



LOCAL SPORTS PARTNERSHIPS

SPEAK Report 2010

LOCAL SPORTS PARTNERSHIPS (LSPs)

SPEAK Report 2010

Contents

Message from the Minister of State at the Department of Transport, Tourism and Sport	4
Foreword	5

Section 1: Resources and Funding

1.1 Project Funding Sources	8
1.2 LSP Management and Staff	8
1.3 Development of LSP Network and SPEAK	9

Section 2: Achievements of the LSP Network in 2010

2.1 Introduction	12
2.2 LSP Maintenance Work	12
2.3 Working Methods	12
2.4 Information Provision	12
2.5 Development of Local Sports Infrastructure	13
2.6 Delivering Irish Sports Council Programmes	14
2.7 Programme Delivery	15
2.8 Building Partnerships and Influencing Policy	17

Section 3: Challenges and Trends

3.1 Introduction	20
3.2 Development Challenges	20
3.3 Promoting Partnerships	21
3.4 Delivering Mass Participation Events	22
3.5 Targeting Harder to Reach Groups	23
3.6 Integration of Social Media into Awareness Raising and Information Provision	24
3.7 Summary	26

Appendices

Appendix A: Photography Acknowledgements	27
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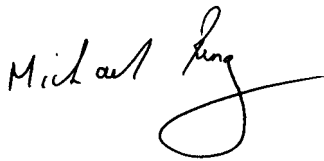
Message from the Minister of State at the Department of Transport, Tourism and Sport

I am pleased to launch the fourth report of the national network of Sports Partnerships. The SPEAK report for 2010 covers the work of 32 LSPs and provides a clear and concise description of their effectiveness throughout the country.

Of particular note is the fact that the network continues to meet the 50% matched funding recommendation of the Fitzpatrick Report from 2005. This is against the backdrop of increasing financial constraints at both national and local level. Therefore, a strong case can be made for the value and importance of the work that is carried out on the ground by Sports Partnerships. It also indicates that the contribution that the network makes has impacts beyond the strictly sporting for example in terms of education development, health gain and combating social exclusion.

I would like to take this opportunity to thank all the Sports Partnerships and their voluntary boards for their valuable work. They are actively involved in removing the barriers to participation for many groups and individuals at local level. They are also responsible for the increasing standards within programmes, training and clubs in their areas.

Finally, I am delighted to be associated with the ongoing success of the LSP initiative and look forward to seeing them develop further in the years to come.

A handwritten signature in black ink that reads "Michael Ring". The signature is written in a cursive style with a large, sweeping flourish at the end of the word "Ring".

Michael Ring T.D.
Minister of State

Foreword

On behalf of the Irish Sports Council, we are delighted to welcome the fourth SPEAK Report, which provides an overview of the work of the national network of 32 Local Sports Partnerships in 2010.

The report facilitates the sharing of best practice and innovative interventions across the country. It allows the Council to monitor trends in local sport and acts as an effective mechanism to highlight areas of concern and challenge.

Again as in previous years, the network has made significant advances and increased the number of locally delivered programmes and training opportunities. Target groups focused on by the LSP network during 2010 included children and young people, people with a disability and women. LSP's are also continuing to deliver projects to increase the participation and involvement of harder to reach groups such as those living in disadvantaged communities.


A particular highlight from the report has been the success of the mass participation initiative, the An Post Cycle Series. In 2010, 10,000 people took part in one of the five events in Sligo, Clare, Meath, Waterford and Cork. The enthusiasm and enjoyment evident from both the cyclists and volunteers demonstrated the value and importance of this type of intervention for local communities.

Each year the Council is encouraged to see the level of support given to the LSP network by statutory, community and voluntary groups across the country. This is a testament to the increasing value of the network in delivering on the common aims of health, well being and social inclusion.

Lastly, the Council thanks all those who have contributed to the compilation of the report and also those who have been involved in the delivery of the activities described therein.



Kieran Mulvey
Chairperson
Irish Sports Council



John Treacy
Chief Executive
Irish Sports Council

1

Resources and Funding



1.1 Project Funding Sources

Funding from the Irish Sports Council accounts for 45.9% of the total LSP funding in 2010, the remaining 54.1% is raised from other sources. These figures include benefit-in-kind funding.



Figure A – Total funding received by LSPs in 2010

After core funding from the ISC, the Local Authorities were the next most significant source of monetary funding and in-kind support for the LSP network in 2010. Other significant funders of the network were the HSE, VEC, and An Post.

Total LSP Funding has increased by €656,450 in 2010. This was attributable to an increase in in-kind support for LSPs of €752,062, which masked an actual monetary decrease of €95,612.

The Council is pleased to note that the recommendation of the 2005 Fitzpatrick & Associates Review of Local Sports Partnerships Programme that 50% of the network costs should be provided locally has been maintained.

1.2 LSP Management and Staff

Boards of Management Participation and Representation

- A total of 493 people served on LSP boards in 2010, representing an average of over 15 people per board.
- On average 21 hours was committed by each management committee, including the work undertaken by board sub-committees in 2010.

The Local Authority, VEC and HSE continue to be the three biggest participants on LSP Boards of Management.

LSP Staff

LSPs have staff which are funded by the ISC and staff funded through other sources. Along with co-ordinators and administrators, many LSPs employ Sports Development Officers and/or Sports Inclusion Disability Officers (SIDOs).

In 2010, the 32 LSPs directly employed a total of 102 full-time staff. 65 of these were directly core funded by the ISC. A further 27 part-time people were employed within the LSP structure, 5 of which were funded by the ISC.

	Male	Female	Total
Full time staff, funded by ISC, other programmes and agencies	41	61	102
Part time staff, funded by ISC, other programmes and agencies	6	21	27
Total	47	82	129

Figure B - LSP staff across the network

The LSPs also contracted a further 369 tutors to deliver programmes, courses and initiatives within the LSP structure.

1.3 Development of LSP Network and SPEAK

In early 2010, Cork City LSP and County Cork LSP merged to form one new Cork Sports Partnership. It was anticipated that a merged Cork Sports Partnership would lead to a stronger more sustainable and focused approach to the objective of increasing participation in sport recreation and physical activity in Cork. Consequently, this report reflects the work of the full national network of 32 LSPs.

2

Achievements of the LSP Network in 2010



2.1 Introduction

The extensive work of the LSP network is characterised as falling under four main headings:

- Acting as a provider of information about sport and physical activity at a local level
- Promoting the sustainability of the local sporting infrastructure
- Working to increase levels of local participation, especially amongst specific target groups
- Building partnerships and influencing policy

2.2 LSP Maintenance Work

LSPs have on average been spending some 50% of their overall time on operational tasks, a marginal increase on the average of 49% in 2009.

2.3 Working Methods

Each LSP has continued to engage in a detailed analysis of where their time went in 2010 beyond their work in LSP maintenance. The following chart gives a breakdown of the time committed to LSP work with partner agencies and directly with target groups, according to their eight specific working methods.

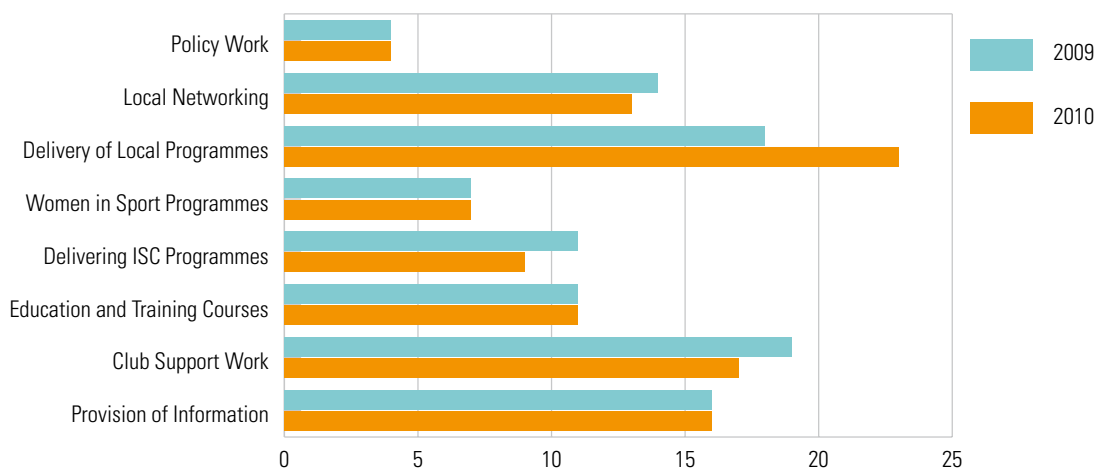


Figure C - Comparison of breakdown in LSP time, 2009 and 2010

The most significant shift in the working methodologies of LSPs in 2010 was the extra effort spent on initiating, supporting and delivering local programmes. This area of work witnessed an 8% increase in time committed.

2.4 Information Provision

Over 139,500 individuals contacted the LSP network in 2010 in order to access general or specific sport-related information. This represents an 18% increase in interaction with the wider public.

Almost 6,800 individuals from all target groups have dropped into an LSP in person in 2010. The table below demonstrates that LSPs are making more use of on-line resources for information provision through websites and social media.

Information Resource	Number (2009)	Number 2010	% Increase
Number of Printed Materials	(450)	656	46%
Number of Press Releases	(944)	1142	21%
Number of ePublications	(2042)	3088	51%
Total	(3436)	4886	42%

Figure D - Summary of information resources developed by LSPs in 2009 and 2010. Figures in brackets are for 2009.

2.5 Development of Local Sports Infrastructure

Funding Work

In 2010, LSPs have provided 7,253 clubs, groups and organisations throughout the country with important information and advice in the area of funding. This represents a 34% decrease from 2009 in the number of clubs, groups and organisations seeking assistance. This decrease can be explained by the reduction in available funding streams, such as Dormant Accounts Funding and the Sports Capital Programme. LSPs have worked directly with 1641 of these clubs to assist them in developing funding applications.

Club Development Work

- Some 3,317 groups have been supported in the delivery of their activities.
- Some 723 groups have been supported with regard to developing their organisational or management structures.
- A further 959 groups were assisted in tackling development or policy issues.

Training and Education Courses

- LSPs planned and delivered 343 training and education courses, workshops and seminars with their partner agencies.
- 10,995 people participated on these training courses.

Similar to previous years the most popular courses run by LSPs were Club Development Courses, Disability Awareness/Inclusive Games Training, Go For Life PALS Training and Walking Leader Training.

2.6 Delivering Irish Sports Council Programmes

Local Sports Partnerships committed some 9% of their 2010 overall available time to the delivery of two national ISC programmes: Buntús and Code of Ethics, a drop of 2% from the 2009 time commitment. This reduction is specifically related to delivery of Buntús. Time allocated to Code of Ethics increased marginally.

Buntús

The Buntús Start and Buntús Generic programmes provide an important opportunity for LSPs to engage with pre-school and primary school going children and their teachers. Since their introduction, over 349,000 children have been beneficiaries of both programmes.

In 2010, the work of LSPs with primary schools and childcare centres has led to the following results:

	Buntús Generic			Buntús Start		
	(2008)	(2009)	2010	(2008)	(2009)	2010
No of schools/childcare centres received training	(289)	(241)	142	(381)	(416)	536
Number of teachers/practitioners who were trained	(2,851)	(1,859)	1,125	(1,208)	(1,536)	1,802
Total number of children that received training	(42,059)	(28,094)	17,738	(8,103)	(8,237)	9,280

Figure E - Summary of Buntús Generic and Buntús Start outputs for 2008, 2009 and 2010. Figures in brackets are for 2008 and 2009.

	Buntús Generic	Buntús Start
Total number of schools/centres that received training (since introduction of Buntús Generic/Start)	2,465	1,690
Total number of teachers/practitioners trained	16,470	6,003
Total number of children in trained schools/centres (since introduction of Buntús Generic/Start)	316,276	33,288

Figure F - Buntús Generic and Buntús Start outputs since the inception of the programmes

Code of Ethics

The Code of Ethics training programme targets sports leaders and adults involved in the organisation of sport for young people to promote child welfare and protection policies and procedures.

The Code of Ethics programme consists of two workshops:

- A 4-hour basic awareness training module for leaders within sports club and

- A further 6-hour club children’s officer workshop to support club children’s officers in the implementation of the code in their clubs.

	Basic Awareness			Club Children’s Officer		
	(2008)	(2009)	2010	(2008)	(2009)	2010
No. of courses delivered	(250)	(386)	384	(14)	(23)	29
No. of participants	(3,542)	(5,598)	5,580	(167)	(259)	313

Figure G - Summary of Code of Ethics outputs for 2008, 2009 and 2010. Figures in brackets are for 2008 and 2009.

2.7 Programme Delivery

- 135,127 people participated in 974 locally delivered participation programmes
- An additional 18,049 female participants took part in 194 local Women in Sport programmes

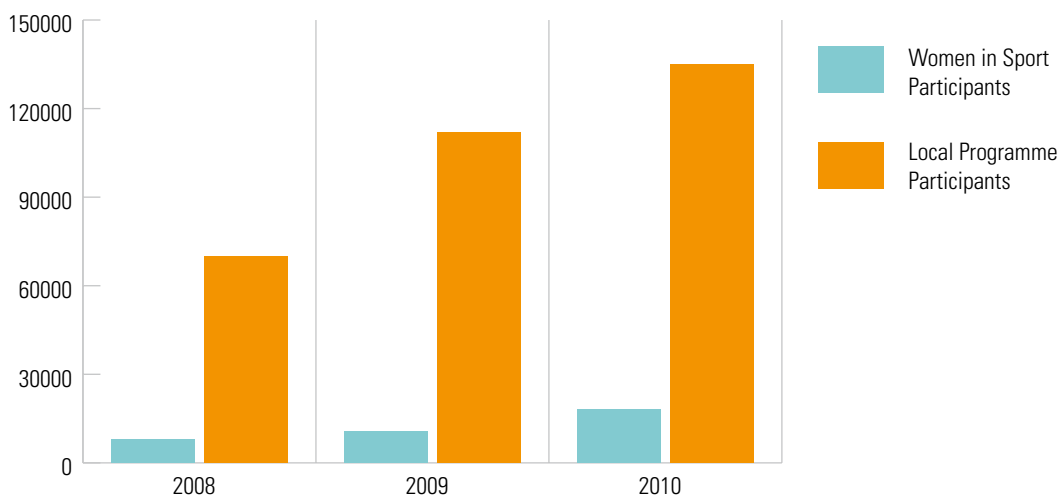


Figure H - Number of participants on Women in Sport and Local Programmes 2008, 2009 and 2010

Local Sports Partnerships committed some 30% of their overall available time in 2010 to the area of programme delivery. An extra 6% of total LSP days were directed at initiating, supporting and delivering new work, leading to a large increase in the establishment of new and innovative programmes, projects and initiatives across the LSP network.

The numbers of people participating is a key impact indicator of this work. This represents an increase of over 30,000 participants on the 2009 level or a 25% increase in participants.

The increase in time the LSPs spend on delivery of local programmes has been reflected in the increase in the number of projects and programmes delivered and the number of people participating.

	Number of Active programmes	Number of programmes by Involvement
Women In Sport Programmes	194 (145)	Solely Responsible: 9 (9) Mainly Responsible: 104 (73) Partly Responsible: 81 (63)
Local Programmes	974 (744)	Solely Responsible: 71 (67) Mainly Responsible: 492 (389) Partly Responsible: 411 (288)

Figure I - Number of locally delivered programmes in which LSPs were involved in 2010. Figures in brackets are for 2009.

Some 93% of these local programmes had a stated focus on increasing participation. This was achieved through engaging closely with low participation target groups.

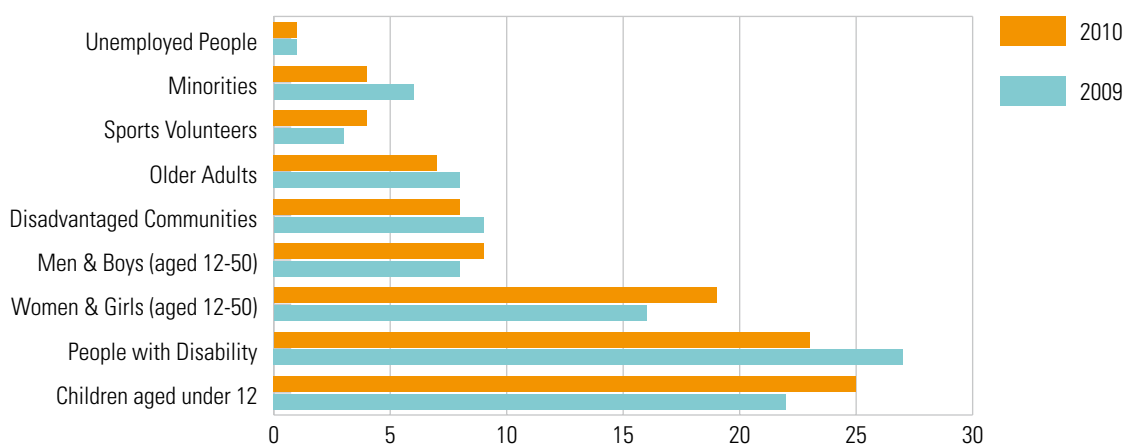
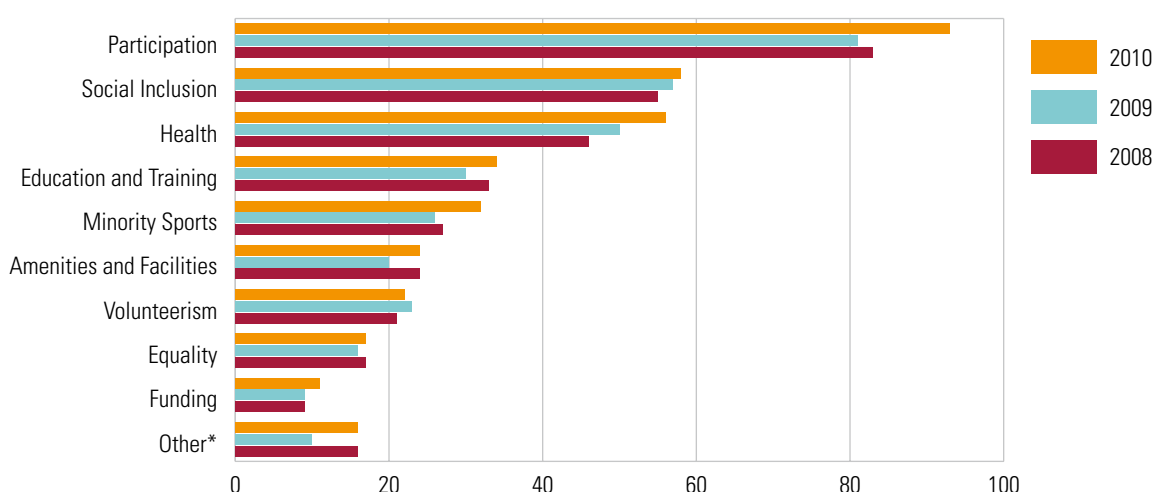


Figure J - Breakdown of primary target groups in LSP local programmes in 2009 and 2010



* Other includes Environment, Tourism, Regeneration, Employment and Childcare

Figure K - Key issues that LSP local programmes addressed in 2008, 2009 and 2010

2.8 Building Partnerships and Influencing Policy

LSPs spent some 17% of their time in 2010 working in the area of policy and local networking.

Networks and Forums

In 2010, LSPs have been to the forefront in the promotion of a wide range of major initiatives, networks and forums at local and national level. LSPs have played an important role in facilitating 199 networks and forums.

Awareness Raising and Committee Work

LSPs monitor the number of awareness raising events in which they have played an active role. In 2010, LSPs participated in 240 such events (a decrease of 21% from 303 events in 2009).

Committees	Number (2009)	Number 2010
Health related	(53)	58
Education related	(31)	36
Sports infrastructure related	(54)	34
Social inclusion related	(90)	88
Totals	(228)	216

Figure L - Breakdown of local committees and networks in which LSPs actively participated in 2009 and 2010. Figures in brackets are for 2009.

Policy Work

Policy Work refers to work undertaken locally, which may have significance beyond the immediate community of the LSP. The following table gives a breakdown of some of these recorded outputs in relation to policy work.

Key Issue	Production of Research/ Publications	Delivering Presentations	Speaking at Conferences/ Seminars
Participation	24	169	15
Health	6	36	0
Education and Training	10	48	0
Volunteerism	7	11	1
Social Inclusion	8	31	6
Amenities and Facilities	10	17	0
Funding	11	33	0
Minority Sports	0	10	0
Other*	12	26	1
Total	88	381	23

* Others include Equality, Environment, Tourism, Childcare, Regeneration and Employment

Figure M - Breakdown of LSP outputs in relation to policy work in 2009

3

Challenges and Trends



3.1 Introduction

The LSP network is now fully established and embedded in the sports development infrastructure of the nation. The year 2010 has seen the second full year of a national network of LSPs actively working together to meet the significant challenges of addressing participation issues with a wide range of target groups.

3.2 Development Challenges

The many internal and external challenges that were highlighted since the first SPEAK report in 2007 continue to be valid and relevant today. In 2010, as the network adapts to a changing economic environment, LSPs are demonstrating significantly more efforts to:

- Maintain dedicated funding
- Sustain existing staffing levels
- Support a community of volunteers
- Promote the key messages on the importance of physical activity to the wider public
- Deal with the myriad effects of unemployment and recession
- Cope with the public service moratorium on recruitment
- Continue the work of the Sports Inclusion Disability Officer (SIDO) programme
- Improve governance and the role of LSP boards

The continued high level of unemployment continues to be a major issue and has become more important as a priority for LSPs in recent years.

Leitrim LSP indicates how unemployment has a series of impacts. The extension of the Link2BActive programme is working at community level to counter some of these challenges.

Unemployment is a key issue affecting the levels of participation as it is a recognized fact that families of people who are unemployed are significantly more likely to be living on low incomes. This creates challenges in terms of affordability and access to participation where there is a fee involved. Huge numbers have emigrated from the County in the last couple of years due to unemployment. This is having a major effect on team sports. (Leitrim LSP)

As these challenges are negotiated at local, regional and national levels, the network continues to demonstrate a commitment to an organisational culture that values evaluation and sustainable development. LSPs are consistently producing evidence of their achievements and associated impacts, as well as seeking to be as informed as possible in their decision making and planning work.

An important feature of this culture can be witnessed in the closer links being formed between individual LSPs, within regional forums and networks as well as through the national network, supported by the ISC.

3.3 Promoting Partnerships

Closer ties continued to be developed in 2010 between individual LSPs and within the regional and national networks. LSPs working together can create synergies and increase efficiencies.

1. The Splash and Dash programme (run by North Tipperary and Clare LSPs) gave 60 primary school children from a number of North Tipperary and Clare schools the experience of a duathlon through the events of swimming (splash) and running (dash). Due to its success, the project has now become a regional event of the Mid-West Sports Network (Limerick City LSP, County Limerick LSP, North Tipperary LSP, Clare LSP and Kerry LSP) with each of the member LSPs coming together for a featured event in early 2011 at the University of Limerick.

2. A partnership of the 4 Dublin LSPs (Dublin City, Dún Laoghaire Rathdown, Fingal and South Dublin County) and Wicklow LSP organised a Club Development seminar in the Aviva Stadium for sports clubs. On the day there were 4 core topics presented with expert speakers on Garda Vetting and Clearance, Influencing Local Sport (what partners to link in with), Club Roles & Structures and Fundraising. Some 200 representatives from 31 different sports and a range of National Governing Bodies participated in this event.

Kildare LSP has now joined this LSP network (East Coast Partnership Network) and will be involved for the 2011 event. Many insightful video clips and presentations from the event are available on www.sdcsp.ie.

3. Meath and Louth LSPs collaborated on facilitating a forum of 24 Sports Development Officers from both counties, who represent both mainstream and minority sports. The aim was to discuss current barriers in the delivery of sport, to identify solutions and opportunities to overcome these local and regional challenges, as well as to examine approaches to the coordinated delivery of sport. Positive feedback was collected from participants and an agreed agenda of work for 2011 was planned.

This forum aimed to demonstrate how links can be made for joint programmes across the participating sports and activities, as well as across county boundaries.

4. Midlands LSP Network brings together the work of Laois, Offaly, Westmeath and Longford LSPs on joint initiatives such as programmes, promotional campaigns and volunteerism actions. A Midlands Club Development Pack was completed in 2010 to be launched in 2011. A stronger working relationship with surrounding partnerships has been noted as well as the benefits of sharing ideas and costs.

5. The merger of County and City LSPs in Cork has allowed for renewed awareness raising efforts, leading to many new developments. The new website has acted as a portal for many groups and organisations throughout the county for the dissemination of information and the publicising of local events. The regular monthly feature page in the Evening Echo newspaper has led to other print media enquiring and looking for similar arrangements which will be put in place in 2011. Both the City and County Managers and Mayors attended 2 events hosted by the LSP in 2010, creating very effective means of accessing media coverage.

6. The Link2BActive initiative was rolled out by five LSPs (South Dublin, Waterford, County Galway, Sligo, and Mayo) in 2010 meaning that over 2,000 participants are now availing of sports facilities (including gyms, swimming pools, all weather pitches, etc) at reduced rates.

3.4 Delivering Mass Participation Events

LSPs have continued their work in 2010 to harness the potential for greater participation levels from all target groups. The impact of major flagship events such as the An Post Cycle Series (which saw over 10,000 people participate) and the John Treacy Classic in Waterford (with almost 700 people participating) can be evidenced in their continuation, popular support and the expansion in numbers participating and volunteering.

LSPs have undertaken new opportunities where potential has been identified to become engaged in mass participation events.

1. Almost 3,000 women of all ages and abilities took part in the inaugural West of Ireland Women's Mini Marathon co-organised by Mayo Sports Partnership and the Western People. The run is for fun and is open to women of all ages and abilities (four women over 70 years of age participated). It is also a big fundraiser for charities with an estimated €500,000 raised for good causes. The event is a fine example of local partnering with agencies such as Mayo Sports Partnership, Mayo County Council, Castlebar Town Council, Castlebar Chamber of Commerce, the Gardaí and several local Athletics Clubs amongst others all working together. Local athletic groups and organisations benefited from the proceeds with €7,000 allocated to clubs who assisted with the running of the event. Existing Meet and Train groups around the county received significant boosts along with new groups being established in Belmullet and Ballinrobe. Over 100 volunteers helped organise the event. A positive by-product of the mini marathon is that Mayo Sports Partnership has developed a fantastic relationship with a significant media partner in the Western People.
2. The Tipperary Women's Mini Marathon was a joint initiative between South Tipperary Sports Partnership and North Tipperary Sports Partnership to provide an opportunity for women to participate in a fun and enjoyable event, while increasing the levels of physical activity of women in the county. Some 810 women registered for the event in its first year. The event saw a range of key local stakeholders working in partnership, including Tipperary Athletics, Thurles Town Council, Thurles Gardaí, Tipperary Institute, both Local Authorities and South Tipperary Volunteer Centre. Fund-raising activities took place for local and national charities. There has subsequently been an increase in established Meet & Train groups and plans are underway to develop a new group in Clonmel.
3. A number of LSPs ran cycling events similar to the An Post Cycle Series model. Over 150 cyclists took part in the inaugural Longford Cycling Tour run by Longford LSP. The tour included three routes over distances of 10km, 30km and 50km. The main event, along with the formation of Spin & Train groups led to the establishment of a new cycling club in the area.
4. Walking has seen significant growth in Donegal and has potential for further development. Several initiatives and events to promote walking have commenced. A dedicated walking website for Donegal was launched in April 2010 (www.letswalkdonegal.com). A "Walk-It Log-It" campaign was launched to encourage walkers to record their walking distances on the website during that week. Approximately 17,000km were logged. A variety of events around walking were held in the county, including a fun orienteering day at Gartan Outdoor Education Centre. Numerous other groups hosted a range of community events. Since Donegal Walking Week has been established, approximately 2,000 people have participated in its walking programmes.
5. Wickow LSP and Sports Active Wexford LSP in conjunction with Wicklow Tri Club and Racing 795 Tri Club organised and delivered a beginners introduction to triathlon and aquathlon events for women in Co. Wicklow & Co. Wexford in July & August 2010. The TriStart Challenge Series came about as the result of both clubs identifying the need for an event specifically for females who were new to the sport of triathlon, to encourage them and give them the confidence to participate in the sport and ultimately join one of their local triathlon clubs to continue and sustain their

involvement. Two events were organised in the series and beginner females were encouraged to participate in both events. The event was funded through the Women in Sport programme.

A formal web-based survey of the participants indicated that “all of the new women who completed the event indicated that they are very likely to do the Wicklow Tri Club Aquathon again in 2011”.

The partnership between the Sports Partnerships and the Clubs has promoted better use of expertise and resources.

3.5 Targeting Harder to Reach Groups

The network has continued its innovative work in reacting to the challenges facing disadvantaged communities and its harder to reach target groups. Through its central and trusted role over time in working with the most marginalised groups, the year 2010 witnessed increased participation rates, evidence of higher levels of individual self-confidence as well as higher levels of engagement with local sports clubs and groups.

1. **Youth at Risk:** A Limerick City initiative, run in conjunction with youth groups, Garda Youth Diversion projects and Regeneration community groups, involved a variety of activities including an Active Leadership course. An important and unintended impact emerging from this project led to a new amenity in a disadvantaged area of the city. The gym in The Bay's Moyross was a run down facility, only used by a small number, and it was only open during the morning. Through Limerick City LSP's work with the group of young men on a multi- sports fitness project, the facility was kept open for longer in the evenings. This has now resulted in the facility becoming self sustaining, through subscriptions, and the multi-sports group have managed to attract 137 young people, from across the city, to use the gym twice a week.
2. **Travellers:** Offaly Sports Partnership developed and delivered a new integration programme in 2010 to increase the participation of Travellers and Migrants in sport and physical activity. Some 360 immigrant and Traveller children were supported. Scoil Bhride, Tullamore, which has the highest population of Travellers and immigrants in the county, participated in and won the Offaly inter-schools athletics championships following a programme intervention. The local athletic club has now received new members. The trained immigrant and Traveller tutors also provided support in helping children in other communities.

While there has been some transfer of children into mainstream clubs, this generally remains a problem. For example, the number of immigrants participating in the mainstream is not proportional to the overall size of the community. The Sports Partnership made a strong case to the office of the Minister for Integration in this regard and is to receive support for 2011 to start to address this issue. Many insightful video clips and presentations from the event are available on www.sdccsp.ie.

3. **Older People:** County Limerick Sports Partnership supported a programme for older adult groups across the county with a specific focus on providing competition opportunities. Some 3 mini-sports fests for Older Adult groups were held across the county. These events involved 167 older adults engaging in 7 different events in a competitive environment. Where possible, PALs (Physical Activity Leaders) were responsible for delivering these events. Activities included Boccia, Tai Chi, Golf Skills, Box Hockey, Speed Stacks, Curling and Target Throws. Twenty participants were selected to represent the county in the Inter County Sports Fest run by the Mid-West Sports Network.
4. **Disability:** Sligo Sport and Recreation Partnership (SSRP) promoted a number of initiatives targeting people with a disability in the community. In 2010, Mullaghmore Sailing Club received €1,500 from SSRP towards the Sailors with Disabilities Inclusion programme targeted at adults and children with physical and sensory disabilities. The provision of this funding enabled participants to get an experience of sailing using accessible boats and facilities through Mullaghmore Sailing

Club. Following on from sampling the sport of sailing, participants who expressed an interest in progressing in the sport further took up membership of the mainstream club. The programme was further extended in 2010 through the development of a service in conjunction with the HSE, Irish Wheelchair Association and the club to transport and support sailors with a disability to sail twice a week. This enables the participants to develop further as sailors and is the next step on the ladder to full inclusion in the Sailing Club.

3.6 Integration of Social Media into Awareness Raising and Information Provision

As well as maintaining an online presence through their websites, social media tools like Facebook and Twitter have been used in 2010 by many LSPs to frame their communication and awareness raising activities with their target groups and working partners. Each LSP website assists with:

- providing information on local and national programmes
- detailing education and training programmes
- acting as an online resource for coaches and sports clubs volunteers
- signposting funding opportunities
- publishing newsletters, bulletins, leaflets and reports
- linking to strategic partners
- providing calendars of events
- acting as a gallery section and visual insight into the range of project activities and achievements.

Some LSPs have also developed a blog section, which sports clubs and development officers can update regularly with information.

Wicklow LSP currently has 16 active participants in its blog with an aim for 2011 to increase the blog membership to 100 and encourage clubs to post relevant information. The website is updated daily with new information on programmes, training, education, happenings in sports clubs and happenings in sports and physical activity at both local and national level.

Many LSPs are actively using social media such as Facebook and Twitter to promote key messages and information and to allow for greater and more instant communication, interaction and feedback.



Figure N - Example of Social Media being used as a means of communication by a LSP



Figure 0 - Example of Social Media being used as a means of communication by a LSP

3.7 Summary

The LSP network again demonstrated in 2010 that it plays a key role in local and regional sports development. The network continues to develop and deliver an evolving range of participation opportunities and supports to more people, groups and clubs across all sectors of the community. There is an ongoing persistent need for LSPs to cultivate and deepen relationships with the Irish Sports Council and local funding agencies and groups.

With the recent change in Government, alongside the challenging economic environment and shifting social landscape increased demand and emphasis is placed on all bodies in receipt of public funding to display good governance. Proper governance ultimately provides the means to help LSPs better achieve the network goals and objectives. The Irish Sports Council and LSPs welcome the creation of a new Department of Transport, Tourism and Sport and we look forward to exploring all opportunities of working together to increase participation in sport and physical activity.

Appendix A:

Photography Acknowledgements

Section 1 – Courtesy of County Limerick LSP

Section 2 – Courtesy of County Mayo LSP

Section 3 – Courtesy of County Laois LSP



The Irish Sports Council
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