



ACTIVE OFFALY

(2016 – 2020 inclusive)

Strategic Plan and Long Term
Framework guiding the work of
Offaly Sports Partnership



SPORT
IRELAND



Vision

Offaly to be a county with a vibrant sports culture which is inclusive of all people.

Mission

To actively support inclusive measures to increase and sustain participation in sport¹ in Offaly.

Equality Statement of Offaly Sports Partnership

Offaly Sports Partnership believes that all people, irrespective of ability, age, cultural background, educational attainment, ethnicity, family status, gender, marital status, physical, mental and intellectual capabilities, religious beliefs or sexual orientation are entitled to enjoy the benefits of improved physical and mental health derived from their participation in sport and physical activity.

We recognise that not all people have equal opportunity to participate in sport, and we commit ourselves to ensuring that our programmes reach out to under represented groups, and to advocate for a society where inclusive participation is the norm.

¹Sport is all forms of physical activity which, through casual or organised participation, aims at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels (*Council of Europe definition adapted by Sport Ireland*).

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FOREWORD

(John Treacy, Chief Executive Officer, Sport Ireland)

Sport Ireland has always placed a particular emphasis on ensuring sport is progressive and attracts participants from every corner of Ireland, from every age group and from all social backgrounds. This is a fundamental principle of the Local Sports Partnership network which aims to remove any barrier that prevents participation in sport.

Offaly Sports Partnership undertakes a wide range of actions with the aim of increasing participation rates in its local communities. This strategy builds on the excellent work achieved to date and clearly defines the role of the partnership in encouraging activity for all.

As with all strategic planning processes, the published document is simply the final phase and it is the consultation, evaluation and debate carried out during the process which gives life and value to this strategy. It is a culmination of the work of several partner agencies striving to create a more active local population.

I would like to thank all those who contributed to the strategy process, in particular the staff and Board of Offaly Sports Partnership. I would also like to thank everybody involved in Offaly Sports Partnership for their continued excellent work, and wish them all the best for the future.



Offaly County Council

Offaly County Council is proud to have initiated the establishment of Offaly Sports Partnership in 2003. In 2006 the Council signed its first agreement with Sport Ireland and has facilitated the work of the Sports Partnership ever since.

The impact of sport cannot be under estimated in terms of its social, cultural and economic returns. More importantly the physical and mental health and general well being of the population is greatly enhanced through partaking in a sporting activity.

This plan details the growth in participation in sport in Offaly since the establishment of Offaly Sports Partnership and sets ambitious targets for the future. We commend all the members of the Sports Partnership and the bodies that they represent for developing a visionary framework of sport for all in Offaly.

We want to thank John Treacy (CEO Sport Ireland) and his team for their ongoing support of the work of Offaly Sports Partnership. The commitment of Sport Ireland to having a local structure in every county in Ireland has been critical in supporting the growth of participation for all. We will continue to work with Sport Ireland and all other relevant agencies in the expectation that the provisions of this plan will be achieved

Councillor Eddie Fitzpatrick
Cathaoirleach



Anna Marie Delaney
Chief Executive



INTRODUCTION

Matt Connor (Patron)



Miriam O'Callaghan (Chairperson)



Eamonn Henry (Coordinator)



Active Offaly is Offaly Sports Partnership's long term inclusive framework which aspires to increase participation; improve fitness; develop and utilise sporting and recreational infrastructure; and realise social, economic and health gains from sport for the people of Co. Offaly.

It is the third strategic plan of Offaly Sports Partnership with the aspiration of an active generation for whom sport and physical activity is important; is part of their regular lifestyle; and is instilled within the county's population for future generations.

The framework is underpinned by five pillars:

1. Instil Fundamentals and Improve Youth Fitness
2. Increase Adult and Older Adult Participation
3. Include the Least Active
4. Integrate and Celebrate
5. Improve Capacity and Inform the Sector

Development of this framework was informed by: -

- Review of past work;
- Priorities articulated by members of the Sports Partnership and staff;
- The wider context within which the Sports Partnership operates;
- Consideration of resource constraints

Given the long-term nature of the strategic framework, future plans of the Sports Partnership will, subject to review, adhere to the five underlying themes / pillars.

For each of the five pillars, this (and future plans) will answer the following questions:

1. What is the rationale for each specific pillar?
2. What we want to achieve (objectives)?
3. What we will do in the coming five years (actions)?
4. How will we monitor our progress during this five year phase?

The plan is presented in three sections. The first section concerns Offaly Sports Partnership. The second section presents the broad context for the **Active Offaly Framework**; while section three details the five pillars of the framework, and addresses the aforementioned questions.



1 OFFALY SPORTS PARTNERSHIP

1.1 Who We Are

We are an inter agency and multi sectorial sub group of Offaly's Local Community Development Committee (LCDC). We are hosted within the Local and Community Development Section of Offaly County Council. We receive annual core funding from Sport Ireland towards the realisation of its national participation objectives at a local level.

1.2 Our Remit

Our remit is to achieve sustained local increases in participation levels in sport, physical activity and active living in Co. Offaly in line with the national participation objectives of Sport Ireland, and Healthy Ireland's National Physical Activity Plan.

1.3 Our Values

The over-arching theme of this strategic framework (**Active Offaly**) will continue to be underpinned by the values of inclusion, partnership, respect, acknowledgement and equality.

- *Inclusion:* We seek to be people centred in our work in order to ensure that our interventions are both responsive to, and accepted by the maximum number of people that we target
- *Partnership:* We seek to collaborate in partnership with all stakeholders committed to increasing participation; and with the wider community in order to maximize impacts for our county
- *Respect:* We will be respectful of all people with whom we work, for the advancement of our goals
- *Acknowledgement:* We recognize and acknowledge that the task of maintaining and increasing participation levels in sport within our county is huge and is something that we cannot do alone. We are therefore very appreciative of the efforts of all volunteers and organisations that contribute to this
- *Equality:* We are committed to a culture of equality to advance participation opportunities for all, in line with our equality statement

1.4 Board & Staff

1.4.1 Board

The Board of Offaly Sports Partnership, at the end of 2015, comprised of fifteen committed people from various bodies and agencies as follows:

- Five sports representatives
- Four statutory representatives (Offaly County Council, The Health Service Executive, An Garda Síochána and the Laois / Offaly Education and Training Board)
- Two public representatives
- One private sector representative
- One local development representative
- One disability sector representative
- One representative from the Third level sector

1.4.2 Staff

The Sports Partnership has two full time staff (a Coordinator and Administrator funded by Sport Ireland) and a part time Sports Inclusion Development Officer funded by Sport Ireland (50%) and local match funding (50%).

1.5 Review of Past Work

With ten years operational experience Offaly Sports Partnership, as a member of the wider network of Local Sports Partnerships supported by Sport Ireland, has helped lead local delivery of national participation objectives. In that time significant progress has been made in a wide range of areas. These include:

1.5.1 The Structure: A strong inter-agency group of relevant stakeholders is in place. These are consulted on the plans of the Partnership and support and oversee its work

1.5.2 The Coordination: The Partnership has played a pivotal role in bringing various agencies together to work on identified priorities of a sporting nature. Locally it also coordinates a number of national initiatives. These include Bike Week, Recreation Week, National Play Day and the Operation Transformation national walk. It also has a supporting and representative function on a number of local forums such as the Laois / Offaly Walking Partnership and has built international relationships from research of good practice that it has sought to replicate in Offaly.

1.5.3 The Investment: In addition to Sport Ireland's essential core funding the Partnership has also levered additional support for the county since its inception. Agencies and government departments that have funded the work and interventions of the Sports Partnership include:

- the Department of Children & Youth Affairs
- the Department of Justice, Equality & Law Reform
- the Department of Health & Science
- the Department of Transport, Tourism & Sport
- the Dormant Accounts Disbursement Fund
- the Health Services Executive
- the Laois Offaly Education & Training Board
- Offaly Local Development Company
- Offaly County Council
- the Office of the Minister for Integration.

1.5.4 The Work: The work of the Sports Partnership has been broad ranging and varied in the past ten years. Positive impacts of this work include:

1.5.4.1 Youth: As well as delivering Sport Ireland's national programmes, Offaly Sports Partnership works with UK partners to promote and deliver programmes designed to improve fundamental sports skills and athleticism among children. These initiatives have grown organically and have taken root in 17 other counties.

1.5.4.2 Under-represented Groups: A large number of low participation groups have been reached through direct interventions of the Sports Partnership. Eight have been specifically targeted and will continue to be targeted. The most visible impacts of these interventions include:

- *People with a disability.* There has been a growth in opportunities for people with a disability to take part in sport. This has been made possible through the work of a dedicated Sports Inclusion Disability Officer. New clubs catering specifically for people with a disability have also been formed and adapted sport has been incorporated into a number of existing clubs. Improved capacity among service providers and sports coaches is also evident

- *Women.* There has been a huge increase in the number of women participating in recreational sport as shall be outlined in section 2. This is due in part to the programmes of the Sports Partnership
- *Migrant Communities.* As a result of initial support from the Department of Justice, Equality & Law Reform, and ongoing intervention by the Sports Partnership, there have been increases in the number of migrants participating in sport in the county. A number of adults from the new communities have also taken up coaching and administration roles. This has been most evident in the sports of athletics, boxing, soccer and swimming

1.5.4.3 Education, Training & Information: Since its inception Offaly Sports Partnership has provided training opportunities in child welfare, first aid, SAQ (Speed, Agility & Quickness) Disability Inclusion, Community Coaching and a range of other topics for over 3,500 volunteers and coaches. The Partnership is also a point of information and support for sporting bodies in the county. Assistance in making funding applications has proved to be the most sought after area of support requested by clubs.

The above represents a fraction of the work of Offaly Sports Partnership. The Partnership has strived to be responsive to the needs of the sports sector in the county despite challenges in a constantly changing environment and during the economic downturn. The Partnership will build on all of this experience for the coming period.





2 CONTEXT FOR ACTIVE OFFALY FRAMEWORK

2.1 Defining sport

Sport is understood differently by different people. Any approach to sport development will therefore be based on one's understanding, priorities, and internalised definition.

2.1.1 Standard Definition

The standard dictionary definition of sport is “an activity involving physical exertion and skill in which an individual or team competes against another or others for entertainment”.

This is a rather narrow definition which is primarily concerned with organised competitive sport. Nonetheless it represents a broad understanding of what the general public perceive sport to be. Organised clubs that fall under this definition of sport are key stakeholders of the work of Offaly Sports Partnership, and their priorities are important to the Sports Partnership.

2.1.2 A Broader Definition

The Council of Europe definition says that “sport means all forms of physical activity which, through casual or organised participation, aims at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels”.

This broader definition which incorporates all forms of physical activity goes beyond the definition of organised competitive endeavours. It has been adopted by Sport Ireland, and underpins this strategy of Offaly Sports Partnership. This definition requires us to work with a large range of stakeholders to increase participation in various forms of physical activity with physical, mental and social wellbeing as a central tenet of our work.

2.2 Policies and targets informing this plan

“Active Offaly” is framed by a number of important national and local policies, including:

- Healthy Ireland's National Physical Activity Plan (2016 – 2025);
- Department of Transport, Tourism and Sport's sports policy framework;
- Sport Ireland's corporate strategy for 2017 – 2021; and
- Offaly's Local Economic and Community Plan (2016 – 2021);

2.2.1 National Physical Activity Plan

“Get Ireland Active”, the National Physical Activity Plan for 2016 – 2025 aims to increase overall levels of physical activity throughout the Irish population. The overarching targets of the Plan are to increase the proportion of the population meeting the relevant National Physical Activity Guidelines by 1% per annum and to reduce by 0.5% per annum the proportion of the Irish population who do not take part in any regular (weekly) physical activity. It places particular emphasis on addressing inequalities in participation whether these are by gender, age, social class or disability status. Local Sports Partnerships feature strongly as a key part of the implementation framework. Of the eight Action Areas mentioned in the Plan, Local Sports Partnerships have been specifically identified as having a role to play in seven, namely Public Awareness, Education and Communications; Children and Young People; Environment; Sport and Physical Activity in the Community; Research, Monitoring and Evaluation; and Implementation through Partnership.

2.2.1 National Sports Policy Framework

The Department of Transport, Tourism and Sport is currently developing a 10-year public policy framework for sport in Ireland which is likely to be finalised in early 2017. It will set the agenda for Sport Ireland (and by implication its key partners including Local Sports Partnerships) for the foreseeable future. While the content has to be finalised the indications from the initial consultation document are that there will be a strong emphasis on increasing participation in sport throughout the Irish population including addressing the gradients that exist in this regard. In developing the National Sports Policy Framework, the Department is mindful of the need to “best support further increased participation in sport taking account of the sports actions in the National Physical Activity Plan.”

Two other elements featuring in the draft consultation document are likely to impact strongly on the work of Local Sports Partnerships. These are the commitment to support volunteer engagement in sport and the intention to better link desired outcomes, current programmes and capital investment in sports facilities.

2.2.2 Sport Ireland Corporate Strategy 2017 – 2021

Sport Ireland is currently developing a five-year Corporate Strategy for 2017 – 2021 which is expected to be finalised before the end of 2016. It is expected that the strategy will continue to emphasise increased participation in line with previous corporate strategies and with the overarching physical activity and sport policy framework referred to above. Addressing gradients in participation is likely to be a key component of the strategy.

2.2.4 Offaly's Local Economic and Community Plan

The Local Economic and Community Plan sets out county priorities and actions for the next six years (2016 – 2021 inclusive). Offaly Sports Partnership is named as a stakeholder agency in this plan with specific reference to:

- Advice on the development of appropriate infrastructure and facilities
- Services and supports to local communities (including people with a disability)
- Improving the well being and quality of life for children, youth, families and older people
- The accessing and coordination (with other agencies) of multiple funding sources to stimulate local development

2.3 Participation in Sport – Children and Adults

In developing this strategy, consideration has been given to the following in respect of children, young people and adults: -

- Current participation levels
- Current fitness levels

2.3.1.1 Current Participation Levels of Children

It is difficult to assess the current participation levels of children and young teens due to a lack of up to date national data. The most recent national study of children's participation in 2010 found that only 19% of primary school children and 12% of post primary children meet the Department of Health and Children's health goal of at least 60 minutes of moderate to vigorous physical activity daily.

2.3.1.2 Current Fitness Levels of Children

International evidence points to inter generational deteriorations in youth fitness. For example Dr. Grant Tomkinson of the University of South Australia, speaking to the American Heart Association, in 2013 claimed:

“In the one mile run the typical child of today will finish about one and a half minutes behind the typical child in 1975. That equates to about 300m, almost a quarter of a mile behind the typical child of 1975.”

To monitor some basic fitness indicators among children in the county, Offaly Sports Partnership has collected a large body of local data. Appendix 1 summarises initial findings for primary schools in respect of children's fitness. These baselines will be used as one objective indicator to measure impacts of interventions with children and young people.

2.3.2 Adult & Older Adult Participation

There has been a substantial growth in the number of adults participating in sport in the past five to ten years. The most recent Irish Sports Monitor (2013) puts adult participation at 46%. This exceeds the national target set for 2020. Individual sports account for three quarters of all adult participation with the most popular being personal exercise, swimming, running and cycling.

A comparable study of the midland counties using the 2011 and 2013 Irish Sports Monitor datasets puts sports participation at 44.1%, almost two percent lower than the national average. This is unsurprising given the lower socio economic status of Offaly and the midlands region.

Participation among older adults is significantly lower. The study of Midland counties puts participation of adults aged 16 to 34 years at 63%. This reduces to approximately 40% for those aged 35 to 54 years and 26% for people aged over 55 years

2.4 The Socio-Economic Impact on Participation

Various Sport Ireland studies have consistently shown that participation (and continued participation) is largely influenced by a person's socio – economic status and family status. Major influencing factors include:

- Income and Employment status – people from low income families and the unemployed are less likely to participate. According to the Central Statistics Office (Regional Quality of Life 2013 Report) the Midlands Region has the lowest level of household disposable income in Ireland; with Offaly having the second lowest of all counties in Ireland
- Educational Attainment – those with a third level qualification are more likely to participate. Within the Midlands Region, participation by people with a third level qualification is 15% higher than those with a Junior Certificate or no formal qualification (49% compared to 34%). Significantly the percentage of Ireland's population with a third level qualification is lower in the Midlands compared to all other regions
- Age – participation reduces with age as indicated at 2.3.
- Disability – people with a disability experience significantly greater barriers to participation. In the Midlands region, only 28% of people with an illness or a disability participate in sport or physical activity compared to 48% of those that do not have a disability
- Ethnicity – the indigenous population is more likely to participate compared to migrants, and people of an ethnic minority background. Figures from the Integration Centre in 2012 indicated the following with respect to integration in sport:

Comparative Indicator	Irish Nationals	British Nationals	Other EU	Rest of the World
Participation in Sport	44%	43%	36%	28%
Social Participation	49%	48%	27%	19%
Sports Volunteer	8%	7%	2%	1%
Member of a Club	41%	36%	21%	15%
Attended an Event	20%	20%	8%	4%

- Gender – women are still less likely than men to participate, though the gender gap is narrowing. Sport Ireland's report on participation for the Midland counties found that 47% of men, and 41% of women participate in sport in its broadest sense (a difference of 6%). This compares to a 17% difference in 2011 when Sport Ireland's report for the region showed 38% of men and 21% of women participating. A significant finding of the most recent regional report is that more women than men are now meeting the Department of Health's recommended guidelines on physical activity – 31% compared to 26%. This report found that women are more likely than men to be recreational walkers (73% compared to 58%). At 14% there is no difference in the level of sedentarism among women and men.

2.5 Investment in Sport

Prior to the establishment of Offaly Sports Partnership and the annual support it receives from Sport Ireland there was very limited ongoing investment in sport to the county other than that of the GAA (which was sport specific) and the ongoing work of the Health Service Executive Health Promotion Unit.

The Sports Partnership monitors investment to the county and keeps its board and stakeholders informed of this. This investment comes from a variety of sources including:

- Governing Bodies
- Sports Capital Funding
- The International Carding Scheme (High Performance)
- Wider agency support

2.5.1 Governing Body Support

Two of the three major field sports engage dedicated development officers for their respective sports in Co. Offaly.

In 2015 the Gaelic Athletic Association (GAA) had two full time officers for the county. They also engaged a number of seasonal coaches to deliver their programmes in most primary schools in the county, and their summer camps.

The Leinster branch of the Irish Rugby Football Union (IRFU), in partnership with local rugby clubs engage four part time Club Community Rugby Officers (CCROs), one in each of four of its five affiliates in the county. The CCROs are engaged for up to eight months of the year.

Offaly is one of the few counties in Ireland that does not have a dedicated Football Association of Ireland (FAI) development officer for the county. Most counties with dedicated FAI officers receive local level co-funding. The two major field sports with dedicated staff in the county (GAA and rugby) did not receive any

Other governing bodies of sport have regional or national officers for the development of their respective sports.

2.5.2 Sports Capital

In the most recent round of the Sports Capital Programme, funding of €737,139 was approved for projects in Co. Offaly. This equates to €9.60 per head of population, and ranked Offaly 13th of 26 counties based on population size. The per capita allocation was marginally higher than the national average of €8.98

2.5.3 The International Carding Scheme

In 2015 Sport Ireland approved over €1.5m in high performance grants. 79 sports people benefited from this budget. One athlete from Co. Offaly was approved for a grant of €12,000. In 2014 no sportspeople from Offaly were approved.

2.5.4 Wider Agency Support

Investment in non organised sport and outdoor amenities comes from a variety of sources including Bord na Móna, Coillte, Fáilte Ireland, the National Trails Office, Offaly County Council and Waterways Ireland. The Sports Partnership also levers additional support from various agencies and government departments as set out in Section 1.

As part of this and future plans, Offaly Sports Partnership will liaise with such bodies to help optimise their investments, and contribute to promoting the use of our natural environment as well as supporting the development of blueways, greenways and general recreational activity.





3 THE FIVE PILLIARS OF THE STRATEGY



3.1 Rationale for the five pillars

The five pillars for this strategy were chosen based on an analysis of the remit of the Sports Partnership, review of past work, the national and local context within which the Sports Partnership operates and priorities articulated by board members and staff.

3.1.1 Instil Fundamentals and Improve Youth Fitness

- Fundamental movement skills serve as the foundation on which future participation will be built
- Offaly Sports Partnership has a strong track record in this regard and will build on this
- Concern exists about perceived inter generational deterioration in youth fitness and the future consequences of such a trend
- The Sports Partnership wishes to investigate this issue further, and gather a body of objective data to inform future interventions

3.1.2 Increase Adult and Older Adult Participation

- There have been significant increases in adult participation locally in the past five years (up from 29.5% to 44%)
- Despite this very positive growth, only 29% of the local adult population meet the Department of Health's guideline of 150 minutes of physical activity each week
- Also over one in eight adults in Offaly (14%) are sedentary
- Only a quarter of older adults in the midlands participate in sport
- A two pronged strategy to support more adults and older adults is needed; (i) beginner interventions for those who are sedentary, (ii) intermediate interventions targeting those that participate but who are not meeting the recommended physical activity guidelines

3.1.3 Include the Least Active

- To achieve the vision of “*a county with a vibrant sports culture which is inclusive of all*” the targeting of the least active will remain central to the work of the Sports Partnership
- In keeping with this aim of inclusion, Offaly Sports Partnership has historically focused on eight specific low participation groups - Low income communities (Rural and Urban), Older people, People of an ethnic minority, People with a disability, The unemployed, Travellers, Women and girls, and Youth at risk.
- There has been a narrowing of the participation gap among some of the identified target groups (e.g. gender). However in general terms, these groups still remain among the least active in society and there is justification to specifically target them in the coming five years

3.1.4 Integrate and Celebrate

- In line with our inclusive vision we seek to ensure that people of all backgrounds and abilities living in Co Offaly will have the opportunity to integrate into, and be visible within our county's organised sports clubs and facilities
- Furthermore, as a county which loves sport and strives for a vibrant sports culture, we will seek to acknowledge and celebrate the achievements of sports people that bring pride to Offaly

3.1.5 Improve capacity and Inform the sector

- In line with the main functions of a Sports Partnership to provide information and training to the wider sector, and to implement an agreed plan, Offaly Sports Partnership will continue to strive to improve capacity and act as an information hub

3.2 Objectives and Actions

The plan to follow is set out under four key broad headings: -

- What we want to achieve (objectives)
- What we will do (actions)
- How we will monitor our progress
- Who we will partner with

The actions contained hereafter are broad in nature, ambitious yet realistic, and in line with anticipated levels of resourcing. For the coming five years, Offaly Sports Partnership will endeavour to maximise investment in order that results under all five pillars can be shown within the lifetime of this plan.

3.3 Monitoring and Evaluation

Each year, Offaly Sports Partnership will draft a more detailed annual work plan with specific targets, results based performance indicators and timelines for each objective. The attainment of these targets will be monitored throughout the year and in reports to the Board of Offaly Sports Partnership. Annually, Sport Ireland will be notified of progress made through the SPEAK² report.

A detailed review of the overall strategy under each of the five pillars, together with a review of the five annual work plans will be undertaken prior to developing the next strategic plan for the period 2021 – 2025 (inclusive). It is anticipated that this plan will continue to use the five pillars contained herein.

²SPEAK – Strategic Planning Evaluation and Knowledge: annual monitoring and evaluation framework for the Sports Partnership network



3.2.1 Instil Fundamentals & Improve Youth Fitness

What we want to Achieve (Objectives)	What we will do (Actions)	How we will monitor our work	Who we will partner with
Children and young people having a positive introduction to sport and learning the fundamentals in the process	Continue to deliver child centred programmes that focus on the development of fundamental sports skills	i. Annual SPEAK Report ii. Reports on the number of fundamentals' programmes delivered	Primary & post primary schools National Governing Bodies of Sport & Local Clubs Local Sports Hubs (where applicable) Sportshall Associates (UK partner)
A greater understanding of fitness among primary and post primary students	i. Complete development of the Remote Fitness Challenge and supplementary resources ii. Sign up schools annually to participate in the Remote Fitness Challenge iii. Collect data annually	i. Analysis of data collected ii. Reports to participating schools and the Board of the Sports Partnership	
A culture of supporting the improvement of fitness among primary and post primary students	i. Train teachers and sports leaders to use the Remote Fitness Challenge ii. Provide complementary activity programmes iii. Train teachers and sports leaders to independently deliver complementary activity programmes	Assessment of the level of independent implementation	
A culture of increased activity among primary and post primary students	i. Provide children and young people with a greater choice of sports through hosting inter school activities that focus on minority sports ii. Develop club school links iii. Continue to promote national activity programme iv. Develop a monitoring tool to track the work undertaken	Reports using monitoring template for inter school activities	

3.2.2 Increase Adult and Older Adult Participation

What we want to Achieve (Objectives)	What we will do (Actions)	How we will monitor our work	Who we will partner with
Reduce sedentary living among adults in the county in line with the aspirations of the National Physical Activity Plan	i. Target promotion of the benefits of sport and physical activity to adults & older adults who are sedentary	i. Annual SPEAK Report ii. Agreed impact measures developed for individual interventions	Local Communities National Governing Bodies of Sport & Local Clubs
Reduce sedentary living among older adults in the county in line with the aspirations of the National Physical Activity Plan	ii. Deliver beginners' recreational sports and physical activity programmes iii. Continue to collaborate with National Governing Bodies of Sport and local clubs / organisations to develop recreational sport and physical activity in the county at a beginner level	iii. Reports to the Board of the Sports Partnership iv. Irish Sports Monitor Report in advance of the development of the next strategic plan	Department of Transport, Tourism & Sport Age Action & Active Retirement Groups Health Services Executive Offaly Local Development Company Ltd Local Community Development Committee
Increase the number of adults in the county who are meeting the recommended levels of physical activity	i. Target promotion of the national physical activity guidelines among active adults & older not yet meeting the guidelines		Local Authority National Trails Office
Increase the number of older adults in the county who are meeting the recommended levels of physical activity	ii. Deliver intermediate level recreational sports programmes targeting the already active iii. Promote the expansion of club structures to cater for more adults & older adults Continue to collaborate with stakeholders to promote activity programmes (e.g. Active Travel, Bike Week, Operation Transformation, Positive Ageing Week, etc)		National Programmes

3.2.3 Include the Least Active

What we want to Achieve (Objectives)	What we will do (Actions)	How we will monitor our work	Who we will partner with
Sustained increases in the participation of underrepresented groups in sport and physical activity	<ul style="list-style-type: none"> i. Pursue investment to deliver interventions targeting low participation groups annually ii. Secure ongoing retention of the Sports Inclusion Development Programme in Co. Offaly annually iii. Retain successful interventions for migrant communities and deliver similar interventions targeting schools with high concentrations of children of an ethnic minority background iv. Continue the delivery of interventions targeting the unemployed, women and older people to become / remain active in physical activity and sport as participants, officials and coaches v. Develop and deliver interventions targeting teenage girls to become / remain active in sport and physical activity vi. Deliver collaborative interventions with local community development organisations targeting low participation groups, who to date, Offaly Sports Partnership has not worked with on an ongoing annual basis 	<ul style="list-style-type: none"> i. Financial reports ii. Agreed Impact measures for individual interventions iii. Annual SPEAK Report iv. Reports to the Board of the Sports Partnership v. Reports to the stakeholders of the Sports Partnership 	<ul style="list-style-type: none"> Offaly Local Development Company Ltd Community Development Organisations Local Disability sector

3.2.4 Integrate and Celebrate

What we want to Achieve (Objectives)	What we will do (Actions)	How we will monitor our work	Who we will partner with
Greater integration and visibility of underrepresented groups in organised sports clubs and facilities	<ul style="list-style-type: none"> i. Create linkages between participants on our programmes with organised sports clubs and facilities ii. Support the development of integrated clubs, where appropriate 	<ul style="list-style-type: none"> i. Case studies of individual transfers 	<ul style="list-style-type: none"> Local sports sector Local stakeholders Local media
A culture of acknowledgement, recognition and celebration within Offaly Sports Partnership of our county's sports people and volunteers	<ul style="list-style-type: none"> i. Board of Offaly Sports Partnership to actively acknowledge sporting achievements within the county ii. Maintain a record of underrepresented groups within the local media and advocate for coverage of their sporting achievements iii. A minimum of one celebration of sport in Offaly to be held within the lifetime of this strategy iv. Examine the potential to support emerging sports people in our county 	<ul style="list-style-type: none"> i. No. of acknowledgements at meetings, on web and letters sent ii. Report on sports coverage of underrepresented groups iii. Reports on events iv. Decision of Board on document drafted 	

3.2.5 Improve Capacity and Inform the Sector

What we want to Achieve (Objectives)	What we will do (Actions)	How we will monitor our work	Who we will partner with
Strengthen capacity of the Sports Partnership	Review structures, policies and governance of the Sports Partnership	i. Updated governance documents & policies ii. Adherence to same	Offaly Sports Partnership Board
Strengthen capacity of the wider sports sector in Offaly	i. Provide education and training to the wider sports sector in Offaly ii. Support the organised & wider sport sector access and secure investment	i. Number of courses delivered ii. Number of volunteers trained iii. Investment secured by the sector iv. Annual SPEAK Report v. Reports to the Board of the Sports Partnership	Local Sports Bodies Relevant funding bodies Local Community Development Committee & inter agency groups
Provide information and support to the wider sports sector in Offaly	Act as an information hub for the wider sports sector in Offaly	i. Number of press releases issued ii. Number of telephone queries addressed iii. Number of website hits iv. Number of Social media followers v. Sports people linking with wider national structures vi. Annual SPEAK Report	
Inter agency cooperation to increase sporting and recreation opportunities in the County	i. Work collaboratively with agencies responsible for developing local sports tourism infrastructure (e.g. local greenways, blueways etc) ii. Work in partnership with Local Community Development Committee (LCDC) stakeholders on actions of a sports and physical activity nature iii. Collaborate with agencies to secure investment as opportunities arise	i. Infrastructures progressed or developed ii. Collaborative actions delivered (LCDC annual reports) iii. Funding secured	

Appendix 1 – Baseline fitness scores of primary school children in Offaly (2014 / 2015)

The baseline fitness scores were established for two tests – a 60m test for speed and a one minute sustained run. 4,892 children were tested to establish the baseline as set out in the four tables below

Class	No. Tested	Mean Time	Top 5%	Top 15%	Top 50%	Top 85%	Top 95%
1 st	413	13.70	11.62	12.14	13.32	15.30	16.32
2 nd	425	13.67	11.29	11.79	12.98	14.65	16.17
3 rd	415	12.30	10.46	10.99	12.04	13.65	14.63
4 th	441	11.82	10.16	10.60	11.60	13.04	14.15
5 th	473	11.62	9.98	10.49	11.37	12.81	14.23
6 th	378	11.00	9.43	9.82	10.73	12.07	13.59

Table 1 – Boys 60m Speed Test (2014 / 2015 Baselines)

Class	No. Tested	Mean Time	Top 5%	Top 15%	Top 50%	Top 85%	Top 95%
1 st	386	14.21	12.19	12.78	13.99	15.44	17.08
2 nd	372	13.65	11.72	12.40	13.50	14.92	16.12
3 rd	414	12.91	11.09	11.65	12.73	14.19	15.35
4 th	393	12.34	10.74	11.15	12.13	13.45	14.59
5 th	408	11.87	10.24	10.68	11.71	13.08	14.10
6 th	374	11.43	9.81	10.34	11.36	12.64	13.31

Table 2 – Girls 60m Speed Test (2014 / 2015 Baselines)

Class	No. Tested	Mean Score	Top 5%	Top 15%	Top 50%	Top 85%	Top 95%
1 st	371	210m	250m	235m	210m	190m	175m
2 nd	427	215m	255m	245m	220m	195m	170m
3 rd	425	230m	265m	255m	230m	205m	190m
4 th	449	235m	265m	260m	240m	210m	195m
5 th	474	240m	280m	265m	245m	215m	195m
6 th	407	250m	300m	285m	255m	225m	200m

Table 3– Boys 1 Minute Sustained Run Test (2014 / 2015 Baselines)

Class	No. Tested	Mean Score	Top 5%	Top 15%	Top 50%	Top 85%	Top 95%
1 st	351	205m	240m	230m	205m	190m	175m
2 nd	367	210m	250m	235m	215m	195m	175m
3 rd	419	220m	255m	250m	225m	200m	190m
4 th	400	230m	260m	255m	230m	205m	200m
5 th	422	235m	275m	260m	240m	210m	200m
6 th	379	240m	280m	270m	245m	220m	200m

Table 4 – Girls 1 Minute Sustained Run Test (2014 / 2015 Baselines)









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