SPORT IRELAND
Innovation in Grass Roots Sports
SPORT IRELAND
Strategy

- sport contributes to enhancing the quality of Irish life & everyone is encouraged and valued in sport;

- young people see sport participation as an integral and enjoyable part of their busy lives;

- individuals can develop their sporting abilities and enhance their enjoyment, limited only by their talent and commitment;

- Irish sportsmen and women achieve consistent world-class performance, fairly.
SPORT IRELAND
Sport Defined

HOW WOULD YOU DEFINE RECREATIONAL SPORT....?
SPORT IRELAND
Sport Defined

All forms of physical activity which, through casual or regular participation

aimed at—

expressing or improving physical fitness and mental wellbeing,

and

forming social relationships;
SPORT IRELAND
Physical Activity and Health

**Improve**
- muscular and cardio respiratory fitness
- bone density
- cognitive function

**Decrease** the risk of:
- cardiovascular disease,
- high blood pressure,
- stroke,
- diabetes,
- colon and breast cancer,
- falling and of hip or vertebral fractures
Physical Activity and Diabetes
Aerobic / resistance exercise associated with decrease risk of type two diabetes.

Physical Activity and Cancer
Vigorous physical activity 30-60 minutes 5 times a week - 20-40% reduction in the risk of breast cancer.

Physical Activity and Cognitive Ability
Exercise 3 times a week: 32% lower risk of Alzheimer’s Disease.
SPORT IRELAND
Innovation

*Taking things that exist and doing them in a new way*

- Bottom-up approach;
- Needs driven;
- Community owned;
- Mutual accountability;
- Co-financing.
SPORT IRELAND
Grass Roots

Sport for All........

covers all sport disciplines practiced by non-professionals and organised on a national or local level through organisations working primarily on a non-profit basis.
SPORT IRELAND
Community Sports And Physical Activity Hubs

**Aim**
Increase the number of people of all ages participating in sport and physical activity in their communities

**Objective**
To bring local people together and provide a home for local clubs and sports organisations
SPORT IRELAND
Community Sports And Physical Activity Hubs

Community / School / Outdoor Hubs

- Grow participation
- Engage the local community
- Promote community leadership
- Offer a range of sporting opportunities and
- Bring key partners/groups/people together
SPORT IRELAND
Community Coaching

**Aim**
Delivery of specialised training and education courses in sport

**Objectives**
- Activation into development pathways
- Assist to gain employment in sports sector e.g. as coaches
- Support volunteerism e.g. in school, community, youth club
- Promotion of positive mental health through participation
SPORT IRELAND
Community Coaching

Strand 1-2  Job Readiness & Personal Development
Strand 3  Sport Coaching Training
Strand 4  Physical Activity Training
Strand 5  Job Placement Experience
SPORT IRELAND
Beat the Street

- High profile, mass participation programme which creates lasting health benefits by energising an entire community

- Twelve month community-wide programme which delivers health outcomes by getting people moving

- Aims to lead to long term behaviour change by creating a social norm around walking and cycling
Beat the Street

The physical activity challenge that works!
SPORT IRELAND Summary

- Working to strengthen local systems and processes
- Flexible funding streams
- Community Sports Hubs
- Community Coaching
- Local Sports Partnerships and NGB Collaboration
- Evaluation
SPORT IRELAND
Evaluation

- Logic models
- Evaluation Framework
- Mixed methods (Questionnaires; Site Visits; Baseline & endline surveys)
- SPEAK report
- Irish Sports Monitor
Thank you for your time!

Questions?

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