

To

Minister of Justice Helen McEntee

Recommendation in response to Geiran Report  
“Driving Change Through Sport”

Presented By:



## Table of Contents

Executive Summary.....	2
Why This Proposal.....	4
Background and Context.....	5
Key Findings .....	6
Potential Programmes .....	7
Budget.....	10
Our Commitment and Our Ask .....	10
Appendix 1: Letter of Support from Drogheda Implementation Board .....	11
Appendix 2: Indicative Action Plan.....	12
Appendix 3: Research.....	15
Appendix 4: Reporting Structure .....	19
Appendix 5: Arts, Culture, Sport and Recreation- Specific Recommendations in Geiran Report .....	20
Appendix 6: Meath and Louth Local Sports Partnership Information .....	20
Appendix 7: Clubs in Area.....	22
Appendix 8: Sports Consultant Bio .....	23

## Executive Summary

Meath Local Sports Partnership (LSP) and Louth LSP have jointly developed this “Driving Change Through Sport” proposal highlighting a community sports-led, collaborative approach to community safety and wellbeing. This is a strategic response to recommendations made in the Scoping Report into Community Safety and Wellbeing in Drogheda, commonly referred to as the Geiran report. The Drogheda Implementation Committee is in full support of the proposal and has fully endorsed this approach as a solution to meeting the recommendations of the Geiran report. See letter of endorsement in Appendix One.

This document focuses on tangible actions that, if implemented, will make a significant impact on the expanding communities of Drogheda and East Meath. It is in addition to the work currently undertaken by Meath and Louth LSPs. Working with a direct sporting focus, involving the communities directly, and collaborating with local organisations will bring about sustainable change. Increasing participation in sport and physical activity will produce a positive focus, enhancing community wellbeing and creating positive outcomes in the Drogheda area. Drawing on the extensive, diverse community-based sporting experience of the LSPs, a strong focus on sport and physical activity in the community will enable change in the area.

Investment is required to bring about long-term, sustainable impacts and increased physical and pro social activity in the Drogheda/East Meath environs. We believe with this investment we can drive change through sport. ‘Sport’ as defined by the council of Europe 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. Sport has long been considered a valuable tool for fostering important human values and can be used as a mechanism to promote, among others, respect, teamwork, a sense of belonging and community, tolerance, diversity, and inclusion.

*ESRI Working Paper Number 646, December 2019 “Physical inactivity is now a significant driver of health and social inequalities among socio economically disadvantaged communities and poses a major challenge to policy makers worldwide”*

Our ask of the Department of Justice is to support this proposal, investing for a five-year period, which from our extensive experience working in communities is the timeline required in to build trust and create sustainable measurable impacts to reduce crime in the Drogheda area.

Right now, we all need to work together, to share best practice and to provide an innovative plan to embrace the talent we have in this community in Drogheda. This will then, in turn, have positive impacts on those tempted by criminal activity. We need to be brave; we need to show leadership and we should not be afraid to make those changes on behalf of those communities, which the Geiran Report has highlighted, need it most. Sport is a key driver of sustainable change. Sport and physical activity defy any misconception about weakness - it shows strength, leadership and strategic thinking - this is what we need to focus on right now - together. Ní neart go cur le chéile. This is the Louth and Meath LSPs proposal to make that change.

**Driving Change Through Sport Business Case**

<b>Mission</b>	To harness the power of sport and physical activity to drive sustainable positive change in the community of Drogheda
<b>Vision</b>	<p>We aim to use this sporting platform and our voice to unite, challenge and inspire the people of Drogheda to create positive sustainable social change in their local communities.</p> <p>To provide a blueprint for positive change using sport and physical activity as the driver in other similar communities across Ireland.</p>
<b>Values</b>	Empower Inspire Include Unite Instill Pride
<b>Rationale</b>	<p>Sport is the Key Driver to enable change in order to create:</p> <ul style="list-style-type: none"> <li>• Resilient and healthy communities empowered to meet emerging challenges</li> <li>• An empowered community informing and shaping responses to their specific needs</li> <li>• An understanding and recognition of the positive impact of physical activity and sport on the lives of the community by all the stakeholders involved</li> <li>• A more skilled and adaptable cohort of local youth and community workers with the confidence to inspire their peers through sport and physical activity</li> <li>• A model which can be scaled up for general application and rolled out to similar environments throughout Ireland.</li> </ul>
<b>Short – Medium Term Impacts</b>	<ul style="list-style-type: none"> <li>• Increased engagement with the community through the levelling channel of sport</li> <li>• Promoting awareness in the community, at large, of the objectives and results of this plan</li> <li>• Motivating families, young, old, people with disabilities, to change their attitudes to involvement in physical activities</li> <li>• Engagement with older people and people from different backgrounds and cultures</li> <li>• Training and development of local youth and community workers in this strategic plan</li> <li>• Education of young people through sport including formal and non-formal education and training leading to employment opportunities</li> <li>• A range of programmes delivered with partners</li> <li>• Community leaders trained through sport programmes</li> <li>• Achieve measurable changes in behaviour of young people in social settings</li> <li>• Increase in number of participants in focused activity programmes</li> <li>• Improved fitness, wellness and mental health in the community</li> <li>• Increased involvement by older people in physical activities</li> <li>• Mothers influencing families and the community to participate in recreational physical activities e.g. coach to 5k</li> </ul>

	<ul style="list-style-type: none"> <li>• Increased inclusion of the diverse cultures in the community through sport and physical activity</li> <li>• Sustainable programmes run by the community in the community</li> <li>• Decrease in crime rate in local area</li> <li>• Increase in satisfaction through community survey</li> <li>• Sport Leadership participants developing future community leaders</li> </ul>
<b>Long Term Impacts</b>	<ul style="list-style-type: none"> <li>• Increased engagement by the communities</li> <li>• Recognition of the positive impact of physical activity and sport</li> <li>• A more skilled and adaptable cohort of local community workers with the confidence to inspire peers through sport</li> <li>• Improved communication and collaboration between all vested stakeholders</li> <li>• A strengthened partnership between the community and agencies committed to driving change</li> <li>• Empowered community informing and shaping responses to their needs</li> <li>• Improved communication and collaboration between all vested stakeholders</li> <li>• Proven research in sport driving change in deprived communities</li> <li>• This model can be rolled out too other similar communities across Ireland</li> <li>• Working together as one community leading change</li> </ul>

The work that Meath and Louth LSP currently undertake and groups they specifically target is detailed in Appendix 6. Given the current heavy workload that exists across the two counties it is not currently possible to develop the 'Driving Change Through Sport' project and deliver upon the objectives of the Drogheda Implementation Plan with the current resources and capacity.

### Why This Proposal

In 2021, the Minister for Justice, Ms. Helen McEntee TD, commissioned the Geiran Report, in response to an increase in violent crime and drug related feuding involving organized criminal activity in Drogheda and environs. In response to this Report's Implementation Plan, the Government committed to placing special focus on Drogheda and prioritising funding projects. [Minister Heather Humphries, T.D., Minister for Justice, July 2021, Launch of Geiran Report – "We know public safety cannot simply be the responsibility of the police alone and must engage other agencies of Government, such as health or social services, as well as other sectors of society".](#)

In an often-divided world, sport is a unique and an important connective tissue that binds people together, both across and within societies. It plays an important role in addressing and raising awareness of key societal issues. With the onset of COVID-19, 2021 and 2022 have been years of challenges for social justice throughout the world, leading to renewed conversations about inequalities and the duty of government, businesses, and other influential stakeholders to coalesce around issues of social justice and economic reform.

The 2030 Agenda for Sustainable Development underlines the growing contribution of sports as a tool for peace in its promotion of tolerance and respect. It also highlights the contributions that sport can make - empowering communities and individuals (particularly women and young people) as well as to health, education and social inclusion. (United Nations Office on Drugs & Crime).

More specifically, sport offers an important opportunity for building life skills of at-risk youth that allow them to better cope with daily life challenges and move away from involvement in violence, crime or drug use.

*“Action needs to be taken as a matter of urgency. Some services need to be improved and gaps in others addressed. There is a real possibility of doing something now that could make a real difference.”*  
Geiran Report

### Background and Context

The increase in criminal activity has led to considerable fear of crime in and around the Drogheda/East Meath area, as well as having a traumatic impact on the individuals, families and communities directly involved. This has resulted in an escalating negative impact on the community.

*“At almost 18%, the unemployment rate in Drogheda was notably higher than the national figure of roughly 13%. The median gross household income in Drogheda was €38,876, compared with a national median gross income per household of €45,256”*  
Geiran Report

The area of Drogheda/East Meath is currently expanding at a rapid rate. It covers two counties - Louth and Meath and has a population of circa 75k. and includes the natural resources of the River Boyne, the coastline and beaches all of which have potential for the development of sports related activities. South Drogheda has been identified as a strategic employment centre in the Meath Economic Development Strategy due to its strategic location to the Dublin-Belfast Economic Corridor and its connectivity between Dublin City Centre and Airport via road and rail links.

In both Drogheda and East Meath, there are already a number of actively engaged clubs (See Appendix 7) and organisations working in and promoting community development, youth and education. This “Driving Change through Sport” initiative will add the extra dimension of sport and physical activity to the programmes of these organisations to affect positive and sustainable change.

Following on from the publication of the Geiran Report, Drogheda Implementation Board was established alongside four Working Groups, to address issues identified in the Geiran Report and implement actions outlined in the subsequent Drogheda Report Implementation Plan:

1. Policing and Drugs
2. Family Support, Children, Young People and Education
3. Employment, Business, Enterprise and
4. Area/Community Development, Arts, Culture and Sport. (See Appendix 5 for recommendations)

The LSP`s in Meath and Louth are members of subgroup 4 which has responsibility for delivering a number of sports and activity associated actions. Recognizing their current capacity constraints and requirement for an independent innovative approach, they engaged the services of an independent expert advisor to assist with the development of this Business Case to respond to these actions. A number of meetings were held between the LSP`s in Meath and Louth, with the Drogheda Implementation Co-Ordinator and the independent sports advisor (Appendix 8) to identify the specific requirements of the Drogheda/East Meath area against the backdrop of delivering on the recommendations of the Geiran Report. Relevant reports were reviewed as part of this research with a number of key stakeholders interviewed from within and outside the geographical area. (See Appendix 3.)

## Comparable Funded Project

A similar sporting focused project with a similar annual budget of €300,000, (with a population of 25,000 with a geographical spread over 5 square kms) targeting north inner-city Dublin as part of Dublin City LSP, has delivered results. These were delivered through the creation of a specific sporting focus, working with role models such as Kelli Harrington and Michael Darragh MacAuley, pumping physical activity into this specific area and maintaining a focused approach. With investment change can be brought about.

## Key Findings

In the course of the compilation of this business case, a number of barriers and opportunities were identified. Sport and physical activity have a positive impact on people's lives, yet those living in disadvantaged areas face many barriers to participation.

Minister for Tourism, Culture, Arts, Gaeltacht, Sport and the Media, Catherine Martin TD – Dec 2021

*“Making sport accessible to all, regardless of ability or socio-economic disadvantage remains a priority for Government. I look forward to seeing further innovative and inclusive programmes delivered and more people participating in sport and physical activity right across the country”.*

The following are key proven areas of note.

- Physical activity is essential and optimal for development from childhood to adulthood and into old age. Participation in sport and physical activity can help develop social skills, teamwork and leadership.
- There is overwhelming evidence for the lifelong health benefits of a physically active lifestyle and the health risks of inactivity and sedentary behaviour.
- A lot of work is currently being completed in the Drogheda/ East Meath area to improve the quality of life and safety for the residents, however, many different agencies are working across two counties with different objectives and targets. This can result in hard to measure deliverables.
- A collaborative, united and focused approach through sports and physical activity will deliver outputs which will aid in the restoration of a sense of local pride, improved health and well-being of the residents of Drogheda/East Meath. Providing positive outlets where youths and others can spend their free time can also help relieve boredom and provide a focus, one of the biggest factors in youth crime. Sporting activities can be a great conduit for community engagement and interaction, helping build stronger bonds within each neighbourhood.
- Living in a disadvantaged area can hamper young people's development: area- based deprivation is strongly related to higher crime, poorer educational achievement and health problems. These factors have a knock-on effect on the local environment and community spirit, with residents experiencing roughly four times more social and environmental problems than residents in more affluent areas.
- No single community or organisation can make all the changes on their own.
- Sport and physical activity make a significant difference to young lives. It contributes to young people's health and their development, involves engaging with other young people in a positive way offering alternative choices to those they already make. It encourages concentration, motivation and other learning skills that help their education, as well as their working and social lives.
- Physical activity also makes a significant difference to older people. It mobilises and empowers older people in the community to live full lives.
- People from different backgrounds, cultures and experience bring value to our communities. Diversity and inclusion bring proven benefits to communities.
- Short term funding means sporting projects rarely last long enough to achieve any meaningful impact. Outreach bottom-up approaches with credible leadership have the

best chance of success with at risk groups. Sport is most effective addressing wider issues of personal and social development - University of Edinburgh “Role of sport in regenerating deprived urban areas.”

- It is worrying to see talented younger and older people who won’t achieve their potential because they have not been afforded opportunities and who then put their energy into negative activities.
- Females tend to influence and enable children in their leisure time activities and this target group also needs to be focused on.

Assistant Commissioner Hilman -

*"Community safety is not just the work of An Garda Síochána, it requires a wide variety of agencies, organisations and the community to come together to solve problems in and for local communities. Structures like the Drogheda Implementation Board allow that to happen."*

## Potential Programmes

The three programmes below are just examples of programmes that with additional resources and funding could be run and expanded locally in estates around Drogheda and East Meath. These programmes demonstrate that with supported targeted community engagement can bring about real change.

### 1.

<b>Programme</b>	<b>“Games on the Green”</b> A series of eight biweekly sessions to be held in local community parks/greens with trained coaches delivering a range of activities to suit all abilities and interests e.g. basketball, run jump throw
<b>Target Group</b>	Youth who are not currently participating in physical activity and sport
<b>Partners Involved</b>	LSPs, National Governing Bodies, local community, educational partners, clubs, Gardaí, youth groups, ETB, Gardaí
<b>Planned Outcomes</b>	<ul style="list-style-type: none"> <li>• Increased physical participation through increased opportunities to participate</li> <li>• Collaboration between local providers</li> <li>• Pathway provided into regular activity</li> <li>• Increased club outreach function</li> <li>• Overcomes barrier of transport to activities</li> </ul>
<b>Potential Benefits</b>	<ul style="list-style-type: none"> <li>• Wider reach of programme</li> <li>• Physical presence of guards in a positive active way</li> <li>• Stronger community links and relationships</li> <li>• Mental health benefits</li> <li>• Increased physical activity and diversion for youth into positive sporting outlet</li> <li>• Social benefits</li> <li>• Cultural change</li> <li>• Peer to peer change</li> </ul>
<b>Similar Programme in place</b>	<b>“Soccer on the Green”</b> A programme started in 2020 in Meath LSP which focussed on creating an opportunity for children from a disadvantaged background to participate in sport and physical activity and to provide a pathway to a local club.



## Driving Change Through Sport

	<p>It resulted in a huge positive impact on the children evident over the course of the programme as their confidence and manner improved. The group built a strong bond and improved their socialising skills especially when integrating with a new group. All of this was backed up by feedback from coaches and parents also. Participants not previously aware of the community sports hub are now aware and joined programmes regularly to be more active. All participants activity levels increased across the duration of the programme and has continued to do so since the programme finished.</p>
--	---

2.

<b>Programme</b>	<p><b>“Community Sport Leader Coaching Programme “</b> A programme to educate and train coaches in a number of sports in Drogheda.</p>
<b>Target Group</b>	Youth Men Women currently not engaged in delivering sport specific programmes in the community
<b>Partners Involved</b>	NGBS schools’ clubs LSPs, local community, educational partners, clubs, Gardaí, youth groups, ETB, Gardaí
<b>Planned Outcomes</b>	<ul style="list-style-type: none"> <li>• Behaviourial change towards physical activity, health and wellbeing amongst target audience</li> <li>• Local clubs providing inclusive options for people from target audience</li> <li>• Greater numbers using facility; better use of local facilities and clubs</li> <li>• Increased capacity of qualified personnel (coaches and tutors) at local level to deliver programmes for people with disability</li> <li>• Greater level of fitness and maintenance of a healthy lifestyle amongst the community</li> <li>• NGBs working collaboratively with agencies and residents</li> </ul>
<b>Potential Benefits</b>	<ul style="list-style-type: none"> <li>• Creating new leaders and role models</li> <li>• Increasing pool of local volunteers in the community</li> <li>• Capacity building</li> <li>• Increased visibility of members of community in these influential roles</li> <li>• Creating pathways for local employment</li> </ul>
<b>Similar Programme in place</b>	<p><b>Community Coaching Programme Louth and Meath</b></p> <p>Established in 2015 in Louth and Meath. Potential Community coaching Leaders identified which focussed on increasing capacity to improve standards of coaching mentorship and leadership within the community. The aim was to develop the skills of community &amp; club volunteers through the provision of education and training inclusive of the following qualifications: National Governing Body (NGB) of Sport awards (GAA dual foundation, FAI Kick start 1&amp; 2, Athletics leaders award, Volleyball, Olympic Handball and Basketball introductory award). Community awards (Community Walking leader, Sport Ireland Active Leadership, Safeguarding 1 &amp; 2, Sports Injury First Aid, Disability Inclusion training, Manual Handling).</p> <p>Past participants of the programme have progressed as coaches within their clubs while others used the qualifications gained to progress to open doors to education (3<sup>rd</sup> level) which was otherwise closed to them. Some participants gained employment within the Local Sports Partnership network, NGB’s and community groups.</p>

3.

<b>Programme</b>	<b>Go Girls Activity Programme</b>
<b>Target Group</b>	Women and Girls participating in a suite of social activities - social Gaelic, basketball & 0-3k walk run programme, circuit training using natural resources of beaches/ rivers and parks
<b>Partners Involved</b>	LSPs, National Governing Bodies, local community, educational partners, clubs, Gardaí,
<b>Planned Outcomes</b>	<ul style="list-style-type: none"> <li>• Creating female role models in one parent homes</li> <li>• Mental health and social engagement benefits for participants</li> </ul>
<b>Potential Benefits</b>	<ul style="list-style-type: none"> <li>• Ability to participate in a safe social environment.</li> <li>• Builds confidence in those not engaged in any physical activity</li> <li>• Focuses on those girls who drop out of sport in teenage years</li> </ul>
<b>Similar Programme in place</b>	<p><b>Women on Water</b></p> <p>Meath LSP collaborated with both Trim Canoe Club and Ribbontail Paddlers to bring a variety of paddlesport programmes Canoes, Kayaks and Canadian boats to women and teenage girls. These programmes provided the opportunity for complete beginners to try paddlesports on the Boyne Blueway. The programme included fun games/activities on the water, guided lesson over one/three days and river runs.</p>

## Budget

Table 1: Five-year Budget

	2023 €	2024 €	2025 €	2026 €	2027 €
<b>Coordinator</b>	65,000	65,000	65,000	65,000	65,000
<b>East Meath Sports Development Officer</b>	55,000	55,000	55,000	55,000	55,000
<b>Drogheda Sports Development Officer</b>	55,000	55,000	55,000	55,000	55,000
<b>Develop Brand marketing/communications</b>	40,000	15,000	15,000	15,000	15,000
<b>Programme Support</b>	60,000	70,000	80,000	90,000	100,000
<b>Research/ Consultation with community</b>	40,000	30,000	30,000	30,000	30,000
<b>Staff Recruitment</b>	8,500	-	-	-	-
<b>Central Management Charge Light Heat office etc.,</b>	52,000	52,000	52,000	52,000	52,000
<b>TOTAL</b>	<b>375,500</b> €5 pp	<b>342,000</b> €4.50 pp	<b>352,000</b> €4.70 pp	<b>362,000</b> €4.80 pp	<b>372,000</b> €5pp
<b>5 Year Commitment</b>	<b>1,803,500</b>				

An indicative action plan is illustrated in Appendix 1. This investment will be monitored and evaluated at all stages of the five-year plan.

### Our Commitment and Our Ask

This proposal is fully supported by Meath LSP and Louth LSP who are passionate about making it succeed. We have a proven track record working collaboratively with agencies bringing about change at grassroot level. We will work with local organizations on the ground to harness all local knowledge and focus on recreational sport in order to enhance health and wellbeing in the area. Without change nothing will change – together through sport we can be the vehicle of that change Our ask of the Minister for Justice is to support us by making an investment for five years. We will implement and monitor the plan and create a positive legacy in the community of Drogheda to help create a safer and more positive healthy environment to live in.

Appendix 1: Letter of Support from Drogheda Implementation Board



**Re: Meath and Louth Local Sports Partnerships' Driving Change Through Sport Proposal**

To Whom It May Concern

This letter is an indication of support from the Drogheda Implementation Board to Meath and Louth Sports Partnerships for their *Driving Change Through Sport* proposal.

The Drogheda Community Safety and Wellbeing Board (otherwise known as the 'Drogheda Implementation Board') was established to oversee the implementation of recommendations from the Scoping Report into Community Safety and Wellbeing ('the Report') and actions in the Drogheda Report Implementation Plan ('the Plan'). The latter being ratified at cabinet level alongside a commitment to place a special focus on Drogheda.

There are a number of actions in the Plan which identify sports as a vehicle to create change and provide positive pro-social activities for the community. Meath and Louth Sports Partnership are members of the Area/Community Development, Arts, Culture and Sport Subgroup of the Drogheda Implementation Board tasked with delivery of these actions. They have commissioned *Driving Change Through Sport*, a community sports-led collaborative approach to community safety and wellbeing which seeks to address underlying causal factors that contributed to the growth of organised crime activity in Drogheda and its environs, to facilitate the delivery of actions as outlined in the Plan. It is an ambitious proposal that approaches community safety from a new perspective and may provide a model that could be replicated nationwide.

The Drogheda Implementation Board endorses this proposal and requests that it would be positively considered in the context of a commitment by Government to prioritise funding applications for projects in Drogheda related to the Drogheda Implementation Plan.

Please do not hesitate to contact us at the email below for any further information that you may require.

Yours sincerely

A handwritten signature in blue ink that reads "Michael Keogh".

**Michael Keogh, Chairperson**  
Drogheda Implementation Board



Drogheda Implementation Board is funded by the  
Department of Justice and hosted by LMETB  
[www.implementationboard.ie](http://www.implementationboard.ie)  
[implemetationboard@lmetb.ie](mailto:implemetationboard@lmetb.ie)



An Roinn Dlí agus Cirt  
Department of Justice

Appendix 2: Indicative Action Plan

The indicative action plan below showcases what is possible with the implementation of this proposal. Our ask is for the Boards support us by requesting to Government, an investment over five years.

**Investment and Resources**

These are essential in order to create the change required.

**PRIORITY ACTION:**

**PUT IN PLACE APPROPRIATE LEVEL OF RESOURCES TO ENSURE OBJECTIVES AND TARGETS ARE MET**

As a result of this investment, the following actions will be achieved:

Action	Why
<ul style="list-style-type: none"> <li>Employ a coordinator to develop this action plan and deliver on objectives with a team of two sports development officers (based in the LSP's of Meath and Louth)</li> </ul>	<p>A dedicated human resource with specific sport development expertise, working collaboratively across all communities with all agencies, clubs and organisations will bring about the necessary recommended changes of the Geiran Report. The length of contract we can offer will impact quality of candidates that apply.</p>

**Project Identity**

Action	Why
<ul style="list-style-type: none"> <li>Create a clear identity for this project to include mission vision and values.</li> </ul>	<p>Implementation of a clear identity will ensure solid alignment of all stakeholders.</p>

**Participation**

Action	Why
<ul style="list-style-type: none"> <li>Focus on providing a wider range of opportunities for people to participate in sport and physical activity</li> <li>Utilise LSPs working relationships, skills and expertise with national sporting bodies to provide appropriate and sustainable programmes</li> </ul>	<p>Lack of opportunities delivering diverse, inclusive, local programmes to those who most need it. LSPs already have strong working relationships with National Governing Bodies in sport.</p>

**Community Development and Engagement**

Actions	Why
<ul style="list-style-type: none"> <li>• Deliver and support education and training opportunities for community workers and volunteers</li> <li>• Create and deliver leadership programmes to empower young people to make positive life choices and influence peers</li> <li>• To support communities and target groups to engage with relevant stakeholders in identifying and addressing social exclusion and equality issues, developing the capacity of local community groups and creating more sustainable communities</li> </ul>	<p>Building trust, provides an opportunity to influence, supports community spirit and encourages local people to positively influence their own communities</p> <p>Beyond its immediate physical health benefits, sport can encourage well-being, tolerance and act as a means of raising awareness and lessening the cultural divide.</p>

**Training and Education**

Action	Why
<ul style="list-style-type: none"> <li>• Develop sport youth leadership programme and specific community mentorship programme creating a network of mentors for youths</li> <li>• Undertake a roadshow using local sporting champions promoting health and physical activity</li> <li>• Work with NGBs to develop capability of coaches, clubs, parents and volunteers</li> <li>• Capacity building and education programme for women</li> </ul>	<p>Education is a powerful weapon which can be used to change and influence the community in a constructive and positive way</p> <p>Women can have an even greater impact by inspiring those around them, particularly children, to lead more healthy and active lives.</p>

**Collaboration**

Action	Why
<ul style="list-style-type: none"> <li>• Establish collaborative approach between all stakeholders</li> </ul>	<p>Recognising and utilising the strengths and knowledge of each stakeholder will ensure the project succeeds.</p>

**Communication**

Action	Why
<ul style="list-style-type: none"><li>• Undertake needs analysis to identify specific needs of community</li><li>• Commence communications campaign utilising tools available</li><li>• Embrace new methods of communicating e.g. Tik Tok and empower younger community</li></ul>	Effective and consistent communication through relevant targeted communication channels will increase potential of success

**Creation of Role Models**

Action	Why
<ul style="list-style-type: none"><li>• Identify positive sporting role models from the local community</li><li>• Utilise local role models from the leadership programme to influence and educate their community</li></ul>	Positive role models as opposed to criminal ones are critical to influence others in the community Sport has been attributed to helping form stronger societal bonds and boosting self-esteem for the younger generation.

Appendix 3: Research

Name	Organisation
Emily Murray	FOROIGE CABLE Youth Division
Pamela Brady	Crann Support Group
Liz Cronin	Extern
Robert O'Connor	Youth Leader
Carmel O'Keeffe	Dress for Success Founder Cork
Oblates	Oblates Darndale
John Small	Ballymun Kickhams Strategy Exec Dublin Footballer
Aideen O'Connor	Programme and Services Manager Dublin City Sports and Wellbeing Partnership
Karl Mitchell	Director of Services Dublin City Council
Bruce Mc Devitt	NEIC Sport and Wellbeing Manager

- “We need to work together more to get results”
- “Requires long term focus to yield a sustainable result”
- “Create buy into a joint plan keep them healthy occupied”
- “Make activities exciting and fun”
- “Ask youths directly what they want”
- “Through trusted relationships we are building on our success in the community using sport, physical activity and education as tools of change”

**Themes**

*Barriers*

- Range and number of sporting venues has reduced in Drogheda in recent years. Reasons: Closures/reductions in some clubs /unavailability/ inaccessibility.
- Reduction in individuals participating in sporting activities
- Budget constraints on participants
- Resources on the ground in the area are fully maxed out
- Lack of current collaboration focus cross counties
- Low number of positive role models
- Lack of communication on facilities available
- Lack of confidence and lack of time by participants
- Youth work does not have a sporting focused strand to it
- Poor health among low-income households inhibits exercise, with parental ill health impacting directly on children’s levels of physical activity
- Limited free sporting opportunities exist outside school and charges can be unaffordable
- Only a limited range of sports are available, and some sports are expensive.
- Lack of safe spaces in which to play deters parents and children, so street play becomes less safe and attractive
- Poorer local environments have fewer open spaces and lower controls over conditions



### Opportunities

- Early research into the effects of prosocial modelling shows that human behaviour is guided by observing, modelling, and imitating the behaviours of others.
- Role models can also have a positive effect on others' social behaviour in that observing other people benefiting others may increase prosocial behaviour.
- Natural resources in the community walkways rivers etc. underutilized
- Clear pathway across counties with set objectives, measurements and reporting on success and failures to progress
- Providing free or subsidised classes along with providing continuous follow-up and support appears to facilitate the engagement in physical activity
- Any overall support needs to be provided in a friendly and non-judgmental environment to facilitate engagement
- Potential not only to improve physical activity level but also provide an opportunity for social interaction and relationship building
- Requirement for overall

### Desk Research

#### **Sport and Wellbeing Programme North East Inner City Initiative “Creating a Brighter Future”.**

*“The substantial funding that we received in 2018 enabled us to implement a wide range of programmes and projects across all the subgroups. The programmes and projects that we are implementing and supporting are important to the achievement of the goals of the Mulvey report and to ensure that the North East Inner City is a flourishing community.”* Michael Stone Chair

An extensive NEIC Programme of Sport, Recreation and Wellbeing activities was developed in association with the Dublin City Sport & Wellbeing Partnership. The Programme was launched at an NEIC Fit4Life Open Day on Friday 5th January 2018 at Larkin Community College. The Programme contained over 40 elements across a broad range of sports and recreational activities and has been up and running successfully since that time. The Provision of new sustainable activities continue with Basketball, Kickboxing, Sea Scouts and Yoga Programmes now provided for in the area continuing to have a positive impact on the north inner city local community.

#### **Healthy Ireland Report 2013 - 2025**

“The creation of healthy generations of children, who can enjoy their lives to the full and reach their full potential as they develop into adults, is critical to the country’s future. A healthy society and workforce benefit all sectors, so responsibility for prevention programmes cannot solely with the health system but must be shared across Government Departments; departments that will benefit in terms of less expenditure on sickness benefits as well as greater productivity and contributions to the exchequer. Wider participation from the private and voluntary sectors will produce even more effective results. Ireland’s economic recovery will be defined as much by the health and wellbeing profile of the population as by core economic trends or growth.

**GYDP National Conference 2021**

“The transformative potential of the new Youth Justice Strategy The new Youth Justice Strategy was welcomed as a ground breaking document with the potential to transform the way youth justice services are designed, delivered and evaluated in Ireland. Key themes in this regard included the focus on early intervention, family support and restorative practice, the delivery of trauma informed services and the development of services for 18-25 year olds. At the same time, the structures put in place to implement the strategy and ensure that it is underpinned at all stages by a solid and evolving evidence base were welcomed as innovative and effective. The strategy is premised on the understanding that no child or young person is beyond redemption and provides a revised and expanded mandate for GYDPs to assess and meet the needs of children and young people in conflict with the law. In doing so, flexibility and place based strategies are emphasised as key principles for service delivery with practitioners playing a leading role in the co-design of local approaches and solutions along with children and young people affected”.

In Sport England they have developed a number of initiatives for women. **This Girl Can** is their nationwide campaign to get women and girls moving. It was developed by Sport England and funded by the National Lottery. The campaign featuring all sports involving females, is based on research they have conducted and utilises digital assets, case studies and #thisgirlcan. Everyone can sign up to get photos, logos and templates so it engages with all females at every sporting level and the website is the hub for all activities. **I Will if You Will** is designed to get more women playing sport. The programme combines innovative marketing techniques with sports sessions and exercise classes designed to overcome the hurdles that stop women taking part. It started with one pilot site - Bury Council - leading the campaign, bringing together facilities, marketing, communication, coaching, organisers and changing rooms, to ensure the pilot is a success. **Go where women are** - is a 'how to' guide for those who deliver sport and exercise. It provides detailed advice on how to plan and deliver sport more effectively for women and girls by using practical examples from their programmes

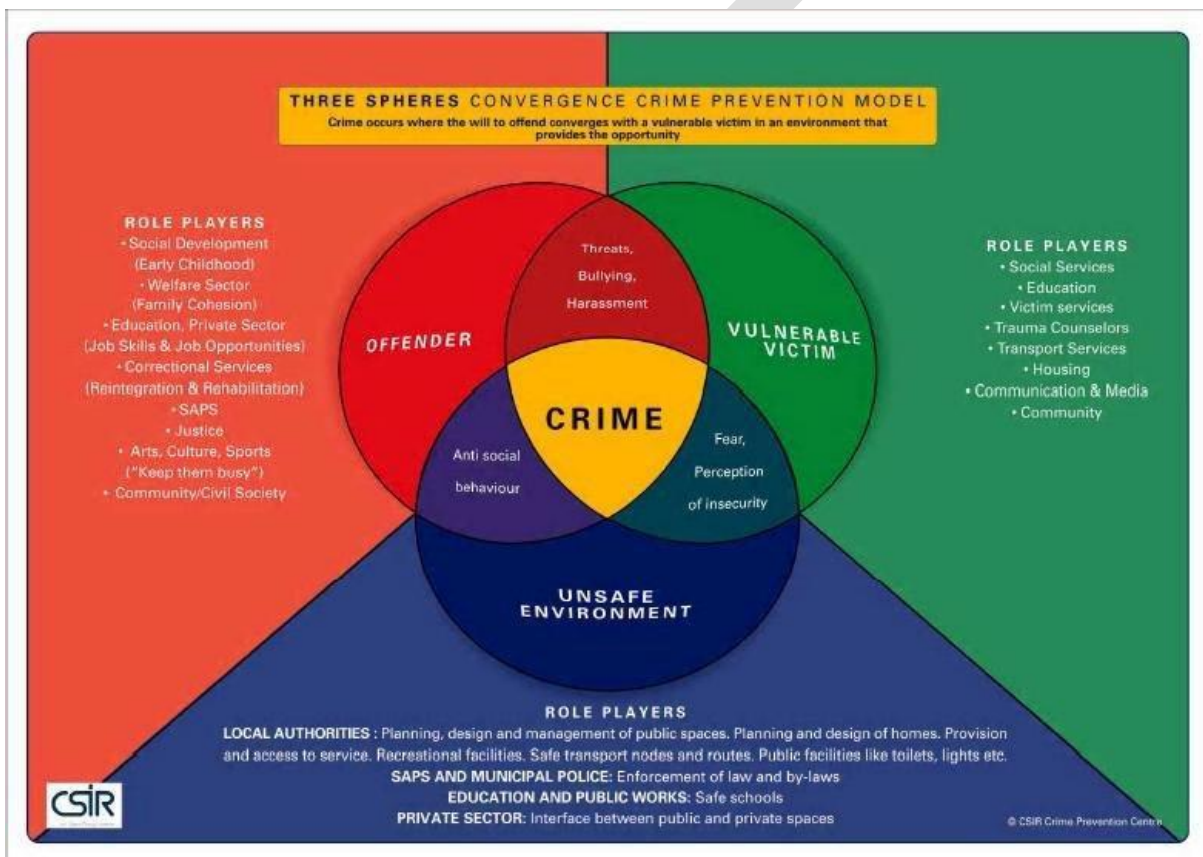
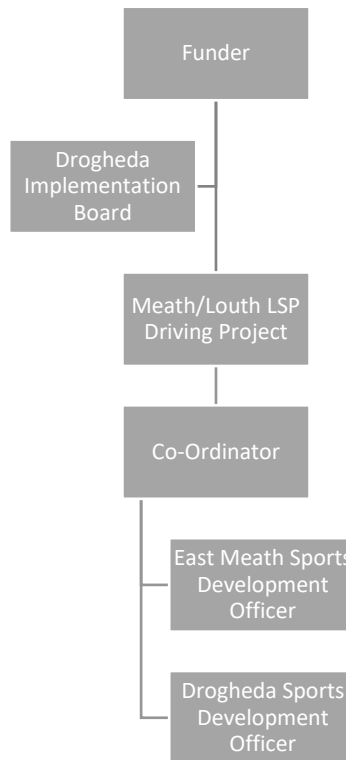


Fig:1 Sport and local authorities important elements crime prevention

Appendix 4: Reporting Structure



**We will:**

- Operate in an open and transparent manner
- Collaborate with organisations on the ground
- Work with working group to identify solutions
- Report quarterly to Advisory Committee

**Fiscal Agent**

Meath LSP has acted as Fiscal agent for the HSE and are current fiscal agent for CYPSC and the roll out of their Healthy Ireland programmes. Meath LSP has the capacity to employ the additional staff compliment without affecting staff levels of the Local Authorities and act as fiscal agent in this case.

## Appendix 5: Arts, Culture, Sport and Recreation- Specific Recommendations in Geiran Report

1. Develop a strategic plan for the development of opportunities in the arts, culture and sports in the Drogheda area, specifically those aimed at and involving young people.
2. Explore opportunities for developing a centre of sporting excellence in Drogheda.
3. Explore potential for increased use of the Boyne River, the sea and other local amenities that could lend themselves to the development of different sporting disciplines and opportunities.
4. Consider ways in which local sporting and cultural role models can be identified and employed in initiatives to engage more young people in healthy and prosocial activities and implement as appropriate.
5. Explore ways in which existing facilities in Drogheda (e.g., Lourdes Stadium, or DIFE – as described above) can be used to maximise their potential for the benefit of the local community.

## Appendix 6: Meath and Louth Local Sports Partnership Information

The remit of the LSPs is to develop sport locally in the counties of Louth and Meath.

Louth LSP is part of the Louth Sports Unit in Louth County Council. The Sports Unit is also responsible for the operation of all Local Authority owned Sports Facilities in Louth and is based in Dundalk. Meath LSP is based in Navan. Meath LSP is a company limited guarantee, with an independent board of directors and are responsible for our own employment practices e.g., we can recruit and employ independent of the LA.

The LSPs have a proven track record in rolling out national programmes on behalf of a number of National Agencies to include HSE, CYPSC and National Governing Bodies of Sport. They have the same proven track record in employing National officers on behalf of those agencies to roll out those programmes. Meath LSP currently does not have a dedicated officer working in the East Meath area, all staff deliver programmes in that area under the outdoor amenity measure. To deliver on the recommendations, dedicated well-resourced staff is required.

The LSP primarily has 4 strategic objectives.

1. To increase levels of participation in Louth - working in partnership with stakeholders to develop, support and promote sustainable opportunities
2. Sustainable infrastructure – to work in partnership with stakeholders to develop better structures in clubs, organizations and help establish new opportunities and develop existing structures.
3. Training & Education – To identify the training and educational needs of the volunteers and delivers of Sport in Louth and to provide access to opportunities to upskill current and future sport leaders
4. Information Hub – To become a one stop shop for all information relating to sport and physical activity in Louth

We are primarily funded through Sport Ireland but secure additional funding by working in partnership with stakeholders and agencies to deliver across all cohorts of the community. Funding is secured through agencies, such as, but not limited to;

Louth and Meath County Council, LMETB, Louth Meath Leader Partnership, CYPSC, Age & Opportunity, HSE, Healthy Ireland, Dept of TCAGSM, Department of CEDiy, Get Ireland Walking, Dormant Accounts

They work in partnership and have good relationships with all stakeholders for sport and physical activity in Louth and Meath including but not limited to;

Sport Ireland, Louth and Meath County Councils, National Governing Bodies for Sport, Clubs, Youth groups , HSE, Older Adults groups, Healthy Ireland, Disability Services (sporting and non-sporting), Preschools, Primary Schools, Secondary School, 3rd Level Institutes, Direct Provision Centres, Childcare Committees, Private sector, Chamber of Commerce, Leader Partnerships, Volunteer Centres, ETBs, Community Centres and Community Groups.

Louth currently has 5 staff members, based in Dundalk with a Countywide remit for the above. Head of Sport, Administrator, Senior Sports Officer, Community Sports Development Officer and a Sports Inclusion Disability Officer

Meath currently have 7 staff members based in Navan: Senior Executive Officer, Programme Manager, Community Sports Development Officer, 2 Sports Development Officers, Sports Inclusion Disability Officer and an Administrator .

It is not currently possible to develop the 'Driving Change Through Sport' project and deliver upon the objectives of the Drogheda Implementation Plan as outlined in the Business Case with the current resources and capacity.

### Who the LSP's target:



## Driving Change Through Sport

### Appendix 7: Clubs in Area

Community Organisation	Sector	Area	LLSP	MLSP
Athletics clubs (DDAC; Boyne AC; ACEs AC)	Sports	Across Drogheda	<input type="checkbox"/>	
Drogheda Special Olympics	Sports	Across Drogheda	<input type="checkbox"/>	
Connect Family Resource Centre	Community	North	<input type="checkbox"/>	
Foroige CABLE Project	Youth	North	<input type="checkbox"/>	
Moneymore Childcare Centre	Youth	North	<input type="checkbox"/>	
Gary Kelly Cancer Centre	Health	Across Drogheda	<input type="checkbox"/>	
Irish Wheelchair Association	Disability	Across Drogheda	<input type="checkbox"/>	
Drogheda Tri Club	Sports	South	<input type="checkbox"/>	
Drogheda Boxing Club	Sports	North	<input type="checkbox"/>	
Holy Family Boxing Club	Sports	South	<input type="checkbox"/>	
Moneymore FC	Sports	North	<input type="checkbox"/>	
Millmount Celtic	Sports	South	<input type="checkbox"/>	
Drogheda Handball Club	Sports	South	<input type="checkbox"/>	
Drogheda Karate Club	Sports	South	<input type="checkbox"/>	
Oliver Plunketts GAA	Sports	North	<input type="checkbox"/>	
O'Raghallaighs GAA	Sports	North	<input type="checkbox"/>	
Newtown Blues GFC	Sports	North	<input type="checkbox"/>	
Boyne Rovers	Sports	North	<input type="checkbox"/>	
Drogheda District Support 4 Older People	Older People	Across Drogheda	<input type="checkbox"/>	
Drogheda District Men's Sheds	Older People	Across Drogheda	<input type="checkbox"/>	
Drogheda LGBTQ Support	Social Inclusion	Across Drogheda	<input type="checkbox"/>	
Drogheda Cycling	Sports	Across Drogheda	<input type="checkbox"/>	
Drogheda Wheelers	Sports	Across Drogheda	<input type="checkbox"/>	
Boomerang/Drogheda Youth Development	Youth	Across Drogheda	<input type="checkbox"/>	
Boyne GYDP	Youth	South	<input type="checkbox"/>	
Drogheda Travellers Support Group	Social Inclusion	North	<input type="checkbox"/>	
St. Colmcilles	Sports	Laytown/Bettystown		<input type="checkbox"/>
East Coast Cavaliers	Sports	Laytown/Bettystown		<input type="checkbox"/>
East Meath United	Sports	Laytown/Bettystown		<input type="checkbox"/>
Cilles AC	Sports	South		<input type="checkbox"/>
Boyne Rugby	Sports	North		<input type="checkbox"/>
Laytown Bettystown Golf club	Sports	Laytown/Bettystown		<input type="checkbox"/>
Laytown pitch & putt	Sports	Laytown/Bettystown		<input type="checkbox"/>
Laytown and Bettystown Lawn Tennis Club	Sports	Laytown/Bettystown		<input type="checkbox"/>
Laytown United FC	Sports	Laytown/Bettystown		<input type="checkbox"/>
Boyne Badminton	Sports	South		<input type="checkbox"/>
East Coast Family Resource Centre	Community	Laytown/Bettystown		<input type="checkbox"/>
Foroige LAR GYDP	Youth	Laytown/Bettystown		<input type="checkbox"/>
Laytown Bettystown Youthreach	Youth	Laytown/Bettystown		<input type="checkbox"/>
Louth Meath Down Syndrome Branch	Disability	Across Drogheda		<input type="checkbox"/>
Drogheda Community Services Trust	Older People	Across Drogheda		<input type="checkbox"/>



## Appendix 8: Sports Consultant Bio

### **BIO Lisa Clancy**

Lisa Clancy is an internationally experienced senior professional who holds an MBA from Trinity College Dublin. She has over 25 years' experience in leadership, communications, marketing, finance and stakeholder engagement from grassroots clubs to governing bodies in Ireland and abroad in both the public and private sectors. She was named as one of the top 50 Women of Influence in Irish Sport 2021.

As Director of Communications for the GAA, she was responsible for managing strategic communications and developed and implemented the GAA communications plan. She transformed the organization into a digital one. She researched best practice, developed, designed and rolled out the social media policy and guidelines at national and grassroots level throughout the GAA to 2,600 clubs in Ireland and abroad. As a member of the senior management team, she has a proven track record of showing leadership in an organisation undergoing major change. She has represented the GAA at European Level during Ireland's EU Presidency presenting to the Directors of Sport and also internationally at the World Games.

As Head of Corporate Communications in the Health Service Executive, she had a key role in the change management process from the Health Boards to the HSE. She was responsible for crisis communications for the health service in Ireland and also represented Ireland at EU level on crisis planning in the area of handling pandemics and ran many training exercises. As part of the management team in the South of Ireland, she oversaw both internal and external communications for 16,000 staff and 700,000 people. As the Marketing Manager for Dulux Paints Ireland she developed and was responsible for marketing five separate brands and maintaining the number one brand position in Ireland.

In 2016 Lisa founded her own company "Clansult Ltd" providing leadership, strategic and crisis communications advice to senior management and CEOs. She produces strategies for a range of companies and sectors including retail, travel, distribution and sport. She co-developed and led two award-winning training sessions for members of emergency services. In sport, she undertook the research and produced the recommendations for the Women in Sport Strategy for Sport Ireland. She has worked on developing strategies and communications for a number of sporting organisations including: Swim Ireland, Irish Athletic Boxing Association, Irish Sailing, Cricket Ireland, Ballet Ireland, Tug of War Ireland, Cuala GAA club, Camogie Association, Meath Local Sports Partnership, IWA and Swim Ireland. She recently co-created and delivers an award-winning Women in Sport Leadership Course for over 50 sporting bodies and FIBA and is a mentor for leaders in sport. She also recently developed and delivered a leadership course for executives in the US. She is the Vice President of Paralympics Ireland, communications adviser to the European Paralympic Committee and a Disciplinary Committee Member of the Olympic Federation of Ireland. She has recently completed her professional certificate in Corporate Governance through Sport Ireland. She is also a qualified life, business and Neuro Linguistic Programming Coach.