SPORT FOR SOCIAL GOOD

Annual Report 2019

Allianz

Ulster University
Connecting leaders in sport and business

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To talk to us about opportunities to feature in Sport for Social Good 2020
or to create new partnerships with us and our community of sporting
and business leaders contact

Rob Hartnett rob@sportforbusiness.com
Welcome
Fáilte

Rob Hartnett,
Founder of Sport for Business

Sport for Social Good

Sport means so many things to so many people. Whether it’s a bat or a ball, a club or a cleat, the things that make it different are the things that widen its appeal.

It is filled with universal truths about how to play, how to win, how to lose, how to bounce back.

At the end of a game the final score is the most important thing in the world but there will always be another chance, another shot at redemption.

The important thing is to respect your opponent, without whom there would be no game even if with whom you have been locked in combat until a hand is outstretched in comfort or congratulation.

It is the universal language that expresses those truths that makes sport a wonderful way to reach fellow human beings.

Not all of us will get to compete at the highest level but all of us will understand the effort and the talent that it took to get there.

“Sport has the power to change the world,” said Nelson Mandela.

“It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand.”

The simple idea behind Sport for Social Good was to shine a light on the work that sporting organisations and businesses are doing together to make a difference to the society in which we live.

The relationship between the two has evolved from early days of branding and awareness to being a crucial way of reaching groups who might otherwise be left on the margins.

Be it through gender, through youth, through looking beyond disability to see the incredible ability that exists in everyone and to building a platform where that ability can be fostered and brought to glorious life.

This second year of our report looks at projects in all of those areas.

From the power of giving a child a ball to the heft that bringing major sponsors together to support a tournament that could otherwise have been just a happy blitz but which reached way beyond the white lines to make a statement about who we are and the choices we make.

Sport for Business is all about collaboration. We enjoy working with over 250 organisations who see the value of sport and who use their own skills to make it a little better than it might otherwise be.

Working with Damien O’Neill of Allianz is always inspiring. The energy and assistance of Ulster University and the R&A as organisers of the Open Championship this year has been truly humbling when a few short years ago we were just an idea.

On any given day in sport great things happen. It brings out the best in us.

Today we are privileged to have gathered a collection of stories and a group of people who do just that. Thank you for taking an interest and for what you do.

Rob Hartnett
Founder
Sport for Business
Introduction

Damien O’Neill,
Head of Marketing Operations & Communications, Allianz Ireland

Allianz is pleased and proud to once again support our friends Sport for Business in producing the second Annual Report and Conference on Sport for Social Good.

Last year we were still on a high from bringing the Allianz European Para Swimming Championships to Dublin.

It was a wonderful occasion full of the spirit of what is possible against the most challenging of situations.

It is at the heart of what Sport and Business in our communities should be able to do for common purpose and common good.

Taking a step back to look at the great work that is contained in this report and to meet with those who share that common conviction is something that really does matter.

It helps inspire us to go one step further and to bring the benefits of sport to a universal audience.

I hope you enjoy looking at what has been brought together this year and that perhaps we will see you feature in these pages when we gather again in 2020.

Damien O’Neill
Head of Marketing Operations & Communications
Allianz Ireland

Allianz
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Government Investment in Sport for Social Good

Sport for Social Good is about looking at the ways that smart collaboration can deliver real impact.

Often it is the enabling power of Government, whether through funding, resource or other assistance that can provide the leverage that turns good into great.

Sport Northern Ireland is the leading public body for the development of sport in Northern Ireland, and an arm’s length body of the Department for Communities.

The vision of the organisation is Northern Ireland: Renowned as a place where people enjoy, engage and excel in sport.

The aim arising from that is to lead sports development at all levels producing more participants and winners.

Sport NI is reaching the end of a successful Corporate Plan 2015-2020 and is embarking on a new strategic plan, which centralises good culture and healthy organisations as a cornerstone; focuses on the sporting system and builds on cross sectoral partnerships for the sporting system to lever investment to enable social good.

The primary outcomes of the sporting system, such as sustained participation and medal success will remain, but the emanating social and economic outcomes and benefits will also be a core part of what comes after the final whistle or beyond the moment when the last bead of sweat has been poured out.

This is an exciting time of change and ambitious improvement for the sport system in Northern Ireland. The role of sport to deliver social good is a key driver.

Key themes in the new strategy will include wellbeing; infrastructure; women in sport; transitions and codification of the pathway from physical activity through to sustained participation and high performance; events; workforce; cross sectoral partnerships and innovation.

It is a pleasure to bring Sport NI into the fold of Sport for Business and Sport for Social Good.
Johnny Sexton might have a serious demeanour when there is a job to be done on the rugby pitch. He may indeed be ‘pretty narky’ as he was described playfully by one of his colleagues recently, but he was all smiles when highlighting a children’s health and wellbeing initiative with Laya Healthcare in Dublin.

Super Troopers is Ireland’s only ‘Health Homework’ programme currently running in almost half of all primary schools in Ireland. The free initiative was created by Laya Healthcare and impacts an impressive 254,000 school children, 172,000 families and 15,000 teachers have taken part in the free initiative each year.

The programme encourages families to treat health and wellbeing with the same importance as traditional homework and features fun, short-burst activities that prompt children to get moving for at least 10-15 minutes at a time, building towards the recommended 60 minutes of physical activity each day.

Super Troopers also includes mindfulness challenges and expert tips on looking after overall health, such as the importance of getting enough sleep and drinking enough water, along with guidelines on healthy eating.

The Programme aims to instil healthier behaviours and attitudes among young children and their families, behaviours that will positively serve them into adulthood. Its approach to health is holistic, covering three pillars of physical health, emotional wellbeing and nutrition.

Independent research among 1,280 school children, parents and teachers by health psychologist Professor David Hevey from Trinity College Dublin found that Super Troopers has been successful in improving healthy behaviours among families:

- Between one quarter and one third of children, parents and their families said they were more active after taking part in Super Troopers.
- One in four families said they were eating healthier as a result of participating
- One in four (23%) of children improved their stress management compared with before they started Super Troopers

Brand ambassador and father of two Johnny Sexton said, “I’m a huge fan of Super Troopers. It’s such a clever way to get kids more active with their families.”

“Invoking teachers in overseeing the health homework aspect of Super Troopers is an integral part of the Programme and that’s really smart because we all know how conscientious parents are to make sure that kids homework is done and signed off on.”
Gilt Edged Backing For LGBT+ Tournament

Sport has sometimes been found wanting when it comes to inclusivity around LGBT+ matters. That changed in substantial fashion in 2019, and with major corporate backing, with the staging in Dublin of the Union Cup.

The IRFU got fully behind the efforts of Union Cup Chairman Richie Fagan to make his ambition to bring Europe’s biggest LGBT+ inclusive rugby tournament to Dublin a reality.

It might never have been possible without the corporate support that lent backing but also a sense of importance to the event, what it would deliver over a weekend, and the longer term impact it could give rise to.

Bank of Ireland, Vodafone and Guinness are three familiar names within rugby but mainly at the highest levels of the sport. To see all three united behind the tournament was a testament to the importance of inclusivity within Irish business.

Nigel Owens, MBE, the current world record holder for most test matches refereed, officiated the final in June.

He spoke with feeling in advance of how he came out as a gay man 14 years ago and how he feared in advance that he would have to make a choice between being openly gay or continuing to referee.

In the end, his fears were misplaced with the sport and those within it accepting him fully for everything he is.

If that seems obvious in 2019 it was far from that at the time but progress has been made as evidenced by an openly gay Taoiseach in the Republic of Ireland and legislation to allow for same-sex marriage.

It has been slower in sport though. There remain markedly fewer gay men playing sport at the highest level than national statistics and common sense would tell us should be the case.

Is it that sport is just inherently more attractive to heterosexuals? That is ridiculous and so there are clearly barriers still present to those who want to combine sport and their sexuality as one.

The hope is that the Union Cup will have served as an opportunity to see that both are possible, as well as having been a pretty good party as well.

“We are passionately promoting diversity and inclusion in sport,” said Union Cup Chairman and founder of the Emerald Warriors team who represented Ireland, Richie Fagan.

“We believe that rugby is a game for all. There’s never been a more exciting time in Ireland to host an inclusive, high-level rugby tournament, with a dash of glitter. We are excited to showcase pride in rugby, as Ireland has never seen before.”

The support of the brands that backed the tournament was a really important way of getting the message out as well.

“Bank of Ireland was proud to be an official partner of this year’s Union Cup tournament,” said Sponsorship Manager Gemma Bell.

“As an organisation, our purpose is to enable our customers, colleagues and communities to thrive and in order to do this – it is important to reflect the diversity of our customer base.”

“Bank of Ireland is at the heart of rugby across the island of Ireland and we were proud to welcome over 50 teams from across Europe to DCU for the Union Cup in June.”

“Partnering with the Union Cup allowed us to combine two elements of our business that we are immensely proud of; our partnership with Irish Rugby and The Vodafone Ireland LGBT+ Friends Network,” added Vodafone HR Director James Magill.

“This Network is a grassroots, employee-led initiative that aims to inspire, empower and support our LGBT+ colleagues to ensure that everyone at Vodafone Ireland can be at their best both inside and outside of work. We feel that this ethos is absolutely reflected in the ethos of the Union Cup.”

“We have built out an authentic story of our commitment to diversity internally at first and then to our customers. We have worked with Nigel Owens in doing that with our customer base and the connection with Rugby is obviously an important one.”

“Role models within and allies outside the LGBT+ community are
important in breaking down barriers. Campaigns like the Rainbow Laces and events like the Union Cup create more of a safe space for people to come out and live their lives in full.”

“Since we began as Irish rugby’s lead partner in 2016 we have always focused on the power of the support from the 6 million people on the island of Ireland through the #TeamOfUs campaign. This very much extended to the Union Cup and it is something we were proud to be a part of.”

“Rugby has an extraordinary capacity to unite, and this tournament celebrates the unique camaraderie and friendship at the heart of the sport,” according to Guinness Head of Partnerships Rory Sheridan.

Guinness provided one of the iconic moments of the build-up to the tournament by painting the famous Guinness Gates in rainbow colours, the first time in 200 years they had been anything other than a stately black or dark blue.

The images went around the world as an indication that Ireland and Irish sport was comfortable in promoting diversity.

The three main backers were supported by a gilt-edged cast of other backers with Aer Lingus, Onside Sponsorship, Fáilte Ireland, Kukri and Maples Group.

“We wanted to give the organisers the support they needed to make this happen,” said John Trainor, Founder of Onside Sponsorship who was a strong advocate in bringing together such a strong base of support.

As part of the legacy of hosting the tournament, the organisers are conducting research across Ireland on the LGBT+ community in sport.

In the UK, similar research found that only 17 percent of LGBT+ individuals are members of a sports club or team. Over half of the community are not active enough to maintain health, significantly above the national average so there is clearly an issue.

The Union Cup was a high profile, high energy way to begin to address that.
Give a Child a Ball

Allianz are our partners in the approach of Sport for Business to the subject of Sport for Social Good.

As a multinational business they think deeply about the connection they have to the communities around them and how best to contribute in ways that work for the business but also for the society in which it operates.

In Ireland they have been long term partners of Paralympics Ireland and a key reason for the growth and success of athletes in breaking down the barriers of disability.

They are also 26 year partners with the GAA and the Cumann na mBunscol movement that reaches out to schools and young children.

"Education is fundamental to both personal and economic development and so we owe our educators a deep debt of gratitude," said Allianz Head of Marketing Operation and Communications, Damien O'Neill.

"For many, there is the ability to recount and to recognise the lasting and positive effect a particular teacher has had on their personal development."

"In a wider economic context, it is safe to state that Ireland has benefited greatly from its investment in education over many years. And for over a century, Allianz has been privileged to work within Ireland’s education sector as a leading provider of insurance on a 32 county basis."

"Throughout our long history of engaging with schools, we have always been inspired by the outstanding commitment shown by teachers, who give of themselves outside normal school hours to help their pupils both academically and socially through sport."

"This is where professionalism is enhanced to vocation and children receive a more rounded education - learning additional skills that will serve them throughout their lives."

"One such example is that of Cumann na mBunscol – the primary school teachers network, who for decades have quietly busied themselves each year with teaching hundreds of thousands of primary going school children the joys, skills and social aspects of Gaelic games."

"The benefits of early intervention when young minds are still formative cannot be overstated. Apart from the obvious physical benefits that activity brings, youngsters learn the life skills of team interaction, tactics, strategy, respect for others and the joy of movement - all at a time early enough to influence their choices in life and impact positively on their future decision making process."

"Simply put, giving a child a ball and the skills to use it effectively, opens them up to a world of enjoyable opportunities."

"A ball, no matter what shape or size, is at the heart of many sports. And that is exactly where Cumann na mBunscol is - promoting and teaching sport in primary schools right across the thirty two counties."

"That’s why Allianz has supported the work of those teachers for over 26 years as they develop and nurture our children through sport. Teaching children physical skills, teamwork, social interaction and many other life lessons, which will remain with them throughout their lives - whatever they do, or wherever they go."

"When we say ‘Give a child a ball and you give them the world’ we really mean it."

"This is the primary reason why Allianz has proudly supported Cumann na mBunscol for the last 26 years."

"In order to further support them and the good work that they do we have created an affordable ball initiative for the primary schools of Ireland with ball supplier Daricia, which we are proud to announce as part of the Sport for Business Sport for Social Good event and which will available to all schools commencing September 2019."

The days of being among hundreds of parents from your school, and your community, at the Cumann na mBunscol Finals are among the best you can have in sport.

The joy we see so clearly on the faces of the boys and girls being their heroes, alongside their friends, is something that can never be forgotten, and the power of which can never be underestimated.
This year’s Sport for Business Sport for Social Good is privileged to be working with the R&A, organisers of the Open Championship which takes place for the 148th time this year in the wonderful setting of Royal Portrush.

It may be one of the oldest and at times seen as one of the more traditional global sporting events but The Open Water initiative indicates it is very much in tune with environmental concerns and willing to play its part in being around for another 148 years at least.

This year’s Open Championship will be one of the first major global sporting events to entirely remove single-use plastic water bottles when it lands on the Causeway Coast.

The initiative is supported by the UN and forms one of the keynote presentations at the Sport for Business Sport for Social Good Conference taking place at Ulster University on the opening day of the Championship.

The Open Water initiative has been developed with Bluewater – the leading global innovator in drinking water solutions – to deliver a pioneering new approach to supplying drinking water at a major event by using water refilling stations and reusable stainless steel bottles to deliver pure fresh water directly to fans, players, staff and officials at The Open.

The project is supported by UN Environment’s Clean Seas campaign and aims to raise awareness of the issue of global marine plastic pollution and the need to protect the world’s oceans and coastlines, including the marine life that inhabits them.

“Sport offers a unique opportunity to engage with a global audience on environmental issues, said Daniel Cooney, Communication Deputy Director from UN Environment.

“We commend this initiative to tackle marine plastic pollution. The Open offers a powerful platform to influence how people think about drinking water and its associated impact on the natural environment. ”

More than 5,000 special edition reusable BPA-free stainless steel Bluewater water bottles will be given to fans free of charge at The Open and they will also be on sale throughout the venue for a special promotional price of less than five pounds. Fans will be welcome to bring their own refillable water bottles to use at the Championship.

All golfers playing in The Open will be given a personalised Players’ Edition stainless steel Bluewater water bottle with their name laser-engraved on it. A limited number of the Players’ Edition bottles will be made available for sale in The Open Shop and at The Open Camping Village for fans wishing to purchase a special souvenir gift.

“The Open has a close relationship with nature and the coastal system of the world’s finest links courses and it is important that we safeguard them for future generations,” said Martin Slumbers, Chief Executive of The R&A.

“We have all learned so much of the destructive impact of plastic in the world’s oceans and we believe we have to take steps to remove all single-use plastic water bottles from The Open in order to encourage fans and players to use alternative and more sustainable materials. ”

Anders Jacobson, co-founder and CEO of Blue, the impact-led investment company which owns Stockholm-based Bluewater, said, “We are honoured and delighted to be collaborating with The R&A on The Open Water project, which blazes a purposeful message of the key role world class sporting organisations can play when it comes to leaving a cleaner planet for future generations.

“Bluewater technology offers solutions enabling water to be purified and dispensed locally at the point of consumption – with minimal waste – thereby eliminating the need for single-use plastic bottles and their polluting transportation.”

Life Water aluminium cans will also be used as ready-sealed containers to provide water in some areas of the venue. The Life Water zero plastic cans are filled with natural British spring water, are made from 70% recycled aluminium, are 100% recyclable and BPA-free. Every can also helps to fund clean water projects across the globe.
Combining Sport, Community and Culture to Generate €50 Million of Social Value

In March 2018 TII (Transport Infrastructure Ireland) announced a proposal to locate a tunnelling site for Dublin’s MetroLink on one of the city’s most utilised sporting and community facilities - the grounds of the Gaelic club of CLG Na Fianna. The club was already experiencing serious pressure catering for its 3000 members and their 166 competitive teams.

Whilst the infrastructure improvement was welcomed, the club had to ask at what cost? Na Fianna became obliged to offer a counter argument for the value that sporting and community involvement delivers. A compelling public case was built which was strong on emotion and garnered much local support as 82% of the clubs playing population come from within 2km of its club grounds. However, despite its scale Na Fianna lacked robust independent evidence about its social value.

The club decided, in response to the detailed engineering report, to commission its own independent professional report to quantify the value which its activities had delivered in the preceding calendar year.

With the support of Dublin County Board, Whitebarn Consulting were engaged to undertake a Social Return On Investment (SROI) Study of the clubs activities for the year July 2017- June 2018.

SROI is an internationally recognised principles-based approach that uses a process known as ‘monetisation’ to equate the value that people place on outcomes generated by an organization or programme to other things that they attach importance to.

The methods employed in the compilation of the report included survey responses, one-to-one interviews, focus groups, a working group and desk research.

Though a process known as value mapping, the report quantified all inputs and outputs and determined that for every €1 equivalent invested, €15 of social value was generated.

The results confirmed that Na Fianna, though its range of sporting, cultural and community based activities generated €50 million of social value in a single year.

The findings of the report were assured by Social Value International.

Extrapolating these results to all 91 GAA Clubs under the remit of Dublin County Board, conservatively estimates €1 billion in social value is generated each year.

The undertaking of such a landmark report has delivered many benefits for the club. It has been welcomed by club members with a mixture of pride in their achievements and affirmation of the positive effect of their work in the community. The results have provided valuable insight into the motivations of club members and the value they place on health, friendship, community and cultural identity.

The final report included a series of recommendations all of which have been acted upon by the club Executive Committee.

The process has added an impetus to the clubs dealing with a range of external stakeholders particularly in relation to the importance of continued access to playing facilities directly within their immediate community.

The report challenges existing perceptions of the value delivered to communities by volunteer-based organisations such as Na Fianna, but not just GAA clubs - all sports.

It poses the question of why sporting organisations are so undervalued by those who see green sites in the city as nothing more than future apartments or houses. What value should we place on planning sustainable communities where children have space and opportunity to play and develop in a healthy environment?

Maybe it’s timely to publicly debate achieving a better balance between social and financial value.
€50 million in social value created in 2017-2018, in the local community
One of the most successful partnerships between sport and business in recent years has been that between Lidl and the Ladies Gaelic Football Association.

From the research we highlighted in the 2018 Sport for Business Sport for Social Good report through to the promotion and support for all levels of the sport they have been consistent and consistently strong.

In June it was announced that four clubs are to take part in a pilot programme aimed at supporting all members to engage in activities that can promote their mental health and wellbeing.

The ‘Lidl One Good Club’ is a new initiative pulled together by a partnership between the retailer, the Ladies Gaelic Football Association and Jigsaw, the National Centre for Youth Mental Health.

It runs separately to the GAA’s Healthy Club programme, backed by Irish Life, though at club level there is a greater sense of ‘on the ground’ collaboration than would be imagined from the outside where the GAA, Ladies Gaelic Football Association and Camogie Association are three independent governing bodies.

Castleknock in Dublin is one of the country’s fastest growing clubs and fields teams at every level across all four codes within Gaelic Games.

The programme runs at each club over a five-week period. It has also provided the opportunity for four local communities, on a pilot basis, to engage with key messages in the promotion of mental health, and to enable people to continue supporting the young people in these local areas, after the course.

Jigsaw is Lidl’s official charity partner for a three year period and this programme has grown out of the existing One Good Adult initiative that has been the main focus of the partnership to date. The company has committed €1 million in funding Jigsaw programmes

The objectives of ‘Lidl One Good Club’ include:

- Increasing awareness of mental health across the LGFA community
- Increasing your club’s knowledge on how to promote youth mental health (through the 5 a Day for Your Mental Health programme)
- Enabling your club to respond more effectively to the mental health needs of members
- Increasing awareness of your local Jigsaw service
- Building improved links with local communities
- Creating an improved culture around mental health in your club
- Ensuring your club secures official Lidl One Good Club™ accreditation

“We are excited to be trialling the Lidl One Good Club™ programme, created as a result of Lidl’s collaboration with our official sponsorship partner, the Ladies Gaelic Football Association, and our charity partner Jigsaw, the National Centre of Youth Mental Health,” said Sian Gray, Head of Marketing at Lidl Ireland.

“This opportunity has amazing potential to integrate our two partnerships at a grassroots level and make a positive impact on the local communities Lidl is a part of across the Republic of Ireland.”

“Jigsaw is delighted to be involved in this unique programme,” added Mike Mansfield, Jigsaw Director of Communications & Fundraising.

“Lidl One Good Club, in association with the LGFA and Jigsaw, has the potential to inform, support, educate and empower a wide range of people from across the LGFA club structure. And this is key to Jigsaw in supporting our vision of an Ireland where every young person’s mental health is valued and supported.”
Northern Ireland has been home since 2018 to a special collaboration by Ulster Rugby, the Irish Football Association and Ulster GAA called ‘Sport Uniting Communities’.

The programme runs for four years and is funded to the tune of €1.75 million from the EU PEACE IV fund which aims to promote peace and reconciliation.

The collaboration project between the three bodies hopes to reach 17,000 people of differing backgrounds, particularly across the political divide, with the aim of changing perceptions and building sustained relationships.

Research has shown that sport delivers its most positive impacts on behaviour when it incorporates integrated mentoring, training, volunteering and work experience programmes.

Based on this research the project partners have designed a range of activities based on education, training, empowerment and leadership directed to volunteers and clubs.

In February and March 2019 there were five education and training days where clubs were asked to send along two volunteers to get an understanding of how the different elements of the programme could be delivered within their local communities.

One of the volunteers had to be under 25 years old so as to get a right spread of insight and input from each of the clubs.

A surf club providing therapy for young people facing various physical and mental challenges, Badminton Ireland, a Western swim club, a lawn bowls club, five GAA clubs and five soccer clubs were amongst the 28 sports clubs from all over the Republic of Ireland announced in May as county winners in the National Lottery Good Causes Awards 2019 sports category.

The awards were created to honour and showcase the inspiring work being carried out by thousands of sports clubs in their local communities across Ireland thanks to National Lottery Good Causes funding.

Nearly 30 cent in every €1 spent on National Lottery games – or over €620,000 per day goes back to Good Causes all over the country in the areas of Sports, Arts, Culture, Heritage, Community, Health, Youth and the Irish Language.

Last year alone more than €226 million in funds for Good Causes was raised by participants of the National Lottery.

Sporting bodies within local communities commanded a significant share of this funding.

There was a good spread across other sports with Rowing, Cycling, Gymnastics, Snooker, Golf and Special Olympics all winning an award.

Six of the County winners were selected at Regional level with Liquid Therapy in Donegal, Lahinch Swim Club in Clare, Laois Sports Partnership, Dalkey Scubadivers in Dublin, Greystones Lawn Bowling Club in Wicklow and St. Patrick’s Snooker Club in Wexford all going forward to a National Award in November.
The Daily Mile initiative, developed in Scotland in 2012, encourages children at primary school level to walk or run for 15 minutes a day.

It was rolled out in Ireland over the past nine months and is now being actively promoted in 813 schools in the Republic of Ireland and 235 in Northern Ireland.

So simple and yet so effective, the programme is now taking place in 3,200 schools across the UK, reaching over 500,000 young children and enabling structured but fun physical activity.

Evidence has shown that the benefits of this fun and free physical activity are numerous, improving children’s physical and mental health and wellbeing, their focus in class, and their fitness levels.

The Daily Mile in Ireland is being promoted first in collaboration with Local Authorities and Sports Partnerships. The rollout followed on from a successful pilot programme in Dublin City, Fingal, Kerry and Galway.

In each of those areas the take up is between 23 and 36 per cent of schools with more joining every week through the school year.

“We were delighted to be leading this wonderful new Primary Schools initiative that can make a great impact on the fitness, health and general wellbeing of school children all over Ireland,” said Athletics Ireland President, Georgina Drumm as the project was launched.

The initiative is all about improving the fitness of the children and it sets out to do this in a way that no child feels excluded. There is no focus on winning or competition between the children, there is no cost involved in terms of equipment or sports kit.

It is promoted in Ireland by Athletics Ireland and supported by Irish Life Health, Ineos and the Tomar Trust.
Collaborate to grow

At Ulster University we have a long and successful heritage of creating value from knowledge.

Our market-leading commercial consultancy service provides considerable value to thousands of local businesses every year. Our strength is in helping businesses reach their potential, by sharing the expertise gained through our world-class research programmes.

Contact us to discuss your business growth ambitions, ideas or initiatives. We can also help you source and apply for funding for your project.

enquiry@ulster.ac.uk
ulster.ac.uk/work-with-us
When it came to a venue for hosting the 2019 Sport for Social Good Conference Ulster University was at the top of the list.

Being part of the programme around the 148th Open Championship was a great honour but that was only part of wanting to work with the team here who are so clearly committed to being part of their community across four campuses.

Earlier this year Ulster University joined 30 other institutions – which include many of the best-known names in higher education - in committing to produce a “Civic University Agreement” in partnership with local government and other major institutions.

The new agreement came off the back of an important report by the Civic University Commission which sets out how universities like Ulster University have the capability, opportunity and responsibility to support the places where they are based to solve some of their most pressing and major problems.

These issues range from are helping local business in Northern Ireland adapt to technological change, to boosting the health of local people, improving education for school pupils and adult learners, and training and developing new civic leaders in every field from politics to the arts.

The report aims to help universities like Ulster University build on the excellent work that many of them are already carrying out in these areas, working alongside councils, employers, cultural institutions, sporting bodies, schools and further education colleges.

"As Northern Ireland’s civic university with four regional campuses, our sense of civic responsibility is at the heart of what we do and why we do it, said Professor Paddy Nixon, Vice-Chancellor of Ulster University.

“Our partnership approach to widening access to education and educational attainment ensures that we deliver meaningful social and economic change across the communities in which we operate while making a global impact on industry with highly skilled graduates and world-class research."

“We are fully committed as a civic university to continue to proactively contribute to the full spectrum of intellectual, economic, social, sporting and cultural life of Northern Ireland.”
Bringing sport and business closer together

Learn more at www.sportforbusiness.com
It is very simple really, you give a child a ball... and you give them the world

A ball, no matter what shape or size is at the heart of many sports. And that is exactly where Cumann na mBunscol is - promoting and teaching sport in primary schools right across the thirty two counties. That’s why Allianz has supported Cumann na mBunscol for over 26 years as they develop and nurture our children through sport. Teaching them physical skills, teamwork, social interaction and many other life lessons which will remain with them throughout their lives - whatever they do, or wherever they go. So when we say ‘Give a child a ball. and you give them the world’ we really mean it.

Allianz proud supporters of Cumann na mBunscol for 26 years.
To talk to us about opportunities to feature in Sport for Social Good 2020 or to create new partnerships with us and our community of sporting and business leaders contact Rob Hartnett rob@sportforbusiness.com