

Annual Report

Trinity Sport

2020/2021



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

Trinity Sport

www.tcd.ie/sport

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Section 1: Introduction

1.1 Executive Summary

Trinity has a proud sporting tradition as we recently marked 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 74% (up 1% from last year).

As illustrated throughout the Annual Report 2020 / '21, the closure of Trinity's sporting facilities due to the Covid-19 pandemic had a seismic effect on our operations, communications, events, business and sporting activity. There were 23,502 visits in the fitness theatre, representing a 77% reduction from last year. There were 5,921 approx. recorded swipes through the pool turnstiles, down 87.5% on last year. The Sports Centre closure for over 6 months, reduced opening hours at certain periods along with the limited capacity bookings system would have contributed to this. There were 45,000 attendances at the Sport Centre from October 2020 to September 2021, this includes an estimated 4,000 for non-member entries for indoor bookings. There were two closure periods due to the Covid-19 pandemic:

1. 23rd October 2020 – 7th December 2020
2. 1st January 2021 – 7th June 2021

Significantly these closures would have naturally impacted usage levels in a negative way and would contribute to the usage (in comparison to the year previous) being down by -78%.

Thirty-five sport scholarships were awarded across twelve sports for the 2020/2021 academic year. The recipients included Irish Senior Rugby Players Kathryn Dane and Ryan Baird, Tokyo Paralympics Rowing athlete (USA) – John Tanguay, Irish 7s rugby players Maebh Deely and Deirbhile Nic a Bhaired, Irish Senior Cricket player Rebecca Stokell, Rachel Delaney, and Leah Paul, Ireland Senior basketball player Edel Thornton. Thomas Stevens (Rowing), Caron Ryan (Athletics) and Conall Hayes (Athletics) were awarded the Trevor West

scholarship for their fantastic contributions as ambassadors and role models for student sport in Trinity.

In June 2021, Trinity College was announced as a Basketball Ireland Centre of Excellence. The exciting new partnership with Basketball Ireland will facilitate the continued growth and development of basketball in Trinity. It will be hugely beneficial to the development of talented student athletes, as it will provide a clear pathway for them to fulfil their sporting potential at Trinity.

The Trinity Sport-led project 'Mind, Body, Boost' was awarded €391,675 in funding from the EU Commission's Erasmus+ Sport 2020 programme under the 'collaborative partnerships action' category. As lead co-ordinator of the project, Trinity Sport will collaborate with seven other European partners to deliver the programme over a three-year period. The aim of the 'Mind, Body, Boost' project is to encourage inclusivity and equality through sport by creating a safe health and fitness environment for third level students who need physical and mental health support. It was great to see the 'Mind, Body, Boost' programme being awarded funding which will engage people in physical activity and promote a healthier community across Trinity and our European partners.

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 Trinity Sport+), a stronger marketing communications drive and continued engagement with sponsors and stakeholders.

This year has been extremely challenging for everyone, and I would like to thank the Trinity Sport team who have demonstrated their resilience, commitment and passion for sport, for students and all our members, by adapting their work, the services and operations of our facilities in accordance with public health guidance. We have seen a shift and a heightened awareness of the importance of our health and Trinity Sport team have enabled so many to maintain, develop and sustain an active healthy lifestyle whilst also supporting our high performance student athletes.

Michelle Tanner,
Head of Sport and Recreation, Trinity Sport



CAMPUS
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662
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3

Section 2: Review of the Year 2020 / '21

2.1 Student Sport

Students made up 84% of the users of the Sports Centre with 3,867 student cards activated (September 2020 to August 2021), which is down 6,831 -64% from the previous year. There were 22,775 visits recorded by student members which was a decrease of 85% annually.

2.1.1 Student club support

Student sports clubs had 686 hours of training in total across the year, this was spread across all Trinity Sport facilities. 51% of this related to indoor use with the 49% relating to outdoor training.

Further to that, club members availed of guidance and assistance from staff in organising and running club events. 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.

2.1.2 Student club highlights

The 2020 / '21 year was a year like no other, it was the first year that began without an in-person freshers fair or sign-up process for sports clubs. The covid-19 pandemic had continued for the new academic year and the plans put in place for this during the summer paid off. With 2,318 individuals signing up to sports clubs which was a large decrease in the previous year. However, this can be explained by the lack of in person attendance for college and activity levels being unknown.

Getting sports clubs into some form of activity was the priority for the first semester and online challenges were designed to keep individuals involved. There was some competition for the higher-level sports activity prior to Christmas but this needed to be halted. A return of some sporting activity in the middle of the second semester with training returning for sports and competition for others was a welcome addition to what was a challenging year. Clubs like the rugby club, soccer club, cricket club, rowing and sub aqua were some of the clubs that were able to return to activity quicker than others due to lifting of government restrictions.

This year saw the increase in charity involvement with the sports clubs, notably the trampoline club and Ladies hockey club taking on fundraising activities for cancer charities and rape crisis centres. This extremely positive move saw them win awards at the Trinity Sport awards as well as the Trampoline club getting an award from their own governing body, the Irish Student Trampoline organisation, for their efforts. This highlight shows the impact that clubs can have off the pitches and competitions venues within the greater community.

2.1.3 High performance

Sport Scholarships

Thirty-five sport scholarships were awarded across twelve sports for the 2020/2021 academic year. The recipients included:

- Irish Senior Rugby Players Kathryn Dane and Ryan Baird
- Tokyo Paralympics Rowing athlete (USA) – John Tanguay
- Irish 7s rugby players Maebh Deely and Deirbhile Nic a Bhaird
- Irish Senior Cricket player Rebecca Stokell, Rachel Delaney, and Leah Paul
- Ireland Senior basketball player Edel Thornton
- Thomas Stevens (Rowing), Caron Ryan (Athletics) and Conall Hayes (Athletics) were awarded the Trever West scholarship for their fantastic contributions as ambassadors and role models for student sport in Trinity.

A significant number of our sport scholars were selected to represent Ireland at different age groups, including 12 student athletes who represented their country at senior international level. In addition, there were several notable achievements by our sport scholars throughout the year including:

- John Tanguay picking up a Silver Medal at the Tokyo Paralympics as part of the USA rowing mixed 4 with coxswain
- Ryan Baird picking up his first Irish Senior International Rugby cap
- Kate Doherty winning silver as part of the Irish 4 x 200m team at the World Athletics Relay Championships
- Edel Thornton co-captaining the Irish Senior Women's Basketball team to the final of the FIBA European Championship for Small Countries

- Cliodhna Ni She winning the Golden Boot in the Ladies Gaelic Football Championships

The Sport Scholarship Award Ceremony took place virtually on the 12th of November. As part of the awards ceremony a Panel discussion was held with Ed Joyce, Rebecca Stokell & Ryan Baird on the theme of ‘The emergence of sport from Covid-19’. The Global Graduate Sport Scholarship programme was also extended with scholarships now available to talented international students who are looking to study at post-graduate level within the Business School or E3.

In addition, a new partnership agreement was announced this year in association with Trinity Business School and the Gaelic Player’s Association. A fully funded MBA scholarship will be available for the 2021/2022 academic year, and this will be followed by the launch of a scholarship programme for master’s programmes at Trinity Business School for the 2022/2023 intake.

High Performance Pathway

This year has been a challenging year for delivery as a result of the impact of the Covid-19 pandemic. For large parts of the year only sports and athletes that were deemed elite as per the definition of Sport Ireland were permitted to train and compete. A total of 19 sport scholarship students were deemed ‘elite’ and access to the High-Performance Gym was facilitated to support those athletes. Throughout the year there was uncertainty for our performance teams as to whether their competitions would go ahead. Initially sports on the High-Performance Pathway that were granted an exemption from Level 3 restrictions were The Men’s Rugby 1st team, Trinity Meteors, and the Ladies Hockey first team squad. However, this was revoked in October and ultimately all competitions for our performance teams were cancelled for the year.

Despite the challenges faced in terms of in-person delivery and support and reduced staffing resources, the High-Performance team transitioned to a remote programme and provided support for 216 athletes on the High-Performance pathway programme across the sports of Rugby, Rowing, Hockey, GAA and Basketball. The coaches and performance team are to be commended for ensuring the athletes were engaged throughout lockdown and facilitating the continued development of the athletes. The support the programme delivered this year included:

- High Performance Gym access for ‘elite’ athletes
- Strength and conditioning (S & C) – individualised support for scholars and performance teams delivered through Teambuildr by our S & C coaches

- Access to equipment – equipment from the HP gym was provided to 37 student athletes during the lockdown periods
- Sport Specific coaching – training continued for all performance teams remotely
- Sports Medicine Pathway – world class medical support consisting of rehabilitation support, injury prevention and rapid access to Santry Sport Clinic for assessment. A total of 139 physio appointments were facilitated
- Nutrition workshops

High Performance Gym Upgrade

In Summer 2021, improvements were made to the layout of the High-Performance Gym with the addition of three new squat racks and gym equipment. This will have a positive impact on the student experience as it will enable S & C sessions to be delivered more efficiently.

Trinity College becomes Basketball Ireland Centre of Excellence

In June 2021, Trinity College was announced as a Basketball Ireland Centre of Excellence. The exciting new partnership with Basketball Ireland will facilitate the continued growth and development of basketball in Trinity. It will be hugely beneficial to the development of talented student athletes, as it will provide a clear pathway for them to fulfil their sporting potential at Trinity. The partnership aligns with the recently launched Trinity College strategy ‘Towards 2025: Community and Connection’ and will enable us to attract students and the local community alike to our wonderful campus to attend international and national basketball fixtures.



2.1.4 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 for the 2019 / '20 academic year were held in December virtually to close out the successes for the previous year. The awards for the 2020 / '21 were held in May 2021 and once again were virtual. The awards were presented by broadcast journalist, Maire Treasa Ni Cheallaigh. During the awards, Kate Doherty, Irish International Athlete and Nicole Owens, Trinity Alumni and Dublin Ladies GAA player took part in a panel discussion on the theme of 'the emergence of sport from Covid-19'. The Trinity Sport Awards showcased the brilliance and resilience of our sport community at Trinity College Dublin and some of the award winners are below.

- Sport Person of the Year Winner - Ryan Baird, Ireland, and Leinster Rugby player
- Performance of the Year Winner – Kate Doherty, being a part of Ireland's Women's 4 x 200m relay team that secured a stunning second place finish and set a national record in the final at the World Relays.
- Club Administrator of the Year Winner - Emily O'Neill, Dublin University Ladies Hockey Captain
- Impact Award Joint Winners:
 1. DU Trampoline – Irish Student Trampoline Open fundraiser
 2. DULHC – Chase what Matters
- Participation Award Winners – Suzanne Richmond, Marchathon Walkaholic's team captain
- Trinity Sport+ Virtual Member of The Year Winner - Filomena Peluso
- Social Media Campaign of the Year Winner – Dublin University Ladies Hockey team

2.1.5 Social Sport, Student Participation and Online Programmes Social Sport

The safety regulations of the pandemic required us to adapt to remote work and digital engagements, which included virtual participation events. Our virtual events included a six-week couch to 5k, virtual reindeer run, weekly virtual runs, weekly zoom classes. We promoted walking and running routes around campus and hosted weekly virtual runs on Strava. We sent out weekly Monday motivation tips and weekly challenges to all our students in halls.

In November 2020, we had six teams signed up to the Team Mile-athon, teams competed the 26.02 miles in a team over a five-day period.

In March 2021 we had the biggest participation in our Marchathon active travel challenge. There were a record-breaking 7,668 participants that took part from 89 Smarter Travel partners from around the country, and together stepped a total of 2.3 billion steps! Trinity College had 634 participants from 127 teams and together we stepped an average total of 34,503,007 steps.

In April we organised our first 5k Club event. The 5K club challenge gave people three options to complete their 5k which included 5k connect where you connect with a friend while doing 5k, 5k max where you do your 5k at your best pace and the Family 5k where your family and do a combined 5k distance. We had sixty participants take part in our first 5k club event.

Erasmus+ Sport Funding – Mind, Body, Boost

The Trinity Sport-led project 'Mind, Body, Boost' was awarded €391,675 in funding from the EU Commission's Erasmus+ Sport 2020 programme under the 'collaborative partnerships action' category.

As lead co-ordinator of the project, Trinity Sport will collaborate with seven other European partners to deliver the programme over a three-year period. The aim of the 'Mind, Body, Boost' project is to encourage inclusivity and equality through sport by creating a safe health and fitness environment for third level students who need physical and mental health support. It is a practical intervention programme and will be delivered by experts in sport and student counselling services. The programme uses the proven anti-depressant effects of exercise to prevent the development of serious mental health issues. The 6-week custom designed fitness and mental programme will include mindfulness skills training, group inclusivity work, challenging physical activities and psychological support tools while also addressing societal issues of social isolation and stress management.

The collaborative project officially kicked off in January 2021 with a virtual Transnational meeting with the project partners. The project partners include Trinity College Dublin (project lead); National University of Ireland, Galway; University of Stirling, Scotland; University of Limerick; European University of Lisbon, Portugal; The Technical University of Munich, Germany; Vilnius University, Lithuania and 'It's Great Out There Coalition', Belgium.

A local pilot was successfully delivered virtually in Trinity with colleagues from Trinity Sport & Student counselling. 77% of participants reported that participation in the programme improved their mental well-being and 88% reported that it improved their physical well-being.



Week 1 - Introduction



*Welcome back to
the last session of
Mind Body Boost
Program!*

MIND *Body* **BOOST**



Co-funded by the
Erasmus+ Programme
of the European Union

2.1.6 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 2020 / '21 year was a year like no other, it was the first year that began without an in-person orientation week or sign-up process for sports clubs. The covid-19 pandemic had continued for the new academic year and the plans put in place for this during the summer paid off. The sport development team organised a virtual orientation week which included online fitness classes, a virtual freshers fair, and a virtual 3K run. The team also created resources to make the sport centre and sport club sign up process as seamless as possible such as the student sport guide and how to video guides, a welcome video and a virtual tour video. 2,318 students signed up to sports clubs which was a large decrease on the previous year, this can be explained by the lack of in person attendance for college and activity levels being unknown.

In person open days were also cancelled due to the Covid-19 pandemic, Trinity Sport took part in a virtual Undergraduate Trinity Open day on Saturday, 7th November. The Trinity Sport team were online from 10am – 4pm answering sport related questions about our sport clubs, participation & social sport programmes, high performance sport scholarship programme to our sport facilities. Sport club representatives were also involved in a live panel discussion with TCDSU president, Eoin Hand.

2.2 Operations and Support Functions

Trinity Sport Centre was awarded 'outstanding' facility at National Quality Standard Awards for 2021 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 seventh 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 45,000 attendances at the Sport Centre from October 2020 to September 2021, this includes an estimated 4,000 for non-member entries for indoor bookings. There were two closure periods due to the Covid-19 pandemic:

3. 23rd October 2020 – 7th December 2020
4. 1st January 2021 – 7th June 2021

Significantly these closures would have naturally impacted usage levels in a negative way and would contribute to the usage (in comparison to the year previous) being down by -78%.

The predominant users were students, representing 74%, up 1% compared to 2019/20. 64% of users were male with 34% female, leaving 2% unknown and this is a near identical trend to the year previous. The public/staff and graduate categories all had a near identical 8% usage spread each. This was a 1% reduction for public use, but a 3% increase for both staff and graduate.

A total of 3,867 students activated their student ID cards for use of the Trinity Sport Centre which was a decrease of -64% from last year. Like the year previous, usage peaked in February and October, followed closely by November. Monday to Thursday were similar in terms of the day's most popular. 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	12%
November	Closed
December	14%
Jan - June	Closed
July	15%
August	15%
September	32%

Usage trend by busiest day of week from top down:

Day	Usage %
Tuesday	18.5%
Wednesday	18.5%
Monday	18%
Thursday	17.5%
Friday	13%
Saturday	7.5%
Sunday	7%

Usage by category:

Type	2020/21	2019/20	2018/19
Students	74%	73%	69%
Staff	8%	5%	8%
Graduates	8%	5%	9%
Public	8%	7%	8%
Other	2%	9%	5%

Bookings and Transactions

The number of transactions recorded was 40,242 down 20% when compared to 2019 / '20 (50,302), 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 23,502 visits in this area, representing a 77% reduction from last year. The Sports Centre closure for over 6 months, reduced opening hours at certain periods along with the limited capacity bookings system would have contributed to this. Also, with the Covid-19 pandemic, for health reason people were not entirely comfortable in indoor spaces with other users in proximity.

Swimming Pool

There were 5,921 approx. recorded swipes through the pool turnstiles, down 87.5% on last year. Also, to note that due to maintenance, the pool was closed and reopened on 15th June 2021.

Climbing Wall

The climbing wall was closed for much of the year due to wall maintenance issues.

2.2.2 Trinity Sport Online Services and App:

Trinity Sport's online services and mobile application went through their first full year in operation in 2020/21, having been launched in August 2020.

The online services include an online booking service and online card activation option for students which has been availed of by a healthy 1,887 or 49% of all cards activated between Sep 20 to Aug 21 inclusive. We anticipate that this option will remain popular amongst digital savvy students in TCD. Application downloads have already exceeded 11,000 and this is an essential part of Trinity Sports offerings going forward.

Also launched in 2020/21 was the new service of Trinity Sport+, which provides users with access to live and on demand fitness content. This was particularly important this year as the Sports Centre and most of its fitness services were inaccessible due to the Centre being closed for over 50% of the year.

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.
- We completed an overhaul of an old gym room in the Iveagh Grounds to create a clean working space for activities like Yoga, Pilates, courses, and various other activities which we can now rent out.
- The Iveagh grounds exterior and storage shed have had a major clean up.
- Workable spaces were created in the Santry Sports Grounds to allow staff to work from there as an additional option during the Covid shutdown.
- Sport purchased two large canopies for outdoor activities.

On Campus

- Trinity Sport were awarded the gold standard in the National Quality Standard (White Flag) during the operations annual audit by Ireland Active.
- All sporting facilities have adapted well to the new Covid protocols and have moved with the ever changing adding or lifting of restrictions with all our sites now running activities including the re-opening of showers and changing rooms.

- The long-awaited swimming pool tile and floor repairs commenced in October 2020
- The fitness team offered online fitness consultations via zoom and use the Team-Builder app to issue programmes.
- The Main Hall Floor in the Sports Centre was re-furbished in the summer.
- A new integrated Audio system was installed throughout the Sports Centre pumping music and announcements to all areas.
- A new CCTV monitoring system has been installed in the Sports Centre streaming live feed from all our sporting areas including College Park and Botany Bay.
- A new intercom/camera link to Botany Bay has been installed allowing users to communicate directly with reception.
- The PAV changing rooms had upgrades of painting, new toilet and shower fixtures and electrical fittings installed.
- E&F completed the tiling for the whole deck area at the swimming pool.
- The plant room had some major upgrades installed to improve the running quality for the swimming pool.
- New water polo floating goals and stop nets have been purchased for the Swimming Pool.
- New automated doors have been installed throughout key locations in the Sports Centre to improve accessibility for all users.
- We increased the number of gym benches and bumper plates for the Main Gym to meet demand with more dumbbells and benches to follow by the end of October 2021.
- Male and female changing rooms in the Sports Centre had upgrades. New divider cubicles were also installed in the men's changing area to allow for social distancing and privacy.
- The Fitness Studio in the Sports Centre welcomed a new installation of integrated TV's and audio / visual systems to allow the streaming of live fitness classes.

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, external and internal stakeholders.

Covid-19 Communications:

Covid-19 Communications took precedence in 2020 / '21 as Trinity Sport facilities closed and reopened twice from September 2020 – September 2021. Trinity Sport communicated Covid-19 health and safety guidelines and updates via the website, mail chimp, social media, app notifications and central communications. The team created a dedicated page for Covid-19 updates and FAQs on the website along with social media graphics, customer journey videos and health and safety guidelines for all members, staff, students, sport clubs and external groups.

Online booking systems – educating our members:

Due to Covid-19 restrictions our booking system moved online, educating our members on the new booking system was essential from September 2020 onwards as we launched and introduced:

- The Trinity Sport app
- Trinity Sport+
- Online student card activation
- Join a sport club online
- Gym and pool slot bookings
- Fitness class online bookings
- Join online at home

The team created 'How to videos', social content, step by step guides on the website, posters with QR codes for sport clubs to ensure our members and the wider Trinity community were up to speed with the new online booking processes.

Online events:

The team ran several online events during the year including:

- Virtual Freshers Fair and Orientation week 2020
- The Sport Scholarship Awards 2020
- The Trinity Sport Awards (December 2020)
- The Trinity Sport Awards (May 2020)
- The Step-Up Challenge
- The Reindeer Run
- Marchathon Step Challenge
- Virtual 5K & 3K
- Trinity Open Day Online

News highlights and media coverage:

Trinity Sport news highlights 2020 / 21:

- Ryan Baird selected for Six Nations Squad
- Global Graduate Scholarship announcement
- Sport Scholarship announcement
- Trinity Sport Awarded 'Outstanding Facility' by Active Ireland
- Trinity College Dublin signs Cara Charter
- Mind Body Boost project awarded EU commission's Erasmus+ Sport funding
- Kate Doherty part of women's 4 x 200m team that came second at World Relays
- GPA and Trinity Business School announce new scholarship agreement
- Trinity College Dublin announced as Basketball Ireland Centre of Excellence
- John Tanguay wins Paralympic silver for US



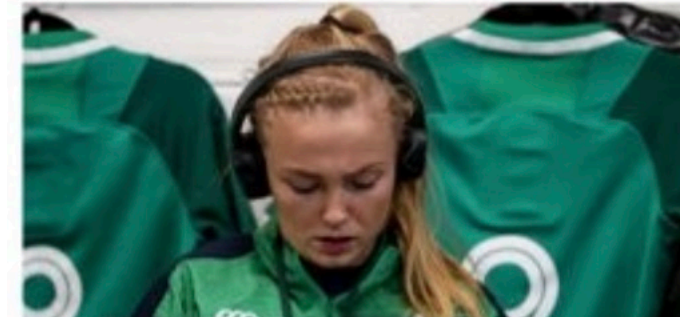
Dane immersed in rugby and ready for another tough Test run

The Ireland scrum-half hit the ground running despite an eight-month gap between competitive fixtures.

Oct 28th 2020, 12:00 PM 22,000 Views 3 Comments Share 2 Tweet Em

IN THE WOMEN'S game these days, you've got to make the most of whatever rugby you can get.

The international fixture schedule, for Ireland at least, was thin enough even before 2020 arrived and wiped the slate completely clear.



Sport Scholars announced for upcoming year

An event held virtually November 12 will celebrate the 34 recipients of this year's Trinity Sport scholarships

Shanee McGreevy

Trinity has announced its new Sports Scholarship students for this year, with 34 students to hold a scholarship in 2020/21.

Among the scholars for the upcoming year are sports players who have received scholarships in previous years, as well as new recipients.

Announcing the scholars, Deputy Head of Sport and Recreation Matthew Dosssett, said: "We're delighted to announce a very strong calibre of scholars for 2020/21. With 13 sports represented and a diverse range of developing and internationally recognised athletes, this is among our strongest list of recipients yet."

Some of the benefits awarded to scholars include specialising strength and conditioning training, lifestyle, nutritional, and financial support, as well as a medical care pathway.

Kate Doherty, Matthew Behan, Cosail Hayes and Caoimh Ryan have received a scholarship in Athletics.

Basketball players Phoebe Sterba, Megan Swords, Edel Thornton, Niamh Kenny and Sarah Kenny have also been awarded scholarships.

Ideal work placement helps Dane hone her game for future tests

Leinster Rugby proves a perfect learning environment for Ireland's ambitious scrumhalf

Wed, Oct 28, 2020, 04:00

Gavin Connorsky



SPORT NOV 3, 2020

Trinity Sport Secure €390k EU Grant for Mental Health Programme

The programme, called "Mind, Body, Boost", aims to help students in need of physical and mental health support.

Trinity Secures Inclusion Funding Boost from EU

Oct 25, 2020 | Education, Inclusion, News Members

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.

Trinity Sport Talks

Trinity Sport Talks podcast was launched in March 2021, the podcast showcases the sporting stories associated with Trinity College Dublin. Sport broadcast journalist Maire Treasa Ni Cheallaigh interviews Trinity College Dublin student athletes, alumni, and staff on different sporting topics each month to find out their unique experiences and perspectives. The Trinity Sport Talks podcast is popular among the Trinity community as it gets over 55 listens per episode with a retention rate of 80%. 46% of the listeners are aged between 18 – 24 indicating that most listeners are students.



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

Twitter monthly average analytics:

- 2,809 followers on Twitter
- Tweet impressions: 90K impressions per month
- Profile visits: 2,500 per month
- Mentions: 80 per month
- 30 tweets sent per month

Instagram post average:

Trinity Sport Instagram account currently has 6,750 followers, up from 5,047 followers last September 2020 (33% increase). There is huge engagement on Instagram and the most popular posts included the Basketball Ireland Centre of Excellence

announcement, Ryan Baird scholarship announcement, pool reopening, Fresher's Fair 2021. Instagram 'take overs' proved to be very popular creating the highest reach on Instagram stories.

Facebook monthly average analytics:

- 11,228 likes and 11,412 followers
- Average post reach: 3K per month
- Post engagements: 500 per month

LinkedIn:

The Trinity Sport LinkedIn account audience and engagement continue to grow organically as we publish relevant content on the platform. Trinity Sport currently has 329 followers on LinkedIn averaging 90K impressions and an engagement rate of 5% per month.

YouTube:

Trinity Sport YouTube currently has 652 subscribers, 56% of our YouTube viewers are female & 34% male and 44% of our viewers are aged between 25-34.

Trinity Sport Talks Podcast and Spotify analytics:

The Trinity Sport Talks podcast is popular among the Trinity community as it gets over 55 listens per episode with a retention rate of 80% (audience listens to 80% of the podcast once they start it). 46% of the listeners are aged between 18 – 24 indicating that most listeners are students.

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%).

Trinity Sport website:

The Trinity Sport website underwent a review and redesign ahead of the new academic year beginning in September 2020. There was also a need to create and update 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 2022.

Trinity Sport App Push Notifications:

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. Trinity Sport news updates, new online courses, classes, and monthly challenges are regularly promoted via the app.

2.4 Business Development

2.4.1 Memberships

The total number of membership subscriptions was up by 18%, 7,589 compared to 6,424 in 2020 / '21. Of the five non-student membership categories (graduate, staff, public, other and spouse/partner) there was a reduction of 39% overall compared to the year previous.

Membership Income account for 87% of overall Department income with 95% of that membership income via the student levy and the remaining 5% from non-student membership.

Type	2020/21	2019/20	2018/19
Students*	6,748	5,054	11,757
Staff	295	403	904
Graduates	111	318	588
Public	181	452	1,012
Other	248	181	660
Spouse/Partner	6	16	35
Total Membership	7,589	6,424	14,956
Guests**	11	1,157	2,118
Join Fees	129	93	188

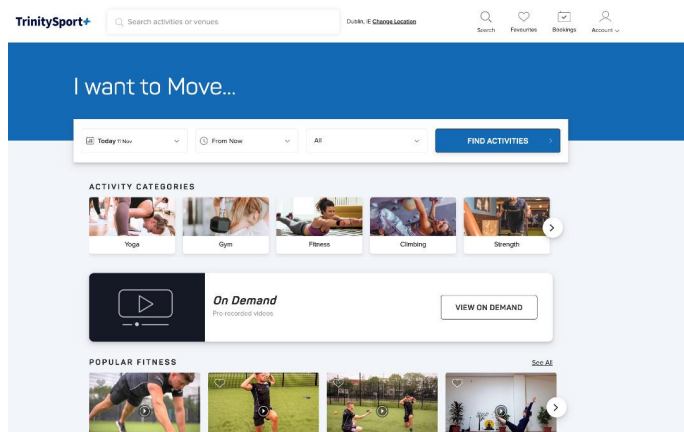
*Figure includes only students who activated their ID cards.

**Guests include pay as you go customers.

There is no doubt that the coronavirus 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.

2.4.1 TrinitySport+

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.



The classes were well received by users and can be seen in some of the reviews left below:

Great class, detailed instructions. I felt really good afterwards. Thank you Ruth

Wow! This class was tough but brilliant. It involved the "chair of fire" and some hand weights, so it was quite different to any other pilates class I've ever been to. I loved the vibrant energy and the commentary from the teacher. Highly recommended if you want a really good, thorough workout

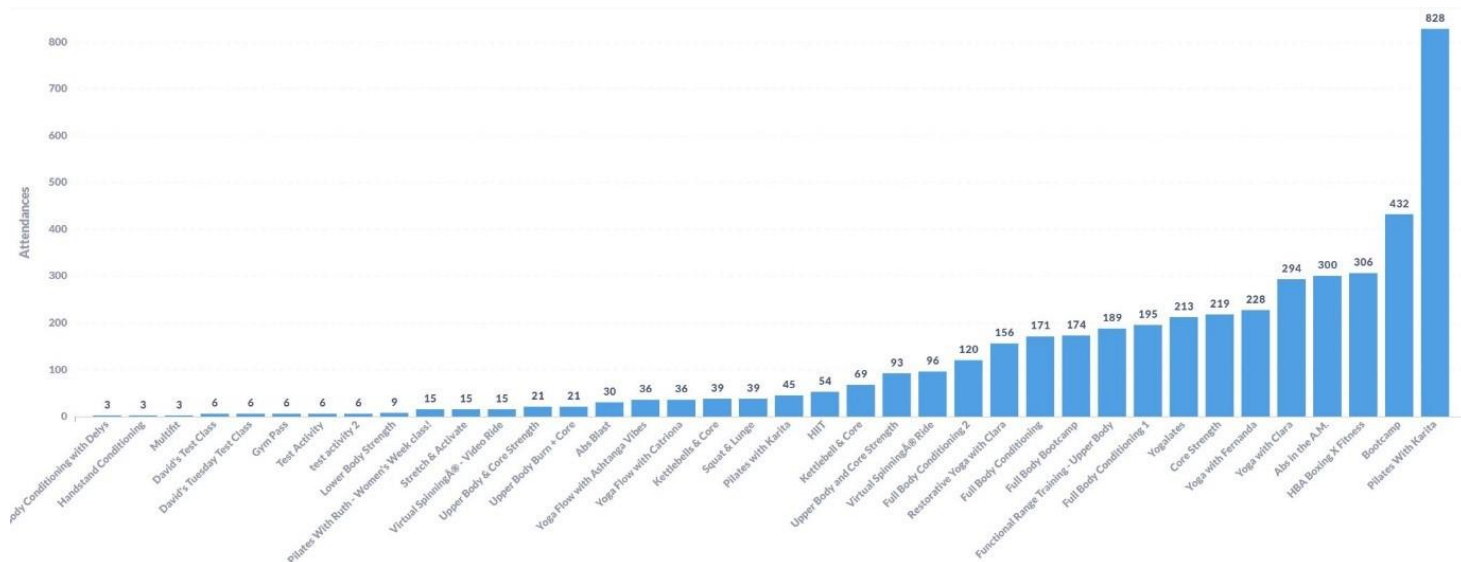


Easy to follow! Very good teacher :) I'm back to exercises. This quick workout helped me a lot. Thanks!

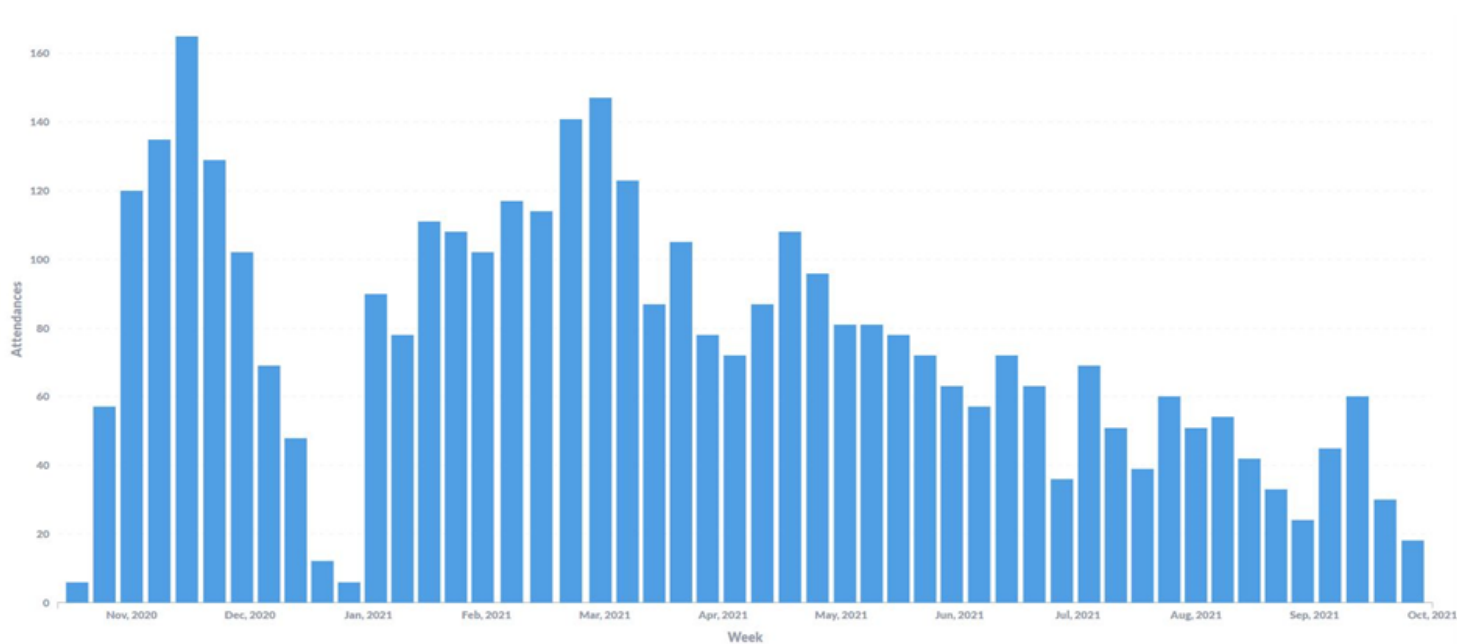
Great class David, really clear instruction. Exactly what I needed today. Back for more soon, thanks!

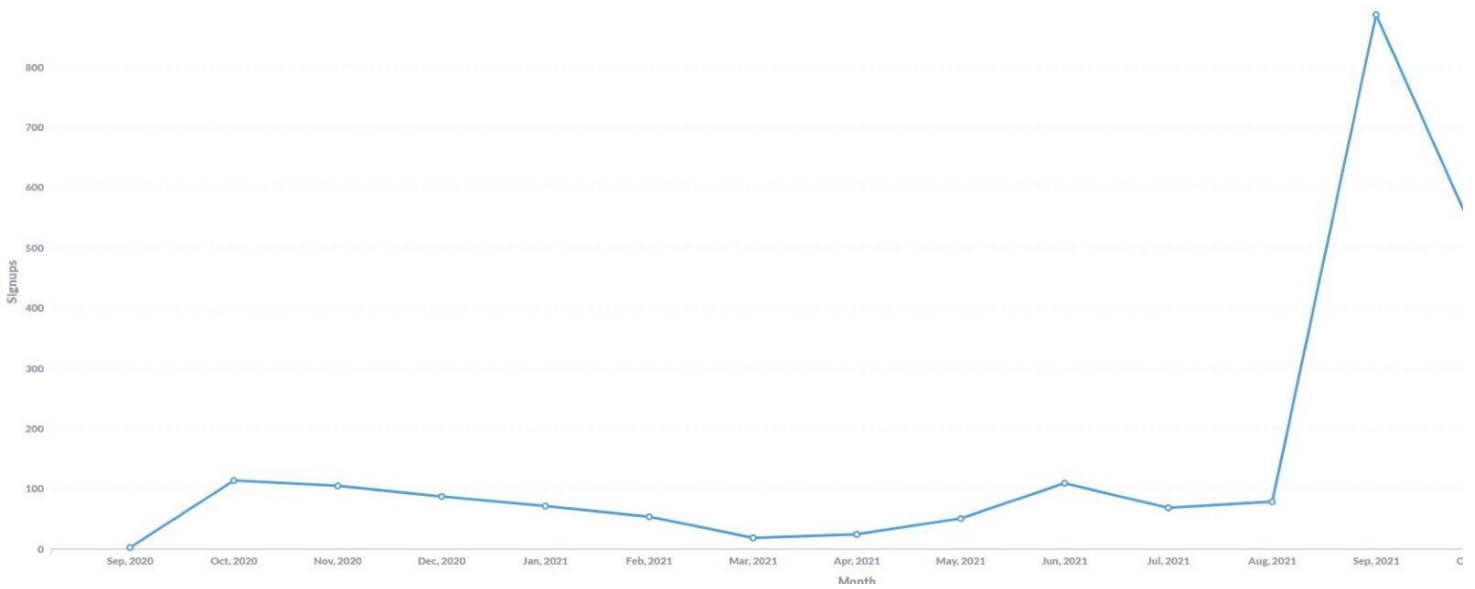
Really enjoyed it! She explains everything in a way that I can understand and don't need to look at the screen much. The flows and positions she teaches are really engaging and much, much needed for someone like me who needs to start getting into shape again. Great balance between warm up, intensive and then cool down, so as a beginner its perfect. Will bring my partner next time too!

Over the past 12 months, we have delivered over 50 different class types between our fitness instructor team and a select external instructors. A collection of the most popular classes includes Pilates, boxing with Headon Boxing Academy, bootcamp and Abs in the AM (see below for graph):

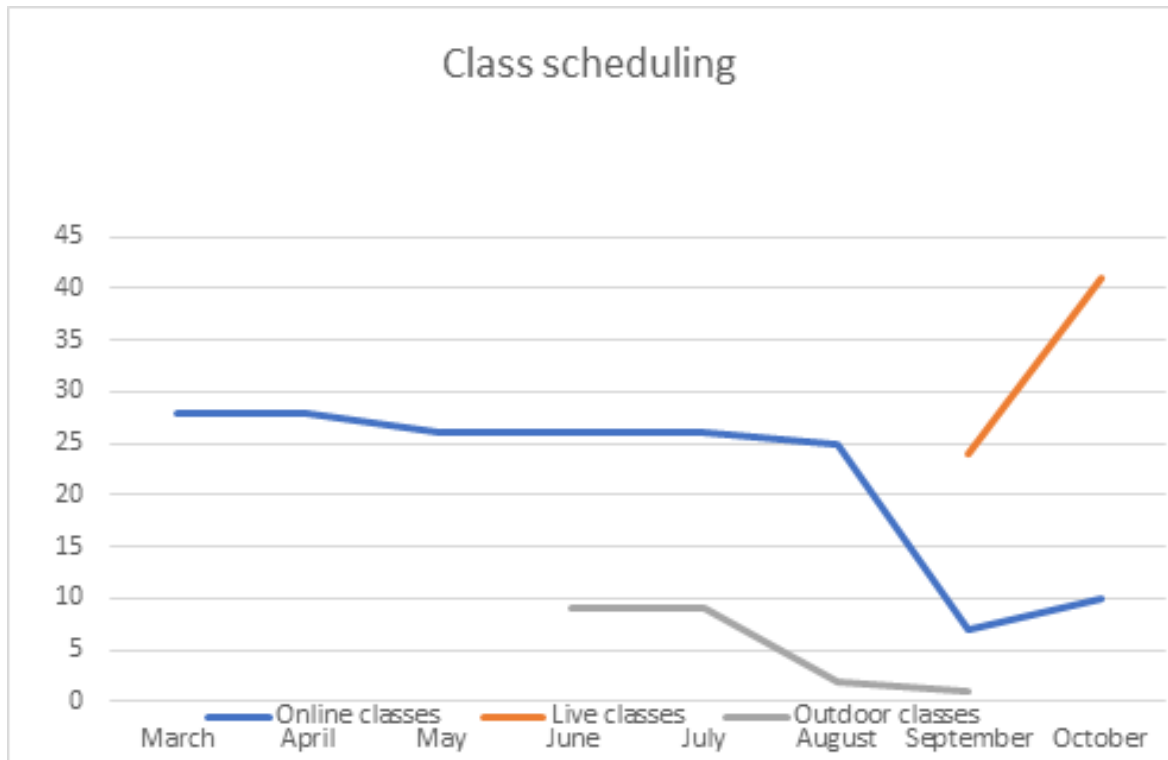


With an average of 70 unique customer visits per month, TS+ has proven a reliable and convenient way to interact with a wide cohort of our customers. 68% of customers are pay-as-you-go, while 32% of customers attend classes with their Unlimited membership.





Sign ups by month



Busiest signup day: 21st September 2020 during orientation week.

Activity has slowed down throughout the business year as operational requirements and focus shifted to delivering live in-person classes.

2.4.4 Programmes

With restrictions in place due to the Covid pandemic the majority of programme and camp operations were halted for seven months. In line with the phased government approach and the college's internal reopening goals we adopted reactive response allowing for the safety of our members and the sustainable growth of our programmes. This phased approach had three major steps:

Phase one (Online): Trinity Sport+ launched September 2020

Phase two (Outdoor): Camps (Santry), Fitness classes, Tennis courses, sport club bookings.

Phase three (Pool and indoor): Adult and children swimming lessons in line with our Swim Ireland collaboration, indoor courses (wellness, climbing, fencing, CrossFit)

Class Attendance:

- 449 attend indoor and outdoor fitness classes
- 1519 attended our new online fitness platform Trinity Sport+

Children's Camp:

- The 2020 Santry summer camp saw a marked improvement from 2019 with a 300% growth in attendance across the four weeks (averaging 30 per day).
- With the implementation of the online booking system, migrating camp bookings online seemed like an organic progression. However, Gladstone's module system proved to be a challenge for customers to navigate. As a solution and following previous successes, the team built a custom landing page.

Swimming lessons (July-sept)

- Adults: NOPs were created to facilitate the lessons within the booking system, maximising the efficiency of the lesson and the availability of time. Over 108 adults booked into the swimming lessons.
- Children: Three swim courses from 10am - 12pm have taken place each Saturday since July 2021 catering for up to 170 children

Tennis

- Since August 2021 the tennis courses have boasted a 100 percent booking rate in all slots (seven hours each week with eight participants per slot). This has continued across two six-week courses and demonstrated a 40% increase on participation in comparison to the pre covid courses.

2.4.5 Campaigns

The number of signups varied throughout the year and mostly corresponded with the Covid-19 restrictions and closure. Largest numbers of lead conversion were achieved with signup campaigns, multiple campaigns were running to incentivise

user uptake. Interest was generated with targeted newsletter content, further developed into specific email streams which converted leads.

- September launch campaign – 4 free classes included for all onboarded during the first two weeks after launching Trinity Sport+.
- May/June Recharge with TS+ campaign – aimed at TCD students and encouraging physical activity as a respite during the busy exam/study period.

recharge

with Trinitysport+

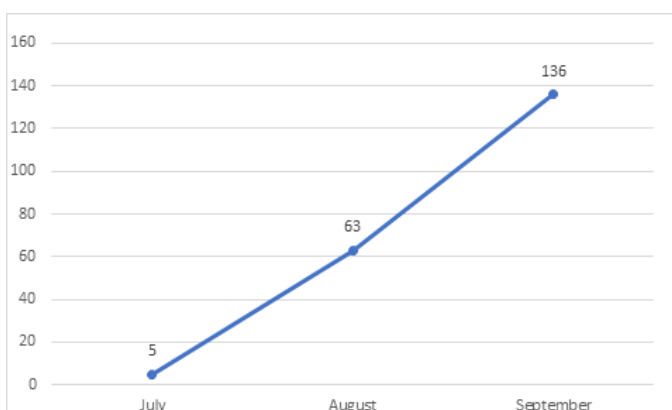
2.4.6 Facilities

On Campus

On-campus facilities in the business 2020 / '21 business year reopened for individual activity and student athletes throughout September – December 2020. Following a surge in Covid-19 cases, activity was postponed and indoor facilities were closed until June 14th, 2021. Over 250 individual reservations were created allowing customers to pre-book individual training sessions in a safe and covid-compliant manner.

Main Hall

Indoor individual activity proved to be just as attractive, with the first badminton booking in the Main Hall activity booked on July 20th and activity continuing to rise throughout 2021 (see below for badminton bookings growth)



Indoor 5-a-side and basketball bookings were also sought after, with several corporate clients including Institute of Education, Grant Thornton, Facebook and Davy.

Swimming Pool:

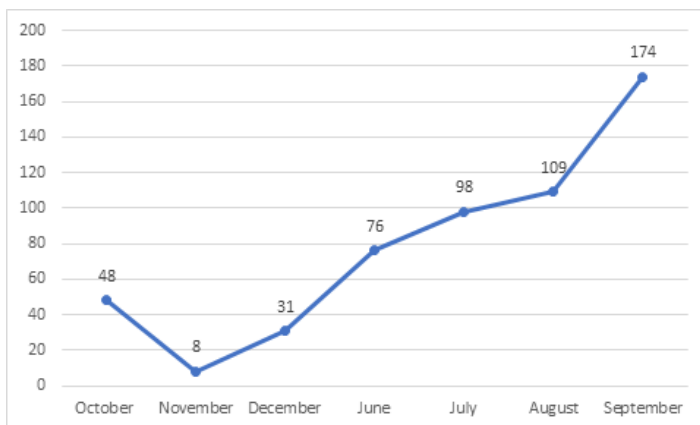
The Swimming pool continued operating on a slot booking basis, with the full pool opening with no slot booking starting 6th September. The following Customer groups have arrangement Swimming pool bookings: North Dublin Winter Swimming Club, Leinster Waterpolo, Swim Ireland Teacher Training. Private swim lesson bookings opened to customers as well, with the first private swim lesson held on June 19th, 2021. Swimming lessons and courses followed shortly after, with slots becoming available to book starting 26th June.

Outdoor Facilities:

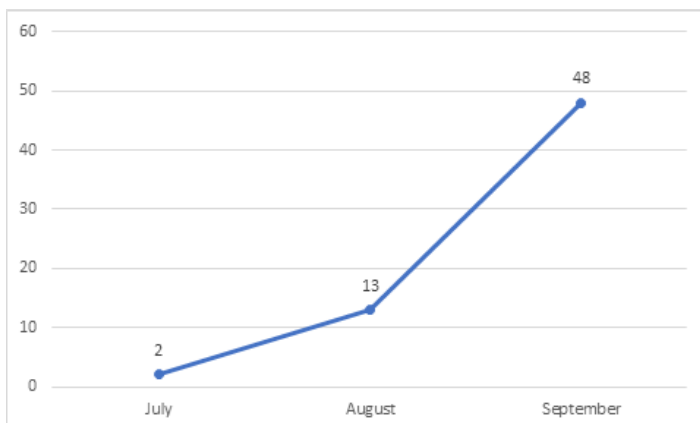
Individual outdoor on-campus bookings opened to members, allowing customers to book tennis courts. Tennis court bookings have proven to be a reliable a well-sought-after activity, with number of weekly bookings continuously growing from June – September '21 period. Activity further increased as external customer (non-staff / non-student) activity was permitted on campus in late June. The same trend reflected in the outdoor 5-a-side bookings.

College Park was an area of interest in this business year, with several cricket matches organised during the April - June Cricket season.

Tennis court rentals



Outdoor 5-a-side bookings



Off Campus:

Santry Sports Grounds

Santry Sport Grounds have continued to operate throughout most of the 20/21 business year within the public health advice. We secured training slots for several high-performance groups from April 2021 onwards including Aer Lingus and Dublin GAA. With the easing of group activity restrictions, we saw an increase in bookings which included:

- Kids Crossfit Santry, Clonliffe Harriers, Woodland F.C, St. Finian's GAA, Ballymun Kickhams
- Summer camps - Trinity Sport and two in collaboration with Ballymun Kickhams
- Ballymun Kickhams GAA open day

Overall, the following external group usage was achieved in Santry:

- 78 hours total usage on the hockey pitch
- 134 hours on main pitch
- 3 x soccer match hours
- 4 x GAA matches
- The number of 5-a-side cage bookings increased in contrast to the previous business year

Iveagh Sports Grounds:

The largest volume of inquiries was in relation to the main pitch at Iveagh Sports Grounds – clients include Good Counsel GAA, Dublin Camogie, RoundNet Ireland, Iveagh Gaels Children's Summer camps, Iveagh Gaels Adult training & matches.

T-Tech:

The T-tech facility seen a resurgence in activity as it was utilised by the Lir academy to deliver classes and workshops to TCD students in a covid-safe manner in both September 2020 and 2021. The Headon Boxing club returned with the delivery of their classes with 35+ hours of weekly usage of the facility.



2.5 Staffing

The current staff structure 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 32 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

Everything we do at Trinity Sport is about helping people to participate more and perform better so that, together, we reach our potential. The staffing structure, and management planning and reporting systems are all routed towards this ambition. 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:

- Naz Velic, Sport and Physical Activity Inclusion Officer
- John Harmon, Sport Performance Officer
- Niall Holohan, Executive Officer Mind Body Boost

A ‘Sport and Physical Activity Inclusion Officer’ role was created 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 in November 2020 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 etc.

Staff also attended various conferences and forums during the year including:

- 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 2020 / ‘21 business year different college initiatives took place in our sports facilities. This is a positive reflection on the health promotion work being done through initiatives such as Healthy Trinity, Mind Body Boost, 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	Mind Body Boost
TAP – Trinity Access Programme	DU Dance Society	Med Day
Postgrad Sports Clubs	SVDP	TAP – Indoor sports volunteers
Med Day	Global / Communications Office	Postgrad Sports Clubs

2.6.2 Community access – external groups

This year we continued to provide high quality sports facilities to local businesses. 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.

Dublin GAA	Davy Stockbrokers
Grant Thornton	Basketball Ireland
Ballymun Kickhams GAA	Swim Ireland
Kids Crossfit Santry	Leinster Waterpolo
Clonliffe Harriers	St. Finian's GAA
Woodlands FC	Dublin Camogie
Aer Lingus	RCSI

2.6.3 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 Sport in collaboration with Trinity Business School and Trinity Global Relations attracted two international student athletes to the 2020 / '21 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.
- Continued referrals from the Counselling Service to sport to facilitate exercise throughout the Covid-19 pandemic.
- Trinity Sport worked with S2S to ensure S2S mentors had a training module for orientation sport tours.

2.6.4 Erasmus+ Sport Funding – Mind, Body, Boost

The Trinity Sport-led project 'Mind, Body, Boost' was awarded €391,675 in funding from the EU Commission's Erasmus+ Sport 2020 programme under the 'collaborative partnerships action' category.

As lead co-ordinator of the project, Trinity Sport will collaborate with seven other European partners to deliver the programme over a three-year period. The aim of the 'Mind, Body, Boost' project is to encourage inclusivity and equality through sport by creating a safe health and fitness environment for third level students who need physical and mental health support. It is a practical intervention programme and will be delivered by experts in sport and student counselling services. The programme uses the proven anti-depressant effects of exercise to prevent the

development of serious mental health issues. The 6-week custom designed fitness and mental programme will include mindfulness skills training, group inclusivity work, challenging physical activities and psychological support tools while also addressing societal issues of social isolation and stress management.

The collaborative project officially kicked off in January 2021 with a virtual Transnational meeting with the project partners. The project partners include Trinity College Dublin (project lead); National University of Ireland, Galway; University of Stirling, Scotland; University of Limerick; European University of Lisbon, Portugal; The Technical University of Munich, Germany; Vilnius University, Lithuania and 'It's Great Out There Coalition', Belgium.

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.

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 to include more health behaviours and it continued to be available to all Trinity first-year students from September 2020 onwards.

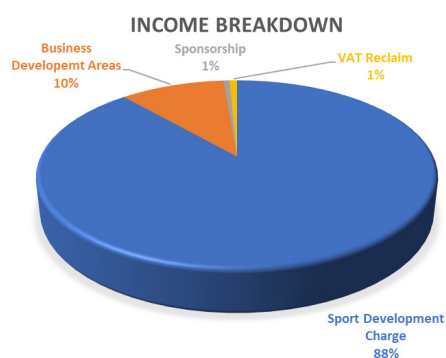
2.7 Finances

Our financial accounts from October 2020 until September 2021 have finished in a deficit position of €822k, mainly due to the closure and restrictions of many revenue-generating activities due to the Covid-19 pandemic from March onwards.

As part of the University's reaction to the financial impact of the closure, the deficit has been 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 2020.21 was €2.47m which was €689k less than the previous year's actuals. It was a challenging year for our business development areas with substantially reduced opportunities to generate revenue. The graph below shows the make-up of our income for the 2020.21 year:

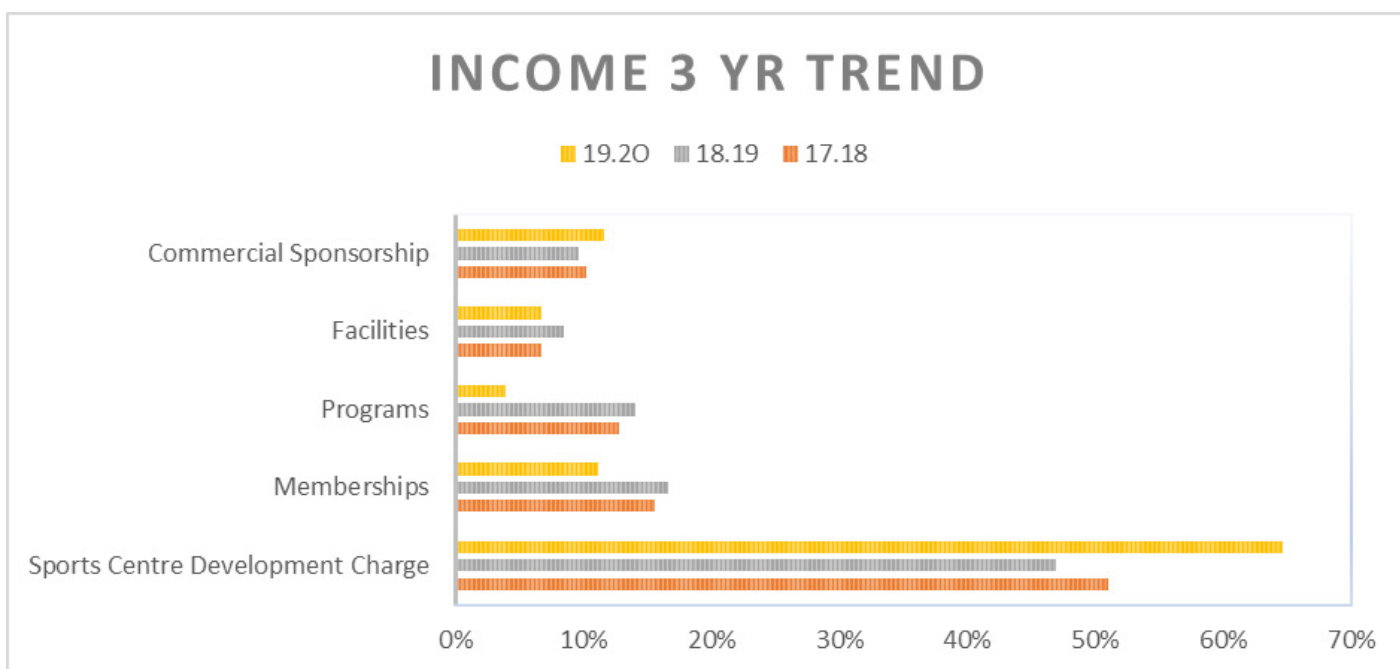


To put this into perspective and show the impact that closures and restrictions had on Sport, the three-year trend below shows how our business development areas (memberships, programs, and facilities) have been impacted.

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, due to the reduced capacity to generate external income, the development charge accounted for 65% of overall income, and business development areas were reduced to 22%.

Now in 2020.21, business development areas have reduced further down to 10% of total income.



2.7.2 Expenditure

Total expenditure came in under budget with reduced activity leading to reduced costs.

Payroll Costs

Pay costs have decreased by 11% from the previous year.

Operational costs

Operational costs are down 17% from the previous year, mainly due to decreased costs associated with equipment, high performance program costs, marketing and business development.

Capital Payments

There was €163k paid in 2020.21 for capital projects as part of the strategy for Sport. This included capital upgrades to the pool and main hall, along with the annual Iveagh Grounds repayment as part of the original purchase of the site.