

**The Chairman and Members of
North West Area Committee.**

Meeting: 17th July 2018

Item No: 14

Dublin City Sport and Wellbeing Partnership Report

- **Dublin Sports Fest**

General:

DCSWP's flagship event will take place during European Week of Sport (September 23rd – 30th). The focus will be on encouraging participation across all ages, backgrounds and 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 and 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, 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 and 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 September 29th by encouraging all participants in Parkruns across the city to wear blue for Sportsfest!

DCC Facilities & NGB Participation:

All DCC sport and 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 and 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 was June 29th and so far we have had 13 formal expressions of interest although we expect that number to at least treble based on phone queries, e-mail correspondence and social media activity. We will not treat June 29th as a hard deadline and 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 September 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.*
- *Lerne Social & Sports Club, Drumcondra, will host an open day on September 27th with free access to activities for older adults in the local community and beyond. Activities include pitch 'n' putt, bowls, tennis, snooker and table tennis.*

Launch:

The Lord Mayor of Dublin, Councillor Nial Ring will launch Dublin Sportsfest on Tuesday, September 4th. The plan is to have 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 and media. Taster sessions for various sports will be ongoing at the venue and we will invite local schools and 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 Street, Merrion Square and Stephen's Green North. A JC Decaux billboard campaign will run from 12th August – 8th September in addition to 20 poster sites (usually on hoarding surrounding derelict buildings or spaces). We will contact Dublin Bus, Luas and 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 and t-shirts will be used at Sportsfest events taking place across the city. We will also 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 at Dalymount Park

The venue is 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 and the Bohemians Foundation on this event.

Dublin Sportsfest Seminar: Olympic Values and 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 and 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

On Saturday 29th September at 3pm, a huge flotilla of craft (rafts, canoes, kayaks) will sail at a leisurely pace from the Rowing Centre in Islandbridge to Poolbeg. Our friends in Ballyfermot Youth Service Adventure Centre will lead this event and will also be responsible for promoting it amongst other youth services and kayak clubs etc. The route is from across the city in an effort to recruit additional craft and participants. A Family Fun Day will take place at the starting point from 11am that morning.

Docklands Event

The event is due 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 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' 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 and 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 Wednesday 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 Street Library on September 29th. The organisers are happy for this to be added to the Dublin Sportsfest schedule. The possibility of doing some kind of 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 29th at 4pm.

More details can be found at: dublincity.ie/smallgrantscheme2018

- **Bike Week**

Bike Week is a National initiative that took place from the 9th to 17th 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 the week.

Initiatives delivered in the North West Area as part of Bike Week included:

- **Primary Schools Bike Event:** A fun and educational cycle event in the safe surroundings of Sports & Fitness Finglas' playing pitches took place on June 15th from 10am – 2pm. This was a partnership programme with local Primary Schools.

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. A BMX Trials Day was also held in St. Anne's Park on June 14th.

- **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 physical activities and will target various demographics within the community. Green Scene activities scheduled for the North West Area over the coming weeks include:

Cabra Green Scene: Every Thursday from the 19th of July to the 9th of August games such as cricket, rugby, volleyball and tug-of-war will be hosted in Cabra Parkside from 3pm – 4.30pm (open to all)

Finglas Family Fun Day: This is a partnership programme led by DCSWP Sport Officer's Eileen Gleeson and John McDonald. This community event for all ages will feature multi-sport activities, face painting, food and entertainment from local youth bands and the Garda Band. Last year we had approximately 400 in attendance and are facing the prospect of potentially an even bigger crowd this year. It will take place on Friday 27th July in Farnham Park, Finglas South, from 12pm - 3pm.

- **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.

An Síol have been working to introduce new activities and new members to the group through their ongoing classes in Cabra Parkside. These events are for ages 60 and over and take place on Mondays at 1-2pm.

- Thrive
Thrive is a referral 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 and general wellbeing viewpoint. A multi-sport *Thrive* programme is currently being delivered to people referred by the HSE every Monday afternoon from 2.30pm – 3.30pm in Poppintree Community Sports Centre.
- Champions
This general fitness programme is aimed at adults with intellectual disabilities and is run in partnership with St. Michael's House. It is ongoing every Wednesday at 1pm in Sports & Fitness Finglas.
- Safe Guarding Courses
Aura Group Navan Road will run closed Safe Guarding 1 and 2 courses for adults 18 and over, with location and dates currently waiting to be confirmed.
- Cabra for Youth Bike Programme
A summer cycling programme will be run by Cabra for Youth aimed at ages 16 and over on various dates over the coming months.
- Athletics for Fun
This 6 to 8 week programme, in conjunction with Holy Child GNS, Whitehall, commenced in May. The programme is specifically for two classes of autistic students, some of whom experience difficulties with sensory skills, poor communication and noise. The programme will focus on improving balance and co-ordination in a fun and relaxed environment.
- Change for Life
As a follow on from DCSWP's hugely successful citywide *Change for Life* Programme which ran from January to March, Poppintree Community Sports Centre, Sports & Fitness Finglas and Sports & Fitness Ballymun are running various classes such as Fitness/Bootcamp and Aqua Aerobics in an effort to help local *Change for Life* participants continue on their journey towards a long-term fit and healthy lifestyle.
- Walking Football
This programme takes place every Friday at 1pm in Poppintree Community Sports Centre and is open to anyone over the age of 55. There is a big social aspect to this initiative and participants are encouraged to stay back after the game for a cuppa and a chat!

Walking football games have also commenced on Tuesdays at 11am - 12pm in Finbarr's GAA Hall on an ongoing basis in an effort to promote the programme and encourage new members to get involved.

- Forever Fit
An older adult exercise programme is delivered every Monday and Wednesday afternoons from 2pm – 4pm in partnership with Erin's Isle GAA and St. Helena's Resource Centre. It includes a variety of physical activity such as chair yoga, dance and free movement.
- Rowing Sessions
Men's Shed Cabra is attempting to raise awareness of their rowing programme by offering rowing sessions to males aged 55 and over on Fridays at 1-2pm and 2-3pm in Dublin Municipal Rowing Centre.
- Aquafit
Swim Ireland will be running Aquafit classes in Inspire Fitness Centre for ages 55 and over every Wednesday from 1-2pm.
- Golden Girls – Walking Trips
The Golden Girls programme has been set up in partnership with An Síol. Golden Girls consists of walking trips aimed at women over 60 to encourage them to keep active. Dates for the first walks have been set for 27th and 30th July, with August dates yet to be confirmed. Please contact the local DCSWP Sport Officer for more information.
- Men's Shed
Ongoing every Tuesday from 11am – 1pm in Cabra Parkside Community Sports Complex (new members welcome).
- Bowling Social Match
Cabra Parkside and Poppintree Bowling Group will engage in weekly social matches. The games will be hosted every Thursday, alternating between Cabra Parkside 3-5pm and Poppintree Centre 2-5pm.

FAI/DCSWP Football Development Officers – Update

- Summer Soccer Schools
All FAI/DCSWP Development Officers are working on the delivery of FAI Summer Soccer Schools throughout the city during the course of late June, July and August.

Boxing Development Officer Update

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 and TY level) in communities across the Dublin City area. Approximately 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 and fitness, method and technique. The Gold phase introduces an element of contact to those participants who have displayed a particular talent and 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 and 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 and Summer Camps throughout June and July.

For more information on which schools in the North West Area our IABA/DCSWP Development Officer is linking in with, please contact Oisín Fagan 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 and 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 10th 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 20th 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

- Phoenix Rowing Club

A recreational rowing club for adults based in Dublin Municipal Rowing Centre. The club is purely aimed at getting people on the water to enjoy the activity and surrounding environs of the Memorial Gardens, Phoenix Park and River Liffey. No previous experience is required and members can progress at their leisure to a level of their comfort and choosing.

Cricket Development Officer Update

- Liaising with DCSWP Sport Officers in the area to organise the running of cricket programs for the coming months and any Summer Projects that may be on in the area. We will be present at the Green Scene Funday on the 9th of August from 3pm - 4.30pm and the Green Scene Family Funday in Farnham Park on the 27th August from 10am - 2.30pm.
- 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 and in particular players from the Cabra/Phoenix Park area 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 all the venues may not be in the area, many of the participants will be from the North West Area. Some of these events include:
 - *Dublin City Summer Camp: 16th - 20th of July from 10am - 4pm in the Phoenix Park*
 - *Dublin City U17 match in YMCA cricket grounds on the 23rd July from 11am - 5pm*
 - *Dublin City Girl's Camp: 30th July – 3rd August from 10am - 4pm (venue TBC)*
- Our U11 District Tournament takes place from 26th-28th of July from 10.00am-17.00pm in Pembroke CC. Members of the Dublin City team will be from the Cabra/Phoenix Park area and from cricket clubs in the area.
- Our Dublin City Cricket Camp takes place from the 16th - 18th of July from 9am - 5pm in the Phoenix Park where members come from all over the Dublin City area.
- **Success Story - Screen Time to Junior Parkrun (DCSWP Sport Officer John McDonald)**

I ran a pilot programme called 'Screen Time to Junior Parkrun' with the two 4th classes in Holy Child BNS, Larkhill. The aim of the programme was to try to tackle the ever increasing amount of time children and young people are spending on their phones and computers and moving them towards a more active lifestyle.

I delivered a 6-week programme which involved five training sessions in Ellenfield Park, building up the boys to the finale at the Albert College Junior Parkrun on Sunday 24th June.

The initiative was a great success with the teachers reporting increased productivity from the boys in class, increased activity levels from the boys and a large attendance of pupils, teachers and parents at the Junior Parkrun itself.

The programme was also reported upon by Newstalk FM (see link below) which was great publicity for DCSWP. Due to its success, I hope to expand the rollout of the programme to at least three more schools in September, who are in the locality of the Parkrun and have potential to attend.

See interview here:

https://www.newstalk.com/podcasts/The_Hard_Shoulder/Henry_McKean_on_the_Hard_Shoulder/226639/Its_great_to_get_fit_get_off_screens_2KM_kids_run

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