

- **Dublin Sportsfest**

**General:**

DCSWP's flagship event will take place during European Week of Sport (September 23<sup>rd</sup> – 30<sup>th</sup>). The focus will be on encouraging participation across all ages, backgrounds & abilities and, importantly, sustainability. The festival will comprise of a week-long programme of activities, comprising of pre-existing events and the delivery of specific one-off events & promotions across many of DCC's facilities, parks and urban spaces.

**Website & Calendar of Events:**

A holding page currently sits on the URL: [dublincity.ie/sportsfest](http://dublincity.ie/sportsfest), informing people that the event is coming soon and providing contact details for anyone who wishes to find out more information or get involved. It is hoped that we will have our calendar of events up on the site within a number of weeks. The calendar will continue to evolve as more events are added.

**Pre-Existing Events:**

We are delighted to confirm that the Great Dublin Bike Ride, the Laser Run World Championships & Parkrun/Junior Parkrun have all formally agreed to allow us to market their events as part of Dublin Sportsfest. In relation to Parkrun, we will look to 'turn parkrun blue' on Sept. 29th by encouraging all participants in Parkruns across the city to wear blue for Sportsfest!

**DCC Facilities & NGB Participation:**

All DCC sport & recreation facilities have been informed that there is an expectation on them to participate in the week by delivering an innovative event, open day or special promotion. It is an opportunity for them to showcase their facility & avail of the marketing and promotional push that Dublin Sportsfest will hopefully bring. A number of the centres have already put plans in place to deliver free swimming lessons to local schools etc...

We are currently contacting all National Governing Bodies for the various sports to see if they will get involved. The response to date has been positive with the FAI, Volleyball Ireland, Leinster Cricket, Tennis Ireland, Rowing Ireland, Leinster Rugby, Ladies Gaelic Football & Tug of War keen to get involved.

**Response from Clubs to Date:**

We issued a call out to sports clubs at the beginning of June, informing them what Dublin Sportsfest is all about, how they could get involved, why it would be in their interest to do so and to invite expressions of interest. The deadline is June 29th and so far we have had 5 formal expressions of interest although we expect that number to at least treble based on phone queries, e-mail correspondence & social media activity. We will not treat June 29th as a hard deadline & fully expect further engagement from clubs after this date. Some examples of responses to date include:

- *Good Counsel GAA will host an open weekend on Sept 29th & 30th to include an Operation Transformation style programme, GAA skills demo, Puc Fada, Irish Dancing Classes, Meet & Greet with County Stars and to showcase their Healthy Clubs Initiative.*
- *St. Bernadette's Boxing Club, Santry, plan to host an army style assault course event on Portmarnock Beach on Sept 23rd. They will invite other sporting clubs from the locality to take part in 'club v club' and 'coach v coach' challenges.*
- *Ierne Social & Sports Club, Drumcondra, will host an open day on Sept 27th with free access to activities for older adults in the local community & beyond. Activities include pitch 'n' putt, bowls, tennis, snooker & table tennis.*

#### **Launch:**

We will launch Dublin Sportfest during the first week of September @ Irishtown Stadium. The plan is to have Dublin Sportsfest ambassadors there on the day – a mix of well known sporting personalities and everyday people who use DCC sporting facilities on a regular basis – in addition to dignitaries & media. Taster sessions for various sports will be ongoing at the venue and we will invite local schools & other groups to ensure the venue is a hive of activity on the day!

#### **Commercial Partner / Means of Promotion:**

We are currently in talks with Lidl to see if they can come onboard as a partner with a view to providing refreshments at many of the Sportsfest events taking place during the week.

We will 'dress the city' by way of lamppost banners along a section of the quays and in other prominent places across the city such as O'Connell St, Merrion Square & Stephen's Green North. A large banner will cover the front of the DCSWP office building on Palace Street. A JC Decaux billboard campaign will run from 12<sup>th</sup> August – 8<sup>th</sup> Sept in addition to 20 poster sites (usually on hoarding surrounding derelict buildings or spaces). We will contact Dublin Bus, Luas & the National Transport Authority to see what possibilities there are for promotion on public transport.

Flyers will be distributed to libraries and similar outlets. Branded assets such as bunting, teardrop flags & t-shirts will be used at Sportsfest events taking place across the city. We will also run a 'reverse graffiti' guerrilla marketing campaign and distribute Sportsfest branded social media photo frame props to clubs for use at their event. Images can then be shared to maximise promotion.

The promotional campaign will take place across all social media platforms and some elements of radio in order to gain as much traction as possible for Dublin Sportsfest.

#### **EVENTS**

Please see below a flavour of some of the bigger events planned:

##### ***Sports Stadium @ Dalymount Park***

Venue booked for Monday 24th September. We hope to host a Walking Football event for older adults on half the pitch and run cricket / tag rugby taster activations for schools on the other half. We hope to link with D.I.T. Grangegorman & the Bohemians Foundation on this event.

##### ***Dublin Sportsfest Seminar: Olympic Values & Insight into Elite Sport***

In conjunction with our team of Boxing Development Officers (who deliver an annual Olympic Values Educational Programme to schools), we have provisionally booked the Wood Quay Venue on Tuesday Sept 25th (afternoon) to deliver a seminar broader in scope than the above. It will

give an insight into elite sport and what it means to be an Olympian via presentations, motivational speeches and Q&A session.

We will obviously need some major sporting personalities (Olympians & other elite) to agree to appear on the day and if they could bring trophies or medals along all the better!

The invited audience will consist of TY students sourced via the GAISCE Awards or nominated directly by schools citywide. Capacity is 120.

### ***Liffey Odyssey***

We envisage a flotilla of craft (rafts, canoes, kayaks) to sail at a leisurely pace from the Rowing Centre in Islandbridge to the East Link. Our friends in Ballyfermot Youth Service Adventure Centre will lead this event and will also be responsible for promoting it amongst other the Youth Services citywide in an effort to recruit additional craft & also participants.

### ***Docklands Event***

Event to take place on Thursday 27th September (National Fitness Day) in partnership with Ireland Active. We are currently in the process of trying to secure the space on Grand Canal Quay, just in front of the Bord Gais Energy Theatre and have applied to the relevant management company for a permit for same.

The vision is for a day full of activity comprising of open air fitness classes (pre-registrations will be required), pre-work tai chi and post-work silent disco alongside some other ancillary fun activities. We will probably look to bring an Event Management Company on board. The event will be promoted amongst the corporate organisations and local businesses in the area in addition to the National College of Ireland.

### ***Glow Sports***

DCSWP will purchase two glow packs at a cost of approx. 2.5k each to enable us to deliver a number of 'glow' events during the week of Sportsfest and beyond. Glow football and Glow spin are the most popular manifestations to date but the concept is transferrable to many different sporting & fitness activities. It is hoped a number of DCC Sport & Recreation facilities will agree to host glow events during the week. This particularly appeals to teenage girls, a demographic we are keen to engage with.

### ***Trinity Tag***

Trinity College have agreed to expand a tag rugby tournament for freshers, scheduled for Wed Sept 26th, to include a number of local schools as their way of reaching out to the local community for Dublin Sportsfest.

### ***NEIC***

The Senior Sports Development Officer working in the area is currently exploring the possibility of delivering an Olympic Handball event and a special 'Gaelic for Mothers & Others' Programme during the week of Sportsfest.

### ***Sports History***

As part of the Festival of History, a talk on the 'Impact of World War 1 on Sport in Ireland' will take place in Pearse St. Library on Sept 29th. The organisers are happy for this to be added to the Dublin Sportsfest schedule. The possibility of doing some kind of a Sport History Cycling Tour is also being looked at.

- **Sport for Young People – Small Grants Scheme**

The aim of the grant is to increase participation by young people throughout Dublin City in sport and physical activity. Grants were advertised in mid-May via email to Clubs and Sports Contacts, newspaper advertisement and via social media. Deadline for receipt of applications was Friday, June 29<sup>th</sup> at 4pm.

More information can be found at: [dublincity.ie/smallgrantscheme2018](http://dublincity.ie/smallgrantscheme2018)

- **Bike Week (9 – 17 June)**

Bike Week is a National initiative that took place from the 9<sup>th</sup> to 17<sup>th</sup> of June. Dublin City Sport & Wellbeing Partnership sourced funding via the Environment & Transportation Department and used this to deliver a number of bike related activities across the city during this week.

During Bike Week, the Sport & Wellbeing Partnership launched 2 new Bike Hubs which have been established at Dublin Municipal Rowing Centre, Islandbridge and East Wall Water Sports Centre.

- **The Green Scene**

Dublin City Sport & Wellbeing Partnership is putting together a schedule of activities to take place on Green Spaces around the City during the summer months. Activities will comprise of multi-sport and more general physical activity to target various demographics within the community.

Schedule of activities to be finalised. Please contact your local Sport Officer for more details.

- **Go for Life Games (Older Adults)**

The Go for Life Games involve three sports that can be played in singles, pairs and teams:

Lobbers - adaption of Petanque and Boules

Flisk - adaption of Frisbee and Horseshoe Pitching

Scidil - adaption of Ten-Pin Bowling and Skittles

The emphasis of the Games is on participation and fun. They are played in a non-competitive way (as much as possible!) with participants encouraged to umpire their own game.

The aim of the Go for Life Games is to involve older people in recreational sport. The National Finals (June 9<sup>th</sup>) took place in DCU and were run by Age & Opportunity with the support of Local Sports Partnerships and the HSE.

In the lead-up to the National Finals, DCSWP Sport Officers organised Regional Finals (Northside & Southside) in addition to delivering an ongoing League and Friendly games. The Southside Finals took place in Sport & Fitness Ballyfermot on 23<sup>rd</sup> May and the Northside Finals took place in Cabra Parkside on 24<sup>th</sup> May.

- **Move for Health - Strength, Balance & Fitness Class for Older Adults**

Are you interested in improving your **strength, balance & fitness** in a fun social environment? If so this class is for you. A qualified instructor will take you through a series of gentle exercises once a week for 10 weeks. This initiative is a collaboration between Dublin City Sport & Wellbeing Partnership and HSE Primary Care Physiotherapy Teams. For further details or to sign up please contact David Phelan at 01-2227734/087-6525001 or [david.phelan6@mail.dcu.ie](mailto:david.phelan6@mail.dcu.ie)

Area	Venue	Start date	Days & Times
North Strand	Killarney Court Community Centre, Buckingham St. Upper	Ongoing	Every Wednesday at 2.30pm
North Inner City	Ilac Library Ilac Shopping Centre	Ongoing	Every Wednesday at 12pm

- **Get Dublin Walking**

The Ierne Walking & Hiking Group meet every Tuesday morning at 11am. New members are always welcome and a different walk is mapped weekly with a monthly longer hike to a more scenic trail outside of the local area. Refreshments are provided both pre & post walk for participants. For more information contact Derek Ahern, DCSWP Sport Officer.

- **Thrive**

Thrive is a programme geared towards engaging people with mental health difficulties. This can range from people who suffer with anxiety or depression right through to people who may have suffered an acquired brain injury and need assistance in re-integrating into their communities from a personal independence, social & general wellbeing viewpoint.

Thrive programmes currently taking place in the Central Area include:

What: **Yoga**

Who: **HSE Mental Health Referrals, mixed gender**

Where: Ballybough Sports & Community Centre

Dates: Ongoing, every Thursday

Time: 12pm - 1pm

What: **Sports & Fitness**

Who: **Adult Mental Health Group**

Where: Ballybough Sports & Community Centre

Dates: Ongoing, every Friday

Time: 12pm - 1pm

- **Champions**

This general fitness programme is aimed at adults with intellectual disabilities. A Champions programme (football based) is currently running every Thursday from 10am – 12pm in Ballybough Community Centre. This is in partnership with the Central Remedial Clinic, Clontarf.

- **Youth Fit**

This programme is a multi sport initiative for young people in the area aged 10 years and over. It is run in conjunction with Ballybough Youth Service and is ongoing every Friday from 3pm – 4pm. The venue is Ballybough Community Centre.

### General

- What: **NEIC Box-Fit** (an enjoyable boxing based fitness class instructed by local Irish Elite Boxing Champion, Emmet Brennan)  
Who: Open to everyone at all levels of fitness  
Where: Ballybough Community Centre  
When: Ongoing every Saturday at 10.30am throughout May & June  
Cost: Free
- What: **Healthy Boxing Bodies** (Fitness through boxing style exercise)  
Who: Open to anyone aged 45+ (in the main participants come from Central area & parts of the North West area)  
Where: Aughrim Street Sports Centre  
When: Tuesdays  
Time: 7.30pm – 8.30pm
- What: **Recovery Through Sport**  
Who: Adults with addiction issues  
Where: Aughrim Street  
When: Wednesdays  
Time: 11am  
Partner(s): Chrysalis Project
- What: **Chair Aerobics & Go For Life Games**  
Who: Older Adults  
Where: East Wall Recreation Centre  
When: Ongoing every Tuesday  
Time: 9.30am – 10.30am
- What: **Move 4 Health Fitness Programme**  
Who: Older Adults  
Where: ILAC Centre  
When: Ongoing every Wednesday  
Time: 12pm  
Partner(s): HSE

### FAI/DCSWP Football Development Officer's Update

- A new **Football for All** Programme will commence in Ballybough Community Centre on Thursday May 17<sup>th</sup> at 10am in conjunction with the Central Remedial Clinic.
- **Walking Football** for older adults takes place every Tuesday from 11am – 12.30pm in Cabra Parkside Community Sports Complex, catering for a number of participants from the Central Area

- The **Noel O'Reilly League** continues every Wednesday afternoon from 4pm – 6pm in St. Laurence O'Toole Recreation Centre. The league features 6 youth groups from the North East Inner City area.
- **Social Inclusion Sessions**, where foreign nationals are encouraged to come and play football alongside locals, take place on Monday & Tuesday afternoons in Ballybough Community Centre.
- **Drop in Futsal** continues every Tuesday from 3.30pm to 5pm in Aughrim Street Sports Centre for boys & girls aged 6 – 9 years from the local area and beyond
- FAI/DCSWP Development Officers will deliver a host of **Summer Camps** across the city during July & August including venues at Clontarf Sports Pitches (Alfie Byrne Rd) & Stella Maris FC.

- **Boxing**

The *Startbox* Initiative, a partnership between the IABA and Dublin City Sport & Wellbeing Partnership, represents an ideal way for young people (10 – 17 years) to first engage with amateur boxing, Ireland's most successful Olympic sport. It is delivered by our 5 dedicated IABA/DCSWP Development Officers via local schools (primary & TY level) in communities across the Dublin City area. Approx 2,000 young people take part each year.

The Programme is structured into Bronze (non contact), Silver and Gold phases. The first two phases focus on general strength & fitness, method and technique. The Gold phase introduces an element of contact to those participants who have displayed a particular talent & enthusiasm for the sport.

During the Summer months the IABA/DCSWP Development Officers take a break from *Startbox* to deliver an Olympic Values Education Programme in June. It includes 3-D Printed exact replicas of various Olympic medals. July & August are geared towards the Startbox Aviva Stadium Experience (which includes a stadium tour). These innovative programmes are aimed at primary schools for their end-of-term trips (OVEP) and then latterly to Youth Projects & Summer Camps throughout June & July. Groups attending this month include the Dublin North Central Mental Health Service, the Hay Project, St. John of Gods, Stoneybatter Youth Services, Bradóg Youth Services & NYP2.

For more information on what groups in the Central Area our IABA/DCSWP Development Officer is linking in with, please contact Paul Quinn directly. Contact details can be found at the foot of this report.

### **Rowing Development officer Report**

- **Get Going ... Get Rowing - General**  
This initiative, jointly supported by DCSWP, Sport Ireland, Healthy Ireland, Active School Flag & Trinity College, has been successfully rolled out for a number of years by Rowing Ireland's Leinster Women's Development Officer, Michelle Carpenter. This is a 4/6 week school's programme for girls (second level). Rowing Ireland provide rowing machines and a community coach to the schools.

A Transition Year Programme compliments the above by giving students the opportunity to get on the first step of the coaching ladder and enabling them to be involved in a youth leadership role, working in a fun and interactive environment with younger students who will be taught values such as fair play, respect, dignity etc...

- **2017/2018 Review**

So, we take stock of the *Get Going...Get Rowing* programme a few weeks from the end of what has been a bumper academic year in terms of introducing rowing to new schools and students.

We held our biggest ever #Blitzit event in Dublin City on Friday 10<sup>th</sup> November with over 900 students attending the third annual competition in Trinity College Dublin. We also had our #Blitzit *Splash and Dash* on the water in Grand Canal Dock on Friday 20<sup>th</sup> April 2018 which was a tremendous success. The sun shone, the weather stayed dry and we had 57 crews from our Dublin schools taking part, in addition to our partners who contested the partner's race. This event is the culmination of the indoor coaching and on-the-water sessions provided by the programme.

The *Get Going ... Get Rowing* programme will be complimented by Summer Camps for those students who wish to take their introduction to rowing to the next level and create a pathway to sport and physical activity for life.

Dublin City schools on board or in the process of coming on board for 2018/2019 are as follows:

*St. Dominic's Cabra*  
*Dominican College, Griffith Ave*  
*Presentation, Terenure*  
*Our Ladies, Terenure*  
*St. Mary's Glasnevin*  
*Mercy School Goldenbridge Avenue*  
*High School, Rathgar*  
*Colaiste Bride, Clondalkin*  
*Kings Hospital, Palmerstown*  
*Larkin College*  
*Marino College*  
*Maryfield College, Sion Hill*  
*Caritas College, Ballyfermot*  
*Kylemore College, Ballyfermot\**  
*Margaret Aylward Community College, Whitehall\**  
*Rosary College, Crumlin\**  
*Scoil Chaitríona, Glasnevin\**  
*Holy Faith, Clontarf\**  
*Sutton Park, Sutton*  
*Trinity Comprehensive, Ballymun\**  
*Our Lady of Mercy College, Beaumont\**

\*schools new to the programme this academic year

### **Rugby Development Officer Update**



- For details on what's happening in the Central Area during the July/August period, please contact the local Rugby Development Officer directly (contact details at foot of this report).

### **Cricket Development Officer Update**

- Liaising with Sport Officers in the area to organise the running of cricket programmes for the coming months and any Summer Projects that may be on in the area.
- We have a number of players involved in the provincial teams (U11, U13, U15, U17, and U19), both male and female, from 9-18 years of age who have training sessions and cricket tours during this period. These sessions take place on a weekly basis at different venues in the Dublin City area. Although the venues may not be in the area, some of the participants will be from the Central Area.
- Further upcoming events include:
  - *Dublin City Summer Camp - 16<sup>th</sup> to 20<sup>th</sup> of July from 10am - 4pm in the Phoenix Park*
  - *Dublin City U17 match in YMCA cricket grounds on the 23<sup>rd</sup> July from 11am - 5pm*
  - *Dublin City Girls Camp from 30<sup>th</sup> July to 3<sup>rd</sup> August from 10am - 4pm (Venue TBC)*

### **Contact details**

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### **Report by:**

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