

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

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Átha Cliath 2024-2029*

**Presented to**  
**DCC**  
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Bhaile Átha Cliath  
Dublin City Council



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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**

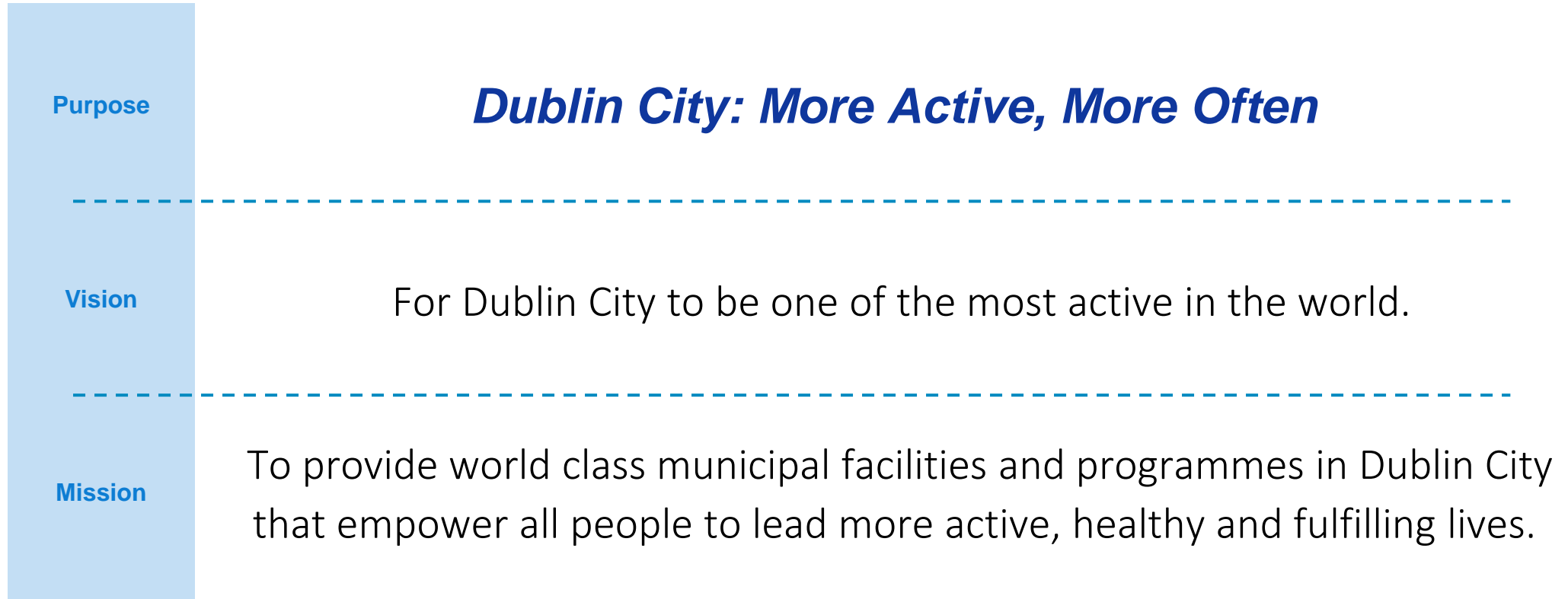
The services provided by DCC Sports and Recreation are **interdependent and collaborative** between sports and recreation and different DCC divisions including community, housing, environment and transport, among others. This plan will also serve to enhance those partnerships.



# Purpose, Vision, Mission & Values



## 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.



# 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.

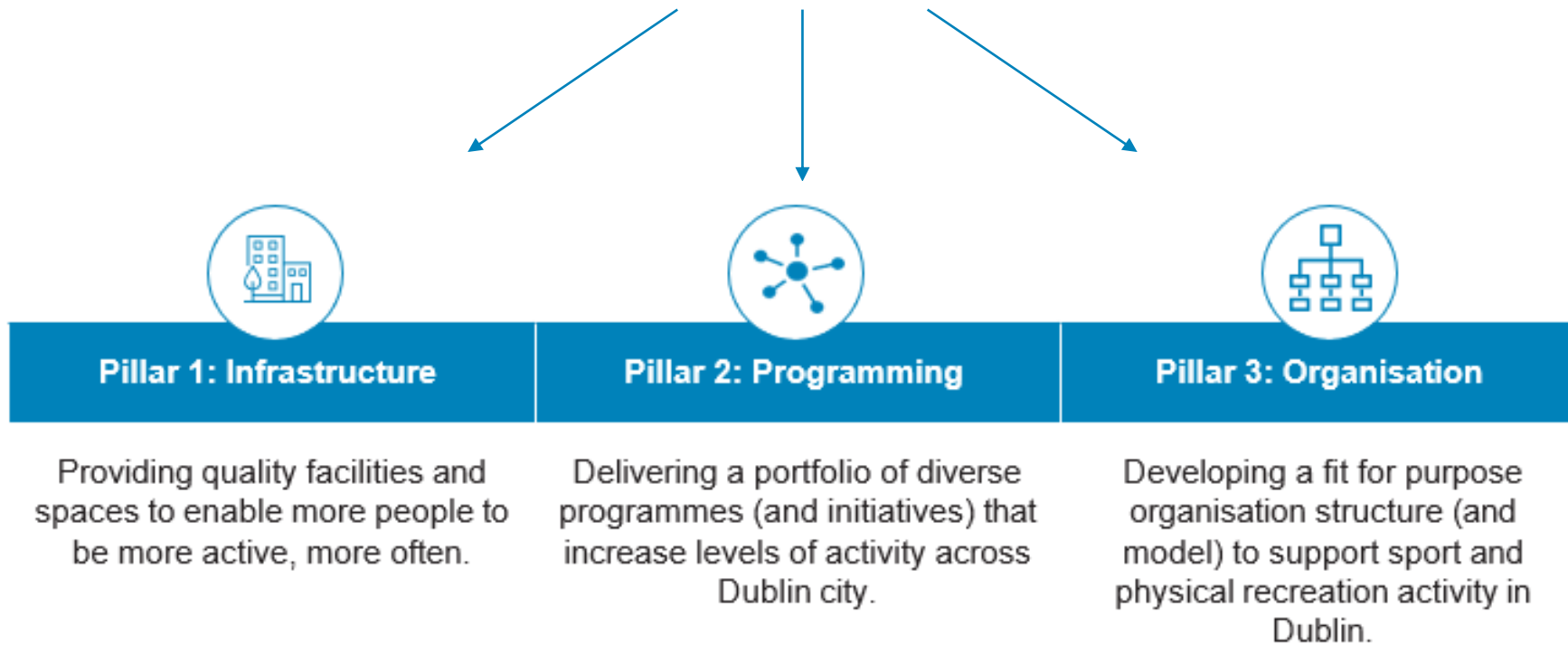


# Three Pillars

## 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



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## Pillar 1: Infrastructure

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

01	<b>DCC Sports &amp; Recreation Facilities</b>	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	<b>Green / Open Spaces</b>	We will collaborate to maximise the level of sporting and physical activity in our green areas and open spaces.
03	<b>Pitches</b>	We will collaborate in a city-wide audit of pitches, looking at capacity, strategic planning, management and developing strategic approaches with public institutions.
04	<b>Waterways</b>	We will increase the usage of our waterways to support sporting and recreational activity.
05	<b>Forward Planning</b>	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	<b>Environmental Sustainability &amp; Energy Management</b>	We will be economically and environmentally responsible in the regeneration, rationalisation and investment in DCC Sports and Recreation facilities.

## Pillar 2: Programming



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## Pillar 2: Programming

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

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

# Pillar 3: Organisation



## Pillar 3: Organisation

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

<b>01</b>	<b>Organisation structure</b>	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.
<b>02</b>	<b>Cross functional working</b>	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.
<b>03</b>	<b>Strategic oversight</b>	We will create strategic oversight structures, processes and reporting models to ensure we continually monitor and evaluate progress on delivery of the Sports Plan.
<b>04</b>	<b>Operating model</b>	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.
<b>05</b>	<b>Staff</b>	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



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# Headline Initiatives

These headline initiatives are key deliverables of the Dublin City Sports Plan 2024-2029



Infrastructure Programme



Strategic Approach – Forward Planning & Mapping Tool



Open Water Strategy



Communication & Marketing Plan



Strategic Overview of Pitches



Research & Data Driven



Sports Plan Implementation



Local Fora (internal to start)



Operating Model



Active City Status



Active as a *Brand*



Review operating model for pools



Resources



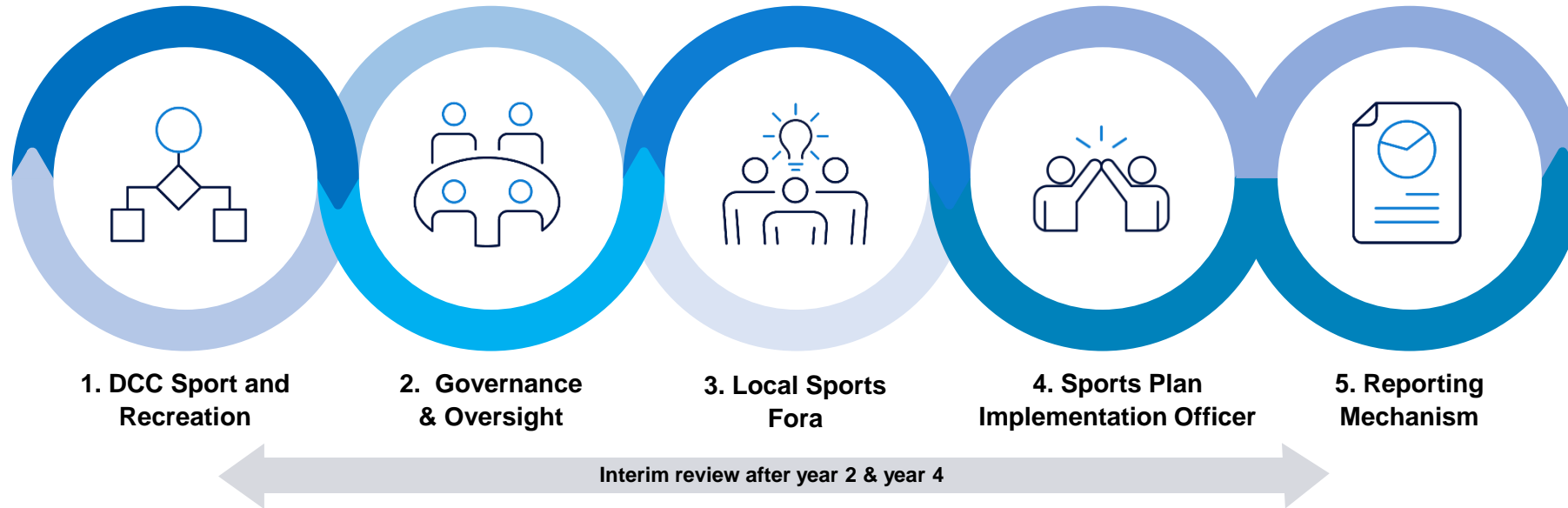
Vision, Mission, Purpose



# Delivery Structure



# 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***

