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SPORTS ACTIVE
WEXFORD
SPÓRT ÉIREANN

SPORTS ACTIVE WEXFORD **STRATEGIC PLAN 2025-2030**

A Roadmap to Excellence and Innovation





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Foreword

As Chairperson of the Sports Active Wexford Steering Committee, I would like to welcome you to the Sports Active Wexford Strategic Plan for 2025-2030. This document outlines our vision and goals, built on collaboration, innovation and excellence. We aim to enhance physical activity through three themes: Empowering Communities, Enabling Inclusion and Supporting the Sport Sector throughout County Wexford.

Our vision is to encourage everyone in County Wexford to start, stay and succeed in physical activity. Each strategic theme has specific goals and objectives to guide our annual plans.

Our Strategy is built on insights and learning gathered through our previous work and collaboration with our steering committee, stakeholders and partners. It outlines our approach to ensuring people in County Wexford can access opportunities to engage in physical activity at all levels. A great deal of change has occurred since our inception in 2008, reflecting shifts in national and local policy, the priorities of our key partners and our growth in knowledge and understanding of how we can work and evolve as a partnership to support the people of County Wexford.

We would like to thank Wexford County Council and Sport Ireland for their continued support and vision, which has enabled us to build connections that bring health, well-being and opportunity to local communities in County Wexford, removing barriers to physical activity and sport.

The Sports Active Wexford Steering Committee would like to thank the Staff of Sports Active Wexford for their dedication, commitment and innovation in making Wexford a healthier and more active place for everyone.

We appreciate your support!



Cllr Garry Laffan

Chairperson of Sports Active Wexford

As Chief Executive, I am delighted to support the Sports Active Wexford Strategy 2025-2030, “A Roadmap to Excellence and Innovation.” The strong, mutually beneficial partnership between Wexford County Council and Sports Active Wexford enables the tailored delivery of opportunities for every resident of County Wexford to engage in sport or physical activity. This inclusive approach ensures that participation is possible for people of all ages, backgrounds, economic circumstances and abilities.

Sports and physical activity strengthen communities and improve lives. This plan offers a clear framework for further progress over the next five years.

Rooted in the development of the Local Sport and Physical Activity Plan for County Wexford and closely aligned with national strategies such as the National Sports Policy, Healthy Ireland and the Local Economic and Community Plan, this approach embodies our shared aspiration to create a county that is more active, inclusive and connected. The strategy recognises the importance of collaboration across sectors—including health, education, infrastructure and inclusion—and reaffirms our commitment to supporting Sports Active Wexford in its mission to deliver this work with integrity, creativity and care. The development of this plan was shaped by the insights and dedication of the Steering Committee, staff, Wexford County Council and community partners. Their collective input has been invaluable and I look forward to witnessing the continued progress and positive outcomes that will result from this work.



Eddie Taaffe

Chief Executive Wexford County Council

I would like to congratulate Sports Active Wexford on the development of its latest strategic plan. This strategy places inclusion, accessibility and community at its core, values that are central to Sport Ireland's vision for sport and physical activity nationwide.

Sports Active Wexford has recognised the importance of creating sustainable opportunities for people of all ages and backgrounds to engage in sport and physical activity. Their commitment to building strong partnerships with schools, clubs, community organisations and statutory agencies ensures that these opportunities are not only accessible but also meaningful and responsive to local needs.

Since its establishment in 2008, Sports Active Wexford (formerly Wexford Sports Partnership) has translated national ambition into local impact, reflecting the vital grassroots role of Local Sports Partnerships (LSPs) as set out in the National Sports Policy 2018–2027. This new strategy builds on that foundation, recognising the evolving role of LSPs not just as facilitators, but as leaders in shaping healthier, more connected communities.

This strategy is guided by a clear vision: to support people in Wexford to **Start** physical activity, **Stay** physically active and **Succeed** in achieving their personal goals. The three strategic themes - Empowering Communities, Enabling Inclusion and Supporting the Sport Sector - provide a strong framework for delivering on this vision in a way that is both locally grounded and nationally aligned.

It is also encouraging to see a strong focus on outdoor recreation throughout the strategy. By harnessing Wexford's natural landscape and promoting inclusive, sustainable outdoor programmes, this strategy reflects the goals of the National Outdoor Recreation Strategy 2023–2027 and highlights the broader role that sport can play in health, wellbeing and environmental awareness.

On behalf of Sport Ireland, I would like to thank the staff, board members and all those involved in the development of this strategy. Your continued dedication ensures that sport and physical activity remain a powerful force for health, inclusion and connection in County Wexford and beyond.



Dr. Una May

Chief Executive, Sport Ireland

As we embark on the journey outlined in this third strategic plan, it is essential to reflect on the values and vision that drive our organisation. The Strategic Plan for Sports Active Wexford 2025-2030, titled “A Roadmap to Excellence and Innovation,” represents the culmination of extensive research, collaboration and dedication from our team. It serves as a roadmap for our future, guiding us towards our goals with clarity and purpose.

This strategic plan is not just a document; it is a commitment to excellence and innovation. It reflects our unwavering dedication to our mission and our determination to make a positive impact in our community and beyond. Each section of this plan has been carefully crafted to address the challenges we face and to leverage the opportunities that lie ahead.

We are confident that with the collective efforts of our team, stakeholders and partners, we will achieve the ambitious objectives set forth in this plan. Together, we will navigate the complexities of our environment, adapt to changes and emerge stronger and more resilient.

We acknowledge the Sports Active Wexford staff for their hard work and the ongoing support of Wexford County Council and Sport Ireland. Special recognition goes to consultant Frank Fahey for his ongoing support and involvement in preparing this document.

Thank you for your continued support and commitment to our shared vision. Let us move forward with confidence and determination, knowing that our collaboration will lead to even greater achievements in the future.



Fran Ronan

Head of Local Sports Partnership



Start, Stay, Succeed



EXECUTIVE SUMMARY



Executive Summary

Sports Active Wexford was established in 2008 by Sport Ireland to *'plan, lead and co-ordinate the development of sport and physical activity in the county'*. We operate as a sub-group of Wexford County Council and are compliant with the Governance Code for Sport.

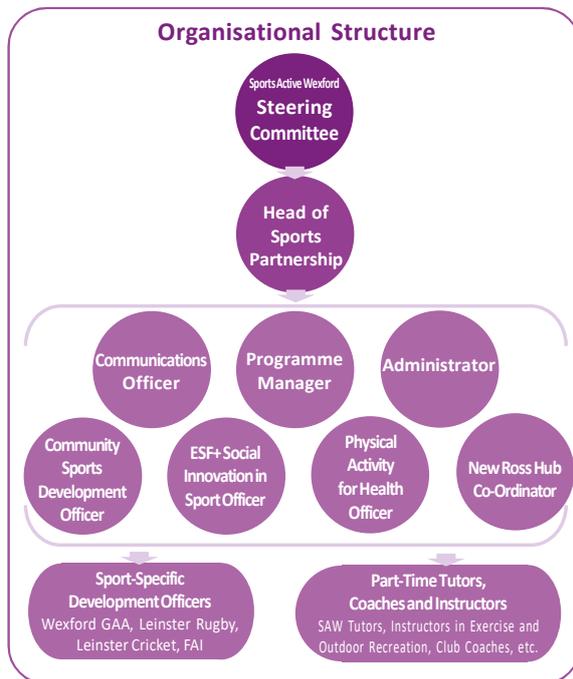
We are governed and guided by a Steering Committee comprising representatives of those agencies regarded as key influencers in local sports participation and development including statutory bodies, local development agencies, the community and voluntary sector and sports organisations across Wexford. The steering committee represents the views of relevant local agencies and groups with its priorities decided in consultation with its constituent members - and has overall responsibility for setting strategic direction and achieving the aims and objectives as laid out in our Strategic Plan.

Sports Active Wexford employs a highly qualified, professional and motivated staff including

A *Head of Sports Partnership* who has overall accountability, responsibility and authority for management of the Sports Partnership under the guidance of the Steering Committee whilst assuring compliance with regulatory and governance requirements.

A team of *Development Officers* who are allocated key portfolios and work closely with part-time tutors, coaches and

other providers to develop and deliver programmes and activities.



We partner with national and local agencies, organisations, community groups and sporting bodies in a coordinated approach to developing sport and physical activity in the county.

Sports Active Wexford's long-term **vision** is of a county where all people are encouraged to;

START to participate in some form of physical activity

STAY physically active across the life stage

SUCCEED in achieving their personal goals

We have identified three **strategic themes** which will be our key areas of focus during this strategic plan to achieve this vision.

They are namely;

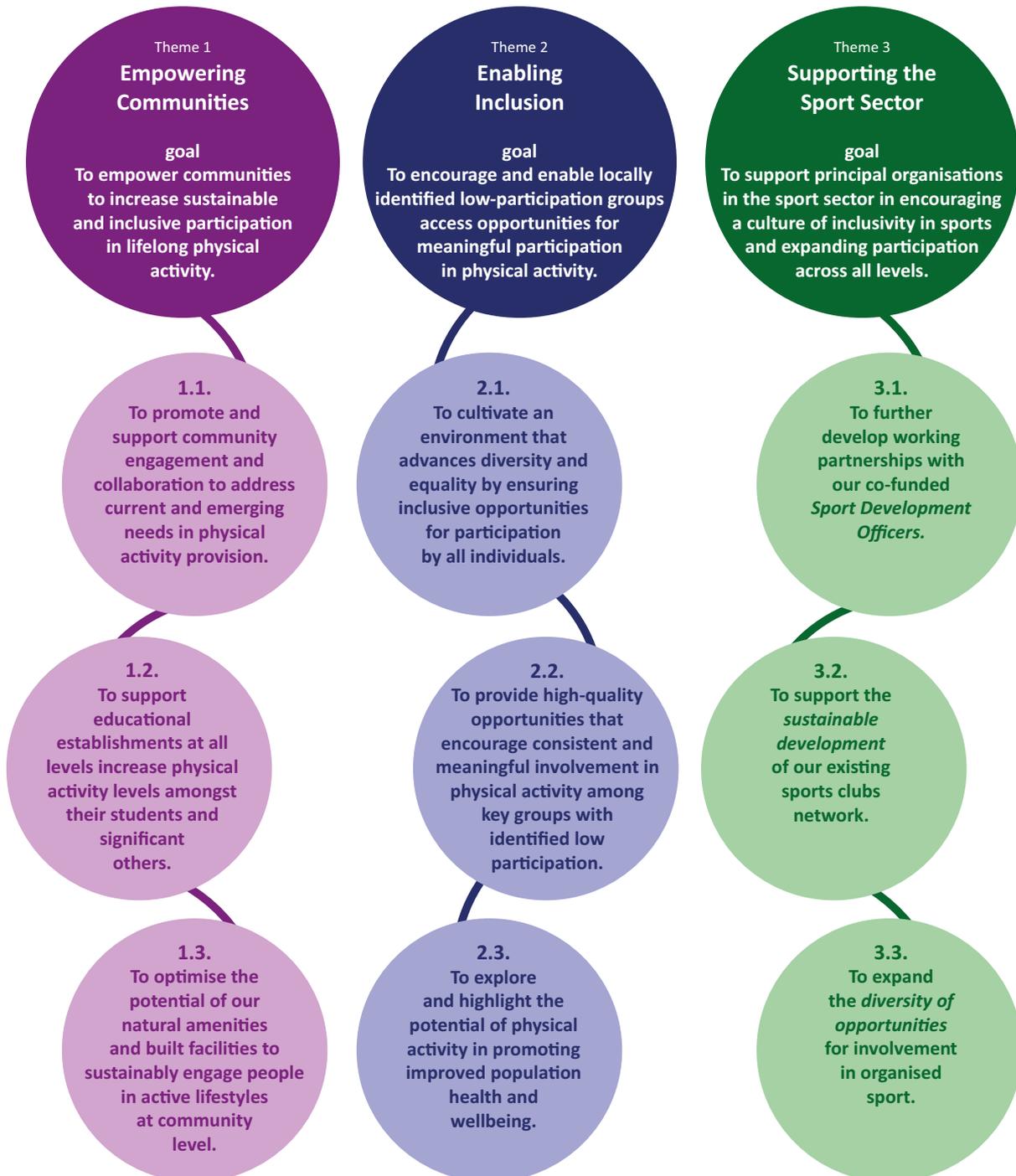
- Empowering Communities
- Enabling Inclusion
- Supporting the Sport Sector

Under each theme we have agreed an **overall goal** and **three broad objectives** to guide the development of annual Operational

Plans which will;

- Set out clear, specific actions to be taken
- Identify agencies responsible for implementation
- Describe how success of the actions will be measured





Key measures of our success in the delivery of this strategic plan include;

A well governed, adequately resourced, organisation playing a leading role in contributing to the sustainable development of sport and physical activity in the county

Strengthened and positive relationships with our key stakeholders

A positive impact on the activity levels and health of Wexford people and communities

BACKGROUND & REVIEW



Background & Review

In this section we outline;

The development of Local Sports Partnership network

The development of Sports Active Wexford

The value of our work

A sample of our work year

Examples of our programmes and initiatives to promote sport and physical activity across the county

1.1. Development of the Local Sports Partnership Network

In its first strategic plan (*A New Era for Sport 2000-2002*) Sport Ireland proposed the creation of a network of Local Sports Partnerships to coordinate and promote the development of sport at local level. By the end of 2004 Sport Ireland had established sixteen Local Sports Partnerships and committed to the further expansion of the network. The key role of a Local Sports Partnership was outlined as *to increase participation in sport by creating a sustainable structure for all Irish people to become involved in sport at a level of their choosing, regardless of their ability, gender or background.*

By 2014 national coverage of Local Sports Partnerships was completed - most operating under the Local Authority structure. Sport Ireland continued to provide support to Local Sports Partnerships including advice and guidance on strategic planning, training and information updates for the network of coordinators, development of specific

programmes, courses and materials - and the provision of grant aid under the headings of

Core funding (towards the cost of employing staff, developing the partnerships and innovative local initiatives)

Programme funding (towards specific, high priority, targeted initiatives identified by the Local Sports Partnership)

In its Statement of Strategy (2023-2027) Sport Ireland prioritised the advancement of a Participation Strategy as one of three key areas of strategic focus. The network of 29 Local Sports Partnerships is seen as a central mechanism to create opportunities for sport to suit people of all ages and backgrounds. Sport Ireland commit to the sustainable development of the national network by advising, assisting and monitoring progress, while following the principle that Local Sports Partnerships understand best what is required in their local areas.



1.2. Development of Sports Active Wexford

Sports Active Wexford was established in 2008 with the main aim of increasing participation in sport across the county.

It operates as a sub-group of Wexford County Council and is governed and guided by a board of directors from statutory bodies, local development agencies, representatives of the community and voluntary sector and sports organisations across Wexford. A team of professional staff are employed to carry out the work of Sports Active Wexford from the office base at County Hall in Wexford Town.

In addition to financial support and technical guidance provided by Sport Ireland, Sports Active Wexford has received support from local partners and agencies including Wexford County Council, the Health Service Executive, Healthy Wexford and Waterford and Wexford Education and Training Board.

Through previously delivered Strategic Plans, Sports Active Wexford have played a leadership role in the co-ordination, development and delivery of sport in the county in a number of ways that included;

Provision of information around opportunities for participation

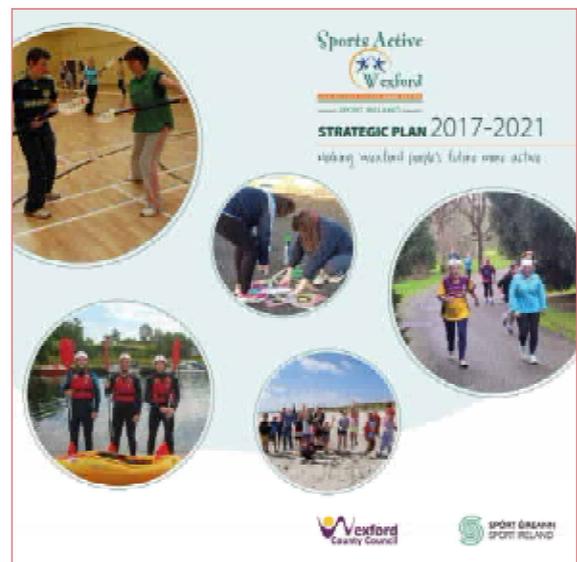
Facilitation of education and training for those involved in leadership roles

Supporting the implementation of programmes and events that encourage greater participation

Supporting initiatives that targeted prioritised low-participation groups

including young people, older adults, people with a disability, women and girls, persons experiencing social exclusion and people in disadvantaged communities

In seeking to achieve its goals and objectives Sports Active Wexford has sought to work in collaboration with existing providers including schools, community development organisations, voluntary community groups, national governing bodies of sport and local sports organisations and clubs.



1.3. The Value of Our Work

The National Sports Policy (2018-2027) points to the positive contribution active lifestyles make to so many aspects of Irish life including health and wellbeing, social and community development, economic activity, environmental sustainability, educational performance and life-long learning.

Health and Wellbeing

Participation in physical activity helps to improve physical and mental health, protect against a range of diseases and health

conditions and contribute to a better quality of life. The health benefits of being habitually physically active apply to people regardless of age, sex, race/ethnicity, socio-economic status, ability or disability.

Equality and Inclusion

Increased access and opportunities for physical activity reduces gender inequality, assists with integration of new communities through participation and club membership.

Social Interaction and Cohesion

For the individual, engagement in physical activity has been proven to reduce isolation and loneliness. Volunteering and club membership generates considerable social capital and helps with community networking and with the integration of new communities and ethnic minorities.

Academic Performance and Life-long Education

Participation in physical activity is associated with increased self-esteem and cognitive function, improved educational performance and with the development of life skills which enhance employment prospects.

Economic Growth, Employment and Productivity

Engagement in physical activity makes a significant contribution to the Irish economy in terms of spending, output and employment. Government investment in sport generates a strong positive return for the exchequer, while active lifestyles reduce the risk of long-term lifestyle-related costs for the health service. The development of infrastructure can be beneficial in efforts to increase tourism. In Sport Ireland's Researching the Value of Sport in Ireland (2021) the results show

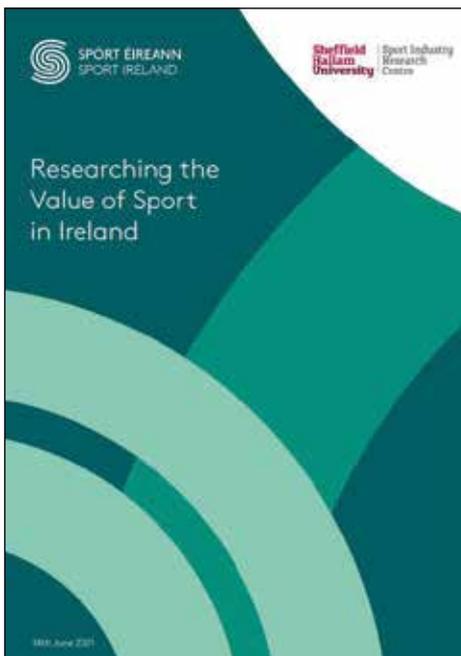
that physical activity generated significant consumer expenditure, gross value added and employment for Ireland. Furthermore, employment in this area has grown at a faster rate than overall employment growth and plays a major role in generating and sustaining jobs and output.

‘Physical inactivity has been estimated to cost Ireland approximately €1.5 billion per year.’

(National Sports Policy 2018)

Environmental Impact and Sustainability

The relationship between physical activity and climate can be described as complicated. For example, emissions from some forms of physical activity contribute to climate change. There is a growing pressure to transform the promotion of physical activity to be more climate friendly and with the huge numbers of spectators, players, athletes and facilitators around the county, we have a broad social platform to play a key role in raising awareness, influencing behaviours and changing attitudes to climate action.



1.4. Sample Work Year at Sports Active Wexford (2023)

The Annual Report 2024 provides an overview of our efforts in a typical year to increase participation levels in sport and physical activity. In particular it outlines details of;

Funding we secured from sources including Sport Ireland, Department of Health, HSE, Healthy Wexford and Wexford County Council

An expansion of staff resources with a Physical for Health Officer; a European Social Fund - Social Inclusion Officer; and a Programme Manager. These appointments will assist us engage with specific disadvantaged groups

The development of a Nature Walk App, as part of a national Innovation Project, in partnership with the Walton Institute (SETU) which was selected for the ENOS European Conference in Italy and awarded the National Digital Towns award in the Community Category

Our ongoing role in delivering on national and local priorities and how we continue to develop multi-agency collaborations and look for new ways to develop relationships with key stakeholders and communities

Affirms our commitment to developing our new strategic plan and playing an important strategic role in the development of the county's Local Sports Plan and Outdoor Recreation Plan

Sample Programmes (Total 805)

Activator Pole Programmes
(in partnership with Wexford Library Service)

Integrated Communities Physical Activity Support Programmes

Teenage Girls Return to Swimming

Playground Activity Leaders Programme

Woodlands for Health

Farmers Water-Based Programme

Schools Programmes
(Badminton, Cricket, Handball, Marathon Kids)

Sheds for Life

Fun in the Sun Children's Camps

Strong and Steady Programme
(in partnership with HSE and Healthy Ireland)

Creative Ireland Teenage Girls Activity Programme

Inclusive Kids Cycling Programme

New Ross Family Fun Day

Buggy Buddies

Activators for People with Neurological Conditions

Sample Campaigns

Her Outdoors Week

Positive Ageing Week

Traveller Pride Week

European Week of Sport

Women in Sport Week (HER Moves)

National Bike Week

Number of Participants 67,697
Adults, youths and people with a disability
(53% Males, 47% Females)

Funding Sourced and Secured

Core Funding for Local Sports Partnership Operations

Sport Ireland Core Grant €408,892

Course Fees €10,847

Dormant Accounts Funding

Round Community Sports Hub (New Ross) €47,500

Her Moves - Get Girls Active €10,000

Volunteer Supports €15,000

SIDP (Ability Bicycles) €15,100

Equality, Diversion and Inclusion €8,500

Training and Education €15,000

HSE Grant-in-Aid

Disability and Inclusion Programmes (Regional) €7,650

Physical Activity and Health Officer Seed Funding (National) €20,000

Additional Direct Grants

Physical Activity for Health Officer Post €60,833

Age and Opportunity Go for Life Grant €500

Women in Sport €6,375

Her Outdoors Campaign €2,500

Wexford County Council Grants €29,000

Healthy Ireland (Sport Ireland) €500

European Social Fund Inclusion Officer €14,000

Department of Agriculture €29,000

TOTAL €657,000

Promotion and Communication Social Media Interaction

X / Twitter 1,779 Followers / 315 Tweets

Instagram 1,654 Followers / 248 Posts

Facebook 6,436 Followers / 360 Posts

Monthly Digital Newsletter
Numbers Signed up 582

Marathon Kids

Objectives

To increase physical activity amongst primary school children in a fun educational way.

To show children that starting off small with a little bit of exercise and building up will help achieve big goals and make running easier and more achievable.

To teach young people the benefits of sport and physical activity through a booklet given to each child.

Methodology

Marathon Kids is an 8 week programme targeting 5th & 6th Class students in schools. Students learn about the health benefits of sport and perform four running sessions each week inching them closer to completing

their first marathon as well as learning about the benefits of physical activity.

Partners

Marathon Kids Ireland

Primary Schools

Outcomes

Since the first programme in 2023, nearly 3,000 children in Wexford across 68 schools have achieved running a marathon over 8 weeks with their school. The programme has received positive feedback by the students and teachers. Some children got the opportunity to complete their final run with Olympian David Gillick. All children received a medal and t-shirt for completing the challenge.



Fun in the Sun

Objectives

To provide the opportunity for children between 6yrs and 13yrs to try out a variety of different sports and activities in different locations around Wexford

To provide the opportunity for children with disabilities to attend a camp

To link with all our partners and tutors for seven days of fun and provide the opportunity to meet and learn from one another

To offer a free day of activities for children who may not be able to afford other camps during the summer

Methodology

Fun in the Sun one day camps are held in disadvantaged areas in all municipal districts in Wexford providing the opportunity for children aged 6—13 years to partake in various sports for free. Our camps are inclusive and we welcome all children. There is a variety of sports and physical

activities organised throughout the day for the children to try.

Main Partners

Wexford Local Development

Wexford GAA

FAI

Leinster Rugby

Cricket Leinster

Outcomes

Over 9,000 children have taken part in Fun In The Sun since the first camp in 2010.

Children with disabilities and children from different ethnic minority backgrounds take part in the camps.

All children were given the opportunity to try new sports and seemed to thoroughly enjoy them.

Fun In the Sun helps build on our strong collaborative relationships with partners and National Governing Bodies



Strong & Steady Programme

The Strong and Steady Programme is aimed at vulnerable older adults who have a fear of falling and let this fear affect them in their day-to-day activities. This programme was shortlisted for the Active and Healthy Ageing Award.

Objectives

To provide a safe, evidence-based exercise programme targeting older adults who have a fear of falling.

To provide graded transitions between primary care and community leisure settings.

To build on functional gains achieved through physiotherapy and occupational therapy and reduce falls.

Implementation

The programme was held at Coolcotts Community Centre Wexford and Astro Active, Enniscorthy.

Key criteria in the choice of facilities included

Suitability for older adults

Wheelchair and toilet accessibility

Comfort and privacy

Convenience of parking

This programme was initially a direct partnership with HSE physiotherapists with shared delivery of the programme between Sports Active Wexford staff and physiotherapists. Now, the programme runs over a period of 12-weeks consisting of 1-hour sessions each week, combined with a social element after each session. Each session is delivered by a Sports

Active Wexford exercise professional with specialised, evidence-based falls prevention training.

Accepting signposting from healthcare clinicians and self-referral, this programme combines evidence-based exercises for various components of fitness that are proven to reduce the risk of falls. These components include; dynamic endurance, dynamic balance, strength, flexibility and a 'backward chaining' stepwise method of teaching participants to get down to the floor and get up again safely. This programme to date is supported by Healthy Wexford through the Healthy Ireland fund. Participants also receive exercise equipment and a print out of home exercises to further improve their strength, balance, mobility and confidence in their movement. Following on from the programme, participants are signposted to further physical activity opportunities in the community.

Sample Feedback

'Enjoyed the company and instructors'

'Have started walking more'

'Made me more conscious of doing more exercise'

'Increased my muscle strength'

'It was lovely - always felt comfortable'



Walking Rugby Programme

Walking Rugby is an inclusive adaptation of rugby - catering for a wide range of abilities. The programme was aimed at people with disabilities and in the mental health services and was delivered by the local Development Officers from Leinster Rugby.

Objectives

To provide an opportunity for participants to socialise with other people outside of their service /group.

To promote a fun sport accessible to all.

Methodology

Programmes were held in St. Joseph's Wexford and Astro Active Enniscorthy, as both locations are easily accessible and spacious.

Advertising was by word of mouth and participants signed up through their service.

There was no cost to service users. Numbers were limited to 30 and the Enniscorthy programme was full.

Programmes were held weekly every Thursday in Enniscorthy and every Friday in Wexford.

At the end of the 6-week programme a blitz was organised between the two locations.

Main Partners

Leinster Rugby

Windmill Therapeutic Training Centre

Ard Aoibhinn

Wexford Mental Health Services

Reach Ability

Outcomes

As a result of the positive engagement, further programmes were organised in both locations.

Positive engagement by participating service users - many staff members report on high levels of enjoyment and improved self esteem.



Nature Walker App

Objectives

To allow people to visit a park or scene of natural beauty virtually.

To encourage user participation in physical activity.

Target Audience

People with anxiety or other psychological impairments that prevent them from physically visiting the area of interest.

Methodology

Concept design initiated with accessibility and inclusion at the forefront.

Apply for funding under the Sport Ireland Dormant Accounts to design and develop the application.

Develop a partnership with the Walton Institute of Technology to design and develop the application.

A series of workshops was conducted with Mental Health service users and Tintern Trails volunteers.

Walton Institute acquired feedback from the workshops, which aided the design of the App.

The application was designed and developed to suit the group's needs.

Main Partners

Sport Ireland Dormant Accounts

Walton Institute of Technology

Wexford Mental Health Services

Tintern Trails

Coillte

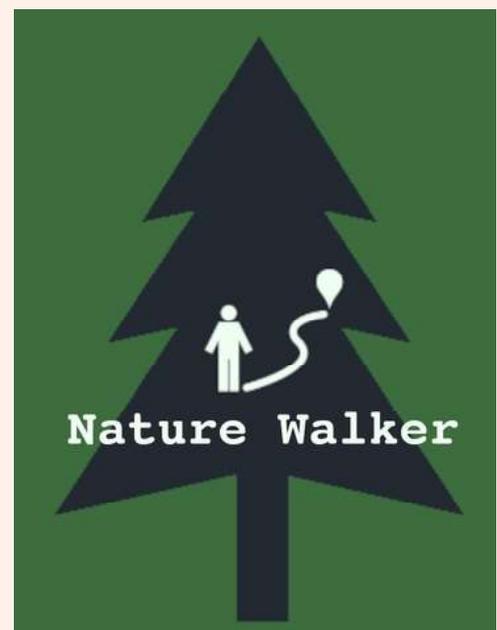
Outcomes

Results from a series of focus groups showed that

70% found the App easy to use

More than half agreed that it would encourage them to exercise more often

60% reported that it would encourage them to visit Tintern Trails



Woodlands for Health

Objectives

Woodlands for Health is an accessible and sustainable way to include nature in the toolkit for supporting mental health. During Covid-19, the programme provided a safe space for people attending mental health services to be physically active outdoors due to indoor restrictions.

Methodology

Source an accessible, safe space with scenic beauty where people can enjoy nature. Tintern Abbey walking trails were chosen with excellent walking leaders.

Delivery of a 12-week, woodland-based, guided walking programme for adults seeking mental health services and support in Ireland.

Partners

Wexford Mental Health Services

Tintern Abbey Walking Trails

Courtown Woods



Local Link

Coillte

Outcomes

This programme proved such a success through COVID-19 that it continues to the present day.



Creative Ireland Teenage Girl Activity Programme

This free programme was aimed at teenage girls in International Protection Accommodation Services (IPAS).

The girls were new to the country and unable to access school at that time. Therefore, an intervention was needed in the interim. Sports Active Wexford linked with Creative Ireland (who funded the programme), Shielbaggan WWETB and Wexford Local Development.

Objectives

To promote friendships, create a sense of inclusion and ownership of the programme.

To increase physical activity levels.

To engage the girls in outdoor activities in their local area and encourage utilisation of local trails and Leave No Trace campaign.

To enhance creativity and promote socialisation between International Protection Accommodation groups.

Implementation

For four Saturdays, 14 girls got to explore Carrickbyrne Hill, Forth Mountain, Curracloe

Beach, Ravenwood and Wexford Arts Centre where they experienced map reading, identifying flora/fauna and leave no trace.

They participated in a music and art workshop in the woods; created sound maps which has been proven to provide many therapeutic effects.

Finally, in the Wexford Arts Centre, 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 IPAS 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. Most importantly, 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.



Open Water Swimming

Objectives

Due to restrictions during the Covid-19 pandemic, the objective was to create an opportunity for people to participate in swimming lessons outside a swimming pool setting.

Promote and utilise the natural coastline surrounding Wexford.

Methodology

Develop meetings with Swim Ireland and Wexford County Council to set out a safe plan with swim instructors and lifeguards.

Use swim-safe beach areas around Wexford.

Advertise beginner and more advanced classes for people to learn how to swim in the open water.

Create young people's swim camps during school breaks.

Partners

Swim Ireland

Wexford County Council

Water Safety Ireland



Outcomes

Programmes were well-attended and groups established to meet regularly to swim safely in open water.

Open Water swim events were held where participants received medals after completing open water swim challenges.



New Ross Sports Hub

The *Community Sports and Physical Activity Hubs* project is funded by Sport Ireland through the Dormant Accounts Fund and support from the Healthy Ireland Fund. The hubs are promoted via the Sports Partnership network to make it easier for people in disadvantaged areas to engage in a more active lifestyle.

In a *hub*, a collective of sports clubs and other local organisations work together to improve the range and variety of physical activity offered by providing information, support and advice in order to grow participation, engage the local community, promote community leadership, offer a range of opportunities and bring all appropriate partners together.

There are over 30 hubs in operation across the country including the New Ross Sports Hub. The hub aims to provide support and foster collaboration with existing sports clubs and local schools to increase participation in physical activity. A Hub Co-Ordinator has

been appointed to develop, co-ordinate and implement a comprehensive plan to promote, attract and develop New Ross municipal district as an active and healthy place to live.

The main commitments include;

Enabling girls to take ownership of their own activity journey and reach their full potential by offering welcoming and safe opportunities for growth and development

Creating opportunities for families to get out and be active in their local environment

Re-introducing people to the local facilities and amenities that are available to them in New Ross and encouraging them to use them for their own well-being and that of their families. In this regard, an emphasis has been placed on preparing programmes which will incorporate and promote cycling and walking on the new Southeast Greenway



1.6. Review of our previous Strategic Plan

As part of the development of this Strategic Plan we carried out a review of the success of our previous Strategic Plan Making Wexford People’s Future More Active (2017-2021).

The review process incorporated input and engagement from a range of stakeholders.

The main elements included

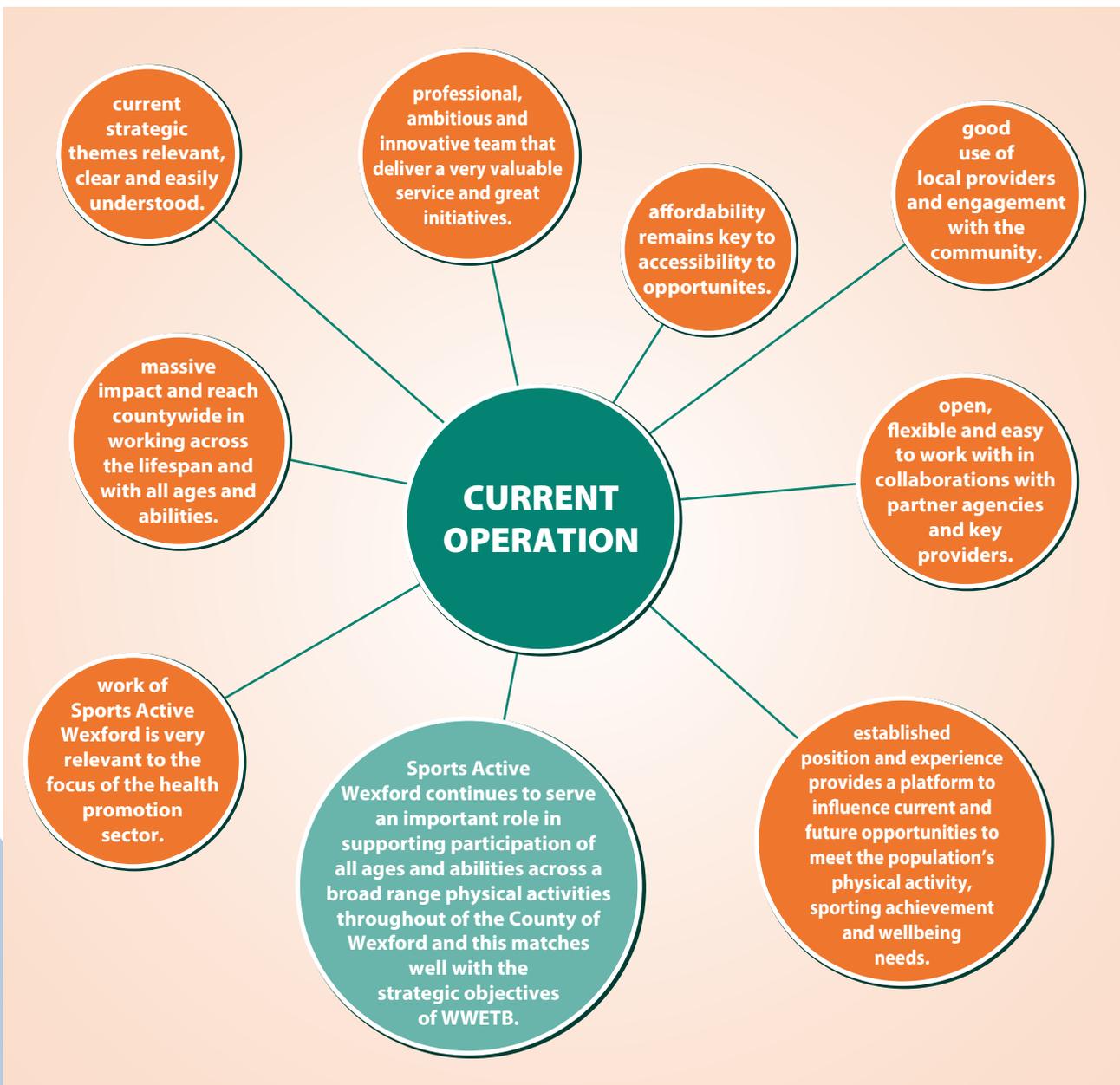
Consultation with Sports Active Wexford Steering Committee

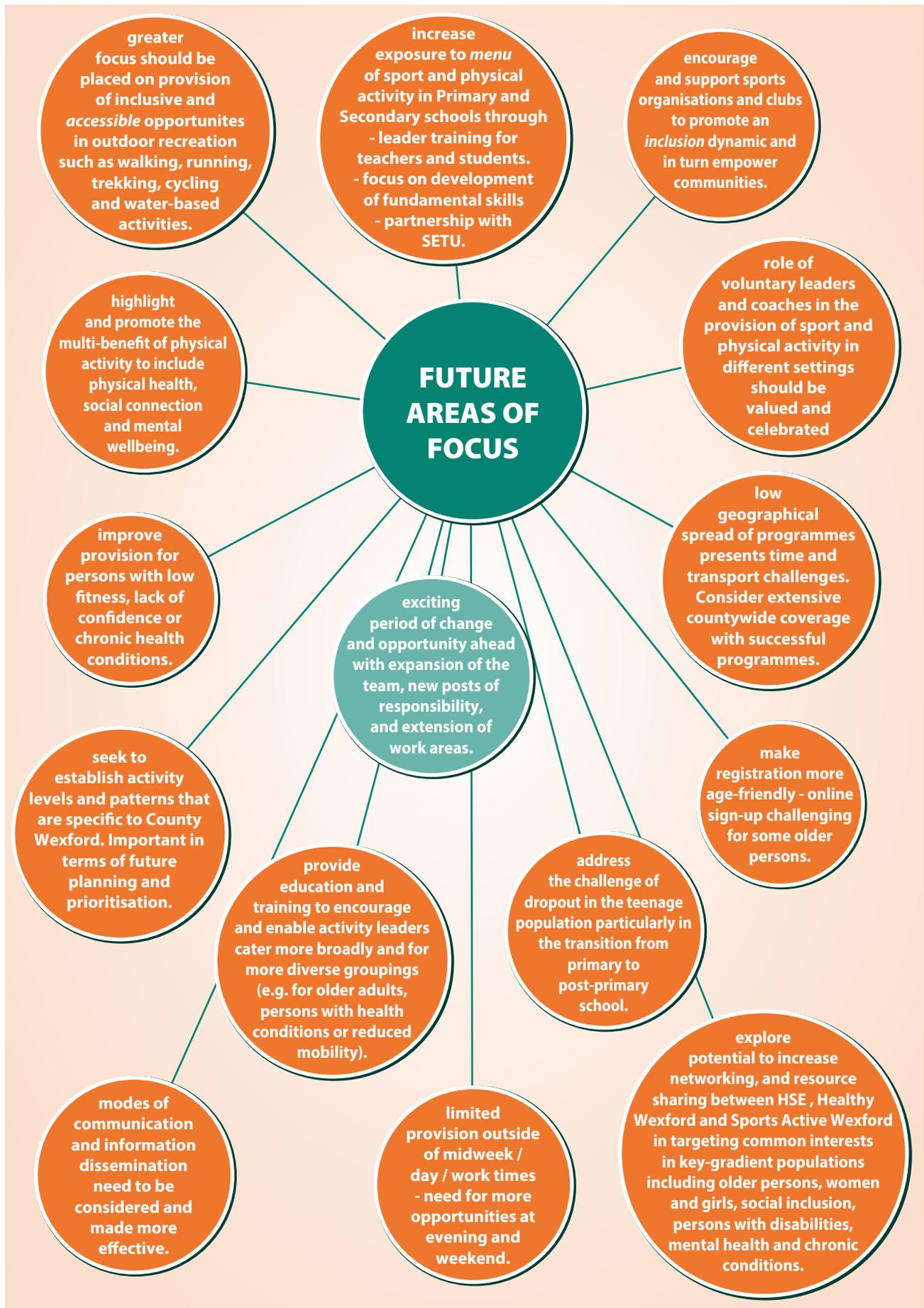
Feedback from key stakeholders and providers (including partner agencies, sports clubs, community groups/ organisations)

Consultations with Sports Active Wexford staff

Inputs from the general public

1.6.1. Summary of Feedback





1.7. Our Steering Committee and Staff

1.7.1. Steering Committee

The Steering Committee of Sports Active Wexford

Comprises representatives of agencies regarded as key influencers in local sports participation and development

Includes the Local Authority and community organisations/groups in the county

Represents the views of relevant local agencies and groups with its priorities decided in consultation with its constituent members and sets strategic priorities for the work of the Sports Partnership

In 2025 the Steering Committee membership included;

Cllr Garry Laffan (Chairperson)
Wexford County Council

Trevor Jacob (Vice Chairperson)
Disability (Reach Ability)

Colin Gibbon
WWETB Outdoor Education and Training Centre

Marie Louise Byrne
Wexford Local Development

Paula Lowney
Health Service Executive Health and Wellbeing

Dymphna O'Connor
Wexford County Council

Cíara Losty
South-East Technological University

Helen Ambrose
Wexford Mental Health Services

Hayley Rochford
Youth Services (Ferns Diocesan Youth Service)

Marion Breen
Wexford Public Participation Network

Maria Mulcahy
Wexford Public Participation Network



1.7.2. Professional Team

In December 2025, the team of professional staff employed by Sports Active Wexford included;

Fran Ronan

Head of Local Sports Partnership

Mary Flynn

Programme Manager

Bridget Kenny

Communications Officer

Mary T Kehoe

Administrator

Anna Flynn

ESF+ Social Innovation in Sports Officer

Nicola Collins

Community Sports Development Officer

Ben Hunt

Physical Activity for Health Officer

Alina Andrei

New Ross Hub Co-Ordinator



We also engage 10 Tutors for the delivery of various programmes working alongside community and sporting interagency partnerships (which includes Wexford County Councils partnership with Wexford GAA, Leinster Rugby, FAI and Leinster Cricket).



Start, Stay, Succeed



CURRENT SITUATION



The Current Situation

In this section we present an overview of

An overview of our county (demography, topography, etc)

Current physical activity guidelines and participation levels

Other plans which have relevance to our strategic plan

Key issues and challenges arising from the above

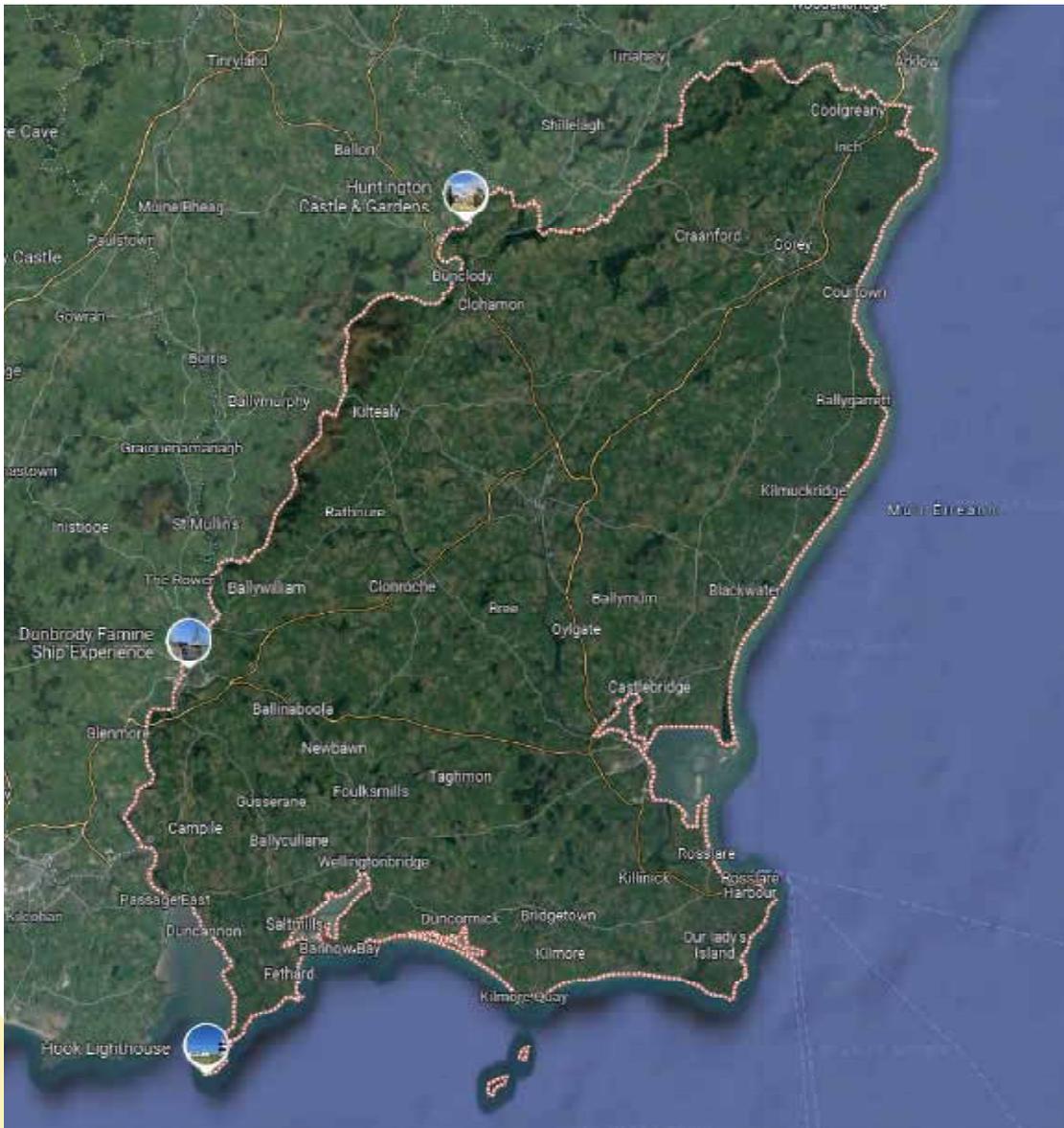
2.1. Our County - County Wexford

Encompasses a land area of 2,365sq.km

Is the largest county in Leinster and thirteenth largest in Ireland

Borders Counties Wicklow, Kilkenny, Carlow and Waterford

Is bounded to the north by the Wicklow and Blackstairs Mountains, to the west by the River Barrow, on the south by the Atlantic Ocean and on the east by St. George's Channel and Irish Sea.



Is a county rich in biodiversity including coastal habitats, lakes, rivers, woodlands, marshes and peatlands

2.2. Our Population

Census 2022 (Central Statistics Office) shows that the population of Wexford has risen to 163,919.

Some key points relevant to this strategic plan include;

The population of 163,919 represents a fifth consecutive increase since 1996 and a very substantial increase of 9.2% since 2016 - more than the national increase of 7%

The gender composition is in line with the rest of Ireland with marginally more women (50.7%) than men (49.3%)

The average age is 40yrs, risen from 38.1yrs in 2016 and higher than the national average of 38.8yrs

The number over 65yrs increased by 25% since 2016 - much greater than national growth of 22%

There were 32,482 children aged under 15yrs. Of these, 34% were in childcare

A key element of population increase was inward migration. Wexford recorded the highest increase in the south-east and fifth highest in Ireland

61.4% of people live in rural areas, 38.6% in urban areas. The main population centres are Wexford (21,524), Enniscorthy (12,310), Gorey (11,517) and New Ross (8,610)

There were 69,485 people at work in Wexford, an increase of 20% between 2016 and 2022. Of these, 17,932 worked from home at least one day a week in 2022. This represented 26% of the workforce

63% of residents were born in the county

22% born elsewhere in the state

15% born outside the state, up from 13% in 2016



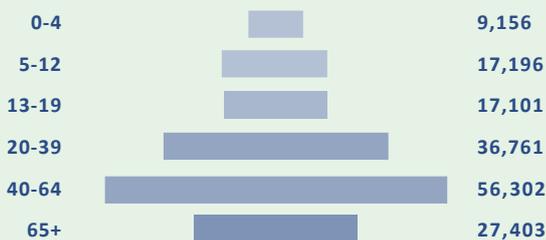
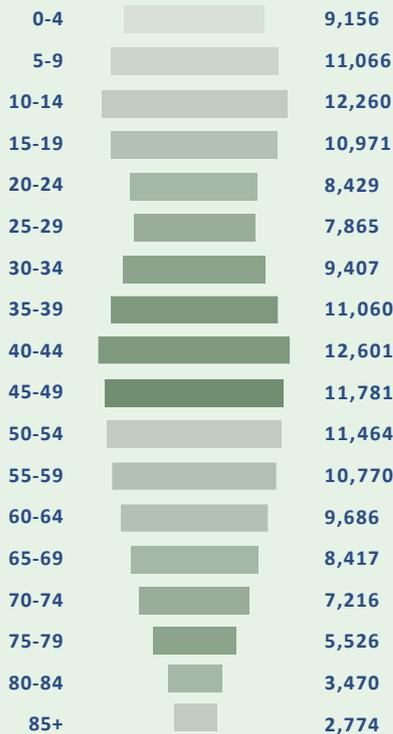
Population Change 2002 - 2022

Year	Population	Change	% Change
2002	116,596	-	-
2006	131,749	+15,153	+13%
2011	145,320	+13,571	+10%
2016	149,722	+4,285	+3%
2022	163,919	+14,197	+9%

Population by Age Group 2016 / 2022

Age Group	2016	2022	% Pop 2022	% Change 2016-22
Pre-School Age (0-4yrs)	10,327	9,156	6%	- 11%
Primary Age (5-12yrs)	17,151	17,196	11%	+ 0.3%
Secondary Age (13-19yrs)	15,253	17,101	10%	+ 12%
Young Adults (20-39yrs)	36,065	36,761	22%	+ 2%
Middle Adults (40-64yrs)	48,941	56,302	34%	+ 15%
Older Adults (65+)	21,985	27,403	16%	+ 25%

Population by Age Group 2022



2.3. Our Great Outdoors

The diversity of the county’s landscape offers an abundance of possibilities for outdoor recreation for all ages, interests and fitness levels. Outdoor amenities include;

Water-based Activities

With 275km of coastline to the east and south the county boasts some of Ireland’s finest and longest beaches including Ballymoney, Courtown, Cahore, Curracloe, Ballinesker, Rosslare, St Helen’s Bay, Carne, Baginbun, Duncannon and Booley Bay.

The Saltee Islands lie 5km offshore from Kilmore Quay, while the smaller Keeragh Islands are 1.5km offshore from Bannow.

These amenities provide opportunities for a wide range of outdoor adventure and water-sport activities that include sailing, surfing, kayaking, sea cave kayaking, stand-up paddle-boarding, rafting, shore angling, horse riding and kite-surfing.

Open Water Swimming (or Wild Swimming) has become increasingly popular in Ireland and suitable for all generations and lifelong participation. At a national level the National Swimming Strategy published in 2024 commits to a list of eight actions relating to its development over the 2024-2027 period. Key aspects include coach education, swim lessons, fun events and competitive races.

Fishing and Angling

In addition to sea angling and shore angling the county’s rivers offer opportunities for beginners and more experienced coarse fishing enthusiasts. The major rivers are

- the Slaney (117km in length) rises in Co.

Wicklow and flows through the towns of Stratford-on-Slaney, Bunclody, Enniscorthy and Wexford before reaching the sea at Wexford Harbour.

- the Barrow (192km in length) rises in the Slieve Blooms and flows through Laois, Offaly, Kilkenny, Wexford and Waterford.

It is the second-longest river on the island of Ireland.

Smaller rivers include Owenduff, Pollmounty, Corrock, Urrin, Boro, Owenavorrach, Sow, Bann.

There are no significant fresh-water lakes in the county, but a number of small seaside lakes or lagoons like Lady's Island Lake and Tacumshin Lake.

Golfing Clubs and Courses

Golf is hugely popular with a range of ages and abilities.

The golf courses (parkland and links) listed on Visit Wexford's Wexford Golf Courses and Clubs directory includes Rosslare Golf Club, Bunclody Golf and Fishing Club, St. Helen's Golf Course, Wexford Golf Club, Enniscorthy Golf Club, New Ross Golf Club, Courtown Golf Club, Ballymoney Golf and Fishing Club, Ballinteskin Golf Club, Rathaspeck Manor Golf Course, Killiane Castle Golf Range and Pitch and Putt, Tara Glen Golf and Country Club.

Equestrian Activities

Wexford has some great equestrian centres that accommodate all levels of horseback activities. People can enjoy a range of options including:

Horseback riding tours

Show jumping

Beach pony rides

Pony camps

Equestrian holidays



Coming to... Courtown

Open Water Swimming Programmes!

Register via swimireland.azolve.com. Go to Events & Courses then search 'Courtown' OR follow bit.ly/wexfordopenwater

Intensive Open Water Week for 8-19yrs	Monday, August 17- Friday, August 21
	8-10yrs - 9am-9:30am 10-12yrs - 9:30am-10am 12yrs+ 10am-10:30am
6 Week Intro to Open Water for Adults	Starts Wednesday, August 19
5:30pm-6:15pm OR 6:15pm-7pm	

Sports Active Wexford **SWIM IRELAND** Book online: bit.ly/wexfordopenwater grainnemurphy@swimireland.ie

Hiking / Trekking / Walking

Wexford Trails is a county-wide network of trails with over ninety members across the county - including Craft, Garden, Heritage and Walking Trails. The Walking Trails comprise a range of quality, waymarked trails offering on-foot opportunities from sandy beaches to breathtaking mountains and hills. The extensive network was established under a Wexford Local Development training programme - and in collaboration with Wexford County Council, Coillte, Fáilte Ireland, Waterford Institute of Technology, National Parks & Wildlife Services, Sport Ireland and Sports Active Wexford. Wexford County Council continues to provide support in developing the walking trail network.

Trails included in the network meet standards set down by the Wexford Walking Trail Network and all have been assessed and approved by Sport Ireland's National Trails Office. All trails are graded, mapped and maintained and offer variety in a large selection of woodland, historic, coastal, hill and mountain trails.

The highest mountain in the county is Mount Leinster (795m) in the Blackstairs Mountains. Other high points include Croghan Mountain (606m), Black Rock Mountain (599m), White Mountain (509m), Carrigroe (495m), Annagh Hill (454m) and Slieveboy (420m).

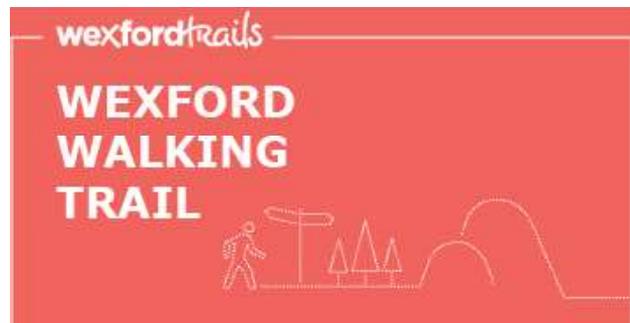
Notable hills include Gibbet Hill (317m), Slieve Coillte (265m), Tara Hill (252m), Forth Mountain (237m), Carrigbyrne Hill (235m), Camaross Hill (181m), Bree Hill (179m), Carrigmaistia (167m) and Vinegar Hill (120m).

Greenways

Two greenways in development will provide attractive amenities for visitors to County Wexford as well as providing an environmentally friendly alternative for commuters.

The South East Greenway is designed to connect New Ross to Waterford City, through the scenic countryside of South Kilkenny. The 24km off-road cycling and walking trail along an old railway line from the quays of Ireland's oldest city to the Norman town of New Ross along the banks of the Barrow river. The Wexford Greenway will start from where the South Eastern Greenway finishes in New Ross and continue along the old railway alignment to Macmine before running parallel to the River Slaney to Enniscorthy.

Cycling Routes and Trails



Wexford offers a range of cycling experiences from gentle road routes to more challenging mountain biking. Two 'official' routes of note are;

[Eurovelo Cycling Route](#)

The Eurovelo1 Atlantic Coast Route is a cycling route that stretches over 9,000km from Norway to Sagres in Portugal. The segment through County Wexford is 120km long and takes the cyclist along some lesser-known highways and byways from Rosslare Harbour to New Ross.

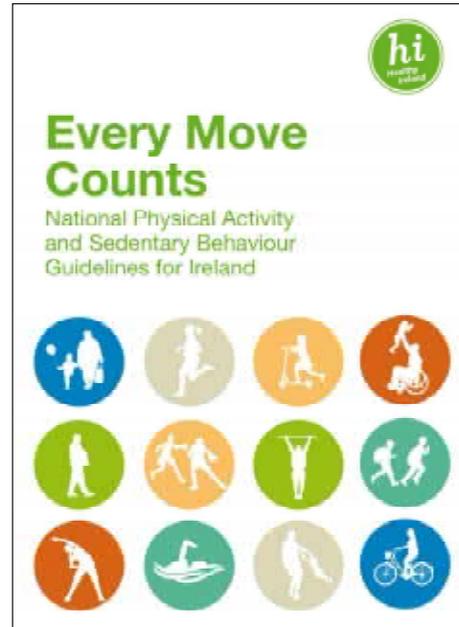


Nine Stones Cycling Loop Trail

The Nine Stones Cycling Loop Trail is promoted via the Wexford Trails project. The 118km signposted trail uses public roads and traverses Wexford for the most part but also enters parts of Carlow and Wicklow. The trail visits many low-lying villages, but also provides some challenging climbs - most notably Sliabh Bhuí and the Nine Stones (at the summit of Mount Leinster).



2.4. Current Physical Activity Guidelines



In March 2024, Healthy Ireland (at the Department of Health) published Every Move Counts – National Physical Activity and Sedentary Behaviour Guidelines for Ireland. The Guidelines make recommendations for age groups as follows:

Infants (less than 1yr)

be physically active several times a day in various ways, particularly through interactive floor-based play not be secured for more than 1 hour at a time (e.g., prams, strollers, high chairs)

Children (1-2yrs)

spend at least 3 hours in a variety of physical activities at any intensity, spread throughout the day not be secured for more than 1hr at a time (e.g. prams/strollers, high chairs) or sit for extended periods

Children (3-4yrs)

Spend at least 3hrs in a variety of physical activities at any intensity, of which at least 1hr is moderate to vigorous intensity, spread throughout the day not be secured for more than 1hr at a time or sit for extended periods of time

Children & Adolescents (5-17yrs) including those living a disability

At least an average of 1hr per day of moderate- to vigorous-intensity, mostly aerobic, physical activity additional activities that strengthen muscle and bones, should be incorporated at least 3 days a week

For some people with certain disabilities (e.g. cerebral palsy, muscular dystrophy) a reduced level of physical activity may be adequate to attain significant health benefits, considering their higher energy cost of physical activity

Adults aged 18-64yrs including those living with a disability or chronic condition

At least 2.5-5hrs of moderate-intensity aerobic physical activity; or at least 1hr15mins - 2hrs 30mins of vigorous-intensity aerobic physical activity per week

Additional muscle-strengthening activities at moderate or greater intensity that involve all major muscle groups are recommended on 2 or more days a week

Adults aged over-65yrs including those living with a disability or chronic condition

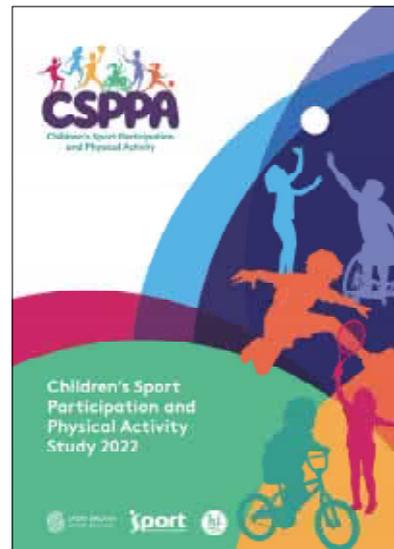
At least 2.5-5hrs of moderate-intensity aerobic physical activity; or at least 1hr15mins - 2hrs30mins of vigorous-intensity aerobic physical activity throughout the week

Additional muscle-strengthening activities at moderate or greater intensity that involve all major muscle groups are recommended on 2 or more days a week

Varied multicomponent physical activity that emphasise functional balance and strength training on 3 or more days a week, to enhance strength and capacity and to prevent falls

2.5. Current Physical Activity Levels and Patterns (Children and Young People)

Children's Sport Participation and Physical Activity Study (2022)



The *Children's Sport Participation and Physical Activity Study (2022)* explored participation in sport, physical activity and physical education among children aged



10-18yrs on the island of Ireland. The study follows on from similar studies carried out in 2018 and 2010. Some of the key findings include;

Overall Physical Activity Levels

15% of students met the physical activity guidelines (23% primary and 12% post-primary). This represents an increase from 2018 when 13% met the guidelines (17% primary and 10% post-primary)

11% of girls met the physical activity guidelines compared to 19% of boys. This gender difference was evident in both primary (17% girls vs 28% boys) and post-primary (9% girls vs 15% boys) schools

Fewer primary school children with disabilities (15%) met the physical activity guidelines than those without disabilities (24%)

More primary school children from rural schools (24%) met the physical activity guidelines than those from urban schools (18%)

In post-primary school, 12% of students from families of lower socio-economic status met the physical activity guidelines

compared to 15% of those from a higher socio-economic status

Overall Sport Participation (combination of school and community sport)

96% of primary and 84% of post-primary students reported participating in some form of community and/or school sport at least once a week, an increase since 2018

There was an increase in the percentage of girls at primary (97%) and post-primary (80%) participating in some form of sport at least once a week in 2022, compared to 2018

Primary school girls weekly sports participation (97%) was higher than boys (95%). At post-primary, however, boys participation (90%) was higher than girls' (80%). This was due to a greater reduction in girls participation in the transition to post-primary school

There were significantly lower rates of overall community and school sport participation amongst students with disabilities (primary: 92%, post-primary: 77%) compared to those without disabilities (primary: 97%, post-primary: 87%)

Significant socio-economic differences in participation were evident, particularly at post-primary level where students from families of lower socio-economic status participate less in sport (78%) compared with those from medium (84%) and high socio-economic status (91%)

Students from other ethnicities participated less at post-primary (76%) than their white Irish peers (postprimary: 87%)

Socio-economic differences in sports participation rates were greater in community sport than school sport, however gender differences were greater in post-primary school sport than community sport

Irish Sports Monitor Module (2023)

The *Irish Sports Monitor* is a national population survey regularly conducted by Sport Ireland to track changes in overall physical activity levels. Generally the survey targeted Irish people aged 16yrs and over. In 2023, however, the *Irish Sports Monitor* ran a special module on sport participation by children over 5yrs outside of school.

The key results were:

74% of all children were active participants

26% do not participate in any sport in community settings

34% played one sport regularly and 40% of all children played more than one sport per week on a regular basis - more than the adult population to do likewise

The most popular sports played by children are outlined in the diagram across

85% of children who played sport were members of a sports club while 91% received coaching - indicating that sports clubs and volunteers, such as coaches, form the backbone of children's sports participation

Gyms and sports centres remain the most common location for sport participation (28%). The second most common location is in public places (22%), followed by participation at home (16%) and in sports clubs (13%). Among those who participated in public places, public roads (10%), parks (6%) and beaches (3%) were the most common locations



Most Popular Activities 2023

Activity	%
Gaelic Football	30
Soccer	28
Swimming	14
Hurling	8
Camogie	7
Basketball	7
Martial Arts	5
Dancing	5
Personal Exercise	4
Gymnastics	4

2.6. Current Activity Levels and Patterns (Adults)

Irish Sports Monitor (2024)



The *Irish Sports Monitor* is a national population survey regularly conducted by Sport Ireland to track changes in overall physical activity levels by Irish people aged 16yrs and over. The most recent survey (2024) suggests that *regular participation* (defined as *at least once weekly*) continues

to grow in all forms of sport (individual and team-based) and recreational physical activities (personal and group-based). The most popular forms of activity are outlined below.

The findings most relevant to our plan include;

General Participation

Over 70% of the population participate regularly in recreational walking

49% of the population participate regularly in other forms of physical activity - up from a low of 40% during the Covid-19 pandemic in 2021

40% (an equal proportion of men and women) are categorised as *highly active* used to denote those who meet the National Physical Activity Guideline of at least 250mins of moderately intensive physical activity per week

Over 80% of the population have participated in sport at some point in their life

16% of the population have never participated in physical activity, highest among those 65yrs+ (31%) and lowest among those 16-24yrs (6%)

Key Participation Gradients

- gender

Participation by men is 50%, by women 47%. This 3% gradient is the narrowest on record and is largely due to women's participation increasing by 6% between 2022 and 2023.

Most Popular Activities 2024	
Activity	%
Recreational Walking	71
Personal Exercise	18
Swimming	8
Running	7
Cycling	5
Soccer	4
Weights	4
Dancing	4
Golf	3
Gaelic Football	3
Yoga	3
Hurling/Camogie	2

- socio-economic

The difference between socio-economic groups is significant at 19% - but lower than a 34% difference measured in 2017.

- age

While levels of participation have increased among both younger and older age groups, a significant gap of 24% exists between adults under 35yrs (64%) and over 35yrs (40%).

- disability / health

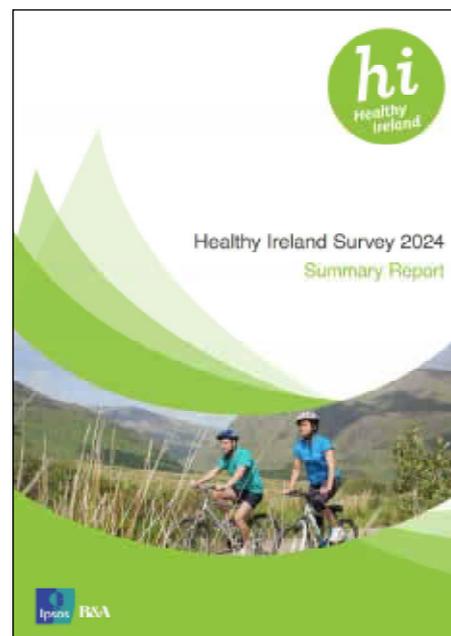
32% of those with a long-term illness or disability participated in physical activity on a regular basis - compared to 54% of people without a long-term illness or disability. In this cohort, *inactivity* measured 21%, compared to 9% of people without a disability.

- urban / rural

Participation in physical activity has increased in both urban and rural areas but a *location gap* of 7% exists with participation at 50% in urban settings and 43% in rural areas.



Healthy Ireland Survey (2024)



The *Healthy Ireland Survey* is an annual survey, conducted with a representative sample of the population aged 15yrs and older conducted by Ipsos B&A.

The data from Healthy Ireland Surveys is used to underpin policy development and implementation, to monitor, measure and evaluate progress in implementing various elements of the Healthy Ireland Framework, as well as to meet many international reporting obligations, including to the OECD, the EU and the WHO.

For the 2024 Survey, a representative sample of 7,398 people were interviewed and the key results from the responses to questions relating to participation in physical activity suggest that;

41% report meeting the National Physical Activity Guidelines by being moderately active for at least 150 minutes a week

Physical activity was last measured by the Healthy Ireland Survey in 2019, when 46% of the population met the guidelines

8% report participating in no physical activity in the previous seven days, the same as reported in 2019

67% of those who do not meet the physical activity guidelines say they would like to be more active than they currently are

Growing Up in Ireland; Cohort '98 at Age 25 (2025)

Growing Up in Ireland is a national longitudinal study of children and young people. It is a joint project of the Department of Children, Disability and Equality and the Central Statistics Office which provides an evidence base to inform Government policy to improve the lives of children and young people and families.



The Cohort '98 started in 2008 with 8,500 children aged 9yrs. Information was collected from the children, their parents and their teachers and the cohort was revisited at 13yrs, 17/18yrs and 20yrs.

In January 2025 the Central Statistics Office published the results from the study of this cohort at age 25yrs.

The section on Exercise suggests that in the week before the survey;

68% of men reported they had done at least 30mins of vigorous-intensity at least once compared 49% of women

34% of men and 52% of women reported that they did no vigorous exercise

Less educated men and women had done less vigorous exercise with 41% of men and 60% of women with a Level 6 qualification or below reporting that they did no vigorous exercise

The section on personal life suggests a sex difference in physical activities chosen for fun or relaxation with men taking part in group and individual sports at a higher rate than women.

41.0% of men and 15.9% of women participated in a sport with others

54.0% of men and 39.0% of women participated in individual sports

59.1% of men and 68.4% of women preferred walking/hiking

2.7. The Planning Context

Our Strategic Plan is framed in a global, national and local context - and will be implemented with consideration of a wide range of other plans which have relevance in the context of increasing participation in physical activity. The most significant are outlined below and over the following pages.



More Active People for a Healthier World Global Action Plan on Physical Activity 2018-2030

[World Health Organisation]



Regular physical activity is proven to help prevent and treat noncommunicable diseases (NCDs) such as heart disease, stroke, diabetes and breast and colon cancer. It also helps to prevent hypertension, overweight and obesity and can improve

mental health, quality of life and well-being. In addition to the multiple health benefits of physical activity, societies that are more active can generate additional returns on investment including a reduced use of fossil fuels, cleaner air and less congested, safer roads. These outcomes are interconnected with achieving the shared goals, political priorities and ambition of the Sustainable Development Agenda 2030.

The World Health Organisation's global action plan to promote physical activity was a response to requests by countries for updated guidance and a framework of effective and feasible policy actions to increase physical activity at all levels. It also responded to requests for global leadership and stronger regional and national coordination and the need for a whole-of-society response to achieve a paradigm shift in both supporting and valuing all people being regularly active, according to ability and across the life course.



Start, Stay, Succeed

The plan was developed through a worldwide consultation process involving governments and key stakeholders across multiple sectors including health, sports, transport, urban design, civil society, academia and the private sector.

Declaration on the 2030 Agenda for Sustainable Development

[Member States of United Nations 2015]

In 2015 the 2030 Agenda for Sustainable Development was adopted by all Members States of the United Nations.

It is grounded in the Universal Declaration on Human Rights and international human rights treaties and emphasises the responsibilities of all states to respect, protect and promote human rights. The Agenda resolves to

To end poverty and hunger everywhere

To combat inequalities within and among countries

To build peaceful, just and inclusive societies

To protect human rights and promote gender equality and the empowerment of women and girls

To ensure the lasting protection of the planet and its natural resources

The 2030 Agenda aims to deliver a more sustainable, prosperous and peaceful future for all and sets out a framework for how to achieve this by 2030. This framework is made up of 17 Sustainable Development Goals which cover the social, economic and environmental requirements for a sustainable future.

The United Nations General Assembly recognised sport explicitly as an enabler in the realisation of the Sustainable Development Goals as follows;

THE GLOBAL GOALS

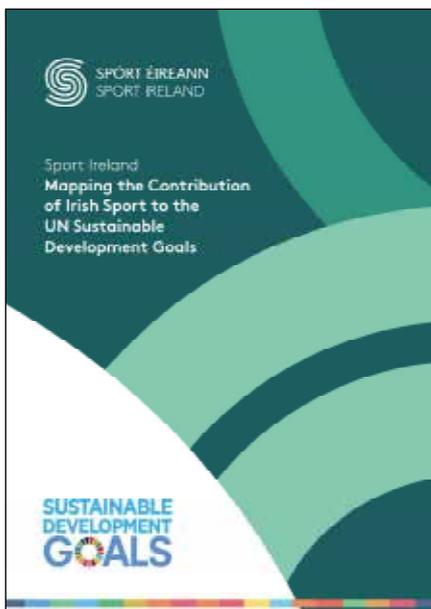
For Sustainable Development



'We recognise the growing contribution of sport to the realisation of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.'

Mapping the Contribution of Irish Sport to the UN Sustainable Development Goals

[Sport Ireland 2022]



In 2022 Sport Ireland conducted a study entitled *Mapping the Contribution of Irish Sport to the UN Sustainable Development Goals Study*. The study aimed to map Irish National Sports Policy to the Agenda 2030 and the Sustainable Development Goals - and to capture and highlight the contributions made.

The National Sports Policy has 57 actions across five domains including participation, sports facilities, high performance, building capacity and governance.

The actions were mapped to ten of the Sustainable Development Goals which research has shown physical activity can meaningfully contribute to.

The ten goals are:

- Good Health and Wellbeing
- Quality Education
- Gender Equality
- Decent Work and Economic Growth
- Reduced Inequalities
- Sustainable Cities and Communities
- Responsible Consumption and Production
- Climate Action
- Peace Justice and Strong Institutions
- Partnerships and the Goals



Programme for Government (2025) - Securing Ireland's Future



Launched in January 2025, *Programme for Government 2025* was presented as a programme to recover our economy, rebuild our society, renew our communities and respond to the challenges we face both nationally and internationally. It was negotiated based on the election manifestos of the coalition parties and is the roadmap for which almost all decisions will be made at Government level. The most relevant references to sport and physical activity within the document include;

Section 9 **Enriching our Society and Culture - Sport**

The Government commits to supporting the sporting ecosystem so more people can participate, reap the benefits of sport and fulfil their potential. In the context of this Strategic Plan the most relevant plans commit to;

Continue to support participation in all sports from *participation* to high *performance* level

Maintain sports funding to get more people participating in all levels of sport, particularly targeting cohorts where there are lower than average participation levels including people with disabilities and older people

Work with sporting organisations to drive increased participation in sport

Implement the new *National Swimming Strategy* by investing in pools and swimming facilities allowing everyone an opportunity to swim

Appoint a Disability Lead at Sport Ireland.

Promote volunteerism and improve the vetting process for people involved in sport

Prioritise the development of physical education halls and sporting facilities (including yards and play areas) for schools in conjunction with the Sports Capital Fund to deliver for both schools and communities

Expand the Active School Flag Initiative and equip schools with resources to better promote physical activity

-Mandate the Local Sports Partnerships to collaborate with schools to promote inter-school competitions, sports festivals and collaboration with parents, local sports clubs and national sporting organisations to create a dynamic, inclusive approach to physical activity

Extend charitable status to National

Governing Bodies and Local Sports Partnerships on an opt-in/opt-out basis.

Section 1 **Growing our Economy - Unlocking Rural Ireland's Tourism Potential**

The Government proposes to support the development of natural amenities and market these to domestic and international visitors and, in particular;

To develop a connected network of greenways and cycle routes across Ireland

Develop more blueway projects enhancing water-based tourism and recreational opportunities

To invest in the development of new walking trails, cycle ways, tidal pools and other unique amenities

Section 5 **Investing in Our Future - Active Travel**

The Government outlines plans to promote active travel across Ireland for those commuting or enjoying the countryside and, in particular to;

Invest in dedicated infrastructure for walking and cycling, in consultation with communities and people of all abilities including older people and people with disabilities

Increase investment in greenways, blueways and pedestrian-friendly infrastructure to encourage active travel and develop urban trailways

Expand the Safe Routes to School initiative, in consultation with communities (and people of all abilities including older

people and people with disabilities) making travel safer for young people

Provide funding to Local Authorities to develop and maintain local active travel infrastructure and promote a universal design approach in active travel projects to ensure accessibility for everyone

National Sports Policy (2018-2027)

[Department of Tourism, Culture, Arts, Gaeltacht, Sport & Media]

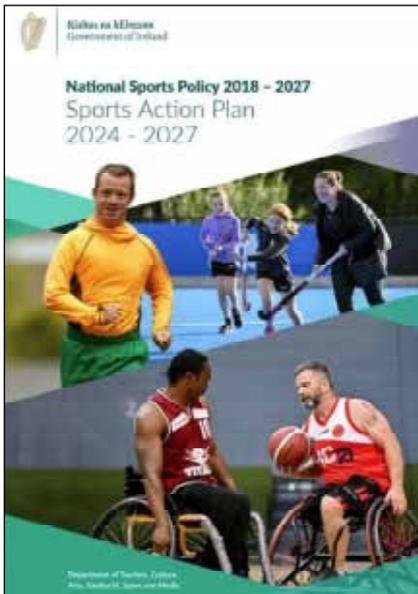


The National Sports Policy sets out a vision for Irish sport in 2027 and fifty-seven actions towards its realisation. The policy prioritises increasing participation and sets as a key aim that

‘every Irish citizen will engage regularly in some form of sport or physical activity, irrespective of their age, economic or social circumstances, their ethnic background or their physical capabilities.’

The policy recognises that the expertise, knowledge and insight of the Local Sports Partnership network will be essential for the successful implementation of the policy and makes a commitment to enhance funding to reflect the important contribution they make.

Sports Action Plan (2024-2027)



The 2024-2027 Action Plan aims to ensure the continued development and success of Irish sport. Forty seven specific initiatives are set out under the plan with the intention of further advancing the National Sports Policy.

The plan continues the strong focus on boosting participation levels in sport and physical activity and it also includes a number of new specific actions that focus on other important priorities.

The ongoing necessity to address enduring challenges for youth and disability participation in sport is a prominent feature of the plan. In addition, there is a stronger focus on sectoral and environmental sustainability.

Some highlights of the Action Plan include;

- Local Sports Plans

Support for the roll-out of LSPs in every Local Authority will continue, with an aim to extend these plans nationwide.

- Volunteering and Governance

The Volunteering in Sport sector will be developed and Sport Ireland will refresh the Governance Code for Sport to incorporate new best practices.

- Disability in Sport

A Disability in Sport Lead will be appointed at Sport Ireland and disability sport funding and approaches will be reviewed.

- Gender Participation

The plan includes research into improving sports facilities by introducing design improvements to meet the specific needs of women and girls and a focus on reducing the participation gap.

- Community & School Links

Efforts will be made to improve links between sporting bodies and schools and maximize community access to school sports facilities.

- Camogie and Hurling

Support for the development of camogie and hurling in accordance with its special cultural designation by UNESCO.

- Physical Literacy

A Physical Literacy Plan is being created to guide development through 2028.



Statement of Strategy (2023-2027)

[Sport Ireland]



Sport Ireland is the lead agency in delivering many of the operational and strategic challenges contained in the National Sports Policy. In its Statement of Strategy 2023-2027 it identifies **participation**, **performance** and **high performance** as its three key pillars and identifies Local Sports Partnerships

as key partners in the development of the participation pillar where the focus is on lifelong and inclusive sport. In this regard, the key requirements are identified as;

Enabling people from all backgrounds to start playing a sport (or a range of sports) and ensuring that they stay involved

The provision of entry-level opportunities where people can develop their physical literacy, learn new skills and take part in a sport for the first time

The input of organisations and leaders to create a safe, welcoming and inclusive environment for participants to nurture physical literacy and the desire and confidence to participate for life

Effective engagement with non-participants, sedentary and low participation groups and addressing issues related to diversity, inclusion, disability, female participation and socio-economic disadvantage

Participation Plan (2021-2024)

In its *Participation Plan 2021-2024* Sport Ireland outlines its mission as to create a culture that encourages, supports and empowers everyone in Ireland to actively participate in sport and physical activity and presents 54 actions for delivery through a range of agencies including Local Sports Partnerships. Some of the most relevant in the context of our plan include;

5. Work with Local Authorities to assist them in the development of Local Sports Plans.

12. Support Local Sports Partnerships deliver the local activation of national campaigns.

18. Foster social participation in sport by encouraging the development of strong community-based sports initiatives.

19. Develop volunteer, leadership and coaching supports and resources.

25. Facilitate the development of a Physical Literacy Consensus Statement.

35. Develop initiatives and supports to motivate and incentivise private and public exercise facilities and services to tackle the gradients in sports participation.

36. Invest in LSPs to collaborate with businesses, state agencies and organisations to co-create a culture of active workplaces.

37. Support innovation in programmes that target older adults (50+).

38. Develop initiatives, guidelines and investment streams to support family participation.

39. Support the delivery of the Policy on Women in Sport.

40. Support the Policy on Participation in Sport by People with Disabilities.

41. Develop a diversity and inclusion policy informed by research and consultation.

42. Through the Policy on Diversity and Inclusion develop supports and resources for clubs, communities and coaches supported with programmes promoting participation in sport by people from diverse

ethnic backgrounds and tackling racism.

43. Through the sports inclusion policy promote the values of inclusive and respectful sports participation with specific actions on promoting participation and inclusion of people from the LGBTQ+ community.



46. Support the delivery of the Outdoor Sport and Physical Activity Policy.

47. As part of Local Sport Plans, ensure that LSPs work with Local Authorities to maximise the use of recreational areas for outdoor recreation

48. Further support the development and management of high-quality trails and other infrastructure to facilitate participation in outdoor recreational sport.

49. Manage training programmes to build the capacity of stakeholders to develop infrastructure and initiatives to facilitate participation in outdoor recreational sports.

50. Work with LSPs to implement programmes and initiatives facilitating participation in outdoor recreation through

sharing of best practice and focused investment.

51. Work with NGBs, LSPs and other stakeholders to implement programmes and initiatives facilitating participation in outdoor recreational sport through sharing of best practice and providing focussed investment.

52. Develop a digital geo-database of outdoor recreation amenities capable of being used and shared through many digital platforms and systems between organisations

A Framework for Improved Health and Wellbeing (2019-2025)

[Healthy Ireland]



Healthy Ireland, A Framework for Improved Health and Wellbeing is the national framework for action to improve the health and wellbeing of the country. Healthy Ireland takes a 'whole of government' and 'whole of society' approach to tackling the issues which lead to negative health outcomes, it sets out vision of;

a Healthy Ireland, where everyone can enjoy physical and mental health and wellbeing to their full potential, where wellbeing is valued and supported at every level of society and is everyone's responsibility.

The framework is based around four key goals:

To increase the proportion of people who are healthy at all stages of life

To reduce health inequalities

To protect the public from threats to health and wellbeing

To create an environment where every individual and sector of society can play their part in achieving a healthy Ireland

National Physical Activity Plan (2016-2025)

[Healthy Ireland]



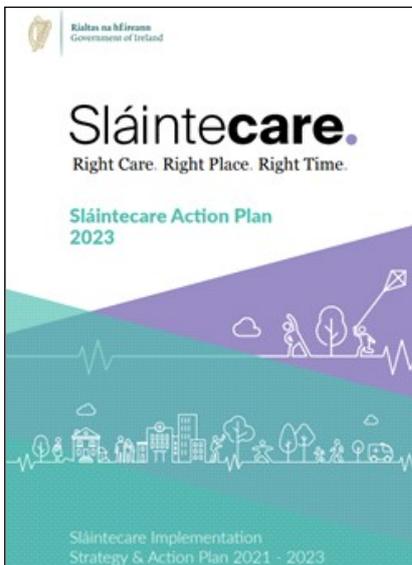
Get Ireland Active promotes a vision of a society that facilitates and supports physical activity and an active way of life. Its main aim is to increase physical activity levels across the population sets two key targets:

To increase the proportion of the population meeting the National Physical Activity Guidelines by 1% per annum

To reduce by 0.5% per annum the proportion that are sedentary

The plan places particular emphasis on addressing inequalities by gender, age, social class or disability status. On the basis of experience around delivering physical activity in their regions, Local Sports Partnerships are identified as having a role to play in seven of the eight Action Areas.

Sláintecare Implementation Strategy and Action Plan 2021-2023 [Healthy Ireland]

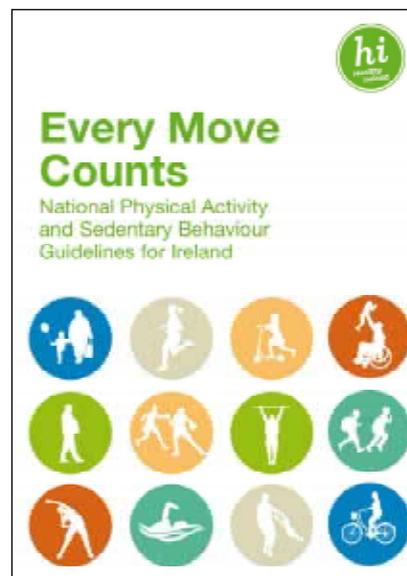


The *Sláintecare Implementation Strategy and Action Plan* sets out an approach to delivering a safe, quality health and social care service that meets the needs of a

growing population in Ireland. A healthy living workstream is included to implement a broad range of health and wellbeing initiatives, policies and programmes through Healthy Ireland – which is regarded as the prevention arm of Sláintecare. This will be achieved by delivering key programmes that impact on health and wellbeing, such as physical activity and healthy eating. Working with partners and stakeholders in sectors such as education, community, environment, children, justice, housing, social care, enterprise, arts, sports, among others, it will involve identifying solutions to some of the adverse health impacts of the wider determinants of health.

Every Move Counts - National Physical Activity and Sedentary Behaviour Guidelines for Ireland

[Healthy Ireland]



Published in 2024 *Every Move Counts – National Physical Activity and Sedentary Behaviour Guidelines for Ireland*. The Guidelines recommend;

That people make choices to increasing physical activity levels

That even relatively small increases in moderate level physical activity can improve health

That all age groups limit sedentary time and time sitting and replace with movement

The Guidelines make recommendations for all age groups - outlined previously in this document.

Diversity and Inclusion Policy in Sport (2022)

[Sport Ireland]



The *Diversity and Inclusion Policy in Sport* expresses a vision for a sport sector that celebrates diversity, promotes inclusion and is pro-active in providing opportunities for lifelong participation for everyone. Inclusion is a core value of both the National Sports Policy and complementary *Sports Action Plan* and builds on the success of the *Policy on Participation in Sport by People with Disabilities* and the *Policy on Women in Sport*.

The document outlines barriers to inclusion - including language, access to information,

attitudinal barriers, discrimination, prejudice, inaccessible facilities and equipment, abusive language and conduct, active exclusion and disengagement from volunteers and coaches who are fearful of causing offence. The barriers reinforce exclusion and low levels of participation and involvement. The policy identifies five strategic pillars namely;

Change, Communication, Access, Capacity and Leadership

- and twelve desired outcomes have been devised.

Sport Ireland will work with key partners including Local Sports Partnerships to embed diversity and inclusion in all aspects of sport development and ensure that everyone feels welcome and included by way of active involvement, spectating, volunteering, administration or other roles - and reaching their full potential in lifelong physical activity.

Policy on Participation in Sport by People with Disabilities (2017)

[Sport Ireland]



In this policy Sport Ireland commits to

The equal treatment of people with disabilities in participation terms

Support to organisations providing opportunities

The organisations to be supported include;

National Governing Bodies catering exclusively for people with disabilities

Mainstream National Governing Bodies

Active Disability Ireland (the national organisation providing a partnership platform to increase sport and physical activity opportunities for people with disabilities).

Paralympics Ireland, the lead agency in the support of high performance athletes

The policy identifies Local Sports Partnerships as a key partner in this area of work primarily through the work of the Sports Inclusion Disability Programme.

Women in Sport Policy (2019)

[Sport Ireland]



In this policy Sport Ireland outlines its vision as one where

‘women have an equal opportunity to achieve their full potential, while enjoying a lifelong involvement in sport.’

Sport Ireland commits to increasing women’s sustained involvement in sport as coaches, volunteers, club members, athletes, advocates, leaders and participants from grassroots to the podium.

It identifies four areas which have emerged as current gaps and future opportunities which will be targeted.

Coaching and officiating

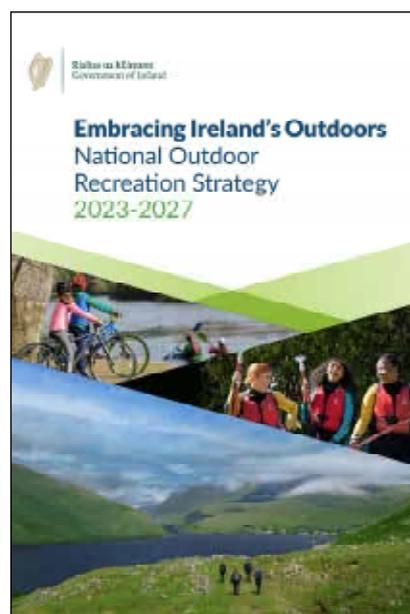
Leadership and governance

Active participation

Visibility

Embracing Ireland’s Outdoors National Outdoor Recreation Strategy (2023-2027)

[Department of Rural and Community Development]





The National Outdoor Recreation Strategy 2023-2027 sets out a vision, mission and series of actions to *lead, guide and facilitate the sustainable development and management of outdoor recreation and increased participation, in order to realise social, health and economic benefits*. It commits to do this whilst respecting the custodians of land and water, caring for the environment and promoting responsible recreation.

The strategy outlines a wide range of actions under six strategic objectives as follows:

Leadership

To create a more coordinated, cohesive approach at national and county level to ensure best use of our resources.

Opportunities

To increase and support the number of people active in the outdoors, especially young people and under-represented groups.

Expertise

To improve the knowledge, skills and expertise of stakeholders and partners.

Access

To protect and improve access to the outdoors, for the benefit of all.

Environment

To protect the environment through better planning and development of outdoor recreation, in keeping with best practice management of landscape and habitats.

Awareness

To create awareness of our outdoor recreation opportunities and how to enjoy them responsibly.

The document acknowledges that the realisation of our vision for outdoor recreation, will require a partnership approach in its implementation and that collaboration with stakeholders across the sector at both national and county level is crucial. In this regard it proposes that:

At national level the *Department of Rural and Community Development* will lead in the delivery of many of the actions

At a county level the strategy proposes to achieve a more planned and coordinated approach between the many county stakeholders, through the introduction of a County Outdoor Recreation Committee, a Stakeholder Forum and the development of an Outdoor Recreation Plan for each county. The Department will provide guidance and resource the development of

a County *Outdoor Recreation Plan* in each county to reflect the priorities of the national strategy and the relevant strengths, needs and aspirations of the county and including those identified in the Local and Economic Community Plan

The Irish Government recognises that certain forms of physical activity offer the best chance of counteracting the likely negative impact of our ageing population profile on participation levels generally. Swimming, cycling and running have been prioritised for particular attention and support. In that regard, the following strategic plans are particularly relevant in the context of our work.

National Swimming Strategy 2024-2027

[Department of Tourism, Culture, Arts, Gaeltacht, Sport & Media]

The long term vision of this strategic plan is *to provide everyone in Ireland with an opportunity to swim* and a wide range of actions are set out under five main themes as follows:

1. Access, Inclusion and Disability

Encourage more inclusion and diversity and increase participation levels amongst people with disabilities and those who are marginalised or disadvantaged.

2. Infrastructure and Facilities

The strategy suggests an analysis of current pool provision to identify gaps and that modern innovations such as shared multipurpose facilities, above-ground and pop-up pools be considered.

3. Education - Lessons and Coaching

This section proposes

Additional opportunities for young people to access lessons

Optimal use of pool times for lessons and coaching

Challenges in recruiting and retaining swimming instructors

Further embed the provision of aquatics and water safety as components of school curriculums



4. Open Water Swimming

Actions in this section include

The development of facilities

The establishment of a forum for stakeholders to input into the development of open water swimming

The dissemination of information to facilitate informed safety-related choices around when and where to swim

5. Pathways and Performance

Actions include supports to grow participation throughout the lifecycle, grow

club membership numbers, develop vibrant competition structures and strengthen relationships between facility owners/operators and clubs.

Responsibility for the delivery of the Action Plan arising from this strategy will be shared across Government Departments, State Agencies and other key stakeholders. Progress on the Action Plan will be reviewed by this Department on an annual basis commencing in December 2025.

Get Ireland Walking Strategy 2023-2027

[Sport Ireland]



Get Ireland Walking was established in 2013 with the support of Healthy Ireland and Sport Ireland, with the objective of supporting and unifying the efforts of the range of actors involved in the promotion of walking in Ireland.

Their latest strategy sets out four objectives for 2023-2027 to empower and support people to choose to walk more often for recreation, transport and health as part of their everyday life.

The implementation of the strategy will be guided at a local and national level by the creation of:

- **Active Systems**
- **Active Environments**
- **Active Societies**
- **Active People**

Cycling Ireland Strategic Plan 2020-2024

[Cycling Ireland]

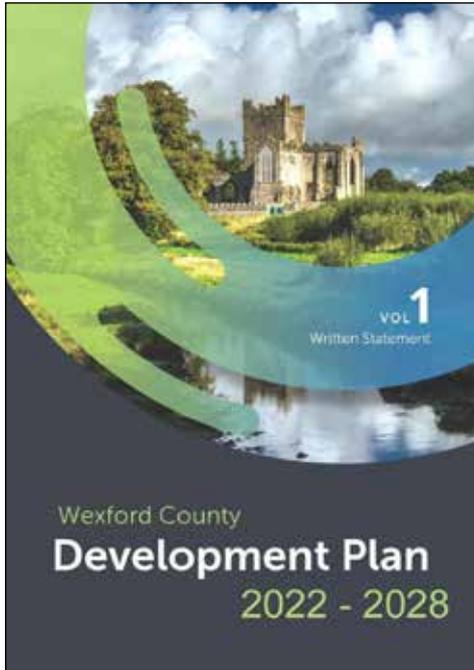
With an overall vision of an island enriched by cycling this strategy outlines a long list of actions under three strategic pillars, namely:

- Participate** - to provide opportunities for Irish cyclists of all ages & stages to fulfil their aspirations & potential
- Perform** - cyclists deliver international success to inspire the people of Ireland
- Enable** - to create the environment for investment of resources in the development of cycling



Wexford County Development Plan (2022-2028)

[Wexford County Council]



The Wexford County Development Plan 2022-2028 sets out the overall strategy for the proper planning and sustainable development of County Wexford for the plan period and beyond.

In the *Recreation and Open Space* Strategy the Council commits to developing sustainable communities that have a good quality of life and personal health and wellbeing. The overall goal is to ensure that County Wexford is a healthy county with physical environments, amenities and resources that everyone, regardless of their age or ability, can use and to ensure good physical and mental health and wellbeing.

The strategic aims to achieve this are to:

Develop healthy communities by promoting physical activity

and active living as a means of enhancing health, wellbeing and social inclusion.

Ensure that new developments apply the highest standards of place making integrating a variety of recreational uses of space such as sport, play and passive uses.

Ensure the spatial planning, development and design of our towns and villages promotes active living and physical activity by prioritising cycling and walking and the development of local recreational spaces.

Provide for the development of facilities that contribute to the improvement of the health and wellbeing of the county's residents and facilitate participation by all in sport, recreation and play.

Ensure that open space and recreation developments and activities are carried out in a sustainable manner and ensure the protection of environmental quality, natural and built heritage and residential amenities.

Ensure that open spaces are designed as multifunctional spaces which may provide flood relief, sustainable urban drainage systems, biodiversity and ecosystem services as well as their active and passive recreation functions.

Goal 5: Wellbeing, inclusion, equality and diversity will be at the heart of County Wexford's communities. Accessible spaces and amenities and opportunities which support the development of community spirit and enhance the physical and mental wellbeing of residents will be provided.

Objective 5.1: Help ensure that there are a range of safe, inclusive, accessible, diverse spaces and facilities available for recreation, sports, arts and cultural purposes.

Action 5.1.2. Support the development of accessible sports amenities and facilities (including outdoor recreation) for a range of physical activities for all ages and abilities across the county.

Action 5.1.3. Enable development of quality physical activity opportunities throughout the county in an environment that promotes healthy lifestyles, maximum participation and is inclusive and welcoming for all. This is to be done through Sports Active Wexford initiatives, Sláintecare Healthy Communities Programme and Healthy Wexford.

Action 5.1.4. Support the development of well-planned, safe, attractive, inclusive and free to use outdoor amenities (e.g. parks, playgrounds, walks, swimming areas, access to water bodies, playing fields, walking routes/trails). Public realm spaces should be designed to be promote play and wellbeing.

Objective 5.2: Support the improved provision of adequate health related services and the ability to access those services.

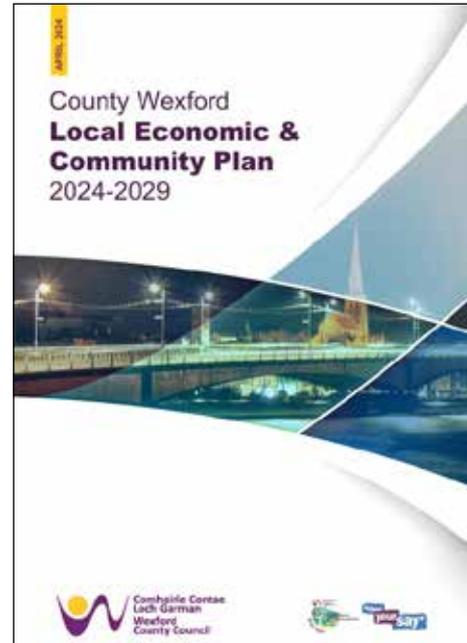
Action 5.2.4. Help ensure positive ageing in the county's communities through the support of various programmes and initiatives such as Wexford Age Friendly Initiative, Healthy Wexford, Sláintecare Age Friendly Healthy Homes and supporting Wexford's Dementia Alliance campaigns.

Action 5.2.6. Support promotion of healthy lifestyles, including across the priority areas

of physical activity, healthy weight and mental health.

Local Economic and Community Plan (2024-2029)

[Wexford County Council]



Wexford's *Local Economic and Community Plan (2024-2029)* is an integrated plan that will guide the county's economic and community development over a six year period. It was prepared by Wexford County Council in conjunction with the Wexford Strategic Policy Committee for Planning, Economic Development and Infrastructure and the Local Community Development Committee. The plan seeks to assist in creating a county that is prosperous, sustainable and inclusive, with an excellent quality of life.

The implementation of the plan will involve Wexford County Council helping to facilitate, promote, support and coordinate stakeholders in their activities. Sports Active Wexford is named as a potential partner in

many of the actions outlined under the high-level goal of *Wellbeing, Inclusion, Equality and Diversity*, in particular;

Action 5.1.2. Support the development of accessible sports amenities and facilities (including outdoor recreation) for a range of physical activities for all ages and abilities.

Action 5.1.3. Enable the ongoing development of quality sport and physical activity opportunities throughout the county in an environment that promotes healthy lifestyles, maximum participation and is inclusive and welcoming for all. This is to be done through Sports Active Wexford initiatives, the Sláintecare Healthy Communities Programme and Healthy Wexford.

Action 5.1.4. Support the development of well-planned, safe, attractive, inclusive and free to use outdoor amenities (e.g. parks, playgrounds, walks, swimming areas, access to water bodies, playing fields, walking routes/trails). This is also to include the revitalisation of main streets and the public realm in a way that facilitates accessibility, active modes of travel and socialisation. Public realm spaces should be designed to be promote play and wellbeing.

Action 5.2.4. Help ensure positive ageing in the county's communities through the support of various programmes and initiatives such as Wexford Age Friendly Initiative, Healthy Wexford, Sláintecare Age Friendly Healthy Homes and supporting Wexford's Dementia Alliance campaigns.

Action 5.2.5. Help ensure children and young people in Wexford get the best start in life

through the provision of Healthy Childhood parenting programmes and supports (e.g. creating breastfeeding friendly environments and supports for child health promotion initiatives).

Action 5.2.6. Support promotion of healthy lifestyles, including across the priority areas of physical activity, healthy weight, tobacco free, sexual health, alcohol and drug related harm and mental health.

Action 5.3.1. Through facilitating greater cooperation amongst service providers, help deliver more impactful outcomes from key national and local health strategies and plans (e.g. Healthy Ireland Framework 2019-2025, Healthy Wexford County Plan 2020-2022 and Healthy Wexford campaigns, National Sports Plan 2018-2027, National Physical Activity Plan, Sports Active Wexford Strategic Plan).

Action 5.3.2. Through relevant communication channels (in-person, digital, etc.), strengthen participation in decision-making for health and well-being at community level, particularly amongst underrepresented groups. Prioritise the use of plain, understandable language in all engagements.

Action 5.3.3. Support efforts which encourage high participation levels in social, sporting, arts and cultural activity for people of all abilities – to encourage a healthy lifestyle, positive aging and active and sustainable living, including outdoor recreation schemes.

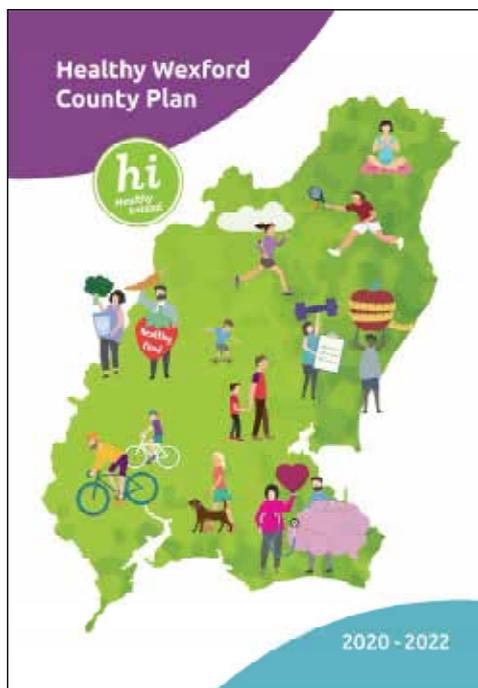
Action 5.4.1. Continue to build capacity amongst volunteer-led community

organisations and social enterprises and to support the important work of these groups. Key areas to address include volunteer burnout, community resilience and development, economic sustainability, funding and governance.

Action 6.3.4. Improve the accessibility of key visitor attractions and locations via sustainable travel options (e.g. improved bus connections, cycling paths, walking trails, marina/moorings). Within the constraints of natural and built heritage legislation, work to increase the accessibility of key visitor attractions for those with special access needs.

Healthy Wexford County Plan (2020-2022)

[Wexford County Council]



The Healthy Wexford County Plan outlines a vision of a county where everyone can enjoy physical and mental health and wellbeing to their full potential, where wellbeing is valued

and supported at every level of society and is everyone's responsibility. The plan supports the implementation of the *Healthy Ireland* National Health and Wellbeing Framework at a local level and has four overarching goals as follows:

To increase the proportion of people who are healthy at all stages of life

To reduce health inequalities

To protect the public from threats to health and well being

To create an environment where every individual and sector of society can play their part in achieving a healthy Ireland



Six key priority areas have been identified as priorities for Healthy Wexford including *Priority 1 - Physical Activity*.

Key associated actions outlined under this priority area include:

Supporting communities to develop local infrastructure such as trails, playgrounds, nature corridor and parks

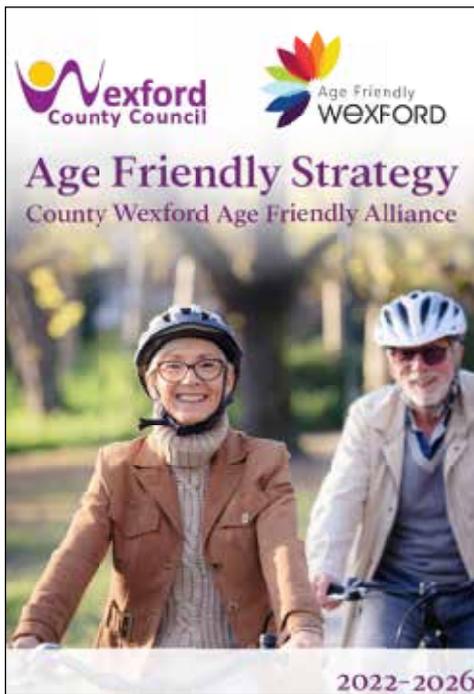
Promoting a culture of active living in schools and workplaces

Providing access to physical activity infrastructure such as beaches and trails to people with disabilities

Integrating physical activity infrastructure (i.e. cycle paths) into new developments

Wexford Age Friendly Strategy (2022-2026)

[Wexford County Council and Age Friendly Wexford]



The Wexford Age Friendly Strategy (2022-2026) sets out a range of actions to improve the quality of the growing numbers of older people in the county.

The strategy involved extensive consultation with older residents of Wexford and key service providers from the statutory, voluntary, community and private sectors. The long term aim of the Strategy is to make County Wexford a better place in which to live, work, enjoy life and, more specifically, a great place in which to grow old.



A wide range of recommendations and actions are outlined in the document under nine themes that include Outdoor Spaces and Buildings, Social Participation and Community Support and Health Services. Sports Active Wexford are proposed as a Lead Partner in a number of Priority Actions including;

Priority Action 1.5

Promote the formation of informal walking groups.

Provide Walking Leader Training for local walking groups.

Priority Action 4.3

Deliver community activities for older people.

Organise collaborative gatherings linked to social dancing or sporting events.

Priority Action 4.4

Deliver community education and literacy for older people.

Priority Action 5.2

Design and deliver a wide range of creative and cultural activities.

Develop projects with Asylum Seekers, Travellers and New Communities.

Priority Action 5.3

Promote physical activity for older people and deliver a range of activities for

physical and mental health (e.g. Healthy Woodlands)

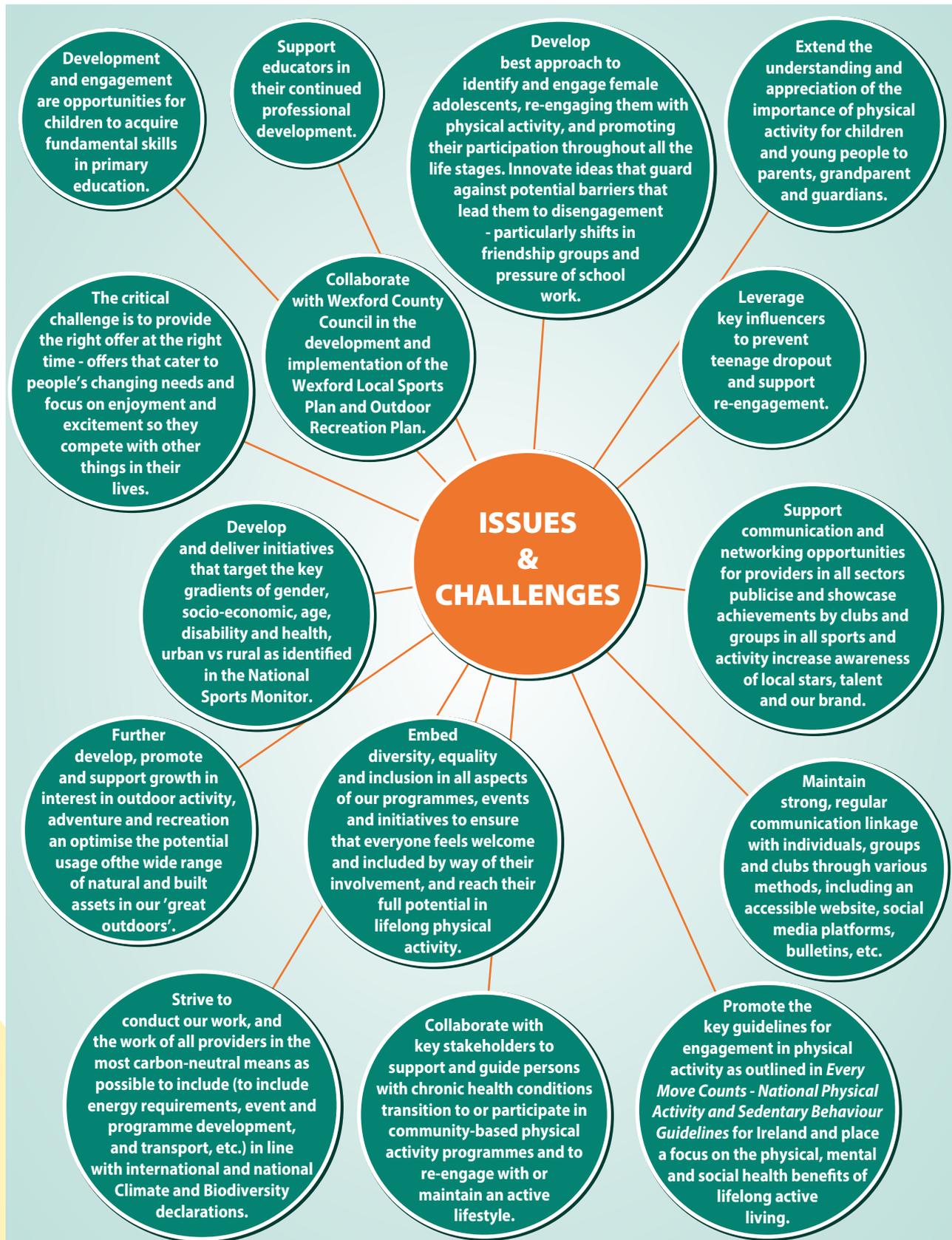
Having older people empowered to participate in the development of their communities, both rural and urban, benefits all ages. If you design for the young, you exclude the old but if you design for the old you include everyone.

Wexford Age Friendly Strategy (2022-2026)



2.8. Issues and Challenges Arising

Following from a review of the various research results, plans and strategies and data outlined in this section a number of issues, implications and challenges arise for our plan as follows.



STRATEGIC PLAN



Our Strategic Plan (2025-2030)

In this section we outline our plan for the period 2025-2030 and specifically

Our vision, aim and roles

The key principles which will govern our work

Our three key themes

Three goals associated with each theme

3.1. The Planning Process

The process of developing this plan included

Consultation with a wide range of stakeholders, providers and participants

A review of our previous strategic plan

An analysis of national and local participation levels and trends

3.2. The Plan

The result of the collaborative process outlined above is this strategic plan which;

- is not intended to be a detailed prescriptive document but sets out the strategic themes and broad objectives which will guide annual Delivery Plans to Wexford County Council and an Operational Plan to Sport Ireland.

These more detailed and specific action plans will;

Set out clear, specific actions to be taken

Identify agencies responsible for the implementation of the actions

Describe how the success of the actions will be measured

Is intended to give direction to those involved in the promotion of sport and physical activity in the county

Is designed to complement the work being done at present, led by a variety of agencies and involving energy and enthusiasm by individuals and groups

Seeks to coordinate the efforts of existing providers and, through this, to add value to current provision

3.3. Our Key Roles



Our key roles over the next five years are;

To oversee and coordinate the implementation of this strategic plan

To ensure that all partner agencies contribute to the work of the partnership

To support a wider range of organisations, clubs, schools and communities in the provision of quality opportunities for participation

To encourage and enable all Wexford people to embrace the possibilities for engagement and continue the increase in participation levels in sport and physical activity

3.4. Measures of Success

Key measures of our success in the delivery of this strategic plan include;

More people, more active, more often

Increased brand visibility and understanding of our role

A well governed, adequately resourced, organisation leading through best practice

Effective communication of the benefits of participation in sport and physical activity to a wider network

Strengthened relationships with our key stakeholders

A positive impact in the health and wellbeing of people and communities

Delivering to an increasingly wide and diverse demographic

Playing a leading role in contributing to the sustainable development of sport and physical activity in the county

3.5. Our Vision

is of a county where all people are encouraged and enabled to

- *START* to participate in some form of physical activity;

- *STAY* physically active across the life stages; and

- *SUCCEED* in achieving their personal goals

(whether they be physical fitness, mental wellbeing, social interaction, or competition).

3.6. Our Ways of Working

Our work over this strategic period will be governed by the following key principles;

Equality and Inclusion

We will advocate for a society where inclusive and equal participation is the norm and commit ourselves to ensuring that our programmes reach out to everyone irrespective of ability, age, cultural background, educational attainment, ethnicity, health status, intellectual capability, religious belief, gender or sexual orientation.

Sustainability

We are fully committed to the Sustainable Development of the 2030 Agenda and will make a meaningful and practical contribution at a local level. We will strive for sustainability in how we resource and finance our strategic plan; in the design and delivery of programmes; and in how we contribute to a greener and more environmentally friendly county.

Partnership and Collaboration

We will foster working relationships with and value the contributions of our partner agencies and other providers and stakeholders in delivering this strategic plan. We are committed to collective effort, greater collaboration and joined up thinking.

Capacity Building

We commit to building our own capacity in leading the development of sport and physical activity in the county and supporting the capacity of the sport, school and community sector to provide high quality opportunities.

Monitoring and Evaluation

We will learn from feedback, experience, data and research to constantly evolve and improve how we work. In order to optimise our outcomes, improve our level of service and ensure efficient use of our funds, we will explore methods to monitor and evaluate our performance and impact.



3.7. Our Themes and Goals

Our three key inter-related themes and associated goals are outlined below.







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SPORTS ACTIVE WEXFORD
STRATEGIC PLAN 2025-2030
A Roadmap to Excellence and Innovation



☎ 053 919 6557

✉ sports.active@wexfordcoco.ie

🌐 www.wexfordcoco.ie/sportsactive

📍 **Sports Active Wexford**
Community Section,
Wexford County Council,
Carricklawn, Wexford, Y35 WY93

