

# Annual Report



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# Section 1: Introduction

## 1.1 Executive Summary

Trinity has a proud sporting tradition with 2019 marking a milestone 100 years of organised sport in the college. Participation is valued as much as performance and the range and diversity of sporting activities available to Trinity Students are a key part of campus life and integral to the Trinity student experience. Alongside the obvious health and wellbeing benefits, sport develops leadership and organisational skills and allows students to form friendships and build networks. The student experience is important to us here in Trinity Sport as students this year made up the largest cohort of service users, at 73%.

As illustrated throughout the Annual Report 2019 / '20, the closure of Trinity's sporting facilities due to the Covid-19 pandemic in March 2020 had a seismic effect on our operations, communications, events, business and sporting activity. We recorded 102,000 in visits to the fitness theatre, representing a 45% reduction from the previous year. Swimming pool usage was down this year too, there were 47,000 approx. recorded swipes through the pool turnstiles, down 59% on last year. This is attributed to the fact our indoor facilities were closed from March 2020 – August 2020 and from August 12th, 2020 our opening hours and capacity were significantly reduced to ensure our facilities were adhering to the HSE and government Covid-19 guidelines.

The high-performance programme continued to pay dividends this year as 72 students were supported in conjunction with Bank of Ireland. These included several inter-county players, a handful of Ireland U20s Six Nations and Leinster

players, an Irish Senior Basketball Vice-Captain, and an Irish U-23s Hockey player.

This year more programmes were provided, aimed at attracting those who do not normally pursue an active lifestyle. A few of the standouts were the 'Mind, Body, Boost' programme and the roll out of 'Healthy Trinity Online Tool' to all first-year Trinity students in 2019. It was great to see the launch of two programmes which engaged people in physical activity and promoted a healthier Trinity community.

To do all this of course Trinity Sport needs to be on a solid financial footing and the business continued to develop this year with the addition of new income streams (for example CrossFit and Trinity Sport+), a stronger marketing communications drive and continued engagement with sponsors and stakeholders.

**Michelle Tanner,**

Head of Sport and Recreation, Trinity Sport

# Section 2: Review of the Year 2019 / '20

## 2.1 Student Sport

Students made up 73% of the users of the Sports Centre with 10,698 student cards activated (September 2019 to August 2020), which is down 4% from the previous year. There were 152,000 visits recorded by student members which was a decrease of 37% annually, visiting on average 30 times per annum, compared to 22 in 2018 / '19.

### 2.1.1 Student club support

Student sports clubs had 150 hours of training per week spread across all Trinity Sport facilities. 66% of this related to indoor use with the remainder relating to outdoor training.

Further to that, club members availed of guidance and assistance from staff in organising and running club events and tournaments. In addition, club committee members received support in developing their skill set with various trainings and workshops to improve in areas such as leadership, communication, organisation, first aid, Covid-19 safety awareness and administration.

This year saw a Trinity student being elected as Chairperson of DUCAC, a first in the hundred-year history of the organisation. In October 2019, Jemil Saidi was elected at the DUCAC AGM.

### 2.1.2 Student club highlights

Increasing participation amongst students continues to be a driving objective for Trinity Sport. Over 6,066 students joined a sports club in 2019 / '20 with 63% of sports club members continuing to engage in active participation throughout the academic year.

Despite trainings being cut short and competitions cancelled in March 2020 there was no shortage of standout sporting moments throughout the 2019 / '20 season for Trinity College Dublin sport clubs. On the weekend of March 7th and 8th in DCU, Dublin University Fencing Club won the Irish Intervarsity's Championship for the thirteenth year in a row in a streak stretching back to 2008. The latest title equals the record number of consecutive titles won from 1979 to 1991 which is also held by Trinity. It is Trinity's 43rd title overall in the competition's 66-year history. Trinity Meteors were crowned Division One champions in Leixlip, running out 80 – 65-point winners over St Mary's of Castleisland in the National League Final. The game certainly lived up to its billing, as the sides were neck-in-neck from the off with just one point separating the teams at the half. As the final quarter got underway Trinity Meteors became clinical on finishing and stormed home to league title glory and promotion to the Women's Super League with an 80 - 65 point win.

DUHAC's distance athletes dominated the colours Cross Country on Saturday (22nd February 2020) against UCD on a windy, exposed course in Phoenix Park. Trinity athletes finished first, second and third in both the men's and women's races. The women and men retained two separate trophies, DUHAC (Dublin University Harriers and Athletics Club) athletes now have Track, Road and Cross-country colours titles in both men's and women's. DUHAC Ladies took home the top prize at the Cross-country Intervarsity's, adding to their road relays victory earlier in the year. This was also the first time Trinity College Dublin had won the women's team event since the race was held in 2014.

Trinity Camogie team claimed the Fr. Meaghair Cup with a win over UCD at Waterford IT Arena in January 2020, capping off a hugely impressive

season with a 0-13 to 0-08 victory over their rivals. A dozen points from Trinity Sport Scholar and Limerick Camogie star Laura Stack who solidified TCD's 0-13 to 0-8 triumph over UCD's second team in the UPMC Fr. Meagher Cup Final. In February 2020, Collingwood Cup hosts Dublin University Association Football Club (DUAFC) claimed the Farquhar Cup with a win over National University of Maynooth at College Park.

Other league wins were achieved by the volleyball club with the women's team topping the Student Sport Ireland women's volleyball league 2019 / '20 and elsewhere the men's team won the Student Sport Ireland men's volleyball cup 2019 / '20. The barbell club successfully took part at the junior powerlifting nationals where three athletes qualified to compete internationally for Ireland. Other successes and various medals for Trinity were won by the archery, judo, karate, trampoline, and badminton club. All these success stories are reflective of the efforts and development of the sport clubs in Trinity over the past years.



Laura Stack, Camogie Trinity Sports Scholar

### 2.1.3 High performance

Seventy-two sport scholarships were awarded across sixteen sports for the 2018/2019 academic year. Supported by the Bank of Ireland, the recipients included:

- Ireland U20 and Leinster rugby players – Jack Kelly, Jack Dunne, Michael Silvester, and Ryan Baird.
- Irish Senior rugby players Linda Djougang and Kathryn Dane
- Irish 7s rugby player Liam Turner
- Irish Senior Cricketer Rebecca Stokell
- Ireland U21s and U23s hockey player Erica Markey.
- Ireland senior basketball vice-captain Edel Thornton and Ireland U20 basketball player Sorcha Tierney
- Sarah Kenny (Basketball), Cliona Murphy (Athletics) and Isabelle Delamere (Hockey) were awarded the Trevor West scholarship for their fantastic contributions as ambassadors and role models for student sport in Trinity.

A considerable number of our sport scholars were selected to represent Ireland at different age groups, with 13 student athletes selected at under-age level and 6 selected at senior level. In addition, there was several notable achievements by our sport scholars throughout the year, including Edel Thornton picking up the Irish Basketball Division 1 player of the year award, Sadhbh Doyle picking up FAI U19 player of the Year award and Kathryn Dane winning Ulster Rugby Player of the Year.

The Sport Scholarship Award Ceremony took place on the 30th of October 2019 with special guest Mark Pollock, Motivational Speaker and Trinity Sport ambassador.

*“The support that I have received from Trinity Sport as a sports scholar has been fantastic. They really understand the importance of balancing your sporting and academic commitments and the support has enabled me to excel both on and off the field. The specialist support provided included strength and conditioning, physiology testing, and nutrition support. This has played a pivotal part in my development as player, whilst the financial support has allowed me to focus on my training”*

**Erica Markey – Irish U-21 Hockey Player.**



## 2.1.4 High Performance Pathway

This year has seen the continued evolution of the support services and structure of the High-Performance Programme. The High-Performance pathway supported 259 athletes across the sports of Rugby, Rowing, Hockey, GAA, Basketball, Athletics and Fencing and support included:

- High Performance Gym access
- Strength and conditioning (S & C) – individualized support for scholars and performance teams
- Sports Medicine Pathway – world class medical support consisting of rehabilitation support, injury prevention and rapid access to Santry Sport Clinic for assessment
- Workshops in the areas of fitness testing, nutrition, and injury prevention
- Sports Science

The partnership with Kitman Labs continued to go from strength to strength with the introduction of a joint Sport Science internship. The Kitman Labs Athlete management system was introduced with Ladies Hockey and the collection of data analytics with the squad helped to improve performance, promote well-being, and reduce the number of injuries.

With the Sports Centre closed from March-August 2020, support for athletes on the High-Performance pathway continued remotely. The TeamBuildr app was introduced to provide remote S & C support to athletes, whilst sports medical consultations continued virtually.

Success was achieved across the sports supported on the High-Performance Pathway with Trinity Meteors capturing the National Division 1 Basketball title, the Dublin University Harriers & Athletics club claiming gold in the Women's Cross-Country championship with the Men's team picking up bronze and Dublin University Fencing club crowned inter-varsity champions for the 13th year in a row.

## Focus Sports:

The focus sport model has enabled each of the four sports identified to develop structures from recreational level right through to high performance. Development staff are now in place across the focus sports of Hockey, Rugby, Rowing and GAA. This has enabled the sports to continue to grow from strength to strength. The focus sports have seen encouraging growth with an increase in participation levels as well as success at a high level. Unfortunately, due to the impact of Covid-19 rowing competitions did not go ahead whilst Rugby and Hockey teams were unable to finish their respective competitions. Highlights this year included the Camogie squad capturing the Fr Meagher championship and Men's Rugby competing in AIL Division 1.

## 2.1.5 Sports Awards

The Trinity sports awards are open to all sport clubs, they acknowledge the extraordinary commitment made by the sporting community at Trinity College Dublin. The Trinity Sport Awards 2019 / '20 weren't celebrated in the usual manner as all sporting activities came to halt in March 2020 due to the Covid-19 pandemic. Plans for the Trinity Sport Awards 2019 / '20 had been in place prior to the Covid-19 pandemic in March 2020, however as in person events were not permitted under the new Covid-19 restrictions, the awards ceremony was moved to an online event in December 2020.

The Trinity Sport Awards will see a total of nine awards and five 'Pinks' being announced virtually on the night. A first will be the decision of the "Social Media Campaign of the Year" award, which will be chosen by Trinity College Dublin student body through an online poll. The tradition of announcing Pinks will also occur at this rescheduled event in December, the Pinks nominations came in just before lockdown in March 2020, the captains committee will meet virtually to ensure that this annual tradition stays.





## **2.1.6 Social Sport, Student Participation and Online Programmes**

Increasing participation amongst students continues to be a driving objective for Trinity Sport. Over 6,066 students joined a sports club in 2019 / '20, a slight decrease from last year. The percentage of these members that stayed in active participation with sport clubs this year was 63%. This is an increase of 2% of students remaining involved with sport clubs from last year, but still a further increase in the active numbers from two years ago.

The 2019 / '20 year saw an increase in students participating in events & programmes by 8.4 % and an 71 % increase in social programmes participation from last year. Overall, more than 3,900 students took part in one of the many programmes offered. The social programmes range from 5-a side football, basketball, volleyball (DIVA programme), learn to play Gaelic, touch rugby and badminton. There were new additions to our offering this year with the introduction of UV Zumba and UV dodgeball. The Trinity Sport participation activities included challenges such as Cycle Local, Walktober, Marchathon, Social Run / Walks and many online events since the beginning of the Covid-19 pandemic in March 2020.

Seven programmes were run by volunteers who invested their time to offer fellow students social and fun sport programmes. Overall volunteering hours were down significantly due to the programmes having to stop in March 2020 due to the global Covid-19 pandemic.

### **Online Resources and Programmes:**

When restrictions came into place in March 2020, club training, competitions and activities were cancelled abruptly. Trinity students engaged in many online events and programmes which were created by the sports development team. Trinity Sport club officers took part in online townhalls and virtual challenges created by Trinity Sport and sporting bodies such as Student Sport

Ireland. A social media series of online active breaks and family friendly fitness videos were created from March 2020 onwards to keep Trinity Sport students, staff, alumni, and members moving throughout lockdown.

In April 2020, Trinity Sport launched our first 'virtual running community' which challenged Trinity Sport students, staff, alumni, and members to stay healthy, active, and connected. The Trinity Sport Virtual Running Community was connected via Strava and promoted via Trinity Sport social media channels and mail chimp, every week participants were asked to challenge themselves by walking, running or jogging 4K three days per week. High Performance athlete, Caron Ryan came on board to give running tips and advice while also asking participants to be mindful of the HSE (Health Services Executive) social distancing and guidelines. The first Trinity Sport virtual run was hosted in May 2020 with over 150 participants joining in a virtual 5KM. The Trinity Sport Strava account saw a 183% increase in participants from the launch of the Virtual Running Community from April 2020.

In June 2020, Trinity Sport launched the 'Frontline Heroes Challenge' to raise much needed funds for our Frontline Heroes, all proceeds raised from the virtual challenge were split evenly between St. James' Hospital Foundation, Tallaght University Hospital Foundation and St. Vincent's Foundation. The virtual event offered three different challenges for participating teams to walk, jog or run including a 45km distance for those looking for a slightly less strenuous day, a 100km distance and a challenging 250km distance for experienced runners. The 'Frontline Heroes Challenge' campaign was promoted via Trinity Sport and the wider Trinity College Dublin social media channels, mail chimp and traditional media. Over 165 participants between 21 teams took part in the Frontline Heroes Challenge on Saturday, 18th July from all over the world including Ireland, Sydney, Dubai, USA, Germany, London and Singapore and a total distance

of 1,948.63KM was completed on the day (the equivalent of running from Dublin to Spain).

The Trinity Sport Frontline Heroes Challenge raised over €8,100 which went directly towards buying Personal Protective Equipment (PPE) for healthcare workers, hospital mobile workstations to reduce the rate of infection among healthcare workers and a much-needed healing garden which is currently being planned for St. James Hospital. The virtual challenge was driven by the Trinity College Dublin student body with the Trinity College Dublin Students Union (TCD SU) team completing over 100km on the day. Trinity Sports clubs also entered teams including fencing, ultimate frisbee, trampolining, hockey, and athletics. Trinity Fencing entered four teams to the Frontline Heroes virtual challenge and raised an impressive €620.

### **2.1.7 Student events**

Although many student and alumni events could not go ahead as planned from March 2020, Trinity Sport hosted and facilitated many student-run and alumni-related events during the year. Some of these included:

- 100th Edition of the Collingwood Cup
- Fencing – Dublin Epee
- Water polo Intervarsity's
- Taekwondo Intervarsity's
- Basketball Ladies Division One Semi Final

### **2.1.8 Orientation and Open Days**

Sport plays a significant role in the lives of our students and orientation week is the perfect opportunity for them to find out information and try some new activities. The Trinity College Open Day on the 23rd of November enabled us to highlight our facilities and programmes to prospective students. There were several tours and talks facilitated by our staff and volunteers as well as sports-specific talks delivered by the rugby, soccer, hockey, basketball, and rowing clubs. Some of the Trinity Sport scholars were present in the Sports Centre and across campus

to meet parents and students while sport club officers were also in attendance.

The Trinity Sport High Performance Open Day took place on the 21st of February and attracted 4th, 5th, and 6th year students from across the country. The day provided an insight into our high performance programme and how Trinity enables student athletes to compete at a high level both from an academic and sporting perspective. Information on everything from scholarship support to league and intervarsity competition information was provided to all attendees.

## **2.2 Operations and Support Functions**

Trinity Sport Centre was awarded 'outstanding' facility at National Quality Standard Awards for 2020 by Ireland Active, the representative body for Leisure, Health, and the Fitness industry. The Sports Centre achieved the highest standard in the National Quality Standards for the sixth consecutive year. The NQSA (National Quality Standard Awards), is the most sought after and respected accolade in the leisure and fitness industry and is awarded to facilities that meet the operational standards for leisure and facilities across 250 quality-based criteria. The standard is designed to encourage continuous improvement within the sector and recognises facilities for their remarkable standards in the areas of safety, hygiene, customer service and human resources. The NQSA are the only industry specific award for leisure, health, and fitness sector in Ireland.

### 2.2.1 Sport Centre Usage

The Sport Centre is the central hub of sporting activity on campus. There were 209,000 attendances at the Sport Centre from October 2019 to September 2020, this includes an estimated 18,000 for non-member entries for indoor bookings. Given the pandemic closure from March – August 2020, a comparable period of usage to the previous year (2018/19) is the first 6 months (October – March) of the year, with usage down by -3% YoY.

The predominant users were students, representing 73%, up 4% compared to 2018 / '19. 60% of users were male with 36% female, leaving 4% unknown and this is a near identical trend to the year previous. The public category reduced to 7% share from 9% YoY, with staff and graduate categories sharing 5% each of the total usage, which is a reduction of 3% and 4% respectively YoY. Except for August and September, all other months of opening following near enough identical volumes of usage each month.

A total of 10,698 students activated their student ID cards for use of the Trinity Sport Centre which was a decrease of 4% from last year. In the two months of re-opening the Sports Centre after the Covid-19 pandemic closure, August and September occupied a total of only 3% of the year's usage, which is a good indication of the capacity limitations in a new exercise environment and the reservations among users about returning to exercise.

Like the year previous, usage peaked in February and October, followed closely by November. Tuesdays and Mondays were the most popular days of use, although it is worth noting there were two days of closure on Mondays, due to bank/public holidays. The breakdown of usage by category is detailed in the below tables along with some other interesting trends emerging.

#### Usage trend by busiest month:

Month	Usage %
October	22%
November	20%
December	9%
January	18%
February	22%
March	6%
April - July	Closed
August	1%
September	2%

#### Busiest day of week from top down:

Day	Usage %
Tuesday	20%
Monday	19%
Wednesday	19%
Thursday	17%
Friday	14%
Saturday	5%
Sunday	5%

#### Usage by category:

Type	2019/20	2018/19
Students	73%	69%
Staff	5%	8%
Graduates	5%	9%
Public	7%	8%
Other	9%	5%

## **Bookings and Transactions**

The number of transactions recorded was 50,302 down 42% when compared to 2018 / '19 (86,706), these figures show the large volume of interactions with customer transactions by office and reception staff. Staff training is of huge importance and an improvement within this area will enable a better overall customer experience.

## **Fitness Theatre**

There were 102,000 visits in this area, representing an 45% reduction from last year. From 12th August – 30th September, there were two crucial factors that affected usage:

- Opening hours were reduced to 7.5 hours per day, 7 days per week.
- Capacity for gym sessions was reduced significantly to 48 per hour, resulting in a maximum of 288 users accessing the gym daily.

## **Swimming Pool**

There were 47,000 approx. recorded swipes through the pool turnstiles, down 59% on last year. Also, to note additional to the March – August closure, maintenance issues with the pool resulted in the pool remaining closed in August and September. From September 2019 – March 2020, a total of 449 swim lessons and class bookings were taken for swimmers and 592 transactions / booking were made for water sports clubs (swim and water polo, kayak, triathlon, and sub aqua).

## **Climbing Wall**

Our climbing wall continued to be a bookable area. Users must obtain a climbing wall license to partake in open and unsupervised climbing sessions. From September 2019 – March 2020, a total of 563 open climb bookings were made by members and non-members and another 251 bookings were made for climbing lessons – learn to climb, family climbing sessions, taster sessions, kids' climbing, private bookings and licenses.

## **2.2.2 Trinity Sport Online Services and App:**

A significant positive for Trinity Sport this year was the launch of online services which includes an online booking service and online membership subscription option for students and non-students whether buying their first membership or renewing.

These services had been in the 'pipeline' for several years and were launched in August 2020, just in time for the Sports Centre reopening on 12th August 2020. With new restrictions in place regarding Covid-19, these services were more essential than ever and consist of two websites (one for bookings and one for memberships) and the impressive Trinity Sport application, which serves several functions and seems to be a favourite amongst users due to its user-friendly appearance and features.

There were 2,100 user application downloads made in August/September when these services were announced, and this was extensively used by active users. Booking a slot for the gym or any other service in Trinity Sport from August 12th onwards involved reserving a booking for this service, which was facilitated by the new application, with a small percentage of users using the connect bookings website.

Students who subscribed to Sport in August/September totaled 1,488, significantly with 55% of these availing of subscription via our new online membership portal. This service not only enhances the experience, but it also reduces the volume of enquiries at reception resulting in less waiting time for users.

## 2.2.3 Facilities

### Off Campus

- Santry Sports Grounds received delivery of a new outdoor storage container for club's usage. This created more space which was being taken up at the Pavilion changing rooms.
- The opening hours in Trinity Hall have been vastly extended to open daily, with classes and activities being increased to accommodate the requirements of the students on site. An outdoor fitness area in Trinity Hall is currently being installed with an all-weather covering which will allow fitness instructors to teach exercise classes outdoors.
- All off campus sporting facilities have had Covid-19 safety upgrades, like safety screens at receptions, hand sanitizer stations throughout buildings, updated cleaning regimes and protocols and all gym equipment has been spaced out at least 2 meters apart.
- The operations team drafted a new NOP resumption plan for all our off-campus facilities operating under Covid-19 protocols.

### On Campus

- The Main Hall had an electronic divider curtain installed this year, which reduced the manual need to install the divider by the operations team.
- 'Body Beats' radio was installed into the gym playing music automatically and allows for advertising and safety messages to be played at intervals.
- The main fitness theatre has had 15 pieces of new gym equipment installed this year including the 'Box Master' unit which allows for individual boxing training.
- The team installed a new welcome station at the entrance to the gym area where our fitness team can greet users and offer a more friendly approach and availability.
- We have a new service provider, 'Balance Leisure' for the maintenance of our gym equipment in the form of an annual service level agreement. This will help prevent the wear and tear of equipment and reduce costs overall.
- The reception area welcomed the delivery of a heritage wall which displays trophies and a history of sport in Trinity throughout the years.
- The long-awaited swimming pool tile and floor repairs were completed in October 2020.
- The Operations team drafted a new NOP

resumption plan for all our on-campus facilities operating under Covid-19 protocols.

- All sporting facilities have had Covid-19 safety upgrades, like safety screens at reception, hand sanitizer stations throughout buildings, updated cleaning regimes and protocols and all gym equipment has been spaced out at least 2 meters apart.
- Trinity Sport once again gained the gold standard in the National Standard Award through Ireland Active.

## 2.3 Communications, Media and Marketing

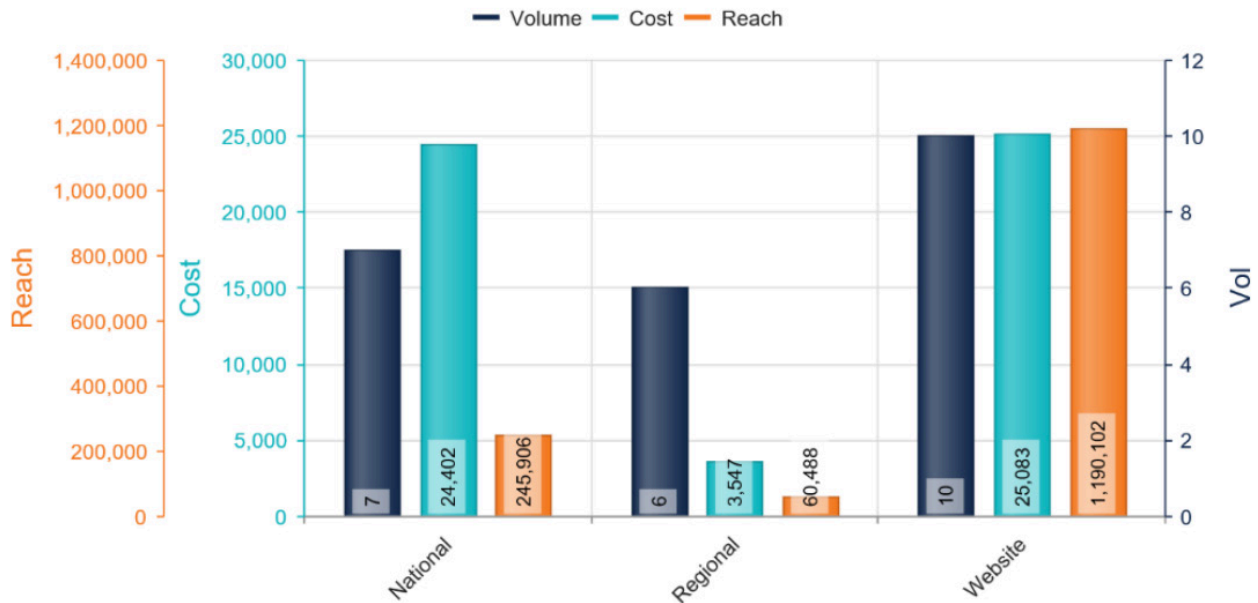
The Trinity Sport Communications, Media and Marketing strategy focused on increasing engagement and exposure of Trinity Sport among its members and external stakeholders including potential sponsors and media. From September 2019, there was an enhanced focus on ensuring that there was a balance of content between high-performance, participation, sports clubs, and fitness promotions across all our communications channels.

From the onset of the Covid-19 pandemic and the closure of Trinity Sport facilities in March 2020, communications and social media content was essential to keep our members and the wider Trinity College Dublin community up to date and engaged with Trinity Sport's closure and re-opening updates, news, online programmes and resources.

### Media coverage:

There has been a huge increase in media coverage for Trinity Sport during 2019 / '20 due to the implementation of a strategic media relations campaign which resulted in increased exposure for Trinity Sport. Our brand ambassadors including Trinity Alumni and Dublin Ladies GAA player, Nicole Owens, Mark Pollock (motivational speaker and adventurer) and Hugo MacNeill (former British & Irish Lions Rugby Union international) were officially launched to media in October 2019. This activity resulted in 23 news articles across national, regional, and online media with a reach of 1,490,496 and an advertising equivalency of €53,032. (please see next page for volume, media cost and reach).

Volume, Media Cost & Reach - by Media Category



Following the Trinity Sport Scholarship awards in November 2019, we targeted regional media outlets with press releases and images which resulted in 28 news articles across regional and online media for the Trinity Sport Scholarship Awards.

To officially launch CrossFit at Trinity Sport Centre, the team invited the ‘fittest woman in Ireland’ Emma McQuaid and Chapter 2 Fitness owner Jamie Headon to launch the first CrossFit box in Trinity College Dublin. This activity resulted in 10 national and online media articles including the Irish Examiner, The Irish Times, and Sport for Business. Trinity Sport also gained significant national media interest from the launch of the Collingwood Cup 2020 with articles published in Sport for Business and the Irish Sun.

**Communications and social media content:**

There was an enhanced focus on ensuring that there was a balance of content between performance, participation, and fitness centre promotional campaigns across all our social media channels. Trinity Sport social media audiences and analytics are growing year on year due to the quality of content produced by the Trinity Sport team and the consistency of content posted to our social media channels. Video content continued to perform well in terms of engagement with the target audience, however high-quality professional images also performed very well across all channels including Facebook, Instagram, Twitter, and LinkedIn.

From September 2019 – March 2020, some of the most engaging and successful campaigns included the Trinity College Dublin Student Sport Ireland 20x20 Charter Launch, CrossFit Launch, Freshers week content, Trinity Meteors content, Black Friday campaign, Sport Scholarship launch, Nicole Owens launch, Trinity Sport 12 presents of Christmas giveaway and the Collingwood Cup.

From March 2020, the onset of the Covid-19 pandemic and the closure of Trinity Sport facilities had a seismic effect on Trinity Sport communications. Communications came to the fore as it provided our members with essential health and safety, closure, membership and sporting activity and training updates. From April 2020, the team at Trinity Sport had pivoted to provide online fitness classes, programmes and services to keep our members engaged. Some of the campaigns, online fitness programmes and events implemented and promoted across our communications channels included:

- Closure and sporting activity updates and FAQs
- Membership updates
- The Trinity Sport Virtual Running Community
- ‘See You Soon’ student engagement campaign
- ‘Train Online with Trinity Sport’ campaign
- ‘Meet the Fitness Team’ campaign
- Workout blasts from the fitness team
- The Braveheart’s Virtual Easter Camp
- Active Breaks series with Dee

- Family workouts with Dee and Conor
- Couch to 5K and our first virtual 5K event
- Equipment and My Zone giveaways on Instagram
- Trinity Sport Scholarship Programme promotion
- Member of the Month
- Trinity Sport Top Picks
- Together at Home Series
- The Trinity Sport Frontline Heroes Challenge
- Trinity Sport virtual sports day
- Trinity Sport Santry Summer Camp
- The launch of the Trinity Sport app
- Communications and education videos on the Trinity Sport app and online booking process
- Trinity Sport re-opening communications
- Virtual tours of our facilities and customer journey processes - educating our members on our newly implemented health and safety Covid-19 guidelines across all our facilities (indoor and outdoor)
- Information ahead of Orientation 2020

### **Social media analytics: (Twitter, Instagram, Facebook, LinkedIn, and YouTube)**

#### **Twitter monthly average analytics**

- Tweet impressions: 80K impressions per month
- Profile visits: 1,600 per month
- Mentions: 70 per month

#### **Instagram post average**

- Average reach: 1,500 per post
- Average impressions: 1,300 per post

#### **Facebook monthly average analytics**

- Average post reach: 10K per month
- Post engagements: 1,000 per month

#### **LinkedIn:**

The Trinity Sport LinkedIn account was created in 2019, the LinkedIn account audience and engagement continue to grow organically as we publish relevant content on the platform.

#### **YouTube:**

YouTube became an essential social media platform after the closure of Trinity Sport facilities, the team created a new online fitness service for Trinity Sport members called 'Train

Online with Trinity Sport' which was hosted on YouTube in April 2020. The fitness team created online workout videos every day during the first lockdown in April 2020 which were hosted on Trinity Sport YouTube channel and sent out to our members who had signed up for 'Train Online with Trinity Sport' via mail chimp, while in operation between April – July 2020 we had between 250 – 300 people training with Trinity Sport online each day.

56% of our YouTube viewers are female & 34% male and 44% of our viewers are aged between 25-34. Trinity Sport YouTube subscriptions jumped significantly from 40 subscribers before March 2020 to over 600 subscribers in September 2020 which represents an increase of over 1,400%.

### **Trinity Sport Newsletter & Mailchimp Updates:**

In terms of communications to members via the monthly Trinity Sport newsletter campaigns, the audience average open rate is above average at 40% (industry average 20.8%). The click rates are above average at 5.2% (industry average 2.3%). From March 2020, onwards the frequency of the Trinity Sport mail chimp newsletters was increased from monthly to weekly.

The Train Online with Trinity Sport campaign was implemented via YouTube and mail chimp, the campaign had over 3,000 subscribers on mail chimp, the open rate on the 'Train online with Trinity Sport' campaign was 64.8% on average (industry average 20.8%) which confirms that the audience was highly engaged with the campaign.

### **Website Redesign:**

The Trinity Sport website underwent a review and redesign from July 2020 onwards ahead of the new academic year beginning in September 2020. This was a huge undertaking as a lot of the content on the Trinity Sport website was irrelevant following the Covid-19 closure in March 2020. There was also a need to create new web pages for the Covid-19 updates, new online booking system and information ahead of

orientation week 2020. The Trinity Sport website now has up to date and relevant information which is user-friendly and easy to navigate. Trinity IT department are overhauling and redesigning the templates for all Trinity associated websites in 2021.

### **Trinity Sport App Push Notifications:**

A significant positive for Trinity Sport this year was the launch of the Trinity Sport app and an online booking service. The Trinity Sport app and an online booking system had been in the 'pipeline' for several years and was launched in August 2020, just in time for the Sports Centre reopening on 12th August 2020. The Trinity Sport application, which serves several functions and is immensely popular amongst users due to its user-friendly appearance and features.

The Trinity Sport app has created a new communications platform to engage with our audience, push notifications can now be used to send news and updates to our engaged audience on the Trinity Sport app. In August 2020, there were 2,100 users who downloaded the Trinity Sport application. Trinity Sport news updates, new online courses, classes, and monthly challenges are regularly promoted via the app, this will be increased over the next few months as our app user base increases.





Trinity Sport brand ambassador Nicole Owens

## 2.4 Business Development

The end of 2019 and the beginning of 2020 was looking like another successful year for the business development team with targets on track for being achieved. However, March saw the rapid spread of Covid-19 which ceased all business activity. Despite the major restrictions that were imposed, the Trinity Sport Business Development team continued to innovate and deliver programmes, services and new business opportunities during the COVID-19 pandemic.

### 2.4.1 Memberships

The total number of membership subscriptions was down by 57%, 6,458 compared to 14,956 in 2018 / '19. Of the five non-student membership categories (graduate, staff, public, other and spouse/partner) there was a reduction of 49% overall compared to the year previous.

Membership Income account for 81% of overall Department income with 85% of that membership income via the student levy and the remaining 15% from non-student membership.

Type	2019/20	2018/19
Students*	5,054	11,757
Staff	403	904
Graduates	318	588
Public	452	1,012
Other	181	660
Spouse/Partner	16	35
Total Membership	6,424	14,956
Guests**	1,157	2,118
Join Fees	93	188

\*Figure includes only students who activated their ID cards.

\*\*Guests include pay as you go customers.

There is no doubt that the coronavirus outbreak has resulted in unprecedented challenges for Trinity Sport, closing our facilities certainly had

and continues to have a substantial fiscal impact on all our facility offerings. Outlined below is a road map of some successful membership promotions pre and post Covid-19 outbreak.

### Some successful landings include:

*October 2019 – February 2020*

#### Hotel / guesthouse partnership

The Business Development team continued to review the option to grow hotels & guest house partnerships as we recognised that local hotels wanted to offer their guests more amenities. To date four hotels have partnered with us, Fleet Street Hotel, The Westin Hotel, O'Neill's Pub & Guest house and Temple bar hotel. We created two membership options 'Gold' and 'Silver', 'Gold' includes annual membership and the annual class pass, with 'Silver' includes the Trinity Sport annual membership.

Roughly two to three memberships were purchased from each option which generated 4K in revenue. We believe this is an area for growth in the future and a fantastic opportunity for Trinity Sport to promote brand awareness.

#### Corporate partnership

In the past number of years, we have offered corporate membership plans to companies within the local proximity. We have grown our corporate partners from forty to forty-eight over the past year. This was achieved through successful promotions via emails and on-site visits. For the first four months of 2019/20, our corporate site visits had increased compared to previous years. We predicted that by October 2020 we could have made between 25 – 30 site visits but unfortunately Covid restrictions prevented us from reaching this target.

#### Black Friday Offer

The week leading up to Black Friday saw Trinity Sport's highest revenue ever on memberships, class passes, courses, sportswear, CrossFit and more. The limited deals of up to 65% off were made available to an exclusive list

with 550+ sign ups (through word of mouth, social media advertisements, flyers, and email campaigns) then in turn released to the public which worked well to create scarcity and high demand. In return, this initiative helped us to reach a revenue of over €15K producing 55 memberships.



### **CrossFit membership collaboration**

In collaboration with Chapter2Fitness, the collective behind Ireland's top CrossFit coaches - Trinity Sport launched CrossFit training. With the goal that no matter what fitness level an individual is coming from, they can start their journey with CrossFit to push their bodies, learn new skills and find out what they can really do. Trinity Sport CrossFit offers an opportunity to join a community of highly motivated and passionate individuals who love what they do.

In turn we created a monthly membership subscription by including an add on option for these members to include access to the gym and swimming pool. A CrossFit guest drop-in fees was also introduced, CrossFit class, gym, and swim, subsequently producing us with several new members.



## Trinity Sport leisure wear

In April 2017 Trinity Sport designed a new leisure wear range with Kukri, the range included 10 items such as track bottoms, shorts, hoodies, and bags. In 2020 the range got a fresh look; the pieces are still in keeping with the Trinity Sport brand but are more minimal. A limited number of pieces went on sale in February 2020 and 90% sold before we closed in March 2020.

*March 2020 – September 2020:*

## Memberships pauses & extensions

As soon as we received the news that our facilities were going to go into lockdown, we got started straight away with compiling reports to place a freeze on all monthly membership plans. We did this for a five-month period that covered the lockdown duration. As a gesture of good will we did not charge members for August. We notified all members that these payment plans would reactivate from September 1st, 2020. We also gave members the opportunity to freeze or to cancel their membership plan before this period.

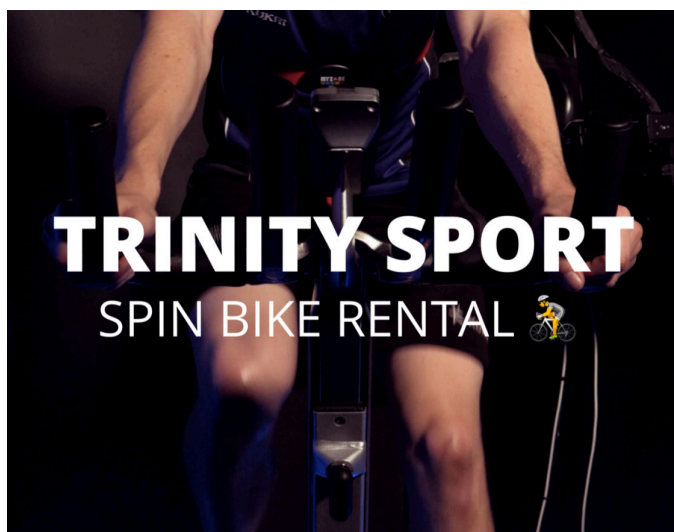
All prepaid membership options would have had their original expiry dates extended to reflect the period in which we were closed. We also offered freeze requests to these members along with refunds for relevant and appropriate reasons.

## Club training membership

Over the past number of years, we started to see a high volume of externals participating in club training sessions without having a membership. Before the academic year began, we reviewed this and produced membership rates for the academic and full calendar year. These options were communicated with all club captains before term started, anyone that wished to avail of these membership options could meet with Aiden Moroney (Fitness Sales Adviser) in the sales office or via phone call to activate their membership plan, so far this has been successful with lots of interest been expressed.

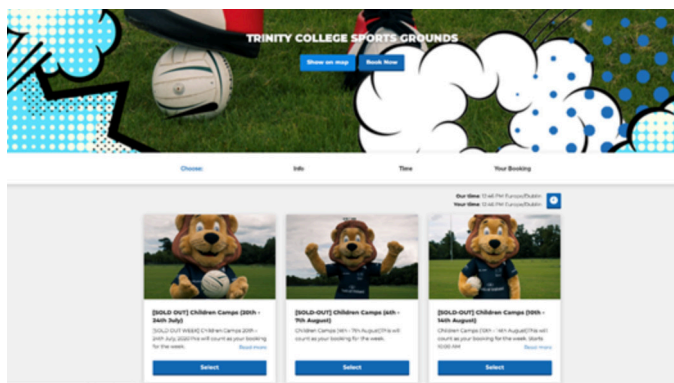
## Equipment Hires

With the onset of the Covid-19 pandemic and the closure of our sporting facilities – Trinity Sport seized an opportunity to generating value through renting out our fitness equipment. Trinity Sport successfully set up an online equipment hires rental service to manage the coordination of the operation including insurance, delivery forms and payment methods. Over 20 spin bikes along with dumbbells, kettlebell, barbells, and plates were paid and delivered to Trinity Sport members and staff.



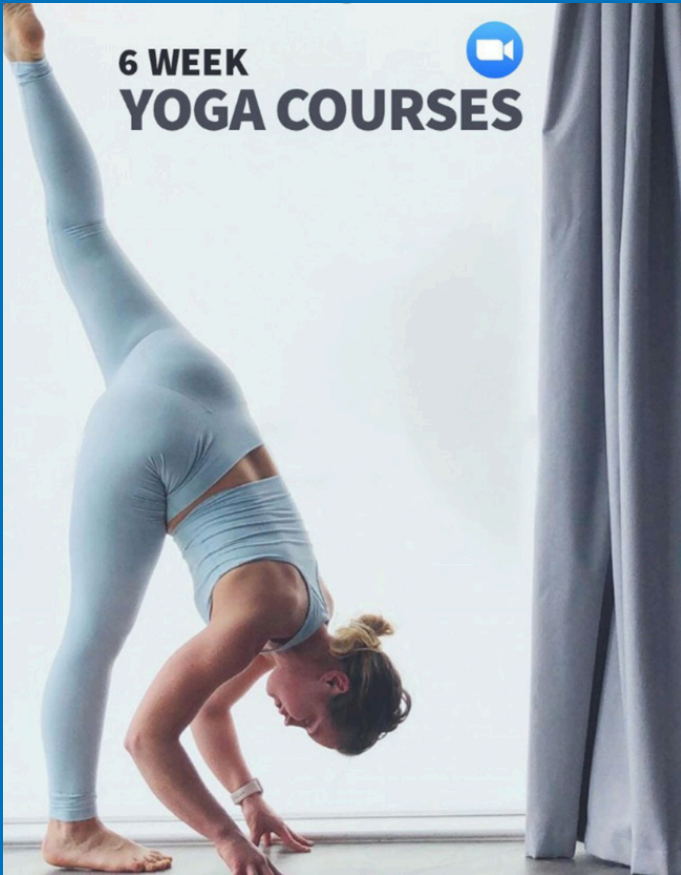
## Digitalization of Children's GAA Camp Bookings

Our outdoor Braveheart camps provided children aged from 8 - 13 with a fun filled week packed with activities with the aim of learning new GAA and soccer skills. 2020 saw the digitalization of camp bookings, this was essential to ensure parents could easily book a place on the camp for their kids, fill out Covid-19 related waivers and make payments online.



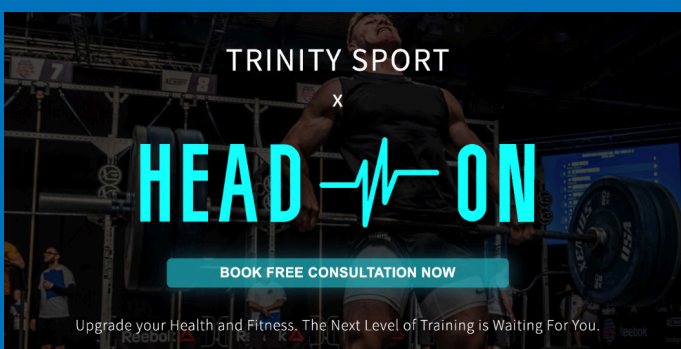
## Digital wellness courses

Trinity Sport hosted two six-week wellness course where customers received one hour of online yoga classes every week. These wellness course helped people combat the effects of extended periods of sitting during the Covid-19 restrictions with increased flexibility and muscle strengthening exercises.



## Online Personal Training

Trinity Sport collaborated with 'Head-On Fitness,' led by coach Jamie Headon (Ireland's Fittest Man 2015/16/17) to help provide our customers with personalised coaching and training. Trinity Sport offered three distinct plans to suit our customers' needs including dumbbell and bodyweight programming and fully tailored programming to 1-1 private training for clients. Trinity sport drove the marketing campaign while C2F delivered the service.



## 2.4.2 Classes and Courses

6,000 people took part in our in-house classes and 232 fitness appointments took place between September 2019 to March 2020. Pilates, yogalates, studio cycling, and kettlebells were the most popular. New classes were added to the timetable including Row and weights, GALS, arms, and abdominal muscles.

From March to September 2020 Trinity sport fitness classes moved to deliver their classes digitally. The business team created the first ever Trinity Sport @ home fitness campaign, delivering an engaging digital fitness experience (on and off screen) to our members. Live streaming, on-demand programming and one-on-one coaching are the three core types of content that we digitally offered. A fitness timetable, with up to 3 on-demand workouts per day sent daily through email, live stream twice a week through Instagram. Through the months we continued to evolve and add a Zoom timetable. During the peak of the pandemic 150 people were training with Trinity Sport daily. 260+ people took part in our live Zoom classes from all over the globe. The fitness classes were also subsidized with different campaigns and fitness media such as 'ask the fitness instructor,' 'Member of the Month,' online spinning/running programming, online challenges and nation/worldwide fitness initiatives that were devised to keep our current members engaged with the facility. The offerings focus very much on an integrated approach to health, wellbeing, and fitness.

September 2020 saw the launch of Trinity Sport+, live stream digital fitness platform that gives the customer instant access to live and on demand fitness classes and seamless booking. The platform includes Live stream classes 100's of interactive live stream classes coached by our local instructors and other fitness coaches and on demand workouts from the Trinity Sport team and some of the world's top trainers.

### **2.4.3 Adult Programmes**

- Adult swimming lessons include beginner, improver, and private were increased from six sessions a week to eight. There was also an increase in private swimming lessons with 257 signing up to private lessons from Sept 2019 to March 2020, 442 adults signed up to some form of swimming lessons.
- Climbing courses grew in 2019 / '20 with the Black Friday offer having a positive impact on the Trinity Sport Learn to Climb course and social climb with 230 people participating.
- Our tennis programmes continued to be a success with 79 adults taking part during the spring and winter months before we closed in March.
- Fencing courses also continued until the closures in March
- School tours were introduced in 2016 with 100's of school tours hosted during the spring and summer months with thousands of children participating in a variety of sports including rock climbing, fencing, trampoline, dance and more. However due to Covid-19 all school tours were cancelled in March 2020.
- The Trinity Junior Sports Leader Programme did not run this year. However, plans for next year are underway. Students will be recruited and trained to help with the delivery of the children's sports camps. They obtained invaluable experience and developed their interpersonal and leadership skills.

### **2.4.4 Children's Programmes**

- 219 children took part in swimming lessons from September 2019 to March 2020.
- Participation in the Trinity Sport Brave Hearts Sport Camp has always increased every year since its establishment in 2009 however this year due to COVID19 only two camps were held in the Sports Centre during Halloween and Mid-term. A small 4-week outdoor Summer camp for 8 -13 years old was set up at our outdoor sports ground, Santry. Overall, the Halloween, February, and small 4-week GAA Summer camps saw a total of 283 children take part during the year.
- A Trinity Sport Virtual Braveheart Easter Camp was set up as we engaged with our audience digitally. We set up a two-week daily activities calendar and shared ideas and inspiration of what to do at home with children who would have been on camp with us.
- Free children's dance classes were set up through social media over the pandemic.
- There were 75 birthday parties booked in between September 2019 to March 2020 with 1,100 children passing through the doors of Trinity Sport as a result.

## 2.5 Staffing

The current staff structure shown below is built around business needs as set out in the strategy for sport. The current model features a senior management team made up of lead staff in each of the four units, work areas and leadership teams, consisting of Business Development, Management Support, Media and Communications, Sports Development, and Operations. A wider management team also exists, factoring in the front-line operational duty managers (x4). Alongside the overall leadership of Trinity Sport and strategic delivery, the Head and Deputy Head of Sport share direct line management responsibility for the units, managers, and sub work areas.

The Trinity Sport team consists of 33 full time staff committed to a high level of customer care and service delivery within third level sport and the wider sports and leisure sector. The full-time team is complemented with a range of back up staff, from occasional and seasonal staff, students to interns and specialists in their fields, which provide safe, enjoyable, and quality services that satisfy and respond to the needs of all our customers.

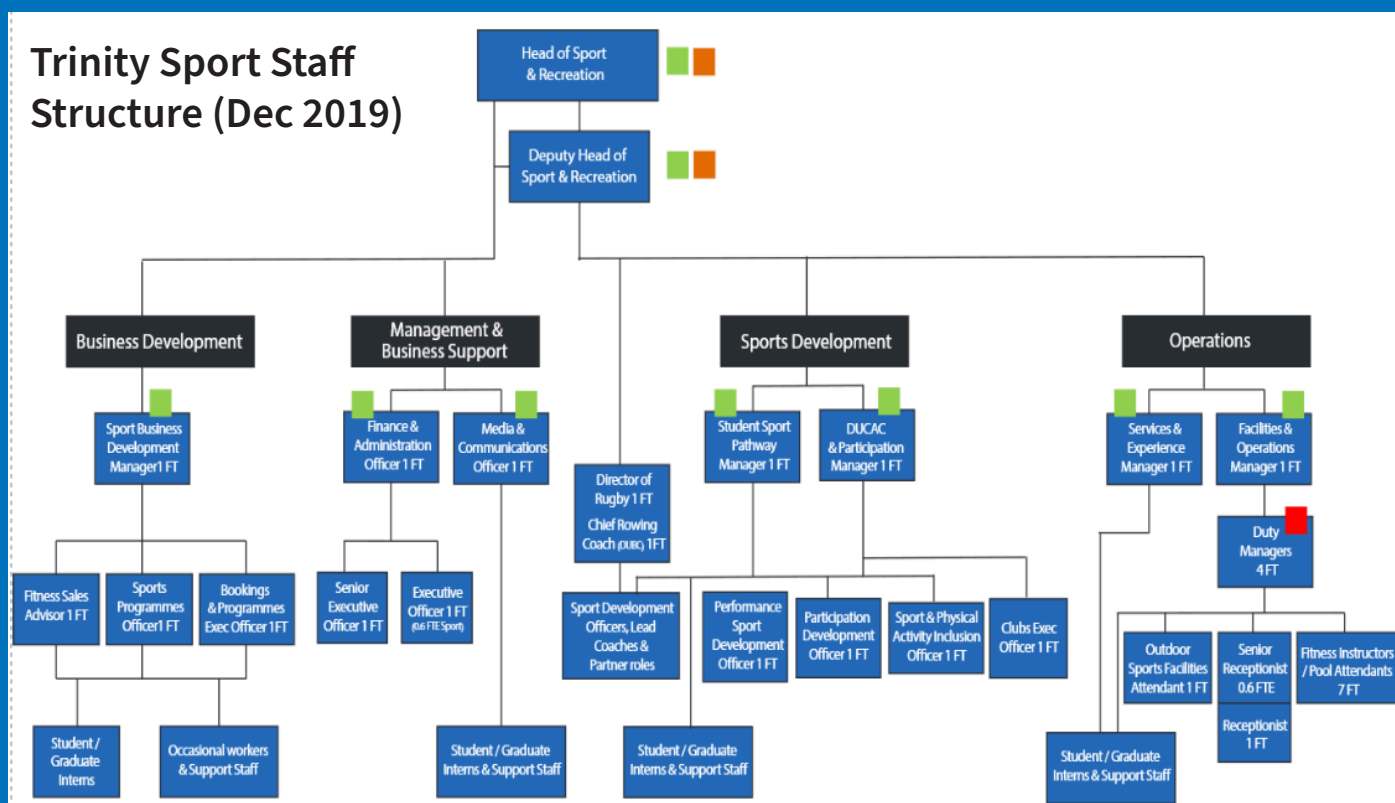
### 2.5.1 Team Ethos and Culture

The soccer / rugby team analogy that we often use around ‘knowing which direction we are shooting in,’ ‘only being able to score if we know what goals we are trying to reach’ and ‘supporting the players on the pitch’ is an important ethos we are working towards. The staffing structure, and management planning and reporting systems are all routed towards this ambition. However, they are underpinned by our core business needs and the strategy for sport.

### 2.5.2 Team Changes

The Trinity Sport team welcomed several new employees into the staff structure including:

- John Little**, Operations Manager
- Hannah McGowan**, Receptionist
- Naz Velic**, Disability and Inclusion Officer
- David Fitzgerald**, Hockey Development Officer
- John Harmon**, Rowing Development Officer



A 'Sport and Physical Activity Inclusion Officer' role was created last year and is the first role of its kind in an Irish University setting. With the support of Dublin University central Athletic Club (DUCAC) Naz Velic, a TU Dublin, Sport Management and Coaching graduate, was appointed to the role and is currently working to increase and sustain participation of students who have experiences of exclusion and isolation from sport and physical activity. The key aim of the role is to develop inclusive sporting opportunities for students with disabilities, minority groups, LGBTQ+ and increase female participation in sport.





### 2.5.3 Team Training and Development

- Several internal staff development courses were attended which included Minute Taking, Writing for the Web, Child Protection, First Aid and Project Management.
- Staff also attended various conferences and forums during the year including:
  - European Network Academic Sports Services (ENAS) Forum in Trento (Italy). 4 days of panels, active breaks, and networking activities about digitalisation & academic sports.
  - Ireland Active Conference 2019 (Westmeath)
  - National Seminar for Inclusion 2019, Cara in partnership with Sport Ireland
  - Fan Engagement Conference (Aviva Stadium Dublin)
  - Irish Institute of Sport S&C Network Day (National Sports Campus, Dublin)
  - Dublin Tech Summit 2019 (Dublin)
  - Nutramino Health & Fitness Awards 2019 (Dublin)
  - Federation of Irish Sport Annual Conference 2019
  - Student Sport Ireland Conference 2019
  - Accounting Technicians Ireland Conference 2019
- Various external courses and seminars included:
  - Customer Service Training
  - Stott Pilates - Toning Ball Mat Work Workshop
  - Executive Coaching & Leadership, Positive Success Group
  - Safeguarding Level 1, Ireland Active
  - Pilates Training Institute Course
- In-house online training resource LinkedIn Learning – sports staff took part in several courses on this during the year.
- Training for operations staff included EOP Procedures, CFR / CPR Training, Customer Service Training, Pool Lifeguard Training, CARA Inclusive Fitness Training, Pool Plant Operating Course, Reception Training, Pool Training, Manual Evacuation Training and Procedure Training.

### 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.

#### 2.6.1 Community access – internal college groups

In the first half of the 2019 / '20 business year, approximately 30 different college initiatives took place in our sports facilities. These initiatives involved 20+ different campus groups, schools, and departments. This is a positive reflection on the health promotion work being done through initiatives such as Healthy Trinity, Mind Body Boost, Operation Transformation, smoking cessation, and TAP (Trinity Access Programme) student activities. The range and scope of initiatives underpins that sport reaches a diverse range of groups on campus supplying an outlet and ensuring a holistic college experience for all. The groups utilised a variety of Trinity Sport facilities, ranging from outdoor on-campus and satellite sites, to the Sport centre itself. Some initiatives required planning and consideration from Estates and Facilities, which included:

TCPID	DUCAC	LAW DAY
Staff Social Sport	Exams Office	Fencing Competition
TAP –Trinity Access Programme	Global/Communications Office	Start Up/Internship Fair
Student Sport Ireland	Careers Fairs	Trampoline Colours
Med Day	Swim 4 A Mile	Postgrad Sports Clubs
Swim 4 A Mile	Physio Dept practical	TAP - Indoor Sports Volunteers
Global/Communications Office	Pharmacy Yoga	SVDP
Smoking Cessation	Touch Rugby League	DU Dance Society
Zoological Society	DU Werner Soc	DU Pharmacy Soc

## 2.6.2 Community access – external groups

This year we continued to provide high quality sports facilities to local businesses, we recorded 74 separate groups using our facilities throughout the year. This is further segmented into 10 national / regional bodies, 37 local corporate groups, 10 sports clubs and 2 college clubs. Trinity Sport plays an enormous part in planning, preparation, and implementation of event plans for all our internal and external groups. Trinity Sport booking officer liaises with event coordinators to ensure that each group maximises the facilities whilst maintaining the highest health and safety standards. The Sports Facilities hosted 30 different events of which 6 were club events, 4 were Department of Sport events, 7 were college events and 13 were external events.

20x20 Women in Sport/Meteor's Basketball fundraiser	Hubspot x Event Lab "Brickies" awards night
Goshawk Tennis Course	BOI Money Savers 4-day event
Accenture 5-A-Side	DCU Ladies Hockey
R.C.S.I. Tennis	Ireland U-16 Hockey
Chameleon	Leinster Cricket
Davy Stockbrokers	Ireland U-18 Hockey
An Post	Irish Boys Hockey
Barclays	IUAA XC
Anam Mobile	Ballymun Kickhams G.A.A.
Irish Times	St. Vincent's G.A.A.
Athletics Ireland	Dublin Minors Hurling
VHI	Irish U21's Hockey
Phorest	Cúl Camps
GSU	BRYR
Aviation Industry Ireland	Ultimate Frisbee Ireland
Intercom	Dublin G.A.A.
Recommender X	Pioneer Investments
Royal London	pTools
Clonliffe Harriers	Version 1
Ulster Bank	CUS Leeson Street
Cricket Ireland	RCSI Climbing Club
IKK	Riot Games
DBS Cricket	Idiro Analytics
DBS Table Tennis	Workday
Dominick Smith - Ultimate Frisbee Competition	Amundi Digit Gaming
Irish Handball Championships	
Jiu Jitsu Ireland Event	Handball Ireland
Evening Herald Taverners	Samsung Night Run
Amdocs Team Builder Day	Sandycove Water polo Club
Fit Vision	T.T. Racers
Boogie beast Workshop	Accurris

## 2.6.3 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. This represents third level institutions and secondary schools.

## 2.6.4 Service Liaisons

Trinity Sport prides itself on its collaborative work within the college and has made some important and lasting connections to enhance the Trinity student experience.

- **Trinity Access Programme (TAP):** Increased in engagement with potential students through our STAR (Sporting Talent with Academic Rewards) and Junior Sports Leadership programmes.
- **'Healthy Trinity' project:** being led by the Faculty of Health Sciences, supported by Trinity Sport. There are three strands of the project: physical activity, mental health, and healthy eating.
- **Mind, Body, Boost project:** Trinity Sport led this project with the aim of supporting students with mental health issues through an introduction course to exercise and mindfulness.
- **Healthy Trinity Online Tool:** Trinity Sport collaborated with Healthy Trinity to provide innovative content for the Healthy Trinity Online Tool, this is an online tool where first year students can learn how to support a work – life balance. Previously available to medical students only, its content was extended this year to include more health behaviours and it was launched to all junior fresh students in September 2019.

- Trinity Sport continued to help university initiatives such as Trinity Operation Transformation and Health and Sport Week in conjunction with the Health Promotion Officer and the Health Service.
- Trinity Sport in collaboration with Trinity Business School and Trinity Global Relations attracted two international student athletes to the 2019 / 2020 sport scholarship programme.
- 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.
- Trinity Sport on behalf of Trinity College Dublin declared their commitment to women in sport by becoming a 20x20 third level member. Trinity College Dublin is one of 24 Colleges and Universities across the island of Ireland that signed the 20x20 Charter pledging to support the national women in sport movement by increasing media coverage, attendance, and participation in women's sport / games. 20x20 is a national movement, presented by the Federation of Irish Sport that aims to create a real and tangible shift in Irish society.
- Continued referrals from the Counselling Service to sport to facilitate exercise.
- Trinity Sport worked with S2S to ensure S2S mentors had a training module for orientation sport tours.

### **Healthy Trinity Online Tool – Innovation driven teaching:**

Trinity Sport collaborated with Healthy Trinity to provide innovative content for the Healthy Trinity Online Tool, this is an online tool where first year students can learn how to support a work – life balance. Previously available to medical students only, its content was extended this year to include more health behaviours and it was launched to all first-year students in September 2019.

### **2.6.6 Healthy Trinity**

Healthy Trinity aims to harness the energy and positivity of our community. If everyone is to fulfil their potential, our environment must support health, and healthy behaviours must be a natural part of life on campus. Healthy Trinity is a cross university initiative involving over a hundred academic, professional services and student partners.

## 2.6.7 Mind, Body, Boost Project

TCD (Trinity College Dublin) Student Counselling Services & Trinity Sport piloted Mind Body Boost in November 2018 as a Social Prescribing group for students in need of social/behavioural activation, combining mental & physical health interventions. Due to success of this first pilot, it was decided to continue to run the programme in November 2019, renamed “Mind Body Boost” following the same structure as the first pilot:

- Psychoeducation and mindfulness training
- Building social connections: team building, fun group activities
- Challenging but achievable class-based exercise sessions. Exercises were set at different levels of difficulty, so that students could challenge themselves based on individual level of ability.

The ‘Mind, Body, Boost’ programme was advertised across the Trinity community which resulted in 28 referrals to the group. Once the group was set up, the group met in the Trinity Sport Centre for four consecutive Tuesdays from 5th – 26th November 2019. Sessions were 90 minutes long and structured as follows:

- 6:30 - 7:00 p.m. Psychoeducation, Mindfulness, Team Building & Discussion
- 7:00 - 7:50 p.m. Studio Exercise Class (varied weekly, with participant feedback)
- 7:50 - 8:00 p.m. Wind-down

Of the 28 referrals, 24 students took part in at least 1 session. Attendance by session:

Week number	New Students	Returning Students	Returning Students
1	21	n/a	21
2	2	15	17
3	1	12	13
4	0	10	10
Total			<b>61</b>

In terms of the impact the ‘Mind, Body, Boost’ programme had on participants was overwhelmingly positive. On the post-group evaluation form, 50% of students rated their confidence in engaging in physical activity higher than their ratings on their first registration form. The other 50% rated that their confidence levels stayed the same. All students who filled out the feedback forms post group reported that Mind Body Boost had either met or exceeded their expectations. Feedback on the “Mind” section was centred on the impact of psychoeducation and emphasis on emotional literacy, which helped normalise difficult feelings for students and helped them reflect on themselves and their own experience. Feedback on the “Body” section, was mostly reiterating that the sessions were fun and engaging, and how the students felt they had exceeded their own expectations for their own perceived physical abilities.

The Mind Body Boost programme was successful for engaging students and meeting some of their aspirations of psychoeducation, relaxation & physical health education. Students found Mind Body Boost effective for improving motivation to exercise and improved their confidence to engage in physical activity. Students found the psychoeducation and mindfulness aspects beneficial for stress management and their mental health.

## 2.7 Finances

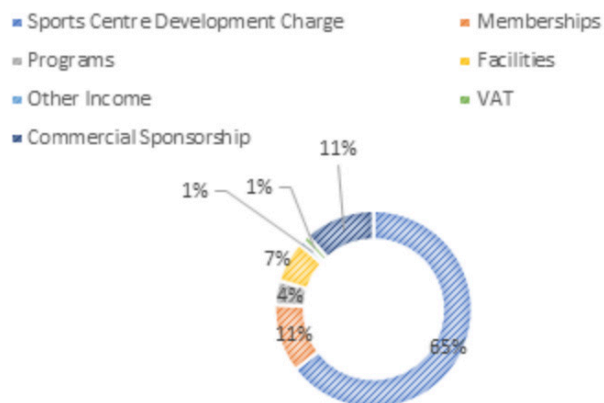
Our financial accounts from October 2019 up until September 2020 have finished in a deficit position of €670 thousand, due to the closure and restrictions of many revenue generating activities because of the Covid-19 pandemic from March onwards.

As part of the University’s reaction to the fiscal impact of the closure, the deficit has absorbed by central college funds as opposed to being taken from the Sports department’s reserves, which are used to fund strategic projects.

## 2.7.1 Income

Total income in 2019.2020 was €3.1m which was 800 thousand less than the previous year's actuals. The graph below shows the make-up of our income for the 2019 / '20 year:

### 19.20 INCOME BREAKDOWN

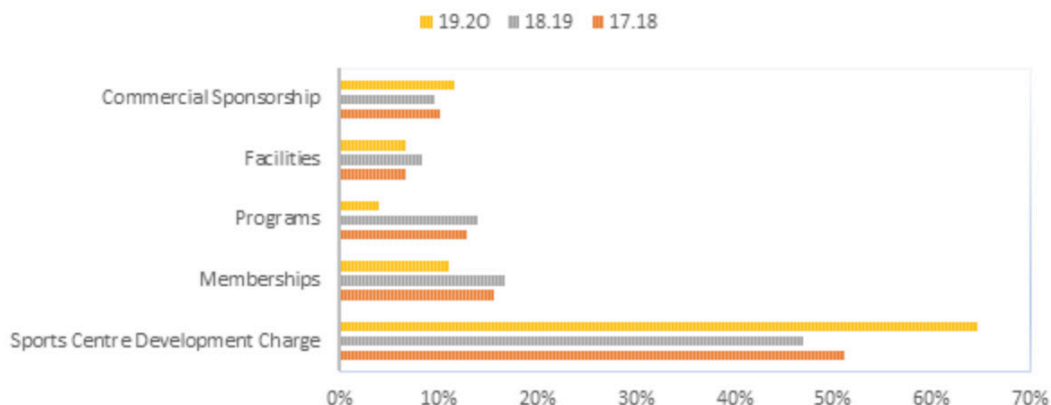


To put this into perspective and show the impact that the closure had on Sport, the three-year trend below shows how our business development areas (memberships, programs, and facilities) have been affected.

In 2018 / '19, the sports development charge accounted for 47% of our total income, with our business development areas making up 40%.

For 2019 / '20 because of the reduced capacity to generate external income, the development charge accounted for 65% of overall income and business development areas being reduced to 22%.

### INCOME 3 YR TREND



## 2.7.2 Expenditure

Total expenditure came in under budget and some of the main items within our costs are:

### Payroll Costs:

Pay costs have decreased by 2% from the previous year.

### Operational costs:

Operational costs are down 4% from the previous year, due to a decrease in costs associated with the Iveagh Grounds premises. The bulk of the operational costs are for premises maintenance and services provided on our sites by the estates and facilities department.

### Capital Payments:

There was 179 thousand paid in 2019 / '20 for capital projects as part of the strategy for sport. A final repayment of 108 thousand was made in respect of the fitness theatre upgrade. An additional 40k capital payment on the Iveagh Grounds loan sum was made, which will be paid over 30 years. Along with these two payments, a new electronic divider curtain was installed in the main sports hall which was paid from our capital funds.