



Dublin City Sport & Wellbeing Partnership Advisory Board Meeting - Minutes

**Thursday 28th June 2018 @ 4.45pm, Housing Conference Room, Floor 1, Block 3,
Civic Offices, Wood Quay, D8**

Attendees: Antonia Martin, Jim Beggan, Rob Hartnett, John Gillick, Cllr. Seamas McGrattan, Richard Fahey, Sinead McNulty, Maurice Ahern, Fiona Coghlan, John Foley, Alan Morrin

Apologies: John Costello, Richard Shakespeare, Siobhan Fitzpatrick, Mary O'Connor, Mick Dawson

Minutes by: Alan Morrin

ITEM	SUMMARY	ACTION BY	TIMELINE
1. Welcome & Apologies	<ul style="list-style-type: none">➤ RH welcomed everyone and in particular, John Foley, as a first time attendee		
2. Minutes for approval	<p><i>'It was suggested that perhaps the Federation could write to the CCMA to request them to advocate on behalf of LSP's & NGB's. A 5% - 10% increase would make a huge difference in terms of what could be delivered on the ground' (taken from minutes of April's meeting)</i></p> <ul style="list-style-type: none">➤ RH queried if there had been any developments. AM to follow up with MO'C➤ Proposed by RF, Seconded by SMcG; Agreed.	Antonia Martin	Update to be given at next meeting
3. 2017 Irish Sports Monitor	<ul style="list-style-type: none">➤ Peter Smyth presented some of the findings from the 2017 Irish Sports Monitor that would be relevant to the Partnership and help to inform the work we do.➤ It was important to note that the stats only take into account those aged 16 and over. Recreational walking,		

	<p>although included in the overall report, was not included in this presentation as it would monopolise the stats. However it should be noted that Dublin City was markedly weaker than the rest of Dublin and, indeed, the rest of the country in this regard.</p> <p>➤ Some other points to note:</p> <ul style="list-style-type: none"> - 10 of the top 14 'sports' (broad definition) are individual in nature - The biggest barrier to participation, by far, is <u>time</u> - The main reason people take part in sport is to improve their health & fitness - People who come from a lower socio-economic background represent the cohort where there is the biggest scope for improving participation. However, it is also the most difficult demographic to stimulate towards sustained participation. The barriers are not obvious but could be something as simple as an unwillingness to change from perceived social 'norms', in addition to educational & financial reasons. - The policy system within Government & National Sports Governing Bodies should support the idea of collaboration between different sports - Advice to any organisation in this space is to experiment & trial, assess & measure; have some sort of a rationale for any programme you do 		
<p>4. Dublin Sportsfest</p>	<p>➤ AM provided Board Members with a progress report.</p> <p>➤ Board Members were asked for their views on inviting dignitaries such as the Lord Mayor & An Taoiseach to the official launch (Sept 4th or 5th – TBC). The consensus was that this would be in our interests and would help to garner good media attention.</p> <p>➤ There is a big ask of Board Members to use their contacts & influence to assist</p>	<p>Antonia Martin to draft official letter inviting relevant dignitaries to officially launch Dublin Sportsfest</p> <p>All Board Members</p>	<p>As soon as launch date is confirmed</p> <p>ASAP</p>

	<p>with securing elite sporting personalities both to act as formal ambassadors for Dublin Sportsfest or to lend their support to the initiative in another way (by attending some events during the week or promoting through social media etc..)</p> <ul style="list-style-type: none"> ➤ JG commented that there are a lot of moving parts to this and it will be important to have a strong launch followed by a short but intense marketing & promotional campaign. Ensure to use the promotional infrastructure of any commercial partner that might come onboard (currently in talks with Lidl) ➤ AM informed the Board that we hope to have a new Marketing & Communications Graduate start with us next month. She will be tasked with assisting Alan in relation to the co-ordination of Dublin Sportsfest. Hopefully this will help spread the workload and enable more focus on key areas. JG offered to assist by way of mentoring the new graduate. This gesture was much appreciated. ➤ FC queried if there are any major sporting events happening in the city during the week of Sportsfest and if so, could these be promoted as part of the initiative to help increase attendance? 	Sportsfest Project Team to look into this	ASAP
5. Managers Update	<ul style="list-style-type: none"> ➤ AM provided Board Members with a Manager's Update, a copy of which was circulated at the meeting. 		
	<p>Next meeting – Date TBC (likely to be the 3rd week in August)</p>		