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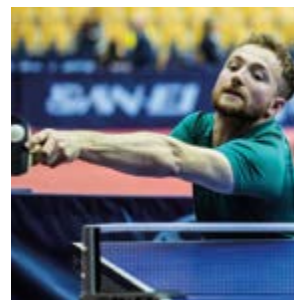
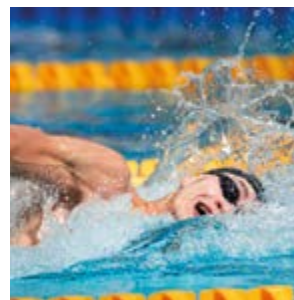
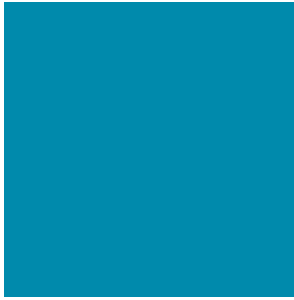
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Department for
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Active Living

More People, More Active, More of the Time



The Sport and Physical Activity Strategy for Northern Ireland

Date of Publication 22 March 2022



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Ministerial Foreword



As Minister for Communities, I am delighted to welcome this ambitious and forward-looking Strategy, ‘**Active Living**’, which I believe will help to shape the future of sport

and physical activity over the next decade and beyond. The Strategy, through the key themes and goals, seeks to create a vibrant, welcoming, enjoyable, inclusive and successful sector for everyone, contributing significantly to a healthier and more resilient society. It recognises the important role that sport and physical activity plays across our island whether it is taking place on playing fields, in a stadium, a gym, on water or in the mountains.

The Strategy has been developed during what has been an unprecedented and challenging period for everyone, the COVID-19 pandemic. The pandemic has had a significant impact on sports organisations, clubs and individuals and has demonstrated how important sport and physical activity is for our communities and how much it is valued.

The strategic **Vision** encapsulates what people and our research have informed us is needed over the next decade and beyond and what we must collectively strive to deliver:

‘Lifelong involvement in sport and physical activity will deliver an active, healthy, resilient and inclusive society which recognises and values both participation and excellence.’

That **Vision** sets the tone and direction which connects with many of the draft Programme for Government outcomes but resonates most strongly with “**We enjoy long, healthy, active lives.**”

From the outset the approach taken to develop this Strategy was inclusive, collaborative and followed co-design principles, something that is evident in the key themes and goals.

The extensive early pre-consultation engagement and ongoing discussions that included Government Departments, local government, Sports Governing Bodies and other key stakeholders, has produced an exciting and challenging Strategy reflecting the needs of society and sports, including those delivered on an all-island basis. The co-design approach has ensured that people were heard and that organisations and groups who contributed to the discussion have a stake in what needs to be done.

I want to recognise the contribution made by those who have never or do not currently participate in sport and physical activity and the rich and insightful lived experiences they have shared with us in our focus groups and interviews. I also wish to acknowledge the detailed and informed feedback from young people facilitated through the Education Authority and the many innovative actions suggested. I am delighted with the level of input from the Section 75 groups who are critical stakeholders and note the level of engagement with other groups and communities who would not be regularly involved in sport and physical activity. These contributions have enriched this Strategy development process.

Ultimately, the Strategy must aim to bring improvements for everyone, removing barriers to inclusion and maximising opportunities for as many people as possible to take part, enjoy themselves and improve their quality of life.

Removing the barriers to lifelong participation in sport and physical activity is essential to the health and wellbeing of our communities, our clubs and our people. The challenge remains to have more people, more active, more of the time. That means creating environments that provide more opportunities to participate, to have fun and are welcoming to all including disabled people, females, people from socially deprived areas, those facing poverty and those from new and settled migrant communities.

This Strategy can deliver not just for sport but for society, it can make a difference by creating a collective purpose which will enhance opportunities through improved collaboration, joined up thinking and collective responsibility for its delivery. It can be part of a solution to wider societal challenges which extend across the island such as improving individual health and wellbeing, creating an inclusive society and developing accessible, shared spaces, places and facilities. It aims to get more children and adults active (regardless of their ability), get more communities active and help to sustain the success of our sports teams, participants and competitors at the highest levels of their chosen sport.

As Minister for Communities with responsibility for sport I welcome the support from the other Government Departments and the contribution made by their officials in developing this strategy. There is much to do but now we have a direction and a common purpose – it is time for us all to get active.



Minister for Communities

Foreword by Chair Sport NI



As Chair of Sport NI, I am very pleased to see 'Active Living - The Sport and Physical Activity Strategy for Northern Ireland' come to fruition. We know

the power that sport has to change lives. It brings people together, it improves physical and mental health, it boosts self-esteem and educational attainment, and it creates a sense of belonging.

Our elite sports people continue to impress with outstanding international performances, so we have much to celebrate. However, the discussions and exploratory work in the preparation of this strategy have identified that we still have much to do.

Experiencing a global pandemic fundamentally changed how people valued sport, not only in terms of the social infrastructure it provides via volunteerism, but also the opportunity to be active and participate. The joy and relief of people able to return to a sporting routine, or take one up, was palpable. We know communities in areas of high social deprivation suffered a disproportionate impact, so targeting of resources will need to reflect that also. This strategy places recovery from the impact of the pandemic as a key theme and we will not

miss the opportunity to build a more resilient and responsive sector. New technologies, new ways of delivering services and engaging the public became strong focal points during the pandemic. Big opportunities for transformative change are rare, so we must seize them.

Our sporting landscape covers every city, town, village and townland across the region. However, when it comes to participation, some big gaps remain. Our sports sector must reflect our population, both in terms of participation, but also leadership. Women and girls must have the same opportunities as their male counterparts. Similarly, we have to break down structural or cultural barriers that prevents under-represented groups such as ethnic minorities, people living with a disability, and LGBTQI+ people from enjoying more active lives. Together, we must level the playing field, so that a person's background, gender, sexual orientation or physical ability does not deter, or determine their participation in sport or leading a more active life.

This new strategy is a step-up in ambition. Our political representatives have charged us to drive real change through the Outcomes-Based Accountability model. To deliver on this ambition, we will have to see real change in how we work. We must each play to our individual strengths, but ultimately it is teamwork and collaboration with organisations

pooling their expertise, knowledge and resources that will underpin the success of this new strategy. A valuable lesson of the pandemic is that only by collective effort can we tackle the pervasive issues in our society. This strategy is a direct result of collaboration and co-design across partners from sport, health, education, local government and communities, highlighting the critical connectivity within this area.

Active Living gives us our game-plan, and we are all on the same team, so let us work in partnership for its success and ensure that the power of sport is harnessed effectively for the benefit of all our citizens and this society.

A handwritten signature in black ink that reads "George Lucas". The signature is written in a cursive, flowing style with a large initial 'G'.

George Lucas, Chair of Sport NI

Introduction

This Sport and Physical Activity Strategy has been shaped by extensive engagement with partners and key stakeholders, including those who would consider sport and physical activity as inaccessible or not meeting their particular needs. The result of that engagement is a wide ranging, bold and ambitious Strategy that will require cross departmental and cross sectoral partnerships and collaborations. It recognises the importance of encouraging the use of new and innovative approaches to delivering change and the strategic goals.

The strategic vision is:

‘Lifelong involvement in sport and physical activity will deliver an active, healthy, resilient and inclusive society which recognises and values both participation and excellence.’

Engagement in sport and physical activity is embedded in our psyche and throughout our communities and helps create a significant sense of belonging both locally and nationally. It is often the focus of conversation at the school gate, the local



Aidan Walsh, Team Ireland, Bronze Medal Winner, Tokyo Olympics 2020

café, the shop floor or in the board room and helps to break down barriers between people while also creating a common bond.

We have a great tradition of producing teams and individuals who excel at the highest levels of their sports. That great tradition includes those who achieve success on an all-island basis and those who compete locally, it covers those who choose to represent Team Ireland, Team GB or who represent Northern Ireland. It includes those competing at World, European, Olympic/Paralympic and Commonwealth competitions and those who have excelled on the national and international stages. We have produced successful teams and individuals who are recognised worldwide and who have, down the decades, inspired the next generation to get active, take up a sport and be the best that they can be.

Despite all of this we have some of the poorest participation rates in these islands and across Europe in sport and physical activity. The increasing number of people who live sedentary lifestyles and the effects of this on mental and physical wellbeing across society is one of the biggest challenges we face. It is critical that this trend is addressed as a matter of urgency

in order to contribute to improved mental health and physical wellbeing, particularly amongst those who feel “left behind” or who think sport or physical activity is “not for the likes of me”.

Different groups of people have told us about the barriers they face when considering

taking up a sport or engaging in physical activity. This Strategy seeks to address those barriers through a collaborative, cross cutting and co-design approach to developing solutions. Those solutions must address the challenges, be delivered through partnerships and ensure that the benefits are realised for all including individuals, communities, clubs

and Sports Governing Bodies. Growing participation is about providing access and opportunity to sport and physical activity regardless of background, ability, gender or age.

As such, embracing physical literacy, fundamental movement skills and physical activity from a young age with a focus on lifelong involvement in sport and physical activity, are key building blocks for our Strategy and will ensure people are active into old age.

“With physical activity we all need to remember that some is good, more is better, and being regularly active has not only proven benefits for physical health but also has real positive impacts on mental health and wellbeing. Being physically active is not just a health issue, it brings people together to enjoy shared activities and contributes to building strong communities whilst supporting the economy to grow”.

Professor Sir Michael McBride, Chief Medical Officer for Northern Ireland



John Cooney, Ireland and Ulster Scrum Half - Ireland v Wales in Dublin, Six Nations. Credit Dickson Digital / Ulster Rugby

The challenges and opportunities presented by an ageing and an increasingly diverse population are significant and will require collective and imaginative solutions. This is in addition to the relatively high proportion of our population who are disabled and a higher proportion of the population being economically inactive and in poverty in comparison to other parts of these islands. There is also the significantly high levels of deprivation and poverty in certain geographical areas, both urban and rural. This Strategy will aim to address issues associated with these groups in a collaborative and partnership-based way with the primary focus being on increasing participation and engagement.

Our world is changing with an ever-increasing focus on the need to reduce our carbon footprint. Like every other sector, the sports sector needs to rise to, and adapt to, this global challenge. As such, our focus over the next 10 years and beyond will be on ensuring our sport and physical activity 'built assets' are constructed to the highest environmental standards and that existing facilities are retrofitted where possible to ensure the lowest possible energy usage.

Sport and physical activity facilities need to be open and accessible to everyone in our communities. We have some fine stadia, leisure facilities and community facilities. Notwithstanding this we still have investment gaps that need to be filled that will help create more inclusive, sustainable, accessible, fit for purpose and welcoming spaces that

will get more people, more active, more of the time. We are also fortunate to have some amazing natural land and water-based assets, otherwise known as green and blue infrastructure, which can host multiple sports and physical activities. We need to maximise usage of these assets and ensure that there is improved, safe access to green and blue spaces across the island to accommodate more activities and provide greater choices for all abilities.

The Strategy also recognises and embraces the instrumental role that engagement in sport and physical activity can bring to other outcomes like building safer and more shared communities, tackling racism or reducing recidivism.

Sport and physical activity can play a significant role in our recovery from the COVID-19 pandemic, something that will need a more joined up approach locally and across the island of Ireland. That role emphasises the importance of a more physically active lifestyle for more people, of all ages, something that has never been more crucial.

Access to technology helped support many of us during the pandemic and will continue to play an important part in how we deliver sport and physical activity in the future. Our children and young people have more access to technology than ever before, something which can be a positive or a negative attribute. From a positive perspective, this can bring sporting events, like the Olympics,

Paralympics, or Commonwealth Games to a much wider audience or can help participants and competitors to learn the latest techniques from their sporting heroes and role models.

Clubs and Sports Governing Bodies use technology to provide greater access to their games, coaching and development programmes. Indeed, some of our local companies are producing world class technological products inspired by the needs of our sports people which have been exported across the world, once again putting us on the international map.

We recognise that above all else the safeguarding of our children and young people and vulnerable adult population who take part in sport and physical activity will be fundamental to the success of the Strategy. We will work with relevant bodies in this regard.

This Strategy will run for the next 10 years and beyond and will be delivered in partnership with other Government Departments, Councils, Governing Bodies, Clubs, the community and voluntary sector, activity providers, volunteers, coaches, teachers, lecturers and other stakeholders including academia.

We hope you join with us in helping to achieve it. Together we can achieve more. The outcome of this will be more people, more active, more of the time.

The Benefits of Sport - Transforming Lives



Photo courtesy of Street Soccer

Access to sport and physical activity can be beneficial for many people in many different ways, from improved physical or mental health to being part of a group or club.

It can transform lives and provide opportunities to succeed, something which the NI men's team did when they won the first ever UK street soccer tournament in 2021.

Street Soccer NI entered eight men and eight women in the inaugural Four Nations Challenge Cup in Edinburgh. It was a very positive experience that both teams relished.

Street Soccer NI works with 150 people every week, offering free access to football sessions and, after the players engage, they are offered help with housing, employment, education, addiction and more.

Strategic Overview

This Strategy for Sport and Physical Activity has been developed on the basis that those who have most to gain from a service are best placed to help design it. As such, citizen and community engagement and a focus on co-design and co-production, as set out in both the Executive's 'New Decade, New Approach' Agreement and in the Department for Communities' own 5 Year Strategy, has underpinned the development of this Strategy.

The **key themes** and **goals** of this Strategy are detailed in **The Sport and Physical Activity Framework** in Figure 1. It will see the continuation of the work that Sport Matters: the Strategy for Sport and Physical Recreation 2009-2019 has delivered. However, this ambitious Strategy, which has been co-designed with the sports sector and a broad range of stakeholders, including those from under-represented groups in society (those covered by Section 75 of the Northern Ireland Act), aims to see sport and physical activity opportunities being made available to a wider participant base than ever before.

It seeks to build on the successes of Sport Matters but to also set a direction for Sport and Physical Activity that is based around inclusion, engagement, community, excellence, partnership, collaboration and shared spaces that collectively maximise the benefits of more people, being more active, more of the time.

The Strategy reflects the significant impact that the COVID-19 pandemic has had, and will continue to have, on society and the importance of ensuring that there is a focus on recovery in terms of both the wider sport sector and the role the sector can play to help communities recover. That includes the role sport and physical activity will play in the collective effort to manage the physical and mental health challenges that the COVID-19 pandemic has created and exacerbated.

Through co-design, physical activity emerged as a key component of the new strategic direction. It recognises the need for a strategic statement on physical activity, one that aligns with the other jurisdictions across these islands and internationally.

The Strategy recognises the inter-related nature of physical literacy and lifelong involvement in sport and physical activity at all levels. The focus on physical activity emphasises the importance of being active for social, health and recreational purposes as well as for competitive involvement. The benefit of having a more physically active society is significant given the positive impacts it has on the health and well-being of our communities. It will also contribute to the challenges society in general faces when tackling matters such as obesity prevention, healthy lifestyles to guard against critical illness and to the promotion of good mental health.

The Strategy includes cross-cutting principles the purpose of which is to highlight the importance of a new and more integrated way of thinking and doing things and which recognises the need for a multi-sectoral approach to the delivery of the Strategy that has inclusion, sharing, good governance and networking at its core. The three cross-cutting principles are: developing inclusive and shared communities; developing capacity and governance; and fostering national and international linkages.

The underlying desire and ambition expressed by those who were part of the co-design process is that sport and physical activity becomes more accessible and inclusive, regardless of ability. The critical factors underpinning what we have been

told include greater accessibility, welcoming environments for everybody regardless of ability, inclusion, safety, greater provision of opportunities to take part in sport and physical activity and a desire to have fun.

This Strategy represents an opportunity to think differently, to plan differently, to do things differently and to monitor our progress more innovatively in collaboration with our key stakeholders. The Strategy can help to positively transform the lives of everyone here, including those who are involved in sports and activities that are organised on an all-island basis. Sport and physical activity need to be relevant, fun and accessible to everybody at all stages of their lives. This Strategy aims to achieve this.



Ireland Women's Hockey Team celebrate qualification for Tokyo 2020 Olympic Games after the FIH Women's Olympic Qualifier match between Ireland and Canada at Energia Park in Dublin. Photo Hockey Ireland

Section 1: The Sport and Physical Activity Framework

The Sport and Physical Activity Framework reflects the co-design approach to the Strategy, the outputs from the stakeholder

engagement and subsequent consultation exercise and summarises the key themes¹, cross-cutting principles and goals contained in the document.

Figure 1: The Sport and Physical Activity Framework

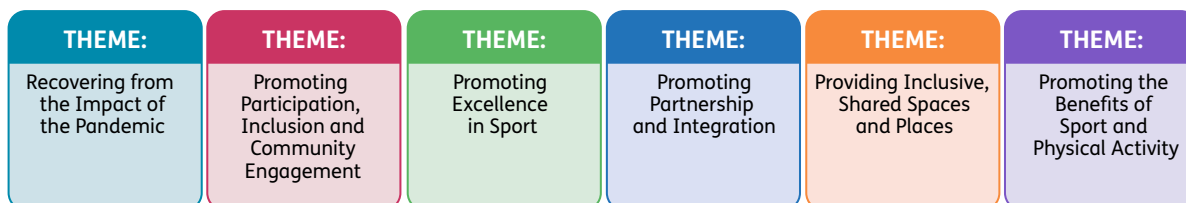
The Sport and Physical Activity Framework

Programme for Government Outcomes and Indicators

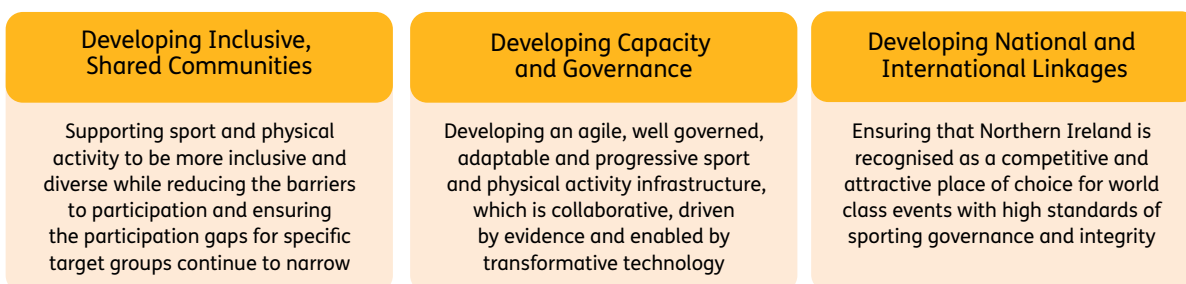
VISION

‘Lifelong involvement in sport and physical activity will deliver an active, healthy, resilient and inclusive society which recognises and values both participation and excellence’

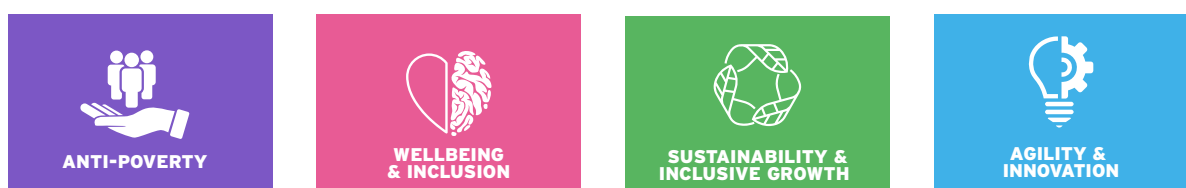
KEY THEMES



CROSS-CUTTING PRINCIPLES



DEPARTMENTAL CROSS - CUTTING THEMES



¹ The numbering of the themes should not be interpreted as being in a priority order

Goals Under Each Theme

RECOVERING FROM THE IMPACT OF THE PANDEMIC

- Ensuring that the return to sport and physical activity is safe and sustainable for participants, volunteers and spectators
- Re-establish the habit of participation in sport and physical activity across all abilities
- Making the sport and physical activity sector more resilient to potential future shocks

PROMOTING PARTICIPATION, INCLUSION AND COMMUNITY ENGAGEMENT

- Improving physical literacy and increasing lifelong participation in sport and physical activity for all
- Addressing barriers to participation in sport and physical activity through co-designing programmes and initiatives in partnership with key stakeholders
- Improving the physical and mental health and wellbeing of those who participate in sport and physical activity
- Ensuring that sport and physical activity is inclusive, safe, diverse, shared, fun and offers equality of opportunity to participate for all, and that children and young people are given the best start in life through a wider choice of sport and physical activity and more suitable offerings

PROMOTING EXCELLENCE IN SPORT

- Improving sporting pathways to ensure that talent is recognised and potential is realised
- Supporting the development of a sustainable and inclusive sport and physical activity infrastructure of clubs, Sports Governing Bodies, volunteers, participants and competitors, coaches, officials, teachers and leaders
- Sustaining achievements in sport and physical activity at national and international levels through appropriate elite support
- Increasing community pride in the achievements of all our sporting participants

PROMOTING PARTNERSHIP AND INTEGRATION

- The creation of better outcomes for communities through a collaborative approach to the development of sport and physical activity using co-design and co-production and building on enhanced partnership structures locally, regionally, nationally and internationally
- Building stronger sport and physical activity partnerships at local, regional, national and international levels as well as cutting across traditional boundaries/ structures
- An increased number of shared facilities across sports, clubs, schools and communities

PROVIDING INCLUSIVE, SHARED SPACES AND PLACES

- Everyone has access to inclusive, shared, safe, welcoming and high-quality indoor and outdoor sport and physical activity infrastructure
- A safe, economically and environmentally sustainable local and regional sport and physical activity infrastructure
- Our sport and physical activity sector and infrastructure are enabled by innovative and emerging technologies

PROMOTING THE BENEFITS OF SPORT AND PHYSICAL ACTIVITY

- Increased awareness of the benefits of participation in sport and physical activity
- Positive attitudinal and behavioural change, resulting in more people becoming more active
- An improved evidence base supported by enhanced research about the benefits of sport and physical activity to local communities

The Strategy and the Sport and Physical Activity Framework aims to make a significant contribution, in terms of sport and physical activity, to the commitment of the Executive to having an active, healthier and fitter society. At a population level this will be tracked through the proposed Programme for Government indicator:

- The % of the NI population participating in sport and physical activity.

This is a significant measurement, but the Strategy will also contribute directly to several draft Programme for Government outcomes including:

- “We enjoy long, healthy, active lives;”
- “Our children and young people have the best start in life;” and
- “Everyone can achieve their potential”.

Each of the themes and underpinning goals aim to contribute to delivering an increase in the number of people, of all ages and abilities, participating in sport and physical activity at a population level. For example, by developing high quality, accessible, inclusive and welcoming spaces and places we will reduce the barriers to participating in sport and physical activity and encourage those less likely to be active to get involved. Through the accumulative impact of each of the themes and goals the participation gaps relating to under-represented groups will start to be addressed and the overall outcome of more people participating in

sport and physical activity will be achieved over the course of the Strategy.

Strategic Vision for Sport and Physical Activity

The sentiments within the new vision for Sport and Physical Activity were identified through the co-design process and sectoral engagement processes.

This ambitious and challenging statement of intent, which should realise new opportunities and greater access for all in our community and which has been endorsed by those involved in the development, co-design and consultation exercise, is:

‘Lifelong involvement in sport and physical activity will deliver an active, healthy, resilient and inclusive society which recognises and values both participation and excellence.’

It highlights the importance of promoting an active lifestyle and continued involvement in sport and physical activity from a young age through to adulthood and later years. This approach in turn produces benefits associated with being more active more often including better health, an engaged and inclusive society, more resilient communities and a vibrant and welcoming sector that values those who take part, compete and excel.

Key Themes

The Vision will be delivered under the following six Key Themes:

- **Key Theme 1:** Recovery from the impact of the pandemic on sport and physical activity.
- **Key Theme 2:** Promoting participation, inclusion and community engagement.
- **Key Theme 3:** Promoting excellence in sport.
- **Key Theme 4:** Promoting partnership and integration.
- **Key Theme 5:** Providing inclusive and shared spaces and places.
- **Key Theme 6:** Promoting the benefits of sport and physical activity.

Cross-Cutting Principles

These six **Key Themes** are underpinned by the following three **Cross-Cutting Principles**:

- Developing inclusive, shared communities;
- Developing capacity and governance; and
- Developing national and international linkages.

Goals

Under each of the Key Themes a number of high-level goals have been identified

which will help focus the strategic partners on delivery of the wider Strategy. The goals are a mixture of short and longer-term statements of intent that will require the development of action plans to deliver outcomes that contribute to the Programme for Government. Strategic Partners have been identified against each of the Goals as the Strategy recognises that co-delivery will be fundamental to the successful delivery of the themes, goals and subsequent action plans. The Strategic Partners may not be the sole delivery organisations for the individual goals and it is clear that delivery will only be achieved through the collective efforts and actions of all the Strategic Partners and relevant stakeholders. Annex 1 provides details of the various strategic partners considered to have a role in delivering the goals.

These core elements make up the strategic framework which forms the basis for how sport and physical activity, through this Strategy, will contribute to the delivery of future Programmes for Government.

Foundation Blocks for the Strategy

There is an inextricable link between sport and physical activity and a recognised and tested inter-relation with physical literacy, active living and high-performance sport. These factors have been recognised by those who assisted with the development of the Strategy, our stakeholders who examined with us the broad glossary of terms and definitions linked with **sport** and who agreed that sport in its broadest context represents:

‘All forms of physical activity which, through casual or organised participation, aimed at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels.’²

Following consultation with academics, stakeholders and the collective consideration by those representing the sport and physical activity sector, the recognised definition for **physical activity** for the purposes of this Strategy is:

‘Any bodily movement produced by skeletal muscles that requires energy expenditure to improve or preserve physical or mental health or to achieve a social or other benefit.’³

The Strategy is based on a number of fundamental foundation blocks, outlined in Figure 2, that are significant and will permeate the implementation of the Strategy and the delivery of its themes, goals and cross cutting principles over the next decade and beyond.

Figure 2: Foundation Blocks for the Strategy



² Definitions in Sport Innovation Lab Report January 2020

³ Definitions in Sport Innovation Lab Report January 2020

The Strategy recognises the increasing focus there is on the World Health Organisation’s Sustainable Development Goals⁴ in particular SDG 3, 5, 10 and 11 and has the potential to contribute to their delivery.

Physical Literacy

Being physically active from an early age and throughout adulthood can enrich a person’s quality of life and plays a key role in influencing people’s choices to participate in sport and physical activity. This Strategy has embedded physical literacy as one of its most important building blocks.

Physical literacy is

“the motivation, confidence, physical competence, knowledge and understanding that enables a person to value and participate in physical activity throughout life”.⁵

The Physical Literacy concept has its immediate impact on the youngest generation, those who are pre-school and setting out on the lifelong journey into physical activity, into sporting choices and potentially to sporting success.

Being Physically Active for Life



Photo courtesy of Special Olympics Ulster

The continued focus on sport and physical activity for all is based on inclusion, increased opportunities and the removal of barriers to taking part. This includes the provision of the appropriate equipment, facilities, coaching and access to opportunities to be more active.

To support this, we need to have sports facilities, stadia, outdoor venues and green and blue spaces that are welcoming, accessible and safe and that encourage people of all abilities to be more physically active, to take part and to have fun. We need to acknowledge and address the barriers to participation through the development of programmes, improved capacity and by modernising infrastructure.

⁴ <https://www.undp.org/sustainable-development-goals> - SDG 3 Good Health and Wellbeing, SDG5 Gender Equality, SDG10 Reduced Inequality and SDG11 Sustainable Cities and Communities

⁵ The definition in the All-Island Physical Literacy Consensus Statement (AIPLCS) developed by Sport Ireland and Sport Northern Ireland.

This Strategy recognises that each person is on their own unique physical literacy journey which should be continuous throughout their life.

Everyone should be provided with and should have opportunities to be physically active at different stages in their lives and within appropriate settings and environments. It is vital that experiences are person-centred, meaningful and positive.

Lifelong Flexible Participation

The Strategy reflects the importance of physical activity and physical literacy from birth and throughout life to older age and for all abilities. It recognises the importance of choice, inclusion and diversity and the building of confidence, skills and knowledge to engage. The Sport and Physical Activity Continuum outlined in Figure 3 illustrates the various key stages when people will be involved in sport or a physical activity from a young age through adulthood and into old age illustrating the importance of a lifelong pathway of engagement in physical activity.

The Strategy recognises that not all people take part in competitive sport but ideally should remain engaged in some type of sporting or physical activity for the sake of their physical or mental health or to achieve a social or other benefit throughout their lives.

The continuum represents a whole life representation of the different pathways that

“Physical activity reduces the risk of over 20 non-communicable diseases, improves mood and mental health and enhances cognitive function in children and adults. Being physically active through sport or in non-sport activities, increases community engagement, improves social cohesion and decreases loneliness and isolation. Increasing physical activity is indeed the ‘best buy’ we could make for public health and has enormous potential to bring significant returns for the individual and our society”.

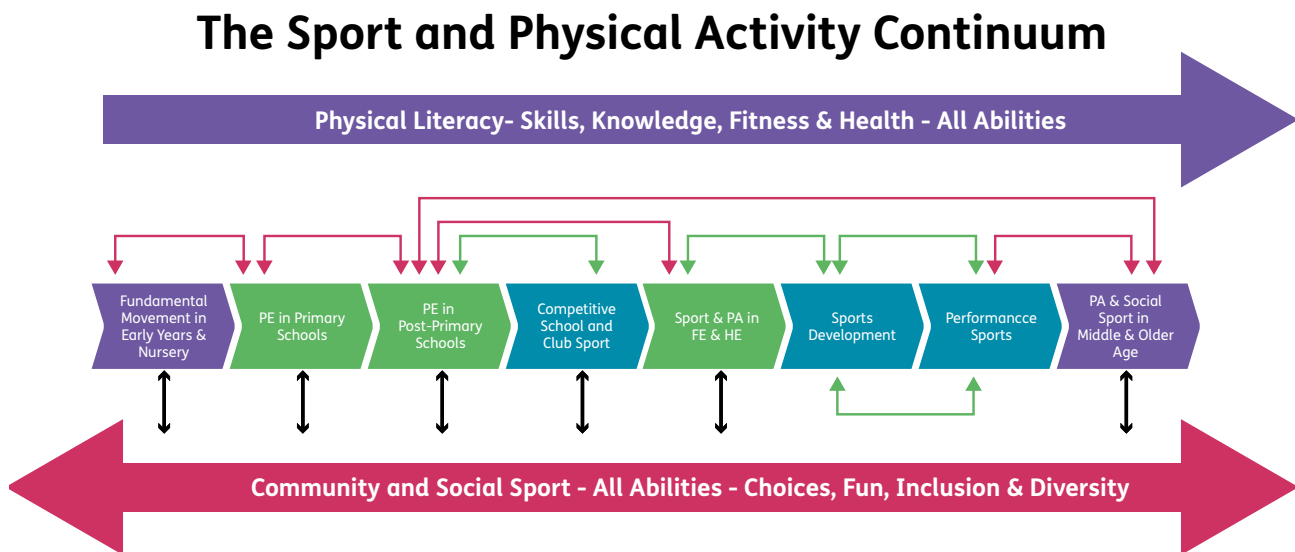
Professor. Marie Murphy, Dean of Postgraduate Research, Ulster University

people, of different ages, abilities, interests and strengths can take to remain physically active throughout their lives. It recognises the importance of early years and sustained engagement in physical activity at primary and post primary school and beyond, and the role and importance of unstructured, non-competitive sports or physical activities and opportunities offered through clubs and community sport. Ensuring that these school and community sport activities are

based on choice, are open to all abilities, are fun, inclusive and diverse is imperative.

It acknowledges the challenges of an ageing population, the needs of various underrepresented groups including, for example, those with a disability,

Figure 3: The Sport and Physical Activity Continuum



females, LGBTQI+ communities or new communities and the pathways they can take to remain active.

It represents the importance of clear pathways and support for those engaged in competitive sport as well as the benefits from continued involvement in sport and physical activity for those participants and competitors who have participated at a representative level or at national/ international levels when their careers have come to an end.

It also recognises the importance of the current Chief Medical Officers⁶ physical activity guidelines (that children should do 60 mins of moderate to vigorous physical activity per day and adults should do 30 minutes) and finding innovative ways of having more people, more active, more of the time.

Community Based Sport and Physical Activity

The Strategy recognises the building blocks for participation in sport and physical activity, much of which starts through community-based sport and physical activities. This is primarily led by committed volunteers who recognise the value of dedicating their time and energy to ensuring that others can participate in locally based activities.

The benefits from community-based sport include building cohesion within local communities, improving social interaction and contributing to the physical and mental wellbeing of participants. It can also contribute to economic, social and community development, as well as delivering benefits for the individual participants.

⁶ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/832868/uk-chief-medical-officers-physical-activity-guidelines.pdf

A Sport England⁷ research report on the social and economic value of community sport and physical activity based on work by the Sheffield Hallam University found that in 2017/18, for every £1 spent on community sport and physical activity, an economic and social return on investment of £3.91 was created for individuals and society. This included physical health benefits (e.g., prevention of 900,000 cases of diabetes and 30 million fewer GP visits due to

improved health), mental wellbeing uplifts, (e.g., Improved life satisfaction through volunteering for 3.9 million people), the creation of safer communities, (e.g., 10,000 fewer crime incidents), and economic development (e.g., 285,000 jobs created through community sports).

Another report by the Federation of Irish Sport in 2019⁸, also demonstrates the wide range of outcomes achieved by sport in

The Value of Parkrun



Photo courtesy of Parkrun

“Like many keen Park Runners, I hated lockdown and the fact that I couldn’t take part in my local weekly run. I missed the social aspect as well as the many feel-good benefits that come from running round the Waterworks ponds. The mental benefits of a weekly parkrun outweigh the evident physical ones for me. It’s great

to be around hundreds of positive, happy smiling faces at the race briefing at the start line. Even that makes me feel good. We want to run.

We want to be out in the fresh air and we want to stand about and talk about it after. It’s not just me as my family have embraced it also. My eldest daughter has absolutely no interest in running but still makes it each week as a volunteer.

I often thought about those less fortunate than myself who either have no family or support networks. Parkrun might have been their only meaningful social interaction of the week and it was taken away. Having it back is fantastic. If you could bottle up the Saturday morning buzz and sell it, you’d be a millionaire. You can take part regardless of ability and will be cheered home like a winner by the many volunteers”.

Barry Reid Parkrun participant

⁷ Social and economic value of sport and physical activity - summary.pdf (sportengland-production-files.s3.eu-west-2.amazonaws.com)

⁸ <https://www.irishsport.ie/federation-of-irish-sport-publish-investec-economic-research-report-into-the-economic-value-of-sport/>

Ireland. Research findings published by it demonstrate that for every €100 invested in sport €195 is received back through taxes on sports-supported expenditures and incomes. This includes consumer spending of €2.7 billion; sports volunteering valued at €1.1 billion; the direct employment of 39,500 people; and a sports tourism sector which is worth €500m annually and that rises when the country hosts major sports events.

Support for Sporting Excellence

Those who compete and excel at the highest levels of their sports including Olympians, Paralympians and Special Olympians, professional sports men and women and those who reach the highest echelons of amateur sports can act as role models for others. Their achievements can inspire others to participate in sport and physical activity whether it be at a competitive level, for the physical and mental health and well-being benefits, or simply for the social aspects.

This inspiration can be used to attract new participants, to get more people more active, to encourage people to take up a sport and become involved in a local club. It can also bring excitement to a sport that can enthuse and attract volunteers, spectators, coaches and officials.

In addition to the contribution that those who are recognised as high performers make to sport and to inspiring others it is important that there are pathways for them to follow to continue to play a part once they come to the end of their 'sporting career'. This is an

area that warrants ongoing exploration with our participants and competitors, individuals, clubs and Governing Bodies.

We are living in an increasingly digital world and having access to the most up to date sports technology can assist our participants and competitors, and those who support them to be the best they can be. This Strategy recognises the role and importance of taking an innovative, integrated, ambitious and outcomes focused approach to embedding technology across all aspects of sport and physical activity from performance on and off the field through to the spectator experience, officiating and the promotion of opportunities.

“Sport to me is about life-long friendships, on and off the field, provided by sport – as well as the opportunity to constantly learn new techniques and methods, and to be able to dedicate yourself to them. Sport has also taught me to have discipline outside of rugby which I can confidently take away for life after professional sport”.

Stewart Moore, Ulster Rugby player

Poverty, Equality, Diversity and Disadvantage

This Strategy recognises that society is becoming more diverse and as such the

provision of sport and physical activity needs to reflect those changing demands and associated challenges.

Section 75 of the Northern Ireland Act 1998 requires public authorities, in carrying out their functions, to have due regard to the need to promote equality of opportunity and good relations across a range of categories outlined in the Act. That is why in developing this new Strategy we have ensured that the lived experiences and views of Section 75 groups, including new community and marginalised groups, and the barriers and challenges to participation that they experience have been heard and considered from the outset. This has included insights from those experiencing poverty and disadvantage, prejudice, racism, homophobia, transphobia and other forms of discrimination or prejudice.

“Sport is a great platform to promote and embed human rights. Sportspeople and sport’s governing bodies have a responsibility to challenge abuses, and support an ethos of dignity and respect, inclusion, tolerance, understanding, equality and fairness within sport”.

**Alyson Kilpatrick, Chief Commissioner,
NI Human Rights Commission**

As a consequence, the Strategy will positively promote equality of opportunity for persons

of different religious beliefs, political opinion, racial group, age, marital status, or sexual orientation; men and women generally; persons with a disability and persons without; and persons with dependants and persons without. It also recognises the importance of promoting good relations between persons of different religious beliefs, political opinion or racial/ethnic groups.

Human rights are inextricably linked to sport - this Strategy recognises the importance of ensuring that sport and physical activity here is ethical, inclusive, diverse and safe from grassroots to international competitor level.

These aspirations are expressed in the overall aim of making more people, more active, more of the time and in the creation of welcoming and inclusive spaces that provide opportunities and greater engagement for all within society. A co-design and co-production approach to delivery will ensure that those from across our society are included in the design of the Strategy’s action plans.

Female Participation

The participation of women and girls in sport and physical activity is fundamental to this Strategy both from a participation and governance perspective. There continues to be fewer women (and girls) than men participating in sport and despite a six-percentage point increase in female participation since 2010/11, the gender gap remains significant.⁹ The analysis of barriers

⁹ From the 2019-20 NISRA Continuous Household Survey data we know that females aged 16 and over were less likely to have taken part in sport at least once within the last year (51%) than males (61%). Similarly, when looking at participation rates over the previous four weeks, just under two fifths of females (39%) stated that they had taken part in sport compared to over half of all males (53%). Males were also more likely to be a member of a sports club (33%) than females (19%). Since 2007/08 the gap

to female participation identifies a range of issues including lack of confidence, being the primary carer, having an exercise buddy, being in poor health, costs of taking part, lack of access to facilities and free time.

“No matter your age, it’s never too late to start exercising. As you grow older an active lifestyle becomes more important than ever to your health and wellbeing, so go on take the first steps to a healthier you and get active”.

Audrey Barr, Women in Sport and Physical Activity (WISPA)

Even within this cohort group there are many sub-groups such as girls under 12, teenage girls, young women, those with young children, older women, women living in poverty, transgender people, members of the LGBTQI+ community, asylum seekers, ethnic minority groups including women from the Travelling Community or members of minority faiths. There are multiple issues and barriers that need to be addressed including building confidence, creating welcoming environments, adapting existing sporting facilities, increased choices and exposure to other sports and physical activities at a young age and greater visibility of role models. It also includes creating culturally sensitive opportunities, tackling different forms of prejudice and discrimination and improved access to and participation in coaching, administrative, governance and officiating opportunities.

This is why this Strategy highlights the need for a continued focus and prioritisation of female participation across all aspects of sport and physical activity to ensure that the positive trends in recent years continue to be realised and the participation gap is closed.

Disability Sport

An inclusive sport and physical activity sector has to recognise and take account of the diverse needs of disabled and neuro-diverse people. There continues to be significant barriers that restrict the number of disabled people who participate in sport and physical activity. These fall into three main categories:

- Environment - access to facilities and appropriate equipment and support to use, lack of transport and poor community capacity;
- Social and cultural attitudes - that might restrict sport for certain groups and resulting actions of providers and policy makers; and
- Personal - lack of money, time, poor confidence and a negative body image.

The current position on participation as reflected in the Continuous Household Survey statistics indicate that disabled people are almost half as likely to regularly participate in sport and physical activity as those without a disability.

between adult male and female participation rates has remained broadly consistent.

There is clearly a significant amount of work to be done to increase participation amongst disabled people, to provide welcoming environments and to continue to ensure that opportunities to participate are increased, access issues are addressed, and innovative approaches are explored and implemented to remove these barriers. This needs to include an additional focus on creating greater opportunities for those living with sensory impairments, learning difficulties, autistic people and those with long term disabilities.

Safeguarding in Sport

Safeguarding in sport is the deliberate structuring of activities designed to protect children, young people and adults at risk from harm by providing safe spaces in which they can participate in sport and physical activity without fear of physical or psychological abuse or harm.

The Strategy recognises that having an effective and robust safeguarding framework across the sport and physical activity landscape protects the welfare of children and adults at risk. The Safeguarding Framework¹⁰ seeks to protect children and vulnerable adults at risk from harm by emphasising the need to continue to create safe and inclusive environments for participants and volunteers.

The development and maintenance of robust and audited safeguarding policies and procedures by funding recipients should continue to be a strict pre-requisite for the distribution of all funding to the sport and

physical activity sector. The safeguarding of those who take part in sport and physical activity is fundamental to the delivery of the strategic goals.

“Being a member of Special Olympics has opened many doors for me and given me many new friends, I also play Golf and Judo. I am involved with the Athlete Leadership Programme which encourages me to become more active in the Special Olympics programme and it has given me greater confidence in myself. I would encourage people to take part in a sport of their choice and also ask more people to become volunteers to help out”.

Jonny McCartney, LX Gymnastics Club, Belfast

Technology Adoption

Technology increasingly influences all of our lives – in how we live, work, and play, none more so than during the recent COVID-19 pandemic. A major challenge for the future is how Sports Governing Bodies and clubs develop their ability to use technology effectively. The use and deployment of the transformative power of new technologies can make existing operations more efficient and can open up entirely new opportunities.

This Strategy recognises the power of technology across a number of different areas such as performance technology,

¹⁰ The Safeguarding Children in Sport Strategic Group (SCSSG) Action Plan 2021

facility / venue technology and participation technology.

The digital transformation of sport here could bring significant benefits to the sector across a range of different areas including club management (finance, human resources), player registration and performance management (biometrics, data analytics) and fan engagement (live streaming, media distribution and content platforms). It also can assist in the development of sustainable facilities that are more energy efficient and less costly to run (new build via Modern Methods of Construction or retrofitted facilities), and in the creation of venues and training facilities that are enabled through in-venue technology.

High performance sport is increasingly using technology to help officials and participants and competitors monitor and enhance performances at all levels and all abilities. Technology is also used by more and more people as part of their ongoing participation through apps, heart monitors, or other tracking devices. The popularity of E-sports presents both challenges and opportunities which will need to be considered as that sector evolves.

Embracing the opportunities of advancements in technology, applied research, creativity and innovation linked to the participant's experiences is an important aspect and, if it is embraced, will help with the successful delivery of this Strategy.

Decarbonisation

An ambitious target of reducing all greenhouse gas emissions by 68% by 2030 compared to 1990 levels and to carbon neutrality by 2050 has been set by Government. To meet this target all sectors here need to play their part, including the sport and physical activity sector, through reducing the carbon emissions produced by buildings (e.g., through the construction process and then through normal energy use once the building starts to be used - e.g., heating, lighting and insulation etc.).

The majority of sports facilities and venues here still rely on traditional energy sources such as burning fossil fuels for heating and hot water. Improving the energy efficiency of existing and new buildings within the sport and physical activity sector will help contribute to Net Zero targets by 2050. Modern Methods of Construction, energy efficiency and decarbonisation technologies and solutions can play a significant part in helping the sport and physical activity sector move towards carbon neutrality by 2050.

In addition, there is a need to encourage more people to consider alternative sustainable options when travelling to take part in sport or physical activity, attending events, or to simply get around. This could include more people walking, cycling or using sustainable modes of transport, where possible. This also delivers important environmental co-benefits such as clearer air and reduced carbon emissions, which contribute to healthier lives. This will ensure that the Strategy also contributes to the Executive's Active and Sustainable Travel policies.

Partnership and Co-production

To ensure the effective delivery of the Key Themes and Goals in this Strategy it is essential to apply a co-design and co-production approach to ensure needs are met at a local and regional level. The delivery approach must take cognisance of emerging good practice from elsewhere to help to tackle some of our more ‘stubborn’ challenges such as participation rates amongst under-represented groups..

Delivery of the Key Themes and Goals will require strong partnerships across the sport and physical activity ecosystem starting with Central and Local Government and involving other stakeholders including Sports Governing Bodies and clubs, community/ voluntary organisations, schools and

the private sector alongside volunteers, participants, competitors, coaches, officials, activity providers, teachers, medical professionals, technology partners and other support bodies.

This will require strong, innovative leadership at all levels with a focus on the collaborative gains that can be achieved though working together.

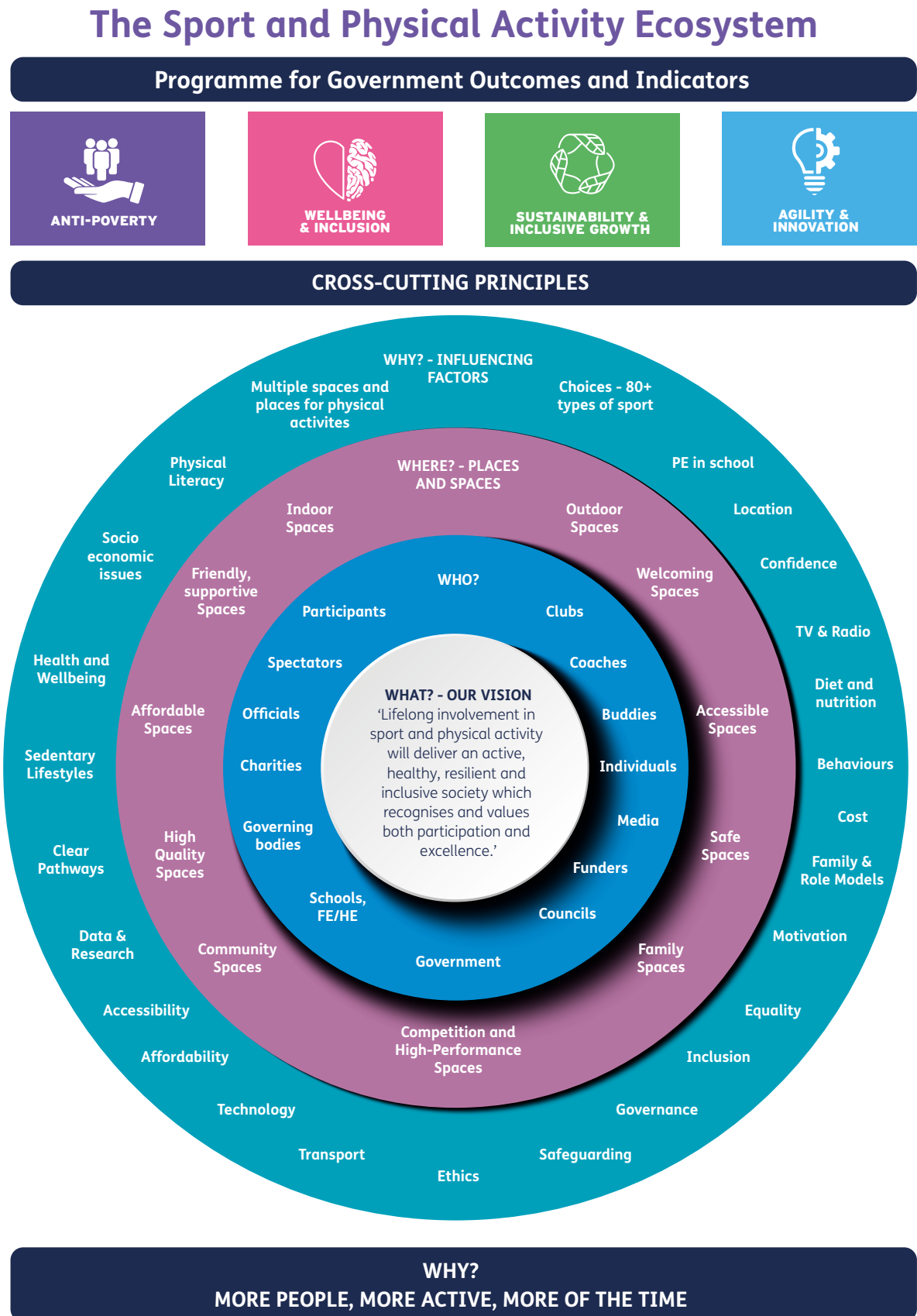
The Sport and Physical Activity Ecosystem

The benefits of sport and physical activity are multi-faceted and make a significant contribution to achieving many outcomes in the Programme for Government and other Government Strategies.



Ireland v Afghanistan at Stormont. Photo courtesy of Cricket Ireland.

Figure 4: The Sport and Physical Activity Ecosystem



Sport and physical activity are part of a complex ecosystem centred on the people, organisations and communities, including participants and those who are either inactive or leading sedentary lifestyles, and the places and spaces where sport and physical activity occur. In determining once again what success will look like, the ecosystem gives a sense of the interdependencies that are vital for successful delivery. These are influenced by a wide range of factors. The ecosystem diagram at figure 4 provides an insight into the broad range of influencing factors.

The ecosystem has many component parts. Annex 1 lists some of the other Executive strategies which complement this Strategy.

We know that we have a history of producing sporting talent and that this has been recognised by success at national and international level in sports such as

gymnastics, boxing, swimming, motorsport and golf and at local and national level in sports such as football, rugby, hockey, cricket, netball and GAA. Our teams have excelled, and we have witnessed success at local, national and international competition, at the Commonwealth Games and on the world stage including Olympic, Paralympic, and Special Olympics.

But not all sport and physical activity is competitive in nature, and for many participants it is the fun element, the pleasure derived from taking part, the social interaction, and the health benefits both mental and physical, that drives their participation.

All of this should result in more people, being more active, more of the time which needs to be a priority for the next decade and beyond.

Section 2: Themes and Goals

This section outlines the ambition that has been set for the six themes and the goals that will help achieve our vision. Under each theme we set out the relevant goals and identify the key partners who will work together to realise those goals.

Key Theme 1: Recovery from the Impact of the Pandemic

By highlighting the importance of recovery from the COVID-19 pandemic, the Strategy recognises both the detrimental impact it has had on the sports sector and the important role that Sports Governing Bodies and their clubs played in supporting communities and individuals alongside local and central Government.

The COVID-19 pandemic has had a detrimental impact across all sectors of society including the Sports Governing Bodies, clubs, community organisations and individuals involved in delivering sport and physical activity.

The pandemic has tested the resilience of the sector, but it has also demonstrated how important sport and physical activity is to wider society and the connecting and support role that Sports Governing Bodies and clubs play in rural and urban communities. This was demonstrated time and again during the lockdown periods when the sector provided resources, expertise and volunteers to support the relief effort, supported the vulnerable and helped to care for those who found themselves isolated. This

demonstrated the important contribution sport and physical activity plays in shaping a place and the sense of belonging that is so crucial in the creation of a cohesive community.

During the pandemic we saw more people out walking and cycling and making greater use of outdoor spaces and the countryside. This positive step towards being more active is something the Strategy wishes to sustain moving forward.

Major competitions and events were cancelled or curtailed and what was considered normal in terms of activities and infrastructure may no longer be fit for purpose.

The impact of the COVID-19 pandemic across the island may continue to be felt for years to come as the sector strives to recover lost income, opportunities and people. This Strategy allows for an agile and flexible response in support of the sector.

The impact on activities has been felt right across the sporting spectrum and beyond, by Olympians, Paralympians, by the Special Olympians and by those taking part in local, national and international competitions at all levels. Those sports that are organised on an all-island basis have had the added complexity of dealing with different restrictions at various stages. The impact of the pandemic has also been felt by those involved in community sport, by those who

Recovering from the COVID-19 Pandemic



The COVID-19 pandemic has been a defining moment and the impact has been felt in every community by clubs, Governing Bodies and other sports organisations. The restrictions limited opportunities for individuals and groups to take part in everyday activities including sport and physical activity.

The pandemic has generated a renewed emphasis on community, something which was evident in the way Sports Governing Bodies, their clubs and volunteers supported communities and the most vulnerable ensuring that no one was left isolated.

Sport and physical activity have a crucial role to play as we learn to live with COVID-19 during the recovery period. A vital part of that role will be re-engaging club members, volunteers, spectators and participants; providing more opportunities and encouragement for communities to take part and remain engaged in sport and physical activity; and in recognising the role of sport and physical activity as a social outlet in improving health and well-being.

take part in individual activities and by those who just enjoy being physically active. The pandemic has impacted everyone and every community.

The Strategy recognises the unique circumstances and the challenges that the pandemic has posed and the continued risks that it or similar emergencies pose in the future. It has also demonstrated the positive changes in behaviour during the pandemic that have resulted in more people becoming more active in the outdoors, something upon which this Strategy will build. The importance of learning the lessons of its impacts and exploring how sport can be more resilient in the future cannot be underestimated. This includes the importance of Government

Departments, local councils, Sports Governing Bodies and others working together to support the sector, build capacity, capability and resilience while also overseeing the recovery effort to build back better. That will include, for some sports, ensuring there is an all-island dimension to the plans to build back better.

Please note all the abbreviations and acronyms used in the tables to follow are outlined in Appendix 4.

Making Best Us of Our Physical Assets

Lockdown has encouraged a renewed love of the great outdoors and with restrictions allowing for daily exercise during the pandemic, people were able to take time out to enjoy exploring outdoors again. This unique period has had a major impact on the outdoor activity habits of people of all age ranges across the Armagh City Banbridge and Craigavon Borough Council, with many people taking up new physical activities.

Armagh City, Banbridge and Craigavon Borough Council, in an effort to build on this renewed interest, engaged with

the public to maintain this new sense of appreciation for outdoor spaces including walking and cycling trails, parks and forests.

Councils are championing their parks, forests, waterways and outdoor spaces as positive and accessible places in which to get active and to increase awareness of the physical and mental health benefits of participating in outdoor activities.



**Armagh City
Banbridge
& Craigavon**
Borough Council

Goals for the Implementation of Key Theme 1: Recovery from the Impact of the Pandemic

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT	
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE
1.1	<p>Ensuring that the return to sport and physical activity is safe and sustainable for participants, volunteers and spectators</p> <p>Re-establish the habit of participation in sport and physical activity across all abilities</p>	DfC, Councils, Sport NI, DOH, HSCTs, PHA, Schools and FE and HE Colleges, DoJ, Councils, CLOA, Sports Governing Bodies and clubs, ORNI, DSNI, SOU, NISF, FSF, NICVA and VCS organisations	<p>General population</p> <p>Participants and Competitors</p> <p>Volunteers</p> <p>Spectators</p>	<p>Increase in proportion of population actively engaged in sport and physical activity post the COVID-19 Pandemic</p> <p>This includes and is supported by a return of spectators, volunteers, membership, coaching and club membership</p>
1.2	Making the sport and physical activity sector more resilient to potential future shocks	DfC, Sport NI, Councils, CLOA, Governing Bodies and clubs, ORNI, DSNI, SOU, NISF, FSF, NICVA and VCS organisations	<p>General population</p> <p>Participants and Competitors</p> <p>Volunteers</p> <p>Spectators</p>	<p>More sustainable, shared and inclusive sport and physical activity</p> <p>Flexible and shared use of facilities</p> <p>Sustainable business models for sporting organisations</p> <p>Strong, capable and supported volunteer base</p> <p>Flexible and adaptable delivery models for sport and physical activity</p> <p>Options for participation in sport and physical activity enabled and increased by the agile use of technology</p>

Key Theme 2: Promoting Participation, Inclusion and Community Engagement

By promoting participation, inclusion and community engagement in sport and physical activity, we will reduce the barriers to engaging in sport and physical activity and enable more of our population to live active, healthy, resilient and inclusive lives. It will also contribute to a reduction in mental and physical ill health and social isolation.

There remains a stubborn gap between the participation rates of the population as a whole in sport and physical activity and some of those from Section 75 groups and other disadvantaged groups in our community, particularly females, those with a disability or a life limiting health condition, those on lower incomes or from disadvantaged areas or those from Black, Asian or Minority Ethnic communities (BAME).

This gap increases the mental and physical health issues and the social exclusion issues faced by some of the most disadvantaged groups in our communities. In addition, there is increasing evidence to suggest that low levels of physical literacy in parts of society and inactive lifestyles contributes to poor mental and physical health.

A range of barriers to fuller participation in sport and physical activity exist including social, economic, educational, health, psychological, physical and cultural. Increasing participation requires the barriers to be removed or addressed in a more integrated way. That will require new delivery mechanisms involving partnerships in rural and urban areas, in local communities and

across the island which has to include Sports Governing Bodies, clubs, and community and voluntary sector organisations working alongside local and central government. Utilising social prescriptions can help to encourage more people to engage in sport and physical activity such as those recovering from an illness, those who are inactive or who lead sedentary lifestyles.

Enabling lifelong enjoyment of sport and physical activity from early years to old age and supporting and encouraging more people to participate in a wider range of sport and physical activities is fundamental to the future wellbeing of society.

“To every kid out there, just keep dreaming. Never, ever stop dreaming. A few years ago, I was thinking of packing boxing in and I’m standing here now as an Olympic Medallist, so never, ever give up, never stop dreaming”.

Aidan Walsh, Olympic Bronze Medallist, Tokyo 2020

Club and Community Sport



Club and community sport has undergone positive transformation in recent times something that needs to continue to ensure participation increases, there is greater inclusion and talent development continues.

Once the domain of largely male participants, many clubs and community-based sporting organisations have now introduced teams for girls and women, and greater numbers of opportunities are available for those with a disability to be

part of a competitive sports team. There is a growing realisation that by diversifying club activities there are opportunities to attract new members, grow a more diverse membership, attract more volunteers and retain older participants.

Clubs and community sports organisations are at the heart of communities and need to continue to adapt to meet the changing needs of the wider community.

Goals for the Implementation of Key Theme 2: Promoting Participation, Inclusion and Community Engagement

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT	
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE
2.1	Improving physical literacy and increasing lifelong participation in sport and physical activity for all	DfC, DE, EA, ETI, Schools, DfE Sport NI, DoH, PHA, Councils, Governing Bodies and Clubs, ORNI, DSNI, SOU, NISF, FSF, NICVA, VCS, Youth Councils, NISHRF	<p>Children and young people</p> <p>General population</p> <p>Those who previously were deterred from participating in sport and physical activity or who had limited opportunities to participate</p> <p>Coaches, administrators and Volunteers</p>	<p>Improvements in Fundamental Movement Skills in preschool and for those in education</p> <p>Widening the choices for engagement in sport and physical activity in and outside of school</p> <p>Increased participation rates in inclusive sport and physical activity across the population with an emphasis on closing gaps among particular groups e.g., females, disability, older people and taking account of other indicators of disadvantage</p> <p>Increased number of and skills among coaches, administrators and other volunteers</p>
2.2	<p>Addressing barriers to participation in sport and physical activity through co-designing programmes and initiatives in partnership with key stakeholders</p> <p>Improving the physical and mental health and wellbeing of those who participate in sport and physical activity</p> <p>Ensuring that sport and physical activity is inclusive, safe, diverse, shared, fun and offers equality of opportunity to participate for all, and that children and young people are given the best start in life through a wider choice of sport and physical activity and more suitable offerings</p>	DfC, Sport NI, DoJ, DoH, DE, DfE, DAERA, PHA, EA, ETI, schools Councils, Sports Governing Bodies and clubs, ORNI, DSNI, SOU, NISF, FSF, NICVA, VCS, Youth Councils, NISHRF	<p>Children and young people</p> <p>General population</p> <p>Those who previously were deterred from participating in sport and physical activity or who had limited opportunities to participate</p> <p>Coaches, administrators, and volunteers</p>	<p>Increase in the number of groups previously with limited participation in sport and physical activity, who now participate and enjoy improved mental and physical health as a result</p> <p>Increased participation rates across the population with an emphasis on closing gaps among particular groups e.g., females, disability, older people and taking account of other indicators of disadvantage</p> <p>Children and young people are given the best start in life</p> <p>Increased opportunities for 'adaptive' sport and physical activity and bespoke provision of facilities, coaching and other support</p> <p>Enhanced visibility of the engagement of people with a disability in sport and physical activity</p> <p>Engaging with health and other sectors to work together to reduce the barriers to engagement in sport and physical activity</p> <p>Increased number of and skills among coaches, administrators and other volunteers</p>

Outdoor Recreation



We have seen a significant growth in outdoor recreation activities in rural settings as more people venture into the mountains, forests, and waterways.

People are getting active by walking, rambling, running, cycling and in general there is more interest in being outdoors. Other activities that are seeing a surge in interest include adventure sports, open water swimming, kayaking and paddle-boarding.

This is a very positive development as long as people respect the environment, other users and the rural communities who live and work in the countryside.

There is a significant challenge to balance the needs of the growing numbers of 'users' with protecting the local community, managing the environmental impacts and continuing to focus on Leave No Trace. The future provision of appropriate infrastructure, including car parks, inclusive toilet/ changing facilities and pathways that provide access for all abilities and ages is key to realising the benefits to all of our spectacular outdoor spaces.

Key Theme 3: Promoting Excellence in Sport

By promoting excellence in sport among our talented young participants and competitors, including those with a disability, we will realise success and contribute to our national and international standing. That will create role models for young people across all of our communities and encourage more of them to fulfil their full potential.

Sport has produced exceptionally talented men and women who have represented us in national and international sporting events. Across a range of sports our participants, competitors and players have achieved excellence because support systems are in

place to identify talent at an early stage and to nurture and develop that talent to its full potential.

While success at national and international levels generates excitement, international recognition and a sense of civic pride, it also produces role models for others who will aspire to perform at the highest levels of their chosen sport.

Excellence in sport is only possible because of the network of well-governed, inclusive and diverse clubs and Sports Governing Bodies that provide the performance pathways to the higher echelons of sport coupled with the hard work and dedication of those involved. That network involves a mixture of very

Pride of Place – the role of sport



Photo of Jonathan Rea, six times World Superbike Champion

Success at a national, international or on world stage brings with it a sense of pride ‘in the jersey’ and is extremely important when it comes to inspiring our young people.

Those who strive to be the best and take part competitively in the highest levels of their chosen sport need to be supported by professionals; they need access to the best coaches, to sports scientists, medical personnel, to the latest technology and they need to have access to quality training and playing facilities.

Teams, players, participants and competitors who have competed at the very highest levels including those who repeatedly win on the world stage such as Jonathan Rea, Rory McIlroy, Jason Smyth, Caroline O’Hanlon, Bethany Firth, Carl Frampton – the list goes on and the sporting disciplines are endless – but what they have in common is they have shown that the talent is there and that dreams can come true.

professional, highly trained experts and the numerous volunteers who work to recruit, train and develop those with the talent to be the best. Initiatives to widen participation, under Key Theme 2, will combine with this network to enable more and more people to achieve their full potential, at whatever level in their chosen sports.

“I would encourage every single person who has ever had a dream or ambitions, to never give up. Believe in yourself and with the help and encouragement of others you will achieve that dream or those ambitions. Dream. Believe. Achieve”.

Jonathan Rea, six times World Superbike Champion

“The design and delivery of a Performance Pathway that can define, measure and repeatedly develop ‘Talent’, is the fundamental pillar underpinning any successful and sustainable ‘ Programme”.

Ciaran Ward Performance Lead, NI Judo

The strategic focus on excellence in sport is not only concerned with achievements at national and international level or in the Olympics, Paralympics or Commonwealth Games but also with allowing individuals to realise their potential to the full at whatever level they participate and compete.



Marissa Callaghan, Northern Ireland Captain and Cliftonville Ladies Player and Coach. Photo Courtesy of IFA

The Strategy recognises and values the contribution that those who have excelled at sport can make to the sector, or other

sectors, as their career paths evolve beyond competition.

Goals for the Implementation of Key Theme 3: Promoting Excellence in Sport

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT	
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE
3.1	Improving sporting pathways to ensure that talent is recognised and potential is realised	DfC, Sport NI, UK Sport, Sport Ireland, Home Country Sports Councils, DE, EA, FE and HE, ETI, Universities, DSNI, NISF, FSF, SOU, Sports Governing Bodies and clubs	Participants and Competitors	<p>Improved, recognised and navigable pathways to ensure that talent is realised to fullest possible extent</p> <p>Participants and competitors are given appropriate coaching support and guidance at all stages of their careers (including post competition) by appropriately resourced clubs and Governing Bodies</p> <p>Enhanced performance of competitors at Northern Ireland, national and international levels in all forms of sport including disability sport and Special Olympics</p>
3.2	Supporting the development of a sustainable and inclusive sport and physical activity infrastructure of clubs, Governing Bodies, volunteers, participants and competitors, coaches, officials, teachers and leaders	DfC, Sport NI, Councils, Sports Governing Bodies and clubs, DSNI, NISF, FSF, SOU, Schools, DE, EA, ETI, FE and HE, volunteer support organisations	<p>Participants and Competitors</p> <p>Volunteers</p> <p>Spectators</p> <p>General population</p>	<p>Enhanced sustainability and inclusivity of sport and physical activity</p> <p>Stronger organisations are more resilient and more capable of developing their sport and physical activity in a sustainable and inclusive way</p> <p>Increased number of and skills among coaches, administrators and other volunteers</p> <p>Increase in spectator numbers, club membership and income and sources of income</p>
3.3	<p>Sustaining achievements in sport and physical activity at national and international levels through appropriate elite support; and</p> <p>Increasing community pride in the achievements of all our sporting participants</p>	DfC, Sport NI, Sports Governing Bodies and clubs, DSNI, NISF, FSF, SOU	<p>Participants and Competitors</p> <p>Volunteers</p> <p>Spectators</p> <p>General population</p>	<p>Increased number of and skills among coaches, administrators and other volunteers</p> <p>Enhanced performance of competitors at Northern Ireland, all-island, national and international levels in all forms of sport including disability sport</p> <p>Increase in civic pride</p>

Key Theme 4: Partnership and Integration

By promoting partnership and integration to the design and delivery of sport and physical activity, we will address barriers, develop new opportunities and turn the curve towards more engagement in sport and physical activity at a population level.

The Strategy’s vision of an active, healthy, resilient and inclusive society arising from lifelong involvement in sport and physical activity creates the opportunity and a need for partnerships. That includes Sports Governing Bodies and clubs, local councils, schools, colleges and universities, the health sector, the community and voluntary sector and those engaged in infrastructure planning to work together towards a collective vision

both at a local and regional level. A “whole system” approach that encourages cross sectoral and inter-departmental working is required to achieve ambitious outcomes and that will include where appropriate an all-island dimension.

Such an approach will enable new opportunities and synergies to be realised, make better use of existing and future public assets and realise the physical and mental health potential of an active society.

The principles of **partnership** and **integration** should be at the centre of future investment in new and refurbished sports facilities.

Partnerships would provide a sense of common purpose, for example in a local Community planning across all council areas,

All Out Trekking



Photo courtesy of Disability Sport NI

The “All-Out Trekking” Project at Gosford Forest Park is a unique facility which provides the opportunity for disabled people from across the island to enjoy greater access to forest trails, pathways and the mountain bike course.

This Project was a collaborative venture involving the Department for Communities, Armagh City, Banbridge and Craigavon Borough Council, Sport NI, Disability Sport NI and a range of sectoral partners and was delivered as part of the ‘Active Living - No Limits Disability Sport Action Plan.’ The Project, which is a first in the UK and Ireland, provided a range of specially designed vehicles that enable the user to operate them even with very limited mobility.

This Project demonstrates that a more integrated response can remove barriers, open up access and push the boundaries while providing inclusive opportunities to participate regardless of ability, making Active Living - No Limits a reality.

both rural and urban, has a significant role to play in this regard.

Integration would make the best use of the limited public funds available and ensure that organisational barriers do not exclude

people from making use of public assets for sport and physical activity. Building on the principles of partnership and integration, the Strategy can deliver better outcomes for all our citizens.

Goals for the Implementation of Key Theme 4 – Partnership and Integration

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT	
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE
4.1	The creation of better outcomes for communities through a collaborative approach to the development of sport and physical activity using co-design and co-production and building on enhanced partnership structures locally, regionally, nationally and internationally	DfC, DfI, DoH, DAERA, DOJ, DE, DfE, TEO, DoF, Councils, SOLACE, CLOA, NILGA, Sport NI, Governing Bodies, and Clubs, ORNI, DSNI, NISF, FSF, SOU, NICVA, VCS Organisations	General Population Participants and Competitors Previous non-participants	An increase in the number of previous non-participants engaging in sport and physical activity as a result of more inclusive and welcoming facilities Enhanced understanding and use of effective co-design and co-production techniques to increase engagement in sport and physical activity Effective cross departmental/ sectoral, Council and community partnerships delivering joint priorities and projects that achieve differences to the well-being/ quality of life of those with whom they work
4.2	Building stronger sport and physical activity partnerships at local, regional, national and international levels as well as cutting across traditional boundaries/ structures	DfC, DE, EA, HSCTs, PHA, Councils, SOLACE, CLOA, NILGA, Sport NI, Sports Governing Bodies and Clubs, ORNI, DSNI, NISF, FSF, SOU, NICVA and VCS organisations, Academics	General Population Participants and Competitors Previous non-participants	Effective cross departmental/ sectoral, Council and community partnerships deliver joint priorities and projects that achieve differences to the well-being/ quality of life of those with whom they work Increase in the opportunities and choices for engagement in sport and physical activity
4.3	An increased number of shared facilities across sports, clubs, schools and communities	DfC, DE, EA, DoH, Sport NI, Health and Social Care Trusts, PHA, DAERA, DoJ, DfI, DfE, TEO, Schools, Councils, SOLACE, CLOA, NILGA, Sports Governing Bodies and Clubs, ORNI, DSNI, NISF, FSF, SOU, VCS organisations	Participants and Competitors General Population Previous non-participants	More shared facilities between different sports, communities and across sectors resulting in an increase in the opportunities and choices for engagement in sport and physical activity and access by individuals and clubs Building on the success of initiatives such as “Active Living No Limits” and “Your School Your Club” to deliver innovative programmes that increase the number of shared facilities and participants

Key Theme 5: Providing Inclusive, Shared Spaces and Places

By providing inclusive and welcoming shared spaces and places we will create the infrastructure required to support widespread

participation in sport and physical activity. It is essential to increase provision of high-quality facilities that can also accommodate those who train and play at the highest levels of their sport.



The Cuilcagh Lakeland Geopark which extends to Fermanagh and County Cavan. Map reproduced with the permission of Fermanagh & Omagh District Council and Cavan County Council

The physical requirements of sport and physical activity differ markedly across rural and urban areas and as such require different solutions or approaches. By way of example, those living in rural areas face additional challenges such as travel time, and access to transportation. Many sports require access to dedicated spaces such as pitches, circuits or courses with appropriate facilities including changing facilities, spectator access and storage.

Several forms of sport and physical activity have very particular requirements which can be difficult to provide given our relatively small population. One of the most popular forms of physical activity - walking for recreation - requires easy access to safe, shared pathways, trails and green spaces within urban neighbourhoods or rural locations. These can be factored into the design of public realm and regeneration initiatives in our cities, towns and villages or integrated into club-based projects.

Shared Spaces - Your School Your Club



Illustration of the Tennis Bubble at Our Lady's Grammar School Newry

The Your School Your Club initiative promotes shared spaces between schools, club and communities through the better use of modern school sports facilities.

The opening of more school-based sports facilities will have a major impact on accessibility to local, good quality sporting infrastructure. The picture above illustrates how innovative upgrading of existing tennis courts has provided a



flexible covered space for the school while also serving the local community-based tennis club.

This initiative demonstrates how, through working together, government departments and their arm's length bodies, councils and community planning partnerships, clubs, schools and the community can benefit from a more collaborative approach to the creation of modern multi use facilities.

Other sports and activities are more flexible when it comes to facilities while some sports can be accommodated at multi-use sports facilities, in community centres, on green or blue spaces or at school premises. These types of spaces, which could simultaneously accommodate the range of needs, abilities and interests of individuals and different members of a family, can help attract those who are less likely to be sporty or physically active.

Alongside this, mountains, inland waterways, coastal areas, countryside and open spaces play host to a wide variety of sports, physical activities and outdoor recreation opportunities. We need to maximise usage of these green and blue infrastructure assets, including where appropriate exploring the full potential on an all-island basis and ensure that there is improved access to shared spaces to accommodate more activities and provide greater choices for all abilities.

With regards to more structured sporting provision some progress has been made with the development of venues such as the National Football Stadium at Windsor Park, Royal Portrush Golf Course, the Aurora Aquatic and Leisure complex, a range of modern leisure complexes and the Kingspan Stadium at Ravenhill. Work continues on delivering a new stadium at Casement Park and on the Sub-regional Stadium Programme for Soccer.

At the same time there is a need to develop, renew and modernise existing sport and physical activity facilities taking advantage of new technology and contributing to Government's commitment to a net zero carbon footprint by 2050.

It is important that the Department continues to work closely with all other government departments, as well as councils, arm's length bodies, community planning partnerships, Sports Governing Bodies, clubs, schools and community groups to support the provision of inclusive and welcoming spaces and places for sport and physical activity. This must be done in a more collaborative way through partnerships, including looking at all-island provision for some sports and activities, while ensuring that there is a focus on participation, inclusion and the creation of shared and welcoming facilities. The effective use of technology and a focus on doing things differently are important elements that will contribute to getting more people, more active, more of the time.

Fundamental to moving forward is the provision, through partnership and collaboration of good quality, modern, accessible, affordable, environmentally friendly, sustainable and inclusive venues and facilities. This includes neighbourhood spaces that are co-created with relevant stakeholders, which encourage and enable our communities to be more active and which can contribute to better places in which people can live healthy, active and fulfilling lives.

Goals for the Implementation of Key Theme 5 – Providing Inclusive and Shared Spaces and Places

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT	
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE
5.1	Everyone has access to inclusive, shared, safe, welcoming and high-quality indoor and outdoor sport and physical activity infrastructure	DfC, DfE, TEO, DfI, DAERA, DoJ, DE, EA, DOH, PHA, Councils, SOLACE, CLOA, NILGA, Sport NI, Sports Governing Bodies and Clubs, ORNI, DSNI, NISF, FSF, SOU, NICVA, VCS organisations	<p>Participants and Competitors</p> <p>Spectators</p> <p>Officials</p> <p>Volunteers</p>	<p>Improved accessibility, quality, safety, inclusion and sustainability of the sport and physical activity estate reflecting the increasing diversity and different needs of our society</p> <p>Increase in the number of disability accredited indoor and outdoor facilities</p> <p>Increase in the number of facilities shared across sports recognising the challenges and unique issues in rural areas and in some urban communities</p>
5.2	A safe, economically and environmentally sustainable local and regional sport and physical activity infrastructure	DfC, DfE, TEO, DfI, DAERA, DoJ, DE, EA, DOH, PHA, Councils, SOLACE, CLOA, NILGA, Sport NI, Sports Governing Bodies and Clubs, ORNI, DSNI, NISF, FSF, SOU, NICVA and VCS organisations	<p>General Population</p> <p>Spectators</p> <p>Officials</p> <p>Volunteers</p>	<p>Increased and safer participation for engagement in Sport and Physical Activity</p> <p>Elite sport stadia and other sports grounds are at a standard that enable them to host national and/ or international events</p> <p>Enhanced competitor, participant, spectator and volunteer experience in safer and more environmentally friendly facilities</p>
5.3	Our sport and physical activity sector and infrastructure are enabled by innovative and emerging technologies	DfC, DfE, DoJ, Sport NI, Councils, Sports Governing Bodies and Clubs, ORNI, DSNI, NISF, FSF, SOU, and VCS organisations, and Academia	<p>General Population</p> <p>Spectators</p> <p>Officials</p> <p>Volunteers</p>	<p>Increased and safer environment for competitors, other participants, volunteers and spectators through innovations and the use of technology</p> <p>Partnerships for research and innovations that deliver new innovations in smart and new technology to enhance the sustainability and usability of facilities for sport and physical activity</p> <p>Sporting insights conferences to increase uptake of technology by the sector and to share best practice</p>

Key Theme 6: Promoting the Benefits of Sport and Physical Activity

By promoting the benefits of sport and physical activity we will help to address the inequalities that currently exist with regards to access for many and we will enhance awareness in access to sport and physical activity and enhance awareness of the value to the individual and society of more people, being more active, more of the time. This will be enabled through the creation of a strong evidence base which can demonstrate the benefits of participation in sport and physical activity.

The benefits and transformational impacts of participation in sport and physical activity are well known and well documented. The benefits accrue both to individuals and to wider society. Despite this, a significant proportion of our population does not regularly participate in sport or physical



“I am thrilled to hear of the Open Championship returning to Royal Portrush in years to come. As professionals we always cherish the opportunity to play on home turf and to showcase our wonderful courses”.

Tom McKibben, Golf Professional

activity. Research shows that across the island, women, those with disabilities, people on lower incomes and those from socially deprived urban and rural areas are less likely to engage in sport and physical activity.

The Benefits of Taking Part



Dr Caroline O’Hanlon – Armagh GAA and Netball NI

Having a more physically active population will not only improve individual mental and physical wellbeing and resilience but will also benefit our Governing Bodies, our clubs and our communities.

It will also help to address underlying societal issues such as isolation, obesity and poor mental health. Key to this is embedding from an early age an understanding of the benefits of being physically active, of being involved in sport, of staying involved and being active through to old age.

Inactive or sedentary lifestyles can lead to physical and mental ill-health and to social exclusion. Encouraging those who are inactive to take the first steps to engagement in sport and physical activity can be life changing. This is a key public health message but getting the message across to inactive groups can be challenging.

The importance of good communications, marketing and the visibility of, for example, girls or disabled competitors taking part in sport can have a significant impact in delivering change.

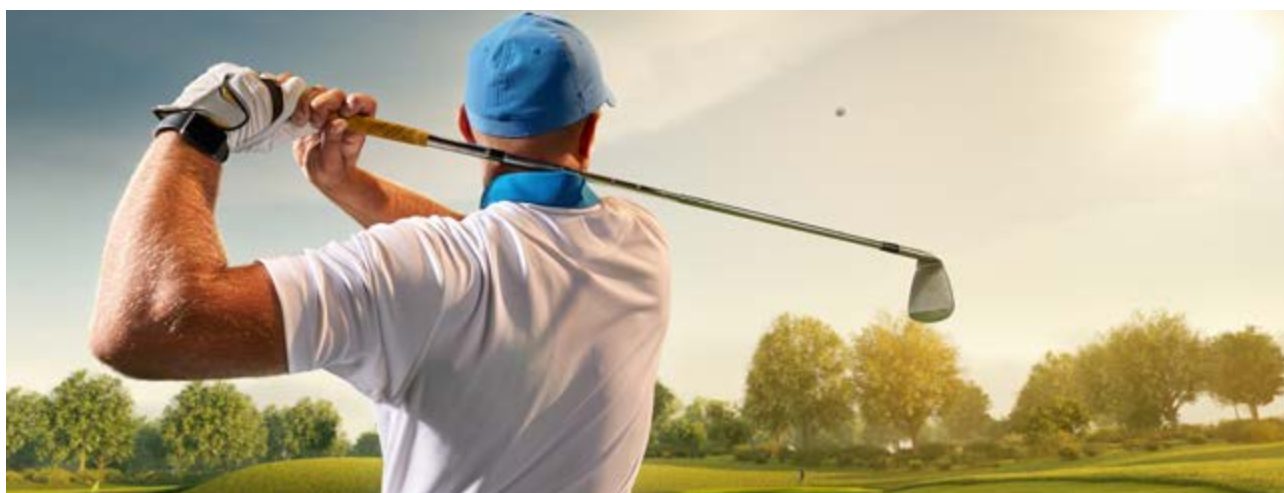
While the benefits of participation in sport and physical activity are well known nationally and internationally, there is a lack of local data and research and case studies which demonstrate the benefits and the need to promote a more active lifestyle. As part of delivering the Strategy, there is an opportunity to develop a system of monitoring, documenting and producing the evidence required to clearly articulate the benefits at a local and national level. This would also include the relevant data from

sports that are organised and administered on an all-Ireland basis.

As well as promoting participation and inclusion under Key Theme 2, the Strategy will promote increased awareness in communities of the health and other benefits of sport and physical activity, promote positive attitudinal and behavioural change and work to develop the evidence base.

“Health and well-being is crucial to our lives and football is a great way to foster both. I have played the game since I was a youngster and have seen the benefits it brings not just to us players, but those who coach, officiate or volunteer. I believe this strategy will help develop sport for so many people. I’ve been fortunate enough to play a leading role in the rise of women and girls’ football in Northern Ireland and I am confident this piece of work will help bolster that even further”.

Marissa Callaghan, Northern Ireland Senior Women’s Football Team Captain



Goals for the Implementation of Key Theme 6 – Promoting the Benefits of Sport and Physical Activity

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT	
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE
6.1	Increased awareness of the benefits of participation in sport and physical activity	DfC, DOH, HSCTs, PHA, DE, EA, DAERA, DOJ, DfI, DfE, TEO, Councils, CLOA, Sport NI, TNI, Sports Governing Bodies and Clubs, DSNI, NISF, FSF, SOU, NICVA, VCS Organisations, Universities and other researchers	General Population	<p>Better understanding of the benefits of sport and physical activity that contributes to increased participation</p> <p>Improved physical and mental health and wellbeing for example by tackling obesity and sedentary behaviour</p>
6.2	Positive attitudinal and behavioural change, resulting in more people becoming more active	DfC, Sport NI, HSCTs, PHA, DE, EA, DAERA, DOJ, DfI, DfE, TEO, Councils, CLOA, Universities and Colleges, Sports Governing Bodies and Clubs, DSNI, NISF, FSF, SOU, NICVA, VCS Organisations	<p>Participants and Competitors</p> <p>Spectators</p> <p>Volunteers</p>	<p>Better understanding of the benefits of sport and physical activity that contributes to increased participation</p> <p>Increased participation in Sport and Physical Activity</p> <p>Improved perceptions of the benefits of sport and physical activity will improve motivation for participation and lead to improved physical and mental health and wellbeing</p>
6.3	An improved evidence base supported by enhanced research about the benefits of sport and physical activity to local communities.	DfC, DOH, HSCTs, PHA, DE, EA, DAERA, DOJ, DfI, DfE, DoF, TEO, Councils, CLOA, Sport NI, TNI, Universities and other researchers, Sports Governing Bodies and Clubs, DSNI, NISF, FSF, SOU, NICVA, VCS Organisations	General Population	Collaborative research and engagement will lead to an improved evidence base that will inform the future direction of sport and physical activity policy and guide delivery of development strategies and action plans

Cross Cutting Principles

In addition to its six Key Themes, the Strategy has developed three Cross-Cutting Principles which underpin the Key Themes and inform their implementation. The Cross-Cutting Principles are:

- Developing Inclusive, Shared Communities;
- Developing Capacity and Governance; and
- Developing National and International Linkages.

By applying these principles, we will ensure the delivery of the overall Strategy in an integrated, cross departmental, cross sectoral and inclusive way. This will include building partnerships with councils, Sports Governing Bodies and clubs and by developing national and international linkages that will positively impact on the future development of sport and physical activity.

Developing Inclusive, Shared Communities

Effective implementation of the Strategy will require greater cooperation and a whole system focus on addressing the structural inequalities that create barriers to participation, inclusion and engagement in sport and physical activity. Well designed and planned shared places and spaces within urban and rural neighbourhoods and taking into account provision across the island for certain sports and activities, will contribute to an active lifestyle and are a fundamental part of the Strategy.

As a consequence of this, the Strategy acknowledges the important role of sport and physical activity in developing inclusive and shared communities and achieving other outcomes such as those associated with improved education, health and wider societal issues such as crime and anti-social behaviour.

Developing Capacity and Governance

Effective implementation of the Strategy through a wide-ranging partnership comprising Government Departments, public bodies and councils, the voluntary and community sector and the sport and physical activity sector will help to build capacity.

The new Strategy is deliberately challenging and ambitious, it will stretch the ability and resources of the strategic partners in order to achieve better outcomes for our population. Strengthening and creating greater equality of access to the governance opportunities across sport and creating better networking between our Sports Governing Bodies and sports clubs, Government Departments, councils, and communities will help build resilience and sustainability within the sector. Investing in the skills of those who work and volunteer in the sport and physical activity sector will be core to the Strategy's success. This will contribute to ensure that issues like safeguarding, equality, risk management and integrity remain the highest priority and underpin everything that the sector does.

Motorsport - Creating Safer Communities



The innovative Motorcycle Awareness Project channels young peoples' energy and interest in motorbikes in a positive way. It was developed in response to anti-social activities involving the inappropriate use of off-road motorbikes and teaches those involved fundamentals in bike maintenance, safe riding, emergency first aid and other life skills.

The initiative is a collaborative programme involving providers, coaches, community activists and is supported by Councils, the Department for Communities, the Department of Justice and local Policing Partnerships. It has delivered behavioural change, safer communities by reducing anti-social behaviour and supported participants to become responsible young adults who can enjoy the benefits of safe participation in motorsport.

An increase in the number and diversity of people engaging in sport and physical activity has the potential to create new employment opportunities supported by, for example, work coaches. The Strategy will enable developments in this area.

Developing National and International Linkages

Our success in securing the 2019 Open Golf Competition and its return in 2025 is one illustration of what we can achieve if we work together in making Northern Ireland a destination of choice for prestigious national and international events. Effective implementation of the Strategy will require a focus on maximising existing national and

international networking opportunities in attracting world class sporting events here and the importance of learning from the experiences of others.

Having the capacity, capability and a proven track record to deliver world class events is essential. The Giro d'Italia, the UEFA Supercup Final, hosting The Open Golf Tournament in 2019, and again in 2025, delivering the

Women's Rugby World Cup, the North West 200, and numerous other sporting events, have demonstrated to a world-wide audience what can be delivered here. Some of these events such as the Women's Rugby World Cup and the Giro d'Italia demonstrate the importance of having Grand Depart after Giro d'Italia a joined up, all-Island approach when bidding for, securing and delivering world class events.

World Class Venues, World Class Events



Artist impression of Proposed Casement Park Development – Ulster Council GAA

We want to provide the best possible sporting infrastructure to enable our players, competitors and participants to reach their full potential. The creation of world class stadia and other sporting facilities is important to creating a vibrant and sustainable sports sector and to inspire our future sporting stars.

Attracting world class sporting events requires world class venues. It also requires a proven track record of

delivering successful events which can showcase NI as a location of choice for spectators, teams, participants, officials/ administrators and tourists.

The legacy of hosting major events must be facilities that can be used in future by local participants whilst also helping to attract other world class sporting events. This will help to showcase us as a confident and successful sporting society.

Goals for the Implementation of the Cross-Cutting Principles - CCP1: Developing Inclusive, Shared Communities; CCP2: Developing Capacity and Governance; and CCP3: Developing National and International Linkages

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT	
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE
CCP 1	Supporting sport and physical activity to be more inclusive and diverse while reducing the barriers to participation and ensuring the participation gaps for specific target groups continue to narrow	DfC, DoJ, DoH, DfE, TEO, DE, EA, DfE, DAERA, DoF, Sport NI, PHA, Councils, CLOA, Sports Governing Bodies and clubs, DSNI, SOU, NISF, FSF, ORNI, NICVA, VCS, Youth Councils, NISHRF	Children and young people General population Those who previously were deterred from participating in sport and physical activity or who had limited opportunities to participate	Increased participation rates across the population with an emphasis on closing gaps among particular groups e.g., females, disability, older people and taking account of other indicators of disadvantage Underpinning the actions being implemented under each of the 6 Key Themes
CCP 2	Developing an agile, well governed, adaptable and progressive sport and physical activity infrastructure, which is collaborative, driven by evidence and enabled by transformative technology	DfC, DfE, Sport NI, Councils, CLOA, Sports Governing Bodies and Clubs, FE Colleges and Universities, Academia Implemented by actions under each of the 6 Key Themes	Participants and Competitors Spectators Volunteers	Enhanced cooperation between sports and clubs Improved use of technology to support and sustain clubs and Sports Governing Bodies Wider access to employment in sport and physical activity and enhanced skills for employees More role models employed in sport that encourage greater participation Underpinning the actions being implemented under each of the 6 Key Themes
CCP 3	Ensuring that Northern Ireland is recognised as a competitive and attractive place of choice for world class events with high standards of sporting governance and integrity	DfC, DfE, DfI, TEO, DoF, DoJ, Sport NI, TNI, Sports Governing Bodies and Clubs, Councils, SOLACE, CLOA, NSPCC, COU, SCSSG, SDNI, NISF, SOU, NICVA Implemented by actions under each of the 6 Key Themes	Participants and Competitors Spectators Volunteers General Population	Enhanced long term planning to enhance our national and international event offering Three-to-five-year plan for hosting major events Having facilities capable of hosting national and international events and enhanced capacity for hosting e.g., event organisers, volunteer cohort, etc. Enhanced emphasis among Sports Governing Bodies and clubs on ethics in sport, effective safeguarding, anti-doping and other key governance and integrity issues More effective representation of NI on national and international Sports Governing Bodies Increased GVA, tourism income and employment opportunities and improved international image of Northern Ireland Underpinning the actions being implemented under each of the 6 Key Themes

Section 3: Delivering the Strategy

Effective delivery and implementation of this Strategy will require clear and accountable structures, up to date and reliable data and analysis, innovation and collective leadership at all levels.

The Department for Communities, as the lead Department, working under the direction of the Minister, will be responsible for overseeing the effective implementation, delivery and review of the overall Strategy to ensure that it remains relevant and that it reflects new opportunities and challenges as they arise. This will be reliant on the commitment of the identified strategic partners to co-design and co-produce a collaborative approach to delivery recognising that there are unique challenges and barriers in different rural and urban settings. This, by necessity, involves working with other Departments, Arm's Length Bodies, Councils and Community Planning Partnerships, Sports Governing Bodies and clubs and the voluntary and community sector. The successful delivery of the Strategic Themes and Goals will require the development of strong partnerships, long term commitment and full engagement from all the partners.

The Department will work closely in association with other Departments and other public bodies to ensure not only the delivery of the Strategy but that it contributes to all relevant Executive priorities.

The commitment to co-design and co-production, which is set out both in the Executive's 'New Decade, New Approach' agreement and in the Department for Communities' own 5 Year Strategy, has informed the process to develop this Strategy. That process included in-depth research, pre-engagement focus groups and surveys and a full and inclusive consultation exercise. All of this has underpinned the contents of this Strategy. That commitment will continue through the delivery period.

The Strategy is long-term in its nature, intended to inform and direct policies for a decade or longer. It is not possible to predict all of the opportunities and challenges which will arise in this period. A long-term Strategy needs to retain an element of flexibility, therefore, the Strategy will be subject to a mid-term review and ongoing progress against the Key Themes and Goals will be reported on regularly with lower-level Delivery Action Plans being produced to ensure the appropriate focus on delivering outcomes.

The monitoring arrangements for the Strategy are set out in Figure 5 with the responsibility for oversight of delivery resting with the Communities' Minister who will provide regular scrutiny of the progress against the Key Themes and Goals.

Figure 5: Strategy Governance Structure



- Ministerial Oversight Group – Ministerial oversight of the progress against the Key Themes and Goals will be through this group.** Membership of the group will include Senior Civil Servants from the relevant Departments, senior officers from Sport NI and representatives from the sector. The Group, which will be chaired by the Minister, will meet at least twice a year to ensure that the Strategy is being delivered and that partner organisations remain committed to it. The Department

for Communities will be responsible for organising and facilitating the meetings. The Group will consider whether there is a need to modify the Strategy in response to ongoing progress or adapt it to reflect emerging challenges or opportunities.

- A Cross Departmental Strategic Delivery Group**
This Group will be made up of key officials from the relevant Departments

who will play a major role in the delivery of the strategic Goals. The Department for Communities will provide the Chair for this Group. The group will have a delivery and monitoring function. The Group will include representatives from Councils (e.g., Chief Leisure Officers Association, Community Planning Managers and others as relevant) and other stakeholders as appropriate. The group will be a central element of the partnership approach to delivery and will report to the Ministerial Group. This Group will demonstrate the commitment of the partners to collaborative delivery and will ensure the focus of co-design, co-production and co-delivery is maintained and evolves throughout the lifespan of the Strategy.

- **The Strategic Implementation Group**
This group will be responsible for developing and overseeing the **Delivery Action Plan** that will contribute to the achievement of the Strategic Goals. The membership of the Implementation Group will include those public sector organisations that can contribute to the delivery of the Strategic Goals and associated Delivery Action Plan. It will include Government officials, local Council representatives, personnel from Arm's Length Bodies, sporting organisations, voluntary and community groups and representatives from Sports Governing Bodies. In summary, those partners who are willing to work collaboratively and who are key to the success of achieving the common objectives set out in the Strategy's Key Themes.

The Department will, along with the partner organisations, organise **Sport and Physical Activity Strategic Insight Conferences**.

The Conferences will provide an opportunity to reflect on the strategic direction with stakeholders informing the need for any review of the Key Themes and Goals and to facilitate the opportunity to learn from partners, sporting organisations and other regions/countries.

The Conferences will be one element of a **wider communication plan** for the Strategy which will include exploring greater use of social media to provide ongoing visibility, facilitate progress reports, show-case achievements and to ensure the Strategy is a live document.

To complement the plan, the Department will seek to develop and implement, with Strategic Partners, a **data collection and reporting system** for the Strategy, which will enable progress to be monitored and reported on regularly.

Delivery Action Plan

The Department and strategic partner organisations will use an Outcome Based Accountability approach to action plan. The template below is included for illustrative purposes, and it is recognised that the format is likely to be subject to adjustment as Delivery Action Plan are developed / co-designed with strategic partners. Guidance on their completion will be created as part of the delivery phase.

INDICATIVE OUTCOME BASED ACCOUNTABILITY TEMPLATE FOR THEME 5			
THEME 5: SPACE AND PLACES			
GOALS	WHAT WILL WE DO (ACTIONS)	HOW WELL DID WE DO IT?	WHO WILL DO IT? (PARTNERS)
	2.		
1. xxxxxx	1.		
	3.		
	2.		
IS ANYBODY BETTER OFF?			

It will be for Department for Communities and the strategic partner organisations, working together and consulting other organisations, to determine the focus and content of the lower-level actions that will be brought together to produce a single comprehensive Delivery Action Plan covering the Themes and Goals.

While it is critical to the success of the Strategy to have a range of strategic partners engaged under each theme and goal, for effective delivery, it is also important that the right partnerships are formed and the leadership is demonstrated by all involved.

By way of example, the collaborative work to implement the ‘Active Living-No Limits’ Disability Sport Action Plan demonstrates partnership in design and delivery. The Action Plan was co-designed and is being co-delivered with Disability Sport NI, the disability sector, Sport NI, Special Olympics Ulster, Government Departments, Councils and other stakeholders. It has been acknowledged by the sector as a ‘game-changer’ initiative as it drives a sea-change in terms of government’s approach to identifying and meeting the needs of persons living with disability and the positive effect on public attitudes towards disability.

Resourcing the Strategy

The Executive faces significant budgetary challenges and these have been compounded by the impact of the COVID-19 pandemic on Health, Education and the Economy. The financial challenges facing the Executive in areas such as Health and Education further highlights the need for effective use of limited resources which will require new innovative approaches to planning and delivery of services including sport and physical activity. These approaches will also need to leverage funding as part of a wider collaborative approach in order to deliver on the desired outcomes.

The Strategy emphasises the need for greater collaboration, the formation of strategic partnerships and a continued focus on co-design to drive effective and efficient delivery. That includes meeting the costs of delivery.

The Strategy is challenging, ambitious and has the potential to not just increase participation in sport and physical activity but to help address societal issues. The Strategy can make a significant contribution through the formation of the right partnerships, by integrated planning and by maximising available funding.

The delivery of this Strategy can make a difference to the health of our communities both urban and rural, to educational attainment, to the mental health and well-being of all age groups, address inclusion

issues and help tackle social deprivation. Improving the health of our communities, getting young people involved in sport and physical activity regardless of ability, encouraging and promoting lifelong involvement as a participant or volunteer and getting more people more active more often will help create a more engaged, confident and inclusive society.

This Strategy will help the sector become more self-sufficient, innovative and technologically aware in order to maximise available funding. It will require strategic partnerships to identify how to maximise the impact of future funding in order to:

- effectively prioritise what must be delivered;
- deliver on agreed outcomes;
- target expenditure where it will have the most impact; and
- leverage funds into the sector to produce cross cutting outcomes.

This requires a collaborative approach at regional and local levels which must see funding contributions from central Government, local Councils, the private sector, Governing Bodies, lottery distributors, UK Government Funding, European Funding and funding from Charitable Foundations used effectively and efficiently alongside self-generated funds, loans, social investment and philanthropic donations.

Resourcing the delivery of the Strategy will be challenging and will require an innovative and collaborative approach which maximises all available funding sources and uses the knowledge, expertise and capability that the strategic partnerships have at their disposal.

This myriad of potential resourcing and finance options is outlined in the diagram below.

Figure 6: Resourcing the Strategy



Annexes

ANNEX 1: Strategy policies linking to strategy for Sport and physical activity.

STRATEGY POLICIES LINKING TO STRATEGY FOR SPORT AND PHYSICAL ACTIVITY			
STRATEGIC AREA	DEPARTMENT	DETAIL	YEAR AND RANGE
Communities			
Active Ageing Strategy	Department for Communities	The Active Ageing Strategy 2016-2022 is to transform attitudes to, and services for, older people. It aims to increase the understanding of the issues affecting older people and promote an emphasis on rights, value and contribution.	To be revised 2022
Child Poverty Strategy	Department for Communities	The Executive's Child Poverty Strategy, published in March 2016, sets out the vision to eradicate child poverty in the future. The aims of the strategy are to: reduce the number of children in poverty; and reduce the impact of living in poverty on children (their lives and life chances). The Strategy sets out our goals to ensure programmes and policies provide extra support for children in poverty, improve outcomes for children in low-income families and take children out of poverty. The Executive agreed to extend the 2016 -2019 Child Poverty Strategy to May 2022.	Potential to be subsumed within a new Anti-Poverty Strategy 2022
New Social Policies	Department for Communities	The Department is developing a series of new social policies which will connect at various levels with the new Sport and Physical Activity Strategy. These are the Anti-Poverty Strategy; the Disability Strategy; the Gender Equality Strategy; and the LGBTQI+ Strategy.	2022 onwards
Health			
Protect Life 2	Department of Health	A Strategy for Preventing Suicide and Self-Harm in Northern Ireland, published on 10th September 2019.	2019-2024
A Fitter Future for All	Department of Health	Framework for Preventing and Addressing Overweight and Obesity in Northern Ireland- published 2012 (new strategy being developed).	2012-2022

STRATEGY POLICIES LINKING TO STRATEGY FOR SPORT AND PHYSICAL ACTIVITY			
STRATEGIC AREA	DEPARTMENT	DETAIL	YEAR AND RANGE
Making Life Better	Department of Health	A Whole System Strategic Framework for Public Health – published in 2014.	2013-2023
Mental Health Strategy	Department of Health	A Strategy for the provision of Mental Health services, published July 2021.	2021-2031
Physical Activity Guidelines	Department of Health/ CMO	4 UK CMO Physical Activity Guidelines, launched 7 September 2019, link https://www.gov.uk/government/collections/physical-activity-guidelines	2022 onwards
Education			
Children and Young Peoples Strategy	Department of Education	A strategy to improve the well-being and life chances of children and young people, published January 2021.	2020-2030
Children and Young Peoples Emotional Health and Wellbeing	Department of Education	A framework for Children & Young People’s Emotional Health & Wellbeing in Education, launched 26 February 2021.	2021 - ongoing
A Fair Start	Department of Education	A Fair Start Report published 1 June 2021 to meet the commitment within the ‘New Decade, New Approach’ agreement which set out the requirement for an expert group “to examine and address links between persistent educational underachievement and socio-economic background, including the long-standing issues facing working-class, Protestant boys.	2021- 2027 and beyond
Community Relations, Equality and Diversity	Department of Education	Community Relations, Equality and Diversity in Education, published in March 2011 and addendum published in September 2016.	2016 - ongoing
Shared Education (NI) Act 2016	Department of Education	The Shared Education Act NI 2016 makes provision in relation to shared education for the purpose of delivering educational benefits to children and young persons; to promote the efficient and effective use of resources; to promote equality of opportunity; to promote good relations; and to promote respect for identity, diversity and community cohesion.	2016 - ongoing

STRATEGY POLICIES LINKING TO STRATEGY FOR SPORT AND PHYSICAL ACTIVITY			
STRATEGIC AREA	DEPARTMENT	DETAIL	YEAR AND RANGE
Schools for the Future	Department of Education	Schools for the Future: A Policy for Sustainable Schools” (SSP) published 2009, setting out six criteria and associated indicators that should provide a framework for helping to consider issues of school sustainability.	2009 - ongoing
Economy			
Skills Strategy	Department of Economy	DfE is working to finalise the new Skills Strategy for Northern Ireland, ‘Skills for a 10x Economy’, which will cover the period up to 2030.	2022 -2030
Golf Tourism Strategy	Tourism NI	Golf Tourism Strategy 2015-2020 will be revised and updated to cover the period 2020-2025 to support the sector in its recovery through the Covid Pandemic and to promote NIs Golf product to a global market.	2020 – 2025
Justice			
Health within the Criminal Justice System	Department for Justice	Improving Health within Criminal Justice - a strategy and action plan to ensure that children, young people and adults in contact with the criminal justice system are healthier, safer and less likely to be involved in offending behaviour published June 2019	2019 - ongoing
Agriculture			
Tackling Rural Poverty and Social Isolation	Department for Agriculture Environment and Rural Affairs	The Tackling Rural Poverty and Social Isolation (TRPSI) Framework is a rural initiative led by the Department of Agriculture and Rural Development (DAERA) which aims to tackle poverty and social isolation in rural areas through organisations working in partnership to design and implement measures which target the needs of vulnerable people.	2021 - ongoing

ANNEX 2: Summary of Goals by all the Themes

Please note the abbreviations and acronyms used in the tables to follow are outlined in Appendix 4.

Goals for the Implementation of Key Theme 1: Recovery from the Impact of the Pandemic

By highlighting the importance of recovery from the COVID-19 pandemic, the Strategy recognises both the detrimental impact it has had on the sports sector and the important role that Sports

Governing Bodies and their clubs played in supporting communities and individuals as well as local and central Government.

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT		
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE	HOW WE WILL MEASURE GOAL ACHIEVEMENT
1.1	<p>Ensuring that the return to sport and physical activity is safe and sustainable for participants, volunteers and spectators</p> <p>Re-establish the habit of participation in sport and physical activity across all abilities</p>	DfC, Councils, Sport NI, DOH, HSCTs, PHA, Schools and FE and HE Colleges, DoJ, Councils, CLOA, Sports Governing Bodies and clubs, ORNI, DSNI, SOU, NISF, FSF, NICVA and VCS organisations	<p>General population</p> <p>Participants and Competitors</p> <p>Volunteers</p> <p>Spectators</p>	<p>Increase in proportion of population actively engaged in sport and physical activity post the COVID-19 Pandemic</p> <p>This includes and is supported by a return of spectators, volunteers, membership, coaching and club membership</p>	<p>Continuous Household Survey (CHS)</p> <p>Young Persons Behaviour & Attitudes Survey (YPBAS)</p> <p>Survey or returns from Sports Governing Bodies</p>

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT		
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE	HOW WE WILL MEASURE GOAL ACHIEVEMENT
1.2	Making the sport and physical activity sector more resilient to potential future shocks	DfC, Sport NI, Councils, CLOA, Sports Governing Bodies and clubs, ORNI, DSNI, SOU, NISF, FSF, NICVA and VCS organisations	<p>General population</p> <p>Participants and Competitors</p> <p>Volunteers</p> <p>Spectators</p>	<p>More sustainable, widely shared and inclusive sport and physical activity</p> <p>Flexible and shared use of facilities</p> <p>Sustainable business models for sporting organisations</p> <p>Strong, capable and supported volunteer base</p> <p>Flexible and adaptable delivery models for sport and physical activity</p> <p>Options for participation in sport and physical activity enabled and increased by the agile use of technology</p>	Opinion survey of Sports Governing Bodies

Goals for the Implementation of Key Theme 2 – Promoting Participation, Inclusion and Community Engagement

By promoting participation, inclusion and community engagement in sport and physical activity, we will reduce the barriers to engaging in sport and physical activity and enable more of our population to live

active, healthy, resilient and inclusive lives. It will also contribute to a reduction in mental and physical ill health and social isolation.

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT		
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE	HOW WE WILL MEASURE GOAL ACHIEVEMENT
2.1	Improving physical literacy and increasing lifelong participation in sport and physical activity for all	DfC, DE, EA, ETI, Schools, DfE, Sport NI, DoH, PHA, Councils, Sports Governing Bodies and Clubs, ORNI, DSNI, SOU, NISF, FSF, NICVA, VCS, Youth Councils, NISHRF	<p>Children and young people</p> <p>General population</p> <p>Those who previously were deterred from participating in sport and physical activity or who had limited opportunities to participate</p> <p>Coaches, administrators and Volunteers</p>	<p>Improvements in Fundamental Movement Skills in preschool and for those in education</p> <p>Widening the choices for engagement in sport and physical activity in and outside of school</p> <p>Increased participation rates in inclusive sport and physical activity across the population with an emphasis on closing gaps among particular groups e.g., females, disability, older people and taking account of other indicators of disadvantage</p> <p>Increased number of and skills among coaches, administrators and other volunteers</p>	<p>DE/EA/DfE School surveys</p> <p>Governing Body Surveys</p> <p>Council Surveys</p> <p>CHS</p> <p>YPBAS</p> <p>Other Stakeholder Surveys</p> <p>Case Studies/ Focus Groups</p>

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT		
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE	HOW WE WILL MEASURE GOAL ACHIEVEMENT
2.2	<p>Addressing barriers to participation in sport and physical activity through co-designing programmes and initiatives in partnership with key stakeholders</p> <p>Improving the physical and mental health and wellbeing of those who participate in sport and physical activity</p> <p>Ensuring that sport and physical activity is inclusive, safe, diverse, shared, fun and offers equality of opportunity to participate for all, and that children and young people are given the best start in life through a wider choice of sport and physical activity and more suitable offerings</p>	<p>DfC, Sport NI, DoJ, DoH, DE, DfE, DAERA, PHA, EA, ETI, Schools, Councils, Sports Governing Bodies and clubs, ORNI, DSNI, SOU, NISF, FSF, NICVA, VCS, Youth Councils, NISHRF</p>	<p>Children and young people</p> <p>General population</p> <p>Those who previously were deterred from participating in sport and physical activity or who had limited opportunities to participate</p> <p>Coaches, administrators and Volunteers</p>	<p>Increase in the number of groups previously with limited participation in sport and physical activity, who now participate and enjoy improved mental and physical health as a result</p> <p>Increased participation rates across the population with an emphasis on closing gaps among particular groups e.g., females, disability, older people and taking account of other indicators of disadvantage</p> <p>Children and young people are given the best start in life</p> <p>Increased opportunities for adaptive sport and physical activity and bespoke provision of facilities, coaching and other support</p> <p>Enhanced visibility of the engagement of people with a disability in sport and physical activity</p> <p>Engaging with health and other sectors to work together to reduce the barriers to engagement in sport and physical activity</p> <p>Increased number of and skills among coaches, administrators and other volunteers</p>	<p>Opinion Surveys of particular groups including non-participants</p> <p>Case Studies/ Focus Groups</p> <p>Council and Provider Survey</p>

Goals for the Implementation of Key Theme 3 – Promoting Excellence in Sport

By promoting excellence in sport among our talented young participants and competitors, including those with a disability, we will realise success and contribute to our national and international

standing. That will create role models for young people across all of our communities and encourage more of them to fulfil their full potential.

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT		
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE	HOW WE WILL MEASURE GOAL ACHIEVEMENT
3.1	Improving sporting pathways to ensure that talent is recognised and potential is realised	DfC, Sport NI, UK Sport, Sport Ireland, Home Country Sports Councils, DE, EA, FE and HE, ETI, Schools, Universities, DSNI, NISF, FSF, SOU, Sports Governing Bodies and clubs	Participants and Competitors	<p>Improved, recognised and navigable pathways to ensure that talent is realised to fullest possible extent</p> <p>Participants and competitors are given appropriate coaching support and guidance at all stages of their careers (including post competition) by appropriately resourced clubs and Governing Bodies</p> <p>Enhanced performance of competitors at Northern Ireland, national and international levels in all forms of sport including disability sport and Special Olympics</p>	

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT		
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE	HOW WE WILL MEASURE GOAL ACHIEVEMENT
3.2	Supporting the development of a sustainable and inclusive sport and physical activity infrastructure of clubs, participants and competitors, coaches, officials, teachers and leaders	DfC, Sport NI, Councils, Sports Governing Bodies and clubs, DSNI, NISF, FSF, SOU, Schools, DE, EA, ETI, FE and HE, volunteer support organisations	Participants and Competitors Volunteers Spectators General population	Enhanced sustainability and inclusivity of sport and physical activity Stronger organisations are more resilient and more capable of developing their sport and physical activity in a sustainable and inclusive way Increased number of and skills among coaches, administrators and other volunteers Increase in spectator numbers, club membership and income and sources of income	
3.3	Sustaining achievements in sport and physical activity at national and international levels through appropriate elite support; and Increasing community pride in the achievements of all our sporting participants	DfC, Sport NI, Sports Governing Bodies and clubs, DSNI, NISF, FSF, SOU	Participants and Competitors Volunteers Spectators General population	Increased number of and skills among coaches, administrators and other volunteers Enhanced performance of competitors at Northern Ireland, all-island, national and international levels in all forms of sport including disability sport Increase in civic pride	

Goals for the Implementation of Key Theme 4 – Partnership and Integration

By promoting partnership and integration to the design and delivery of sport and physical activity, we will address barriers, develop new

opportunities and turn the curve towards more engagement in sport and physical activity at a population level.

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT		
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE	HOW WE WILL MEASURE GOAL ACHIEVEMENT
4.1	The creation of better outcomes for communities through a collaborative approach to the development of sport and physical activity using co-design and co-production and building on enhanced partnership structures locally, regionally, nationally and internationally	DfC, DfI, DoH, DAERA, DOJ, DE, DfE, TEO, DoF, Councils, SOLACE, CLOA, NILGA, Sport NI; Governing Bodies, and Clubs, ORNI, DSNI, NISF, FSF, SOU, NICVA, VCS Organisations	General Population Participants and Competitors Previous non-participants	An increase in the number of previous non-participants engaging in sport and physical activity as a result of more inclusive and welcoming facilities Enhanced understanding and use of effective co-design and co-production techniques to increase engagement in sport and physical activity Effective cross departmental/ sectoral, Council and community partnerships delivering joint priorities and projects that achieve differences to the well-being/ quality of life of those with whom they work	CHS YPBAS Other Stakeholder Surveys Case Studies/ Focus Groups Governing Body Survey

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT		
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE	HOW WE WILL MEASURE GOAL ACHIEVEMENT
4.2	Building stronger sport and physical activity partnerships at local, regional, national and international levels as well as cutting across traditional boundaries/ structures	DfC, DE, EA, HSCTs, PHA, Councils, SOLACE, CLOA, NILGA, Sport NI, Sports Governing Bodies and Clubs, ORNI, DSNI, NISF, FSF, SOU, NICVA and VCS organisations,	General Population Participants and Competitors Previous non-participants	Effective cross departmental/ sectoral, Council and community partnerships deliver joint priorities and projects that achieve differences to the well-being/ quality of life of those with whom they work Increase in the opportunities and choices for engagement in sport and physical activity	CHS YPBAS Case Studies/ Focus Groups Governing Body Survey
4.3	An increased number of shared facilities across sports, clubs, schools and communities	DfC, DE, EA, DoH, Sport NI, Health and Social Care Trusts, PHA, DAERA, DoJ, DfI, DfE, TEO, Schools, Councils, SOLACE, CLOA, NILGA, Sports Governing Bodies and Clubs, ORNI, DSNI, NISF, FSF, SOU, VCS organisations	Participants and Competitors General Population Previous non-participants	More shared facilities between different sports, communities and across sectors resulting in an increase in the opportunities and choices for engagement in sport and physical activity and access by individuals and clubs Building on the success of initiatives such as “Active Living-No Limits” and “Your School-Your Club” continue to deliver innovations that increase the number of shared facilities and participants	Council and Provider Survey

Goals for the Implementation of Key Theme 5 – Providing Inclusive and Shared Spaces and Places

By providing inclusive and welcoming shared spaces and places we will create the infrastructure required to support widespread participation in sport and physical activity. It is essential to increase provision of

high-quality facilities that can also accommodate those who train and play at the highest levels of their sport.

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT		
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE	HOW WE WILL MEASURE GOAL ACHIEVEMENT
5.1	Everyone has access to inclusive, shared, safe, welcoming and high-quality indoor and outdoor sport and physical activity infrastructure	DfC, DfE, TEO, DfI, DAERA, DoJ, DE, EA, DOH, PHA, Councils, SOLACE, CLOA, NILGA, Sport NI, Sports Governing Bodies and Clubs, ORNI, DSNI, NISF, FSF, SOU, NICVA, VCS organisations	Participants and Competitors Spectators Officials Volunteers	Improved accessibility, quality, safety, inclusion and sustainability of the sport and physical activity estate reflecting the increasing diversity and different needs of our society Increase in the number of disability accredited indoor and outdoor facilities Increase in the number of facilities shared across sports recognising the challenges and unique issues in rural areas and in some urban communities here	CHS YPBAS Other Stakeholder Surveys Case Studies/ Focus Groups

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT		
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE	HOW WE WILL MEASURE GOAL ACHIEVEMENT
5.2	A safe, economically and environmentally sustainable local and regional sport and physical activity infrastructure	DfC, DfE, TEO, DfI, DAERA, DoJ, DE, EA, DOH, PHA, Councils, SOLACE, CLOA, NILGA, Sport NI, Sports Governing Bodies and Clubs, ORNI, DSNI, NISF, FSF, SOU, NICVA and VCS organisations	<p>General Population</p> <p>Spectators</p> <p>Officials</p> <p>Volunteers</p>	<p>Increased and safer participation for engagement in Sport and Physical Activity</p> <p>Elite sport stadia and other sports grounds are at a standard that enable them to host national and/ or international events</p> <p>Enhanced competitor, participant, spectator and volunteer experience in safer and more environmentally friendly facilities</p>	<p>CHS</p> <p>YPBAS</p> <p>Other Stakeholder Surveys</p> <p>Case Studies/ Focus Groups</p>
5.3	Our sport and physical activity sector and infrastructure are enabled by innovative and emerging technologies	DfC, DfE, DoJ, Sport NI, Councils, Sports Governing Bodies and Clubs, ORNI, DSNI, NISF, FSF, SOU, VCS organisations and Academia	<p>General Population</p> <p>Spectators</p> <p>Officials</p> <p>Volunteers</p>	<p>Increased and safer environment for competitors, other participants, volunteers and spectators through innovations and the use of technology</p> <p>Partnerships for research and innovations that deliver new innovations in smart and new technology to enhance the sustainability and usability of facilities for sport and physical activity</p> <p>Sporting insights conferences to increase uptake of technology by the sector and to share best practice</p>	<p>Governing Body Survey</p>

Goals for the Implementation of Key Theme 6 – Promoting the Benefits of Sport and Physical Activity

By promoting the benefits of sport and physical activity we will help to address the structured inequalities in access to sport and physical activity and enhance awareness of the value to the individual and society of more people, being more active, more of the time.

This will be enabled through the creation of a strong evidence base which can demonstrate the benefits of participation in sport and physical activity.

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT		
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE	HOW WE WILL MEASURE GOAL ACHIEVEMENT
6.1	Increased awareness of the benefits of participation in sport and physical activity	DfC, DOH, HSCTs, PHA, DE, EA, DAERA, DOJ, DfI, DfE, TEO, Councils, CLOA, Sport NI, TNI, Sports Governing Bodies and Clubs, DSNI, NISF, FSF, SOU, NICVA, VCS Organisations, Universities and other researchers	General Population	<p>Better understanding of the benefits of sport and physical activity that contributes to increased participation</p> <p>Improved physical and mental health and wellbeing for example by tackling obesity and sedentary behaviour</p>	<p>CHS</p> <p>YPBAS</p> <p>Case Studies/ Focus Groups</p> <p>NI Health Survey</p>

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT		
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE	HOW WE WILL MEASURE GOAL ACHIEVEMENT
6.2	Positive attitudinal and behavioural change, resulting in more people becoming more active	DfC, Sport NI, HSCTs, PHA, DE, EA, DAERA, DOJ, DfI, DfE, TEO, Councils, CLOA Universities and Colleges, Sports Governing Bodies and Clubs, DSNI, NISF, FSF, SOU, NICVA, VCS Organisations	Participants and Competitors Spectators Volunteers	Better understanding of the benefits of sport and physical activity that contributes to increased participation Increased participation in Sport and Physical Activity Improved perceptions of the benefits of sport and physical activity will improve motivation for participation and lead to improved physical and mental health and wellbeing	CHS YPBAS Case Studies/ Focus Groups NI Health Survey
6.3	An improved evidence base supported by enhanced research about the benefits of sport and physical activity to local communities.	DfC, DOH, HSCTs, PHA, DE, EA, DAERA, DOJ, DfI, DfE, DoF, TEO, Councils, CLOA, Sport NI, TNI, Universities and other researchers, Sports Governing Bodies and Clubs, DSNI, NISF, FSF, SOU, NICVA, VCS Organisations	General Population	Collaborative research and engagement will lead to an improved evidence base that will inform the future direction of sport and physical activity policy and guide delivery of development strategies and action plans	Research Group Consultation NI Health Survey

Goals for the implementation of the Cross Cutting Principles

CCP1: Developing Inclusive, Shared Communities; CCP2: Developing Capacity and Governance; and CCP3: Developing National and International Linkages.

By applying these principles, we will ensure the delivery of the overall Strategy in an integrated, cross departmental, cross sectoral and inclusive way. This will include building partnerships with councils, Sports Governing Bodies and clubs and by developing national

and international linkages that will positively impact on the future development of sport and physical activity.

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT		
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE	HOW WE WILL MEASURE GOAL ACHIEVEMENT
CCP 1	Supporting sport and physical activity to be more inclusive and diverse while reducing the barriers to participation and ensuring the participation gaps for specific target groups continue to narrow	DfC, DoJ, DoH, DfE, TEO, DE, EA, DfE, DAERA, DoF, Sport NI, PHA, Councils, CLOA, Sports Governing Bodies and clubs, DSNI, SOU, NISF, FSF, ORNI, NICVA, VCS, Youth Councils, NISHRF	Children and young people General population Those who previously were deterred from participating in sport and physical activity or who had limited opportunities to participate	Increased participation rates across the population with an emphasis on closing gaps among particular groups e.g., females, disability, older people and taking account of other indicators of disadvantage Underpinning the actions being implemented under each of the 6 Key Themes	CHS YPBAS Case Studies/ Focus Groups NI Health Survey Council and Provider Survey

NO.	GOAL	STRATEGIC PARTNERS	MEASUREMENT		
			WHO WILL BENEFIT?	ILLUSTRATIVE EXAMPLES OF WHAT SUCCESS WILL LOOK LIKE	HOW WE WILL MEASURE GOAL ACHIEVEMENT
CCP 2	Developing an agile, well governed, adaptable and progressive sport and physical activity infrastructure, which is collaborative, driven by evidence and enabled by transformative technology	DfC, DfE, Sport NI, Councils, CLOA, Sports Governing Bodies and Clubs, FE Colleges and Universities, Academia Implemented by actions under each of the 6 Key Themes	Participants and Competitors Spectators Volunteers	Enhanced cooperation between sports and clubs Improved use of technology to support and sustain clubs and Sports Governing Bodies Wider access to employment in sport and physical activity and enhanced skills for employees More role models employed in sport that encourage greater participation Underpinning the actions being implemented under each of the 6 Key Themes	Governing Body Survey
CCP 3	Ensuring that Northern Ireland is recognised as a competitive and attractive place of choice for world class events with high standards of sporting governance and integrity	DfC, DfE, DfI, TEO, DoF, DoJ, Sport NI, TNI, Sports Governing Bodies and Clubs, Councils, SOLACE, CLOA, NSPCC, COU, SCSSG, SDNI, NISF, SOU, NICVA, Implemented by actions under each of the 6 Key Themes	Participants and Competitors Spectators Volunteers General Population	Having facilities capable of hosting national and international events and enhanced capacity for hosting e.g., event organisers, volunteer cohort, etc. Enhanced emphasis among Sports Governing Bodies and clubs on ethics in sport, effective safeguarding, anti-doping and other key governance and integrity issues More effective representation of NI on national and international Sports Governing Bodies Increased GVA, tourism income and employment opportunities and improved international image of Northern Ireland Underpinning the actions being implemented under each of the 6 Key Themes	Impact assessment of major events

Appendices

Appendix 1: Members of the Strategy Development Groups

Members of the Project Board

Kathryn Hill, DfC SRO and Chair

Tony Murphy, DfC Sports Branch, Project Director

Andrew Grieve, DfI

Antoinette McKeown, SNI

Colette Brolly, PHA

Darren Moan, DoH

Dr Liz Redmond, DoH

Dr Ruth Hunter, QUB

Eileen Cowan, DfI

Fiona Ruddell, DfE

Gary Maxwell, DoH

Gerard Treacy, DAERA

June Wilkinson, DE (to June 2021)

Karen Smyth, NILGA

Lorraine Montgomery, DoJ

Michael McGinley, TEO

Paul Wright, DE (from June 2021)

Peter McCabe, SNI (to July 2021)

Prof Marie Murphy, UU

Richard Archibald, SNI (from July 2021)

Sam Dempster, DE

Stephen Reid, SOLACE

Steven McCourt, DoJ

Members of the Research Group

Output – Identification and collation of all relevant data research and academic papers on sport and physical activity, relevant to the development of the Strategy.

Tony Murphy, DfC Sports Branch,
Project Director, Chair

Prof Marie Murphy, UU

Dr Ruth Hunter, QUB

Ali Campbell, SNI

Caolan Ward, SNI (to February 2020)

Dr Kyle Ferguson, UU

Karen McFarland, CLOA

Robert Heyburn, DfC Project Team

Iain Bryson, NISRA (PSU, DfC)

Therese Hogg, SIB

Colin Stutt, SIB

Members of the Task and Finish Group

Output – The quality assurance of consultative and engagement processes, the development of working documentation and support for the setting of the strategic direction within the Strategy.

Tony Murphy, DfC Sports Branch,
Project Director, Chair

Ciaran Kearney, NISF

Angela Platt, FSF

Gary Maxwell, DoH

Darren Moan, DoH

Jenny McAlarney, DoJ

Kevin O'Neill, DSNI

Ali Campbell, SNI

Brendan Courtney, CLOA

June Wilkinson, DE (to June 2021)

Paul Wright, DE (from June 2021)

Geoff Nuttall, NICVA

Robert Heyburn, DfC Project Team

Mark Crockard, DfC Project Team

Therese Hogg, SIB

Colin Stutt, SIB

Appendix 2: List of respondents to the Strategy development process

Respondents through the pre-engagement focus groups and e-surveys and webinars and the full consultation sessions on Draft Strategy including webinars and e-survey

2 & 4 Wheel Motorsport

Action Mental Health

Age NI

All Island Obesity Action Forum

All Party Group on Sport & Physical Recreation

Alzheimer's Society

Antrim and Newtownabbey Borough Council

Ards and North Down Borough Council

Ards and North Down Borough Council Community Planning Partnership

Armagh City Banbridge and Craigavon Borough Community Planning Partnership

Armagh City Banbridge and Craigavon Borough Council

Ballyhornan Youth Club

Barnardos

Basketball NI

Belfast City Council Living Here Board

Belfast City Council Neighbourhood Services & Leisure Services

Belfast Food Network

Belfast Health Development Unit

Belfast Multi Agency Autism Stakeholder Forum

Boys & Girls Clubs (NI)

Brain Injury Matters (Academics)

Brain Injury Matters (non-sport participants)

Brain Injury Matters (Staff)

British Gymnastics

British Orienteering

Bryson Charitable Group

Cara Friend

Carers NI
Causeway Coast and Glens Borough Council
Causeway Rural and Urban Network
Chief Leisure Officers Association
Chinese Community – Sports and non-participants (2 groups)
Chinese Welfare Association NI
City of Derry Tennis Club
Clanrye Group
Coastal Rowing
Comhairle na Gaelscolaíochta,
Commonwealth Games Northern Ireland
Community Planning Partnerships
Community Sports Network
Controlled Schools Support Council NI
Co-operation Ireland
Council for Catholic Maintained Schools
Council for Curriculum Examinations and Assessment CCEA
Council for Nature Conservation and the Countryside
Cricket Ireland
Department for the Economy
Department of Agriculture, Environment and Rural Affairs –
Equestrian and Targeting Rural Isolation and Poverty Section
Department of Education Children and Young People’s Strategy Team
Department of Education Participation Project Board
Department of Justice
Derry City & Strabane District Council
Disability Sport NI
Early Years, The Organisation
Education and Training Inspectorate
Education Authority
Emerge Invitational League

Equality Commission for Northern Ireland

Ethnic Minority Sports Organisation in Northern Ireland

Female Sports Forum

Fermanagh and Omagh District Community Planning Partnership

Fermanagh and Omagh District Council

Fermanagh Rural Community Network

First Steps Women's Centre, Dungannon

Foster Care Associates NI

Golf Ireland

Greenwich Leisure Ltd (GLL)

Health Trusts Physical Activity Co-ordinators

Healthy Living Centre Alliance (Downpatrick, Upper Whiterock, Derg Valley, Creggan)

Here NI

Here Now Family Group

Hockey Ireland

Impact NI

Institute of Public Health Ireland

Interfaith Forum

Irish Bowls Federation

Irish Coastal Rowing Federation

Irish Football Association

Irish Football Association Foundation

LGBTQI+ groups

Lisburn & Castlereagh City Council

Lower North Belfast Social Justice Forum

Magherafelt Women's Group

Members of the public x 19 - anonymous

Men's Sheds (Ballykinlar, Downpatrick, Lislea,
Belfast Community Health Development Springfield and Whiterock)

Mencap

Mid and East Antrim Borough Council

Mid and East Antrim Inter Ethnic Forum

Mid Ulster District Council

Motorcycling Racing Association

Mountaineering Ireland

Mourne Heritage Trust

Multi-Ethnic Sports and Culture NI

National Children's Bureau

National Society for the Protection of Cruelty to Children

Neighbourhood Renewal Partnerships across NI – North West, Ligoniel, Downpatrick, Greater Village, Newry, Mourne and Down, Armagh City, Banbridge and Craigavon, Lenadoon

Netball NI

Newry, Mourne and Down District Council

NI Assembly Research and Information Service

NI Civil Service Sports Association

NI Orienteering Association

NICCY - Northern Ireland Commissioner for Children

NICCY- Youth Group

Northern Ireland Association of Aeromodellers

Northern Ireland Chest Heart and Stroke

Northern Ireland Commissioner for Children & Young People plus young people

Northern Ireland Council for Voluntary Action

Northern Ireland Environment Link

Northern Ireland Housing Association

Northern Ireland Housing Executive

Northern Ireland Inter-Faith Forum

Northern Ireland Karate Board

Northern Ireland Local Government Association

Northern Ireland Motor Club

Northern Ireland Orienteering Association

Northern Ireland Sport and Human Rights Forum

Northern Regional College

North-west Community Network
Nursery School Teachers
Odyssey Trust – Belfast Giants
Old Warren Youth Group Lisburn
Omagh Forum
Outdoor Recreation NI
Parenting NI
Parkinson’s UK
Playboard NI
Polish Sports participants and non-participants
Positive Futures
Post - Primary School Teachers
Primary School Teachers
Probation Board
Public Health Agency
Queen’s University Belfast
Rainbow Project
Royal College of Paediatric and Child Health
Royal College of Psychiatrists in Northern Ireland (RCPsych NI)
Royal Yachting Association (NI)
Rural Area Partnership in Derry
Rural Community Network
Rural Residents Forum
Simon Community
Sinn Fein
Southern Regional College
Special Olympics Ireland
Special School Teachers
Sport Matters Implementation Group (s)
Sport Northern Ireland
Sported UK

Sports Governing Bodies (several anonymous returns)
St Mary's University College (Initial Teacher Training)
Stranmillis University College (Initial Teacher Training)
Street Soccer NI
Student Sport UUJ
Supporting Communities
Swim Ulster and Swim Ireland
Tackling Awareness of Mental Health Issues (TAMHI)
Tennis Ireland, Ulster Branch
The Brain Injury Foundation
The Canoe Association of NI
The Churches' Trust Ltd
The Fitzone Foundation
The Open University
The Simon Community plus non-participants
Tourism NI
Transgender NI
Travellers Community through Bryson Group
Ulster Federation of Rambling Clubs
Ulster GAA
Ulster Hockey
Ulster Rugby
Ulster Scots Agency
Ulster University
Urban Villages coordinators
Volunteer Now
West Armagh Community Festival
Women (as individuals)
Women's Support Network
Young Farmers Clubs of Ulster

My Voice Youth Engagement (supported through Education Authority) Pre-engagement My Voice Workshops

Children and young people from Doyle Youth Centre, Belfast

Children and young people from Ballymena Group Scout Leader Group

Children and young people from Lisburn and Castlereagh Youth Council

Children and young people from North West Ministry of Youth (Derry and Strabane)

Children and young people from Banbridge Local Voice

Children and young people from Larne YMCA

Children and young people from MENCAP

Children and young people from Greater Shantallow Community Arts

Children and young people from SVP Mountainview Centre, Belfast

Children and young people from TBUC ambassadors

Young People through EA Youth Service -e-survey responses

Youth @ Play

Youth Service – Controlled Area Based detached responses x 4

Youth Service – Controlled Centre Based responses x 1

Youth Service - Faith Based Club Responses x 6

Youth Service – My Voice x 82 young people across a range of settings in urban and rural NI

Youth Service – Regional Based responses x 4

Youth Service – Voluntary Area Based Detached Services x 4

Youth Service – Voluntary Centre Based x 4

My Voice Consultation – more in-depth engagement

Ballymote Youth Project Group, Downpatrick, Newry, Mourne and Down

Archway Primary Youth Club, East Belfast, Belfast

Doyle Youth Club, Short Strand, Belfast

YouthVoice, Lisburn and Castlereagh

YouthVoice, Causeway Coast & Glens

Nursery Schools

St Teresa's NS, Glen Rd Belfast
Limavady NS
Enniskillen IPS Nursery Unit
Peter Pan Trillick
Seaview Primary & Nursery

Primary Schools

Kilmaine Primary School
Seaview Primary School, Belfast
Towerview Primary School
Seaview Primary School, Glenarm
St Joseph's, Drumquin
Bunscoil Phobal Feirste

Post Primary Schools

Loreto College Coleraine
St Joseph's Coalisland
Ballyclare High School
Belfast High School
Foyle College
St Ronan's, Lurgan
Methodist College Belfast
Glengormley High School
St Benedict's Randalstown
Malone College
St Patrick's Maghera
Edmund Rice College, Newtownabbey

Special Schools

Lisanally Special School
Riverside Special School

Appendix 3: A New Sport and Physical Activity Strategy for NI: Consultation Summary of Results Report

www.communities-ni.gov.uk/publications/new-sport-and-physical-activity-strategy-ni-consultation-2021

Appendix 4: Glossary

ACRONYM	DESCRIPTION
ALBs	Arm's Length Bodies
ARK-KLT	Kids Life and Times Survey – Northern Ireland
ARK-NILT	Northern Ireland Life and Times Survey
ARK-YLT	Northern Ireland Young People Life and Times Survey
BOA	British Olympic Association
CCEA	Council for Curriculum Examinations and Assessment
CCMS	Council for Catholic Maintained Schools
CEO	Chief Executive Officer
CGNI	Commonwealth Games Northern Ireland
CHS	Continuous Household Survey
CLOA	Chief Leisure Officers Association
CSPPAS	The Children's Sport Participation and Physical Activity Study
CSSCNI	Controlled Schools Support Council NI
DAERA	Department of Agriculture, Environment and Rural Affairs
DE	Department of Education
DfC	Department for Communities
DfE	Department for the Economy
DfI	Department for Infrastructure

ACRONYM	DESCRIPTION
DoF	Department of Finance
DoH	Department of Health
DoJ	Department of Justice
DSNI	Disability Sports NI
e.g.,	for example,
EA	Education Authority
EMSONI	Ethnic Minority Sports Organisation NI
Etc.	Etcetera = and so on
FAI	Football Association of Ireland
FE Colleges	Further Education Colleges
FSF	Female Sports Forum
GAA	Gaelic Athletic Association
GB	Sports Governing Bodies
GLL	Greenwich Leisure Ltd
GP	General Practitioner
GVA	Gross Value Added
HE Colleges	Higher Education Colleges
HSCTs	Health and Social Care Trusts
HSNI	Northern Ireland Health Survey
HWBS	Northern Ireland Health and Social Wellbeing Survey
IIS	Irish Institute of Sport
LGBTQI+	Lesbian, Gay, Bisexual, Transgender, Queer and Intersex +
NDNA	New Decade New Approach
NICCY	Northern Ireland Commissioner for Children and Young People

ACRONYM	DESCRIPTION
NICOLA	Northern Ireland Cohort for the Longitudinal Study of Ageing
NICVA	Northern Ireland Council for Voluntary Action
NISHRF	Northern Ireland Sports & Human Rights Forum
NILGA	Northern Ireland Local Government Association
NISF	Northern Ireland Sports Forum
OF	Olympic Federation
ORNI	Outdoor Recreation Northern Ireland
PfG	Programme for Government
PHA	Public Health Agency
PSU	Professional Services Unit
QUB	Queen's University Belfast
SASSI	The Student Activity and Sport Study Ireland
SCSSG	Safeguarding Children and Sport Strategic Group
Section 75 Groups	Section 75 of the 1998 Northern Ireland Act – indicates the need to promote equality of opportunity to all Section 75 Groups. The nine groups are Gender; Age; Persons with or without a disability; Sexual Orientation; Marital Status; Race; Religious Belief; Political Opinion; and Persons with or without dependants
SIB	Strategic Investment Board
SNI	Sport Northern Ireland
SNISI	Sport Northern Ireland Sports Institute
SOLACE	Society Of Local Authority Chief Executives
SOU	Special Olympics Ulster
SPAPS	The Northern Ireland Adult Sport and Physical Activity Survey
SRO	Senior Responsible Officer
TEO	The Executive Office

ACRONYM	DESCRIPTION
TNI	Tourism Northern Ireland
UEFA	The Union of European Football Associations
UH	Ulster Hockey
UU	Ulster University
VCS	Voluntary and Community Sector
WHO UK	World Health Organisation Physical Activity Factsheets
WiSe	Well-being in Schools Survey
WISPA	Women in Sport and Physical Activity
YPBAS	Young Persons Behavioural and Attitudes Survey

Appendix 5: Research References

NAME		DETAIL	YEAR AND RANGE	EFFECTIVE SAMPLE SIZE	YEAR(S) DATA
SAPAS 2010	The Northern Ireland Adult Sport and Physical Activity Survey 2010	Frequency, duration and intensity of all relevant activities (in the home, work, getting about, and sport and recreation domains). Wide range of aspects relating to sport such as sports participation, club membership, coaching, volunteering, and attendance at live sporting events.	16+	4,653	2009/ 2010
CHS	The Continuous Household Survey	Provides a regular source of information on a wide range of issues relevant to Northern Ireland. Data covers housing characteristics, changing population, tourism, participation in sports, arts and culture and attitudes towards the environment and more.	16+	5,700 for PfG (2,700 rest)	1983 to 2018/19 (sport not asked all years)
SASSI 2014/15	The Student Activity and Sport Study Ireland (student survey)	Online all Ireland student survey about participation in sport and physical activity (3rd level). Participation and engagement in student sport while at college. Also, health behaviours associated with sport and physical activity participation (includes physical health data).	18-53	8,100	2013/14 2018/19
CSPPAS 2009 and 2018	The Children's Sport Participation and Physical Activity study	All Ireland - self-complete questionnaire, interview and physical health data. Aimed to provide a national database of physical activity, physical education and sport participation levels of children and youth in Ireland, indicators of health and fitness, factors influencing participation and insight into issues surrounding volunteering in youth sport.	5-18	1,270 primary 4,100 post primary	2009 2018
YPBAS	Young People's Behaviour and Attitudes Survey	School-based survey covering a wide range of topics relevant to the lives of young people. The main aim of the YPBAS is to gain an insight and understanding of young people's behaviour and lifestyle.	11-16	3,700	2000 2003 2007 2010 2013 2016 (2019)
ARK-KLT	Kids Life and Times Survey – Northern Ireland	Annual survey of all Primary 7 children in Northern Ireland covering what they think about school and other issues important to children today by QUB ARC (carried out online).	10-11	2,500 (2 versions)	2015 2016

NAME		DETAIL	YEAR AND RANGE	EFFECTIVE SAMPLE SIZE	YEAR(S) DATA
ARK-YLT	Northern Ireland Young People Life and Times Survey	Annual household survey of young people's attitudes and behaviour of people annually to provide a time-series and a public record of how attitudes and behaviour develop on a wide range of social policy issues.	16	2,500 (2 versions)	2015 2016
ARK-NILT	Northern Ireland Life and Times Survey	As above for all adults.	16+	1,200 households	2009 2013 2014
NICOLA	Northern Ireland Cohort for the Longitudinal Study of Ageing	Long-term study of ageing in the over 50's special focus on intergenerational poverty, transition points in ageing and the effects of diet on the ageing process. Includes health assessment.	50+ Panel	8,500	2013 (every 2 years)
WiSe	Well-being in Schools Survey	Behavioural data collected on health behaviours. WiSe is a longitudinal study, which followed one class in a school year group of pupils from their first year of post-primary school and collected data biennially.	1+ Panel	1,600	2013-2018
HSNI	Northern Ireland Health Survey	Includes questions on the amount of physical activity undertaken per week and sedentary behaviour along with other question items (started in 2010).	16+	3,355	2012/13 2013/14 2016/17
HWBS	Northern Ireland Health and Social Wellbeing Survey	Includes questions on the amount of physical activity undertaken per week and sedentary behaviour along with other question items.	16+	4245 (+882 children)	1997 2005/06 2001
WHO UK	Physical Activity Factsheets	Physical activity in UK regions compared – monitoring rates, types of physical activity, policy response, guidelines, goals and case studies. Detailed EU Regional analysis here (comparative data nations - Uses NI Health Survey, YPBAS and CHS data).	ALL	n/a	2015 (UK Regions)

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