



MAYO

SPORTS PARTNERSHIP
ANNUAL REPORT

2020

Mayo Sports Partnership



Comhpháirtíocht Spóirt Mhaigh Eo

— SPORT IRELAND —



www.mayo.ie/sports-partnership





MAYO SPORTS PARTNERSHIP

2020 3030

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FOREWORD

We are delighted to introduce the 14th 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" 2017-2021.

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 despite the Covid-19 pandemic. The 2020 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 additional 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. The Government's Covid-19 Resilience Fund for the sport sector further supported the invaluable work of MSP during the pandemic. The Mayo Sports Partnership Small Grant Scheme of €75,450 supported 61 clubs with the costs associated with implementing Covid-19 hygiene and social distancing protocols.

During 2020 our staff mobilised by continuing to work from home where possible and assisted in Mayo County Councils "The Community Call" campaign. MSP is delighted to have helped in providing local community contacts, who played a vital role in connecting people in need and communities in crisis. We would like to thank everybody who gave their time and help so generously. Mayo Sports Partnership will continue to support people to stay active during the pandemic by optimising the targeted use of social media, live video feeds and Zoom calls as well as the more traditional print and radio media channels and leaflet and booklet drops to ensure that everyone has access to sport and physical activity programmes and initiatives

On a final note, 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. Also to John Treacy CEO Sport Ireland and Interim CEO Mayo County Council Peter Duggan a massive thank you for their continued support in 2020.



Clbr Michael Loftus
CHAIRMAN
Mayo Sports Partnership



Charlie Lambert
SPORTS CO-ORDINATOR
Mayo Sports Partnership



Key Findings

I.1 Key Findings

This report is the 14th annual report of MSP using the Sport Ireland evaluation system.

Background, Resources and Funding

- €607,405 was invested in MSP in 2020. This figure includes benefit-in-kind funding of €73,500 from partners
- Funding from Sport Ireland accounts for 46% of the total MSP funding in 2020, 30% from Dormant Accounts with the remaining 24% coming from other sources. These figures include benefit-in-kind funding.
- 16 people served on the MSP committee in 2020 with 33% female members
- In 2020, 5 people worked full-time on behalf of MSP, including a Sport Ireland funded Intern, and 3 part time Sports Hub co ordinators. 4 were 100% directly funded by Sport Ireland.

Achievements of Mayo Sports Partnership in 2020

Development of Sports Infrastructure in Mayo

- In 2020, MSP provided funding supports €136,893 to 114 clubs and community groups throughout the county.
- 70 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 8 training and education courses, workshops and online webinars
- 210 people attended these courses

Delivering Sport Ireland Programmes

Code of Ethics – Safeguarding 1, 2 & 3

- 117 participants completed 9 Code of Ethics Basic Awareness – Safeguarding 1 courses
- 18 participants completed 2 Club Children's Officer – Safeguarding 2 courses
- 9 participants completed 1 Designated Liaison Person – Safeguarding 3

Local Programme Delivery

- 13,224 people participated in 84 locally delivered participation programmes.
- 3,094 participants came from disadvantaged backgrounds.
- 2,766 of these participants were children
- 1,362 female participants took part in 5 local Women in Sport programmes.
- Sports Disability Inclusion Programme – 1,058 participants.

Building and Sustaining Partnerships

- In 2020 MSP was involved in 42 different policy actions.

Information Provision

17,713 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

2020

MAYO SPORTS PARTNERSHIP



€607,405

INVESTED IN 2020

13,224

participants

84

LOCALLY DELIVERED PROGRAMMES

2,766



OF THESE PARTICIPANTS WERE CHILDREN

SPORTS DISABILITY Inclusion Programme



1,058

participants



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

17,713



1,362

FEMALE participants took part in



5

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 2020, 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 2020 Mayo Sports Partnership had 6 staff, namely:

- Coordinator
- Administrator
- Sports Inclusion Disability Officer (SIDO)
- Community Sports Development Officer (CSDO).
- Ballyhaunis Sports Co-ordinator Part Time (CSHDO)
- Dormant Account funded ASPIRE Intern from Sport Ireland

This report is the 14th annual report of Mayo Sports Partnership . It reflects the work of the Partnership for 2020. 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 €282,194 in 2020.

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.

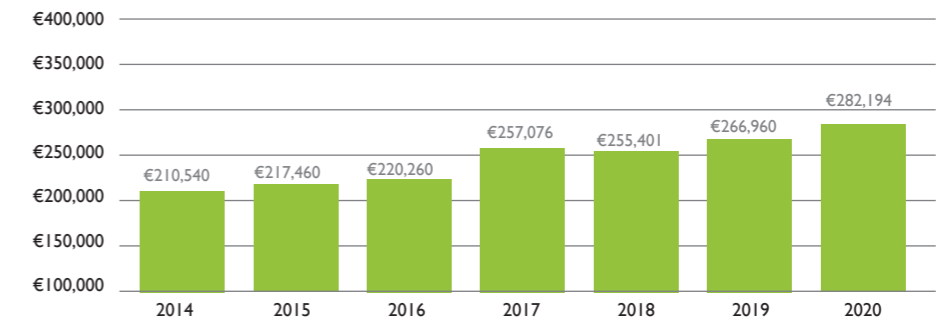


Figure A – Breakdown of MSP Core Investment 2014-2020

DORMANT ACCOUNT INVESTMENT

MSPs 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).

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. Note that the 2020 figure includes an allocation of €25,000 for a 1 year internship with Mayo Sports Partnership

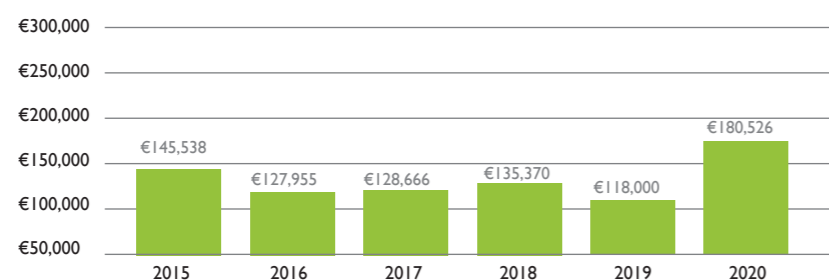


Figure B – Breakdown of MSP Dormant Accounts Fund investment 2015-2020

COVID-19 RESTART AND RENEWAL FUND

In response to the Covid-19 pandemic, Sport Ireland invested €4.1 Million in the Local Sports Partnership network through a Covid-19 Restart and Renewal Fund. €75,450 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. 61 clubs in Mayo were allocated funding through this scheme. A further €3,400 was allocated to run a Covid-19 Restart and Renewal Programme to promote sport and physical activity in the Covid-19 public health era. €35,000 is also to be invested in 2021 as part of a Community Support Scheme which will be used to activate targeted programmes to support local communities remaining active during Covid-19. Supporting clubs in maintaining, recruiting and activating their membership and volunteer bases during Covid-19 will be critical for local participation to remain viable. A further €10,000 was allocated to MSP under the governments Keep Well campaign.

OTHER MSP FUNDING SOURCES

Funding from Sport Ireland (Core, Disability and Women in Sport) accounted for 48% of the total MSP funding in 2020. Additional funding was also secured for MSP by Sport Ireland for specific projects under the Dormant Accounts Scheme to the value of 31% of overall funding. The remaining 21% was raised from local sources, including benefit in kind funding.

2020 Total €	€	%
Monetary Funding (Locally Leveraged)	71,185	12%
Benefit In Kind (Locally Sourced)	73,500	12%
Sport Ireland Core/Programme & Disability Grant	267,194	44%
Sport Ireland Women in Sport Grant	15,000	2%
Sport Ireland Dormant Accounts Funding	180,526	30%
Total	607,405	100%

Table 1 – Breakdown of Funding and Benefit in Kind Received by MSP in 2020

After core funding from Sport Ireland, Healthy Ireland funding, HSE grant aid, event / course fees were the next most significant sources of monetary funding with benefit in kind support mainly coming from Mayo County Council. Other significant funding partners were the Department of Transport Tourism and Sport

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

HSE	41%	Dept of Transport, Tourism and Sport	7%
Course Fees	15%	West of Ireland Womens Mini Marathon	4%
Mayo County Council	14%	Other Funding Sources	8%
Healthy Ireland	11%		

Table 2 – Local Monetary Funding Providers to MSP in 2020

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

Mayo County Council	65%	Media (Western People & Local Radio)	5%
Local Support Services (Disability Groups, Family Resource Centres, Interagency Groups etc)	10%	Sports Organisations	3%
HSE	7%	GMIT	3%
Committee Members	7%		3%

Table 3 – The Local Benefit in Kind Providers to MSP in 2020

Sport Ireland funding to MSP increased by 6% from €266,960 in 2019 to €282,194 in 2020.

MSP continues to be successful in securing funding from local sources. 24% of total funding has been contributed by local sources. Monetary funding sourced locally accounts for 12% of overall MSP support and benefit in kind support accounts for 12% of overall funding.

This is lower than previous years and lower than the 50% recommended in the 2005 Fitzpatrick & Associates Review of the LSPs. This change is due to the large increase in Sport Ireland funding provided to MSP in Dormant Account 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 as we exit the pandemic 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 board in 2020 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 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) and a Sports Inclusion Disability Officer (SIDO), which is supported by Sport Ireland. In 2020, MSP also contracted two Sports Hub (Ballyhaunis & Ballinrobe) co ordinators plus a Castlebar Urban Adventure co ordinator with the aid of Dormant Account funding. 2020 also saw MSP allocated funding to contract a Sport Ireland ASPIRE intern, the placement commenced in November 2020.

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

From March to June 2020 MSP staff assisted Mayo County Councils Community Call initiative.

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 2020

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 2020, MSP provided funding supports (Club Development Grants, Volunteer Supports or Other) to 114 clubs and community groups throughout the county.

Fund	No of Groups	€
Covid -19 Community Support Fund	61	€75,450
Annual Special Participation Grant Scheme	25	€18,500
Volunteer & Training Support	11	€7,320
Sports Inclusion Dormant Account	2	€30,000
Women in Sport	2	€1,123
Bike Week Funding	13	€4,500
Total	114	€136,893

Table 4 – Breakdown of Funding Allocated to Local Groups in 2020

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 2020:

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

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.

The image below illustrates some of the other actions taken by MSP in supporting club and community groups in 2020.

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

Course	No of Participants
Cycling Training & Education	60
Disability Awareness Training	30
First Aid Courses	11
Governance Training	15
Information Seminars	34
Other	-
Youth Leadership	60
Grand Total	210

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

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

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

DESIGNATED LIAISON PERSON

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

In 2020, 117 sports leaders and volunteers completed the Safeguarding 1 training across 9 courses run by MSP. Some 18 volunteers attended the follow-on Children's Officer training across 2 courses. In the rollout of Safeguarding 3, 9 Designated Liaison Persons received training in 1 programme organised by MSP. 2020 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 2020

	Safeguarding 1	Safeguarding 2	Safeguarding 3
	2020	2020	2020
Number of courses delivered	9	2	1
Number of participants	117	18	9



PIC: Participants at a Safeguarding 2 Workshop in 2019

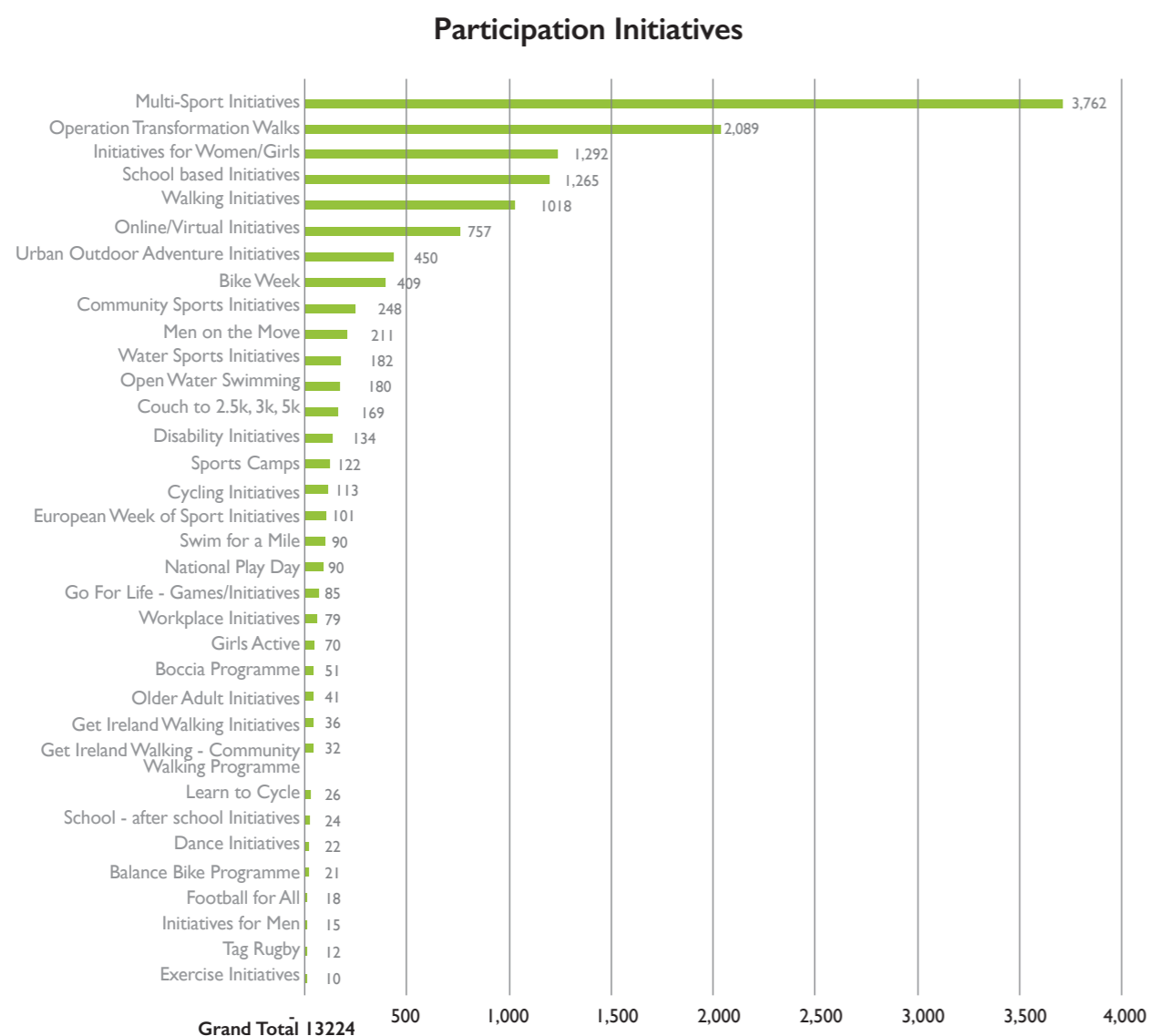
3.4.1 MSP Participation Initiatives

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 2020, MSP maintained its delivery of an innovative range of participation programmes;

- 13,224 people participated in 84 locally delivered participation programmes
- Of that, some 1,362 female participants took part in 5 Women in Sport programmes

3,755 took part in 2 Physical Activity Interventions ie Daily Mile & Playground Markings

Table 7 – Breakdown of Initiatives delivered by MSP in 2020



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 2020 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	3600
Playground Markings	15
Grand Total	3755

Table 8 – MSP Physical Activity Interventions

3.4.2 MSP Initiative Categorisation

Of the 13,224 participants reached by these initiatives in 2020, 10,093 people were engaged through MSP programmes, 2,258 people were engaged through MSP events, 276 people were reached through NGB programmes, 475 people were engaged through taster sessions and 122 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	Participants	Programmes
MSP Programmes	10093	62
MSP Events	2258	9
Taster Sessions	475	3
NGB Programmes	276	6
Sports Camps	122	4
Total	13224	84

Table 10 – Participants by Initiative Category

3.4.3 MSP Initiatives delivered in 2020

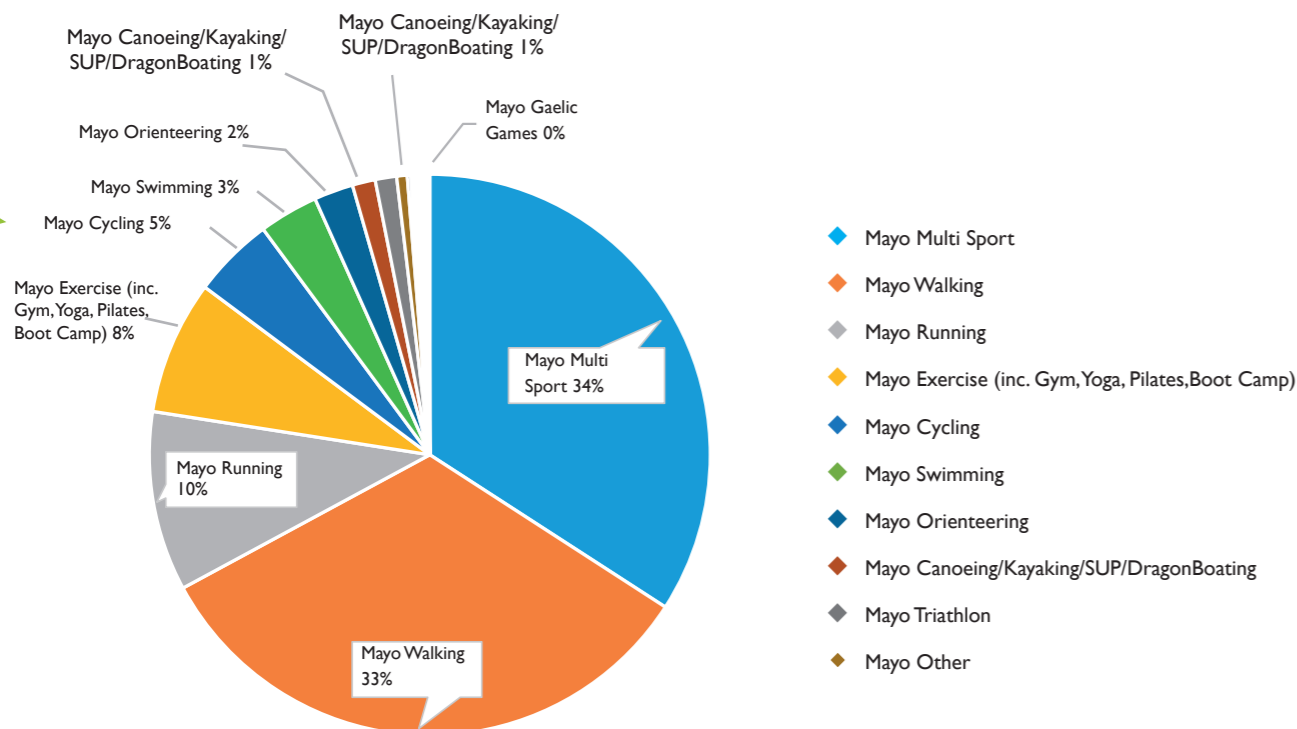
The following presents an overview of the types of initiatives delivered in 2020

Type of Sport	Participants	Programmes
Multi Sport	4514	14
Walking	4362	17
Running	1369	2
Exercise (inc. Gym, Yoga, Pilates, Boot Camp)	1021	17
Cycling	619	7
Swimming	452	5
Orienteering	299	2

Type of Sport	Participants	Programmes
Canoeing/Kayaking/SUP/Dragon Boating	175	5
Triathlon	163	2
Other	80	3
Boccia	27	1
Bowling	24	1
Dance	22	1
Soccer	18	1
Golf	16	1
Surfing	15	1
Gaelic Football	15	1
Basketball	15	1
Rugby	12	1
Gaelic Games	6	1
Total	13224	84

Table 11 – Participation Initiatives by Sport and Number of Participants

Figure C – Participation Initiatives by Sport



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.

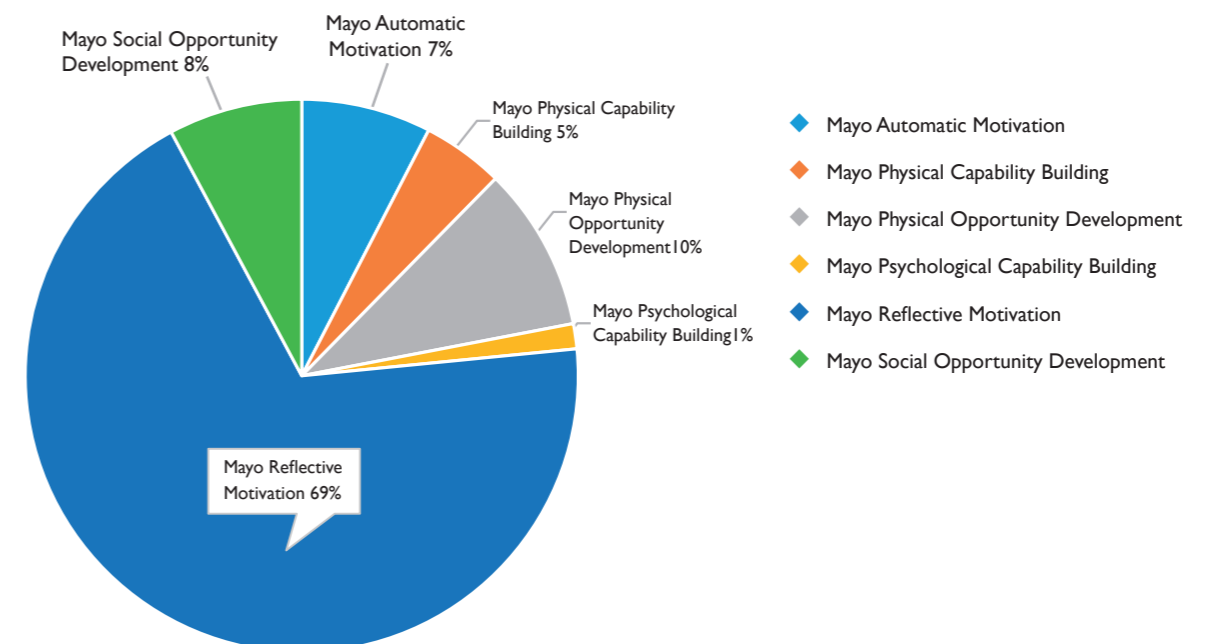
BCT PRIMARY COM-B EFFECT	Description
Physical Capability Building	Actions that primarily develop the skills of the participant e.g. programmes over multiple sessions.
Psychological Capability Building	Actions that primarily develop the knowledge of the participant e.g. taster days, information focused 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 69% of MSP interventions primarily support Reflective Motivation, 10% primarily develop Physical Opportunity Development and 7% aim to support automatic motivation.

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.



PIC: Primary School Introduction to Athletics Programme

Providing Information to Community Through Traditional Media	2019	2020	Providing Information to Communities Through Social Media	2019	2020
Number of Radio Interviews	8	8	Facebook: Number of posts / updates	400	900
Number of articles in local press / radio	14	18	Facebook: Number of likes	5,043	6,495
Number of newsletters written	4	6	Facebook: Number of tweets	600	300
			Facebook: Number of followers	2,291	2,418

Providing Information to Communities Through Online Promotion	2019	2020	Providing Information to Communities Through Text-based Services	2019	2020
LSP Website: Number of new articles	40	40	Number of texts sent via text service	800	300
LSP Website: Number of hits	6,036	3,500			

Table 13: Summary of MSP Promotion in 2020

In 2020, there was a significant increase in the number of hits MSPs website received. 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 2020, 10 presentations were delivered to Councillors, Local Authority staff, community groups and other partners/stakeholders.

Production of Information Resources	2020	Local Community Interest	2020
Number of newsletters	6	Number of directories produced / updated	8
Number of press releases issued	20	Number of people / clubs / groups on email list	5,000

Dissemination of Research and Reports	2020
Number of annual reports issued	200
Number of presentations delivered	10

Table 14: Summary of MSP Information Production and Dissemination 2020

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 2020, MSP has participated in some 42 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: School Orienteering at Lough Lannagh Castlebar February 2020

Table 15: Overview of the type of actions MSP has been involved in 2020.

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	2020
Campaigns and Lobbying Efforts		1
Local Networks, forums or Committees participated in		32
Regional and National Networks participated in		5
Seminars or Conferences attended		1
Submissions made		2
Research projects involved in		1
Total		42

3.7 Partnership Engagement

MSP aims to lead and coordinate sport and physical activity opportunities locally. In 2020, 21 initiatives were delivered by MSP core and contract staff, however 63 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 2020.

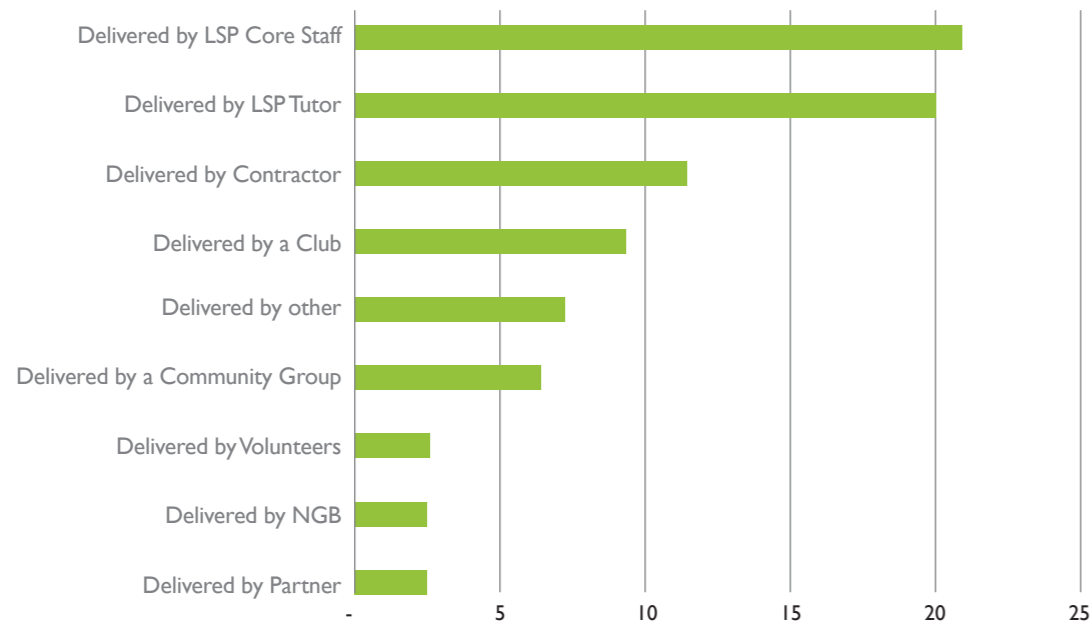


Table 16: Primary Delivery Mechanism for Participation Initiatives

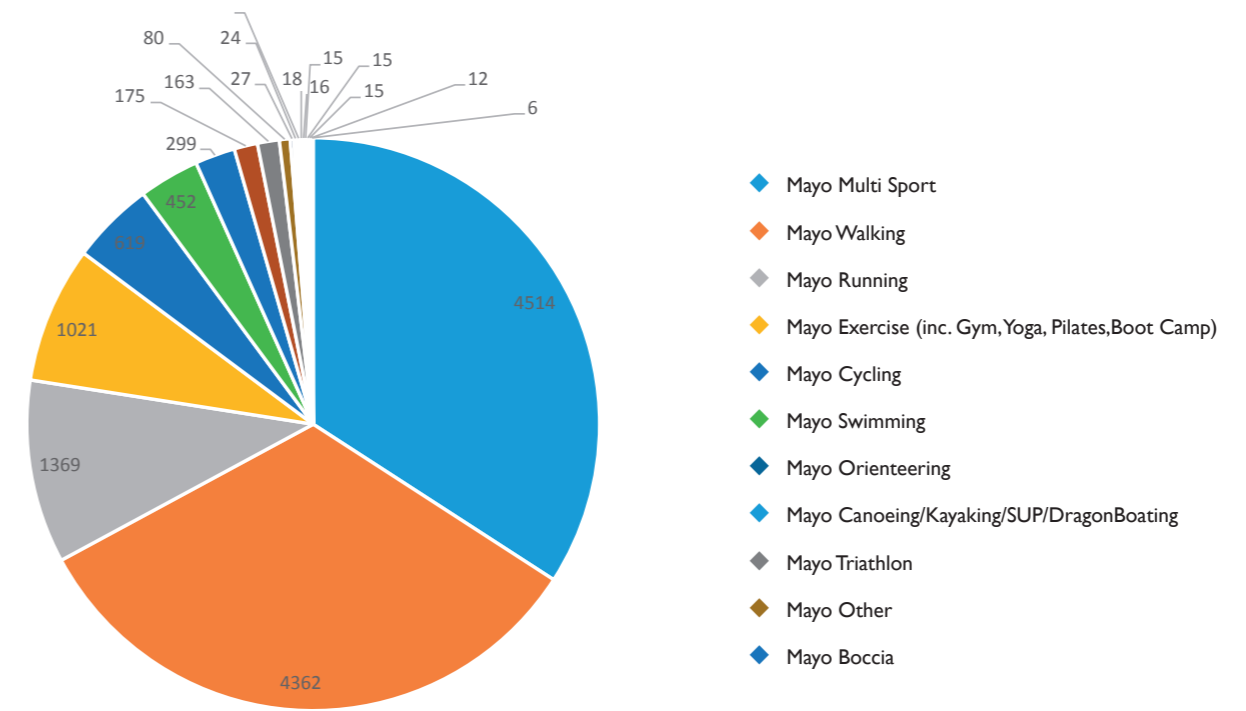
Developing partnerships with other organisations to promote physical activity and sport participation is also a key part of MSPs work. To this end, MSP engaged with some 43 organisations in 2020 including 17 National Governing Bodies of Sport, 3 Disability NGBs, 2 other Sport Ireland funded bodies and 21 additional external partners.

Clubs, community groups, schools, volunteers and NGBs were the main delivery partner for MSP in delivering initiatives in 2020.

- 3,600 people were reached through virtual online activity challenges due to COVID19 pandemic
- 1,692 people were reached through initiatives involving Community groups/organisations as the main delivery partner.
- 1,022 children were reached through initiatives involving schools
- 896 people were reached through initiatives involving clubs as the main delivery partner.
- 522 people were reached through initiatives involving volunteers as the main delivery partner.
- 353 people were reached through initiatives involving NGBs

During 2020 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 2020. Over 18 sports were participated in during this period. Excluding Multi Sport, the most popular 5 activities in 2020 were walking, running, exercise, cycling and swimming. 4,514 were reached through multi sport activities, 4,362 people were reached through walking, 1,369 people were reached through running and 1,021 people were reached through exercise initiatives.

Figure E – Type of Sport & Number of Participants



3.8 Collaboration – COVID19 Community Response Group

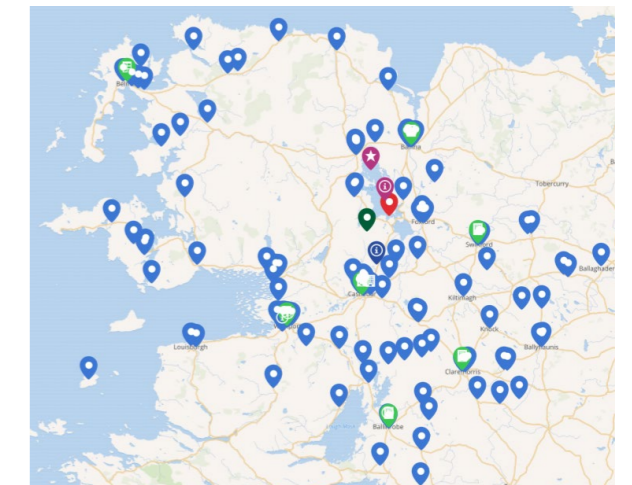
At the instigation of Minister for Housing, Planning and Local Government, Eoghan Murphy a Covid-19 Community Response Forum was put in place for Mayo and co-ordinated by the Local Authority.

A dedicated community support helpline was established in Mayo County Council to assist at-risk members of the public in accessing non-emergency and non-medical supports and advice during the current public health emergency. The role of the Forum is to ensure that there is a co-ordinated community response and to enable all voluntary statutory agencies to collaborate in support of our communities and particularly of our most vulnerable members.

Included in the COVID-19 Mayo County Council Community Response Forum are:

- Mayo County Council
- Health Service Executive
- An Garda Síochána
- Other community, voluntary and sports representatives including Mayo Sports Partnership.

In March 2020 Mayo Sports Partnership made a call out to sports clubs across the county to be part of the Community Call initiative. Approximately 50 clubs registered or are part of local community groups who are involved in providing supports to the vulnerable in our community. Mayo Sports Partnership would like to thank all volunteers who have helped in any way to make life a little easier for people in these uncertain times.



Pic: Map of all the Community Groups including Sports Clubs involved in the Community Call

3.9 Publications & Resources



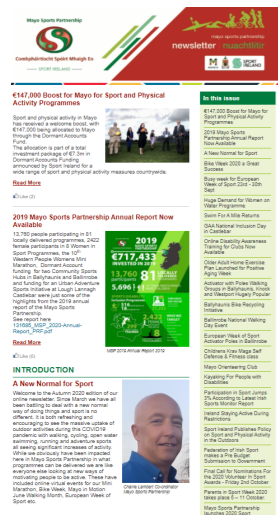
ACTIVITIES FOR ALL – A 4-WEEK PHYSICAL ACTIVITY PLAN FOR PEOPLE WITH A DISABILITY

Sport Ireland & Mayo Sports Partnership rolled out a 4-week physical activity plan for people with a disability in October and November to empower them to be more active. A resource was developed by Sport Ireland in conjunction with Cara with input from our Sports Inclusion Officer Ray Mc Namara. The resource aims to improve an individual's Gross Motor Skills (core strength, balance, bilateral movement & ball skills) in a fun way while also helping people to reach their minimum recommended daily physical activity, as recommended in Ireland's National Physical Activity Plan.



OLDER ADULT HOME EXERCISE PLAN

Sport Ireland & Mayo Sports Partnership rolled out a 4-week physical activity plan for older adults in October as part of Positive Ageing Week. A resource was developed by Sport Ireland in conjunction with Age & Opportunity with input from our Community Sport Development Officer Deirdre Donnelly. The resource supports people in trying to reach the minimum of 30 minutes of daily physical activity, as recommended in Ireland's National Physical Activity Plan. The resource helps an individual's strength and confidence in their body, which will support them to be more physically active as well as developing transferable skills for everyday life.



MONTHLY ONLINE NEWSLETTER & FLYERS

In response to the COVID19 pandemic MSP ceased its hardcopy publication of its biannual newsletter. Replacing this communications gap MSP decided to circulate a monthly online newsletter via the Newsweaver platform to some 4,500 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 grant schemes etc.



4

MSP Case Studies

Case Study I

Mayo Day 10k Your Way

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

2020 would have been the 11th year of the Western People Women's Mini Marathon. Unfortunately, due to COVID-19 like all other events, the event had to be cancelled. A virtual alternative was created in order to allow people the opportunity to still take part on the same day but just a little differently this year. The interest, demand, support and enthusiasm was there. The Mayo Day 10k event was launched and was something that was created at just the right time to launch people's spirits.

**MAYO DAY
WOMEN'S 10K
YOUR WAY
SUNDAY
MAY 3RD**

**MAYO DAY
WOMEN'S
10K
YOUR WAY**

FOR MORE INFORMATION:
www.westofirelandwomensminimarathon.com
or email minimarathon2020@gmail.com

#MayoDay2020 #BeActive



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

To engage people in Physical activity, to Increase morale and positivity within challenging times.

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

The Mall in Castlebar may not have been humming in 2020 with the 11th Mayo. ie Western People Women's Mini Marathon but its spirit was very much kept alive with the staging of a virtual Mayo Day 10K Your Way on Bank holiday Sunday 2020. Organised through Mayo Sports Partnership approximately 1,000 participants from across the region and beyond celebrated the annual event by either doing a full 10K or a tag team 10K, all adhering to HSE guidelines. The vast majority of participants raised much needed funds for local and national charities including Western Care, Mayo Roscommon Hospice, Mayo Mental Health, Cancer Care for Children, Physios COVID19 Campaign and many more.



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

- Almost 1000 women registered and successfully completed this 10k event with their families, within their own area and within outlined guidelines and restrictions
- Almost €40,000 was raised for a number of different charities.
- With the current COVID19 Pandemic many people were delighted to be part of an initiative to keep them active.
- It was an opportunity to get up, get out there and support a cause at the same time.
- An air of normality, solidarity and positivity was created over the May bank holiday weekend 2020 with this event.

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

From the success of this event Mayo Sports Partnership have continued to reach and engage communities through the various virtual programmes, initiatives and challenges through these challenging times, with the same support and uptake from the county and beyond. With continued analysis and research Mayo Sports Partnership continues to develop online initiatives to meet demand and need.

Quotes from participants, teachers, parents, partners etc.

"It never ceases to amaze me the goodwill and generosity of people when it comes to events like this. On behalf of Mayo Sports Partnership, I would like to congratulate and thank everybody across the Mayo Day weekend who raised funds for many charities while also keeping active"

said Cllr Michael Loftus Chairman Mayo Sports Partnership.

Due to the current COVID19 Pandemic many people were delighted to be part of an initiative to keep them active with Ballina woman Ann Egan stating

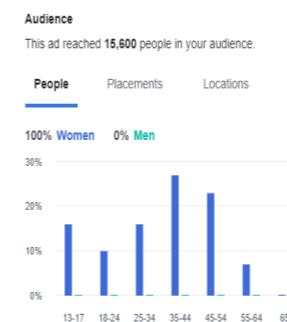
"The mini marathon has been part of my life for the last 10 years or so. I was delighted to run 4 loops around my house at 12 Noon today to be part of such a great event. Thank you so much for keeping us active"

Maura Hastings from Kilmeena added:

"I think the mini marathon organisers deserve a big thank you for all you have done over the years. The event means so much to a lot of people. You have encouraged so many ladies, secondary school girls & most recently primary school children to get active, not to mention all the money that has been raised for charities"

Numbers Involved & Statistics

- Almost 1000 women registered and successfully completed this 10k event with their families, within their own area and within outlined guidelines and restrictions.
- Social Media Engagement on Facebook. Audience of 31.3k for one of its key posts in April 2020.



Case Study 2

Women On Water (WOW)

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

To get more women active in water sports



PIC: A

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

3 Aims:

- To introduce 24 women to paddling sports such as kayaking, SUP boarding and canoeing.
- To also provide links to local clubs and organisation who run such activities on a regular basis.
- To make these sports more accessible for women without huge costs to the participant

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

To sign up participants to the program Mayo Sports Partnership and Castlebar Adventure Hub targeted social media using a Facebook/Instagram and a specific email campaign. Mayo Sports Partnership also put it out through various contact lists from previously run programs. An external contractor Mayo Adventure Experience, was used to provide the activities as the local clubs didn't have the resources available. Due to Covid-19 the target number of participants was 24 (2 x sessions of 12 over 6 weeks). Session broke down to a ratio of 1:6 in line with NGB guidelines and lasted 1.5 hours. Participants were exposed to a variety of water sports in the hope they would gain more from the experience. All sessions were kept fun and interactive and very sociable for the participants with the emphasis on have fun and meeting like-minded individuals who wished to be active on water. It would then be up to individual club to teach in-depth skills session to participant who signed up to a particular club sport i.e. Kayak club to teach up to Level 2 in Kayaking. There were early bird sessions which started at 6:30am, mid-morning sessions 10am, afternoon session 2pm and finally an evening session at 6:30pm. There was a minimal fee to cover equipment rental paid by participants and funding was used to pay for the 2 instructors. All those who signed up to the program were eligible for membership to Irish Canoeing Union, who were the backing NGB of the program until the end of 2020.

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

The program was a huge success achieving all 3 aims. In terms of numbers signing up, 54 women were signed up to the 6-week program, with a further 52 on a waiting/reserve list. The aim was signing a max of 24, the program reached 106 expressions of interest. Of those who participated a minimum of 70% verbally express interest in keeping it up and joining clubs when the weather picks up in the Spring time.

One participant of the program went on to join the local SUP club is currently on her way to becoming a SUP instructor and has also joined the committee of the club to fill the vacant secretary role. The program was only due to run for two separate sessions per week of 12 women plus two instructors (group of 14 as per guidelines).

The course was announced at 9am and by 10am the program was at capacity with calls still coming in. Due to the high volume of calls it was decided by the Mayo Sports Partnership to extend the program to cater for as many women as possible. A further 3 sessions were added due to the availability of instructors, this could have been doubled if there were instructors available to run sessions.

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

The next steps for this program would be to continue the program in Spring time to cater for those who missed out on the last program with the similar format of multi-sport activity. It is also hoped to further develop the program with the local clubs to get more women involved with clubs and also to develop the skills of those who have completed the course.

Quotes from participants, teachers, parents, partners etc.



Numbers Involved & Statistics

- 54 Women participants
- 52 Women on a reserve list
- Activities used :Stand Up Paddle Boarding; Canoeing; Kayaking



Case Study 3

Recycle your bike and support a child in Direct provision

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

The purpose of this initiative was to increase participation in exercise, and for children of the Direct provision to learn the benefits of exercise & cycling, & to have a method of transport to get to surrounding clubs/ facilities and to school, and help integrate them into community through cycling & give them some independence



PIC: Participants



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

The aim was to reach out to the people of Mayo in the hope of receiving 50 Road worthy Bikes that would be serviced supported by Mayo Sports Partnership & then distributed to the children in the Direct Provision Centre

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

Mayo Sports Partnership along with a working group 'Friends of the old convent' representatives from South West Mayo Development Company, Tusla prevention partnership, Family resource centre, Ireland Foróige, Mayo County council, came together & from research found the need of bicycles for the children, a poster of ' call out for Road worthy bikes' was publicised across all social media networks and groups, there were 4 drop off points around Mayo for people to leave bikes,

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

Over a few months 50 bicycles were received & distributed to the Children, & helmets were also sourced for each child, Mayo County Council held bike safety training with the Teenagers in August with youths from Foróige. Some children have been cycling to school and local attractions, are integrating more with the community and playing more together.

One of the teenagers Tom, likes to fix things, helps the younger children with maintaining the bikes & he enjoys this, and leads the other teenagers when out cycling

Those who'm also donated bikes were very happy to do so and to have helped make a difference for these families, a sense of achievement

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

There will be more Bike Safety Training with Mayo County Council and a formation of a new cycling club with Foróige group and some community members

Quotes from participants, teachers, parents, partners etc.

It is great to see all the children playing more together happy and smiling, Celesta Khosa

I had 3 great bikes in my shed for years that my children had grown out of but didn't want to sell, but I am so happy to give to this cause, a great idea, Caroline Waldron, Claremorris,

My son loves his bike, it is a really awesome bike too parent Sadia

It is great to see the teenager's cycling all around the area & to school they look so happy in themselves Nuala Fitzgerald, a local

I am delighted to bring my children's old bikes from Westport to Ballyhaunis, a great cause & I am happy to help in some way, Liam, Tuohy Westport

Numbers Involved & Statistics

- 8 Teenage boys cycle to school when the schools are open

Recycle your bike and support a child in Ballyhaunis Direct Provision

Do you have a road worthy bike for a child aged 5 to 17 years that you would like to donate?

Just call the number listed and then drop off your bike at a location below. If you cannot get to a drop off point, just call the person nearest to your location.

We will service every bike donated.

1. Mayo House, Castlebar. Call Tracy on 086 0618126
2. Claremorris Family Resource Centre. Call Siobhan on 087-2182156
3. Westport Family Resource Centre. Call Catherine on 087-1247771
4. TC's Fitness, Abbey st, Ballyhaunis. Call Tracy on 086 0618126

Logos: Mayo Sports Partnership, Tusla, South West Mayo Development Company, Foróige, Family Resource Centre.

Case Study 4

Xcessible Bronze Award

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

Xcessible to help Local Sports Partnership to realise their vision of inclusion and to understand current provision of activity and the opportunities that are being provided.



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

Assist the Local Sports Partnership to reflect on their planning and decision-making processes support them in creating their philosophy of inclusion across all aspects of the organisation.

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

Xcessible focusses on five key areas, Openness, People, Activities, Facilities and Promotion. Mayo Sports Partnership committed to delivering on objectives in each area.

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

The outcome of the programme was achieved in receiving the Bronze level award from CARA. This resulted in Mayo Sports Partnership publishing an Inclusion Policy. Staff and board members all completed disability awareness training. All staff being aware of programme for people with a disability and making their programmes more inclusive. This was evident in Mayo Sports Partnership Walk, Jog or Run up to Christmas Challenge were also 80 people with a disability registered for the programme. Mayo Sports Partnership have produced a new web site under Mayo.ie with speak option available, the continued purchase of equipment for people with a disability to participate in sport, e.g., Beach wheelchair, Sports wheelchairs, target bowls, para cycle and a hearing loop for courses to make them more inclusive.

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

The next step for this Initiative is to achieve the silver level award in 2021

Quotes from participants, teachers, parents, partners etc.

Commenting on the success of Xcessible Cara's Strategic Operations Manager Brenda O'Donnell said: "Congratulations to Clare Sports Partnership, Mayo Sports Partnership Kildare Sports Partnership & Basketball Ireland who have achieved bronze status for the Xcessible Award in 2020, we look forward to continuing to support Badminton Ireland, Swim Ireland & Cycling Ireland to complete their final few tasks on their Xcessible Bronze journey and to achieve bronze status in early 2021"

Mayo Sports Partnership Chairman Cllr Michael Loftus added "This award is a tribute to the hard-working staff of Mayo Sports Partnership who continually strive to include people of all abilities in their programmes. Special mention to Sports Inclusion Disability Officer Ray Mc Namara who leads out on these initiatives and who co-ordinated the application process"

Sports Partnership head Charlie Lambert stated "Without the co-operation of local partners supplying volunteers, transport, equipment and facilities we just would not be able to provide the level of participation opportunities we do. It's all down to working in partnership and we are particularly thankful for the close working relationship we have with all stakeholders in the provision of these opportunities

Case Study 5

Activator Poles Walking Programme

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

The Purpose of the programme was to enable older adults to become more physically active, to improve balance and coordination and become more physically active.



PIC: Participants from Knock in the Activator Poles Walking Programme

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

Increase Physical activity levels using Activator Poles.

Target older Adults in 3 areas of the county

Run a six-week programme in each area.

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

The programme targeted 3 communities, Westport, Knock and Ballyhaunis. Due to Covid 19 restrictions all programmes were held outdoors. In Knock and Ballyhaunis older adult residential villages were targeted and the programme was brought to the heart of the communities. Older adult just had to come outside their door to participate in the programme. This strategy was used as there was a fear of contracting Covid 19 in the wider community by older adults. Tutors would arrive in the green area of the village with all covid 19 guidelines adhered to and older adults would come out of their houses and participate in the programme.

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

The programme turned out to be a huge success. The demand was so great for the programme that Mayo Sports Partnership had to deploy 2 tutors to each area each week as to comply with the covid 19 guidelines. 76 older adults participated in the programme in the 3 communities. The original programme of 6 weeks (about 1 and a half months) continued for 18 weeks (about 4 months) and only stopped due to covid restrictions. Some older adults purchased their own poles so they could continue to use them in their own time.

There was a huge improvement in people's posture and balance and participants found the poles helped them to participate in physical activity that they would have been unable to in the past.

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

The next step for the programme is to offer the programme to 6 communities in 2021. It is also hoped that the programme will be part of a wider innovation in Activator Pole walking in County Mayo where Activator Poles will be offered to older adults who sign up to the programme free of charge and resources on how to use the poles.

Quotes from participants, teachers, parents, partners etc.

"I found the organised group exercises put a focus on the week. Helps the mind & body with..fresh air ..circulation as well as the muscles & joints. I found the music made the exercises more enjoyable. The communication with others was stimulating also."

Mary

"What a joy it was to attend the group exercises, great for the joints & muscles with plenty of fresh air and great company. I looked forward to our get together every Wednesday and I made new friends. Our instructors were brilliant!"

Sr Irene

"I have reduced mobility and use a rollator frame. I was able to use the poles but found them quite an effort and found I was out of breath quite quickly. Yet these classes got me out walking around & mixing with others & that I was very glad of"

John

"I have enjoyed the exercises so much. The routine of the Wednesday group has been responsible for my now daily morning exercises!"

Padraig

It was nice getting to know so many more people living in the area and we were blessed with the quiet location and the good weather most weeks!

This is one of the best things I have taken part in since moving to Knock."

"Thanks a lot for the Wednesday exercises. It helped me with my aches! I looked forward to the exercises. Once again, thank you very much with gratitude."

Sr Betsy



Sport Ireland, through the support of Dormant Account Funding, established an evaluation team to oversee the evaluation of national projects and the work of LSPs including Mayo Sports Partnership. The team has developed a systemic evaluation framework through national level monitoring using a combination of demographic and physical activity measures. A holistic review of MSP was also undertaken in the form of an Insights Report.

2020 SYSTEMIC EVALUATION

In order to assess the impact of their work, Mayo Sports Partnership has adopted the use of a Single Item Measure (MI). MI is an internationally validated self-report measure that allows an organisation to track an individual's rates of participation in sport and physical activity. The question asks participants to recall how many days they were active for 30 minutes or more (in line with the National Physical Activity Guidelines) in the last 7 days. The question is asked of participants at programme registration, on the last day of the programme, and at 3 month follow up. Those active for 0-1 day are classified as being inactive, 2-4 days as being somewhat active and 5+ days as active.



Figure J: Activity pathway

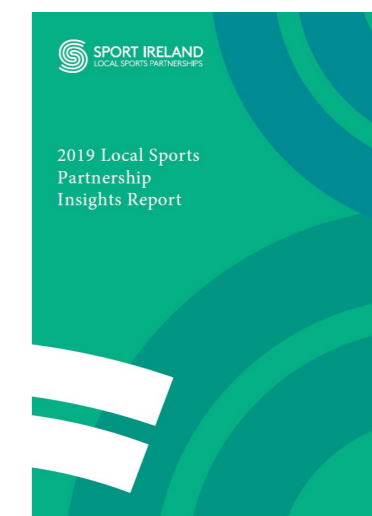
The role of Mayo Sports Partnership and other Sport Ireland funded participation initiatives is to move participants from the inactive bracket towards the somewhat active and active brackets. To be able to demonstrate this movement over the lifetime of a range of programmes will mean that Mayo Sports Partnership & Sport Ireland can present strong visual evidence of the benefits of its work to government, partners and the funded bodies.

Sport Ireland continues to support MSP to collect impact evaluation data for their participation programmes using MI. These guidelines have now been expanded to include a validated two-item questionnaire for measuring physical activity levels in children aged 10-15 years called PACE+. Sport Ireland are now receiving MI data on an ongoing basis from MSP. This data improves our understanding of what makes a physical activity initiative successful (or not), which will influence how we meet the National Sports Policy targets.

The MI data collected to date demonstrates that MSP initiatives are targeting the right people with 7 out of 10 participants not meeting the National Physical Activity Guidelines at registration and almost 20% of them being classified as inactive. Further, the data demonstrates that the LSP initiatives are successful in sustainably moving a significant percentage of people from inactivity towards activity.

MSP INSIGHTS REPORT

The Insights Report provides a holistic review of the work of MSP. The review is based on a range of quantitative and qualitative data gathered from MSP. It is intended for internal distribution to MSPs staff, committee and stakeholders to provide a reference document to consult in the development of operational plans and budget submissions to Sport Ireland. The report provides insight into the strengths, weaknesses, and opportunities that exist for MSP and highlights areas of future work for both Sport Ireland and the national network of LSPs in order to further the goals of the National Sports Policy, the National Physical Activity Plan and both Sport Ireland and MSPs strategies. The report includes chapters dedicated to MSP Finances, Programmes and Initiatives, Training and Education, Governance, Communications, and Club and Community Development. This report highlights that increasing sport and physical activity participation requires a multifaceted approach and relying on programmes alone may not be enough to increase county level participation. It establishes a number of important principles to adhere to that, when aligned, will help encourage maximum participation.



5

Evaluation



6

Next Steps

Sport Ireland's strategy to increase investment in MSPs programming will support both the return to safe in person sport and physical activity opportunities, as well as build on the virtual opportunities developed in 2020. MSP is continuing to ensure that everyone in our society has the 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. MP will use the increased investment in 2021 to build its capacity and to increase the reach and impact of MSP initiatives across the county.

SPORTS INCLUSION DISABILITY OFFICER (SIDO)

In 2021 Sport Ireland will continue supporting the full network of 29 SIDOs including our own SIDO Ray Mc Namara. The Covid-19 pandemic has reduced the services and supports available to people with a disability. The aim of the Sports Inclusion Disability Programme is to encourage and facilitate more people with disabilities to participate in sport and physical activity and develop sustainable clubs and programmes in all settings. The SIDOs work in a coordinating capacity with all relevant stakeholders to increase and sustain participation opportunities for people with disabilities. SIDO's can also play an important role in helping to activate some cohorts of older adults who may no longer be able to participate in community based or independent sport and physical activity opportunities.

The National Sports Policy, Action 12 specifically relates to the following "In addressing the disability gradients in participation we will explore the possibility of introducing a national network of Sports Inclusion Disability Officers (SIDOs) aligned to the LSP network. These SIDOs would be expected to work closely with relevant NGBs, the disability sector, leisure centre providers, the CARA Centre and other stakeholders in providing opportunities for people with disabilities to take part in sport".

In 2021, MSP will continue to receive funding for the employment of a SIDO and for resources required to deliver Sport Irelands Sports Inclusion Disability Programme, achieving the National Sports Policy objective.

COMMUNITY SPORTS DEVELOPMENT OFFICER (CSDO)

MSP will seek to continue, with the aid of Sport Ireland funding, to invest in the employment of a CSDO for Mayo. The Community Sports Development Officer is tasked with activating communities through a variety of means including the co-ordination of targeted programmes and training initiatives for clubs and communities. During the pandemic, CSDOs have been a crucial resource in providing innovative solutions to activate clubs and communities while observing strict compliance with social distancing protocols.

In 2021 the CSDO will be tasked with increasing the reach of MSP to teenagers and girls / women. The CSDO will also support the objectives of the National Physical Activity Plan action to 'Strengthen and enhance the capacity of the LSPs to further develop locally led plans and more long-term sustainable physical activity programmes'.

ADDITIONAL MSP OFFICERS

As sport plans its recovery from the Covid-19 pandemic in 2021 there is now, more than ever, a need for increased capacity at a local level to effectively support the delivery of the National Sports Policy. Sport Ireland has ring-fenced funding for the employment of additional human resources in MSP with 2 additional temporary posts sanctioned for funding. This additional funding should allow for MSP to build long lasting capacity to continue to deliver on the National Sports Policy actions into the future.

WOMEN IN SPORT

Additional support for Women in Sport is referenced in the National Sports Policy, specifically referring to the high level goal of increasing participation through the "elimination of active sport participation gradient between men and women". MSP will work with the Sport Ireland Women in Sport Lead and will focus specific initiatives on female target groups including; women in disadvantaged communities, women with a disability, older woman, women from ethnic minorities and teenage girls. MSP will also be asked to begin exploring ways of increasing female social participation in sport through club membership and volunteerism.

PROGRAMMING

With the recruitment of 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 2021, MSP will experience increased delivery costs due to reduced group numbers and the expense of implementing robust Covid-19 protocols. Programme funding is at the core of MSPs engagement with clubs, communities and participants and allows for the delivery of a huge range of initiatives, programmes and events. To ensure MSP can maintain safety standards while maximising programme reach Sport Ireland and MSP will increase programme investment in 2021. We anticipate a huge need for support to sports clubs and communities around the county as they return to sport in 2021 and

attempt to recruit and activate their members, participants and volunteers. Investment into MSPs club and community development fund will be increased so that MSP will be in a position to provide these supports at a local level.

GOVERNANCE AND RISK MANAGEMENT

MSP has grown significantly since their first inception. As the organisation has grown so too have their responsibilities and administrative workload. By the end of 2021 all government funded sports bodies are to be compliant with the Governance Code for Sport which includes 64 policies and actions. Mayo Sports Partnership has begun the process and expects to be fully compliant by mid 2021.

BUILDING AWARENESS

MSP has identified building awareness of opportunities as one of the biggest challenges they face. This challenge was most apparent in promoting to inactive people and hard to reach target groups such as people from socio economic disadvantage, ethnic minorities and people with a disability. This challenge of building awareness was also one of the major findings of the recent MSP Insights Report. Despite the great work and impressive number of people who visit MSPs website and complete MSPs programmes, this lack of awareness is a limiting factor in the ability of MSP to advocate on behalf of sport and physical activity locally. Increased visibility and awareness 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”.

MANAGING ECONOMIC RISK

MSP is aware of the downward risk Brexit and the Covid-19 pandemic presents to the Irish Economy and the potential reduction in investment from central government in the coming years if the economic consequences of these events prove to be negative. Through increased programme investment as well as human resources MSP 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.

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. Sport Ireland will request to meet with the County and City Managers Association (CCMA) Economic, Enterprise, Community and Culture Committee in 2021. At this meeting Sport Ireland will highlight the role and value of LSPs and discuss the development of Local Sports Plans. Sport Ireland will also discuss the recruitment and employment of LSP staff, LSP governance code compliance in a Local Authority context and Sport Ireland funding strategies for the Local Authority based LSPs. Sport Ireland has allocated budget in the 2021 participation unit budget to assist LSPs and Local Authorities in the development of Local Sports Plans.



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
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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