Number of likes	4,500
Number of newsletters printed	3,000	Facebook: Number of tweets	500
		Facebook: Number of followers	2,200

Providing Information to Communities Online	2018	Providing Information to Community Text-based	2018
LSP Website: Number of new articles	33	Number of texts sent via text service	500
LSP Website: Number of hits	7,452		

**Table 8:** Summary of MSP Promotion in 2018

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, as well as through translated documents. MSP maintains active databases of local organisations and groups as well as email contact lists.

MSP can also promote their work through annual reports such as this document. Research publications and presentations are also used regularly to disseminate their key messages regarding participation. In 2018, 25 presentations were delivered to Councillors, Local Authority staff, community groups and other partners/stakeholders.

Production of Information Resources		Local Community Interest	
	2018		2018
Number of newsletters	6000	Number of directories produced / updated	15
Number of press releases issued	16	Number of people / clubs / groups on email list	3,500

Dissemination of Research and Reports	
	2018
Number of reports disseminated	180
Number of presentations delivered	25

**Table 9:** Summary of MSP Information Production and Dissemination 2018



**PIC:** Achill 'Come and try it' Sports Day, 27th March 2018

### 3.6 Networking, Advocacy and Awareness Raising

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 its work, MSP actively engages in committee work and networking activities at local and national level. In 2018, MSP has participated in some 47 actions associated with building networks and advocating on behalf of their target groups.

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 sport 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 their ongoing work. They are also a sounding board for advice and recommendations as to what MSP can do to assist sports clubs and partners.

TYPE OF ACTIONS	NUMBER OF ACTIONS	2018
Campaigns and Lobbying Efforts	1	
Local Networks or Committees participated in	21	
Publicity, Awareness Raising and Media	15	
Regional and National Networks participated in	5	
Seminars or Conferences attended	3	
Submissions made	2	
<b>Total</b>		<b>47</b>

**Table 10:** Overview of the type of actions MSP has been involved in 2018.

Actions in the area of advocacy and policy allow for MSP to promote the importance of sport in community life.



**PIC:** Kiltimagh Operation Transformation participants with leader Mary Diamond January 2018

## 3.7 Partnership Engagement

MSP aims to lead and coordinate sport and physical activity opportunities locally. In 2018, 31 initiatives were delivered by MSP core and contract staff, however 58 initiatives were delivered by community groups, clubs, NGBs, volunteers and other partners. The below figure illustrates the range of deliverers of initiatives in 2018.

Delivery Mechanism	Initiatives
Delivered by a Club	24
Delivered by LSP Core Staff	18
Delivered by Contract Staff	13
Delivered by Partner	9
Delivered by a Group	8
Delivered by Volunteers	7
Delivered by NGB	6
Delivered by Contractor	3
Delivered by Board	1
<b>Total</b>	<b>89</b>

**Table 11:** Primary Delivery Mechanism for Participation Initiatives



**PIC:** Aughamore Men on the Move Group February 2018



4

MSP Case Studies

## European week of Sport – Ballinrobe BeActive Family Fun Evening

### What is the purpose of the event?

Ballinrobe BeActive Event Sept 29th 2018– Coordinate and hosted by Ballinrobe Sports hub, in conjunction with MSP, Funded by Sports Ireland.

A family festival of sporting fun and activities hosted at 'The Green' Ballinrobe'. Showcasing Ballinrobe's extensive sporting clubs, events and activities. Celebrating European week of Sport. Encompassing the official turning on of the lights (Funded By Dormant Accounts) by Minister Michael Ring.



**PIC:** Minister Michael Ring, Councillor Patsy O'Brien, Brian Staunton Sport Ireland, Mayo Sports Partnership Reps. with local stake holders and participants at the BeActive Ballinrobe night, September 2018

### What was involved in the running of the event?

The coming together of 13 sporting groups through an event committee to organise and prepare for the hosting of the event.

### Activities

#### 11 Family Activities Challenges

- Cycling
- LGFA
- GAA
- Athletics
- Boxing
- Rowing
- Karate
- Golf
- Rugby
- Soccer
- Racquet Ball as well as local schools
- Town Park Committee
- Maple YC
- Tacu FRC
- GAA

An Inflatable and adventure zone, daily mile, 3k challenge, Fittest family challenge, music, MidWest Road caster, fun and refreshments for all the family.

## What were the outcomes of the Programme/Initiative/Event?

Sporting groups and organisations coming together to share resources and information, to celebrate and showcase all that is sport in Ballinrobe. The opportunity for people to 'Come and Try' various sporting activities, especially the smaller sporting groups such as Karate. Feedback from groups since the event include greater interest and increased numbers in their clubs.

## What are the next steps for the Programme/Initiative/Event?

To Build on the group networking and communication that has been built over the past number of months, through the growth of the Sports Network and Sports Hub within Ballinrobe. In conjunction with the community, MSP, Sport Ireland to hopefully work on a similar event to host Sept 2019

## Quotes from participants, teachers, parents, partners etc.

'A fantastic event hosted and supported by the community' BSH coordinator Janette Slattery

'It was great to see so many groups coming together to host the event and so many people coming to support' John Sweeney – Town Park Committee

## Key Statistics

Along with Businesses, Local politicians, Sporting groups and organisations, the event was greatly supported by the community with almost 700 people attending. Approx. 450 kids and 200 Adults throughout the duration of the evening event.



**PIC:** Participants in the Ballinrobe BeActive Family Fun Evening

## Cage Cricket – Ballyhaunis Community Sports Hub

### What is the purpose of the event?

During focus group discussions in June 2018 it became evident that integration between the local and migrant communities using the Cricket Practice area as initially hoped for had been limited and more had to be done to facilitate this. Some of the stumbling blocks identified was the fact that the sport itself was not main stream and did not necessary appeal to the local community.

The purpose of launching Cage Cricket was to introduce a new, fun and dynamic way of playing the sport to the community of Ballyhaunis and to use this as vehicle to drive integration and ensuring facilities like the Cricket Practice area are used to their full potential.



**PIC:** Participants in the Ballyhaunis Cage Cricket Initiative

### What are the aims of the event?

- Introducing the game of Cricket to a young audience
- Creating new pathways for local clubs and signposting members to the club
- Using sport to impact on social issues like youth engagement and social inclusion
- Increase physical Activity
- Promote integration

### What was involved in the running of the event?

- Collaboration with stakeholders/partners to plan the event
- Collaboration with National Governing Body
- Collaboration with local community groups and media partners to advertise the event and ensure participation

## What were the outcomes of the event?

- 70 Children participated in the launch day
- Three Local cricket clubs were present on the day.
- 30 Cage Cricket Activators trained up within the community to now deliver the programme to local school and community groups.
- Engagement with both local and migrant communities and bringing these groups together

## What are the next steps for the event?

The local cricket clubs are now engaging with local schools and community groups such as Direct Provision Centres, community youth groups and active retirement groups delivering this programme, with a festival day planned for Summer 2019.

The National Governing Body, Cricket Ireland has also expressed interest to use Cage Cricket and the Ballyhaunis hub pilot programme as template for a nationwide roll out of Cage Cricket to introduce cricket to a bigger audience.

## Quotes from participants, teachers, parents etc.

“I think Cage Cricket is the perfect vehicle for involvement in the sport in Connacht as well as nationwide, I look forward to investigating how we can grow its reach.”

- Elaine Nolan Cricket Ireland Participation Director

“Cage Cricket is designed to be played in areas with limited space, using Multi Use Games Areas, gym hall’s and indoor spaces. Everyone has a role, it’s vibrant, colourful and exciting and young people are drawn in. It’s a street sport and young people are taking ownership of the game by taking the core ingredients of a sport that they want to be involved with and packaging it to fit back into their community to engage them.”

- Trevor McArdle co-founder and CEO of Cage Cricket

## Key Statistics

- 70 Students participated in the Launch Day
- 30 Cage Cricket Activators, comprising of local volunteers trained up to deliver programme



**PIC:** Participants in the Cage Cricket Programme 2018



**PIC:** Participant in the Cage Cricket Programme 2018

## Mayo Sports Partnership Women and Girls in sport seminar – Healthy Ballina

Women & Girls in Sport - Panel discussion, addressing the dropout of girls in sport and physical activity. An influential panel of speakers examined the issues of drop out in sport and physical activity through this seminar. The event dealt with various topics including the importance of staying active, the issues around dropout, barriers/facilitators to girls/women's sport and positive change.

### What is the purpose of the event?

The purpose of this event was to encourage open discussion and thinking out loud as to the 'excuses' or reasons teenage girls and women give themselves to dropping out of training, teams, or any form of physical activity.

Also, through the Girls Active funding several girls post primary schools in Ballina got to participate in activities that they had not previously experienced in the lead up to the event itself.



PIC: Women in Sport poster 2018

### What are the aims of the event?

- To create awareness as to what & why teenage girls dropout of sport and physical activity.
- To demonstrate the positive impact sport and physical activity can have on females later in their lives.
- To encourage females to participate in sport and physical activity as a lifelong habit/hobby
- To motivate girls to try new sports whatever your age or ability

### What was involved in the running of the event?

- Communication and collaboration with stakeholders/partners to plan the event
- Communication with Governing bodies of sport seeking panel members for the event

## What were the outcomes of the event?

- 220 Females attended the event
- Local clubs and organisations were present at the event
- Girls were motivated to organise and develop some new programmes in their schools
- 2 of the females who participated in the Girls active programme that proceeded the event have developed an interest in outdoor activities and are hoping to continue this interest into further education.
- Awareness around the Healthy Ireland programme was created

## What are the next steps of the event?

Continually striving to address the issue of participation levels of women and girls in sport and physical activity in Mayo. Delivering programmes for women only in Mayo, for example ladies 'Try a Tri'.

## Quotes from participants, teachers, parents, partners etc.

"The girls were so motivated on the bus on the way home and they are even discussing starting up a girls Rugby team in the school asap! Thank you very much for a very informative day" - Teacher St. Tiernan's College Crossmolina

## Key Statistics

- 220 Ladies and Women attended
- Females from 5 Secondary schools attended
- Approx. 12 organisations were involved
- 2 schools participated in the Girls active programme



**PIC:** Women in Sport event 2018

## Unlimited Road Bowling

### What is the purpose of the event?

The purpose of the event was to introduce participation opportunities to people with a disability.

### What are the aims of the event?

- To enable adults, participate in a new activity.
- To Create opportunities within local communities for inclusive activities.
- To make local clubs more inclusive.
- To enable participants to develop new skills.



**PIC:** Unlimited Road Bowling participant

### What is involved in the running of the event?

The event itself was over 3 days and run by the Aughagower Road bowling Club. This was the Unlimited road bowling All Ireland Championships. In preparation for the event a programme was run by the club for people to participate in. The National Learning Network in the county town prepared for the Unlimited All-Ireland Road Bowling Finals in Aughagower with the help of the local Road bowling club and Mayo Sports Partnership.

Those competitors, along with a group from the Carrowbeg Enterprise Network, represented Mayo against teams from Bantry, Cork, Monaghan and further afield.

### What were the outcomes of the event?

97 participants took part in the event from all over the country. One Mayo participant won his 4th Ireland title, this was Mayo's 4th time hosting the finals with this time 25 participants from Mayo taking part, in previous years there had been only 5 participants from Mayo. Mayo won 7 All Ireland Titles with 6 of them being first time winners.

## What are the next steps of the event?

A regular road bowling programme is to start in early February on the Westport greenway with permission been given by local council to use the greenway. This is a safe venue for the programme to continue in a sustainable way. There is also a programme to start on score bowls which is one of the activities participants take part in, with funding for the score bowls equipment been sought for through different avenues.

## Quotes from participants, teachers, parents, partners etc.

“The Sports Partnership role is to promote sport for everyone.”

“This is another sport for individuals who don’t necessarily get the chance to participate in other sports”.

“I have contacted different groups and networks, and all are very interested in getting involved. We’re hoping to do regular sessions of Score Bowls going forward for different groups to keep it sustainable.”

- Sports Inclusion Development Officer Ray Mc Namara

“I won mum I won the All Ireland Title” Darragh Forde calls his mum after winning his first ever title in the power chair category. You couldn’t put in to words the excitement and what it meant to Darragh

## Key Statistics

- 97 participants
- 25 from Mayo increased from 5 in previous years



**PIC- READY TO PLAY :** The participants from the National Learning Network, Castlebar who represented Mayo in the 2018 All-Ireland Road Bowling Championships



# 5

**Next Steps**

## 5.0 Delivering on the National Sports Policy

On the 25th July 2018 the Department of Transport, Tourism and Sport launched the 2018-2027 National Sports Policy. The National Sports Policy aims to increase sports participation in Ireland from 43% to 50% by 2027, the equivalent of 1% per year. To achieve this the policy highlights the need to tackle participation gradients by targeting groups in our society that participate significantly less than the overall average. These include people with disabilities, people from lower socio-economic backgrounds, women and girls and ethnic minority groups, such as the Traveller community.

### The vision of the National Sports Policy for participation is:

“People will be inspired, their lives enriched, their enjoyment enhanced, and their quality of life improved as a result of their own active or social participation in sport”

The National Sports Policy has 15 participation specific actions in the Participation Chapter. One of the key actions is Action 8 below;

#### Action 8:

We will establish, through Sport Ireland, an initiative to support Local Authorities in developing Local Sports Plans consistent with the overall vision and objectives of this National Sports Policy. The Local Plan will review needs and set out actions to increase participation locally. It will be developed and implemented in cooperation with LSPs, clubs, communities and partners within and beyond sport.

Mayo Sports Partnership will work closely with Mayo County Council and other key stakeholders to develop such a plan in the short / medium term. It is envisaged that this holistic framework will provide an integrated roadmap for future sport development in the county.

## 5.1 Building Capacity to Deliver

Fundamental to delivering on the Actions of the National Sports Policy is increasing the capacity of the sports sector to deliver, especially partnerships such as MSP and the smaller National Governing Bodies of Sport (NGBs). Thanks to an increase in government investment in 2019, Sport Ireland is in a position to increase MSPs capacity and capability. For the first time, MSP will have 100% core funding for four full time staff, namely:

- MSP Coordinator,
- MSP Administrator,
- Sports Inclusion Disability Officer (SIDO),
- Community Sports Development Officer (CSDO).

The SIDO's will be specifically tasked to work with persons with a disability and the disability NGB's of Sport. The CSDO's will be tasked to work with disadvantaged communities, minority groups and the smaller sports and NGB's who do not have a network of regional development officers.

In addition Dormant Account investment has allowed MSP to contract part time Community Sports Hub co-ordinators in Ballinrobe and Ballyhaunis.

Continued support and investment from Government is paramount to achieving the objectives of the National Sports Policy.



Rialtas na hÉireann  
Government of Ireland

### National Sports Policy 2018 – 2027



## 5.2 Demonstrating the Impact

Critical to bringing the National Sports Policy vision to life is the capacity of MSP, through direction from Sport Ireland, to evaluate the impact of its programmes / initiatives. MSP is committed to the development and implementation of such evaluation systems and significant progress was made in this regard in 2018. In 2019, our evaluation work will focus on answering the questions- what works, for whom and under what conditions. A mix of quantitative and qualitative tools will be used to understand what works when trying to get people to be active, whom it works for and what conditions must exist for it to work. These overarching questions will govern all evaluations undertaken across the breadth of MSP activities.

MSP projects being evaluated in 2019 include Community Coaching, Get Ireland Walking and the Ballinrobe Community Sports and Physical Activity Hub programme. Following a pilot initiative Sport Ireland has adopted the internationally validated self-report measure - the single item question - to measure participant's levels of physical activity. MSP will be piloting this evaluation framework across a sample of its programmes in 2019 with trends generated by this data then further explored through the use of qualitative measures. This evaluation ecosystem will form the basis for decisions relating to not only programme design but also national and local strategic investment /funding streams.



**PIC:** Castlebar Community Coaching Programme Autumn 2018

# Appendices

Appendix A - Membership of Mayo Sports Partnership Board 2014 – 2019

Appendix B - Glossary of Terms

Appendix C - References

## Appendix A

Membership of Mayo Sports Partnership Board 2014-2019

Membership of Mayo Sports Partnership Board	
Donal Newcombe	Chief Executive Nominee
Siofra Kilcullen	Community & Integrated Dev
Cllr Brendan Mulroy	County Councillor
Cllr Henry Kenny	County Councillor
Thelma Birrane	HSE West
Nigel Jennings	GMIT
Paul Butler	Mayo Education Centre
Breda Ruane	Mayo, Sligo, Leitrim ETB
Siobhain Carroll Webb	North East Leader Partnership
Catherine Mc Closkey	South West Leader Partnership
Lianne Mc Manamon	Mayo Mental Health
Sean Molloy	PPN Representative
Brian Mescal	Sports Forum (Rugby)
James Larkin	Sports Form (Mayo F.A.)
Paddy Mc Nicholas	Sports Form (G.A.A.)
Mick Fahy	Sports Form (Other Sports)
Elizabeth Murphy	Sports Form (Other Sports)

## Appendix B

### Glossary of Terms

#### **CARA**

CARA is a national organisation which provides a collaborative and partnership platform throughout Ireland to impact on enhancing sport and physical activity opportunities for people with disabilities.

#### **Club Children's Officer**

The Club Children's Officer is a volunteer role within a sports club. S/he is the link between the children and the adults in the club. S/he takes responsibility for monitoring and reporting to the Club Management Committee on how club policy impacts on young people and Sports Leaders. The Club Children's Officer should be a member of or have access to, the Club Management Committee and should be introduced to the young people in an appropriate forum.

#### **CSDO - Community Sports Development Officer**

The aim of the Community Sports Development Officer is to strengthen and enhance the capacity of the Local Sports Partnerships to further develop locally led plans and more long term sustainable physical activity programmes under the National Physical Activity Plan.

#### **CSPA - Community Sport and Physical Activity Hubs**

The objective of the Dormant Accounts Funded CSPAs is to bring local people together and provide a home for local clubs and sports organisations. The Hubs provide information, support and advice on a wide range of sports and physical activities to make it easier for people in disadvantaged areas to get involved in and engage in a more active and healthier lifestyle.

#### **CYPSC - Children and Young People's Services Committees**

CYPSC are county-level committees that bring together the main statutory, community and voluntary providers of services to children and young people. They provide a forum for joint planning and co-ordination of activity to ensure that children, young people and their families receive improved and accessible services. Their role is to enhance inter-agency co-operation and to realise the national outcomes set out in Better Outcomes, Brighter Futures: the national policy framework for children and young people 2014 - 2020.

#### **Department of Transport, Tourism & Sport**

The Department of Transport, Tourism and Sport was established in 2011. It has a key role in delivering highly critical aspects of Ireland's economic activity including further development of our transport infrastructure and services and the support and enhancement of our significant tourism and sports sectors.

#### **Designated Liaison Person**

The Designated Liaison Person is a volunteer role within a sports club. The Designated Liaison Person is responsible for ensuring that the standard reporting procedure is followed, so that suspected cases of child neglect or abuse are referred promptly to the designated person in TUSLA Child and Family Agency or in the event of an emergency and the unavailability of TUSLA, to An Garda Síochána.

#### **DAF - Dormant Accounts Fund**

The Dormant Accounts Fund is the responsibility of the Minister for The Department of Rural and Community Development. Sport Ireland receives Dormant Accounts Funding through the Department of Transport, Tourism and Sport to support sport and physical activity initiative to assist in the personal and social development of persons who are economically or socially disadvantaged, the educational development of persons who are educationally disadvantaged or persons with a disability.

#### **ETBs - Education and Training Boards**

ETBs are statutory education authorities that have responsibility for education and training, youth work and a range of other statutory functions. ETBs manage and operate second-level schools, further education colleges, pilot community national schools and a range of adult and further education centres delivering education and training programmes.

## **Fitzpatrick & Associates Review of LSPs**

The Fitzpatrick & Associates Review of LSPs 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.

## **GIW - Get Ireland Walking**

The Get Ireland Walking programme is a Sport Ireland initiative that aims to maximise the number of people participating in walking, for health, wellbeing and fitness, throughout Ireland.

## **HI - Healthy Ireland**

Healthy Ireland, A Framework for Improved Health and Wellbeing is the national framework for whole of Government and whole of society action to improve the health and wellbeing of people living in Ireland. It sets out four central goals and outlines actions under six thematic areas, in which society can participate to achieve these goals. The Framework identifies a number of broad inter-sectoral actions, one of which commits to the development of a plan to promote increased physical activity levels.

## **HSE – Health Service Executive**

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

## **LCDC - Local Community Development Committees**

Under Section 36 of the Local Government Reform Act 2014, each local authority must establish a Local Community Development Committee. The aim of the LCDCs is to develop, co-ordinate and implement a coherent and integrated approach to local and community development.

## **LSP – Local Sports Partnership**

LSPs are an initiative of Sport Ireland and aim 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 Sport Ireland's participation strategy.

## **MSP – Mayo Sports Partnership**

Mayo Sports Partnership is a sub committee of Mayo County Council and core funded by Sport Ireland. Established in November 2004 its main remit is to increase participation in sport and maximise use of resources at local level.

## **NGB – National Governing Body**

An organisation, recognised by Sport Ireland, that coordinates the development of a particular sport or sports through constituent clubs.

## **NPAP – National Physical Activity Plan**

In 2016, the Government launched Ireland's first ever National Physical Activity Plan that aims to get at least half a million more Irish people taking regular exercise within ten years. The key target is to increase the number of people taking regular exercise by 1% a year over ten years by making exercise a normal part of everyday life and giving people more opportunities to be active.

## **Older People**

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

## **OT – Operation Transformation**

Operation Transformation is a health and fitness television show broadcast on RTÉ. Sport Ireland has partnered with Operation Transformation since 2011 to develop a range of events to promote participation in physical activity.

## **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.

## **SOLAS – An tSeirbhís Oideachais Leanúnaigh agus Scileanna**

SOLAS is the national training and employment agency with responsibility for assisting those seeking employment.

## **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.

## **Sport Ireland**

Sport Ireland brings together the Irish Sports Council, National Sports Campus Development Authority, Irish Institute of Sport and Coaching Ireland to form a new, streamlined and dynamic body to drive the future of Irish sport. Sport Ireland is a statutory authority that aims to plan, lead and co-ordinate the sustainable development of competitive and recreational sport in Ireland.

## **SIDP - 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 MSP 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).

## **TUSLA - Child and Family Agency**

On 1st January 2014 the Child and Family Agency became an independent legal entity, comprising HSE Children and Family Services, the Family Support Agency and the National Educational Welfare Board as well as incorporating some psychological services and a range of services responding to domestic, sexual and gender-based violence. The Child and Family Agency is now the dedicated State agency responsible for improving wellbeing and outcomes for children.

## **WIS – Women in Sport**

An initiative of Sport Ireland which aims to increase participation of women in sport through provision of alternative opportunities and development of specific programmes targeting women and girls.

## **Appendix C - References**

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Mayo Sports Partnership



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