Dublin City:
More Active, More Often
Dublin City Council Sports Plan
2024-2029

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DCC Sports & Recreation Background

DCC, through its sports and recreation services, including the sports and wellbeing partnership, provide opportunity for everyone living, working or visiting Dublin City to partake in sport and physical activity regardless of age, ability, or background through dedicated programmes, services, and facilities

DCC currently manages 31 Sports Centers and outdoor spaces, employing over 300 people.

DCC Sports and Recreation division has an annual revenue spend of €20 million and €20 million capital investment over three years, providing an extensive range of organised and informal sports and physical activity opportunities

The new Dublin City Council Sports Plan 2024-29 will act as a guide to help increase participation and access for all, including those in areas of economic disadvantage, to harness the power of sport and physical activity to make **Dublin City More Active More Often**

The services provided by DCC Sports and Recreation are interdependent and collaborative between sports and recreation and different DCC divisions including community, housing, environment and transport, among others. This plan will also serve to enhance those partnerships.













30

Tennis



Football / Soccer







Athletics





Gaelic Games











Hockey

11 Badminton



Rugby

Water Sports



Sports



61 Cycling & Biking



10 Canoeing / Rowing



Martial Arts





Wheelchair Sports



3

Archery Motorcycling



Tug-of-War



Baton Twirling



Sports



Croquet



Sailing



Bowling



Table Tennis

Special Olympics

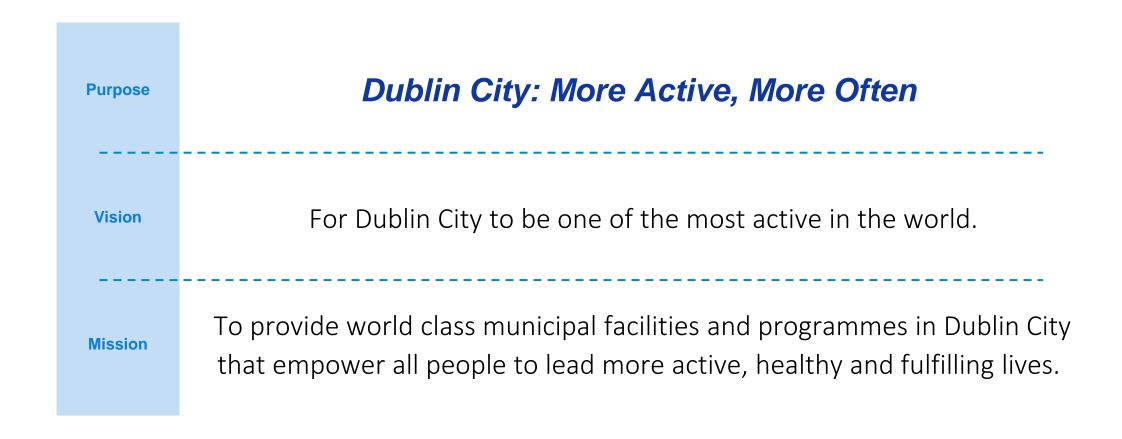


Water Sports





Purpose, Vision, Mission





Values

Our values act as a guide for how we behave.

They remind us of what matters, and what we will hold true as we work to implement our strategic objectives.

They motivate us, driving the necessary positive behaviours as the Dublin City Sports Plan is delivered.

We work in partnership.

Both internally with other colleagues and departments, and externally with partner organisation



We are innovative.

We think 'outside the box' to deliver on our vision and objectives.



We are inclusive.

We focus on those who need it most, taking a targeted approach to identify groups who aren't active and remove their barriers to physical activity.



We are community and user focused.

Our strategy, facilities, policy, and programmes are for everyone. We continuously engage with the community to ensure we are meeting the public's needs.





We champion sustainability.

We work to ensure our facilities and programmes are available to all in Dublin City for years to come, that our services and support is sustainable over time, economically and in an environmentally responsible way.







A Collaborative Approach

This strategy emphasises and encourages a collaborative approach.

The Sports Plan exists alongside everything Dublin City Council aims to develop and achieve in the period of 2024-2029.

Collaboration between all council departments will be key to the successful implementation of the Sports Plan.

Sports & Recreation

Enhancing both our provision of sports and recreation facilities as well as our associated service offering



Planning

Ensuring sport and physical activity is actively considered in the planning process



Housing

Adequately providing for sport and physical activity in all housing developments



Active Clubs

Providing guidance and support to sports and physical activity clubs through our Sports Development Officers



Dublin City Sports Plan

Parks

Facilitating opportunities for sport and physical activity, both organised and spontaneous, as well as play



Active Travel

Supporting the development of Active Travel in Dublin as part of the Active Cities' framework



Healthy Ireland

Promoting health and wellbeing by addressing issues such as physical activity and obesity



Events

Developing events which utilise public amenities to bring people together and promote the benefits of sport and physical activity







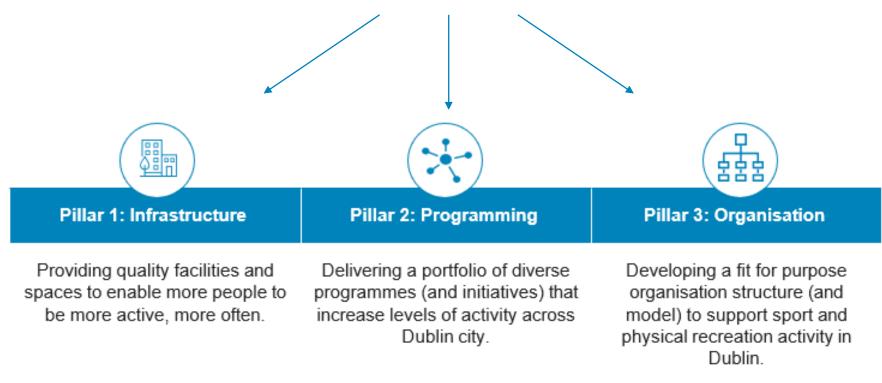
Three Pillars

Dublin City

More Active. More Often.

Our vision is for Dublin City to be one of the most active cities in the world.

Our mission is to provide world-class municipal facilities and programmes in Dublin City that empower all people to lead more active, healthy and fulfilling lives.









Pillar 1: Infrastructure

Providing quality facilities and spaces to enable more people to be more active, more often.

01	DCC Sports & Recreation Facilities	We will continue to provide high quality sports facilities to ensure Dublin is well served with accessible and local sports facilities across the city
02	Green / Open Spaces	We will collaborate to maximise the level of sporting and physical activity in our green areas and open spaces.
03	Pitches	We will collaborate in a city-wide audit of pitches, looking at capacity, strategic planning, management and developing strategic approaches with public institutions.
04	Waterways	We will increase the usage of our waterways to support sporting and recreational activity.
05	Forward Planning	We will work with forward planning to identify and maximise spaces and places for physical activities as part of strategic development and housing zones.
06	Environmental Sustainability & Energy Management	We will be economically and environmentally responsible in the regeneration, rationalisation and investment in DCC Sports and Recreation facilities.







Pillar 2: Programming

Delivering a portfolio of diverse programmes (and initiatives) that increase levels of activity across **Dublin city.**

01	Active Dublin	We will secure Active City status for Dublin and adopt 'Active' as a core theme of programmes and initiatives.
02	Target Groups	We will proactively target specific demographics to increase levels of engagement and increase opportunities to access to physical activity in Dublin City.
03	Partnerships	We will collaborate and engage with partners (internal and external) to deliver on core objectives.
04	Data & Insight Led	We will conduct tailored research and develop programmes and initiatives based on solid data and insight.
05	Marketing & Communications	We will develop focused marketing and communication campaigns to make Dublin City more active more often







Pillar 3: Organisation

Developing a fit for purpose organisation structure (and model) to support sport and physical recreation activity in Dublin.

01	Organisation structure	We will reorganise the structure of the Sports and Recreation Services to align with the Sports Plan and ensure there is a clear focus on the key priority areas.
02	Cross functional working	We will coordinate and work collaboratively with other DCC departments and external partners to enable delivery of the outcomes and targets within the Sports Plan.
03	Strategic oversight	We will create strategic oversight structures, processes and reporting models to ensure we continually monitor and evaluate progress on delivery of the Sports Plan.
04	Operating model	We will examine our operating model to maximise return on public funding investment whilst ensuring flexibility, agility, and efficiency in the delivery of the Sports Plan.
05	Staff	We will commit to increasing our focus on the continuous development and upskilling of our staff, to support the delivery of world class services and Sports Plan outcomes







Headline Initiatives

These headline initiatives are key deliverables of the

Dublin City Sports Plan

2024-2029



Infrastructure Programme



Local Fora (internal to start)



Strategic Approach – Forward Planning & Mapping Tool



Operating Model



Open Water Strategy



Active City Status



Communication & Marketing Plan



Active as a Brand



Strategic Overview of Pitches



Review operating model for pools



Research & Data Driven



Resources







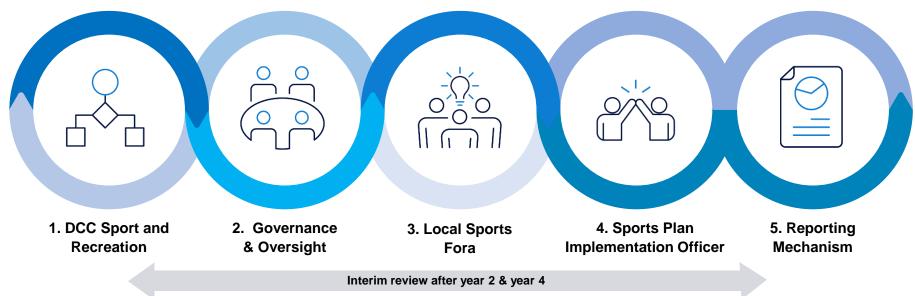
Sports Plan Implementation



Vision, Mission, Purpose



Delivery Structure



- The primary responsibility of the new Sports Plan will lie with DCC's Sports and Recreation division.
- DCC will explore options in relation to the implementation of the plan with respect to the roles of Dublin City Sport and Wellbeing Partnership Advisory
 Board and Active Cities Steering Committee.
- Appropriate governance and oversight structures and processes will be in place that are fit for purpose for DCC.
- The Local Sports Fora will support DCC's Sport and Recreation division in ensuring local implementation and delivery of the new Sports Plan.
- A Sports Plan Implementation Officer will be appointed to over see the implementation of the plan with provisions for requisite budgetary allocation to oversee the overall success of the initiative.
- The Sports Plan 2024-2029 will develop and incorporate appropriate **reporting mechanisms** to ensure accurate monitoring and progress reporting of the various goals and objectives outlined in the plan. There will be **interim review processes** in year 2 and year 4 of the DCC Sports Plan 2024-29.





Any questions?

Dublin City Council Sports Plan 2024-2029





