



# MAYO

SPORTS PARTNERSHIP  
ANNUAL REPORT

# 2022



Mayo Sports Partnership



Comhpháirtíocht Spóirt Mhaigh Eo

— SPORT IRELAND —

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**MAYO** SPORTS PARTNERSHIP

**2022**  
**2023**

Foreword from Chairman and Co-ordinator Mayo Sports Partnership	4
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**Section One: Key Findings 5**

1.1 Key Findings, Background, Resources and Funding	6
1.2 Infographic	7

**Section Two: Background, Resources and Funding 8**

2.1 Background to MSP	9
2.2 Project Funding Sources	9
2.3 MSP Management and Staff	12

**Section Three: Achievements of MSP in 2022 13**

3.1 Introduction	14
3.2 Development of Local Sports Clubs and Communities	14
3.3 Training and Education Courses	15
3.4 Delivering Sport Ireland Programmes	16
3.4.1 MSP Participation Initiatives	17
3.4.2 MSP Initiative Categorisation	19
3.4.3 MSP Initiatives Delivered in 2022	20
3.4.4 Behaviour Change Theory	21
3.5 Building and Sustaining Partnerships	22
3.6 Networking, Advocacy and Awareness Raising	23
3.7 Partnership Engagement	24
3.8 Publications	25

**Section Four: MSP Case Studies 26**

Case Study 1: Marathon Kids	27
Case Study 2: MSP Sports Volunteer Training	29
Case Study 3: Westport Pickleball	31
Case Study 4: Ballina Adventure Hub Kayaking	33
Case Study 5: Ballinrobe Get Active Indoors	35
Case Study 6: Ballyhaunis – Seniorcise – Indoor Seated Exercise Class	37

**Section Five: Women In Sport 39**

**Section Six: Next Steps 42**

**Appendices 44**

Appendix A - MSP Committee Members	45
Appendix B - Glossary of Terms	45
MSP Contact Details	

# FOREWORD

We are delighted to introduce the 16th Mayo Sports Partnership annual report utilising Sport Ireland's evaluation framework. It highlights the significant contribution that Mayo Sports Partnership is making to advance the goals set out in the Department's National Sports Policy 2018-2027 and also of our own Strategic Plan "More People Enjoying More Sports".

Mayo Sports Partnership has continued to help people get active and reap the benefits of being active by removing barriers to participation in sport and physical activity. The 2022 Mayo Sports Partnership Annual Report highlights the innovative, inclusive and progressive programmes and initiatives MSP has delivered to ensure that everyone in our society has the opportunity to be physically active. The case studies section of this Annual Report provide a small glimpse at the bespoke programmes on offer across the county.

With the continued support of Dormant Accounts and Healthy Ireland funding, MSP has once again been able to increase resources for harder to reach communities; removing barriers to participation and continuing to showcase the positive impact that sport can have on people's lives. Round 3 of COVID19 Support Funding in 2022 for clubs and organisations across the county was very welcome and helped those smaller groups who perhaps didn't avail of other rounds of the funding.

During 2022 MSP core staff and externally contracted hub co-ordinators continued to deliver a high quality menu of activities that was especially inclusive to those hard to reach groups ie People with a Disability, Ethnic Minorities, Traveller Community, Disadvantaged Youth, Teenage Girls & Women etc. Our staff continue to be highly motivated and innovative especially in utilisation of modern technology that appeals to younger populations.

We would like to take this opportunity to thank the MSP staff, MSP committee, partners, agencies and volunteers who continue to contribute to the success of Mayo Sports Partnership. All have been vital to the successful delivery of programmes that make sport and physical activity accessible to all at a local community level. On behalf of the committee & staff we would like to thank Sport Ireland CEO Dr Una May and all the staff of Sport Ireland for their unwavering support.

Finally we thank CEO Mayo County Council Kevin Kelly & Director of Services Joanne Grehan for their continued support for the Partnership in 2022



*Cllr Michael Loftus*  
**CHAIRMAN**  
Mayo Sports Partnership



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



## Key Findings

## I.1 Key Findings

This report is the 16th annual report of MSP using the Sport Ireland evaluation system.

### Background, Resources and Funding

- €937,459 was invested in MSP in 2022. This figure includes benefit-in-kind funding of €164,000 from partners
- Funding from Sport Ireland accounts for 55% of the total MSP funding in 2022, 15% from Dormant Accounts, 12% locally leveraged funding with the remaining 18% coming from other sources.
- 15 people served on the MSP committee in 2022 with 40% female members
- In 2022, 6 people worked full-time on behalf of MSP and 4 part time Sports Hub co ordinators.
- 6 were 100% directly funded by Sport Ireland.

### Achievements of Mayo Sports Partnership in 2022

#### Development of Sports Infrastructure in Mayo

- In 2022, MSP provided funding supports of €116,263 to 110 clubs and community groups throughout the county.
- 50 groups have been supported in the delivery of their activities
- 20 clubs/communities were helped in developing their organisational, policy or management structures;
- MSP planned and delivered 35 training and education courses, workshops and online webinars
- 2266 people attended these courses

#### Delivering Sport Ireland Programmes

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

- 295 participants completed 23 Code of Ethics Basic Awareness – Safeguarding 1 courses
- 44 participants completed 3 Club Children’s Officer – Safeguarding 2 courses
- 24 participants completed 2 Designated Liaison Person – Safeguarding 3 courses

#### Local Programme Delivery

- 9,656 people participated in 85 locally delivered participation programmes.
- 4,385 participated in 4 physical activity interventions ie. Daily Mile, Operation Transformation, Marathon Kids, Playground Markings etc.
- 6158 participants were marginally or very disadvantaged
- 1906 female participants took part in 9 local Women in Sport programmes.
- Sports Disability Inclusion Programme – 993 participants.

#### Building and Sustaining Partnerships

- In 2022 MSP was involved in 43 different policy actions.

#### Information Provision

21,216 individuals provided with general or specific sport-related information through MSP website, online newsletter, social media or text promotion

Mayo Sports Partnership



Comhpháirtíocht Spóirt Mhaigh Eo

# 2022 MAYO SPORTS PARTNERSHIP



## €937,459 INVESTED IN 2022

## 9,656 participants

## 85 LOCALLY DELIVERED PROGRAMMES

## 6,158



OF THESE PARTICIPANTS WERE FROM  
DISADVANTAGED BACKGROUNDS

### 4,385 PARTICIPANTS IN 4 PHYSICAL ACTIVITY INTERVENTIONS

ie. Daily Mile, Operation Transformation, Marathon Kids, Playground Markings etc.

### SPORTS DISABILITY Inclusion Programme



## 993 participants

### 2,266 Volunteers



attended 35  
Training &  
Education  
Workshops



**individuals**  
provided with information through  
**MSP WEBSITE,**  
online newsletter,  
social media or  
text promotion

## 21,216



### SAFE GUARDING 1, 2 & 3 363 Volunteers trained in 28 Courses

## 1,906 FEMALE participants took part in

### Local women in sport PROGRAMMES

## WHO WE TARGET

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



# 2

## Background, Funding and Resources

### 2.1 Background to MSP

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

The National Sports Policy recognises the key role played by Mayo Sports Partnership in sports participation and how it can assist in the delivery of the participation actions set out in this Policy.

“The Sports Partnership network plays a vital role and has been tasked, in particular, with increasing participation levels in sport and physical activity, especially among those sectors of society that are currently underrepresented in sport. Their capacity to remove barriers and ensure that opportunities for participation in sport are progressive, innovative and fully inclusive at a local level is a unique and valuable strength.” – National Sports Policy 2018-2027

The National Sports Policy has a total of 57 actions, 26 of which relate to sports participation. Fundamental to delivering on the Participation Actions of the National Sports Policy is increasing the capacity of the sports sector to deliver, especially the Local Sports Partnerships (LSPs) and the smaller National Governing Bodies of Sport (NGBs). Thanks to an increase in government investment in 2022, Sport Ireland was in a position to increase capacity and capability of Mayo Sports Partnership and provide additional regional supports to the smaller NGB’s. In 2022 Mayo Sports Partnership had 6 County Council contracted staff, namely:

- Coordinator
- Administrator
- Sports Inclusion Disability Officer (SIDO)
- Community Sports Development Officer (CSDO).
- Club Development, Diversity & Outdoor Sport Development Officer
- Promotions, Awareness and Evaluation Officer

Additionally, thanks to the government Covid-19 funding package to support the sports sector, Sport Ireland allocated an additional €86,800 to MSP to roll out programmes and grant schemes in response to the impact of the COVID-19 Pandemic.

This report is the 16th annual report of Mayo Sports Partnership . It reflects the work of the Partnership for 2022. Information provided through the Sport Ireland reporting system is collated into a database tracking the depth and breadth of MSP initiatives. MSP activities from this database are highlighted as examples of good practice and are presented as case studies later in Section 4 of this report.

### 2.2 Project Funding Sources

#### CORE INVESTMENT

Sport Ireland supports Mayo Sports Partnership to co-ordinate and promote the development of sport at local level and increase levels of participation in sport and physical activity. Core investment in MSP has been increasing year on year, from €210,540 in 2014 to €369,612 in 2022.

This core investment supports the core work of MSP; including the delivery of national Programmes, Education & Training initiatives, Strategic Development, Community Sports Development Officer(CSDO), the Sports Inclusion Disability programme, Women in Sport programmes and general participation programmes.

Additionally in 2022, Sport Ireland allocated an additional €70,000 to employ 2 additional officers namely Club Development / Diversity Officer, Promotions Awareness and Evaluation Officer, to cater for the need for increased capacity at a local level to effectively support the delivery of the National Sports Policy.



Figure A – Breakdown of MSP Core Investment 2014-2022

In 2022, 84% of the Sport Ireland Core Investment covered the core salaries and operating costs of MSP. With the support of local partners, especially Mayo County Council, this Sport Ireland investment provides the core resources and framework needed to develop sports participation at a local level. This core resource facilitates the implementation of programmes and initiatives, which are funded and supported through Sport Ireland Dormant Accounts but also locally through Mayo County Council, Healthy Ireland, HSE and other partner investments.

### DORMANT ACCOUNT INVESTMENT

MSP's national funder Sport Ireland has worked with the Department of Transport, Tourism and Sport on developing a series of measures under the Dormant Accounts Action Plan since 2015. Under Dormant Accounts, MSP delivers on a range of sport and physical activity programmes under the following measures which align with the National Sports Policy and the National Physical Activity Plan (NPAP).

<b>Measure 1</b>	Community Sport and Physical Activity Hubs	<b>Measure 3</b>	Sports measures for Disadvantaged Communities to support NPAP
<b>Measure 2</b>	National Sport Education and Training Hub	<b>Measure 4</b>	Provision of Sports Equipment in Disadvantaged Areas

All projects funded by Sport Ireland through Dormant Accounts target:

1. The personal and social development of persons who are economically or socially disadvantaged;
2. The educational development of persons who are educationally disadvantaged;
3. Persons with a disability (within the meaning of the Equal Status Act 2000).

Dormant Account investment in MSP has been hugely significant in helping to deliver on a range of innovative projects at a local level. In 2022 Sport Ireland allocated MSP €141,458 through Dormant Account funding measures.



Figure B – Breakdown of MSP Dormant Accounts Fund investment 2015-2022

### 2022 COVID-19 RETURN TO SPORT FUNDING

In an additional response to the Covid-19 pandemic, Sport Ireland invested €1.2 Million in grants to the Local Sports Partnership network. €50,000 was allocated to MSP to administer a Covid-19 Club Small Grant Scheme which was designed to reduce the risk of Covid-19 infection in club and community sports settings. The fund was developed to support clubs, which may not have the finances to implement Covid-19 related hygiene and social distancing protocols. A further €36,800 was allocated to run initiatives in selected areas such as Volunteering, Disability Sport and Sport Inclusion.

### PHYSICAL ACTIVITY FOR HEALTH PILOT PROGRAMME

In late 2022 Mayo Sports Partnership was selected as one of the 6 successful LSPs to implement a Physical Activity for Health pilot programme including the appointment of a full time officer. The Physical Activity for Health Officer roles have been designed to bridge a gap that exists for those with a chronic condition who need more attention and care engaging in or returning to community based physical activity opportunities. The officer will be appointed on a grade 5 scale with a budget of €60,833 for staff and programmes.

### OTHER MSP FUNDING SOURCES

Funding from Sport Ireland (Core, Disability and Women in Sport) accounted for 40% of the total MSP funding in 2022. Additional funding was also secured for MSP by Sport Ireland for specific projects under the Dormant Accounts Scheme, COVID19 and Physical Activity for Health to the value of 30% of overall funding. The remaining 30% was raised from local sources, including benefit in kind, HSE, local authority and event/course fees.

2022 Total €	€	%
Monetary Funding (Locally Leveraged)	112,256	12%
Benefit In Kind (Locally Sourced)	164,000	18%
Sport Ireland Core/Programme & Disability Grant	354,612	38%
Sport Ireland Women in Sport & HER Outdoors Grant	17,500	2%
Sport Ireland Covid-19 Grant Funding	86,800	9%
Physical Activity for Health Grant	60,833	6%
Sport Ireland Dormant Accounts Funding	141,458	15%
<b>Total</b>	<b>937,459</b>	<b>100%</b>

Table 1 – Breakdown of Funding and Benefit in Kind Received by MSP in 2022

After funding from Sport Ireland, event / course fees, HSE grant aid, Mayo County Council support and Bike Week allocation were the next most significant sources of monetary funding with benefit in kind support mainly coming from Mayo County Council. Included in this benefit in kind from the local authority is €7,500 towards physical activity initiatives from the Healthy Ireland fund.

### Below are the top contributors of locally monetary sourced funding to MSP, excluding Sport Ireland.

Course Fees	36%	Mayo County Council	12%
HSE	26%	Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media	6%
West of Ireland Womens Mini Marathon	18%	Other	2%

Table 2 – Local Monetary Funding Providers to MSP in 2022

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

Mayo County Council	67%	Leader Partnership Companies	4%
Media (Western People & Local Radio)	9%	MSP Committee Members	3%
HSE	2%	Sports Organisations	3%
Local Support Services (Disability Groups, Family Resource Centres, Garda etc)	9%	Mayo ATU	3%

Table 3 – The Local Benefit in Kind Providers to MSP in 2022

MSP continues to be successful in securing funding from local sources, 12% of total monetary funding has been contributed locally. Benefit in Kind accounts for 18% of the total support for MSP in 2022.

The 2005 Fitzpatrick & Associates Review of the LSPs recommended that 50% of total funding should be sourced locally. If we omit Dormant Account funding which has increased dramatically over the last few years, locally leveraged funding / in kind support amounts to 35% of total support. However if we include Dormant Account funds then that percentage slips back to 29%. This percentage decrease is largely due to the large increase in Sport Ireland funding provided to MSP through Dormant Account, Covid-19 funding plus additional pilot programmes such as the Physical Activity for Health Initiative.

MSP will continue to monitor this area to ensure the Partnership is strengthened and returns to meeting the recommendations of the 2005 Fitzpatrick & Associates Review.

## 2.3 MSP Management and Staff

### COMMITTEE PARTICIPATION AND REPRESENTATION

Following the 2019 local elections the current MSP committee was formed, 2024 is when the next change will take place.

- A total of 15 people served on the MSP committee in 2022 40% of MSP committee members are female which is ahead of the Women in Sport Policy and National Sports Policy target which set a minimum female representation of 30% on the boards of funded bodies by 2027. See Appendix A for list of MSP Committee Members.
- Committee members bring specific skillsets to their work within MSP. This expertise is in the areas of finance and management, as well as public relations, governance and human resources. All of this helps to contribute to the effective running of MSP.

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

### MSP STAFF

MSP core staff members are funded by Sport Ireland while other part time personnel are funded through other sources. Along with the Co ordinator and Administrator, MSP employs a Community Sports Development Officer (CSDO), a Sports Inclusion Disability Officer (SIDO), Club Development/ Diversity / Outdoor Sport Development Officer and most recently in 2022 a Promotions /Awareness Officer. MSP also contracted in 2022 two Community Sports Hub (Ballyhaunis & Ballinrobe) co ordinators plus Outdoor Hub co ordinators in Ballina & Castlebar with the aid of Dormant Account funding.

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



Mayo Sports Partnership



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**Charlie Lambert**  
Head of Mayo Sports Partnership



**Tracy Cunnane**  
Ballyhaunis Sports Hub Co-ordinator



**Janette Slattery**  
Promotions, Awareness & Evaluation Officer



**Ray McNamara**  
Sports Inclusion Development Officer



**Deirdre Donnelly**  
Community Sports Development Officer



**Celena McCormack**  
Office Administrator



**Mark Smith**  
Ballinrobe Sports Hub Co-ordinator



**Cathal Brady**  
Club & Diversity Development Officer



**David Horkan**  
Ballina Adventure Hub Co-Ordinator



**Jarlath McHale**  
Castlebar Outdoor Hub Co-Ordinator



**3**  
**Achievements of MSP in 2022**

### 3.1 Introduction

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

- Working to develop clubs, coaches and volunteers and supporting partnerships between local sports clubs, community based organisations and sector agencies
- Creating greater opportunities for access to training and education in relation to sports and physical activity provision
- Provision of targeted programmes, events and initiatives to increase physical activity and sport participation
- Providing information about sport and physical activity to create awareness and access.

### 3.2 Development of Local Sports Clubs & Communities

A key focus for MSP is that there is a sustainable level of development within the local sports structures. MSP works with clubs and groups to ensure that structures are in place to enable participation for all community members in a wide range of sport or physical activity options.

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

#### FUNDING FOR CLUB AND COMMUNITY SUPPORTS

In 2022, MSP provided funding supports (Club Development Grants, Volunteer Supports or Other) to 110 clubs and community groups throughout the county.

Fund	No of Groups	€
Covid -19 Community Support Fund	49	€63,038
Annual Special Participation Grant Scheme	36	€42,265
Volunteer & Training Support	8	€3,740
HER Outdoors	5	€1,820
Bike Week Funding	12	€5,400
<b>Total</b>	<b>110</b>	<b>€116,263</b>

**Table 4** – Breakdown of Funding Allocated to Local Groups in 2022

#### CLUB DEVELOPMENT WORK

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

To this end, in 2022:

- 110 Clubs / Community Groups were supported in Funding (Club Development Grants, Volunteer Supports or Other)
- 50 clubs/communities were supported in the delivery of activities;
- 20 clubs/communities were helped in developing their organisational, policy or management structures;
- 90 clubs/communities availed of MSP resource packs;
- 12 clubs / communities attended Club Development Workshops;
- 60 clubs/communities were provided with templates from MSP
- 120 meetings or phone calls took place between clubs/communities and MSP to share advice;

**Table 5** – Club Development Work in 2022

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

### 3.3 Training and Education Courses

MSP provides a range of important upskilling and training opportunities at local level for volunteers, coaches and administrators. Two such programmes are Youth Leadership and Volunteer Supports.

#### YOUTH LEADERSHIP

This programme develops generic leadership skills that can be applied to a variety of sports and/or recreational situations as well as contributing to the personal development of the learner. It also continues to develop trained volunteers who can assist with the delivery of sport and recreation initiatives within their community while providing training for young people, keeping them engaged, increasing their responsibility and developing their confidence and self-esteem and provides them with an opportunity for lifelong volunteering.

#### VOLUNTEER SUPPORTS

This initiative aims to successfully identify and assist targeted individuals who are volunteering in disadvantaged communities or with people with disabilities to gain community sport and physical activity leadership skills e.g. as coaches, leaders, referees, committee members, etc.

- MSP planned and delivered 35 training and education courses, workshops and seminars with their partner agencies;
- 2266 people participated on these training courses.

Course	No of Participants
Go For Life - PALs Physical Activity Leader Training	8
Teacher Training for Sport Delivery	10
Other	20
Coaching Children	34
Disability Awareness Training	38
Club Development Training	45
Disability Inclusion Training	46
Volunteer Training (Name in Other)	78
Kayaking Training (Name in Other)	82
Youth Leadership	94
First Aid Course (Name in Other)	96
Physical Activity for Health	100
Sports Seminars / Workshops	200
Coach/Instructor Training (Name in Other)	265
Orienteering Training	1150
<b>Grand Total</b>	<b>2,266</b>

**Table 6** – Breakdown of Training and Education Courses delivered by MSP in 2022

### 3.4 Delivering Sport Ireland Programmes

#### SAFEGUARDING WORKSHOPS & ROLES

MSPs Safeguarding programme is aimed at sports leaders and adults who are involved in the organisation of sport for children and young people. The goal of the programme is to promote awareness of best practice and legal requirements in the area of safeguarding and child protection. To advance this function, Sport Ireland offers three workshops in the area of safeguarding and child protection.

- **Safeguarding 1** - Basic Awareness (all coaches)
- **Safeguarding 2** - Club Children’s Officer (role specific)
- **Safeguarding 3** – Designated Liaison Person (role specific)

The details of these workshops are outlined below:

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

#### CLUB CHILDREN’S OFFICER (ROLE SPECIFIC)

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

#### DESIGNATED LIAISON PERSON (ROLE SPECIFIC)

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

In 2022, 295 sports leaders and volunteers completed the Safeguarding 1 training across 23 courses run by MSP. Some 44 volunteers attended the follow-on Children’s Officer training across 3 courses. In the rollout of Safeguarding 3, 24 Designated Liaison Persons received training in 2 programmes organised by MSP. 2022 saw MSP continue to deliver the vast majority of these courses online.

Table 7 - Summary of Safeguarding outputs for 2022

	Safeguarding 1	Safeguarding 2	Safeguarding 3
	2022	2022	2022
Number of courses delivered	23	3	2
Number of participants	295	44	24



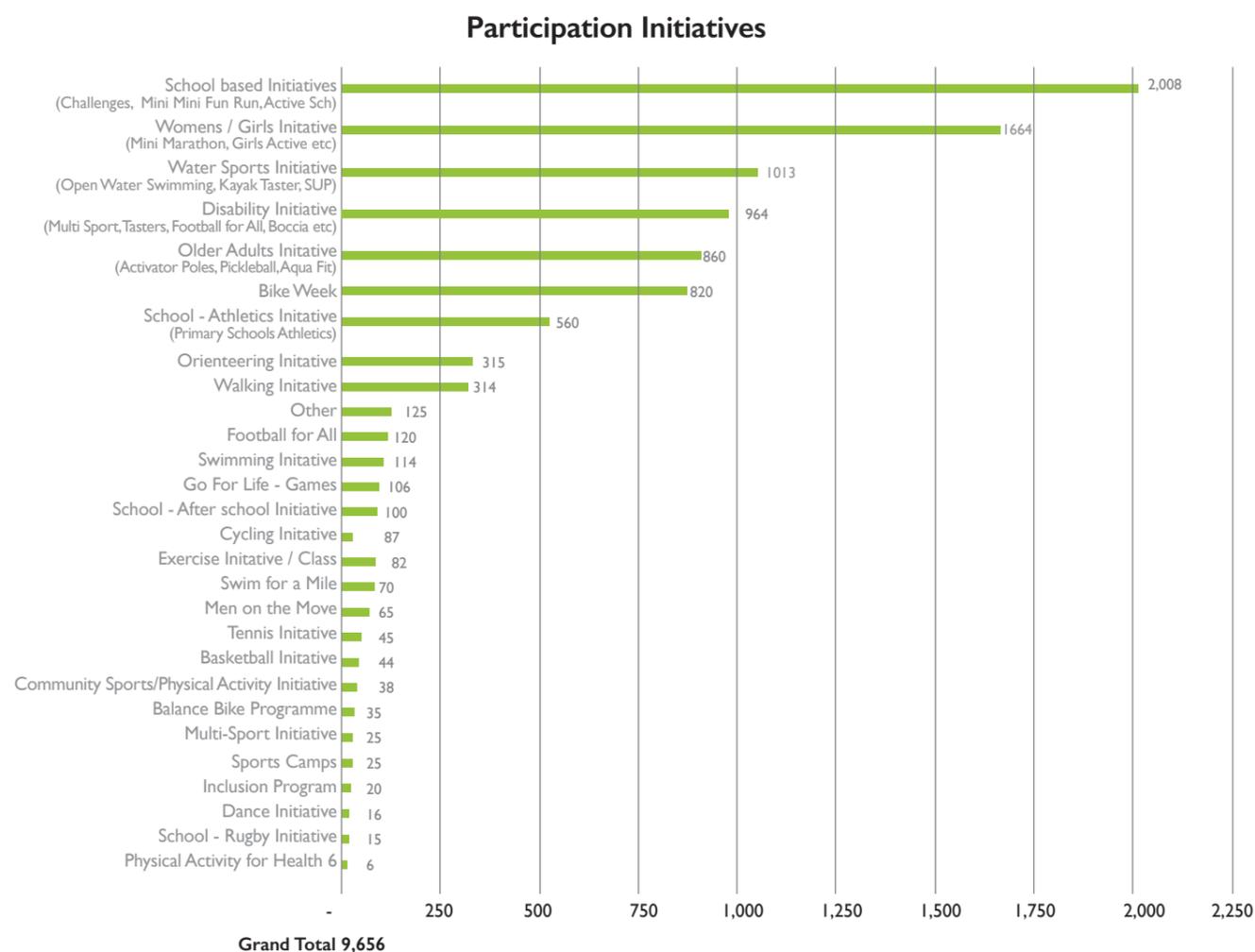
PIC: Participants Bike Week

### 3.4.1 MSP Participation Initiatives

The design, delivery and review of targeted programmes by MSP directly increases the level of local participation particularly amongst the harder to reach social groups. Through their local expertise and connections within the sports infrastructure, MSP is able to identify specific needs and plan accordingly. In 2022, MSP maintained its delivery of an innovative range of participation programmes;

- 9,656 people participated in 85 locally delivered participation programmes, taster days / events
- 6,158 participants were marginally or very disadvantaged
- 1,906 female participants took part in 9 Women in Sport Programmes
- 993 people with a disability participated in MSPs Sports Inclusion Programme

**Table 8 – Breakdown of Programmes delivered by MSP in 2022**



In addition to the above initiatives, MSP also supports a number of physical activity interventions such as parkrun, Playground Markings, Marathon Kids, Daily Mile initiatives. These interventions have not been included in our reach figures as they are either primarily led by external stakeholders (e.g. parkrun), or are difficult to measure (i.e. how many people were active and how frequently they were active e.g. Playground Markings). They are however important interventions which contribute significant figures towards participation levels in the county.

Intervention	Number
Playground Markings	500
Operation Transformation	815
Marathon Kids	1,000
Daily Mile	2,070
<b>Grand Total</b>	<b>4,385</b>

**Table 9 – MSP Physical Activity Interventions**

### 3.4.2 MSP Initiative Categorisation

Of the 9,656 participants reached by these initiatives in 2022, 3,252 people were engaged through MSP programmes, 4,097 people were engaged through MSP events, 652 people were reached through NGB programmes, 1,555 people were engaged through taster sessions and 100 people were reached through sports camps. A brief description of the 5 categories of LSP initiatives are highlighted in the table below.

**Table 10 – Description of Initiative Categories**

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

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

Category	Programmes	Participants
MSP Events	11	4097
MSP Programmes	53	3252
Taster Sessions	7	1555
NGB Programmes	11	652
Sports Camps	3	100

**Table 11 – Participants by Initiative Category**



**Pic:** Participants in Ballina 'Come & Try It' Kayak Programme

### 3.4.3 MSP Initiatives delivered in 2022

The following presents an overview of the types of initiatives delivered in 2022

Type of Sport	Participants	Programmes
Running	2220	3
Multi Sport	1707	11
Walking	1564	8
Cycling	964	6
Athletics (excl. running)	720	4
Swimming	588	5
Canoeing/Kayaking/SUP/Dragon Boating	570	13
Orienteering	341	4
Exercise (inc. Gym, Yoga, Pilates, Chair Fitness)	214	7
Soccer	162	4
Gaelic Games	153	4
Tug of War	98	1
Tennis	80	2
Basketball	62	2
Rugby	51	3
Boccia	45	1
Bowling	35	2
Triathlon	25	1
Roller Skating	25	1
Surfing	16	1
Angling	8	1
Pickleball	8	1
<b>Total</b>	<b>9656</b>	<b>85</b>

**Table 12** – Participation Initiatives by Sport and Number of Participants



**Pic:** Castlebar Men's Shed Group participating in a Men on the Move Programme

### 3.4.4 Behaviour Change Theory

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

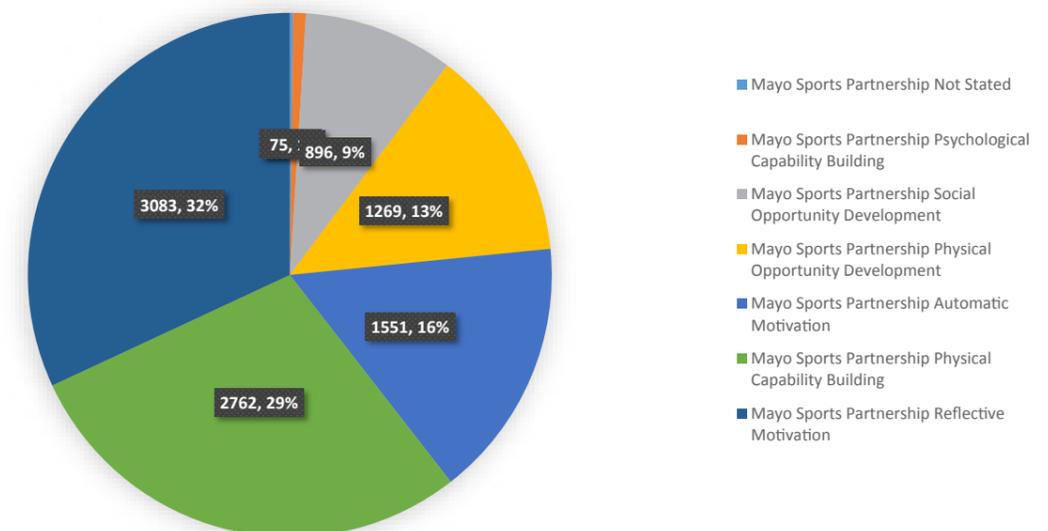
BCT PRIMARY COM-B EFFECT	Description
Physical Capability Building	Actions that primarily develop the <b>skills</b> of the participant e.g. programmes over multiple sessions.
Psychological Capability Building	Actions that primarily develop the <b>knowledge</b> of the participant e.g. taster days, information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

**Table 13** - Description of COM-B Behaviour Change Model

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

The COM-B model suggests that an individual must have Capability (Physical and Psychological), Opportunity (Physical and Social) and Motivation (Reflective and Automatic) in order to change behaviour. The below graph shows that 32% of MSP interventions primarily support Reflective Motivation, 29% primarily develop Physical Capability Building and 16% aim to support Automatic Motivation. 2022 saw an increased number of Mayo Sports Partnership interventions / initiatives have the goal setting reflective motivation COM B effect. This is where we want to be to ensure there is sustainable outcomes from our work and more and more people continue their involvement in sport / physical activity.

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



### 3.5 Building and Sustaining Partnerships

#### INFORMATION PROVISION

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

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

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

Providing Information to Community Through Traditional Media	2020	2021	2022	Providing Information to Communities Through Social Media	2020	2021	2022
Number of Radio Interviews	8	10	10	Facebook: Number of posts / updates	900	1300	1000
Number of articles in local press / radio	18	22	20	Facebook: Number of followers	6,495	6,300	6,700
Number of newsletters written	6	10	6	Twitter: Number of Tweets	300	345	360
				Twitter: Number of Followers	2,418	2,500	2,500
				Instagram: number of posts	-	450	430
				Instagram: number of followers	-	1,000	1,160

Providing Information to Communities Through Online Promotion	2020	2021	2022	Providing Information to Communities Through Text-based Services	2020	2021	2022
LSP Website: Number of new articles	40	40	41	Number of texts sent via text service	300	300	300
LSP Website: Number of hits	3500	3519	3900	Number of WhatsApp groups	-	20	20
				Number of people in WhatsApp groups	-	600	600

**Table 14:** Summary of MSP Promotion in 2022

In 2021 MSPs website was redeveloped and incorporated into Mayo County Councils Mayo.ie overall website. MSP continues to use this platform to increase community engagement in physical activity, providing a wide-range of online programmes and initiatives to keep people active while also developing sport and physical activity resources for the public which could be accessed on their website [www.mayo.ie/sportpartnership](http://www.mayo.ie/sportpartnership)

MSP is also active in developing specific resources to highlight and promote the range of activities and opportunities available locally. This can be in the form of newsletters, press releases, booklets, directories, as well as through translated documents. MSP maintains active databases of local organisations and groups as well as email contact lists.

MSP can also promote their work through annual reports such as this document. Research publications and presentations are also used regularly to disseminate their key messages regarding participation. In 2022, 7 presentations were delivered to Councillors, Local Authority staff, community groups and other partners/stakeholders.

Production of Information Resources	2022	Local Community Interest	2022
Number of newsletters	33	Number of directories produced / updated	15
Number of press releases issued	15	Number of people / clubs / groups on email list	5,400

Dissemination of Research and Reports	2022
Number of annual reports issued	200
Number of presentations delivered	7

**Table 15:** Summary of MSP Information Production and Dissemination 2022

### 3.6 Networking, Advocacy and Awareness Raising

Building alliances and relationships with local and national partners is an important area of work for MSP, as well as representing key concerns in the policy arena. In order to carry out this strand of its work, MSP actively engages in committee work and networking activities at local and national level. In 2022, MSP has participated in some 44 actions associated with building networks and advocating on behalf of their target groups.

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

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



**PIC:** Participants in GAA for all Social Inclusion Programme

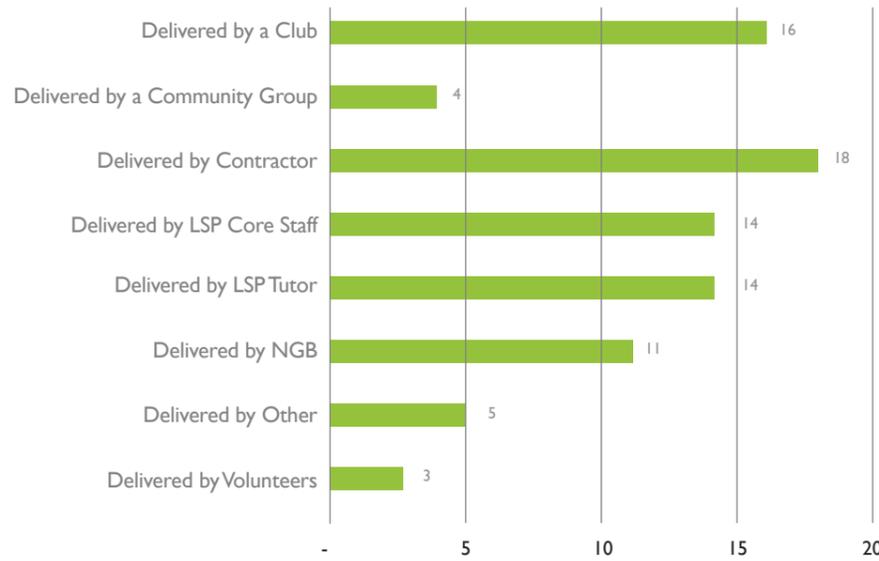
**Table 16:** Overview of the type of actions MSP has been involved in 2022.

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

TYPE OF ACTIONS	NUMBER OF ACTIONS	2022
Local Networks, forums or Committees participated in		29
Regional and National Networks participated in		7
Research Projects Involved In		2
Seminars or Conferences attended		3
Submissions made		2
<b>Total</b>		<b>43</b>

### 3.7 Partnership Engagement

MSP aims to lead and coordinate sport and physical activity opportunities locally. In 2022, 14 initiatives were delivered by MSP core staff, however 71 initiatives were delivered by tutors, contractors, community groups, clubs, NGBs, volunteers and other partners. The below figure illustrates the range of deliverers of initiatives in 2022.



**Table 17:** Primary Delivery Mechanism for Participation Initiatives

Developing partnerships with other organisations to promote physical activity and sport participation is also a key part of MSPs work. To this end, MSP engaged with some 59 organisations in 2022 including 28 National Governing Bodies of Sport, 5 Disability NGBs, 3 other Sport Ireland funded bodies and 23 additional external partners.

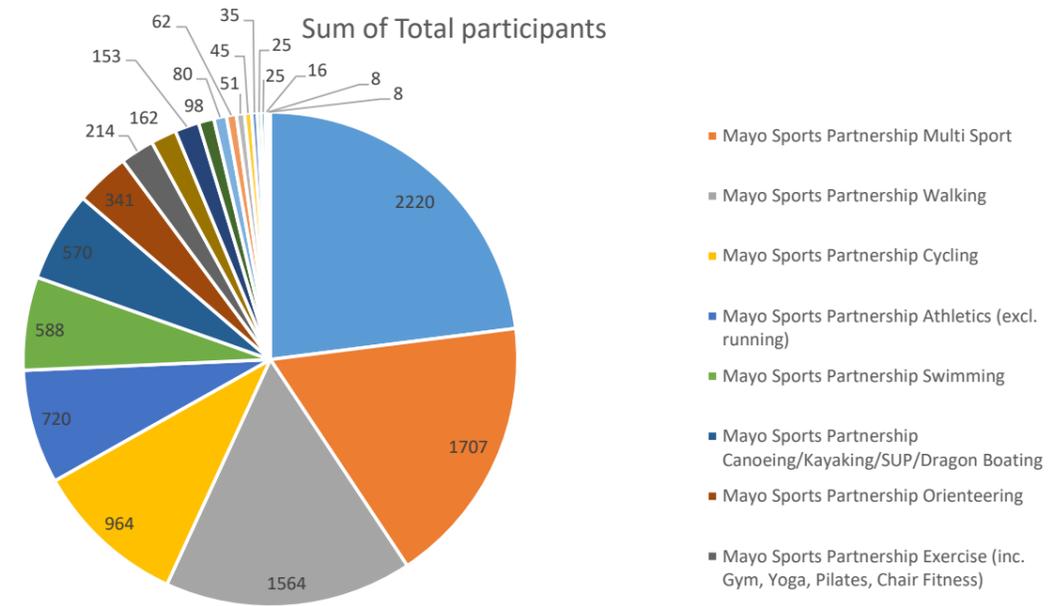
Clubs, community groups, contractors, tutors, volunteers and NGBs were the main delivery partners for MSP in delivering initiatives in 2022.

During 2022 MSP engaged with a range of different sports in providing participation opportunities to their audience. The following image shows the range of sports that participants were engaged in during their involvement in participation initiatives in 2022. Over 20 sports were participated in during this period. Excluding Multi Sport, the most popular 5 activities in 2022 were running, walking, cycling, athletics (excl running) and swimming.



**PIC:** Participants in Adults Women Rollerskating Programme

**Figure E – Type of Sport & Number of Participants**



### 3.8 Publications



**PIC:** MSP Bimonthly Online Newsletter - Mid-Year 2022 Newsletter



**PIC:** Online Flyer for Launch of Sports Ability Week 2022

#### MONTHLY ONLINE NEWSLETTER & FLYERS

MSP currently now produces a bi monthly newsletter via the Newsweaver platform to some 5,000 recipients. The Newsweaver licence is purchased by Mayo County Council annually and training was provided to staff by the communications office. In addition to newsletters Mayo Sports Partnership also utilises the platform to promote events or important news items such as events, grant schemes, campaigns etc.

All newsletters can be found on MSP Website: [www.mayo.ie/sports-partnership/resources/newsletters](http://www.mayo.ie/sports-partnership/resources/newsletters)



#### ANNUAL REPORT

MSP produces both a hardcopy and softcopy Annual Report document which is submitted to Sport Ireland as part of MSPs governance and also to stakeholders on our social media / website platforms. The document is signed off by the MSP committee and is also submitted to our host body Mayo County Council.



# 4

## MSP Case Studies

### Case Study I

#### Marathon Kids

##### What is the purpose of the Programme/Initiative/Event?

- To increase the physically activity levels of Children
- To get children to run a Marathon over several weeks.
- To learn about the health Benefits of sport
- To expose Children to the sport of Athletics

##### What are the aims of the Programme/Initiative/Event?

Marathon Kids is an 8-week programme targeting 5th & 6th Class students. Students learn about the Health Benefits of sport and preform four running sessions each week inching them closer to completing their first marathon as well as learning about the benefits of physical activity.”



**PIC:** Participants from Castlebar Schools in Marathon Kids Programme

##### What was involved in the running of the Programme/Initiative/Event?

Registration from schools to sign up to the 8-week programme to participate in four running sessions per week.

Marathon Kids is an 8-week programme targeting 5th & 6th Class students. Students learn about the Health Benefits of sport and preform four running sessions each week inching them closer to completing their first marathon as as well as learning about the benefits of physical activity.” The programme concludes with the final mile being run in a community athletics track where all the children come together for the event. Schedule along with training videos and links for that week.

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

Increase numbers of:

- Children meeting the recommended Daily Physical Activity guidelines.
- Children exposed to Athletics and Athletics Facilities in Mayo

Increase awareness throughout Mayo on the work of Mayo Sports Partnership

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

Increase the demand for The Primary school's Athletics programme throughout the County.

Deliver the programme to 5 new schools.

Deliver the programme to primary schools in Mayo again next year

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

Commenting on the new walkway and the delivery of the Marathon Kids programme, St Angela's National School Principal Nessa Maloney said:

"Children are now asking their teachers to go out on the walkway every day no matter what the weather is. Marathon Kids is a perfect programme to utilise this facility, I would like to thank the parent's council who have delivered this project".



## Numbers Involved & Statistics

- 25 Mayo schools participated with over 850 5th and 6th class students



## Case Study 2

### Sports Volunteer Training 2022

## What is the purpose of the Programme/Initiative/Event?

Sports Volunteer Training 2022 is a comprehensive suite of courses which will more than qualify the average volunteer to become a coach for their local club. The aim of this training programme is to reduce the financial burden on clubs and individuals to complete these training courses. All six courses would normally cost €200 on their own but now being charged at €20 for all six as a package. Courses included Safeguarding I, Coaching Childrens Workshop Series, Disability Inclusion Training, Sports First Aid, PRO Training Webinar, "Without Volunteers We Are Nothing" Sports Specific Webinar.



PIC: Participants in Sports First Aid Training Programme

## What are the aims of the Programme/Initiative/Event?

Upskill volunteers in the community to become more capable coaches in their community and sports clubs. To not have the cost of entry to be a barrier to participation.

## What was involved in the running of the Programme/Initiative/Event?

Sports Volunteer Training 2022 is a comprehensive suite of courses which will more than qualify the average volunteer to become a coach for their local club. The aim of this training programme is to reduce the financial burden on clubs and individuals to complete these training courses. All six courses would normally cost €200 on their own but now being charged at €20 for all six as a package. Courses included Safeguarding I, Coaching Childrens Workshop Series, Disability Inclusion Training, Sports First Aid, PRO Training Webinar, "Without Volunteers We Are Nothing" Sports Specific Webinar.

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

- 16 unskilled volunteers turned into competent coaches over 6 weeks.
- Otherwise poorly attended courses were full.
- Word of mouth has massively increased interest in Mayo Sports Partnership courses.

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

- Signpost recent graduates from this course onto their relevant National Governing Body of Sport regional development officer to further upskill.
- In future group more courses together to incentivise more participation in the Sports Partnership.
- Provide more frequent training courses.

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

“Thank you for organising the courses, Cathal. It was very enjoyable; I gained more knowledge and met some fabulous people.

This course would benefit everyone in the area of volunteering/sport and should be made more aware to all. I was very surprised at the number of people that didn't know. It might be good to have a board at certain venues to increase awareness to new parents, but you may than be bombarded!”

“Many thanks for organising the courses. They were brilliant and I would definitely recommend to anyone involved in youth sports going forward.”

“The courses was fantastic, and I really enjoyed every part of it. I have certainly learned a lot and have already been implementing these into my coaching.”

### Numbers Involved & Statistics

- 20 places were allocated at registration.
- 8 completed 100% of the modules.
- 13 completed 66% of the modules.



## Case Study 3

### Westport Pickleball

### What is the purpose of the Programme/Initiative/Event?

Increase opportunities for older Adults to participate in sport/physical activity

- To provide benefits both physically and mentally
- To introduce new activities.



**PIC:** Pickleball Participants in Rice College Gym, Westport

### What are the aims of the Programme/Initiative/Event?

The aim of the programme was to work in partnership with Older Adults in Westport to offer a new Sport to the community.

### What was involved in the running of the Programme/Initiative/Event?

A meeting was held with a Couple of participants who had inquired about Pickleball and the possibility of starting it in Westport. A Come and Try was organised in Rice College Westport and it advertised to the community by social media and the local paper. 24 participants attended the come and try. Pickleball Ireland attended the next session which was held the following week and a 8-week programme followed.

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

- Regular programme 2 evenings a week in Rice College Westport
- 24 participants
- Excellent working relationship with local group
- Group purchased equipment and some participants purchased their own bats.

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

This was a launch platform for the group who now intend to form a Pickleball Club in Westport

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

#### Comments from participants

Regina “What an enjoyable group to start pickleball with, many thanks Ray and Mayo Sport Partnership and to Mairead who is so supportive of the group, thanks so much”.

Mairead “Great fun at pickleball the folks who ventured out on such a frosty evening. Everyone has made such great progress”.

### Numbers Involved & Statistics

- Regular programme 2 evenings a week.
- 24 participants



## Case Study 4

### Ballina Adventure Hub Kayak instructor Training

### What is the purpose of the Programme/Initiative/Event?

Level I kayak instructor training- The aim of this program was to develop leaders in kayaking in the community. After successful women’s and youths kayaking introduction courses in 2021 the aim of the Hub for 2022 was to build on that success and create further pathways for participants to progress. The training involved first aid, child protection and an intensive weekend Canoeing Ireland Level I instructor training course.



**PIC:** Participants in Ballina Kayak Level I Training Programme

### What are the aims of the Programme/Initiative/Event?

- To develop new kayak leaders in the community
- Engage active young paddlers with new challenges.
- Provide an opportunity to connect socially and foster new relationships.

### What was involved in the running of the Programme/Initiative/Event?

- Engaging with providers to deliver the training.
- Creating advertisements to promote
- Identifying suitable candidates
- Creating pre course skills training opportunities
- Working with local diving club for classroom facilities
- Linking participants with local club and providers to progress their post training required learning

**Resources:** Resources were from existing equipment and facilities: • Canoeing Ireland • Ballina Adventure Hub Equipment • Local activity provider • Access to local waterways • Mayo Sports Partnership training

**Format** 1 or 2-day training programs followed by long term supervision and feedback

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

- 2 x female and 2x junior paddlers completed the training from the intro programs run in 2021.
- Foster new talent and motivation from within the community to engage with training and volunteering going forward.
- New sports/activities introduced to a specific target group and leadership skills being developed for future capacity.

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

- Support participants as they log hours under supervision.
- Maintain close communication and progress with previous cohort and identify new candidates.
- Run similar programs in 2023 to develop more leaders and build capacity in the community and club.

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

The Ballina Adventure Hub has provided such an amazing opportunity to learn to kayak right here on our doorstep in Ballina on the River Moy. It has brought together amazing and likeminded women of all ages, most of whom had never sat in a kayak before to the water's edge to dare to do something different in their lives.



### Numbers Involved & Statistics

- 2 female participants
- 2 junior participants
- 2 participants completed Canoeing Ireland flatwater leader award in 2022
- 4 new trainee instructors in the community

## Case Study 5

### Ballinrobe Sportshub - Get Active Indoors

### What is the purpose of the Programme/Initiative/Event?

The event was introduced to provide a regular activity programme for older adults during the winter period/bad weather.

Following on from the success of the Activator Poles programme in 2022 the coordinator identified a need to bring this programme indoors during a spell of heavy rain and bad weather for it to continue.

The Activator Poles weekly sessions were brought into the local Sports and Fitness Centre and other indoor activities such as Go for Life games, Scooch, Pickleball and Table Tennis were introduced to provide age appropriate activities with varying degrees of mobility and skill level. There was something for everyone to try and take part in.



**PIC:** Ballinrobe Get Active Indoors Participants in the Lakeside Centre

### What are the aims of the Programme/Initiative/Event?

- To continue an outdoor activity during cold/bad weather
- To provide benefits both physically and mentally
- To introduce new activities. • An opportunity for older adults to use the Sports and Fitness Centre.
- Something that would allow older adults to take part in activities year-round.

### What was involved in the running of the Programme/Initiative/Event?

- The target group were already involved in the Activator Poles programme and in other community groups, so communication lines were already well established.
- Partnership was formed with: Lakeside Sport and Fitness Centre, Mayo Sports Partnership, Tacu FRC, Ballinrobe Active Retirement Group, Ballinrobe Community Sportshub
- Sign in sheets were created.
- Refreshments were provided by the coordinator.

### Resources were from existing equipment and facilities:

- Attendees own Activator Poles and coordinator stock

- Scooch set - Tacu FRC resource obtained through Age and Opportunity grant
- Go for Life Games pack - Mayo Sports Partnership resources
- Pickleball Set - Mayo Sports Partnership resources
- Lakeside Sports and Fitness Centre resources

**Format:** Weekly event on a Friday morning for approximately 1 hour with refreshments to follow

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

- A very successful programme that started by chance but has a big potential.
- A fun social and physical outlet for older adults during the Winter months.
- Older adults using the Community Sports and Fitness centre for the first time or for a very long time ago.
- New sports/activities introduced to a specific target group

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

- Get Active Indoors will continue weekly until Spring/summer (Easter provisional end).
- Introduce more indoor sports/recreational activities as equipment and funding allows - Indoor Bowls, Badminton
- Create more programmes for older Adults using the Fitness Centre staff and resources such as: Strength and Conditioning, Weights, Spinning

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

“While we do these activities we meet and make new friends..

I highly recommend you come and join us to exercise while having fun”

**Ballinrobe Active Retirement Group Chairperson**

Partners Feedback “it’s great to see this group using the Sports Hall and getting such enjoyment from it”

**Lakeside Sports and Fitness Centre**

### Numbers Involved & Statistics

- 8 weeks from 21/10/22
- 29 Adults took part - (27 Females - 2 Males)
- 97 Engagements
- October 2022 start.

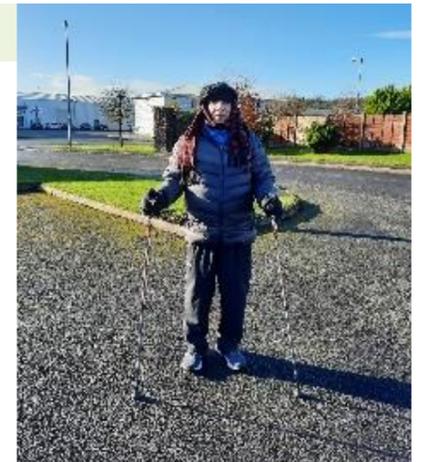
## Case Study 6

### Ballyhaunis Sports Hub – Seniorcise – Indoor Seated Exercise class

#### What is the purpose of the Programme/Initiative/Event?

The event was introduced to provide a regular activity programme for older adults during the winter period/bad weather.

Following on from the success of the Activator Poles programme in 2021 2022 , the need to go indoors arose due to poor weather as the Seniors were keen to keep exercising



#### What are the aims of the Programme/Initiative/Event?

- To continue an activity during cold/bad weather
- To provide benefits both physically and mentally
- To help people socialise, have the tea afterwards.
- Something that would allow older adults to take part in activities year-round and offer variety.

#### What was involved in the running of the Programme/Initiative/Event?

- The target group were already involved in the Activator Poles programme and in other community groups, so communication lines were already well established.
- Partnership was formed with: Ballyhaunis Chamber of commerce, Mayo Sports Partnership, TC’s Fitness Ballyhaunis, Active Retirement Group, Active 55s, Ballyhaunis social housing, Ballyhaunis Community Sports hub
- The use of the Communal House Clarecourt Ballyhaunis, a go to place for the elderly residents Clarecourt
- Refreshments were provided by the coordinator.

#### Resources were from existing equipment and facilities:

- TC’s Fitness provided water bottles as weights, encouraged people to bring their own.
- Kitchen in the facility , easy for coordinator refreshments
- Strong chairs made class safe.
- Music brought by Tutor.
- Newsletters & wats app groups for promotion

#### Format

Weekly event on a Monday morning for approximately 1 hour with refreshments to follow.

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

- A very successful programme maintained the numbers.
- A fun social and physical outlet for older adults during the Winter months.
- Older adults using the Communal house.
- New sports/activities introduced to a specific target group, participants open minded starting Tai Chi, chair yoga etc

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

- Continue to Mid February with programme
- Resume Activator poles in February, most have their own poles
- Tai Chi commences for a second activity weekly

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

Participants feedback

#### Talib Chaudhry

I thought I could only do seated chair exercises because of my poor movement, I am so happy now I am confident walking with Activator Poles class

#### Sons Feedback Doctor Chaudhry based Pakistan

My father is so happy when I talk to him, very proud of himself for exercising and I am very happy we found an activity to suit his needs

#### Group Participants

Amazing to see all the group moving better, and see Talib joining us and not nervous to walk without his Rollator.

### Numbers Involved & Statistics

- 8 weeks, 2 x 4-week blocks, mixed with Activator poles in between
- 16 Adults took part - (13 females – 3 Males)
- Whatsapp group reaching 50 people weekly, building awareness



**5**  
**Women  
in Sport**

## INTRODUCTION

Sport Ireland published its new Woman in Sport (WIS) Policy in March 2019. The policy outlines Sport Ireland's vision for women in sport as one where women have an equal opportunity to achieve their full potential, while enjoying a lifelong involvement in sport. Sport Ireland is committed to increasing women's sustained involvement in sport as coaches, volunteers, club members, athletes, advocates, leaders, and participants from grassroots to the podium. MSP plays a key role across a number of actions on delivering the Women in Sport agenda. Sport Ireland's Women in Sport unit, along with MSP have established several programmes, initiatives, and opportunities with the aim of attaining equal participation between males and females in sport.

MSP is committed to increasing women's sustained participation in sport and in 2022 MSP allocated €45,000 to run programmes focusing on providing participation opportunities for women and girls. This led to a total of 1,906 females taking part in 9 targeted Women in Sport programmes in 2022. As well as these Local initiatives, MSP supported a number of national initiatives in 2022 as outlined below.

## WOMEN IN SPORT WEEK

In March 2022, Women in Sport Week saw women and girls get involved in programmes and events. MSP took part in the week following the themes set out by Sport Ireland each day and promoting women and girls in sport. MSP promoted webinars, online exercise events and highlighted coaches, officiators, and female leaders in their sport throughout the week.

The success of the week was evident through a significant increase in engagement with MSP social media channels. Women in Sport Week is now an annual occasion to mark International Women's Day with further stakeholder engagement expected in the coming years.



**PIC:** HER MOVES Teenage Girls Participants

## HER OUTDOORS WEEK

Sport Ireland launched the first HER Outdoors Week in August 2021 and was hugely successful in 2022. This week aims to encourage and inspire more females to get out into the great outdoors and try a new outdoor activity for the first time. Sport Ireland Outdoors partnered with MSP to run initiatives that got women and girls active in the outdoors at a local level. The week was a huge success with over 26 events delivered throughout the week across Mayo with 300 females participating. HER Outdoors Week will take place again in 2023 from 14th – 20th August with €2,500 allocated to MSP in order to support the initiative on a local level.



**PIC:** Participants in the HER Outdoors Programme August 2022

anWeekofSport



# 6

## Next Steps for MSP

### LOCAL SPORTS PARTNERSHIPS STATEMENT OF AMBITION

MSP was established in 2004 to help people get active and remove barriers to participation in sport and physical activity. The initial ambition for the network of LSPs was to deliver and service each locality for all the sport and physical activity participatory needs. Following 21 years of expansion, effective delivery and success, Sport Ireland undertook a process of defining the direction for its network of LSPs during 2022. After months of extensive consultation with the LSP staff, their boards and steering groups, stakeholders and the wider sporting sector, a Statement of Ambition for Sport Ireland's network of LSPs was developed. To support the Statement of Ambition, Sport Ireland will continue to advocate that the LSPs are effectively resourced at all levels to deliver local opportunities for everyone to enjoy the lifelong benefits of sport and physical activity. Sport Ireland will review the funded positions within the LSPs and examine how the current roles can be resourced to most effectively deliver on the future direction of the LSPs. Sport Ireland has ring fenced funding in the 2023 participation unit budget to allow for necessary restructuring of LSPs.

### MAYO SPORTS PARTNERSHIP INVESTMENT

MSP's strategy, through Sport Ireland funding, to maintain investment in programming and human resources in 2023 will support new initiatives such as the Physical Activity for Health Pilot Programme, European Social Fund Investment for social inclusion initiatives and Outdoor Recreation programming. MSP is continuing to ensure that everyone in our society has equal opportunity to share in the enjoyment as well as the mental and physical health benefits of sport and physical activity during these unprecedented times. This increase in investment provides an opportunity for MSP to support a more inclusive return to sport.

### COMMUNICATIONS AND AWARENESS

Increased visibility and awareness of MSP will increase recruitment of volunteers, local investment and most importantly reach to the most challenging target groups. In order to deliver on Actions 6, 7 and 9 of the National Sports Policy MSP must be resourced "to promote the broadest possible participation ensuring quality and accessibility for all groups". MSP's website attracted over 3900 views and had over 10,500 followers on their various social media platforms in 2022. However MSP's biggest challenge was in the promotion and awareness of physical activity opportunities for those hard to reach groups including people with a disability, disadvantaged, ethnic minorities etc. To support promotional work and deliver on national campaigns locally, MSP through Sport Ireland funding invested €15,000 in 2022. Furthermore, Sport Ireland continues to allocate €35,000 for the employment of a Promotions and Awareness Officer who commenced employment with MSP in January 2022.

### RETURN TO SPORT

With the employment of a SIDO, CSDO and additional officers it is important to provide these positions with the support and resources required to deliver safe and effective programmes at a local level. In 2023, it is expected that MSP will experience increased delivery costs due to general cost of living increases. There will be ongoing need to support sports clubs and communities around the country as they continue to return to sport in 2023 and attempt to recruit and re-activate their members, participants and volunteers.

### LOCAL SPORTS PLANS

Action 8 of the National Sports Policy has tasked Sport Ireland with supporting Local Authorities in developing Local Sports Plans consistent with the overall vision and objectives of the National Sports Policy. It is a priority of Sport Ireland to meet with the County and City Managers Association (CCMA) Economic, Enterprise, Community and Culture Committee to discuss the development of Local Sports Plans providing templates for development in each local authority area. Sport Ireland will also discuss the recruitment and employment of MSP staff, MSP governance code compliance in a Local Authority context and Sport Ireland funding strategies for the Local Authority based MSP. Sport Ireland has allocated budget in the 2023 participation unit budget to assist the development of Local Sports Plans.

### MANAGING ECONOMIC RISKS

MSP is aware of the risks to the Irish economy from matters outside our control and that there is a potential reduction in investment from central government in the coming years if the economic consequences of these events prove to be negative. By continuing to highly invest in programmes as well as human resources in 2023, MSP through Sport Ireland funding is better equipped to absorb potential economic shocks in the future with reduced risk of disruption to human resources and the associated HR, trust, and sports development fallouts.



# 7

## Appendices

## Appendices

### Appendix A

#### MSP Committee Members

Name	Organisation	Sector
Cllr. Michael Loftus Chair)	Mayo County Council	Local Government
Ms Deirdre Finnerty	Mayo County Council	Community & Integrated Development
Mr. Donal Newcome	Mayo County Council	Sports Tourism Officer
Cllr. Mark Duffy	Mayo County Council	Local Government
Ms Jackie Lynott	HSE	Statutory
Mr. Nigel Jennings	Atlantic Technological University	Statutory
Ms Catherine Mc Closkey	South West Mayo Dev	Local Development
Ms Siobhan Carroll Webb	Mayo North East Leader	Local Development
Mr Pat Howley	Mayo Sligo Leitrim ETB	Statutory
Ms. Jenna Walsh	Mayo Mental Health	Community
Lyndon Jones	Connacht Rugby	Sport
Mr James Larkin	Mayo League	Sport
Ms. Fran Downey	Mayo GAA	Sport
Mr. Neil Masterson	Mayo PPN	Social Inclusion
Mr David Tiernan	GARDA	Statutory

### Appendix B

#### Glossary of Terms

##### CARA

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

##### Club Children's Officer

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

##### CSDO - Community Sports Development Officer

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

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

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

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

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

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

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

##### Designated Liaison Person

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

##### DAF - Dormant Accounts Fund

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

##### ESF - European Social Fund

Fund which Sport Ireland has secured 5 year funding to recruit sport development officers to deliver inclusion programmes.

##### ETBs - Education and Training Boards

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

## Evaluation

Evaluation is the systematic assessment of the design, implementation, outputs and outcomes of an initiative for the purposes of learning, and to inform future decision-making.

## Fitzpatrick & Associates Review of LSPs

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

## GIW - Get Ireland Walking

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

## HI - Healthy Ireland

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

## HSE – Health Service Executive

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

## LCDC - Local Community Development Committees

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

## LSP – Local Sports Partnership

LSPs are an initiative of Sport Ireland and aim to co-ordinate and promote the development of sport at local level. The key aims of the LSPs are to increase participation in sport, and to ensure that local resources are used to best effect. The LSP initiative lies at the heart of Sport Ireland's participation strategy.

## MSP – Mayo Sports Partnership

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

## NGB – National Governing Body

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

## NPAP – National Physical Activity Plan

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

## National Sports Policy

The Department of Transport, Tourism and Sport National Sports Policy 2018-2027 which was launched on the 25th July 2018.

## Older People

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

## OT – Operation Transformation

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

## OD&C – Organisational Development and Change Unit

The Organisational Development and Change Unit within Sport Ireland is

primarily focused on providing support to the sports organisations which receive funding from Sport Ireland including National Governing Bodies and Local Sports Partnerships.

## OCB – Organisational Capability Building

These are the services that the OD&C Unit provide to help develop and build the 8 capability areas for client sports organisations. These 8 capability areas are: Organisational Leadership, Change Management, Risk Management, Strategic Planning, Employee Performance Management, Project Management, Corporate Governance and Stakeholder Engagement.

## PAFHO – Physical Activity for Health Officer

3 year pilot programme funded through Slaintcare. 6 Local Sports Partnerships selected to host an officer who will assist people who have chronic illnesses to a pathway to mainstream LSP programmes.

## SIDO – Sports Inclusion Disability Officer

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

## SOLAS – An tSeirbhís Oideachais Leanúnaigh agus Scileanna

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

## Single Item Measure – MI

The Single Item Measure – MI is an internationally validated self-report measure which allows one to track an individual's rates of participation in sport and physical activity.

## SPEAK – Strategic Planning, Evaluation and Knowledge system

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

## Sport Ireland

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

## SIDP - Sports Inclusion Disability Programme

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

## Sustainability (with regard to MSP participation programmes)

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

## TUSLA - Child and Family Agency

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

## WIS – Women in Sport

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

Mayo Sports Partnership



Comhpháirtíocht Spóirt Mhaigh Eo

— SPORT IRELAND —

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