

**SPORTS ACTIVE WEXFORD**

# ANNUAL REPORT 2024



**LOCH GARMAN  
GNÍOMHACH  
TRÍ SPÓIRT  
SPORTS ACTIVE  
WEXFORD**  
— SPÓRT ÉIREANN —







# WELCOME TO OUR ANNUAL REPORT FOR 2024.

The report can only include a snapshot of the team's work to support our partners in meeting their aspirations for sport and physical activity.

Through significant funding from Sport Ireland (core funding, dormant accounts, European Social Fund), HSE, Dept of Health, Healthy Wexford and Wexford County Council, we have helped support investment of €741,312.00 in community organisations providing sports, physical activity, and much more.

Our overall aim is to continue the increase in participation levels in physical activity by all Wexford people regardless of age, gender, or ability. In addition to contributing to the health of the population, we believe that the achievement of our aim has the potential to bring economic impact and the creation of social capital.

We have continued to develop multi agency collaborations with our strategic partners and link our work to broader societal issues, especially where sports and physical activity can play an important role. In 2025 we will play an important strategic role in the development of the Local Sports plan and Outdoor Recreation plan.


We have been able to expand our staff resources with the European Social fund -Social Inclusion Officer and have continued within the Pilot of the National Physical for Health Officer. We have expanded our strategic management of the partnership by appointing a programme manager.

Our Innovation Project in partnership with the Walton Institute (SETU) was selected for the ENOS European Conference in Italy, where the Walton Institute represented Sports Active Wexford, and the project was awarded the National Digital Towns award in the Community category in 2024.

In March of 2024 the Activators Programme was feature on TV AM. With staff also promoting our work on Local radio and Wexford County Council Podcasts.

We would like to thank the Sports Active Wexford steering committee for their outstanding commitment to continuing our development.

We want to thank our highly motivated staff for their continued commitment and innovation in Physical activity and health.



# WHO ARE WE

We are building sustainable collaboration to empower communities, Enable Inclusion, and Support sports opportunities in our key communities. Reducing inequalities in access to physical activity amongst those who experience the greatest disadvantage. Using insight and reflective learning in everything we and others do, adopting a 'what works' mindset to ensure we are responding to the needs of our County.

## OUR STEERING COMMITTEE

The Steering Committee of Sports Active Wexford comprises of representatives of those agencies regarded as key influencers in local sports participation and development including the Local Authority and Community groups in the County. The Steering Committee represents the views of relevant local agencies and groups with its priorities decided in consultation with its constituent members. The Steering Committee also sets strategic priorities for the work of the Sports Partnership.

Sports Active Wexford is compliant with the Governance code for Sport as a Type B organisation.

NAME	POSITION	REPRESENTATION
Cllr Garry Laffan	Chairperson	Wexford County Council
Mr Trevor Jacob	Vice Chairperson	Disability (Reachability)
Mr Colin Gibbon	Member	WWETB Outdoor Education and Training Centre
Ms Marie Louise Byrne	Member	Wexford Local Development
Ms Paula Lowney	Member	HSE Health and Wellbeing
Dymphna O'Connor	Member	SEO Wexford County Council
Dr Cíara Losty	Member	South-East Technological University
Helen Ambrose	Member	Wexford Mental Health Services
Hayley Rochford	Member	Youth Services (FDYS)
Marion Breen	Member	Wexford PPN
Maria Mulcahy	Member	Wexford PPN



# OUR STAFF



**FRAN RONAN**  
Head of Local Sports  
Partnership



**MARY FLYNN**  
Sports Programme  
Manager



**ANNA FLYNN**  
ESF+ Social Innovation  
in Sports Officer



**NICOLA COLLINS**  
Community Sports  
Development Officer



**BEN HUNT**  
Physical Activity for  
Health Officer



**MARY T KEHOE**  
Administrator



**BRIDGET KENNY**  
Communications Officer

We engage 10 tutors for various programme delivery

Sports Active Wexford, works alongside its 16 Community and sporting interagency partnerships (which includes Wexford County Councils partnership with Wexford GAA, Leinster Rugby, FAI and Leinster Cricket)

**WE WOULD LIKE TO THANK ALL FOR THE  
CONTINUED SUPPORT.**

# FUNDING

Sport Ireland Core Grant	Core Funding for Local Sports Partnership Operations
€408,892	
€10,847	Course Fees
Grants Awarded to Sports Active Wexford	
Dormant Accounts Funding 2024	
€47,500	Round Community Sports Hub (New Ross)
€10,000	Her Moves - Get Girls Active
€15,000	Volunteer Supports
€15,100	SIDP (Ability Bicycles)
€8,500	Equality Diversity & Inclusion
€15,000	Training and Education
HSE	
€7,650	Disability and Inclusion Programmes(regional)
€20,000	Physical Activity for Health Officer Seed funding (National)
Additional Direct Grants	
€60,833	Physical Activity for Health officer
€500	Age and Opportunity
€6,375	Women in Sport
€2500	Her Outdoors Campaign
€29,000	Wexford County Council Grants
€500	Healthy Ireland (Sport Ireland
€14000	European Social Fund Inclusion Officer
€600	Department of Agriculture
€657,000	<b>Total Funding Awarded to Sports Active Wexford</b>



# AREAS OF EXPENDITURE

Salaries & Expenses	€269,677.47
General Payments	€2,115.06
Branding	€6,956.18
Safeguarding (1 &2)	€4,165.38
Older Adults Programmes	€1,393.04
Fee Pay Costs	€782.17
Fun In The Sun (Lsp)	€8,850.27
Disability (Lsp)	€1,511.38
Women In Sport	€3,022.50
Physical Activity Promo Scheme	€15,200.00
Hse Funding	€7,160.42
Sporting Champions Grant	€11,200.00
Park Run	€35.67
Communications	€415.48
Mararthon Kids (Lsp)	€6,004.30
Her Outdoors	€10,336.61
Training & Education	€1,191.58
Physical Activity For Health	€6,410.56
Creative Ireland	€3,909.07
Farmer Mobility Programme	€855.00
<b>Total</b>	<b>€361192.14</b>



# DORMANT ACCOUNT EXPENDITURE

NR Community Hub	€18,966.02
Volunteer Support	€13,679.20
Dormant Accounts	€35,908.25
Sports Leadership	€1,849.98
<b>Total</b>	<b>€87,053.45</b>

The end of year balance stated above includes significant grant funding received in late 2024, but to be spent and actioned in 2025. This also includes funding ringfenced for Sport Ireland projects still to be actioned and a limited number of reserves that are in place to ensure continuation of services. Sports Active Wexford financial policies and procedures are fully in line with those of Wexford County Council



## GRANTS GIVEN TO CLUBS & COMMUNITY GROUPS

Grant Support to Clubs & Community Groups

**€37100**



# SOCIAL MEDIA AND COMMUNICATION

Social Media	
Facebook: Number of posts in 2024	360
Facebook: Number of Followers*	6436
X: Number of posts in 2024	315
X: Number of Followers*	1779
Instagram: Number of posts in 2024	248
Instagram: Number of Followers*	1654

\*As at 31/12/2024

## NEWSLETTER

A digital newsletter is developed monthly.

**582 people**  
signed up on mailing list\*

## AWARDS

**Innovation Project** in partnership with the Walton Institute (SETU) was selected for the ENOS European Conference in Italy, where the Walton Institute represented Sports Active Wexford

**The Nature walker App** was awarded the National Digital Towns award in the Community category in 2024.



An orange circle containing text about participants, set against a background of a large blue arc.

## **PARTICIPANTS**

**67697**

Adults, youths, and  
people with a disability

**47%**

of these were female.

# **PROGRAMME EXAMPLES**

Activator Pole programmes in partnership with Wexford Library Service, Sheds for life (Men's and Women's), Integrated Communities physical activity support programmes, Fun in the Sun children's camps, schools programmes badminton, cricket, handball, disability programmes, marathon kids, ASD kids cycling camp, Strong and Steady Programme, in partnership with HSE and Age alliance, playground activity leaders programme, Creative Ireland teenage girls activity programme, woodlands for health, farmers water based programme, New Ross family fun day, activators for people with neurological conditions, breath well singing programme, cardiac circuit class, teenage girls return to swimming, buggy buddies, adapted bike sessions, introduction to pickleball, archery, inclusive kids learn to cycle, tai chi, fit over 50, strength and balance, outdoor adventurous activities.

# **CAMPAIGNS**

"Her Outdoors" Week, European Week of Sport, Positive Ageing Week, Women in Sport Week (Her Moves), Traveller Pride week, Bike Week,

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**NO OF  
PROGRAMMES  
805**



# CASE STUDY: STRONG & STEADY PROGRAMME

## Overview

This free 20 week Strong and Steady programme was aimed at older adults who were at risk of or had history of falls, and ran from October 2023 to February 2024 in conjunction with WEXICOP (Wexford Integrated Care for Older Persons)

## Aims

- Reduce falls and falls risk
- Improve participants balance and mobility
- Increase participants strength
- Build participants confidence and social connection

## Implementation

This Strong and Steady programme was a 20 week programme which commenced in October 2023. It was physiotherapist led for 6 weeks, and for the remaining 14 weeks was led by our tutor Theresa Roche and by our Physical Activity for Health Officer, Ben Hunt. All participants were referred via WEXICOP. It was decided to hold the classes once weekly at Coolcotts Community Centre Wexford as it was centrally located for the participants. There were 5 participants (4 female, 1 male) and they were all aged 70+

## Outcomes

We have ongoing interagency partnership with the HSE as part of the physical activity for health programme. We are continuing to run Strong and Steady plans around Co. Wexford and signposting our participants to other physical activity opportunities that are available in the community. Some participants intend to go on and join chair yoga classes and have signed up to the Sports Active Wexford newsletter. We feel all aims were achieved as participants confidence, strength, balance and mobility all improved. On average, self reported physical activity levels increased by 58% following the programme.



## Feedback

*"I am more confident to go out walking longer and exercise at home."*

*"It has changed my way of exercising, in my kitchen or sitting room."*

*"The programme helped me increase my confidence. I enjoyed every class."*

# CASE STUDY: BELLA OUTDOORS ADVENTURE PROGRAMME

## Overview

This free programme was aimed at teenage girls in International Protection Accommodation Services. The girls were new to the country and unfortunately were unable to access school at that time. Therefore, an intervention was needed in the interim. Sports Active Wexford linked in with Creative Ireland (who funded the programme), Sheilbaggan WWETB and Wexford Local Development

## Aims

- Create a sense of inclusion and ownership of the programme
- Increase physical activity
- Engage the girls in outdoor activities in their local area and encourage utilising the local walks and trails
- Promote socialisation between the IPA groups
- Create friendships
- Enhance creativity
- Increase awareness of the leave no trace campaign
- We also had a “leader” involved in the programme, who was an older girl (aged 19). She has gone through the IPA programme and was a good role model for the group going forward.

## Implementation

For 4 Saturdays, 14 girls got to explore Carrickbyrne Hill, Forth Mountain (both local to the girls) Curracloe Beach, Ravenwood, and Wexford Arts Centre where they experienced map reading, identifying flora/fauna and leave no trace. They participated in a music (sounds) and art workshop in the woods. They created sound maps which required the girls to draw themselves in the centre of the page, then listen and illustrate on the page all the sounds they could hear around them. Sound mapping has been proven to help ground people and provide many therapeutic effects. Finally, in the Wexford Arts Centre, another workshop was facilitated where the girls created a collage based on their experience of the programme. Curracloe was chosen as the girls had never been to a beach. Wexford Arts Centre was chosen to integrate the girls into a public area and will allow the girls to get creative in their own way. The programme was advertised directly with the IPA's and participants signed up through Wexford Local Development at no cost.

## Outcomes

Some of the girls have linked in with the Creative Youth Lab in Wexford Arts Centre. Also the girls living near Carrickbyrne Hill have since used the trail for walking. But the most important aspect, is that the programme was led by the girls as they decided the activities they would like to do.

They were also given the responsibility of creating a group name.







## Feedback

*"I enjoyed everything about the programme"*

*"Enjoyed the food, the girls, the organisers of the programme, the beaches and the dogs"*

*"I loved the beach, making new friends and making art"*

*"Loved the beach"*

*"I enjoyed every bit of the programme. We got to see the beautiful views from the mountain tops"*

*"I enjoyed making new friends and having fun"*

*"Enjoyed everything, especially met a new friend, the art tools and activities were so great. Thank you a lot for everything. There was a lot of activities, I loved doing and there were many lovely people I met during the programme."*















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