



MAYO

SPORTS PARTNERSHIP
ANNUAL REPORT
2021



Mayo Sports Partnership



Comhpháirtíocht Spóirt Mhaigh Eo

— SPORT IRELAND —

www.mayo.ie/sports-partnership





MAYO SPORTS PARTNERSHIP

2021

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FOREWORD

We are delighted to introduce the 15th 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 2021 Mayo Sports Partnership Annual Report highlights the innovative, inclusive and progressive programmes and initiatives Sport Ireland and 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, Sport Ireland and 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 2 of COVID19 Support Funding in 2021 for clubs and organisations across the county was very welcome and helped those smaller groups who perhaps didn't avail of the round 1 fund in 2020.

During 2021 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 wish former Sport Ireland CEO John Treacy every health & happiness in his retirement and to say good luck to the new CEO of Sport Ireland Una May. We are extremely thankful for all their support.

Finally, we thank new CE Mayo County Council Kevin Kelly, Director of Services Joanne Grehan & Head of Community Engagement Deirdre Finnerty for their continued support for the Partnership in 2021



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 15th annual report of MSP using the Sport Ireland evaluation system.

Background, Resources and Funding

- €824,825 was invested in MSP in 2021. This figure includes benefit-in-kind funding of €172,500 from partners.
- Funding from Sport Ireland accounts for 43% of the total MSP funding in 2021, 23% from Dormant Accounts, 12% locally leveraged funding with the remaining 22% coming from other sources.
- 16 people served on the MSP committee in 2021 with 33% female members.
- In 2021, 5 people worked full-time on behalf of MSP and 3 part time Sports Hub co ordinators.
- 5 were 100% directly funded by Sport Ireland.

Achievements of Mayo Sports Partnership in 2021

Development of Sports Infrastructure in Mayo

- In 2021, MSP provided funding supports €62,795 to 85 clubs and community groups throughout the county.
- 40 groups have been supported in the delivery of their activities.
- 15 clubs/communities were helped in developing their organisational, policy or management structures.
- MSP planned and delivered 9 training and education courses, workshops and online webinars.
- 1848 people attended these courses.

Delivering Sport Ireland Programmes Code of Ethics – Safeguarding 1, 2 & 3

- 235 participants completed 19 Code of Ethics Basic Awareness – Safeguarding 1 courses.
- 50 participants completed 4 Club Children's Officer – Safeguarding 2 courses.
- 12 participants completed 1 Designated Liaison Person – Safeguarding 3.

Local Programme Delivery

- 10,838 people participated in 89 locally delivered participation programmes.
- 3,919 participants came from disadvantaged backgrounds.
- 2376 female participants took part in 8 local Women in Sport programmes.
- Sports Disability Inclusion Programme – 836 participants.

Building and Sustaining Partnerships

- In 2021 MSP was involved in 44 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

2021
MAYO SPORTS
PARTNERSHIP



€824,825
INVESTED IN 2021

10,838
participants

89 LOCALLY
DELIVERED
PROGRAMMES

3,919



OF THESE PARTICIPANTS WERE FROM
DISADVANTAGED BACKGROUNDS

**SPORTS DISABILITY
Inclusion Programme**



836 participants



21,216

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



2,376
FEMALE
participants
took part in

8
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 2021, 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 2021 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
- Ballyhaunis Sports Co-ordinator Part Time (CSHDO)

Additionally, thanks to the government Covid-19 funding package to support the sports sector, Sport Ireland allocated an additional €123,353 to MSP to roll out programmes and grant schemes in response to the COVID-19 Pandemic, to reduce the risk factors associated with sport and physical activity during the pandemic, and to provide opportunities for being physically active during Covid-19.

This report is the 15th annual report of Mayo Sports Partnership . It reflects the work of the Partnership for 2021 . Information provided through the Sport Ireland reporting system is collated into a database tracking the depth and breadth of MSP initiatives. MSP activities from this database are highlighted as examples of good practice and are presented as case studies later in Section 3 of this report.

2.2 Project Funding Sources

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 €354,612 in 2021.

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 2021, Sport Ireland allocated an additional €70,000 to employ more MSP development officers to cater for the need for increased capacity at a local level to effectively support the delivery of the National Sports Policy.

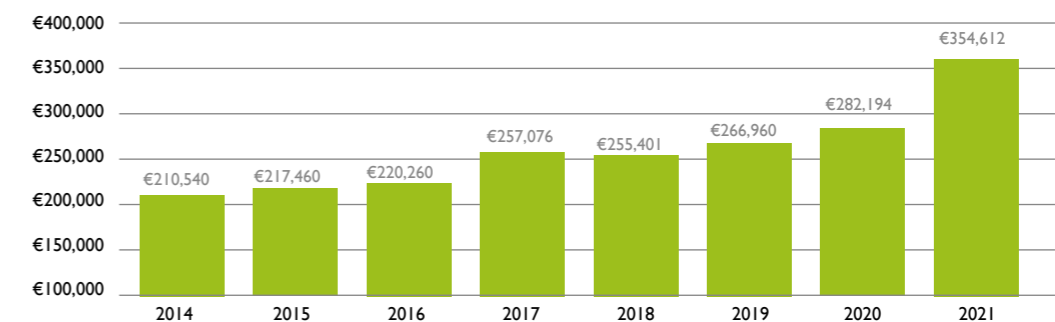


Figure A – Breakdown of MSP Core Investment 2014-2021

In 2021, 80% 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 in 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).

Measure 1	Community Sport and Physical Activity Hubs	Measure 3	Sports measures for Disadvantaged Communities to support NPAP
Measure 2	National Sport Education and Training Hub	Measure 4	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 2021 Sport Ireland allocated MSP €187,835 through Dormant Account funding measures.

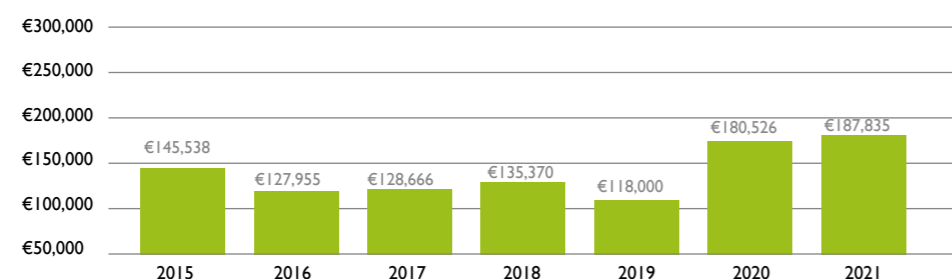


Figure B – Breakdown of MSP Dormant Accounts Fund investment 2015-2021

2021 COVID-19 GRASSROOTS RESTART FUND

In an additional response to the Covid-19 pandemic, Sport Ireland invested €5.3 Million in grants to National Governing Bodies and Local Sports Partnerships. €93,400 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 €29,953 was allocated to run a Restart Programme in selected areas such as Volunteering, Basketball and Sport Inclusion.

OTHER MSP FUNDING SOURCES

Funding from Sport Ireland (Core, Disability and Women in Sport) accounted for 44% of the total MSP funding in 2021. Additional funding was also secured for MSP from Sport Ireland for specific projects under the Dormant Accounts Scheme to the value of 23% of overall funding. The remaining 33% was raised from local sources, including benefit in kind funding.

After core 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 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.

2021 Total €	€	%
Monetary Funding (Locally Leveraged)	94,878	12%
Benefit In Kind (Locally Sourced)	172,500	21%
Sport Ireland Core/Programme & Disability Grant	354,612	43%
Sport Ireland Women in Sport Grant	15,000	1%
Sport Ireland Dormant Accounts Funding	187,835	23%
Total	824,825	100%

Table 1 – Breakdown of Funding and Benefit in Kind Received by MSP in 2021

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

West of Ireland Womens Mini Marathon	41%	Mayo County Council	11%
HSE	31%	Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media	6%
Course Fees	11%		

Table 2 – Local Monetary Funding Providers to MSP in 2021

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

Mayo County Council	56%	Leader Partnership Companies	4%
Media (Western People & Local Radio)	14%	MSP Committee Members	4%
HSE	8%	Sports Organisations	3%
Local Support Services (Disability Groups, Family Resource Centres, Garda etc)	8%	GMIT	3%

Table 3 – The Local Benefit in Kind Providers to MSP in 2021

Sport Ireland funding to MSP increased by 25% from €282,194 to €354,612 in 2021.

MSP continues to be successful in securing funding from local sources, 15% of total monetary funding has been contributed locally. Benefit in Kind accounts for 21% of the total support for MSP in 2021.

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 72% of total support. However if we include Dormant Account funds then that percentage slips back to 33%. This percentage decrease is largely due to the large increase in Sport Ireland funding provided to MSP through Dormant Account and Covid-19 funding. It is also attributed to the impact of Covid-19, which led to a reduction in locally generated income, through increased restrictions on delivery of programmes locally.

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 a new MSP board / committee was formed.

- A total of 16 people served on the MSP committee in 2021 33% 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.
- 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 MSP's 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) and a Sports Inclusion Disability Officer (SIDO), which is supported by Sport Ireland. In 2021, MSP through Mayo County Council, recruited a new Club Development/ Diversity / Outdoor Sport Development Officer. MSP also contracted in 2021 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

Mayo Sports Partnership



Comhpháirtíocht Spóirt Mhaigh Eo

— SPORT IRELAND —



Charlie Lambert
Sports Co-ordinator



Padraic Durcan
Office Administrator



Janette Slattery
Ballinrobe Sports
Hub Co-ordinator



Ray McNamara
Sports Disability
Development Officer



Jarlath McHale
Castlebar Urban
Adventure Sports
Hub Co-ordinator



Tracy Cunnane
Ballyhaunis Sports
Hub Co-ordinator



Deirdre Donnelly
Community Sports
Development Project
Officer



David Horkan
Ballina Urban
Adventure Sports
Hub Co-ordinator



Cathal Brady
Aspire Graduate
Intern



3
**Achievements
of MSP in 2021**

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
- 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 2021, MSP provided funding supports (Club Development Grants, Volunteer Supports or Other) to 85 clubs and community groups throughout the county.

Fund	No of Groups	€
Covid -19 Community Support Fund	31	€35,000
Annual Special Participation Grant Scheme	22	€15,245
Volunteer & Training Support	12	€7,550
Bike Week Funding	20	€5,000
Total	85	€62,795

Table 4 – Breakdown of Funding Allocated to Local Groups in 2021

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 2021:

- 85 Clubs were supported in Funding (Club Development Grants, Volunteer Supports or Other)
40 clubs/communities were supported in the delivery of activities;
- 15 clubs/communities were helped in developing their organisational, policy or management structures;
- 70 clubs/communities availed of MSP resource packs;
- 10 clubs / communities attended Club Development Workshops;
50 clubs/communities were provided with templates from MSP

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 9 training and education courses, workshops and seminars with their partner agencies;
- 1848 people participated on these training courses.

Course	No of Participants
Online Leadership Training	100
Coach/Instructor Training (Name in Other)	125
Cycle Right	8
Disability Awareness Training	78
First Aid Course (Name in Other)	34
Activator Walking with Poles Leader Training	62
Orienteering Leader Training	1150
Water Sports Training	97
Club Development Workshops ie Funding, PPN Supports	194
Grand Total	1,848

Table 5 – Breakdown of Training and Education Courses delivered by MSP



PIC: Sports Ability Week 2021

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 2021, 235 sports leaders and volunteers completed the Safeguarding 1 training across 19 courses run by MSP. Some 50 volunteers attended the follow-on Children’s Officer training across 4 courses. In the rollout of Safeguarding 3, 12 Designated Liaison Persons received training in 1 programme organised by MSP. 2021 saw MSP adapt successfully to the challenges posed by the Covid-19 pandemic, delivering many of these courses online.

Table 6 - Summary of Safeguarding outputs for 2021

	Safeguarding 1	Safeguarding 2	Safeguarding 3
	2021	2021	2021
Number of courses delivered	19	4	1
Number of participants	235	50	12



PIC: Participants Cul Camp

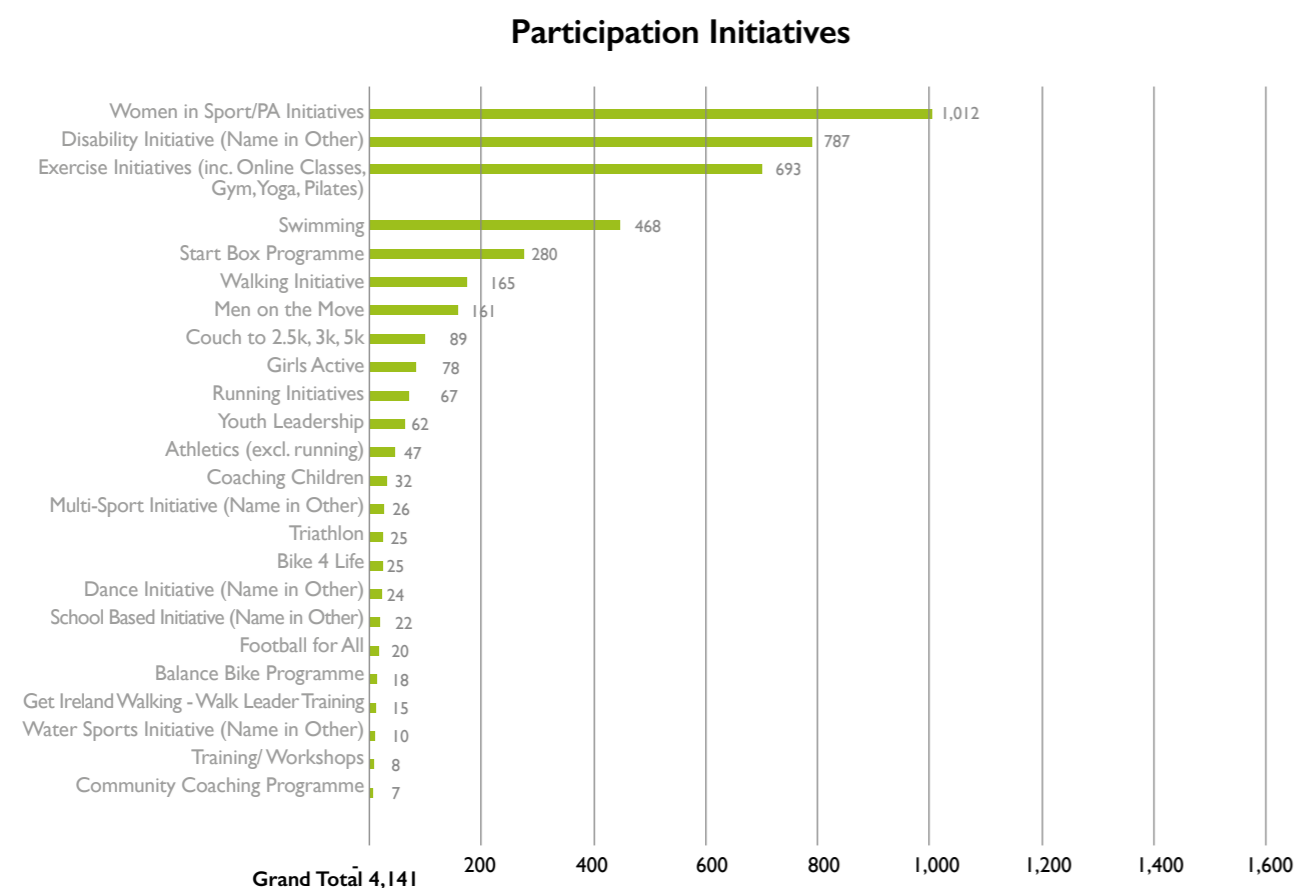
3.4.1 MSP Participation Initiatives

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 2021, MSP maintained its delivery of an innovative range of participation programmes;

- 10,838 people participated in 89 locally delivered participation programmes, taster days / events
- Of that, some 2,376 female participants took part in 5 Women in Sport programmes
- 4141 people participated in MSP programmes

1,546 took part in 2 Physical Activity Interventions ie Daily Mile & Virtual Skipping Challenge

Table 7 – Breakdown of Initiatives delivered by MSP in 2021



In addition to the above initiatives, MSP also supports a number of physical activity interventions such as parkrun, Playground Markings, Daily Mile initiatives. These interventions have not been included in our reach figures as they are either primarily lead 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. In 2021, again due to COVID19 restrictions, many interventions were delivered through the sharing of physical activity resources, such as links to online videos and images, or physical resource packs for Older Adults or People with a Disability.

Intervention	Number
Daily Mile	1530
Exercise Initiatives (inc. Online Classes, Gym, Yoga, Pilates)	16
Grand Total	1546

Table 8 – MSP Physical Activity Interventions

3.4.2 MSP Initiative Categorisation

Of the 10,838 participants reached by these initiatives in 2021, 4,141 people were engaged through MSP programmes, 5,002 people were engaged through MSP events, 343 people were reached through NGB programmes, 546 people were engaged through taster sessions and 314 people were reached through sports camps. A brief description of the 5 categories of LSP initiatives are highlighted in the table below.

Table 9 – 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	13	5002
MSP Programmes	54	4141
Taster Sessions	5	546
NGB Programmes	9	343
Sports Camps	5	314
Communication and Building Awareness	3	492

Table 10 – Participants by Initiative Category

3.4.3 MSP Initiatives delivered in 2021

The following presents an overview of the types of initiatives delivered in 2021

Type of Sport	Participants	Programmes
Multi Sport	1131	4
Exercise (inc. Gym, Yoga, Pilates, Boot Camp)	919	13
Swimming	492	5
Walking	341	5
Boxing	280	1
Other	208	2
Soccer	158	4
Athletics (excl. running)	136	2
Gaelic Football	117	2
Cycling	76	3
Running	67	1
Bowling	32	1
Gymnastics	32	1
Canoeing/Kayaking/SUP/Dragon Boating	25	2
Dance	24	1
Surfing	21	1
Sport/Physical Activity	20	1
Basketball	18	1
Orienteering	15	1
Rugby	14	1
Pickle Ball	8	1
Table Tennis	7	1
Total	4141	54

Table 11 – Participation Initiatives by Sport and Number of Participants



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.

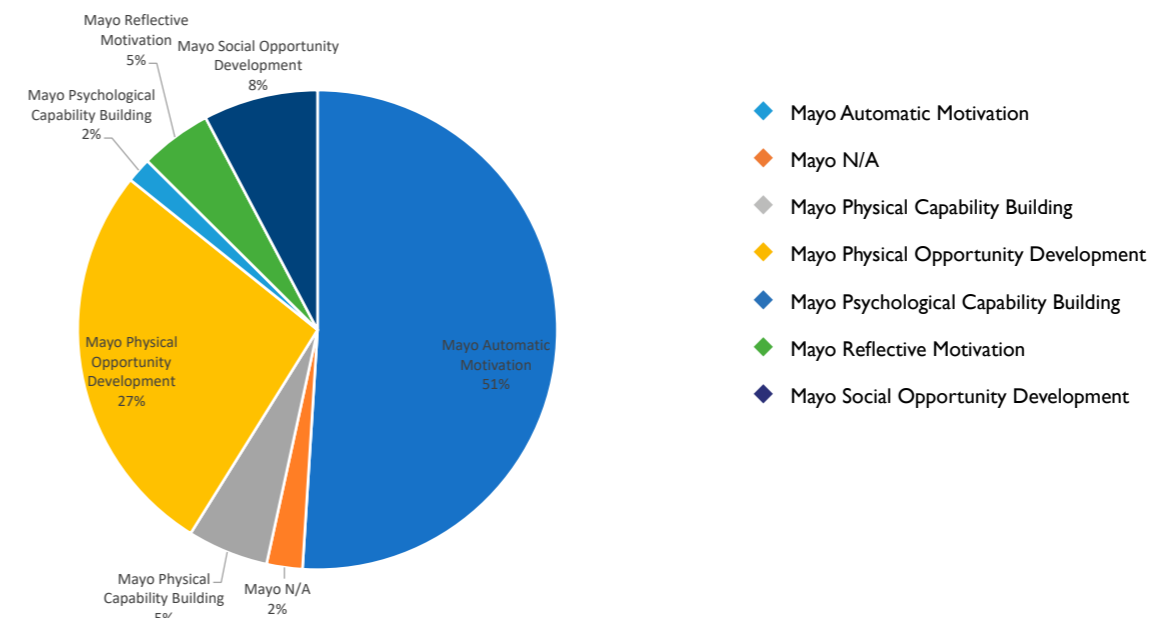
BCT PRIMARY COM-B EFFECT	Description
Physical Capability Building	Actions that primarily develop the skills of the participant e.g. programmes over multiple sessions.
Psychological Capability Building	Actions that primarily develop the knowledge of the participant e.g. taster days, information focused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

Table 12 - 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 51% of MSP interventions primarily support Automatic Motivation, 27% primarily develop Physical Opportunity Development and 7% aim to support Social Opportunity Development.

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 Traditional Media	2020	2021	Providing Information to Communities Through Social Media	2020	2021
Number of Radio Interviews	8	10	Facebook: Number of posts / updates	900	1300
Number of articles in local press / radio	18	22	Facebook: Number of likes	6,495	6,300
Number of newsletters written	6	10	Facebook: Number of tweets	300	345
			Facebook: Number of followers	2,418	2,500
			Instagram: number of posts	-	450
			Instagram: number of followers	-	1,000

Providing Information to Communities Through Online Promotion	2020	2021	Providing Information to Communities Through Text-based Services	2020	2021
LSP Website: Number of new articles	40	40	Number of texts sent via text service	300	300
LSP Website: Number of hits	3,500	3,519	Number of WhatsApp groups	-	20
			Number of people in WhatsApp groups	-	600

Table 13: Summary of MSP Promotion in 2021

In 2021 MSP's website was redeveloped and incorporated in to Mayo County Councils Mayo.ie overall website. Throughout the Covid-19 pandemic MSP has provided 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

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 2021, 8 presentations were delivered to Councillors, Local Authority staff, community groups and other partners/stakeholders.

Production of Information Resources	2021	Local Community Interest	2021
Number of newsletters	10	Number of directories produced / updated	12
Number of press releases issued	15	Number of people / clubs / groups on email list	4,800

Dissemination of Research and Reports	2021
Number of annual reports issued	200
Number of presentations delivered	8

Table 14: Summary of MSP Information Production and Dissemination 2021

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 2021, 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: Men on Water

Table 15: Overview of the type of actions MSP has been involved in 2021.

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	2021
Campaigns and Lobbying Efforts		1
Local Networks, forums or Committees participated in		33
Regional and National Networks participated in		5
Seminars or Conferences attended		3
Submissions made		2
Total		44

3.7 Partnership Engagement

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 46 organisations in 2021 including 21 National Governing Bodies of Sport, 4 Disability NGBs, 2 other Sport Ireland funded bodies and 19 additional external partners.

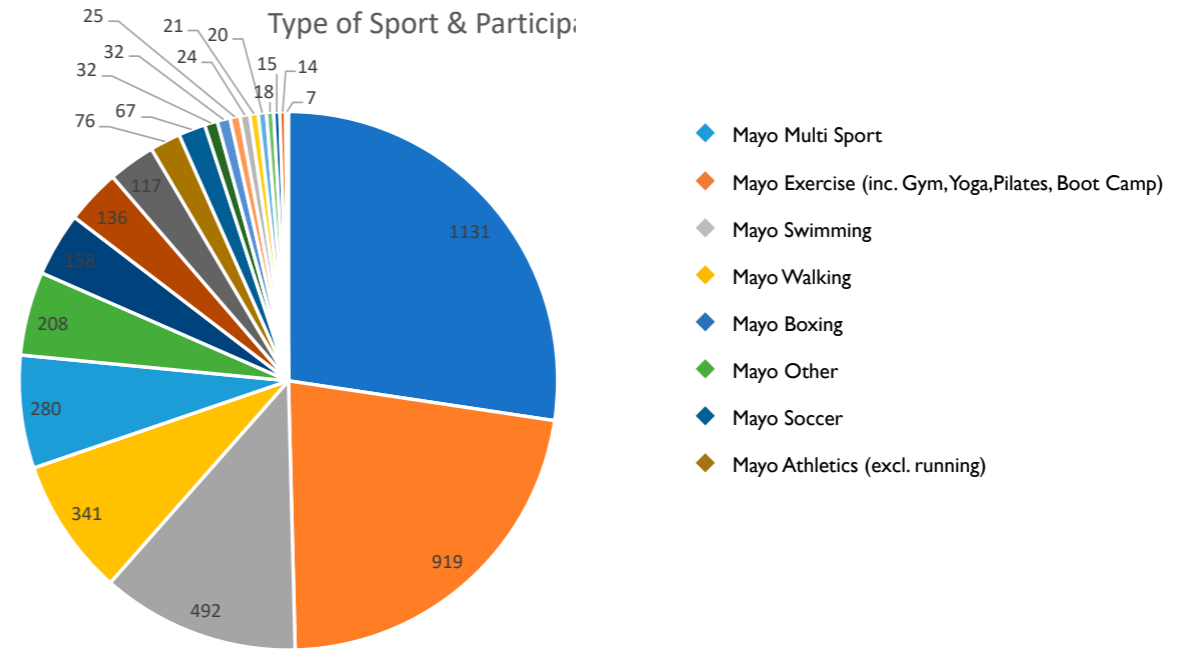
Clubs, community groups, schools, volunteers and NGBs were the main delivery partner for MSP in delivering initiatives in 2021.

During 2021 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 2021. Over 20 sports were participated in during this period. Excluding Multi Sport, the most popular 5 activities in 2021 were exercise (inc. gym, yoga, pilates, boot camp), swimming, walking, boxing and soccer.



PIC: Football for all

Figure E – Type of Sport & Number of Participants



3.8 Publications



PIC: MSP Bi Monthly Online Newsletter



PIC: Online Flyer for Virtual Mini Marathon 2021

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.



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

Start Box @ Home

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

“Get all the family active with the fun & interactive Boxing at Home Programme.” The purpose of the programme was to introduce the Sport of Boxing through interactive online boxing and skipping sessions to families within the various communities and towns in County Mayo. As we learn to live with Covid-19, looking after our Mental Health is more important than ever and looking after are youth is essential.

Partnering with local FRC’s, Local sporting organisations and Local Councils, a programme like this aimed to provide benefits physically and mentally as well as introducing a new fun sport.

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

- To provide benefits physically and mentally as well as introducing a new fun sport.
- A platform for a minor sport.
- Something that would be attractive and inclusive to all including the marginalised communities
- An outlet for families within March 2021 Pandemic restrictions.

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

- Need and target groups were identified
- Partnership were formed with : Irish Athletic Boxing association (IABA), Mayo County Council, SkipnRope, Ballinrobe & Ballyhaunis Sports Hubs, Locals Family Resource Centres and communities, Healthy Mayo.
- Consultation, advise, feedback and resources were acquired from Cork Sports Partnership who initiated the programme, IABA and SkipnRope.
- Booklets and starter pack were created.
- Expressions of Interest and registrations from target areas were sought.
- Weekly resources and videos provided.
- Weekly schedules, emails and check-ins given
- Programme feedback collected.

Included:

Resource Pack:

- Interactive sessions with video tutorials (Boxing and Skipping) from the comfort of your own home
- Drawstring bag
- Startbox Manual to guide participants through the sessions
- Skipping Rope
- Water bottle

Format

4-week Programme with weekly links sent Monday mornings which included a Week schedule along with training videos and links for that week.



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

- 100 families (180 kids) Kids age range 5-18 assisted by an over 18.
- 100 parents/guardians reached through PR Campaigns. Introduced by this target group to their kids verbally – 180 kids age 5-18 (6% age 15-18) took part.
- Boxing clubs have seen an increase in members within towns that participated in this programme including Ballina, Ballinrobe, Ballyhaunis.
- A fun social and physical outlet for families during a stressful time.
- A very successful programme in the right place at the right time. Fantastic engagement and feedback.

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

- Rolling out of a physical programme to N.S within Co.Mayo in partnership with local boxing clubs.
- Use of the startbox@home resources again during mid-term breaks and holidays.

Quotes from participants, teachers, parents, partners etc.

“Excellent programme, great workouts, we felt a big difference in fitness after the 1st week, the videos and booklet were very helpful and easy to follow”

“Thanks for the best skipping rope that came into our house yet. All 4 kids got into it from 10yrs down to 4yrs + mammy & Daddy. We had skip offs, even on the trampoline! The simple how to videos were excellent. Just enough content came over the 4 weeks. It was great fun, Who knows we might have a Floyd Mayweather or Katie Taylor in the making!”

Partners Feedback

Well done...fantastic result getting 100 families involved! ...Waterford Sports Partnership

“Congratulations on the numbers for this programme. This is great and very exciting!” ...Irish Athletic Boxing association

“Congratulations on a very successful programme Mayo Sports Partnership!” – Cork Sports Partnership

Numbers Involved & Statistics

- 100 parents.
- 180 kids between the age of 5-18
- County Mayo
- March 2021 during pandemic lockdown.
- Great success. Right Time. Right place.



Case Study 2

GAA Inclusive Cúl Camp

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

Increase opportunities for Children with a disability in GAA Cúl Camps



PIC: Participants from the GAA Inclusive Cúl Camp

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

The aim of the programme was to work in partnership with Mayo GAA to make their Camps more inclusive and to offer children with a disability the opportunity to participate in GAA games.

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

Mayo GAA and Mayo Sports Partnership teamed up over the October mid term break and hosted the first Inclusive Cúl Camp to be held in the province.

The Camp ran for 2 days on 26th and 27th October in the new Dome at the Connaught Centre of Excellence in Bekan. The camp was fully booked out and with the help of Mayo GAA coaching staff, Mayo Sport Partnership Staff and volunteers the camp was a huge success.

Billy Mc Nicholas Games Development Manager with Mayo GAA said “This Camp was a brainchild of Ray Mc Namara Sports Inclusion development Officer and myself over the past 2 years but due to covid 19 our plans got delayed slightly but we never let the idea die and got the opportunity to run the camp”

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

- All Mayo GAA Coaching Staff involved in running the camp
- 38 participants
- Excellent working relationship with National Governing Body
- Gear sponsorship same as normal Cúl Camps

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

This was a launch platform for more clubs to set up GAA For All Sections of their Clubs and follow local GAA club Bohola Moy Davitts who have already set up a GAA For All section having massive impact in their community

Quotes from participants, teachers, parents, partners etc.

Billy Mc Nicholas Games Development officer Mayo GAA “This Camp was a brainchild of Ray Mc Namara Sports Inclusion development Officer and myself over the past 2 years but due to covid 19 our plans got delayed slightly but we never let the idea die and got the opportunity to run the camp”

“The camp is been ran by my game’s promotion staff from all over the county who have gone a tremendous job in running the activities on the camp. We are delighted with the turn out and the camp have gone fantastically well, and we hope to build on the success of the camp with more GAA For All with Local clubs”

Numbers Involved & Statistics

- 38 Participants
- 7 GAA clubs have expressed interest in participating in the GAA for all Programme
- Initiative Promoted in Connacht GAAs 2021 Annual Report



Case Study 3

Focus February

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

The purpose of the Programme was assist people who start the new year of with the intention of creating a good habit, however are unsuccessful in maintaining that habit for long period of time. Run 2021 and 2022



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

The aim was to give participants the cognitive tools needed to prolong and create a healthy exercise habit. Many people sign up to events such as Operation Transformation, Men on the Move etc, however what happens when the program ends? Does the participant need another program to feel motivated to exercise, do they always seek external motivation?

This program was about addressing the psychological aspect of exercise, developing intrinsic motivation, prolonging any healthy goal set for the new year. According to research it takes about 21 days to form a new habit, and one popular method to build a habit is to use the 21/90 rule. The rule is simple enough, commit to a personal goal for 21 straight days to form the habit and once you’ve established repetition of your chosen habit, continue to do it for another ninety days to solidify it.

This challenge was simple, for the 28 days of February to complete a minimum of 30mins of quality exercise each day, to build your foundation for a healthy exercise habit going for the year.

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

Content was sent to participants daily to assist them maintain their focus on their individual goal. Each message was on a specific topic associated with mental wellbeing and how to harness the power of the mind in staying on course to creating their healthy habit. ‘Football is played with the head, your legs are just the tools’, this statement by Andrea Pirlo can be applied to all physical activity. This program was trying to enlighten the participant to the power of how our thoughts influence our goal attainment. He who says he can and he who says can’t are seldom wrong!

Some topics covered:

- Fitness test: what your base line
- Goal Setting: what are process goals vs outcome goals, how to set each
- Injury prevention: injury of the mind i.e. confidence, resilience, what happens when you don’t feel like continuing
- The Self: Self efficacy, Self-Awareness, Mindset, Self-talk
- Stress & exercise

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

Each email gave a short insight to each topic and how each topic can either benefit or hinder your experience. Music is very important for mood and can also assist in the process of exercise as either a distraction from pain or a motivator depending on ones mood. A daily 'kick start tune' was also added to each email to boost mood and encourage more activity. By the end of the program each participant had a motivational play list. Events, guest speakers, updates and information were sent to everyone who register for this free program over the course of the 4 weeks.

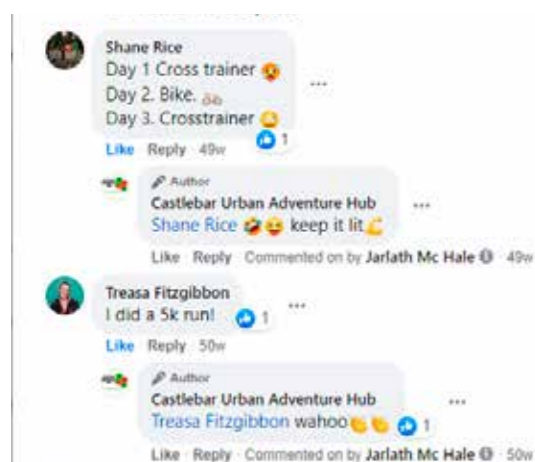
What were the outcomes of the Programme/Initiative/Event?

The program had over 100 participants sign up through Eventbrite and it was totally free. The Co-ordinator of the program used himself as the face of the event giving daily updates of his progress in order to inspire others. Progress was not always moving forward and there was good interaction on social media about how to get back to exercise once you miss a day (or two) as well as encouragement when days were going well.

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

The next step is to have 2-4 people volunteer to have their progress followed/monitored as they try to achieve their goal of creating a healthy habit for 2022

Quotes from participants, teachers, parents, partners etc.



Comments from participants

Kathleen Doocey: "Just wanted to say thank you for the February motivation, it was excellent, hopefully habits have been formed! Found myself passing on parts of your emails to others, thank you! Going to put together all the tunes in a playlist!"

Shane Lloyd: "Jarleth, you have been such an inspiration for me over the past month. I tried so hard to get out and run but my knees gave up. I couldn't give up so I bought a bike. I'm still out there!!! Many thanks Jarleth. Up hill is all in the mind!"

Numbers Involved & Statistics

- Participants 129
- Post engagements range 7- 368 (Average 150 per post)
- Post reach: 3913 - 78
- Comments per post: 2-20
- Reaction per post: 17-50

Case Study 4

Skate Squad

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

To encourage and motivate Teenage girls to be active.



PIC: Participants from the Skate Squad



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

To offer teenage girls an alternative to traditional sports in order to continue to be physically active

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

Engagement with Stakeholders, encouraging Teenage girls who were not physically active to try the new activity, Finding the 'right' girls to participate in the activity, monitoring and evaluating the programme while running.

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

40 Teenage girls engaging in physical activity for 3 hours per week – structured/coached, as well as numerous other hours practising and continuing to do so without coaching.

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

- To set up a Roller skating club in Mayo ! Starting with Castlebar.
- To deliver Skate Squad to other towns in Mayo

Quotes from participants, teachers, parents, partners etc.

'Aine would be 100% interested...hope we are not too late!!!

'She skates all the time now thank to your sports incentive'

'Many thanks for organising the skating.They really enjoyed it!'

'Thanks, so much for the skating, my daughter loved it. Just wondering if you think it would possibly be continuing in the new year.

Numbers Involved & Statistics

- 40 Teenage Girls participated in the programme
- 80% continued skating with 15% progressing to in-line skating.



Case Study 5

Ballina Women's kayaking program

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

To engage with local women who were looking for new opportunities and introduce them to kayaking.



PIC: Participants from the Women's kayaking program

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

To create a safe female orientated environment for participants to learn to kayak, develop skills and have a social opportunity around the activity.

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

Ballina Adventure Hub worked with a local provider Paddle and Pedal who created a program that was inviting but still challenged the participants.

A bi-weekly schedule was put together and groups assigned training sessions.

Participants were introduced to the basic skills and safety on land and then progressed to water-based training.

Wet exits, control strokes and environmental awareness were all part of the learning process over the 3 weeks.

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

- All participants completed the training to the level they were comfortable with.
- 8 participants were awarded the Canoeing Ireland Good to Paddle award.
- The ladies created a whatsapp group to connect with each other and share information.
- 6 participants purchased their own kayaks and equipment and more are preparing to.
- Their whatsapp group has now 50 members and they have called their group Differ Strokes Kayakers.
- They have started an Instagram account to document and share their journey.
- Many of the 2021 group have completed further training courses.

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

With the success of the 2021 course a follow up introductory course for 2022 is planned.

Offering further training opportunities to the 2021 cohort to progress their knowledge and skills and ultimately be able to introduce new people to kayaking.

Potential to develop a club and further grow participation

Quotes from participants, teachers, parents, partners etc.

“The Adventure Hub under David Horkan 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 like-minded women of all ages, most of whom had never sat in a kayak before to the water edge to dare to do something different in their lives. David provided boats, gear, amazing instructors, support and encouragement. He has expert knowledge to select the right days offering favourable weather conditions and unending advice on what boats and equipment to purchase. Weeks later we are a very different group, we are Kayakers keen and eager to learn more.... and looking forward to lots more courses.”

Jackie

“As it was just for women, I felt more at ease, and more confident to try out kayaking. David was always so supportive and gave us loads of advice and encouragement in every session. Safety was always key so before we set out on the river Moy we went through basic safety training and procedures. We were also provided with life vests, boats and paddles and loads of encouragement for the adventure ahead. Many of us did not know each other or had never even kayaked before. But as the weeks went by, friendships formed and our kayaking skills progressed, both in and out of the water. It truly was a remarkable experience. I have gained so much confidence in myself as a person and realised that kayaking is a sport I could progress in”

Sharon

“I have to say I was nervous at first, but the instructors addressed any concerns I had. I feel much more confident now as I have learned some valuable kayaking skills. I look forward to the spring & hopefully to more organised events like these. It's such a pleasure to be able to avail of such courses on my door-step & appreciate the wonderful amenity that is the River Moy.”

Una

Numbers Involved & Statistics

- 16 female participants
- 6 sessions over 3 weekends
- 1 Female lead instructor
- 1 Canoeing Ireland Bridging the Gap ambassador
- 2 Canoeing Ireland trainee instructors



Case Study 6

Run up To Christmas

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

To engage people in physical activity, to increase morale and positivity within challenging times. #keepwell looking after your physical and mental well-being this winter.



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

This program was introduced in 2020 in the middle of the pandemic and again in 2021

Set your Goal. Use our Milestones. Hit your Target.

50 days to Walk, Jog, run and achieve your goal. 5 milestones for you to target to make your goals more achievable. Milestones;

- 50k – 1k a day
- 100k – 2k a day
- 150k – 3k a day
- 200k – 4k a day

OR 600,000 Steps for the 50 days = 12,000 steps a day = 10k a day!

Remember these can be broken up into any distance per day/week e.g. 20k a week over the 6 weeks = 120km = Milestone 2 100k .

- Set a goal to be physically active 4/5 days per week.
- Pick one of our milestones to reach by the end of the 50 days.
- Register for the challenge on Eventbrite.
- Register with Mayo Sports Partnership on Strava (Not essential).

Screenshot your weekly total for November and December and submit to MSP

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

This was an online initiative. Weekly motivations and hints and tips were provided along with additional online video's (Pilates, warm up, cool down, stay hydrated)

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

800 people signed up, took part and completed the challenge in 2020.

500 people signed up, took part and completed the challenge in 2021

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

To build on the achievements and motivation of the group. The follow up was an OT and OT buddy up programme.

Quotes from participants, teachers, parents, partners etc.

“This helped me so much during the pandemic. The weekly check in and motivations really helped me to stay focussed”

participant

“Congratulations to MSP on creating the right program at the right time. This meant so much to so many people in such difficult times”

Mayo Sports Partnership Chair Cllr Michael Loftus

“loved doing this challenge. Thank You Mayo Sports Partnership”

Numbers Involved & Statistics

- 800 participants 2020
- 500 participants 2021



5
**Women
in Sport**

INTRODUCTION

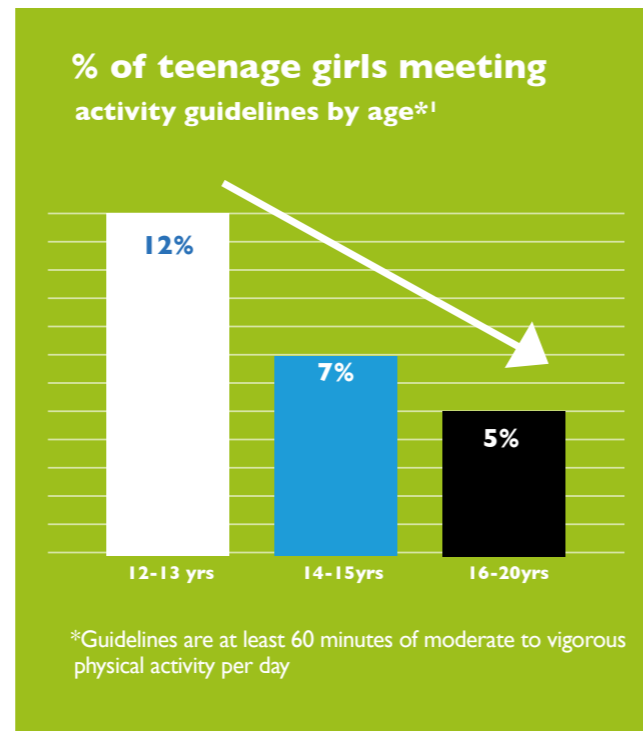
Sport Ireland published its new Woman in Sport (WIS) Policy in March 2019. The policy outlines Sport Ireland's vision for women in sport as one where women have an equal opportunity to achieve their full potential, while enjoying a lifelong involvement in sport. Sport Ireland is committed to increasing 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 2021 MSP allocated €20,000 to run programmes focusing on providing participation opportunities for women and girls. This led to a total of 2,376 females taking part in 8 targeted Women in Sport programmes in 2021. As well as these Local initiatives, MSP supported a number of national initiatives in 2021 as outlined below.

ADOLESCENT GIRLS GET ACTIVE

Sport Ireland released the Adolescent Girls Get Active Research Report in January 2021. It highlighted that female participation in sport and physical activity plummets during adolescence, with just 7% of girls aged 14-15 years meeting recommended physical activity levels. Girls who are active in their teenage years and develop a love of sport are much more likely to establish a life-long relationship with sport and physical activity in adulthood. The Girls Get Active Report discovered what really matters in girls' lives through five key anchors. By combining the exploration of girls' wider lives and what is important to them, with our understanding of their experiences and barriers in sport, eight important principles were developed to engage and connect with teenage girls, to support them to embrace sport and physical activity into their lives. MSP can now use these eight principles for success to check and challenge existing programmes to enhance appeal and relevance for their target audience.

In order to put the eight principles into practice and explore how they might be applied, MSP through its Women in Sport lead Deirdre Donnelly participated in a pilot programme to develop 4 physical activity



initiatives. The Sport Ireland Girls Get Active Hackathon event in April 2021 provided an online brainstorming virtual event for teenage girls, parents, teachers, sports development officers, volunteers in sport and anyone else interested, to come together to help design sports pilot programmes for teenage girls. MSPs "Skatesquad" was one of the four pilot programmes selected and was rolled out through 2021 with ongoing evaluation and monitoring taking place. Following these pilot programmes, a Girls Get Active funding stream has now been made available to the Local Sports Partnerships through Dormant Account Funding for 2022 to create programmes using the Eight Principles for Success.

WOMEN IN SPORT WEEK

In March 2021, 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 will become an annual occasion in the diary to mark International Women's Day with further stakeholder engagement expected next year.



HER OUTDOORS WEEK

Sport Ireland launched the first HER Outdoors Week in August 2021. 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 20 events delivered throughout the week across Mayo with 200 females participating. HER Outdoors Week will take place again in 2022 from 8th - 14th August with €2,500 allocated to MSP in order to support the initiative on a local level.





6

Next Steps for MSP

MAYO SPORTS PARTNERSHIPS LOCAL STRATEGY DEVELOPMENT

Since their establishment in 2005 MSP has grown significantly in terms of their programme delivery, funding and reach capacity since inception. At present a national Sports Partnership strategy is being developed by Sport Ireland to review and redefine the ambition for MSP & other Partnerships. This will inform the development of a new local MSP strategy as its previous plan expired in 2021. Both national & local strategies will be in place for the next 4 years between 2023 and will end along with the National Sports Policy in 2027.

MAYO SPORTS PARTNERSHIP INVESTMENT

MSPs strategy, through Sport Ireland funding, to maintain investment in programming and human resources in 2022 will support both the return to safe in person opportunities as well as building on the virtual opportunities developed in 2021. 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 locally lead safe 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". MSPs website attracted over 10496 visits and had over 10,000 followers on their various social media platforms in 2021. However MSPs 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 has allocated €35,000 for the appointment of a Promotions and Awareness Officer who will commence employment with MSP in January 2022.

PROGRAMMING AND DEVELOPMENT

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 2022, it is expected that MSP will experience increased delivery costs due to general cost of living increases, reduced group numbers and the expense of implementing COVID 19 protocols. There will be ongoing need for support from sports clubs and communities around the country as they continue to return to sport in 2022 and attempt to recruit and re-activate their members, participants and volunteers.

COMMUNITY & OUTDOOR SPORTS HUBS

As the 5 year funding period expires for both Ballyhaunis & Ballinrobe Sports Hubs there is challenges to the Partnership on maintaining a presence in these communities. While the legacy of the hubs is in providing additional facilities and improved capacity in clubs / organisations there is a realisation that a presence of some sort is needed in these areas. MSP is seeking to collaborate with Family Resource Centres in both locations to ensure the sports hub project is supported. The challenge in all hub locations to date in Ballyhaunis, Ballinrobe, Castlebar and a new hub in Ballina is having an effective exit strategy after the initial 5 year Dormant Account funding stream is exhausted. MSP is committed to exploring all possibilities within the constraints of resources it has at its disposal.

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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. 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 2022 participation unit budget to assist the development of Local Sports Plans.

MANAGING BREXIT, COVID AND OTHER ECONOMIC RISKS

MSP is aware of the downward risk Brexit and COVID 19 pandemic presents to the Irish economy 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 2022, 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

List of Local Sports Partnerships

Local Sports Partnership Network	Year Established
Tipperary Sports Partnership	2001
Sligo Sport & Recreation Partnership	2001
Roscommon Sports Partnership	2001
Clare Sports Partnership	2001
Active Donegal	2001
Kildare Sports Partnership	2001
Laois Sports Partnership	2001
Fingal Sports Partnership	2001
Cork Sports Partnership	2002
Meath Sports Partnership	2002
Waterford 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

Local Sports Partnership Network	Year Established
Offaly Sports Partnership	2006
Monaghan Sports Partnership	2006
Limerick Sports Partnership	2007
Galway Sports Partnership	2007
Cavan Sports Partnership	2008
Louth Sports Partnership	2008
Dún Laoghaire Rathdown Sports Partnership	2008
South Dublin County Sports Partnership	2008
Sports Active Wexford	2008
Longford Sports Partnership	2008
Leitrim Sports Partnership	2008
Dublin City Sports & Wellbeing Partnership	2008
Wicklow Sports Partnership	2008

Appendix B

Glossary of Terms

CARA

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

Club Children's Officer

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

CSDO - Community Sports Development Officer

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

CSPA - Community Sport and Physical Activity Hubs

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

CYPSC - Children and Young People's Services Committees

CYPSC are county-level committees that bring together the main statutory, community and voluntary providers of services to children and young people. They provide a forum for joint planning and co-ordination of activity to ensure that children, young people and their families receive improved and accessible services. Their role is to enhance inter-agency co-operation and to realise the

national outcomes set out in Better Outcomes, Brighter Futures: the national policy framework for children and young people 2014 - 2020.

Department of Transport, Tourism & Sport

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

Designated Liaison Person

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

DAF - Dormant Accounts Fund

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

ETBs - Education and Training Boards

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

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.

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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