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**Background**

Sport Ireland is the statutory authority tasked with leading, advocating and providing directed funding for the development of sport in Ireland. Under the Government’s [National Sports Policy 2018-2027](https://assets.gov.ie/15979/04e0f52cee5f47ee9c01003cf559e98d.pdf), Local Authorities are positioned as key stakeholders in the context of public spaces for sport and physical activity as well as providing opportunities for participation initiatives.

Under Action 8 of National Sports Policy 2018 -2027, Sport Ireland has been given the directive to support Local Authorities in developing their Local Sports Plans. This template has been created to support Local Council to promote the development of the new Local Sports Plan and ensure the widest possible engagement of residents and stakeholders in the co-design.

**Aim**

The purpose of this document is to support local Council’s to promote the development of the new Local Sports Plan and ensure the widest possible engagement of residents and stakeholders in the co-design process.

**Approach**

The approach being taken will vary depending on each Council, but generally there are three distinctive audiences (1) Residents (2) Children and Young People (3) Organisations (from all sectors) who have a potential contribution to or interest in sport and physical activity.

**Identifying stakeholders**

Outlined below are key stakeholders who could be considered when promoting and disseminating information in relation to the consultation process. This is not an exhaustive list and is for illustration purposes only. This can be tailored specifically for each Council.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Political** | **Statutory** | **Voluntary and Community** | **Network Groups/Umbrella Orgs** | **Business** | **Residents** |
| * Locally Elected Members | * All Teams /   Departments within Local Authority   * Schools and Colleges * Local Health Authorities | * Local sports clubs * National Governing Bodies * Organisations working with marginalised / socially excluded groups / individuals | * LCDCs * PPNs * Local Development Company * CYPSCs | * Businesses who maybe have sport and physical activity as part of their tourism offering/product | * Residents from across the local Council. * Children and Young People from across the local Council. |

**Engagement Action Plan**

The following table provides some practical ideas to enhance awareness of the co-design process among residents and stakeholders. Please note these are optional and are simply suggestions to maximise levels of engagement.

|  |  |
| --- | --- |
| **Activity** | **Purpose** |
| **Development of PR Material**  Posters, flyers etc | Posters / Flyers to be produced with QR codes for the relevant content for thematic workshops and surveys and to acknowledge key partners.  These may be digital only but could also include some printed material.  Templates are available from Local Authorities involved in the Sports Plan Pilot. |
| **Launch**  Launch Event / Photocall | General awareness raising among all target stakeholders about the purpose and focus of process.  Outline how people can get engaged /involved (e.g. events / surveys targeting (1) residents, (2) children and young people and (3) stakeholders. |
| **Website** | May be useful to develop a dedicated page on Council / LSP website which acts as central point of information (with dates for events, links for surveys etc).  This can be used in all other print / social media posts. |
| **Steering Committee** | Establishing a local sports plan steering committee with wide representation both internal and external to the local authority offers a useful mechanism to disseminate information about surveys and workshop events. |
| **Social Media** | Regular and targeted social media posts via all key channels (e.g. Council, LSP).  Potential of sponsored posts to ensure profile / reach with key target groups.  Creative content used – e.g. short videos / reels developed, potential contribution of local sports people/personalities.  Reminders about how people can get engaged / involved (e.g. events / surveys targeting (1) residents, (2) children and young people and (3) stakeholders. |
| **Print Media** | General awareness raising among all target stakeholders of the purpose and focus of process.  Newspaper article in local newspapers highlighting process.  Outline how people can get engaged / involved (e.g. events / surveys targeting (1) residents, (2) children and young people and (3) stakeholders. |
| **Radio** | Radio coverage on local radio stations / community sections.  Reminders about how people can get engaged / involved (e.g. events / surveys targeting (1) residents, (2) children and young people and (3) stakeholders. |
| **Newsletters**  Information is included in all scheduled newsletters / PR issued by Council’s / LSP etc. | Information is included in all scheduled newsletters / PR issued by Council’s / LSP etc.  General awareness raising among all target stakeholders of the purpose and focus of process.  Outline how people can get engaged / involved (e.g. events / surveys targeting (1) residents, (2) children and young people and (3) stakeholders. |
| **Email Circulars**  Information disseminated via email to all contacts in local networks (e.g. LSPs, Community and Voluntary Sector Database).  Scheduled reminders (e.g. at mid-way point) via email to all contacts in local networks (as above). | Information disseminated via email to all contacts in local networks (e.g. LSPs, Community and Voluntary Sector Database, PPN Database, LCDC, CYPSC).  Scheduled reminders (e.g. at mid-way point) via email to all contacts in local networks (as above). |
| **Incentives** | Incentives to encourage completion of survey / attendance at events.  For example: access to 1 year gym membership, One4All Voucher, Sports Equipment Voucher |
| **In Person Opportunities** | Attendance at other significant sporting venues/events and encourage or facilitate participation in the co-design process – potential here to use printed surveys or via iPad devices.  Attendance at schools, colleges and other community settings using printed or online devices to secure survey responses. |

## **Support**

The appointed consultants will be available and willing to support this process and will proactively engage with each Council. However, much of the above is dependent on each Council taking a lead on the promotion and dissemination of this opportunity.

**Conclusion**

These templates were created by Sport Ireland with the support of 8 Local Authorities (Carlow, Cavan, Clare, Dun Laoghaoire Rathdown, Dublin City, Fingal, South Dublin) and S3 Solutions in 2024.

Contact [participation@sportireland.ie](mailto:participation@sportireland.ie) with any queries.

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