

Trinity Sport
— www.tcd.ie/sport —

ANNUAL REPORT 2015.16

Trinity Sport, Trinity College Dublin, Dublin 2.
W: www.tcd.ie/sport T: 01 896 1812



Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

OUR YEAR IN NUMBERS



10,445
STUDENT CARDS
ACTIVATED



158
STUDENT CLUB
TRAINING
HOURS
PER WEEK



252
PARTICIPANTS FOR
THE ANNUAL
CAMPUS 5K RUN



2016
IRELAND ACTIVE LEISURE
CENTRE OF THE YEAR



GOLD
WHITE FLAG
AWARD ACHIEVED



65,000
VISITS TO THE
SWIMMING POOL



452,902
UNIQUE WEB PAGE VIEWS



25,000
CLASSES, COURSES AND
APPOINTMENTS ATTENDED



124
PARTICIPANTS IN PAHA
(PROMOTING PHYSICAL
ACTIVITY AND HEALTH IN
AGING) PROJECT



21
PINKS
AWARDED



40
JUNIOR
LEADERS
TRAINED



565
PARTICIPANTS IN THE
INTRAMURAL SPORTS
PROGRAMME

23
AVERAGE VISITS
PER STUDENT
TO THE SPORTS
CENTRE



970
PUBLIC MEMBERS



1,793
USERS OF THE
CLIMBING WALL



60
SPORTS SCHOLARSHIPS
AWARDED ACROSS 13 SPORTS



2,133
BOOKINGS
ON CHILDRENS
CAMPS



116,996
BOOKINGS AND
TRANSACTIONS

216,000
VISITS TO THE
FITNESS THEATRE



70%
SPORT CENTRE
USAGE BY
STUDENTS

28
WORK
EXPERIENCE
PLACEMENTS



6,418
STUDENT CLUB
MEMBERS

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Section 1: Introduction

1.1 Executive Summary

This year saw the launch of the Strategy for Sport, entitled 'Raising Our Game', and it was also the first year of the Bank of Ireland's sponsorship of Trinity Sport. This contributed to an exceptional year, with significant increases in participation in programmes and courses, and huge successes by Trinity athletes and clubs in national and international competitions.



Trinity Sport students launch the Strategy for Sport

Highlights

- Launch of the Strategy for Sport 'Raising our Game'
- Integrated implementation of strategy:
 - Infrastructure: Facility development – outdoor pitches at Santry Sports Grounds
 - Governance, Finance and Management: Sponsorship and partnerships – Bank of Ireland sponsorship of student sport activities
 - Profile: New identity for Trinity Sport – new web site (merged), one platform for Trinity Sport communications
 - Performance: Focus sport performances, rugby 1st promotion to AIL Division 1 league and winners of Colours match hosted for first time in College Park
 - People: Integration of resources for Trinity Sport (DUCAC & Dept of Sport)
- Leisure Centre of the Year White Flag Award – GOLD standard
- Sonia O'Sullivan – Four day guest, presenter and participant in Sports Awards, Campus 5k and Health & Sports Week initiatives

Section 2: Review of the Year 2015.16

2.1 Staffing

Led by the Head of Sport, Michelle Tanner, the 24 strong team of Sports and Recreation Department staff are a hugely valuable resource to the College and continue to set standards in terms of customer care and service delivery within third level sport and the wider sports and leisure sector. Overall, there was no reduction in head count during the year and three new full-time members of staff joined the team.

2.1.1 Team Changes

New full-time staff members:

- Matthew Dossett – Deputy Head of Sport
- Fiona Claffey – Finance and Administrative Officer
- Garreth Lloyd – Full time Fitness Instructor/Pool Lifeguard

Maternity cover full-time staff:

- Ray Harris – Sports Programme Officer
- Aindriú Jenkinson – Bookings and Programmes Executive Officer

2.1.2 Team Training and Development

- Trinity staff development internal courses were attended by a number of staff which included the Mentoring Programme for Administrative/Professional Staff, Survey Monkey, Management Training Suite, Microsoft Excel, Microsoft Access, Time Management and Maintaining College Websites using Dreamweaver.
- Various conference attendances such as European Network Academic Sports Services (ENAS) Forum (Berlin, Germany), Ireland Active (Cavan), Federation of Irish Sport Annual Conference 2016 (Dublin), Student Sport Ireland Conference (Westport, Mayo), Sport for Business Connected (Dublin), ENAS Fitness Managers Experience (Aachen, Germany), Active Campus Europe Group Meeting (Aachen, Germany), Crossing the Line Summit (Dublin), Sports and Tech – How Technology Is Changing Sport On & Off The Field (Dublin).
- Various external courses and seminars included Pool Plant Operators, AED Training, Pool Lifeguard Training, Code of Ethics Course, First Aid, Child Protection Training, Fire Warden Training, Bob Rakowski Dublin Sports Nutrition Seminar, STOTT Pilates Intensive Mat-Plus, Amatsu, Poliquin Recovery, Masters of Coaching & Exercise Science, BA Management Practice and Diploma Dietetics & Nutrition.

- Internal LEAD training and reviews conducted.
- In-house fitness and safety training sessions, children’s camp staff coaching, customer service skills and inclusion awareness training.

2.1.3 Team Profile and Representation

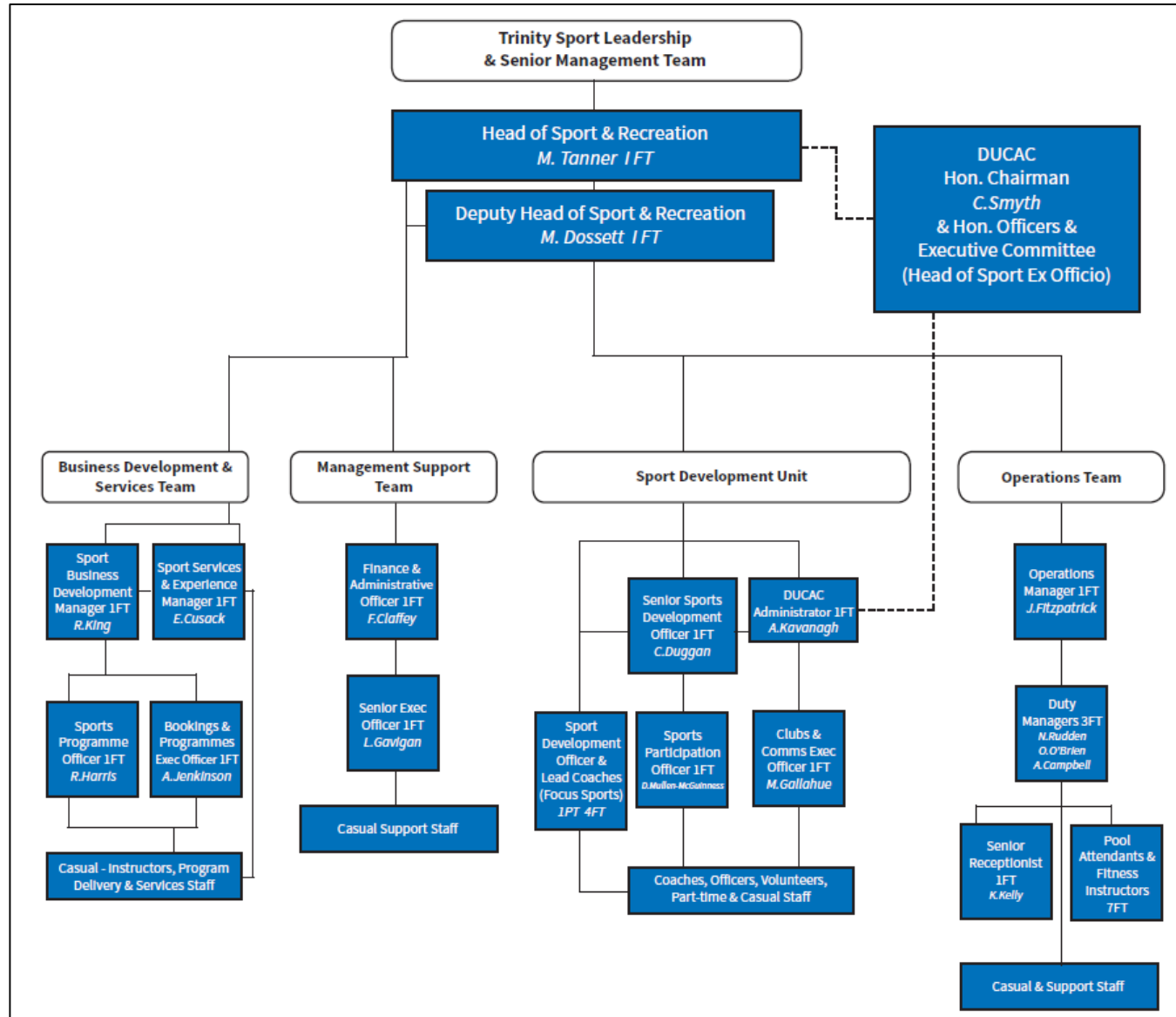
Department personnel attended various functions and events networking and profiling Trinity Sport:

- Involvement in Student Sport Ireland meetings and events – AGM and general meetings, Strategic Review Group, networking event and various committee and board representatives
- Rugby Colours match and lunch with Trinity guests
- European Network of Academic Sport Services (ENAS) – conference in Lille, network events and various meetings
- Ireland Active White Flag Awards
- Active Campus Europe group meeting (Aachen, Germany)
- Alfred Vigne, family medal donations to Trinity Sport
- DUFC Presidents Reception
- Boat Colours
- Rugby Colours
- Hockey Colours



2016 Campus 5k featuring Sonia O’Sullivan

Trinity Sport Organisational Chart – September 2016



2.2 Student Sport

Students made up 70% of the users of the Sports Centre with 10,445 student cards activated (Sept to Aug), a slight decrease from the previous year. There were 238,114 visits recorded by student members, which is an average attendance of 22.8 visits per student. These overall figures indicate a slight decrease in student visits compared to the previous year but there was a slight increase in the number of visits per student who activated their card.

2.2.1 Student Club Support

Student sport clubs had approximately 158 hours of training per week spread across our halls, climbing wall, outdoor pitches and courts. Approximately 70% of this related to indoor use with the remaining 30% relating to outdoor hours. Trinity Sport, through provision of facilities, programmes and personnel, played a major role in the development of student sport and our sports clubs. Further to that, club members availed of guidance and assistance from staff in organising and running club events and tournaments. Both individual club members and club teams availed of advice, workshops and training in nutrition and strength and conditioning and also booked group fitness sessions. In line with the emerging Trinity Education Project and the Strategy for Sport, club officers and administrators were actively trained and encouraged to develop their leadership, organisational and administration skills.



DULBC competing in the 2016 Regatta

2.2.2 Student Club Highlights

According to DUCAC records, 6,418 students joined a Sports Club in 2015.16. It's estimated that approximately 48% of these remain active members throughout the year. It was an exciting year for clubs with many highlights peppered throughout. The successes outlined below are reflective of the huge strides being made in the development of DUCAC sport clubs.

Major Competitions

- Rifle national 10m air champions
- Rifle national 25 yard champions
- Boat men senior 8s Irish rowing champions
- Boat ladies senior 4s Irish rowing champions
- Boxing Irish senior intervarsities winners
- Rugby men promotion to division 1A
- Rugby U20 JP Flanagan Cup champions
- Camogie Fr Meagher Cup champions
- Squash Leinster division 1 ladies winners
- Tennis men's division 1 floodlight league winners
- GAA freshers division 2 football champions
- Men's hockey division 1B champions
- Handball representation in USA

Intersarsity Wins

- Fencing
- Boxing
- Trampoline
- Handball
- Men's tennis
- Water polo
- Rifle
- Ultimate frisbee
- Volleyball
- Squash

Colours Wins

- Men's boat club novice
- Men's rugby
- Rifle
- Squash



The Trinity Camoige team celebrate their Fr Meagher Cup win

2.2.3 High Performance Sports and Awards

Sixty sports scholarships were awarded across thirteen sports at the 2015.16 Sports Scholarship awards ceremony. Supported by the Bank of Ireland, the recipients included Commonwealth Games athletes Victoria Mullin (air pistol) and Prakash Vijayanath (badminton); 2nd year student Rachel O'Brien who was also announced as vice-captain of the Leinster U21 hockey team; senior inter county Gaelic footballers Tiarnán Daly (Fermanagh) and Michael O'Grady (Kildare); U21 All Ireland hurling winner and 1st year, Eoghan McNamara; three of the crew who won Trinity's first senior 4 national title in 12 years, Sally O'Brien, Aoife Leahy and Gillian Crowe; and two students from the Centre for Inclusion and Intellectual Disability, Maeve Phillips, European and World Down Syndrome swimming medallist, and Fiachra Costello, minor football champion and hurling league honours recipient. The partnership between the Orthopaedics and Sports Medicine Unit, College Health and Trinity Sport was a great addition to the development of the programme.



Sports Scholarship Award Recipients 2015.16

Two American students, Emily Leer and Meghan McGuinness were also acknowledged as the Victory Sports Scholarship recipients, a programme which enables them to study a Master's Programme in the Business School, compete for Trinity and co-ordinate community development initiatives through basketball. The outstanding performances of Trinity Rugby reflected the talents of the 29 students from the club being awarded a Sports Scholarship.

Highlights

- Ayman Ben Mohamad, (association football) was selected as a Senior Tunisian International and signed a professional contract with Tunisian Champions Espérance Sportive de Tunis.
- Anna May Whelan (ladies hockey) made her senior Irish International debut against Spain.
- Trinity and Dublin camogie star Aisling Maher was named as Dublin supporters player of the year.

Support for Scholarship students included:

- Bursary
- Strength and conditioning training
- Workshops in the areas of fitness testing, strength and conditioning, nutrition, time management and injury prevention
- Equipment
- Allocated locker
- Medical Care pathway in partnership with the Department of Orthopaedics and Sports Medicine

Victory Sports Scholars

Trinity welcomed two Victory sports scholars, Emily Leer from Villanova and Meghan McGuinness from Niagara University, USA. The student athletes typically have high academic performance and sporting achievements and an interest in coaching within the local community. Alongside coaching underage girls teams, playing for their club teams and Trinity basketball, and working with local schools in Dublin 2 promoting sport and active lifestyles, both girls undertook an MSc in Business and Management. This programme is facilitated within Trinity between the Foundation Office, Business School, Global Office and Trinity Sport.

Sports Awards

Badminton sports scholar and third year computer science and business student Prakash Vijayanath won Sports Person of the Year at the Trinity Sports Awards and Commons. Fellow scholars Aisling Maher (camogie) and Cade Ryan (canoe) were nominees for the award. Another of the night's major awards, Special Contribution to College Sport, went to the College's Director of Rugby Tony Smeeth, who was presented with his trophy by rugby captain Nick McCarthy. Tony was instrumental to the promotion and development of rugby in Trinity. The Colours match in College Park, where Trinity came from behind at half time to defeat UCD, is evidence of this.

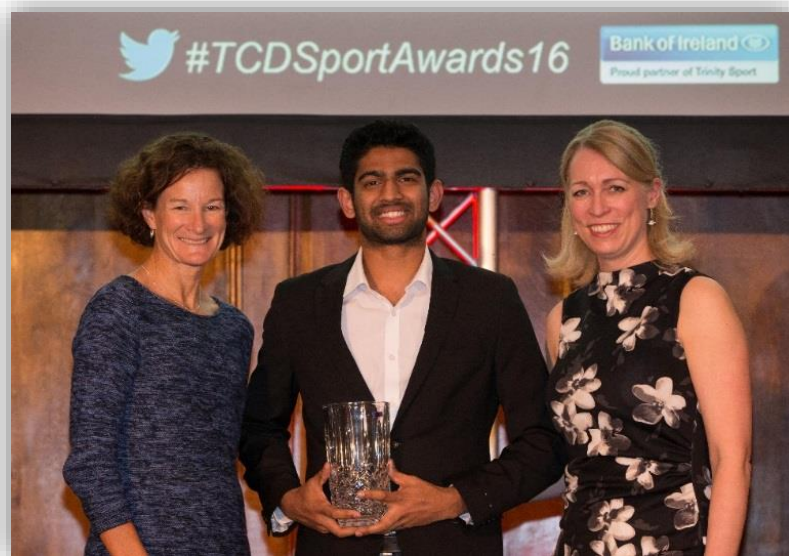
This year's event, held in the Dining Hall, was hosted by RTE sports presenter Evanne Ní Chuilinn and also featured guest of honour and athletics legend Sonia O'Sullivan, who participated in a lively Q&A session after dinner. The Sports Awards, open to all the college's sports clubs, are designed to acknowledge the extraordinary commitment made by the sporting community here in Trinity.

The six award category and winners were:

- Club Administrator of the Year – Roisin Greening (trampoline)
- Club of the Year – DU Sub Aqua Club
- Coach of the Year – Nick Dunlop (boat)
- Team of the Year – DUBC Senior 8
- Sports Person of the Year – Prakash Vijayanath (badminton)
- Special Contribution to College Sport – Tony Smeeth (rugby)

In addition 21 'Pinks' were presented on the night. Pinks are awarded to student athletes who compete for a university club at both inter-collegiate competition and international level as voted for by the Captains Committee (students) of DUCAC. The Pinks recipients were:

- David Butler, boat
- Michael Corcoran, boat
- Liam Hawkes, boat
- Ian Hurley, boat
- Mark Kelly, boat
- John Magan, boat
- Patrick Moreau, boat
- Jack Fitzpatrick, football (rugby)
- Conor Kearns, football (rugby)
- Angus Lloyd, football (rugby)
- Nicholas McCarthy, football (rugby)
- Tom Ryan, football (rugby)
- Conal Campion, Harriers & Athletics
- Eamonn Fahy, Harriers & Athletics
- Laura Frey, Harriers & Athletics
- Danny Sutcliffe, hurling
- Gillian Crowe, ladies boat
- Sally O'Brien, ladies boat
- Hazel O'Neill, ladies boat
- Niamh Williams, ladies boat
- Stephen Collis, sub aqua



Prakash Vijayanath receives Sports Person of the Year from Michelle Tanner and Sonia O'Sullivan

2.2.4 Student Events

There were a number of health enhancing physical activity events targeted at both students and staff. Operation Transformation had 171 participants with 55 taking part in the 3k Trinity Operation Transformation run. The Campus 5k had 252 participants. Sonia O’Sullivan led the run which helped increase its profile. The Smarter Travel challenges proved popular with 46 students participating in the Student Step Challenge, 19 staff members doing the European Cycle Challenge and 56 staff members taking part in the Workplace Step Challenge. The annual Reindeer Run saw a marginal increase with 62 registered runners and all proceeds going to Temple Street Children’s Hospital. The B-Well Staff pilot programme was introduced with 10 staff participating. The annual Swim Ireland Swim for a Mile had 50 participants take part, with 12 employees of the Irish Times joining the Sports Centre to train for the event.

The intramural sports programme activities included dodgeball, 5-a-side soccer and tag rugby. Approximately 565 students participated in these leagues, a slight decrease from last year. Together the health enhancing physical and intramural activities had participation of nearly 1,500 college community members, a similar figure to 2014.15.

Trinity Sport hosted and facilitated numerous student run events during the year. Some of the student based events included:

- The Fencing Club – Duffy and Trinity Cup
- Irish universities cricket tournament
- Irish universities rugby fixture
- Med Day sports activities
- Rugby Colours
- Hockey Colours
- Ultimate frisbee outdoor intervarsities
- Trinity Boat Club annual Regatta
- The Golf Club hosted Cambridge for a Trinity College golf event



DUBC at the 2016 Regatta

Alumni Events

Trinity Sport assisted the following sports alumni events and programmes:

- The hockey clubs hosted their annual port and pies event in December 2015
- Hockey (men’s) – Coulson Trophy 2016
- AFC – The club held the annual Presidents Game on College Park in January 2016
- Boat (Men) – Trial 8s in February 2016 where alumni of the club returned for an evening hosted by the current squads
- Boat (ladies) – Anna Liffey alumni dinner in the Boat House in March 2016

- Camogie, ladies football, hurling & men’s football – all had past versus present matches hosted by Clanna Gael
- Sailing – had a formal alumni evening in St George’s Yacht Club Dun Laoghaire
- Fencing – had an annual alumni dinner and past versus present match

2.2.5 Orientation and Open Day

Trinity Sport played an active role in meeting incoming students and highlighting all that there is on offer. Promoted by the Trinity Sport Gym Bunny, there were 18 free classes with over 200 participants throughout the week. Sport staff contributed to 24 student orientation talks over a three week period, a large increase from last year. Sports clubs played a major role in the week with all clubs being present in Front Square promoting their offerings and recruiting new members.

There was also a full schedule of talks and tours for the college open day, facilitated by Trinity Sport staff and volunteers from clubs and the sport volunteer programme. Prospective students attended talks by the rugby, soccer, rowing, GAA and basketball clubs. Some of the Trinity Sport scholars were present to meet parents and students to explain the scholarship programme. Student sport club officers were in attendance to give information about clubs and the sports facilities and programmes on offer. Also, sports staff Mark McGauran and David Lynch delivered specialist talks.



Dublin University Sailing Club competing during the year

2.2.6 The Sports Medicine Pilot Programme

In September 2015, the Department of Orthopaedics and Sports Medicine from the School of Medicine, Trinity Sport and the College Health Service came together to pilot the delivery of a new and unique programme and pathway of care for injured athletes at Trinity College – a first of its kind in the Irish university setting. Leading universities have long recognised the importance of sport and sporting performance in their continued success, and are continuously facilitating and driving the evolution to ensure preservation of this status. By linking together in this way, the programme was planned not only to serve the students of Trinity better, but also to deliver a programme that would allow Trinity contribute in new ways to the global scientific, medical and social community.

At Trinity College, we recognised the critical need to provide a unified approach to:

- Sports facilities and service provision
- Research and education in sport and sports medicine
- Prevention and management of musculoskeletal injury
- Optimising human athletic and sports performance.

Sport is an integral part of university life, which promotes the social, mental and physical wellbeing of all students. There has been a major change in college athletes and sports participation itself over the past two decades, with an increase in:

- Teams (including women's sports)
- Participants
- Non-traditional seasons of activity
- Strength & conditioning sessions
- Training
- Events
- Workouts

The purpose was to deliver a modern system of organised clinical care and injury prevention within College.

The goal of the sports medicine programme, from the outset, was to provide the student athletes with a health-care system and medical care pathway that:

- Reduces the risk of athletic injury
- Is proactive in its approach to injuries that do occur
- Provides easily accessible sports medicine services that are responsive to the needs of the students and athletes of Trinity
- Facilitates their safe return to participation in athletic competition as soon as possible
- Fosters an environment for the education of health professionals and facilitates research on injury prevention and management

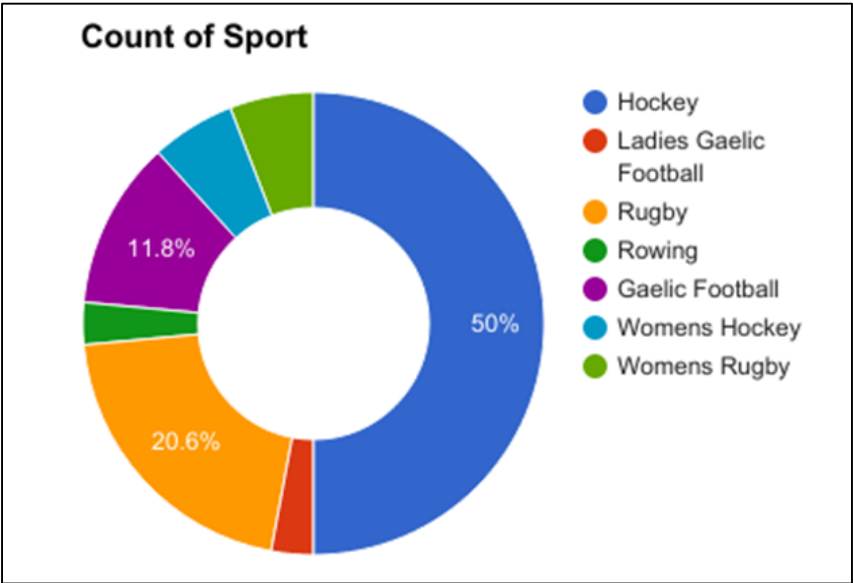
The medical director of the programme, Professor Cathal Moran, also a Consultant Orthopaedic Surgeon holds a dual role across both Trinity College Dublin and Sports Surgery Clinic (SSC). Hence, the programme established direct links to SSC, a world class clinical centre for the investigation and management of musculoskeletal conditions. With these links, the Department of Orthopaedics and Sports Medicine, along with an already thriving Department of Sport and Recreation and College Health Service, believed there was a unique opportunity to combine these resources to provide the highest clinical, research and educational standards in sport and sports medicine.

The pilot programme included the sports scholarship students along with the focus sports of Trinity College, in both codes, including:

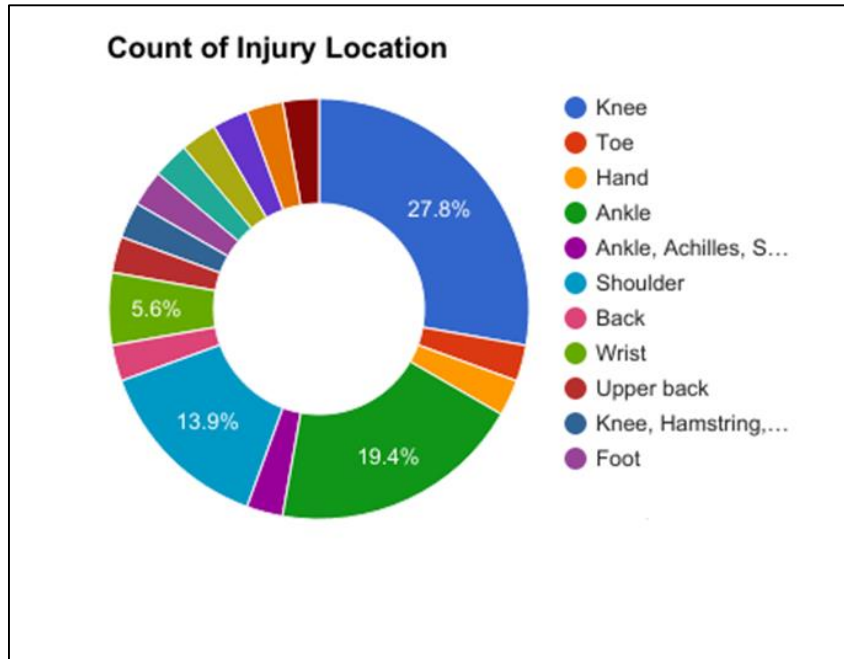
- Rugby
- Hockey
- Rowing
- GAA

In total, this amounted to almost 600 students.

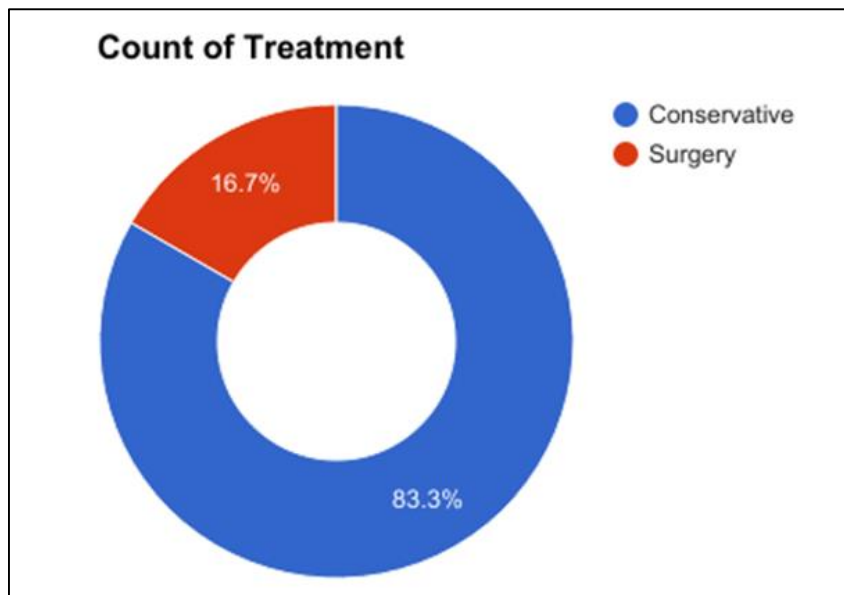
Some of the data from the pilot programme is outlined below:



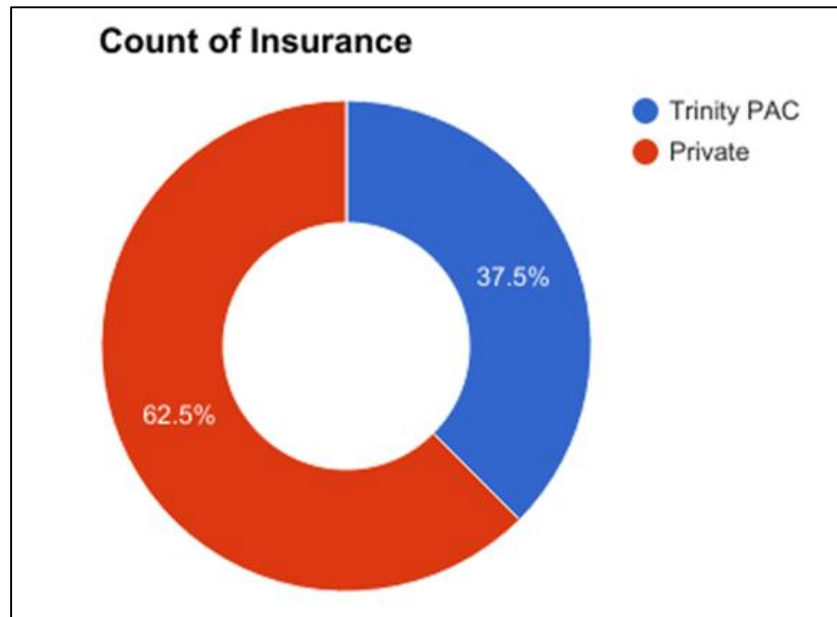
Injuries were most common in hockey, followed by rugby.



Knee injuries were most prevalent, followed by shoulders – which were most common in the contact sports.



Almost 20% of injuries required a surgical procedure, with all other injuries managed conservatively.



Almost 40% of injuries reported required the Trinity Personal Accident Policy, as approximately 60% of students had their own private policy.

The amount of money paid out by ACE Insurance for the academic / sporting year was €15,405.

As well as access to the medical care pathway, the sports scholarship students also availed of a Functional Athletic Screen. Each athlete was given an individualised corrective programme to work on, in an effort to prevent any potential injuries from occurring.

Safe to say, it became evident through testimonies from both students and coaches alike of the value and importance of the programme.

Unfortunately for one of Trinity Sport’s scholarship students, Tiarnán Daly, also a Fermanagh senior inter-county footballer, he fell victim to the dreaded ACL injury whilst training with Trinity footballers. However, he was fortunate to avail of the services of the sports medicine programme.

“I was unfortunate to tear my ACL this year playing for TCD GAA. Thankfully however, having the sports medicine programme in place meant I received the best treatment available from physiotherapist, and programme manager, Laura McCague, and Consultant Orthopaedic Surgeon and medical director of the programme, Professor Cathal Moran, in both the pre and post-surgery rehabilitation and the reconstructive surgery.

The sports medicine team work to ensure that athletes return to full fitness. Knowing that the sports medicine staff were from Sports Surgery Clinic, I knew I would be receiving the best care available. This also allowed me to avail of the facilities in Santry, including the 2D and 3D biomechanical screening, which allowed me to gauge how well my rehab was going and what areas I needed to focus on.

Having the team based in the Sports Centre on campus several days a week made my rehabilitation much easier, and they were always accommodating to a busy college schedule. The care and support I received and continue to receive has been of great benefit and it is allowing myself to return to playing inter-county Gaelic football with Fermanagh.”

(Tiarnán Daly, Trinity Sport scholarship student and Fermanagh senior footballer)

With respect to the research component, an injury registry was compiled to capture a number of variables relating to injuries at collegiate level. This is the first time that such data has been captured in the collegiate setting in Ireland, and will allow us to establish an international presence in this field.

As part of our progression into Phase 2, it is the intention to make the programme accessible to all students registered to Trinity sports clubs in 2016.2017.

As we move forward and progress onwards, we endeavour to help Trinity realise its full potential in the burgeoning and encompassing fields of sports health, physical activity, research and education.

“At a time when Trinity Sport is ‘raising our game’, the introduction of the sports medicine programme has proved to be an essential element of the high performance support required to facilitate our teams and players to excel. The staff supporting the programme are excellent and we look forward to extending the programme to as many sporting students as possible.”

(Michelle Tanner, Head of Sport, Trinity College Dublin)

2.3 Operations and Support Functions

Trinity Sport continued to strive to achieve new and improved levels in relation to operations and service. New operations procedures were implemented along with further facility developments.

2.3.1 Achievements

There were a number of successful achievements and developments as follows:

- The National White Flag **Gold Standard Award** was achieved for the 3rd year in a row (in previous years we achieved Silver Standard). The audit is conducted by Ireland Active, the non-government leisure agency, and includes an assessment of areas such as staff training, facility maintenance, risk management, emergency action plans and customer experience. The award is recognised throughout the leisure Industry and is the only quality award and measurement of standards for gyms, swimming pools and leisure amenities in Ireland.



- Ireland Active's **Leisure Centre of the Year** was awarded to Trinity Sport for 2016 for reaching new levels in operational functions while always improving the customer experience. Over 100 leisure facilities were considered and Trinity Sport was commended for its noticeable operational procedures and systems.

2.3.2 Communications

Communicating Trinity Sport's key messages is a vital part of the new Strategy for Sport. Since early summer, the communications team has been focused on highlighting the achievements of students and alumni as part of a brand-building exercise that will heighten awareness, internally and externally, of Trinity Sport.

Channels used to communicate with target audiences include:

- Regular sports news updates on the newly revamped Trinity Sport website
- Social media platforms Twitter and Facebook
- College alumni publication Trinity Today
- College newspapers Trinity News and University Times

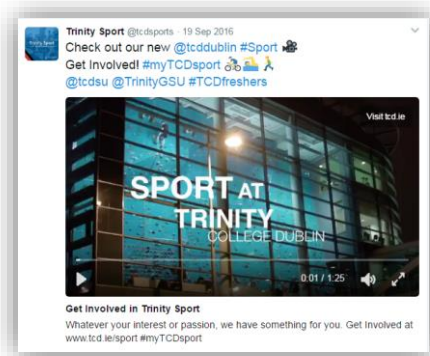
As part of the communications strategy, a new visual identity for Trinity Sport has also been created, which will gradually be rolled out across all channels. This identity will help build a consistent brand for Trinity Sport, ultimately making our communications more effective.

2.3.3 Publicity and Advertising

Trinity Sport prioritised and improved its publications and promotional material in order to enhance the profile and build the brand of sport internally and externally. Some of these initiatives included the integration of all communications platforms:

- A redesign of the Department of Sport and DUCAC websites to create one 'Trinity Sport' website including:
 - ✓ responsive design
 - ✓ optimised for smartphones and tablets
 - ✓ search engine optimisation
 - ✓ improved accessibility
 - ✓ look better
 - ✓ overall a better experience for the customer
- Social media – Facebook and Twitter continue to be utilised every day for marketing and brand identity. Facebook has been used for promotions, video campaigns, competitions and to engage with current and new clients.

- In September Trinity Sport launched #myTCDsport promo video campaign. The video gave a general insight into Trinity Sport and was an immense success, reaching over 97,000 people with over 47,000 people viewing the full video content.



#myTCDsport video

- New promotional images were taken for Santry 5-a-side pitches. These pitches, along with the climbing wall, featured on Groupon, Living Social and Pigsback.com.
- Three advertisements for Santry 5-a-side pitches were placed in the northside edition of Local News delivering to Drumcondra, Santry, Whitehall, Glasnevin, Finglas, Cabra, North Inner City, Stoneybatter, Ballymun, Blanchardstown, Ongar, Tyrrellstown, Mulhuddart and Clonsilla.
- Trinity Sport school tours and birthday parties featured on Schooldays.ie and also included two Facebook promotions.
- For the first time Trinity Sport featured in the line-up for Culture night 2016 – in their website and all promotional material <http://www.culturenight.ie/>. The event was a great success.

Website Stats

Over 635,540 page views occurred and 452,902 were unique page views. The top five pages viewed on the Trinity Sport website (excluding the home page) were:

1. Sports	72,882
2. Membership	26,705
3. Student sport/clubs	26,049
4. Classes courses/fitness classes	25,612
5. Facilities/pool	22,072

Publicity and Advertising – Membership

There were a number of successful promotional campaigns throughout 2015.16 aimed at new and existing members.

1. College staff: Email campaigns targeted people at three intervals during the year – in January, June and September, encouraging staff to get active with incentivised membership options including discounts and promotions.
2. Alumni: In conjunction with Trinity Development and Alumni, Trinity Sport instigated membership campaigns via the alumni e-zine which reaches out to over 40,000 former students. These took place twice – in January and September – and raised awareness of membership as well as inclusion of membership discounts. The January campaign was particularly successful, as it was the first of its kind.
3. Corporate: Trinity Sport saw a rise in the number of its corporate memberships, with an increase from 20 to 25 year on year. This was due to a combination of a limited-time discount available in November as well as a result of site visits to companies by Trinity Sport sales staff. KPMG had a Health and Awareness week which Trinity Sport were represented at in March.
4. Existing members: Among the promotions targeted at existing members was our ‘Friends Free Fridays’, which was advertised via email and in-house posters. It offered members the option to take up to two friends in with them every Friday during May, June and July.

2.4 Facilities

A number of key projects took place and others came to completion over the course of 2015.16:

- Phase 1B of the Santry development was completed and which encompassed 3 x 5-a-side rubber crumb pitches; a natural sand based floodlit GAA pitch, a new car park and entrance.
- November saw Squash relocating from the Luce Hall to halls in Dartry due to redevelopments on campus.
- Initiation to implement online booking was commenced with IT department and Gladstone.
- Fitness area expansion, consultation with all operations staff and reconfiguration with all areas becoming multi-purpose.
- Rugby pitch reinstated after period of works.
- Trinity Sport personnel put in place at Santry Sports Grounds.



5-a-side pitches at Santry Sports Grounds

With increasing pressure for space throughout the Sports Centre, a review of all space took place with the view to maximise and create further opportunities. With the fitness theatre reconfiguration project in the pipeline, some of the other areas were upgraded to include the relocation and upgrade of the spinning studio to allow virtual classes and a new wellness studio with space to cater for all yoga, Pilates etc. The fitness studio was redeveloped into a temporary high performance area for clubs and scholarship athletes. The area was re-floored with a noise dampening rubber tile along with three racks and a full suite of advanced fitness equipment.

A multi-functional training area was created within the Ancillary Hall. Other items installed within this area include a full RIP 60 Rig which can be converted into 3 squat bays along with other fitness equipment and proposed marked flooring.

New flooring for the climbing wall area was fitted which meets safety requirements but is also rigid enough for exercise to be performed in. This has provided space to run additional programmes.

With the demolition of Luce Hall, the rifle range and boxing area facilities were relocated temporarily to the Biotechnology building and the Enterprise Centre respectively.

2.5 Programmes

It was another successful year for the sports programmes team who continued to develop all aspects of the sports programmes and services with targets in general all exceeded.

2.5.1 Children's Activities

- The multi-sports summer camp was very successful with an attendance of 1,266 participants. This was an overall increase of 11% from the previous year. A new 14-15 year age group was introduced leading to five different age groups being catered for.
- Participation in the Trinity Sport multi-sports camps has increased every year since its establishment in 2009. Overall, the Halloween, February, Easter and summer camps saw a total of 2,133 children participate during the year.
- During the months of July and August 2016, Trinity Sport introduced the external Emerald camps and Alexander College camps which are attended by European students aged between eight and 18. The introduction of these meant catering for up to an additional 60-90 campers per day over five weeks who took part in a variety of activities from 2pm to 5pm. Trinity Sport provided camp leaders and the use of the facilities for both camps.
- The overall income generated from Trinity Sport camps increased by 18% from 2014.15.
- Approximately 400 children took part in swimming lessons during the year.



11%
**Increase in
Summer
Camp Numbers**

- Birthday parties experienced great success with 99 birthday parties taking place equating to over 1,000 children passing through the doors of Trinity Sport.
- The Saturday Climbing Club has continued to grow with 61 children participating over the year.
- Trinity Sport introduced a new children's trampoline course in September 2016 and so far 14 participants have taken part.
- The Trinity Junior Sports Leader Programme had another successful year with 45 junior leaders taking part. The students were recruited and trained to assist with the delivery of the children's sports camps. They obtained invaluable experience and developed their interpersonal and leadership skills.
- School tours were introduced to Trinity Sport in 2016. Five tours were hosted during the year:
 - St. Kevin's
 - Scoil Mhuire, Leixlip, Co. Kildare
 - St. Damien Primary, Walkinstown
 - St. Eithne's
 - Rockbrook TY Group



Approximately 300 children participated in a variety of sports including rock climbing, fencing, trampoline and more. We continue to expand the school tours in 2016.17.



2.5.2. Adult Programmes

- The continuation of our link with Groupon and the introduction of new social selling tools such as Living Social has aided the continuing growth of the climbing courses.
- These selling tools had a positive impact on the Trinity Sport learn to climb course with 469 people participating and the rock climbing for fitness course with 57 participants.
- The tennis programmes including beginner, improver, fast tracked and social tennis continued to be successful with 300 participants throughout the year.

2.6 Community Liaisons

Trinity Sport delivers top class sporting facilities that are open to all, ensuring that we deliver on key strategic aims. There are a wide range of groups using the facilities throughout the year including internal college groups, schools, third level institutions, sporting national governing bodies and corporate groups. There were approximately 30,000 recorded bookings and transactions for these groups equating to approximately 185,000 users for the year, for both indoor and outdoor facilities.

2.6.1 Community Access – External Groups

Based in the heart of the city, the Sports Centre is the ideal location to attract and engage with local governing bodies, national governing bodies, local sports clubs and schools. 2015.16 remained as strong as ever with relationships with over 90 different groups from a cross section of our sectors. Highlights of these bookings are detailed in section 2.7.5.

2.6.2 Charity Events

Trinity Sport again hosted a number of charity events in 2015.16 benefitting a number of organisations and enhancing community engagement. Over a dozen different events were facilitated including: student run events for St Vincent De Paul, Raise and Give Week, Homeless World Cup, Temple Street Children’s Hospital and the Mark Pollock Trust.

2.6.3 College Community Groups

The level of engagement with the college community saw an increase in 2015.16 with almost 80 bookings or events involving almost 50 user groups. This level of increase is underpinned by the Strategy for Sport participation elements that involves the entire college community. With health promoting initiatives, college clubs and societies, general student events, and our Student Unions using the facilities, sport is at the heart of health and well-being for the entire college community.



The 2016 Campus 5k sets off from Front Square

Events included:

- Campus 5k Run
- Campus 3k Reindeer Run
- Trinity Operation Transformation
- Social sport programme
- Postgraduate week dodgeball event

2.6.4 Work Experience Placements

Trinity Sport offers an invaluable opportunity for school students and members of other third level institutions to gain experience through our work placement programme. The students work alongside our gym instructors, lifeguards, duty managers and administration staff. During the year, we welcomed 28 students from 23 different educational institutions. This represents five third level institutions and 18 secondary schools as detailed below:

- Loreto Secondary School, Bray
- Dunboyne College of Further Education
- Beneavin De La Salle College, Finglas
- North Wall Community
- Manor House Secondary School, Raheny
- Coláiste Cois Life, Lucan
- Portmarnock Community Secondary School
- Maltings Training Ltd, Dun Laoghaire
- Inchicore College of Further Ed.
- Sisters of Loretto, Balbriggan
- Dunshaughlin Community School
- St. Dominic's College, Cabra
- St. Paul's Secondary School, Greenhills, Templeogue
- Crumlin College of Further Education
- Coláiste Eanna CBS, Ballyroan
- Templeogue College
- Rosalyn Park College, Sandymount
- Trinity College Dublin
- St Fintan's High School, Sutton
- Gaelcholáiste Reachrann, Donaghmede
- Mount Temple Comprehensive School, Clontarf
- Wesley College, Ballinteer

2.6.5 Volunteering

Training and developing volunteers is an important strategic functions in Trinity Sport. Trinity students and staff volunteered their time to deliver talks and training sessions for 12 students from the Centre for Inclusion and Intellectual Disability (CIID) to assist in delivering their sport module throughout the year. This allowed the CIID students to engage with our clubs and experience new sports as well as develop their interpersonal skills.

The student sport volunteer programme was launched in 2014.15 and thus year saw an increase in sign up of over 100% and a marked increase in active volunteers who were trained. There was a one day training session with social media training delivered by Twitter; Code of Ethics delivered by Sport Ireland; Inclusion for All delivered by the College Disability Service, health promotion delivered by the College Health Promotion Officer, and event management delivered by a former SU Entertainment Officer and graduate. There were 35 fully trained volunteers from the day.

The junior sports volunteer programme in its fourth year saw an increase in interest. With over 150 applicants, there were 40 selected to participate in the training over a two week period who then volunteer on the children's camps run by Trinity Sport. Volunteers are trained in sports coaching and leadership, inclusion in sport, communication skills and organisational skills. This training ensures that Trinity Sport has quality volunteers that deliver consistently high standards. It is the intention that the skills that participants learn through the training and volunteering will be used by them in their local clubs, schools, community groups and camps.

2.6.6 Service Liaisons

In terms of working in collaboration with other student services in college, Trinity Sport has made some important connections that have grown year on year to help enhance the students' experience:

- Trinity Access Programme (TAP) – Increased in engagement with potential students through our junior sports leadership programme and regular activity sessions.
- Deans Role of Honour – Trinity Sport provided opportunities to students to volunteer and also to take on leadership roles. Sport staff also assisted in the review of the applications.
- The Trinity Centre for People with Intellectual Disabilities continued to work with sport on delivery of their sports module as part of the certificate programme. Further to that Sport were involved in the process to ascertain accreditation at Level 5 of the QQI framework for a revised programme in Arts, Science and Inclusive Applied Practice.
- Trinity Sport continued to facilitate college initiatives such as Trinity Operation Transformation, Health and Sport Week and Smoking Cessation Programme in conjunction with the Health Promotion Officer and the Health Service.
- Through Global Relations, Sport continued to engage with recruitment, advertising and scholarship promotions.
- In cooperation with TAP schools, the Community Basketball Coaching Programme was expanded.
- Trinity Sport facilitated a respite room in the Sports Centre on behalf of the Disability Service for student use. Sports staff continued to work with students with rehabilitation or who had specialised training needs. Trinity Sport also facilitated tailored orientation for students registered with the Disability Service.
- The Civic Engagement Officer organised a volunteer fair where sport were represented.
- With the Senior Tutors Office, Trinity Sport worked on student welfare and finance issues.
- Continued referrals from the Counselling Service to sport to facilitate exercise.

- The Heads of Service Forum continued throughout 2015.16 to develop and enhance the student experience.
- Worked closely with the Dean of Students, as chair of the Strategy for Sports and Implementation Project Group

2.7 Sports Centre Usage

The total recorded visits for the year was 368,000, a 7% increase in comparison to the previous year (345,000). The recorded attendances/swipes going through Sports Centre reception turnstiles include an estimated 30,000 for non-member group bookings, not recorded as single entries. The predominant users were students, representing 70%, up 1% from 2014.15. A total of 10,445 students activated their ID card for use of the Sports Centre which was a decrease of 186 from last year (10,631). Usage peaked in October with February being the next busiest month. Tuesdays were the most popular day – a change from the previous year (Wednesdays). The breakdown of usage by category is detailed in the below table:

Type	2015.16	2014.15
Students	70%	69%
Graduates	8%	8%
Staff	7%	7%
Public	14%	10%
Others	1%	6%

2.7.1 Bookings and Transactions

The number of transactions recorded was 116,996 which is 18% higher than last year, a demonstration of the large volume of interactions with customer bookings taken by office and reception staff.

Of this, bookings for indoor facilities were 52,360 (45,783 last year) and outdoor facilities were 7,329 (last year 5,983). The increase of indoor facility transactions is mainly due to the fact that more classes and courses are available. The increase in outdoor facility hire can be linked to the opening and increase in Santry 5-a-side pitch hire as well as the hockey pitch that is now in full operation. The remaining transactions refer to hires and sales from the reception desk.

Analysis of specific facility areas is detailed in the following paragraphs:

2.7.2 Fitness Theatre

There were 216,000 visits in this area, a 2% increase from last year, with Tuesday being the most popular day to attend. A total number of 1,044 fitness appointments were confirmed for members with the personal training programme achieving 719 bookings which includes group training courses and one to one consultations.

2.7.3 Swimming Pool

There were 50,000 recorded swipes through the pool turnstiles, up 16% on last year. Also, due to the pool access entry gate remaining open for considerable lengths of time (due to maintenance, cleaning, camps and adult/child lessons), members and guests were able to enter through the gate rather than swiping their card. Taking this into account, a more accurate estimation of pool usage visits would be 65,000. A total of 1,341 swim lessons and class bookings were taken for swimmers and 195 transactions/bookings were made for DU water sports clubs (Swim and Water Polo, Kayak and Sub Aqua).

2.7.4 Climbing Wall

Trinity Sport's climbing wall continued to be a bookable area; users must obtain a climbing wall licence to partake in open and unsupervised climbing sessions. A total of 767 open climb bookings were made by members and non-members and another 1,026 bookings were made for climbing lessons – learn to climb, family climbing sessions, taster sessions, kids climbing, private bookings and licences. Fitness classes and courses were also introduced into the climbing wall area such as boxercise, total body conditioning, bootcamp and power yoga. These classes have proved successful with feedback largely positive from participants.

Bookings for the climbing wall have increased due to staffing structure and the continuation and expansion of social selling tools such as Groupon, Living Social & Pigsback. Social climbing club has continued throughout the year every Friday from 6pm-8pm and has proven very popular with participants. The climbing wall continues to be a popular activity with summer camps and birthday parties.

2.7.5 External Events

There were a number of external group events which took place throughout the year with approximately 137 different groups using our facilities throughout 2015.16 broken down as follows:

- 8 national/regional governing bodies
- 89 local corporate groups
- 16 sports clubs
- 22 schools/colleges
- 2 sports governance organisations.

There were also a small number of photo calls and publicity events that took place throughout the sports venues (Specsavers & RTÉ). Trinity Sport staff had an input in the planning and preparations for each event.

Highlighted events included:

- Dance intervarsities – Main Hall and Sports Centre – 29th February-3rd March 2016
- Launch of Specsavers Sound Check photo call event – Climbing Area – 3rd March 2016
- Virgin Media Run – Trinity Sports Centre used as the base for registration and bag drop/collection) – 19th-22nd May 2016
- Lancaster University Cup – Swimming Pool – 21st-22nd May 2016
- IUAA cricket intervarsities – College Park – 3rd and 8th June 2016
- Fighting Blindness run – College Park – 10th July 2016
- RTÉ photo call shoot – Botany Bay – 23rd-26th August 2016
- Pioneer Investments team bonding climbing/trampoline event – 25th August 2016
- St. Michael’s House football group – Santry 5-a-side – 9th September-14th October 2016
- FirstPoint USA scholarship trials (Santry 5-a-side and pitches) – 23rd September 2016
- Ultimate Frisbee intervarsities
- Fencing intervarsities
- Trampoline intervarsities
- Indoor rowing schools rowing championships
- Volleyball spikeball schools finals
- Dublin youth ultimate frisbee championship
- Indoor hockey youth tournament
- South African school girls netball representative team
- Portobello Institute sports coaching course
- HMM Unicef 5-a-side fundraiser
- Zumba fitness weekend workshop event
- Dublin youth ultimate frisbee finals
- Rowing Ireland schools indoor rowing blitz



2016 Dance Intersities at Trinity

These events welcomed new people onto campus and contributed to our community engagement objective as well as making links with large corporate firms which can benefit Trinity Sport in the future.

2.8 Memberships

Total memberships amounted to 12,760, slightly up from the previous year (12,740). 9,847 of these were students who activated their ID cards to access the facilities, down 7% versus 2014.15. Membership fee income increased 32% versus 2014.15. Of the membership income, 74% was student income and 26% was external membership (staff, graduates and public) with these three income generating categories of membership all performing better than the previous years. Our direct debit monthly payment option was introduced in April 2015 and continues to grow in popularity with 205 availing of this option by year end. All membership category incomes yielded better results than the year previous with public being the highest monetary value and ending a significant 40% higher than 2014.15. Membership income from students was up 37%, largely due to the levy increase to €120 per annum for each student which came into effect in 2015.16. Popularity of short term membership options continued to grow, this, coupled with the relatively new direct debit payment plan option, led to better conversion rates for new members. Campaigns and initiatives provided excellent results such as the corporate seven day free trial, one day free trial banner on the Trinity Sport website and many more. The guest fee category was up 101% on last year and there was a focus on converting guest users to members which has worked well. Membership categories and numbers are set out in the table below:

Type	2015.16	2014.15	2013.14
Student*	9,847	10,631	10,551
Graduate	484	458	532
Staff	576	540	540
Public	970	692	663
Other	551	366	468
Spouse/partner	57	53	44
Total Membership	12,760	12,740	12,798
Guests **	3,858	1,922	3,035
Join Fees	269	262	167

* Figure includes only students who activated their ID cards. All other students have automatic access to the sports facilities but must activate their card first.

** Guests pay as you go

2.9 Finances

2015.16 finished with a surplus from a combination of strong income results versus budget and delayed spend on projects. This financial year saw the introduction of the increased student sports charge from €90 to €120 which is specifically ring-fenced for spend on capital projects and student sport development. Furthermore, the first instalment of the Bank of Ireland financial sponsorship was received in 2015.16. This funding is specifically allocated to support clubs, development, programmes and Trinity Sport events.

The income and expenditure account for the financial year 2015.16 is available to internal sources on request.



Santry Sports Grounds hockey

Section 3: Appendices

Appendix 1

Summary of Strategic Imperatives and Key Initiatives Achieved By Trinity Sport in 2015.16

Strategy and Profile

- **Strategy for Sport** 'Raising our Game' approved and launched along with Implementation plan
- Approved new identity for Trinity Sport and integrated communications platforms for sport, e.g. one new 'responsive' web site for sport (previously two)
- Delivery of key strategic showcase events:
 - Regatta – 125 year anniversary
 - Rugby Colours - First time ever in College Park with victory for Trinity
 - Boat Colours - Liffey, linked to St. Patrick's Day celebrations
 - Sport Awards - star guest Sonia O'Sullivan and hosted by RTÉ sports reporter Evanne Ní Chuilinn. Supported by Bank of Ireland, the brilliance in student sport was recognised
- Scholarship awards ceremony (see below)
- Further developed the relationship with key sponsor - Bank Of Ireland, and worked with the CRU to explore future sports sponsorship and commercial opportunities
- Develop closer links with the Dean of Development, Alumni Office and Trinity Foundation to secure future funding of sport.

Business and Operational Model

- Secured ring-fencing of student levy funds for sport developments
- Online bookings (project initiation)
- White Flag Award - GOLD standard and Leisure Centre of the Year
- Further integration of financial systems (FIS and Gladstone) reports

Scholarships and High Performance

- High performance focus sports - support and resources extended
- Orthopaedics & Sports Medicine Clinic, extended pilot and clinic facility operational
- Sixty scholarships were awarded across thirteen sports at the 2015.16 awards ceremony supported by the Bank of Ireland including two athletes from the Centre for Intellectual Disability (CIID)

- Several students competed internationally, representing the university and their country in a range of sports. These included Anna-May Whelan (hockey), Jenny Andreasson (sailing), Scott Flannigan (sailing), Ayman Ben Mohamad (soccer), Rachel Taylor (golf), Nicholas Armstrong (golf), James Bollard (rugby) and Lisa McKenna and Ciara Mahon (handball).
- Trinity sports clubs had amazing successes representing the university at numerous national and international competitions, to include:
 - The men’s 1st rugby team promotion to Division 1A, the top tier of Irish club rugby. Runners-up in the inaugural World University Championships, defeated local rivals UCD in the annual Colours match.
 - GAA: camogie club won the honours by winning the Fr Meagher Cup, with the Gaelic football freshers winning the division 2 title.
 - Rowing: Strong performances from the novice men who won the Colours race, Trinity Regatta and the Irish Rowing Championships. The women’s novice 8 claimed victory in several regattas and were crowned novice 8 champions at the Irish Rowing Championships.
 - Squash: Leinster league division 1 winners.
 - Men’s hockey 1st team won division 1B with the ladies hockey 1st team qualifying for the promotion play-offs.
 - The Snow Sports club successfully took on the organisation of the inaugural Leinster universities and colleges league in which Trinity, UCD, DCU, DIT and Maynooth competed.
 - Other notable successes at intervarsity competitions were recorded by clubs including, Tennis, Ultimate Frisbee, Snow Sports, Fencing, Sub Aqua, Squash, Trampoline, Rifle, Boxing and Volleyball.

Student Sport Development

- The development programmes delivered by Trinity Sport during the year included the Student Sport Volunteer Programme, Coach Education Programme and the Junior Sports Leadership Course.
- Student Sport User Forum Group
- Development of the club officer training programme

Sports Programmes

- Staff B-Well wellness pilot completed and proposed programme being developed
- Healthy Ireland - TCD HS Faculty established group to address
- Extended the PAHA European Project - inactive older adults
- New classes and courses and family activities
- Greater links with clubs for fitness training needs
- Five-a-side soccer, dodgeball, tag rugby and badminton were among the tournaments in the new expanded intramural programme

- The annual run series continued to grow with a record turnout for the Trinity Operation Transformation Run, 62 participants in the annual Reindeer Run and a maximum capacity participation in the Campus 5k, led by Olympic medallist Sonia O’Sullivan.
- Fitness classes and courses continue to be very popular with almost 25,000 people participating during the year, an increase of 9% from the previous year
- Over 2,100 children between four and 15 years, attended the children’s camps which are run year round, during school holidays. In addition, the normal run of children and family programmes were extended, with courses in swimming, climbing and tennis

Facility Developments

- Trinity Sports Centre was awarded ‘Leisure Centre of the Year’ at the annual White Flag Awards and achieved Gold Standard which grades facilities and operational standards
- Phase 1B at Santry Sports Grounds was completed, comprising three 5-a-side 3G synthetic playing pitches, a natural sand-based floodlit GAA pitch, upgrades to the entrance of the grounds and a complete revamp of parking facilities
- College Park was upgraded with the installation of flood lights over the rugby pitch enabling Trinity to host the annual rugby Colours in March for the first time in the history of the event
- Trinity Sport expanded its reach to students during 2015.16 with the installation of new gym equipment in Trinity Hall, allowing student residents to exercise on site
- Swimming pool repairs conducted to address short term issues. Long-term plan to be developed
- Fitness theatre reconfiguration project initiated
- Complete Luce Hall decampment of sports to make way for the new Business School development (Squash, Rifle, Sub Aqua, Boxing, Canoe)
- Oisin House - inclusion of sports
- Boat House - boat storage expansion underway
- Iveagh Grounds acquisition underway

Staffing and Organisational Plan

- Resourcing Trinity Sport - reorganisation of staffing structure, alignment with strategy, integration of all sporting roles, and new strategic roles in sport identified
- Recruitment of key staff, new role of Finance and Administrative Officer and Deputy Head of Sport
- Staff training and development - continual focused training and development opportunities for all sports staff

Appendix 2

Budget for 2016.17

(Internal document available on request)