



Mayo Sports Partnership



Compháirtíocht Spóirt Mhaigh Eo  
An Irish Sports Council Initiative



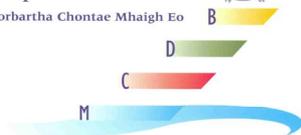
# Mayo Sports Partnership



# Annual Report 2011



Mayo County  
Development Board  
Bord Forbartha Chontae Mhaigh Eo



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## FOREWORD

On behalf of Mayo Sports Partnership, we are delighted to welcome this annual report, which provides an overview of the work of the Partnership in 2011.

The report facilitates the sharing of best practice and innovative interventions across the county. It allows the Partnership to monitor trends in local sport and acts as an effective mechanism to highlight areas of concern and challenge.

Again as in previous years, the Partnership has made significant advances and increased the number of locally delivered programmes and training opportunities. Target groups focused on during 2011 included children and young people, people with a disability, unemployed and women. The Partnership is also continuing to deliver projects to increase the participation and involvement of harder to reach groups such as those living in disadvantaged communities.

A particular highlight from the report has been the continued success of the mass participation initiative, the Western People West of Ireland Women's Mini Marathon. In 2011, almost 4,000 people took part in this fantastic event co-organised by the Partnership. The enthusiasm and enjoyment evident from both the participants and volunteers demonstrated the value and importance of this type of intervention for local communities.

Each year the Partnership continues to be encouraged by the level of support given to the Partnership by statutory, community and voluntary groups across the county. In particular we would like to thank and acknowledge County Manager Peter Hynes for his continued support in these challenging times. Also to the Irish Sports Council and Minister Rings Department of Transport, Tourism and Sport for their continued support which enables us to do our job. This is a testament to the increasing value of the Partnership in delivering on the common aims of health, well being and social inclusion.

Lastly, the Partnership thanks all those who have contributed to the compilation of the report and also those who have been involved in the delivery of the activities described therein. Special mention goes to the Mayo Sports Partnership Administrator Padraic Durcan, Sports Inclusion Disability Officer Ray Mc Namara, Community Sports Project Worker Anne Ronayne and Jobbridge placement worker Tara Heverin who have all fed in to this document.

Henry Kenny

Charlie Lambert

### Key Findings

This report is the fifth annual report of MSP using the SPEAK self-evaluation system. The report has added significance as 2011 was the 7th anniversary of the formation of MSP.

### Background, Resources and Funding

- MSP is a central pillar, within Mayo, of the Irish Sports Councils plans for increasing participation in sport to 45% by 2020
- €549,000 was invested in MSP in 2011. This figure includes benefit-in-kind funding
- Funding from the Irish Sports Council accounts for 44.6% of the total LSP funding in 2011, the remaining 55.4% is raised from other sources. These figures include benefit-in-kind funding.
- 19 people served on the MSP board in 2011.
- In 2011, 4 people worked full-time on behalf of MSP. 3 were directly funded by the ISC with the Community Project Worker funded by partners and generated income.

### Achievements of Mayo Sports Partnership in 2011

#### Development of Sports Infrastructure in Mayo

- In 2011, MSP has provided 500 sports clubs, groups and organisations throughout the county with important information and advice in the area of funding
- 80 groups have been supported in the delivery of their activities
- 25 groups have been supported with regard to developing their organisational or management structures
- MSP planned and delivered 26 training and education courses, workshops and seminars with their partner agencies
- 334 people participated on these courses.

#### Delivering Irish Sports Council Programmes

##### Buntús

- 54 childcare practitioners in 16 childcare centres received Buntús Start training in 2011
- A total of 846 primary school teachers from 180 schools have received Buntús Generic training since the inception of the programme
- 14,108 pupils in primary schools have benefited from this Buntús Generic training.

##### Code of Ethics

- 217 participants completed 14 Code of Ethics Basic Awareness courses
- 14 participants completed 2 Club Children's Officer Courses.

#### Programme Delivery

- 7,876 people participated in 56 locally delivered participation programmes
- An additional 7,224 female participants took part in 8 local Women in Sport programmes

#### Building and Sustaining Partnerships

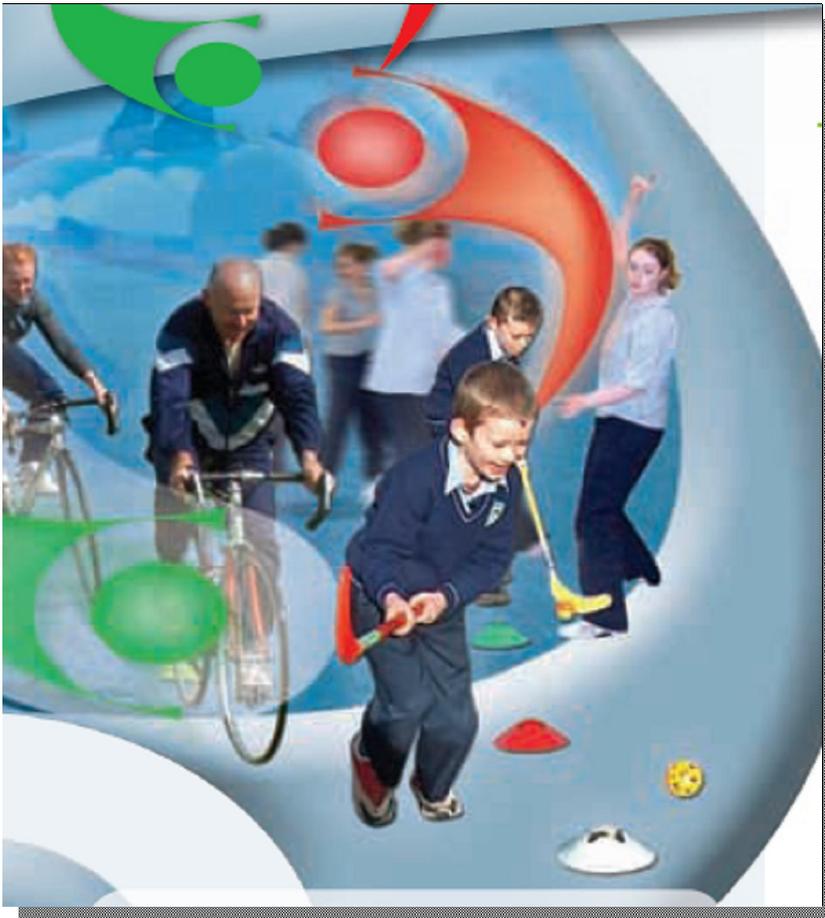
- In 2011 MSP played an important role in facilitating 16 networks and forums
- MSP were also actively participating on 7 local committees and networks.

#### Information Provision

Over 7,000 individuals contacted MSP in order to access general or specific sport-related information.

## Sustaining MSP

- Although a relatively recent addition to the sports infrastructure in Co Mayo, all the evidence produced to date demonstrates that MSP has become a success.
- There is a wide range of sports and physical activity programmes available through MSP; programmes that had not previously been provided on such a comprehensive basis and would not be undertaken were it not for MSP.
- 2011 saw the production of two independent reviews of particular relevance to MSP, the findings of which were both positive and encouraging. The Women in Sport review concluded that the Irish Sports Council's Women in Sport initiative had led to an increase in participation by this group and had also led to an increase in the profile of women's sport.



- The Sports Inclusion Disability review concluded that the programme has been a direct contributor to increasing levels of recorded participation in sport and physical activity among people with a disability
- Both reviews highlighted the opportunities for MSP and NGBs to work better together to improve coordination of delivery
- MSP must take a strategic approach with regard to programme delivery and continue to explore ways to develop and deliver programmes and participation opportunities in a sustainable manner
- MSP must ensure that partner buy-in is maintained to enable it to better achieve the goal of increased participation in sport and physical activity.

## 1 BACKGROUND, RESOURCES AND FUNDING

### 1.1 Background to LSP Network and Mayo Sports Partnership

Mayo Sports Partnership in its first strategy – Planning the Sustainable Development of Sport in Mayo - promoted the notion that MSP would co-ordinate and promote participation in sport in the county. The first eight LSPs in the country were established in 2001 core funded by the Irish Sports Council. Initially LSPs were established as limited companies however in November 2004 MSP was one of the first LSPs to be incorporated under the local authority (i.e. Mayo County Council) County Development Board. Over the next few years the LSPs were rolled out on a phased basis, to become a national network operating in and covering every area of the country in 2008.

The LSP network is a central pillar of the Irish Sports Council's plans for increasing participation in sport to 45% by 2020. Increasing participation in sport and physical activity requires multi-sectoral efforts involving agencies from education, transport, environment, health and sporting bodies at national and local level across private and voluntary groups. MSP has been active in generating support from all these sectors through its board which comprises of 19 representatives from both community and local agencies. The Irish Sports Council (ISC) has recognised that the Partnerships are an excellent mechanism for delivering recreational sport to local people and addressing specific gaps in the sports sector.

*Mayo Sports Partnerships mandate is to create a sustainable structure for all Mayo people to become involved in sport at a level of their choosing, regardless of their ability, gender or background.*

Some of the outcomes we seek are:

- Club development
- Volunteer training
- Enhanced planning of sport at local level
- Local directories of sports bodies & facilities
- School, club, community and National Governing Body (NGB) links
- Increased levels of local participation, especially amongst specific target groups such as older people, girls and women, people with disabilities, unemployed people and those who live in identified disadvantaged communities.

**2011 was the 7<sup>th</sup> anniversary of Mayo Sports Partnerships establishment.** With partner agencies, MSP has been a phenomenal success in improving awareness of sport, increasing demand for sport and physical activity and in increasing opportunities and provision of sport and physical activity across the county. Over a 7 year period:

- The Irish Sports Council has invested €1.6m directly in Mayo. This figure includes investment of €70,000 in Women in Sport programmes.
- MSP has generated over 50% of its funding (include benefit-in-kind funding) from local sources since 2008
- MSP has been a vital conduit for the delivering and dissemination of the Code of Ethics and Child Protection training and education. 1,671 people have attended Code of Ethics Basic Awareness training delivered by the Partnership. This accounts for two-thirds of all people trained in the county.
- 69 people have attended Code of Ethics Children's Officer training delivered by MSP. This accounts for approx 84% of all people trained (the remainder being trained by NGBs)
- 811 primary school teachers have attended Buntús Generic training

- National and local sports programmes for the unemployed (Link2BActive) (Goal to Work), sports leaders (Active Leadership), people with a disability (Sports Inclusion Disability Programme) and older adults (Go For Life) (Active 55) have been rolled out through MSP.

MSPs role as developer and funder of programmes allows the efficient and effective delivery of policy to local communities. 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 fifth annual report of MSP, reflecting all its workings in 2011.

### 1.2 Project Funding Sources

Funding from the Irish Sports Council accounts for 44.6% of the total MSP funding in 2011, the remaining 55.4% is raised from other sources. These figures include benefit-in-kind funding.

	Total €	%
MSP Monetary Funding Leveraged Locally	132,200	24.1
MSP Benefit-In-Kind (BIK) Leveraged Locally	210,070	38.2
ISC Core/Programme	182,307	33.2
ISC Disability Funding	25,000	4.5
ISC Women in Sport Grant	0	0
Total	549,577	100

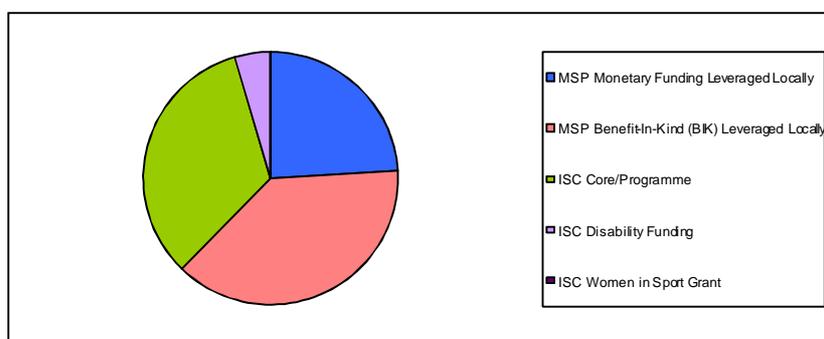


Figure A – Total funding received by MSP in 2011

After core funding from the ISC, Mayo County Council were the next most significant source of monetary funding and in-kind support for MSP in 2011. Other significant funders and contributors were the HSE, VEC, GMIT, Udaras, Disability Organisations and the Western People Newspaper.

Irish Sports Council funding to MSP reduced by over €17,908 or 7% from €225,107 in 2010 to €207,307 in 2011. This reflects the reduction of €2.6m in the Council's own budget.

MSP monetary funding leveraged locally has also reduced by over €26,000. However, in-kind support for the Partnership has increased by over €5,000 and now accounts for 38% of overall support to MSP.

Total MSP Funding has decreased by €38,752 or 6.5% (net) in 2011. In light of the economic difficulties being experienced by the statutory sector this reduction does not come as a surprise. Despite this decline in funding, the investment of €549,577 in sport-promoting functions at local level is still considerable.

*MSP is once again pleased to note that 50% of its costs are being provided locally. This follows a recommendation from the 2005 Fitzpatrick and Associates review of the Local Sports Partnership programme.*

### 1.3 MSP Management and Staff

#### Boards of Management Participation and Representation

- A total of 19 people served on the Mayo Sports Partnership board in 2011.
- On average 23 hours was committed by the board, including the work undertaken by board sub-committees in 2011.

Mayo County Council, Mayo Sports Forum and Mayo Community Forum continue to be the three biggest participants on the board. (See appendix A)

#### MSP Staff

MSP has staff which are funded by the ISC and staff funded through other sources. Along with the co-ordinator and the administrator, who are funded by the Irish Sports Council, both the Sports Inclusion Disability Officer and the Community Sports Project Worker are funded through board partners.

Mayo County Council employs staff on behalf of the Partnership.

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

**Figure B – Mayo Sports Partnership Staff**



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 30 tutors to deliver programmes, courses and initiatives within the partnerships structure*

## 2 ACHIEVEMENTS OF MAYO SPORTS PARTNERSHIP IN 2011

### 2.1 Introduction

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

- Promoting the sustainability of Mayo sporting infrastructure by supporting club, coaches and volunteers
- Working to increase levels of local participation, especially amongst specific target groups
- Building sustainable partnerships across local sports clubs, agencies and working partners to influence and support sports and physical activity provision
- Acting as a provider of information about sport and physical activity at a local level to create awareness and drive opportunities.

### 2.2 Development of Local Sports Infrastructure

Sustainable club development is a key priority for Mayo Sports Partnership. They work with local sports clubs and groups to ensure that local structures are in place to enable people to participate in their chosen sport or physical activity. MSP also ensure there are local opportunities for volunteers and coaches to develop their skills and improve the quality of sports participation in their communities.

#### Funding Work

In 2011, MSP has provided 500 sports clubs, groups and organisations throughout the county with important information and advice in the area of funding. MSP has worked directly with 80 of these clubs to assist them in developing funding applications.

#### Special Participation Grant Scheme 2011

In 2011, 23 clubs/groups were allocated 20,000 euro through the annual special participation grant scheme which was promoted through the local media, newsletters and general email distribution. 6,000 euro was also allocated to 6 athletics clubs as a result of assisting in the preparation with the mini marathon in 2011. Clubs were invited to assist with the volunteering and administration of the event. The funding was used for the promotion and development of the meet and train programme in all the areas.

#### Go for Life Grant Scheme 2011

At least 20 out of 46 groups in the county were assisted in the preparation of their funding application to Go for Life in 2011. 13,500 euro was allocated towards initiatives with at least 5 groups submitting proposals for a Fit Walk Programme in their area.

#### Local Authority Funding Scheme for Sports and Recreational Facilities

The Play and Recreation Sub Committee of Mayo County Council prioritised a number of initiatives such as Multi Use Games areas and outdoor gyms for development throughout the county in 2011. A funding application to the department of transport was successfully submitted and over 350,000 euro was allocated.

## Club Development Work

In encouraging individuals to be more active MSP ensure that there are sustainable quality pathways for their lifelong participation. MSP continue to support existing providers of sports and physical activity across the county and work with sports clubs, communities and individuals in order to introduce new sports opportunities. To this end, in 2011:

- Some 80 groups have been supported in the delivery of their activities
- Some 25 groups have been supported with regard to developing their organisational or management structures
- A further 15 groups were assisted in tackling development or policy issues.

This support work assists clubs to improve and develop and better assists them to attract and retain members. For example, MSP advise and help clubs in the areas of club planning and in the development of policies in the areas of membership, disability awareness, social inclusion, health & safety and child protection.

## Athletics

In 2011 as a result of our involvement with Mayo Athletic Club in the development of the Fit4Life programme the number of meet and train groups throughout the county have grown to 7.



## Soccer

Newport Town F.C is a recently formed soccer club who contacted the partnership to assist them in their development. The club after establishing a club account, constitution and club officers successfully applied to the special participation grant scheme. They are now full members of the Mayo league and have future plans to develop an underage system in the club.



## Disability

Following contact with Sports Inclusion Disability Officer Ray Mc Namara a group of people who work with autistic children set up a club called Mayo Autism Sports Club. The club elected officers, set up a club account etc and then applied for funding through the SPG scheme. The club now holds weekly sports sessions, have doubled its members to 10 in its first year and have plans to extend and promote its activities into the community



## Golf

Achill Golf Club received funding through the LSP Special Participation Grant scheme. The Club ran a programme for children every Saturday morning during the summer where 20 children attended the club and received lessons and took part in club activities. The result of the programme is that 20 children are now affiliated to the club with potential of converting these participants to member and looking after the next generation of golfers.



## Training and Education Courses

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

- MSP planned and delivered 26 training and education courses, workshops and seminars with their partner agencies
- 334 people participated on these training courses.

Similar to previous years the most popular courses run by MSP were Club Development Courses, Disability Awareness/Inclusive Games Training, Meet and Train / Fit for Life Leader Training and coach education

### Walking Leader Training

In 2011 the Mayo Walking Partnership identified walking leader training as a key action. As a result 20 leaders from 7 groups participated in the Irish Heart Foundations introductory walking leader course. This has brought the database of walking leaders since 2005 up to 60. During the Mayo in Motion Walking month in June 47 walks were organised by 24 different groups which also included those who attended the walking leader training earlier that year.

### Community Sports Leadership Training

In November 2011 Mayo LSP met with Rural Social Services supervisors, under Udaras, in the Erris area of North Mayo to discuss potential upskilling of RSS workers. As a result of the discussions Active Leadership and Child Protection training was completed by 15 participants from 9 separate schemes throughout this large rural area. The participants, under their supervisors, are to devise a basic participation plan for their communities through community consultation. These basic actions are due to be delivered on in early 2012 with local community groups able to seek some funding assistance through the Partnerships annual grant scheme.

### Training in Disadvantaged Communities

Through the code of ethics and the active leadership training courses delivered in Ballina, training was provided for members of the 'Moy Sports Forum'. Members of the forum include resident representatives from various estates, members of the traveller community along with other agencies. 6 members of the forum attended the Code of Ethics and have become much more aware of child protection issues in soccer, tennis, rugby, gaelic programmes we run throughout the year. 5 members qualified as Active leaders, 4 of these people work as voluntary active leaders within their estates when programmes are being rolled out. We also have 2 of them who are directly involved with clubs, Ardnaree Sarsfields and Ballina Soccer Club so the quality of coaching has had an impact there. The estates that are benefitting from having active leaders include Millview, Greenhills, Cluain Na Ri and Parkside. Three of the participants are travellers and work within their community. One of them gets employment in various programmes

## 2.3 Delivering Irish Sports Council Programmes

There are two flagship national Irish Sports Council programmes: Buntús and Code of Ethics.

### Buntús

The Buntús Start and Buntús Generic programmes provide an important opportunity for MSP to engage with pre-school and primary school going children and their teachers. The programme involves training teachers / practitioners to deliver an inclusive & fun sports programme, schools are also supplied with a significant amount of sports equipment. Since their introduction in 2005, over 16,000 children in Mayo have been beneficiaries of both programmes.

The Buntús Generic Programme has been fully rolled out to all primary schools in the county who wished to participate. Buntús Refresher Workshops are timetabled from time to time depending on demand and are included in the Buntús Generic figures for 2011

In 2011, the work of MSP with primary schools and childcare centres has led to the following results:

**a good start is half the work**

	Buntús Generic			Buntús Start		
	(2005 -09)	(2010)	2011	(2005 - 09)	(2010)	2011
No of schools/childcare centres received training	(180)	(0)	6	(82)	31	16
Number of teachers/practitioners who were trained	(811)	(0)	35	(221)	40	54
Total number of children that received training	(14,108)	(0)	540	(1434)	707	285

**Figure C - Summary of Buntús Generic and Buntús Start outputs for 2005-2009, 2010 and 2011.**

	Buntús Generic	Buntús Start
Total number of schools/centres that received training (since introduction of Buntús Generic/Start)	180	129
Total number of teachers/practitioners trained	811	315
Total number of children in trained schools/centres (since introduction of Buntús Generic/Start)	14,108	2438

**Figure D - Buntús Generic and Buntús Start outputs since the inception of the programmes**

*Mayo Sports Partnership addressed a meeting of schools who were interested in pursuing the Active Schools Flag in September 2011. As a result of the presentation a gymnastics workshop was organised in which 21 teachers from 11 schools attended. Schools also contacted MSP for sports coach contact details for extra curricular sport and also for sets of the playground marking stencils*

#### Code of Ethics

The Code of Ethics training 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 Code of Ethics programme consists of two workshops:

- A 3-hour basic awareness training module for leaders within sports club and
- A further 6-hour club children's officer workshop to support club children's officers in the implementation of the code in their clubs.

In 2011, **217** completed Basic Awareness training on 14 courses run by MSP.

	Basic Awareness			Club Children's Officer		
	(2009)	(2010)	2011	(2009)	(2010)	2011
No. of courses delivered	(21)	(22)	14	(2)	(2)	2
No. of participants	(302)	(240)	217	(19)	(19)	14

**Figure E - Summary of Code of Ethics outputs for 2009, 2010 and 2011. Figures in brackets are for 2009 and 2010.**

In November Kilmeena GAA club organised a private child protection awareness course for all their underage coaches as there had been an influx of new coaches and committee members in 2011. The clubs bord na nog chairman, who is an ex garda, insisted that the club devise a policy and that it be implemented by the committee.

Many members of The Colts Rugby Club in Claremorris took part in the code of ethics course provided by MSP. As a result of this they have adopted comprehensive Child protection policies in relation to children's sport. They have produced a booklet for new members informing the parents of the children of code of conducts for coaches, parents and child. They have by their policies attracted a very large membership. With 300-400 children now as members.

## 2.4 Programme Delivery

MSP responds to emerging local needs by identifying, developing and implementing specific, targeted programmes to directly increase the levels of local participation particularly amongst the target groups. In 2011, LSPs continued to develop and deliver a range of suitable and innovative participation programmes:

- 7,876 people participated in 56 locally delivered participation programmes
- An additional 7,224 female participants took part in 8 local Women in Sport programmes
- 28 % of MSPs time was spent directly or indirectly on supporting target groups.





**Figure F - Breakdown of time spent with primary target groups in MSP local programmes in 2011**

MSP has focused on delivering quality participation opportunities to groups and last year MSP (working with partners) were responsible for delivering 55 programmes at local level. These programmes share the underlying goal of increasing local participation in sport and physical activity in a sustainable and value for money way.

However, the range of programmes delivered by MSP is extensive and varied. They vary greatly in their structure, format and methodology. Some programmes are flagship events and attract many hundred, indeed thousands of participants - for example the Western People West of Ireland Women's Mini Marathon, the Great Western Greenway 10K, Festival of Sport Fun Days- week long sporting events such as Bike Week or the Mayo in Motion Walking / Cycling Month in June.

Others programmes, particularly those aimed at the most marginalised and hard-to-reach groups are much smaller, more focused and targeted. For example, many programmes aimed at people with disability or travellers have as few as 10 participants and are often aimed at reducing or removing barriers to sports and physical activity participation. These smaller participation numbers allow for greater concentration of efforts which enables long-term sustainability and legacy-potential.

MSP share the view that this mix of variety is the best way of ensuring programmes that are initiated locally are relevant and best placed to meet local needs. Sustainability of initiatives is increased when local groups are enabled to generate bottom up solutions and assist in delivery and implementation.



### Meet and Train / West of Ireland Womens Mini Marathon

One of the most successful projects that MSP have been involved with in relation to sustained increases is the whole meet and train sector. MSP now have 7 areas actively promoting the meet and train concept. The 7 areas are Ballina, Ballyhaunis, Ballinrobe, Claremorris, Castlebar, Swinford and Westport. In Ballina they now have extended one night per week for participants to 3 nights per week. In Ballyhaunis they were initially meeting on Saturday and now meet during the week also to accommodate walkers and newcomers. Swinford also meet 2-3 times per week.



### County Boccia League

The County Boccia League was established in 2010, at that time 8 teams came together to participate in the league 4/5 times a year. In 2011 this has increased to 14 teams as well as having spin off groups starting up around the county such as Ballycastle, Turlough and Parke Active Age group getting involved in Boccia as a result of hearing about the Boccia League. Stephen from IWA Belmullet Said "The league has been a revelation for their members and they cant wait for the league to come around every month". The league now runs once a month. Tuam IWA attend the league and John Kelly from IWA Tuam Said that "the guys do so much talking about the Boccia in Mayo that we will be bringing two buses to the next months Boccia because everyone wants to go"



### Bike Week

In 2011, 15 groups were allocated a small amount of funding to hold a participation event during Bike Week in June. Over 800 participated in the initiative which included activities such as Bike skills, leisure cycles, family events etc. Outcomes included 10 ladies in a meet and train cycle group in Castlebar who continued weekly cycles over an 8 week period and a meet / train group in Achill. 2 members of the Achill group are participating in a cross country cycle for charity.

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

## 2.5 Building and Sustaining Partnerships

### Networks and Forums

In 2011, MSP has been to the forefront in the promotion of a wide range of networks and forums at local and regional level. MSP has played an important role in facilitating 16 networks and forums.

These Forums bring together sports clubs, agencies, volunteers and other working partners across the county and provide a framework to influence and resource sports and physical activity locally, regionally and nationally. They promote the profile and work of the LSP, but more importantly increase the reach of MSP. Networks and Forums act as a conduit to communicate the message of the importance of sport and physical activity to the community and are also a sounding board for advice and recommendations as to what MSP can do to assist sports clubs and partners.

Some examples of Forums that MSP established in 2011 were the Westport Sports Forum which was established to allow sports clubs in the town a forum to express views as well as contribute to the promotion and development of local participation and sports tourism.

### Westport Sports Forum

Based on the successful model of the Moy Sports Forum and communication between Ballina / Westport town councils, the latter local authority wished to take on the same structure for their area. Westport is a very tourist orientated town and has begun to look at the whole area of sports tourism as a potential area for development. Already the Gaelforce West Adventure race is well established and other events such as the Greenway 10K and the Westport Adventure Festival are developing into major events in their own right. The Westport Town Council are looking towards the sports forum to input into future developments in this area while also having a community sports plan as another branch of the initiative.



### Awareness Raising and Committee Work

This sub-section looks at local activities in which MSP engage in order to promote the key message of the Local Sports Partnership - this may involve membership of relevant local committees or structured involvement in awareness raising events.

MSP monitors the number of awareness raising events in which they have played an active role. In 2011, MSP participated in 10 such events. Examples of these events included National Play Day, Positive Ageing Week, Intercultural Day, Social Inclusion Week, information seminars and other presentations and talks to groups and resident committees in their local areas. These events assist in highlighting the work of the Partnerships and the importance of sport in community life.

Presentation of the Annual Go for Life Grants in Breaffy GAA Club Castlebar

Mayo Sports Partnership hosted the above event on the 21st November and was attended by 150 mainly older people from groups around the county. Participation events included a training workshop and a round of the county Boccia league. Minister Michael Ring addressed the gathering prior to the announcement of funding with networking taking place afterwards. The event received much local media support.



In 2011, MSP were also actively participating on 7 local committees and networks.

Social Inclusion Related

MSP sits on the local authorities Disability Forum which meets on a bi monthly basis. This has led to additional involvement in the Adapted Sport and Recreation Group and opened up avenues of funding such as that we received for the Sports Wheelchairs. Another group we sit on is the Immigrant Communities Forum which also meets on a biannual basis. A project which was an outcome of this group was the International Day in Castlebar. This was attended by over 150 people from a wide range of communities and a wide range of come and try it events took place. Finally another group we work closely with and meet on a regular basis is the Mayo Traveller Support Group. Resulting from our meetings initiatives such as come and try boxercise, pilates and Zumba for Traveller Women have been quite successful with more activities planned throughout the county in 2012



Information Provision

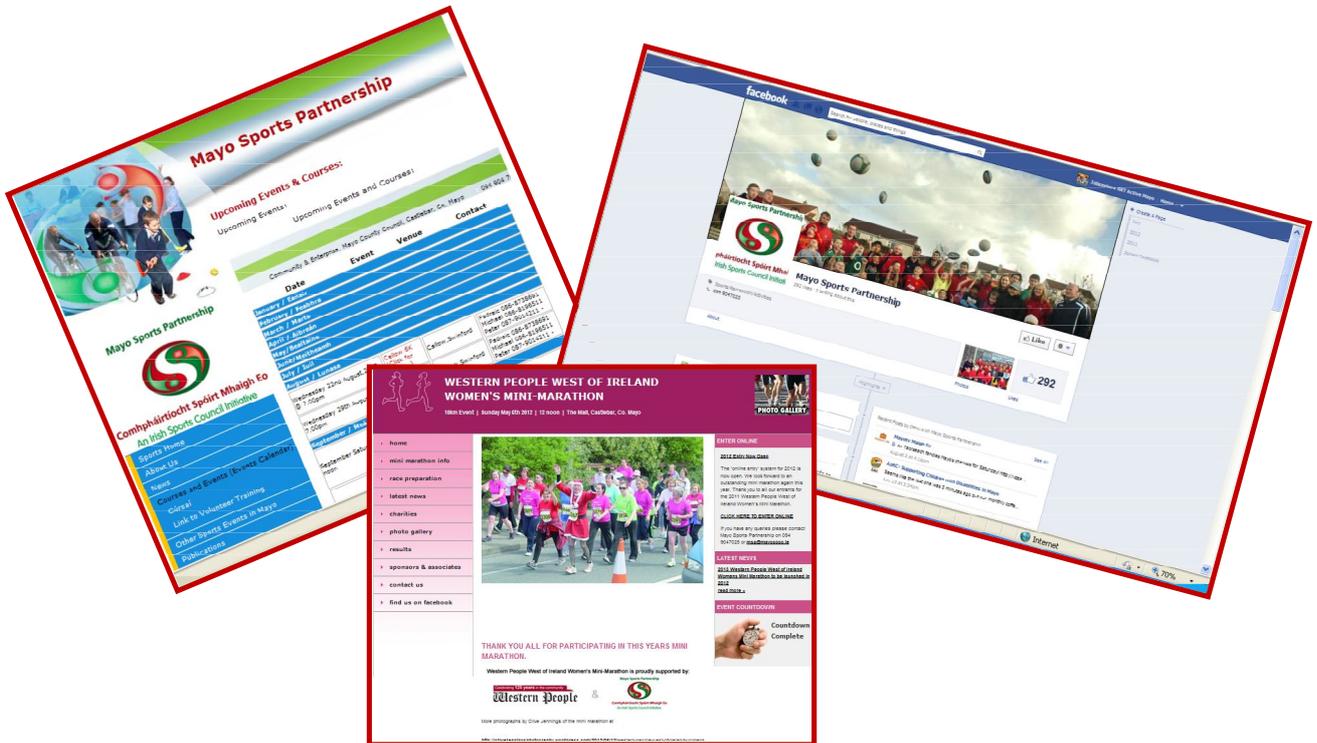
MSP has a key role in acting as an information hub and point of contact. The Partnership enables more sharing of information and offers a common meeting ground, along with specific access and signposting information. They aim to act as a strong link between those who wish to participate and those who provide opportunities for participation. Clubs and sports volunteers recognise that their relationship with MSP links them into meaningful sports and physical activity network and a source of expertise.

In 2011, over 7,000 individuals contacted MSP in order to access general or specific sport-related information. This represents a significant increase from 2010 in interaction with the wider public.

MSP is making more use of on-line resources for information provision through its website and social media.

For example, Facebook was used with success when targeting women to enter the Western People West of Ireland Mini-Marathon. This method of communication draws upon the aspects of mutual support and social bonds which help to attract women to sport. Of the 4,000 who participated in this event, over 900 (via an online feedback mechanism) expressed the opinion that they 'liked' the event. This type of poll is also important in sustaining women's interest and has potential to be used as an intervention tool in the future.

In 2011 Mayo Sports Partnership in association with Mayo County Councils IT department developed an online payment system for both the West of Ireland Women's Mini Marathon and the Great Western Greenway 10K. A website and facebook page was developed to promote both events with links to the Sports Partnership site. The development of the online payment facility resulted in us saving approximately 7,000 euro and enabled us to build up an email contact system of up to 5,000 people. Another key impact of the information provided through our media partner the Western People was not alone the increased level of entries, which increased from 3,000 in 2010 to 4000 in 2011, but also the uptake in Sports Partnerships Meet and Train Programme.



## SECTION 3 MAYO SPORTS PARTNERSHIP

### PROGRAMME CASE STUDIES

#### 3.0 Introduction

Mayo Sports Partnership is a key mechanism for the delivery of opportunities for sport and physical activity within Mayo and in particular to hard-to-reach groups who are not engaged in mainstream sports. MSP has focused on delivering quality participation opportunities to groups and last year almost 50 programmes were delivered at local level primarily by MSP (working with local partners).

This section presents good practice examples of interaction with key target groups leading to capacity building of volunteers and sustainable participation.

#### 3.1 Volunteerism

Sport in Mayo is supported by vast amounts of voluntary activity. A 2010 report on the *Economic Impact of Sport in Ireland* developed by Indecon consultants for the Irish Sports Council estimated that almost 270,000 people participate in some form of sport-related voluntary activity in over 12,000 sports clubs across Ireland.

The future of Mayo's participation in sport is dependent on attracting, retaining and upskilling people to give of their time to support community-based sports participation. The vital contribution of volunteers is recognised and valued by MSP. Hence MSP provide a range of training programmes, resources and supports for volunteers to grow and sustain their involvement, and to maximise the effectiveness of their voluntary time.

Since 2006 the Mayo in Motion Walking Month commenced with 3 communities, the initiative and its growth is a result of huge partnership and voluntary input. Below is a description of the initiative.

#### Case study: Mayo in Motion Walking and Cycling Month June 2011

##### Introduction

The County Mayo Trails Partnership Group is a sub-committee under the auspice of Mayo County Development Board. Membership includes representatives from Mayo County Council, South West Mayo Development Company, Mayo North East Leader Partnership Teo, Fáilte Ireland, Coillte, Teagasc, Farming Representative Bodies, Sports Partnership, HSE West, Community Forum and other stakeholders. Many local routes/trails have been developed for visitors and local people alike. The Mayo in Motion initiative aims to provide the public with information about participation opportunities for all types of walking and cycling. The initiative also highlights the new trail network that's now available throughout the county.

##### Aims and Objectives Included

- Increased awareness amongst the population of the opportunities to utilise walking trails / routes in the county.
- Increase participation levels who participate in all forms of walking
- Provide at least 20 more qualified community walking leaders in the county.
- Provide a stimulus for local communities to utilise walking as a means to building social capital in the area.
- Bring economic benefits to local communities through walking festivals etc

## Programme Outline

Since the appointment of the Walking officer in 2008 the Sports Partnership has worked closely in the promotion of walking through training, walking festival development and community walks during the summer months. As a result there are 5 festivals where in 2006 there was only 1, there are also 85 approved walks in the county. Marketing and promotion is a key element of the local strategy framework which was launched in 2007. In 2011 the project involved the following:

1. Walking Leader Training for the communities who have developed walks
2. A calendar of events which will incorporate walks of varying difficulty in the county
3. 2 Community Fit Walking Clinics / programmes
4. Calendar of Walking Festivals
5. Press Promotion to highlight the Initiative

## Outputs

- 2,800 participants in all events during the month
- In 2011 a total of 47 walks were listed with the total number of groups being 24
- 32 of the walks took place along some of the newly developed trails and networks in the county
- 77 walking leaders now available on our database.

## Sustainability

There is an ongoing legacy of empowering communities to use the natural environment for both health and economic purposes. Communities have used these steps in the last 2 years

- Expressions of interest to develop looped walks in their area
- Participate in training and the Mayo in Motion Promotion
- Develop a walking festival

Out of the twenty two organising groups, eight groups are continuing to organise scheduled walks on a weekly bases. Each of these groups are attracting in excess of fifteen participants each week, this is resulting in an overall number of approximately one hundred and twenty.

## Next Steps

The development of the Great Western Greenway has given huge impetus to participation in cycling in particular. Further development of the Greenway throughout Mayo will open up more communities to involvement in both recreational cycling and walking. In due course it would be hoped to develop inland water trails for both tourist and domestic use.

Some positive feedback received from the participants included:

Comments from walkers are as follows:

"I have been excited about the walk all week"

"I don't go to the pubs so this is my weekly social outing."

“Very good community building exercise”,  
“A social occasion which helped walkers meet with people who share the same interest.”



Participants on the Covey Wheelers Organised Family Fun Cycle on the Greenway during Bike Week 2011

### 3.2 Disadvantaged Communities

Social disadvantage has a very large impact on the likelihood that an adult plays sport. Analysis from the *Sporting Lives* research published by the ISC and the Economic and Social Research Institute (ESRI) reveals that social disadvantage greatly lowers the chances that someone will take up an individual sport that is likely to be continued as an older adult. Those from less advantaged backgrounds who do play sport when young are, therefore, likely to drop out. MSP has been to the forefront in reaching out and delivering participation opportunities in disadvantaged communities.

MSPs Moy Sports Forum in Ballina is a good example of work in this area.

#### CASE Study: Moy Sports Forum Ballina

##### Introduction

Moy Sports Forum was established in November 2010 by Mayo North East, Mayo Sports Partnership, FAI, Ballina Town Council, Parkside Youth Centre, Mayo Traveller Support Group and local resident representatives from Parkside and Ardnaree. The aim of the Forum is to encourage sport and physical activity among all age groups and to promote the responsible use of the outdoor sports facilities in Cluain na Ri, Greenhills Estate and Mercy Park

##### Programme Outline

The Forum is particularly interested in encouraging participation from those who are not members of mainstream organisations. Activities have included soccer and tennis coaching, sports family fun days, guided walks, boxercise, yoga and other activities. The forum initially focused on children from disadvantaged areas and now

includes young men, older people, traveller community etc. We have linked with coaches who have been trained through a coach training programme run for jobseekers and ran Gaelic, soccer and rugby programmes in 2011.

The Forum meets once a month in the Ballina area to plan activities and has expanded membership to include the Mayo Traveller Support Group, Involve youth project, Sean Duffy Centre, Ballina Town Council under the Rapid Programme and Ballina Neighbourhood Youth Project.

Child Protection and Sports Leadership training was provided for voluntary members of the Moy Sports Forum. Members of the forum include resident representatives from various estates, members of the traveller community along with other agencies. 6 volunteers attended the Code of Ethics and have become much more aware of child protection issues in soccer, tennis, rugby, gaelic programmes we run throughout the year. 5 members qualified as Active leaders, 4 of these people work as voluntary active leaders within their estates when programmes are being rolled out. 2 volunteers are directly involved with clubs, Ardnaree Sarsfields and Ballina Soccer Club so the quality of coaching has had an impact there.

### Aims of the Programme include:

- To promote the responsible use of the new outdoor sports facilities in the local authority estates
- To encourage participation in sport and physical activity among all age groups.
- To encourage participation in physical activity among disadvantaged groups such as unemployed people, traveller community, ethnic minority groups etc
- Be an action group committed to programmes which meet the needs of the community

The estates that are benefitting from having active leaders include Millview, Greenhills, Cluain Na Ri and Parkside. Three of the participants are travellers with one volunteer obtaining some part time work in co-ordinating programmes.

### Outputs

During 2011 through this programme, over 300 people young and old benefitted from coaching and physical activity programmes.

The programme had a significant impact across other elements of the MSP community programmes in Ballina. The initiative has led to community days, intercultural events and greater care for the community facilities in the area.

### Sustainability

With the involvement of volunteers from residents groups, youth clubs and the general community the forum is becoming more self sustaining. Members of the community are getting a sense of ownership of programmes and are developing a sense of pride in facilities and the initiative.

### Next Steps

The forum has a programme of activities for 2012 co funded by partner agencies and overseen by a greater number of volunteers than last year. Ballina Town Council is very supportive of the initiative, it is hoped that a jobbridge internship for the project could be based in the area.



Halloween Blitz organised by the Moy Sports Forum

Local Sports Partnerships also work with members of the travelling community to increase levels of participation in sport and physical activity.

### Case study: Ballina Traveller Women Exercise Programme

#### Introduction

The All-Ireland Traveller Health Study published in 2010 highlighted that Traveller women and men die 12 and 15 years earlier, respectively, than their settled peers. It is well known that levels of physical activity have a major impact on health and therefore on an individual's life expectancy. Therefore Mayo Traveller Support Group with Sports Partnership developed the Ballina Travellers Women Exercise Programme to promote physical activity and sport within the travelling community in North Mayo. The programme was developed in consultation with young Travellers, the Traveller community and other relevant local stakeholders. The programme also aimed to provide an education to young Travellers around the benefits of physical activity to their physical and mental health and to support female Travellers to actively participate in sports which they would not normally engage with.

The project incorporated a wide variety of programmes that are tailored to meet the cultural needs of the targeted groups.

#### Programme Outline

MSP worked in association with the Mayo Traveller Support Group to prepare a programme of physical activity for 2011. The programme was prepared in consultation with the Travellers, leading to the roll out of several activities for participants.

Held a Come and Try it Day with assistance from MSP. Activities included Boxercise and pilates on a weekly basis. For a lot of the participants it was their first time taking part in such activities.

Some challenges were identified whilst running the programme. These included childcare and peer pressure.

### Outputs

Overall 20 traveller women participated in the project.

Other outcomes identified following the completion of the programme included:

- Increased capacity building among those who participated
- Personal goal setting and overcoming fears for some
- Promoting self-image which can impact on the activities some people may remove themselves from, due to physical appearance/ gender

### Next Steps

It is hoped to progress the interest further in 2012 by offering additional activities such as Zumba etc. The Traveller Support Group also is looking to extend it to Traveller Men with interest amongst a group in Castlebar.

### Comments

“The exercise programme really appealed to the Traveller women, it was an opportunity for the women to improve their overall health and fitness in a fun way”.

Vivienne Fitzmaurice Mayo Traveller Support Group



Traveller Women in Ballina enjoying the physical activity programme

### 3.3 People with a Disability

Sport plays a major role in the lives of people with disabilities – be it as participants, organisers and/or spectators. Sport can and should play a major role in integrating people with disabilities into society. However, there are a range of well-documented barriers to full participation in sport and physical activity for people with disabilities. In 2011 the Irish Sports Council committed to further supporting the development of sport and physical activity opportunities for people with disabilities, by investing over €25,000 (based upon a matched funding contribution) towards the development of the Sports Inclusion Disability Programme in Mayo. This funding enabled the continuation of the work of the Sports Inclusion Disability Officer (SIDO) in the Mayo Sports Partnership. Through this Sports Inclusion Disability programme Mayo Sports Partnership is working to provide available opportunities for people with disabilities to participate in a variety of sports and physical activities.

In mid 2011 a review of the Sports Inclusion Disability programme highlighted a number of positives to the programme. The review found that:

- It is clear that the programme has, since inception in 2007, been a direct contributor to increasing levels of recorded participation in sport and physical activity among people with a disability
- The Sports Inclusion Disability Officer has, without doubt provided a substantial range of opportunities which have engaged people with disabilities at a variety of different levels - from 'Come & Try' taster sessions to engaging people to take part in 'sustained blocks' of activity through to some committing to on-going activity (and membership) within club settings
- Successful projects are clearly driven by an understanding of the (in context) needs of people with disabilities
- There is no doubt that the SIDO programme has also helped to raise awareness and has allowed people with disabilities of differing ages and abilities to be identified, facilitated and supported to become more physically active.

Numbers have increased from 225 participants in 2009, to 347 in 2011. These participants are part of regular programmes and the above numbers do not include taster days.

## Case Study : Boccia

### Introduction

The county Boccia League was set up in 2009 following the setup of various boccia clubs and groups within the county.

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, 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

Mayo Sport Partnership ran come and try programmes and also visited individual groups throughout the county introducing the game of Boccia to them.

### Programme Outline

The Sports Inclusion Disability Officer linked with the various clubs and groups to put in place dates and details for the start of the county boccia league and to share resources such as equipment, volunteers and expertise to help run a successful programme.

Groups were invited to come along to the first meeting of the league which had six teams competing with belmullet taking the honours.

Belmullet entered the national Cerebral palsy competition and got to the final days play off which they won and were national champions at the very first attempt.

The County Boccia League has gone from strength to strength over the last year and the competition between the teams has increased. There are now on average ten teams that come along once a month to a venue in the county to see who can become champions for that month. Below is a brief summary on how some of the days went in 2011.

### January

The IWA team 1 put together a great run of results and emerged victorious in the January round of the County Boccia League. Having had a slow start in the group stage of the competition on the 17th of January they soon got in to stride and saw off some strong competition by dispatching of reigning champions Charlestown in the semi final and Belmullet ladies who were also back in form in the final. The league has now attracted some new teams from Arthritis Mayo who have two teams competing and Tuam IWA who have also two teams now participating in the league.

July

Arthritis Mayo team two win first outdoor round of the county Boccia league. Arthritis Mayo had there Second victory in the July round of the county Boccia league on 11th July in Párc Bheo Belmullet. After joining the league at the beginning of the year their play has improved no end and they came through the day with flying colors as they seen off some stiff competition from Tuam, Belmullet and Arthritis Mayo team (1) in the final by 8 - 1.



This was the first time the league has gone outdoors in the new outdoor Boccia court in Párc Bheo Belmullet. Basking in the glorious sunshine Arthritis Mayo proved too strong for their rivals and ran out easy winners in the end.



Belmullet IWA and NoName Club play first competition on the new Boccia Court in Párc Bheo Belmullet a great afternoons fun was had by both young and old as Belmullet IWA and NoName Club play first competition on the new Boccia Court in Párc Bheo Belmullet.



Mayo Sports Partnership also presented a set of Boccia balls to the No Name club so they could fully enjoy the new facility.

## Outputs

The Boccia League enabled the participants to increase their activity levels and their confidence. It also gives them an important social outlet where they could feel comfortable and interact with instructors, other participants and volunteers in a meaningful way. A number of the participants that take part had engaged in little or no physical activity previously.

Some additional outcomes of the programme included:

- Increased confidence levels in participants
- Enhanced social interaction amongst participants/volunteers
- A pool of enthusiastic volunteers created
- A genuine affinity and interest in Boccia participation was created with a number of participants.

## Sustainability

With Boccia groups coming together from various parts of the county and out of county as well the Boccia league could be hosted between different groups and clubs on a rota basis. There are new groups interested in joining the league that has recently got started playing Boccia so that also enhances the sustainability of the league. There are also more volunteers getting involved in the programme.

## Next steps

It is planned to expand the programme in 2012 and have 16 teams competing and coming together. Depending on the number of volunteers recruited this will enable teams to get more play and activity, meet new people and widens the social network within the programme in 2012.

Mayo Sports Partnership has helped groups source and purchase Boccia equipment and also has purchased equipment for the running of the league and has provided funding to the rental of facilities were necessary for 2012 which can only help the Boccia leagues development in the future.

### 3.4 School Completion Programme (SCP) / Teenage Girls

Research published by the Irish Sports Council has highlighted the important role education plays in determining whether an individual plays sport. Those of lower educational attainment and income are more likely to drop out and less likely to take up new sports. Indeed the *Sporting Lives* research published by the ISC/ESRI found that educational attainment is the single biggest factor in determining whether an individual plays sport.

Acknowledging the key role education plays, in late 2010 the Irish Sports Council, in conjunction with the Department of Education and Skills, developed a partnership to work much more closely with the Department's School Completion Programme initiative. The School Completion Programme (SCP) is a Department of Education & Skills 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.

Following engagement with School Completion Project Workers in Mayo a number of second level schools in particular participated in the Girls Active Programme. Below is a description of this project.

### Case Study: Girls Active Project

#### Introduction

Irish Sports Council Research has shown that girl's participation in sport and physical activity is diminished as result of many reasons including peer pressure, lack of interest in mainstream sports and social factors.

Girls Active was mooted in 2010 as a vehicle which could be utilised to generate interest amongst this target group. Out of 10 schools who expressed interest in participating 5 schools who participate in the school completion programme were hugely interested in the whole project. These schools were Davitt College Castlebar, Swinford Secondary School, St Brendans Belmullet, Moyne College Ballina and St Tiernans Crossmolina

#### Programme Outline

Working with partners such as Mayo VEC, SCP, Secondary Schools in the county and the HSE the programme was developed with the aims of:

- To provide an opportunity for girls, who do not normally participate in sport, to engage with a physical activity they can easily connect with, be excited about and sustain.
- To make use of skills and experience of locally based instructors in martial arts, aerobics, boxercise, yoga, pilates, circuits etc.
- To focus on sessions being fun and a positive sociable experience for participants.
- To ensure modules are challenging and achievable.
- To create a non-competitive environment where young girls can develop their overall well-being in a holistic manner.
- To create links with schools who are involved with the school completion programme

Mayo Sports Partnership has a registered panel of instructors in a wide range of activities collated as result of a number of participation based projects hosted by the organisation. This panel was utilised in the delivery of the girl's active project facilitated in girl's second level schools in Mayo.

#### School Criteria and Conditions:

- Availability of on site venue suitable for the activities and in line with best practice procedures.
- Adequate number of participants ie 15-20 Girls aged 15 - 17 yrs
- Availability of a school co-ordinator to liaise with instructors, co-ordinate the programme in schools and be present during sessions.

**Timeframe:** Academic Year 2011

Successful participating Schools received a grant of 500 Euros for the programme. 500 Euros to be spent on the hire of instructors for 10 x 1hr plus final jamboree session. Schools can choose between a range of activities ie martial arts, aerobics, boxercise, yoga, pilates, circuits etc but must pick at least three activities.

Sessions commenced in January for a 10 week period.

Session times were extra curricular and agreed with individual schools e.g. lunchtime, after school.

### Session Content:

- Session 1 Taster Workshop to introduce participants to the activity and provide instructors with an opportunity to get to know the group and their standard / abilities.
- The final closing session involved a jamboree / festival type event at a central location. All participants of the programme gathered together to participate in a unique event.
- Instructors aimed to transfer skills to participants and improve their overall fitness levels – specific areas to work on will be determined following the Taster Workshop.

### Outputs

200 Students participated in the programme across the 10 locations. 100 came from the 5 SCP areas.

As well as this achievement other notable benefits have been identified:

- 3 SCP project areas have added additional physical activity programmes to their schedule.
- 4 SCP Coordinators stated that teachers had commented on a significant increase in pupils' attention span on days of the programme

### Sustainability

SCP officers have agreed to allocate resources to this initiative in future. They have also agreed to receive leader training which will also enable more physical activity opportunities into the future.

### Next Steps

MSP has been encouraged by this programme to date and following a review are eager to continue elements of the programme in 2012, with a particular focus on the introduction of more participants to local community-based clubs being prioritised.

Schools have also been encouraged to send pupils to participate in other suitable MSP programmes.

### Comments

- I found it very good, I usually don't do exercise but this pushed me to try all different types of exercise and find out which form was for me. Next time I would love to try even more types of exercise
- The overall experience was great, I would recommend to all schools. It was great to experience activities that I would have otherwise not considered. Lots of fun
- I think the idea of girls active was a brilliant idea. It should be in every school. Girls need the push to do more sports.
- The programme definitely gave me a kick start to do more exercise, because I had become very lazy. The bootcamp was the best in my opinion
- Very enjoyable. Great chance to do new sports. I will definitely continue to do some of the activities from the course



Participants from St Tiernans College Crossmolina during the Girls Active Programme

### 3.5 Women in Sport

The Women in Sport (WIS) initiative launched by the Irish Sports Council in 2005 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.

Wide use has been made of *Meet and Train* groups to engage more women in sport and physical activity. *Meet and Train* groups are weekly walking/running groups, set up and supported by MSP 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. They provide a great opportunity for women of all ages and levels of fitness to meet on a weekly basis for one hour only and train in a fun and social environment - promoting the message that physical activity is not only good for you but that it also can be enjoyable. There is usually a nominal charge of approximately €2 per session.

These groups serve as a good example of collaboration between NGBs, MSP and local athletics clubs, which along with the use of mass participation events (e.g. West of Ireland Women's Mini Marathon) serve to raise the profile and actuality of women's participation.

## Case Study: Western People West of Ireland Women's Mini Marathon

### Introduction

In early October 2009 Mayo Sports Partnership and the Western People, a top regional newspaper, set about organising the first West of Ireland Women's Mini Marathon. After several meetings with the paper it was decided that the Mayo Sports Partnership would be the lead body in the organisation of the event with the paper having responsibility for promotion and branding. Both organisations are all about the community and it would be fair to say that it is a match made in heaven.

### Programme Outline

The inaugural West of Ireland Women's Mini Marathon took place on May Bank Holiday and was a phenomenal success, with upwards of 3,000 women taking part. In 2011 the number of entries increased even more with 4,000 entrants from far flung places such as United States and Africa. The mini marathon is a community event for women of all abilities who take different approaches to participation. As well as being a fun event where women can run ,jog ,skip or push buggies through Castlebar the Mini Marathon creates an ideal opportunity for charities across the West to raise much needed funds for their causes. This year an estimated €700,000 was raised for various local charities, up over €200,000 on 2010.

An event of the nature of the West of Ireland Women's Mini Marathon requires huge input from many clubs, organisations, volunteers and agencies. Planning for the Mini Marathon would start in the previous Autumn with meetings between the two main partners the Western People and Mayo Sports Partnership. The launch would take place in late January with a lead in time of 14 weeks to the event. A designated website and online booking system has been designed with the Western People charged with weekly promotion of the initiative.

The organisation of so many volunteers from the athletics community, charities and other local community / voluntary groups to assist with the running of the event takes considerable time .Meetings with key agencies such as the local authorities, Garda Siochana, Civil Defence, Chamber of Commerce and suppliers also take place. A comprehensive Event Management Plan is drawn up along with a detailed risk assessment . Many Sports Partnership team and committee meetings take place to finalise details from entertainment to refreshments.

Apart from participants, who of course were mainly women of all ages, the initiative involved many volunteers from local community / voluntary organizations, local residents who provided refreshments and support on the day, members of the local business community, charities and local schools.

### Outputs

#### Health and Fitness

With over 4000 female participants the event creates a major annual focus for women from the West to become fitter for the event. Meet and Train groups have been set up throughout the West on the back of the Mini Marathon and women are walking, jogging and running throughout the year in preparation for this event. Socially these groups meet many times per week and these help to forge friendships and building social networks.

For example Mayo Traveller Support Group organised a group of traveller women from Ballina to participate in the Mini Marathon in 2011. These women have since engaged in many health and fitness programmes and plan to participate again in the mini marathon 2012.

### Charities

Over 60 charities were involved with the Mini Marathon in 2011 with over €700,000 collected.

Monies raised have helped Cystic Fibrosis in the West with the new CF unit in Castlebar General Hospital.

- Approximately **200 volunteers** from sports clubs, local organisations i.e. Civil Defence, Tidy Towns, Chamber of Commerce etc assisted in the running of the event.
- Huge physical, mental and social benefits for participants, volunteers and supporters
- Over **2,000 women came from Mayo** with entrants from the **UK, United States, Europe and other parts of Ireland** also in attendance.
- Approximately **€250,000** spent locally over the weekend from event participants.
- Any proceeds, after costs, go back into the **promotion of local sport** through the Athletics Clubs and Mayo Sports Partnership participation programmes such as the very successful meet and train initiative.

### Sustainability

*This event has installed a can do attitude within both the Castlebar community and the wider Mayo area. People have realised that they need to help themselves in this current climate of economic despair and negativity. Numerous communities have organised 10Ks / walking / fun events / festivals so as to attract people to come to their local towns / villages. In the year of the volunteer the message of volunteering is certainly alive and well down here in the West.*

### Next Steps

Planning commenced straight away for the 2012 event once the 2011 mini marathon finished. A more national profile is needed so there will be a review of marketing techniques.

### Comments

“We were extremely impressed with all the work that went into the event. The weather conditions were great, the availability of portaloos, and the organisation of the event itself, your extremely helpful volunteers and mostly the welcoming people of Castlebar who came out to support us right throughout the 10K jog, which was very encouraging.”

Well done to all involved, take a bow and see you all next year.

Christine Glynn,  
North Clare



An Taoiseach Enda Kenny addresses 2011 participants



Hi There! Mini Marathon participants enjoying themselves

### 3.6 Older People

Research commissioned jointly by Go for Life, the National Programme for Sport and Physical Activity for Older People and the Irish Sports Council in 2007, explored attitudes to and participation by older adults in sport and physical activity. It found that only 15% of older people in Ireland are 'healthily active', that is; engage in levels of physical activity 'sufficient to derive health benefits'.

It is also known that older adults are much less likely to play sport than younger adults and that participation rates for playing sport decline with age. MSP works with older adult groups, local leisure centres and community groups to re-engage them with sport by focusing physical activities that can build peoples confidence while also giving them a social outlet.

## Case Study: Be Active 55

### Introduction

Regular physical activity promotes mental, physical and social wellbeing. As people get older they can experience significant health benefits by engaging in regular physical activity. Research shows that many people do not engage in physical activity and many of those who do, do not exercise at sufficient intensity to experience health benefits.

Leisure centres are often perceived as difficult to access for people aged 55+. They can be expensive, difficult to access for people in rural areas and may not be user friendly for people aged 55+.

Mayo Sports Partnership implementation group met and discussed the benefits of physical activity for older people. They decided to develop a partnership project initially with the leisure industry in the Westport area to make leisure centres more user friendly and accessible for people aged 55+. In 2011 this initiative is available in 14 centres throughout the county which now includes some community facilities in more rural areas.

### Programme Outline

The sports partnership and the HSE held a meeting with representatives of the leisure industry, older people, health professionals and community organisations. They discussed the idea of a partnership project with older people and the leisure industry and recommended the development of the project. Following this meeting consultation sessions with older people took place and training was provided by "Go for Life" for the staff of participating leisure centres. Four Leisure centres agreed to run one physical activity session per week for eight weeks specifically for people aged 55+.

The initial pilot programme commenced in April 2008 with Westport Leisure Park, The Beech Club – Westport Woods, Ocean Spirit – Hotel Westport and the Park Inn Mulranny running a 2 hour physical activity session once a week for people aged 55+. These ran for 6 – 10 weeks. After each session participants had tea / coffee in the leisure centre. The activities included Bowles, Swimming, dance, aqua aerobics, games, gym, yoga, and exercises. The first week was free to participants and after that each session cost €3 per person.

In 2011 the participating centres included:

The Ramada Hotel Tranquillity Leisure Centre Ballina, Mc William Park Hotel Leisure Centre Claremorris, Claremorris Leisure Centre, Ballyglass Community Centre, Castlebar Tennis Club, Breaffy Club Castlebar, Crossmolina GAA Centre, Kilalla Community Centre, Lakeside Health and Fitness Ballinrobe, Park Inn Hotel Leisure Centre Mulranny, Tourmakeady Community Centre, Westport Leisure Park, The C Club Castlecourt Hotel and Ocean Spirit Leisure Centre Hotel Westport

The "be active 55" project was promoted in the media and letters were sent to health professionals and community groups in the area to let them know about the project and to ask them to refer appropriate people to the project.

As part of the project the HSE Community Physiotherapist gave an information talk on Osteoporosis in the Westport Leisure Park which 19 participants attended.

The proven success of the programme is that 14 centres now run the Be Active 55 programme in their facilities providing an environment which encourages participation while also giving a social outlet for many. Sessions can cost between €3 to €5 and include the invaluable cup of tea afterwards.

### Outputs

The be active 55 project was a very successful partnership project between the Sports Partnership, the HSE, The leisure Industry, Community Centres, and Older People. Over 350 participants took part in the project in the fourteen leisure and community centres in 2011. Participants enjoyed the classes and attended regularly. Many participants were socially isolated and enjoyed the social aspect of the project. Many also found that the classes built their confidence as they were learning new skills. Many also reported health benefits and all but one participant said they would definitely attend the project in the future.

Leisure / Sports centres also reported benefits from their participation in the project. They found participants enthusiastic and willing to learn. The centres were being used at off-peak times. All centres have said they will run the programme again in September. The cost for leisure centres was low however and when they run the programme again they will charge €5 per class. The training for leisure centres staff was useful for introductory sessions. In order to develop the programme further staff would need more training and more ideas especially as participant's fitness levels increase.

The partnership between the HSE, the sports partnership and the leisure industry was very productive and should be developed further in the future.

### Sustainability

Annual Go for Life Training takes place for staff of participating centres and also for Mayo Sports Partnership tutors who have set up the programme in association with some rural community councils / active age groups. A review of the programme in 2011 highlighted the positive impact it is having on the participants health and activity levels.

In the participating facilities that have gym equipment etc this is a great opportunity for older adults to become more comfortable in the gym environment and get active

Many of the participants continue to visit the centres either during the set programme hours or in their own time now that they are comfortable using the gym and equipment. In addition there is a constant stream of new people attending sessions.

Participants in this programme have also gone on to take part in other MSP events such as Fit Walking, the Western People West of Ireland Women's Mini Marathon etc.

### Next Steps

A men only programme will be developed to encourage greater participation of men.

Develop stronger links between health professionals and other agencies working with people over 55 who can refer people to the programme.

This innovative project has had a very real and practical impact on an often times marginalised section of our community. Combating ageism through initiatives such as this helps to build older peoples self esteem and helps

to reduce loneliness / isolation. When a participant states that the programme is the “highlight of my week” you really know that you are impacting on the real quality of peoples lives.

The initiative has also illustrated what can be achieved by partnership and joined up thinking by local organisations / agencies.

### Comments

“Excellent, Wonderful, well organised, brilliant idea, I feel fitter, it was sociable and Confidence building”  
Westport Leisure Park Participant

“Excellent opportunity for older people” Mulranny Participant

“Look forward to going every week” Claremorris Leisure Centre Participant

“Keep it going, very beneficial, enjoy going every week”

“Its brilliant, look forward to tea and a chat at the end”

“Love the pay as you go element, excellent idea in general, the staff are lovely”

“Everyone is happy with it and love the chat at the end”



Participants going through their paces in the Be Active 55 Programme

### 3.7 Unemployed

Since the start of the economic downturn MSP has implemented a number of initiatives aimed at unemployed people in the community. These range from training and education courses aimed at up-skilling the unemployed to improve their employability prospects to more direct programmes aimed at encouraging unemployed people to take more exercise. Link2BActive is an initiative to create opportunities for unemployed people to access sports facilities at a reduced rate, encouraging them to participate in recreational activities. In 2011 20 facilities took part in the initiative throughout the county from Leisure Centres to Golf Clubs. In particular the programme was very successful in Balla Golf Club who had 200 participants in May / June 2011.

The following case study presents details on another initiative for this priority target group.

## Case Study: Goal to Work Ballina

### Introduction

The *Goal to Work* Programme consisted of a 14 week long specialised sports coaching course for jobseekers which aimed to provide participants with the tools to obtain some part-time employment in the area of sports development. The initiative recognised that many unemployed people are interested in sport and aimed to open up employment opportunities for them. The sports involved were soccer, Gaelic football and rugby.

### Programme Outline

This sports-coach training programme was based on a pilot project, *Goal to Work*, run by Leitrim County Development Board with the Football Association of Ireland (FAI) in 2009, in which 12 people on the live register trained as soccer coaches. This project was followed by a second training programme in conjunction with Leitrim Sports Partnership that also included Gaelic sports and rugby.

In mid-2010, Mayo County Development Board, along with a multi-agency committee set up specifically for the purpose, developed a Mayo *Goal to Work* pilot programme to train 12 soccer coaches from across the county. This proved hugely successful. 50% of 2010's participants have received work on either a part-time or full-time basis.

Following the success of the pilot in 2010, a committee was formed to run *Goal to Work* in Ballina town in September 2011. Ballina was selected following its identification as one of two towns in Mayo with the highest Relative Deprivation Scores within the Mayo North East geographic area.

The main goals of the programme were to:

- Provide 13 unemployed people with coaching qualifications
- Assist unemployed people with an interest in sport to gain employment as coaches, referees, etc
- Promote physical and mental health and well-being through participation in sport – both for the participants themselves and in the partner schools.

The *Goal To Work* Programme consisted of a 14 week-long (two days per week) specialised sports coaching course for jobseekers which aimed to provide participants with the tools to obtain some part time employment in the area of sports development.

The programme allowed trainees to become fully qualified GAA, Rugby and Soccer coaches. It also included additional sports modules in Child Protection, First Aid, Disability Awareness and Active Leadership. Other modules included information technology, communication skills, career progression routes and curriculum vitae preparation. In addition, training was provided on how to explore setting up a business and further educational opportunities, all of which would help participants to identify possible employment after the 14 week programme.

Participants attended classroom-based activities on the first day. On the second day trainee coaches gained coaching experience through obtaining placement in local primary schools.

The trainees also had to organise a community sports event during the Halloween break utilising the recently developed local authority multi-use games areas.

The development of the *Goal to Work* Programme has involved a partnership approach with input from many agencies (including Mayo Sports Partnership, Mayo North East LEADER Partnership, Mayo GAA, Connacht Rugby,

the FAI, Mayo County Council, the HSE, Mayo County Development Board and the Department of Social Protection).

### Outputs

Of the 13 participants on the 2011 course:

- Two have taken up internships with NGBs
- Three have gone on to take up further sports education training such as the Sporting Chance programme from the National Learning Network
- Three have continued on in placements with primary schools and Community Sports Co-ordinators
- Three are now working in other areas
- Of the two who remain full time unemployed, one is a member of the Burmese Karen Community who continues to improve his English language skills. Since completing the course, he has commenced coaching and developing physical activity opportunities amongst the Karen community.

### Sustainability

Since the course ended, the coaches have brought their new experience and skills to their work in their sports clubs and communities.

### For example:

- Five of the course participants/coaches are coaching GAA at club level. One coach is coaching and selecting a senior club team, while two coaches are coaching primary school children. They are coaching under-8s, 10s and 12s at club level and in four primary schools weekly
- Two participants coach rugby in three schools in Ballina weekly, and regularly help out with the Ballina Rugby Football Club. Three of the coaches helped with a 'rugby blitz' in Ballina recently. Their commitments have grown and developed over the past two months. This programme has been a massive success for the IRFU, which is delighted with the contribution and commitment of the coaches throughout the programme since its completion
- The FAI has also seen an increase in the coaches' participation since December. However, two coaches are unavailable; one has become self-employed and another is in full-time education, which has limited their involvement in the clubs.

Following completion of the programme, the local schools were keen for the coaches to work with the children again. Hence there has been a large increase in the coaches' level of involvement in the schools.

### Next steps

Mayo Sports Partnership and Mayo North East LEADER Partnership with the support of the multi-agency committee, hope to deliver *Goal to Work* in East Mayo in 2012 and build on the learning outlined in each evaluation of the programme.

Funding has been secured from Mayo North East LEADER Partnership, the Department of Social Protection, the Irish Sports Council, Mayo County Development Board and Mayo Mental Health Association to build on the programme.

*'It's given me some great fun games & ideas that I can hopefully use within the community'* – Programme Participant

*'The children at all the levels Kevin coached were really delighted with him. He has a great way about him. The children miss him! Really excellent.'* – Breaffy Primary School Ballina



Participants on the 2011 *Goal to Work* Programme

*The examples above are just a sample of the many MSP programmes delivered to target groups in 2011. They are designed to give an overview and flavour of the Sports Partnership work in this key area. They demonstrate how important good programme planning, partner support, volunteer input and consultation with target groups are to programme success. It is only by the presence of these success factors can the many challenges (such as small group sizes, affordability, limitations of resources and effective exit strategies) be overcome.*

#### Section 4: Sustaining MSP

MSP, under the auspices of the Mayo County Development Board and the Irish Sports Council, is demonstrating a real return on investment. Although a relatively recent addition to the sports infrastructure all the evidence produced to date demonstrates that MSP has become a remarkable success:

- There is a wide range of sports and physical activity programmes available through MSP; programmes that had not previously been provided on such a comprehensive basis and would not be undertaken were it not for MSP
- MSP is the main delivery mechanism within the county of opportunities for sport and physical activity to specific hard-to-reach groups
- The capacity of the Mayo sporting sector has been strengthened through the delivery of a wide range of training and education courses
- Excellent relationships have been built with schools, sports clubs, community groups and local partners
- More information is available to link those who wish to participate and those who provide opportunities for participation through directories, databases, website, social media and other resources.
- There is greater co-ordination, planning and joined up thinking with regard to sports development in the county.
- Over 50% of MSPs funding is generated locally. In fulfilling their sport-promoting functions MSP contributes over €500,000 annually in expenditure in the Mayo economy.

The Irish Sports Council has been carrying out research into the levels of participation in sport and physical activity over the last number of years and the following findings are relevant with regard to the impact of MSP and other LSPs:

- Overall participation among adults increased significantly between 2003 and 2011. 29.8% of the population participated regularly (weekly) in 2003 compared to 33.5% in 2009 and now 46% in 2011
- More importantly there has been a drop in the levels of sedentarism i.e. people who are inactive, from 18% to 13% in 2011
- More women are playing sport now than was the case in 2003. Women's participation rates have increased much faster than men's. In 2003, 70% more men participated than women; the figure was 52% in 2011
- The increase among adults aged over 55 (another target group for MSP i.e. older adults) has been more significant. Since 2009 participation rates amongst adults aged 55-65 have increased by 11% and by 15% amongst adults aged 65 plus.
- The proportion of the unemployed who are active in sports increased from around a third (34%) in 2009 to just over a half (53%) in 2011.

These increases in participation levels have been achieved through the combined efforts of cross-agency working. MSP understands that no one agency can achieve the goal of increasing participation by working on its own. It is only by working cooperatively with partners from all sectors that we can achieve the necessary innovation, impact, scale and sustainability. MSP has demonstrated the effectiveness and efficiency that true partnering can bring to local initiatives.

A key recommendation of the 2005 *Fitzpatrick & Associates Review of Local Sports Partnerships* was the need for Sports Partnerships to generate 50% of its own funding from local sources. To date this has been achieved and the support of all partners has been vital in this regard. This substantial partner 'buy-in' places MSP on a more

sustainable footing and contributes to the quality and success of MSP. It is a strong testament to MSP that local agencies and organisations have chosen to invest in them locally.

Nevertheless, in a dynamic and uncertain environment, MSP cannot assume that these past trends will automatically continue into the future. In times of limited resources, when direct funding is scarce, all agencies are carefully examining the best use of resources be it human and/or financial. With MSP partners looking to re-focus their resources there is a risk that sport will lose out. Some partners may see sport as an ancillary element, a secondary component placed at the periphery of their work programmes. Therefore, sports contribution to wider society and its ability to address the multi-agency issues and deliver on the common aims of health, community and social inclusion need to be emphasised.

In a tightening economic climate MSP must re-double its efforts to ensure that partner buy-in is not only maintained, but maintained to enable MSP to better achieve the goal of increased participation in sport and physical activity. MSP must engage fully with partners who share the same vision, who hold fast to its core objectives and principles, and who are delivering on the ground. MSP must seek opportunities to retrench and prioritise those activities that best deliver on its aims while also assisting partners to achieve their objectives. The programmes and activities of MSP must continue to meet goals of increasing participation in a sustainable way and remain relevant to the needs and interests of local partners.

### Summary

It is a strategic priority of the Irish Sports Council to ensure that MSP is sustained and continues to thrive and expand the range of sport and physical activities made available in local communities.

If MSP

- continues to build strong, mutually beneficial relationships with committed, relevant partners
- work closely with the NGB and sports club sector in a collaborative way
- are clear about the types of programmes that have the potential to be self sustaining, and those that do not
- engage in effective monitoring and evaluation of all their work, while adhering to sound principles of governance

then MSP will copper fasten its position of strength and relevance within the sports infrastructure across the county. This will ensure that MSP can build on the significant gains made over the last 7 years into the next decade, and beyond.



## Appendices

**Appendix A – List of Local Sports Partnerships**

**Appendix B - Glossary of Terms**

**Appendix C – Mayo Sports Partnership**

## Appendix A

## List of Local Sports Partnerships

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 <sup>1</sup>	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

<sup>1</sup> In early 2010, Cork City LSP (est. 2008) and County Cork LSP (est. 2002) merged to form one new Cork Sports Partnership.

## Appendix B

## Glossary of Terms

**Active Leadership Award** – An Irish Sports Council/Sport Northern Ireland award deigned to provide trained, knowledgeable and enthusiastic community based physical activity leaders.

**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** – An Irish Sports Council 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 the Irish Sports Council. 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 the Irish Sports Council.

**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.

**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.

**ISC** - Irish Sports Council. The Irish Sports Council 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.

**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 the Irish Sports Council and is under the auspices of Mayo County Development Board / 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.

**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).

**VEC** – Vocational Education Committee. VECs 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.

**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
Mayo VEC	1
Mayo County Council	3
HSE	1
Community Forum	2
County Development Board	1
GMIT	1
FÁS	1
Sports Forum	5
LEADER	2
Mayo Education Centre	1
Udaras na Gaeltachta	1

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.