

## **Dublin City: More Active, More Often. Dublin City Council Sports Plan 2024-29**

### **Baile Átha Cliath: Níos Gníomhaí, Níos Minice. Plean Spóirt Comhairle Cathrach Bhaile Átha Cliath 2024-29**

#### **Overview:**

The DCC Sports Plan project commenced in March 2023. The project scope included;

- Assessing the current and future infrastructure requirements to support Sport and Physical Recreation in the DCC area.
- Reviewing and assessing DCC current policies and programmes;
- Developing a strategy and action plan to reflect the findings from the above;
- Make recommendations regarding Operating Model and Organisation Structure to support Sport and Physical Recreation in DCC and the implementation of the DCC Sports Plan 2024-2029.

The project team has carried out extensive research, consultation, and analysis including the following:

- Interviews and Meetings with key stakeholders – over 100+;
- 20+ site visits – including DCC Sports & Leisure Facilities, Community Recreation Centres, and DCC Parks & Open Spaces;
- Consultation with Area Committees in each of the 5 DCC administrative areas;
- Meetings and Workshops with DCC staff, SPC, DCSPW Board, other groups, and external partners;
- 3 separate public surveys:
  - Public survey (1,267 responses);
  - DCC Facility Users (200 responses);
  - National Governing Bodies of Sport and NGOs survey (38 responses).

The DCC Sports Plan 2024-2029 is in the final stages of drafting. Further consultations are ongoing with DCC Staff (Sports Officers and Co-Funded Officers), DCC Management, DCSPW Board, DCC Area Committees, SPC, etc to get views on the emerging plan.

The final plan will be brought to a full meeting of the City Council for adoption in April 2024.

The primary focus of the DCC Sports Plan will be to increase the levels of physical activity of Dublin City.

The plan is centred on a core purpose of **Dublin City: More Active, More Often (Baile Átha Cliath: Níos Gníomhaí, Níos Minice)**, and a vision of Dublin being one of the most active cities in the world.

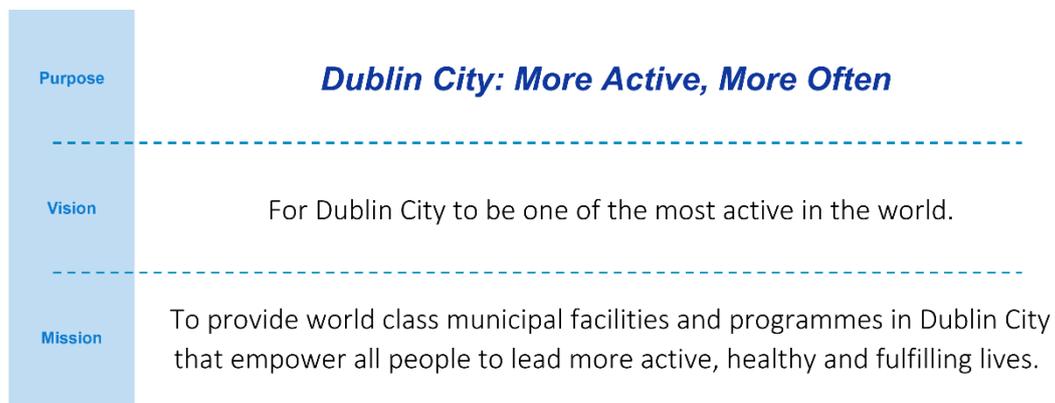
The plan will be centred on the provision of world-class municipal facilities and programming in Dublin City that empower all people to lead more active, healthy, and fulfilling lives.

**The plan will focus on three core pillars:** Underneath each pillar there are various individual actions and subsequent sub-actions with their own timelines for completion, performance metrics, and owners for execution.



**Some of the key headline initiatives incorporated into the final sports plan 2024-29 are outlined below.**

- Vision, Mission, Purpose:** Establishing the Sports Plan Purpose, Vision and Mission enables clarity of focus and ensures the targets, planned outcomes, and ambitions are transparent to all involved.



2. **Strategic Approach – Forward Planning & Mapping Tool:** We plan to develop a GIS mapping tool for DCC internal use to enable strategic decision making from the DCC Sports & Recreation Services Division. The map will provide functionality to indicate where all DCC and municipal facilities are located. This can be layered with various information datasets including population density, projected growth data, and other GIS datasets such as Get Ireland Active data to identify physical activity opportunities. The layering of different datasets on the map will allow DCC to accurately conduct needs-based analysis on the current facilities and infrastructure available to the people of Dublin in the various areas of the city.
3. **Research & Data Driven:** Currently there is no Dublin specific activity level data or metrics. As part of the sports plan DCC want to develop specific data points for each of the administrative areas to accurately monitor physical activity levels in the city. These identified data points will be recorded, monitored, and broken down into detailed demographics examples; age profile, socio-economic background, activity levels, preferences for facilities and programmes, usage of facilities, participation rates in DCC programmes etc. to ensure very specific data is available for each administrative area which in turn will empower strategic decision making.
4. **Active City Status:** The Global Active City label is supported by the International Olympic Committee and is awarded to cities who have implemented sport and physical activity management systems. Dublin City Council will work collaboratively with Active Cities Dublin to achieve Global Active City Label status under the GAPPA framework in an agreed upon timeframe.
5. **Infrastructure Programme:** Dublin City Council currently have a 3-year rolling Capital Investment Programme which highlights all major investments examples include Irishtown and Dalymount Park, and an €8 million fund for all weather pitches. There is a need for the programme to continue with a balanced focus on strategic new investment and ongoing upkeep, maintenance, and enhancement of existing facilities under the current DCC Capital Programme.
6. **Local Sports Fora:** DCC will create a Local Sports Fora with cross-functional internal DCC staff (including staff reps from sports, area office, parks, community, housing, health etc) in each of the five administrative areas within Dublin City Council. The Local Sports Fora will meet on a regular basis (at least quarterly) and will ensure the ‘on the ground’ local delivery of the Sports Plan is effective, while acting as a mechanism for providing feedback, identifying local need, ensuring support for programmes/initiatives locally, raise awareness of activities, and generally create close links and effective engagement with the local community regarding sports and recreation activity.
7. **Review of Operating Model (including Swimming Pools):** DCC currently have 2 exiting alternative operating models in their Sport and Leisure facilities. One operating model ensures centres and facilities are fully owned, staffed, and ran by DCC while the second operating model outsources operations but remains owned by DCC example ‘Swan’ Rathmines. Under the new sports plan DCC will critically examine all operating model and propose the best fit in order to maximise public access; ensure the best return on public funding investment, whilst ensuring flexibility, agility, and efficiency in the delivery of the Sports Plan.
8. **Open Water Facilities Strategy:** The DCC Open Water Facilities Plan, which is currently being developed, will be implemented in full once complete. As per the Plan’s emerging strategy, the aim will be to get more people active on our waterways including rivers, canals, Docklands, beaches, and open water areas.
9. **Active as a Brand:** Dublin City Council will create an overarching “Active Dublin” brand with several sub-brands examples include but are not limited to Active Parks, Active Communities, Active Play, Active Spaces, Active Work, and Active Travel. This will provide a range of platforms for the rollout and implementation of programmes, initiatives, plans, resources, tools, and templates tied to the ‘Active’ concept within and outside of DCC.
10. **Communication & Marketing Plan:** There is currently a lot of excellent work being done by DCC Sport and Recreation Division, with high-standard facilities, engaging programmes, and dedicated people. However, levels of awareness amongst the public are poor. DCC Sports & Recreation will implement a coordinated programme of Marketing & Communications to bring greater awareness to existing DCC facilities and programming, which will include a dedicated social media strategy.

- I. **Strategic Overview of Playing Pitches:** There are in the order of 230 playing pitches set out in Dublin City Council's public parks and open spaces primarily for soccer and Gaelic games (managed by DCC Parks, Landscape & Biodiversity Services). Other divisions of DCC (including Sports & Recreation) manage a smaller number of all-weather facilities adjacent to our centres and housing complexes. It is estimated that up to 5,000 people participate weekly in field sports in City parks alone. Both internal and external consultations identified a deficit of supply relative to demand of playing pitches in the DCC area.

DCC will undertake an audit of DCC owned pitches including state of repair, demand analysis, GAP analysis and summary report with an action plan for achievable strategic pitch development and management in the city and its environs; The audit will also examine the development of innovative uses of existing spaces including creative thinking regarding potential avenues of pitch development (such as multi-sport, all weather and roof top pitches) with particular regard to best practice domestically and internationally.

A study will be carried out to explore potential partnerships with schools through the Dept. of Education and other public bodies/institutions which may have underleveraged pitches available to help service the demand for DCC pitches.

11. **Forward Planning;** DCC will work collaboratively (ie Sports, Planning Dept. Housing etc to ensure all future development plans (e.g., SDZs housing and urban regeneration schemes) include provision for adequate sport and recreation spaces and facilities.
12. **Resources:** DCC will endeavour to increase agility and flexibility in our staff as a priority to meet the Sports Plans aspirations, and also to keep our employees engaged and to meet the needs of the people of Dublin.
13. **Sports Plan Implementation:** The primary responsibility for the implementation of the new Sports Plan will lie with DCC's Sports & Recreation Services Division. DCC will appoint a senior member of staff who will be responsible for the implementation of the Sports Plan. DCC will leverage the Local Sports Fora, DCSWP Advisory Board, and Active Cities Steering Committee for strategic oversight throughout the lifecycle of the sports plan. Appropriate governance structures and processes will be established that are fit for purpose for DCC and facilitate the successful execution of the sports plan.