Dublin City
Sport & Active Recreation Strategy

Providing Sport and Active Recreation opportunities for all the citizens of Dublin City

2009-2016
Executive Summary

Dublin City Council’s Sport and Active Recreation Strategy 2009-2016 outlines how Dublin City Council can work with interested parties in Dublin City to deliver high quality, integrated and sustainable sport and active recreation facilities and services. The key aim of this document is to get more people partaking in physical activity, more of the time while also supporting competitive play, elite player development and representation on an international stage. This document defines the roles, responsibilities and methods Dublin City Council will use to provide sport and active recreation opportunities for the citizens of Dublin City.

The five key elements underpinning the strategy are:

• Sport
• Recreation
• Facilities
• Events
• Delivery

These core principals have been identified as a framework to:

• Identify Dublin City Council’s role in this area.
• Link Dublin City Council’s role to other service providers.
• Identify for the general public how they can interact with Dublin City Council facilities and services.

The implementation of this strategy will be delivered through a number of action plans emanating from a wide-ranging consultation process with:

• General public.
• Service users.
• Agencies and organisations involved in sport and active recreation.
the key aim of this document is to get more people partaking in physical activity
Key roles for Dublin City Council

• Play a lead role in developing sport and active recreation in the City.

• Deliver high quality programmes, services and activities to the people visiting, living and working in Dublin City.

• Operate quality facilities, provide professional staff and resources to encourage physical activity.

• Support and facilitate the staging of sporting events in the Dublin City.

• Work in partnership with agencies and sporting bodies to coordinate the delivery of programmes and pool resources to maximise potential.
## Framework for leading the way in Sport and Active Recreation

### Vision
- Dublin – An active sporting city

### Our goals
- Strong active communities
- Great sporting clubs
- Exciting events and activities
- Quality facilities and opportunities

### Theme
- Active Living
- Active Sport
- Active Facilities
- Active Events
- Active Delivery

### Description
- Community sport and recreation
- Sporting clubs and partnerships
- Network of places and opportunities provided by DCC
- Community and sporting events supported by DCC

### Branding

### Partnerships

### Structure
Legislative Background

National policy in the area of sport and recreation has been set out in the following:

- Irish Sports Council Act 1999
- Planning and Development Act 2000
- Local Government Act 2001

In the area of sport, a series of policy and guidance documentation has been produced which include:

- Irish Sports Council – “Building Sport for Life”
- National Obesity Strategy
- Teenspace – National Recreation Strategy for Young People
- National Action Plan on Social Inclusion
- Dublin City Development Plan
- Dublin Sport and Recreation Strategy 2004
- Dublin City Council Play Policy
- Dublin City Council Youth Affairs Strategy
Profile of Dublin City

Dublin City is governed by Dublin City Council. Dublin City Council is the largest local authority in Ireland. The administrative area of Dublin City Council covers the central part of the greater Dublin area. Dublin City Council divides the City into five administrative areas to facilitate local service delivery. Dublin City has a population of 506,211, of which 248,087 are male and 258,124 are female. Dublin City is also an intercultural city with over 150 different nationalities living in Dublin City. In relation to the provision of sport and active recreation, the age profile of the city has increased in recent years with the average age in 2006 being 35.6 years, which is an increase of 0.5 years on the 2002 figure.

1 National Census 2006
2 National Census 2006
Sport and active recreation is a key component of service provision by Dublin City Council and has the ability to connect the social, political and economic framework of Dublin City.

**Social Framework**

Sport and active recreation can enhance the quality of life in Dublin City. It can also improve the health and wellbeing of the citizens of Dublin City. Sport is a key generator of social capital.

It is a tool for engaging people into society and can give citizens a social outlet. Physical activity also reduces the occurrence of both mental and physical illness. Sport and active recreation brings people together, helps build communities, and provides a focus for collective identity and belonging.
Economic Framework
Sport and active recreation has an annual value of €1.4 billion to the Irish economy. Sport has the capacity to deliver:

- Media profile to the City.
- Sport tourism.
- Internationally recognised competition.
- Indigenous fan base.
- Sports legacy.
- Sponsorship.

The positive health benefits of sport and active recreation can also reduce the cost of providing healthcare, due to the positive effects on mental and physical wellbeing.

Political Framework
Sport and active recreation transcends various levels of Irish government.

The interconnection and collaboration of all of these groups ensure that sport and active recreation in Ireland is an integral part of the political framework.
In the years 2003 to 2007 Dublin City Council had a total expenditure of approximately 273m on recreation and amenities. Dublin City Council has an approximate annual revenue expenditure of 50m on recreation and amenities. As can be seen from the level of investment, Dublin City Council is committed to the provision of sport and active recreation facilities and services. In this context, Dublin City Council can be seen as a leader, through number of personnel employed, infrastructural development and financial commitment to sport and active recreation. Dublin City Council provides sport and active recreation facilities and services through several departments and sections.

Dublin City Council provides the following facilities & services:

- State of the art multi-use sports facilities
- Sport and recreational development officers
- Parks
- Playing pitches
- Dublin City Sport Partnership
- Beaches
- Playgrounds

*See appendix A for a complete list of Dublin City Council facilities and services.*
The Sport & Physical Activity Strategy methodology was fully endorsed at the June 2008 Arts, Culture, Leisure and Youth Affairs Strategic Policy Committee. This strategy was developed in a collaborative manner using internal knowledge and experience within Dublin City Council and external consultation with identified interest groups and the general public.

This process involved consultation with:

- Dublin City Council staff
- Sport sub-group of the Arts, Culture, Leisure and Youth Affairs Strategic Policy Committee of Dublin City Council
- Arts, Culture, Leisure and Youth Affairs Strategic Policy Committee of Dublin City Council
- Identified groups

*See appendix B*
Methodology

After research, Dublin City Council established a methodology to engage with stakeholders through the LISPA\(^8\) model.

Dublin City Council is willing to spearhead the areas Active Living and Active Recreation with the support of national governing bodies of sport, health promotion agencies and physical activity promotion agencies.

The delivery of organised sport and high performance sport in Dublin City is the focus and role of the national governing bodies of sport. Dublin City Council is, however, keen to support the national governing bodies and assist them in implementing their promotion and sport development programmes.

Dublin City Council understands the importance of the FUNdamentals and Active Start elements of the LISPA framework, which expose young people to basic motor and sporting skills and is willing to implement these elements in partnership with the national governing bodies of sport and the education sector.
LIFELONG INVOLVEMENT IN SPORT AND PHYSICAL ACTIVITY (LISPA) FRAMEWORK

- **Active Living**
  - DCC lead

- **Active Recreation**
  - DCC lead

- **Organised Sport**
  - NGB lead DCC support

- **High Performance**
  - Training to Win
  - Training to Compete
  - Training to Train

**DCC & NGB & Education**

**PHYSICAL LITERACY**

- Learning to Play & Practice
- FUNdamentals
- Active Start

- NGB lead DCC support
Key Themes of Dublin City
Sport & Active Recreation Strategy

• Active Recreation
• Active Sport
• Active Facilities
• Active Events
• Active Delivery
Dublin City Council will work to develop, design and implement programmes and projects to encourage the citizens of Dublin City to get physically active.
Strategic vision
Dublin City Council will lead and encourage participation in physical activity and recreational sport in Dublin City.

Strategy implementation

- **Programmes** – Dublin City Council will work to develop, design and implement programmes and projects to encourage the citizens of Dublin City to get physically active.

- **Partnerships** – Dublin City Council will work in partnership with national governing bodies of sport, sport clubs, sports organisations, health promotion agencies and community groups to implement active recreation programmes.

- **Promotion** – Dublin City Council will use branding, media and marketing to promote a new concept of “Active City”.

- **Facilities** – Dublin City Council will ensure its facilities act as a sports hub for all PUC’s.

- **Investment** – Dublin City Council will continue to invest in projects, programmes and facilities that promote active recreation.
Active Sport

Strategic vision
- Dublin City Council will offer support to sporting organisations to:
  • Increase membership.
  • Be sustainable.
  • Represent the city.
  • Allow individuals to participate at a level they desire.

- Dublin City Council will provide opportunities for individuals and teams to compete in their relevant discipline.

Strategy implementation
• **Provision of quality facilities**
  - Dublin City Council will liaise with governing bodies to ensure where possible that Dublin City Council responds to the needs of sports clubs and communities.

• **Training and development**
  - Dublin City Council will assist national governing bodies to develop strong sports clubs and organisations.

• **“Sport for All”**
  - Dublin City Council will work with local communities and national governing bodies of sport to develop sport clubs, programmes and activities in communities where a demand exists.
Dublin City Council will assist national governing bodies to develop strong sports clubs and organisations.
Dublin City Council’s investment in sport & recreation facilities will reflect the highest industry standards.
Strategic vision

– Dublin City Council will provide a hierarchy of multi-sport facilities across the City ranging from active recreation to high performance.
– Dublin City Council will increase the profile of the natural landscape of Dublin City as a resource for sport and physical activity.

Strategy implementation

• Investment in facilities – Dublin City Council’s investment in sport and recreation facilities will reflect the highest industry standards.

• Management of these facilities
  – Dublin City Council will develop area sports management structures for the delivery of best value in terms of use of facilities.
  – Dublin City Council will integrate the management and programming of facilities through a central sports hub.

• Provision of open space opportunities and amenities – Dublin City Council is committed to the use of natural resources as a cost effective method of physical activity attainment. This will be achieved through the promotion of cycling, running and walking trails.
Active Events

Strategic vision

– Dublin City Council encouragement will ensure the hosting of a wide range of local, national and international sporting and active recreation events in Dublin City. The rationale for involvement will be seen in the following:

• Benchmarking Dublin City internationally in terms of event delivery.
• Increased sports tourism.
• Sports legacy – Involvement of the city population in events and in future participation legacies.

Strategy implementation

• Provision of facilities and resources
  – Dublin City Council will make facilities available to event organisers to assist them in the delivery of high quality national and international events. Dublin City Council will also assist event organisers through the provision of resources:
    • Financial
    • Personnel
    • Linkages to other government agencies

• Working with lead organisations to attract events
  – Dublin City Council will work with national governing bodies of sport, sports and physical activity organisations, business, tourism and communities to promote Dublin City as a sports bid city.

• Use of events to raise the profile of sport and physical activity – Dublin City Council will use events as catalysts to promote sport and physical activity among the citizens of Dublin City.

• Sport tourism – Dublin City Council is fully aware of the benefits sport tourism gives to the economy of Dublin City and will facilitate the delivery of high quality national and international sport and active recreation events to attract people into Dublin City.
Dublin City Council will make facilities available to event organisers to assist them in the delivery of high quality national and international events.
Dublin City Council will ensure sport and active recreation is prioritised within the cultural life of the City.
Strategic vision
– Dublin City Council will offer our services to the sport and physical activity community in the city.
– Dublin City Council will coordinate services in the delivery of an integrated approach to sport and physical activity.

Strategy implementation
• Governance – Dublin City Council will offer our governance to support the endeavours of the sport and physical activity community.

• Strategic direction – Dublin City Council will give strategic direction and leadership to areas where the City Council has core responsibility.

• Branding – Improve recognition of the Dublin City Council brand.

• Awareness – Increase internal awareness of the benefits of sport and active recreation.

• Cultural – Dublin City Council will ensure sport and active recreation is prioritised within the cultural life of the City.
Projected benefits for interested parties

Citizen

- Dublin City Council will provide high quality sport and active recreation programmes and access to affordable facilities to all the citizens of Dublin City, within a reasonable distance of the community in which they live.
- The Council will deliver and facilitate the delivery of events for the citizens of Dublin City to enjoy either as participants or spectators.
- The citizens of Dublin City will be made aware of the sport and active recreation facilities and services offered in Dublin City and the benefits of partaking in physical activity.

Sport Club

- Dublin City Council will actively work with properly structured sport and active recreation clubs to promote membership, programmes and activities.
- Sports clubs will have access to high quality and affordable public and private sport facilities.
- The Council will actively support and facilitate sports clubs with applications to host, plan and deliver major citywide, national and international sport and active recreation events.
- Dublin City Council will deliver and facilitate the delivery of events for sports clubs in Dublin City. Sport clubs will be made aware that Dublin City Council will work in partnership with them to promote sport and active recreation facilities and services.
Sport & health promotion organisations

- Dublin City Council will actively work with sport and health promotion organisations to promote and deliver sport and active recreation programmes to improve physical activity levels and the general health of the citizens of Dublin City.
- Sport and health promotion organisations will have access to adequate facilities in which to deliver programmes, projects and activities.
- Dublin City Council will actively support and facilitate sport and health promotion organisations with applications to host, plan and deliver major citywide, national and international sport and active recreation events.
- Sport and health promotion organisations will be made aware that Dublin City Council will work in partnership with them to promote sport and active recreation facilities and services.

NGB

- Dublin City Council will actively work with national governing bodies of sport to promote sport and active recreation programmes.
- National governing bodies of sport will have access to and will be assisted in the development of sport and recreation facilities.
- The Council will actively support and facilitate national governing bodies of sport with applications to host, plan and deliver major citywide, national and international sport and active recreation events.
- National governing bodies of sport will be made aware that Dublin City Council will work in partnership with them to promote sport and active recreation facilities and services by pooling of staff, resources and ideas.
In this section the strategy will identify and raise awareness of key issues and challenges that will need to be overcome in order to achieve an “Active City” which can be benchmarked nationally and internationally.

- **Ensuring a national, regional and city focus in development of sport and leisure facilities.**
- **Ensure a balance between the promotion of sport and the encouragement of general physical activity.**
- **Ensuring that there is a balance of sport and leisure facilities within Dublin City.**
- **Promoting and developing Dublin City as a host for major national & international sporting events.**
- **Ensuring that all new developments address the sport and leisure needs of their communities.**
- **Development of world class sporting facilities giving due regard to the need to ensure an integrated approach to sports infrastructure.**
Integrating new communities into the sport and leisure culture of Ireland.

Assisting high-level sport as much as possible while maintaining a focus on “Sport for All”.

Keep social inclusion as a focus of the sport services offered by Dublin City Council.

Dublin City Council’s continued development of facilities and services with regard to economic factors.

Strengthening relationships between the City and key national sport infrastructure i.e. Croke Park, new national soccer & rugby stadium.

The development of the Dublin City Sports Partnership model.

Maintaining Dublin City Council’s position in the sport and leisure marketplace.

Managing expectations with regard to available resources.
Strategic Themes
## Active Recreation

<table>
<thead>
<tr>
<th>Strategic Objective</th>
<th>Action</th>
<th>Timeline</th>
<th>Outcome</th>
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<tbody>
<tr>
<td><strong>Programmes</strong></td>
<td>AR 1: Dublin City Council will continue to provide high quality financially accessible programmes to promote active recreation. These programmes will primarily focus on the following groups in local communities: • Young people • Women and girls • People with disabilities • New communities</td>
<td>Ongoing</td>
<td>Programmes delivered.</td>
</tr>
<tr>
<td></td>
<td>AR 2: Dublin City Council will design and implement measures through Passport for Leisure and sport and active recreation programmes to ensure older people in our communities have greater opportunities to become more physically active.</td>
<td>Ongoing</td>
<td>Programmes delivered &amp; increased number of Passport for Leisure members.</td>
</tr>
<tr>
<td></td>
<td>AR 3: Dublin City Council recognise the success and popularity of the Teen Gym programme and will continue to deliver and expand this programme.</td>
<td>Ongoing</td>
<td>Increased number of Teen Gym members &amp; Teen Gym available in all our facilities.</td>
</tr>
<tr>
<td><strong>Partnerships</strong></td>
<td>AR 5: Dublin City Council will continue to act as the lead agency in the Dublin City Sports Network, Local Sports Partnership initiative.</td>
<td>Ongoing</td>
<td>Dublin City Sports Network fully operational.</td>
</tr>
<tr>
<td>Strategic Objective</td>
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<tr>
<td><strong>Promotion</strong></td>
<td>AR 6: Dublin City Council will actively promote facilities and services provided in local areas to raise awareness of Dublin City Council's service provision through an integrated promotion campaign for sport and leisure services.</td>
<td>Ongoing</td>
<td>Promotion campaign delivered.</td>
</tr>
<tr>
<td></td>
<td>AR 7: Dublin City Council will develop an interactive website that provides information on an area-by-area basis on clubs, facilities, contact information and programmes. Dublin City Council will also ensure that this website is linked to appropriate websites such as Dublin Tourism, Dublin.ie, Irish Sports Council etc.</td>
<td>2010</td>
<td>Website fully operational by end 2010.</td>
</tr>
<tr>
<td></td>
<td>AR 8: Dublin City Council will ensure that sporting volunteers are recognised through Dublin City Council's Unsung Heroes awards.</td>
<td>2010</td>
<td>Sports volunteers category established in Unsung Heroes award.</td>
</tr>
<tr>
<td></td>
<td>AR 9: Dublin City Council will develop a “Sports Week” concept that will be used throughout the city to promote everything related to sport and active recreation.</td>
<td>2010</td>
<td>Sports Week to take place in 2010.</td>
</tr>
<tr>
<td></td>
<td>AR 10: Dublin City Council will promote physical activity initiatives for staff of Dublin City Council through an annual health promotion campaign.</td>
<td>Ongoing</td>
<td>A programme of health promotion activities developed.</td>
</tr>
<tr>
<td><strong>Facilities</strong></td>
<td>AR 11: Dublin City Council will continue to develop walking/cycling/jogging routes around Dublin Bay including the S2S project to provide avenues for participation in physical activity.</td>
<td>Ongoing</td>
<td>DCC element of S2S complete.</td>
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## Active Sport

<table>
<thead>
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<tbody>
<tr>
<td>Provision of quality facilities</td>
<td>AS 1: Dublin City Council will consult with National/Governing Bodies of Sport to ensure an integrated approach to facility and service delivery.</td>
<td>Ongoing</td>
<td>Consultation meetings held.</td>
</tr>
<tr>
<td>Training and Development</td>
<td>AS 2: Dublin City Council will work with sports clubs to attract volunteers and to ensure that these volunteers receive the correct training and information to retain them within the club through the development of a club volunteer campaign.</td>
<td>2010</td>
<td>Sports club volunteer campaign launched.</td>
</tr>
<tr>
<td></td>
<td>AS 3: Dublin City Council will assist sports clubs with development of internal structures and training in the application process for grant aid through a club development programme.</td>
<td>2010</td>
<td>Club development programme in place.</td>
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### Active Facilities

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<tr>
<th>Strategic Objective</th>
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<tbody>
<tr>
<td><strong>Investment in facilities</strong></td>
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<tr>
<td>AF 1: Dublin City Council will continue to develop high quality family orientated facilities where appropriate and with due regard to public finances. These facilities will be developed through:</td>
<td>Rathmines Leisure Centre, Eamonn Ceannt Park and Alfie Byrne Park facilities fully operational.</td>
<td>2010</td>
<td></td>
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<td>• Planning gain</td>
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<tr>
<td>• Direct provision</td>
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<tr>
<td>• Central government grant aid</td>
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<td>AF 2: Dublin City Council will establish a network of Multi-sport hubs in each of Dublin City Councils administrative areas. These facilities will act as a focal point for sport and leisure delivery across areas.</td>
<td>Coordinated response to sport and leisure services at a local level.</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>AF 3: Dublin City Council will consult with local communities at the development stage of capital projects regarding:</td>
<td>Local communities engaged.</td>
<td>Ongoing</td>
<td>Needs analysis, Design, Operational issues</td>
</tr>
<tr>
<td>AF 4: Dublin City Council will develop well-lit public walking/jogging/cycling routes in suitable locations.</td>
<td>Two routes developed.</td>
<td>2010</td>
<td></td>
</tr>
<tr>
<td>AF 5: Dublin City Council will continue to develop public open-air adult trim trail/health stations in parks and public areas.</td>
<td>One trim trail developed.</td>
<td>2010</td>
<td></td>
</tr>
<tr>
<td>AF 6: Dublin City Council will provide greater directional, brand and information signage at all sport and leisure sites.</td>
<td>Programme of signage erection and replacement initiated.</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>AF 7: Dublin City Council will develop signed and measured walking/jogging/cycling routes in public parks.</td>
<td>Routes in one park in each administrative area.</td>
<td>2010</td>
<td></td>
</tr>
<tr>
<td><strong>Management of facilities</strong></td>
<td></td>
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<tr>
<td>AF 8: Dublin City Council will develop an integrated membership system that will allow members to use all facilities with a singular membership card.</td>
<td>Integrated membership system in place.</td>
<td>2010</td>
<td></td>
</tr>
<tr>
<td><strong>Provision of open space opportunities and amenities</strong></td>
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<tr>
<td>AF 9: Dublin City Council Sport and Leisure Services Section will input into the Dublin City Development Plan and Local Area Plans to ensure sport and leisure issues are prioritised.</td>
<td>Sport and Leisure input into CDP and LAP’s.</td>
<td>2010</td>
<td></td>
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## Strategic Themes

### Active Events

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<tr>
<td><strong>Working with partners to attract events</strong></td>
<td>AE 1: Dublin City Council will offer its expertise and city leadership role to assist with the development of facilities for major national and international sporting events.</td>
<td>Ongoing</td>
<td>DCC input into facilities.</td>
</tr>
<tr>
<td></td>
<td>AE 2: Dublin City Council will contact existing major sports event organisers to offer assistance and to help develop and realise their event.</td>
<td>Ongoing</td>
<td>Existing sporting events assisted.</td>
</tr>
<tr>
<td></td>
<td>AE 3: Dublin City Council will develop a bid strategy in association with partners to secure national and international sporting events appropriate to the city.</td>
<td>2010</td>
<td>Bid strategy developed and published.</td>
</tr>
<tr>
<td></td>
<td>AE 4: Dublin City Council will use the 2010 “European Capital of Sport” designation to attract sporting events and develop a calendar of sporting events.</td>
<td>2010</td>
<td>Events associated and branded for “European Capital of Sport”.</td>
</tr>
<tr>
<td><strong>Use events to promote sport and physical activity</strong></td>
<td>AE 5: Dublin City Council will use major events to market programmes to get the citizens of Dublin City more physically active.</td>
<td>Ongoing</td>
<td>Physical activity programmes associated with all major events.</td>
</tr>
<tr>
<td></td>
<td>AE 6: Dublin City Council will use the 2010 “European Capital of Sport” designation to promote physical activity.</td>
<td>2010</td>
<td>Events associated and branded for “European Capital of Sport”.</td>
</tr>
</tbody>
</table>
### Active Delivery

<table>
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<tr>
<td><strong>Governance</strong></td>
<td>AD 1: Dublin City Council will develop links with the other local authorities in the Dublin area to share knowledge and to ensure integrated delivery of services.</td>
<td>Ongoing</td>
<td>Dublin regional sports network developed.</td>
</tr>
</tbody>
</table>
|                     | AD 2: Dublin City Council will develop integrated area sports structures in all its administrative areas. This will facilitate monthly meetings of all sports providers to ensure:  
  • Targeting  
  • Promotion  
  • Shared resources  
  • Elimination of duplication. | Ongoing  | Area sports structures established.        |
| **Strategic direction** | AD 3: Dublin City Council will develop the Dublin Leisure brand to raise the profile of services and facilities provided by Dublin City Council. | 2010     | Dublin Leisure brand in place.               |
| **Branding**        | AD 4: Dublin City Council will actively promote all facilities and services offered.                                                     | Ongoing  | Promotion plan for leisure facilities in place. |
| **Awareness**       | AD 5: Dublin City Council will research the level of participation of the citizens of Dublin in Sport and Active Recreation to provide a benchmark as to measure future improvements and to assess and address gaps in current participation. | 2010     | Research complete.                           |
Appendices

Appendix A

To be updated as part of the process.

• 5 state of the art Leisure Centres
• 3 Swimming Pools
• 4 Sports Halls
• 2 Watersports facilities
• 4 Youth, Community and Sports Centres
• 12 Sports Development Officers working with young people at risk of drug use in disadvantaged areas
• 5 Sport & Recreation Officers promoting physical activity for all the citizens of Dublin
• Dublin City Sports Partnership
• 39 Parks
• 250 playing pitches
• Beaches
• Municipal Golf Course
• 173 Tennis Courts
• 5 Pitch and Putt courses
• 14 Basketball courts
• 3 Bowling greens
• 4 All-weather running tracks
• Playgrounds
Appendices

Appendix B

- National Governing Bodies of Sport
- Irish Sports Council
- Department of Arts, Sport and Tourism
- Department of Health and Children
- Department of Education and Science
- Office of the Minister for Children
- Internal Dublin City Council Departments
- Schoolboy Leagues
- A local area based open forum process for community sports groups
- City of Dublin Vocational Education Committee
- Dublin City Sports Network
- Dublin City Council Staff and Councillors
- Schools
- General Public