

Annual Report



Trinity Sport

2021/2022



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

Trinity Sport
www.tcd.ie/sport

Contents

Section 1: Introduction

1.1 Executive Summary	2
-----------------------	----------

Section 2: Review of the Year 2020 / '21

2.1 Student Sport	4
-------------------	----------

2.2 Operations and Support Functions	8
--------------------------------------	----------

2.3 Communications, Media and Marketing	10
---	-----------

2.4 Business Development	13
--------------------------	-----------

2.5 Staffing	18
--------------	-----------

2.6 Community Liaisons	18
------------------------	-----------

2.7 Finances	19
--------------	-----------

Section 1: Introduction

1.1 Executive Summary

At a time when we have all come to realise the significant role that connection, belonging, and wellbeing plays in our lives, we were delighted to launch the new strategy for sport and physical activity in Trinity in March 2022.

The new strategy for sport 2022 – 2026 is aptly named ‘Realising Potential’ with a vision to ensure that sport and physical activity is at the heart of the Trinity experience. Its mission is to inspire, engage and connect everyone through sport in an inclusive and supportive environment. The implementation of this plan will ensure that our students, staff and wider community are supported with a range of sporting facilities and opportunities allowing them to foster lifelong connections to sport, health and wellbeing. The student experience is important to us here in Trinity Sport as students this year made up the largest cohort of service users, at 77%, which is +272% increase from the previous year. There were 170,143 visits recorded by student members which was an increase of 573% annually.

We’ve had some amazing performances from our sport clubs in 2021 / 2022, some highlights include DUHAC celebrating 150 years of athletics at Trinity with a gold for the women’s team and silver overall at the IUAA Cross Country Championships, Trinity Gaelic footballers were crowned All Ireland fresher champions, Trinity Volleyball men’s and women’s teams won at the SSI cup finals, Trinity Rugby U-20’s retained the Fraser McMullen Cup and also had a fantastic colours festival claiming the annual Dudley Cup and Colours trophy against UCD. Trinity women’s rugby team were promoted to division one and Trinity Netball had an outstanding season.

Sixty-one sport scholarships were awarded across fifteen sports for the 2021/2022 academic year, including twenty-five Club Academy scholars. The recipients included Tokyo 2020 Medallist - Aifric Keogh (Bronze Medal Rowing 4-), Tokyo 2020 Olympian - Cíllin Green (4 x 400m), Tokyo 2020 Paralympic Medallist – Charley Nordin (Silver Medal PR3 Mix4+), Irish Senior Rugby Players Kathryn Dane and Ryan Baird, Irish 7s rugby players Maebh Deely and Deirbhile Nic a Bhaird, Irish Senior Cricket player Rebecca Stokell and Leah Paul, Ireland Senior basketball player Dayna Finn. Thomas

Stevens (Rowing), and Jack Dunne (Rugby) were awarded the Trever West scholarship for their fantastic contributions as ambassadors and role models for student sport in Trinity.

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 and a strong marketing communications drive and continued engagement with sponsors and stakeholders.

The last two years has been 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 physical health, and I believe even more now, we all appreciated the true value that sport offers our community.

Michelle Tanner,

Director of Sport and Physical Activity, Trinity College Dublin



Section 2: Review of the Year 2021 / '22

2.1 Student Sport

Students made up 77% of the users of the Sports Centre with 9,904 student cards activated (September 2021 to August 2022), which is +272% from the previous year. There were 170,143 visits recorded by student members which was an increase of 573% annually.

2.1.1 Student club support

Student sports clubs had 5625 hours of training in total across the year, this was spread across all Trinity Sport facilities. 71.50% of this related to indoor use with the 28.50% 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 training 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

After two years of disruption due to Covid-19; sporting fixtures and events were back and there was no shortage of standout sporting moments throughout the 2021 / 2022 season for Trinity's sport clubs. The first in person freshers fair was held in September since the covid pandemic. Spread over three days with various safety protocols in place and online sign ups also available. There was a total of 3,363 students who signed up to one of our 49 sport clubs. Under national Covid-19 guidelines, clubs resumed training in the sporting facilities under strict regulations and reduced capacity in September 2021. The covid spike during the Christmas period brought competitions and training to a short hold before the clubs could return to full capacity training during the last months of the academic year. Some highlights from the sports clubs this year included:

- DUHAC celebrating 150 years of athletics at Trinity
- DUHAC gold and silver overall at the IUAA Cross Country Championships
- Trinity Gaelic football: All Ireland fresher champions
- Trinity Volleyball: Student Sport Ireland Cup winners (men's & women's)

- Trinity Rugby U-20's retained the Fraser McMullen Cup
- Trinity Rugby claiming the annual Dudley Cup
- Trinity women's rugby team were promoted to division one
- Trinity Netball had an outstanding season
- Dublin University Swim and Water Polo intervarsity's: men's winner

2.1.3 High performance

Sport Scholarships

Sixty-one sport scholarships were awarded across fifteen sports for the 2021/2022 academic year, including 25 Club Academy scholars. The recipients included:

- Tokyo 2020 Medallist- Aifric Keogh (Bronze Medal Rowing 4-)
- Tokyo 2020 Olympian - Cíllin Green (4 x 400m)
- Tokyo 2020 Paralympic Medallist – Charley Nordin (Silver Medal PR3 Mix4+)
- Ireland Senior Rugby Players – Ryan Baird & Kathryn Dane
- Ireland 7s rugby players – Meabh Deeley, Soneva Scott, Liam Turner
- Irish Senior Basketball Internationals – Dayna Finn and Sarah Kenny
- Irish Senior Cricket players – Rebecca Stokell and Leah Paul
- Thomas Stevens (Rowing), and Jack Dunne (Rugby) were awarded the Trever West scholarship for their fantastic contributions as ambassadors and role models for student sport in Trinity.
- Global Graduate Sport Scholarships were awarded to A'Lexxus Davis and Valarie Hajek through the Business school and E3.

A significant number of our sport scholars were selected to represent Ireland at different age groups, including 13 student athletes who represented their country at senior international level.

The Sport Scholarship Award Ceremony took place virtually on the 16th of November. As part of the awards ceremony an Olympic themed Panel discussion was held with student athletes Aifric Keogh, Charley Nordin, Cillin Greene and Annalise Murphy.

“Trinity Sport has put structures in place such as strength and conditioning coaching, nutrition guidance, access to high performance training facilities and career guidance to ensure I can continue to succeed at the highest level. The support I have received from Trinity Sport allows me to achieve my academic and sporting goals, it is great to have such a supportive team who understand how tricky it can be to balance sport and education.”

Aifric Keogh – Tokyo 2020 Bronze medalist (Rowing – women’s coxless four event)

High Performance Pathway

The High-Performance team supported over 250 athletes as part of the High-Performance Pathway programme this year. The following teams were supported this year:

- Men’s Rowing
- Womens Rowing
- Men’s Hockey*
- Womens Hockey
- Men’s Rugby
- Womens Rugby
- Athletics*
- Fencing*
- Men’s Cricket*
- Hurling*
- Trinity Meteors

**Denotes teams added to support programme this year*

Attendances

- 4,365 attendances
- 594 S&C sessions delivered
- 395 Physio sessions provided

Support Services Delivered

- Strength & Conditioning
- Sports Medical Pathway & Physio
- Sports Science
- Performance Nutrition Seminar
- Individual Nutrition sessions for scholars
- Lifestyle support for scholars

Kitman Labs Partnership

Our partnership with Kitman Labs continues to grow from strength to strength. Through the use of the Kitman Labs Athlete management system and the human performance lab we use data analytics to help improve performance, promote well-being and reduce the number of days lost through injuries

by analysing trends. Some of the key developments this year included

- Appointment of Shane Reilly on a Sport Science internship on a 9-month internship to support our sport science delivery.
- Utilising the Kitman Management system to monitor training load, track wellness, log attendance and store and display testing data for Men’s Rugby, Trinity Meteors and Womens Hockey. Data insights were used to create conversations with coaches and players to inform the decision-making process.
- Monitoring of Injuries – we utilised the software to record all injuries within our High-Performance Pathway teams. At the end of the year this data was reviewed, and several interesting trends were identified, such as the highest rate of injury occurrence happening in September and January. The performance staff team were able to establish that this was aligned to pre-season training commencing in August (spike of injuries then in September) and returning to training in January after a break over the Christmas period. For the 2022-2023 academic year the team will be introducing protocols to reduce injury occurrence during these time periods.

2.1.4 Sports Awards

The Trinity Sport Awards took place on Monday, 9th May 2022 at the Aviva Stadium and were presented by broadcast journalist, Maire Treasa Ni Cheallaigh. The Sports awards celebrated the achievements within our sporting community throughout the year. During the awards, Conor Laverty, GAA Development Officer and Senior All Ireland Football Club Champion with Kilcoo GAA and Leah Paul, Senior International Cricket Player took part in a panel discussion reflecting on their sporting experiences this year and acknowledging the key role sport plays in building resilience and lifelong friendships. The highly coveted Sport Person of the Year went to Leah Paul, while ‘Team of the Year’ went to Trinity GAA Fresher’s Football team and ‘Performance of the Year’ went to DUHAC women’s team for their performance at the IUAA Cross Country Championships. The full list of winners were:

- Sport Person of the Year – Leah Paul
- Performance of the Year – DUHAC Women’s team at the IUAA Cross Country Championship
- Team of the Year – Trinity GAA Fresher’s football team
- Club of the Year – Trinity Volleyball Club
- Club Administrator of the Year – Ciara Black, Trinity Women’s Rugby
- Game Changer of the Year – Patrick McBean, Trinity Badminton Club

- Coach of the Year – Larissa Muldoon, Trinity Women's Rugby
- Volunteer of the Year – Connor Hennessy, DUAFC
- Alumni of the Year – John Boyd, Trinity Rugby
- Inclusive Club Award – DUHAC
- Impact Award - Hockey Men
- Trinity Sport 'Member of The Year' – Sean Casey
- Social Media Campaign of the Year – Dublin University Boat Club

In addition to the Sport Awards, the University Pinks were announced on the night including Jack Dunne, Thomas Clarkson, Liam Turner, Shane Keane, Luis Faria, Claire Rafter. The University Pinks are awarded to student athletes who have shown outstanding individual merit – in much the same vein as a 'Blue' is allocated in Oxford and Cambridge. Over 1,230 students have received the prestigious accolade since its inception.

2.1.5 Social Sport, Student Participation and Online Programmes

It was great to gradually resume social sporting activities as Covid-19 restrictions began to ease. We ran several Round-net events at the start of semester, and we had 360 students take part in 6 events. In October we had 87 teams, 362 individuals take part in the annual Walktober challenge. The teams completed a staggering 9,493,598 steps during the month of October. At the start of December, we put on our first UV Glow fest Event for our students. We had 34 students in attendance at this glow in the dark multi sports event. Our annual Reindeer Run took place in December 2021 and had 109 Participants, 27 staff and 82 students.

In early January 2022 we ran a Healthy Habits 4-week workshop with Healthy Trinity. This consisted of a weekly behaviour change workshop and a weekly exercise session with 10 staff attending each week. In March we had our Annual Campus 5k, Marchathon and the start of our Swim for a Mile training programme. The Campus 5k had 132 participants, 38 staff and 94 students. Our Marchathon had 49 teams with 194 staff and students taking place. The swim for a mile training programme ran from March till June, which seen 34 staff and students take part in this with them all swimming a Mile on the 30th of June.

The Social sport programmes also slowly returned with the 5 a side league, ladies' social football, social badminton and 3x3 basketball. Over the year we had 840 sign ups to our social programmes. The social 5 a sides had 50 teams (350 participants) sign up each term. The 3x3 basketball had 10 teams each term. The Ladies Social football had 16 women sign up in each term and the social badminton had 24 places twice a week for 10 weeks each term. Finally, our social touch rugby took part in our inaugural Iveagh cup. We invited a team

from a French Business school over to play against our social Touch Rugby team in March 2021 and it was a fantastic event for all participants.



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 2021 / '22 year continued to be affected by Covid-19 restrictions, however there was a full timetable of activities organised for incoming undergraduate and postgraduate students including 'give it a go' sessions, round net tournaments, indoor and outdoor fitness classes, sport centre tours and the return of freshers fair at Front Square. The team 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. There was a total of 3,363 students who signed up to one of our 49 sport clubs. 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, 6th 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.

FISU Healthy Campus Platinum Certificate

In May 2022, Trinity College Dublin were awarded the FISU (International University Sport Federation) Healthy Campus platinum certification, the highest level of certification. Trinity College Dublin is the second third level institution in Ireland to receive FISU Healthy Campus platinum certification after Waterford Institution of Technology (WIT). The award ceremony, the first of its kind, took place at the Université Libre de Bruxelles (ULB) from the 26th – 28th May. FISU granted forty-three universities involved in its Healthy Campus program with a certification label, with eighteen receiving a platinum certificate.

Launched by FISU (International University Sport Federation) in May 2020, the Healthy Campus programme is a certification process for universities in the field of health and well-being in all its aspects. The program focuses on criteria such as gender equality, reducing inequalities, increasing inclusion, clean and affordable energy, sustainable community development, responsible consumption and production, climate action, partnerships, and synergies between internal and external partners on campus. One of the motivations for universities to join FISU Healthy Campus is that the programme also provides information and guidance within the scope of the Sustainable Development Goals 2030 (SDGs) of the United Nations.

Receiving his accreditation recognises the significant efforts across the college community and illustrates that Trinity is committed to embedding health and wellbeing into all aspects of campus culture, which in turn improves our students and staff lifestyles.

Erasmus+ Sport Project – Mind, Body, Boost

The Trinity Sport-led Erasmus+ funded project ‘Mind, Body, Boost’ continued to go from strength to strength this year. We moved into year two of the three-year project in collaboration with our seven European partners. 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. Several key milestones were achieved in 2021/2022 as the project transitioned from the ‘Preparation Phase’ to the ‘Monitoring & Implementation’ Phase. A few intellectual outputs were developed in the preparation phase including:

- Training Manual
- Training & Support resources for facilitators
- Website developed <https://www.mindbodyboost.eu/>
- App for Mind, Body, Boost participants.

The project officially launched in February 2022 with a kick-off event which was attended by 60 delegates representing 30 university-based sporting organisations. Following on from this the partners delivered the first pilot intervention to students across European campuses between February – May 2022 across. More than 150 students participated and 85% of participants reported an increase in healthy habits and a more consistent schedule of physical activity. This was paralleled with a reported increase in mental wellbeing and a reduction in social anxiety across participants.

The partnership also held its first in-person Transnational Meeting at the University of Stirling which was attended by the 7 partners and the President of ENAS (European Network of Academic Sports Services). The next meeting will take place at the Technical University of Munich in November 2022. 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.

Equality, Diversity & Inclusion (EDI)

The 20/21 academic year featured a considerable improvement to inclusion and accessibility across all sport and physical activity in Trinity Sport. Several initiatives were introduced to promote and foster a culture of Equality, Diversity, and Inclusion, which include:

Inclusion & Welfare Officers

The introduction of an Inclusion and Welfare officer role as an official committee role for all sports clubs. The purpose of this role is to promote EDI at a club and student level. The 21/22 academic year saw 16 sport clubs elect this committee role.

Inclusive Club of the Year Award

Introduction of an inclusive club of the year award at the annual sport awards. This award recognises a sports club that has made a significant contribution in improving EDI within their sport/club.

Cara Charter

Trinity College Dublin became one of a few Universities in Ireland to sign the Cara Sport Disability Inclusion Charter in January 2021. By signing this charter, Trinity Sport is committing to listening to the needs of people with disabilities and reviewing how our facilities and sporting programmes can be more inclusive.

Facilities and equipment upgrades

A few positive steps were made to improve accessibility within the Trinity Sports Centre. This included the introduction of automatic access doors and equipment upgrades.

Representation

Work undertaken to improve visibility and representation of key EDI themes around the Trinity Sport centre and Pavilion bar. This included 2 permanent inclusion banners and the 4 themed campaign flags.



2.2 Operations and Support Functions

Trinity Sport Centre was awarded 'outstanding' facility at National Quality Standard Awards for 2022 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 269,252 attendances at the Sport Centre from October 2021 to September 2022, this includes an estimated 50,000 for non-member entries for indoor bookings, children's camps, exercise classes and more.

Compared to the year previous when the country was gradually coming through the Covid-19 pandemic, there was a significant spike in Sports Centre usage with a 524% usage increase. The predominant users were students, representing 78%, up 4% compared to 2020/21. 61% of users were male (decrease of 3%) with 36% female (increase of 2%), leaving 3% unknown. The public/staff and graduate categories all had a near identical 6% usage spread each (2% decrease across all three categories).

A total of 9,904 students activated their student ID cards for use of the Sports Centre which was a +272% from the previous year. Like the year previous, usage peaked in February and October, followed closely by November. Monday to Wednesday were similar in terms of the day's most popular.

Fitness Theatre

There were 129,967 visits in this area, representing a 553% increase from last year. This increase can be explained largely via the easing of pandemic restrictions from January 2022.

Swimming Pool

There were 42,044 approx. recorded swipes through the pool turnstiles, up 710% on last year. Also, to note that due to maintenance, the pool was closed from the 20th of January to the 24th of February and from the 27th of May to the 3rd of June 2022.

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 its second year in operation in 2021/22, having been launched in August 2020. The Trinity Sport app allows users to book fitness classes, courses, fitness appointments and sport facilities.

The online services include an online booking service and online card activation option for students which has been availed of by a healthy 4,392 or 43% of all cards activated between Sep 21 to Aug 22 inclusive. We anticipate that this option will remain popular amongst digital savvy students in TCD. Application downloads in September 2022 exceeded 14,000 and this is an essential part of Trinity Sports offerings going forward.

2.2.3 Facilities

Off Campus

- The Iveagh Grounds function room underwent some minor remedial repairs and clean-up to facilitate bookings for some indoor sports and to be utilised as a meeting space.
- Plumbing upgrade work was completed to improve the quality of the shower pressure and hygiene of the water.
- Upgrade works were completed at the Boathouse, Island bridge, in time for the Trinity Regatta.
- Sport purchased two new portable floodlights currently being operated in Santry which allows for increased bookings at night on the grass areas.
- Other floodlight upgrades took place to increase the illumination of the grass training areas.

On Campus

- Trinity Sport Centre was awarded the gold standard in the National Quality Standard (White Flag) during the operations annual audit by Ireland Active.
- A new Audio-Visual system was installed in the boardroom to facilitate hybrid meetings and presentations.
- A draft operating procedure has been assembled for the opening of Printing House Square.
- A new training log was implemented to track all current and upcoming training and re-certification requirements.
- The climbing wall underwent re-routing to accommodate more beginner groups.
- The offices on level 2, in the Sport Centre had swipe card access installed for increased security and GDPR compliance.

- Training was undertaken for the reception ONELAN system allowing for remote information updates to appear on the TV screens.
- Lighting upgrades at the Swimming Pool increased visibility for the Lifeguards.
- Upgrades in the Pool Plant Room allowed for improved filtering which is critical for cleaner water.

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. Effective communications and marketing are crucial for building strong relationships with our audience and stakeholders, and for promoting our brand, programs, and services. By investing in these areas, we can reach more

people, engage more effectively with our audience, and ultimately drive growth and success for Trinity Sport.

Covid-19 Communications

Communications around Covid-19 health and safety guidelines continued in 2021 / 22. 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.

News highlights and media coverage:

Trinity Sport News Highlights

In the past year, we have placed a strong emphasis on written news stories and media coverage for Trinity Sport. This has been a key part of our communications and marketing strategy, and we have seen many benefits from our efforts in this area.

First and foremost, news stories and media coverage can help to increase the visibility and exposure of Trinity Sport. In addition, news stories and media coverage can also help to tell the story of Trinity Sport and highlight the value and impact of our programs and services. This can help to build support and advocacy for Trinity Sport and can also help to attract new members, partners and stakeholders

Social media content

There was an enhanced focus on ensuring that our social media channels provided a balanced mix of content related to performance, participation, and fitness centre promotional campaigns. This approach has helped to grow our social media audiences and analytics year over year, and the quality and consistency of our content has been key to this success. In terms of engagement with our target audience, video content has performed particularly well, but high-quality professional images have also performed well across all channels, including Facebook, Instagram, Twitter, TikTok, 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 monthly average analytics

In the past year, we have also maintained an active presence on Twitter. Our Twitter account currently has 2,999 followers, and we typically see 90K impressions per month from our tweets. We also receive 2,500 profile visits per month and 80 mentions per month.

We have found Twitter to be a valuable platform for sharing news and updates about our company and for engaging with our audience. We typically send 30 tweets per month, and we strive to provide a mix of informative, entertaining, and engaging content that resonates with our audience.

In the coming year, we plan to continue using Twitter to reach and engage with our audience. We will also explore new ways to use the platform, such as live tweeting events and using Twitter analytics to better understand our audience and improve our engagement.

- 2,999 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 analytics

Trinity Sport Instagram account currently has 7,900 followers, up from 6,750 followers last September 2021 (17% increase). There is huge engagement on Instagram, and the most popular posts included Fresher's Fair 2021. Instagram "take overs" proved to be very popular, creating the highest reach on Instagram stories. In addition to providing a visually appealing platform for sharing content and engaging with our audience, Instagram can also benefit Trinity Sport by increasing our visibility and reach, as well as providing valuable insights and data on our followers. Instagram can also be a valuable tool for building a strong brand image and showcasing our company's culture and values.

Facebook analytics

In the past year, we have also maintained an active presence on Facebook. Our Facebook page currently has 11,228 likes and 11,412 followers. While Facebook is a valuable platform for reaching a large audience, we have found that engagement on our posts is relatively low compared to other social media networks.

On average, our posts have a reach of 3K per month and receive 500 engagements per month. This may be due in part to changes in the way that Facebook algorithms prioritise content. In the coming year, we will continue to use Facebook to reach a large audience, but we will also explore other social media networks and tactics for increasing engagement on our posts.

We will also continue to monitor our performance on Facebook to understand our audience and improve our engagement.

TikTok

In the past year, we have also started using TikTok as a platform for engaging with our audience. While our audience on TikTok is currently small, it is growing steadily due to the relevant and organic content that we are posting. TikTok can be a valuable tool for reaching younger audiences and building a community around our brand.

We plan to continue using TikTok in the coming year and to experiment with new formats and approaches to see how we can further grow our audience and engagement on the platform. We are committed to providing engaging and entertaining content that resonates with our audience on TikTok.

LinkedIn analytics

The Trinity Sport LinkedIn account audience and engagement continue to grow organically as we publish relevant content on the platform. We currently have 495 followers on LinkedIn, and

we average 90K impressions and an engagement rate of 5% per month. In addition to providing a platform for sharing content and engaging with our audience, LinkedIn is also a valuable tool for networking and building relationships with industry professionals, potential partners and stakeholders.

YouTube analytics

Trinity Sport YouTube currently has 664 subscribers, with 56% of viewers being female and 34% being male. Most of our viewers, 44%, are aged between 25 and 34. In addition to providing a platform for sharing videos and engaging with our audience, YouTube can also benefit Trinity Sport by increasing our visibility and reach, as well as providing valuable insights and data on our viewers.

Trinity Sport Talks Podcast and Spotify analytics

The Trinity Sport Talks podcast is popular among the Trinity community, with each episode receiving over 55 listens. The podcast has a high retention rate of 80%, which means that once listeners start an episode, they typically listen to most of it. Our audience data shows that 46% of listeners are aged between 18 and 24, indicating that most of our listeners are students. Overall, the podcast has been well received and continues to grow in popularity.

Trinity Sport Newsletter & Mailchimp Updates

In the past year, Trinity Sport has successfully implemented email marketing campaigns using Mailchimp. Our monthly campaigns have achieved an average open rate of 40%, which is significantly higher than the industry average of 20.8%. This indicates that our audience is highly engaged with our emails and is interested in the content we are providing.

Additionally, our monthly campaigns have also achieved an average click rate of 5.2%, which is again higher than the industry average of 2.3%. This shows that our audience is not

only engaging with our emails but is also acting and clicking through to our website or other desired destinations.

Overall, our email marketing efforts have been successful in reaching and engaging our audience, and we plan to continue using Mailchimp in the coming year to continue these positive trends.

Trinity Sport website

The Trinity Sport website is currently being migrated to a new content management system called 'Terminal Four', the Trinity Sport communications and marketing team are working closely with IT and the Trinity digital team to migrate content from the current system to terminal four. The current timeline for

completing the website migration project is January 2023. The new CMS ‘Terminal Four’ will allow us to easily create, edit, and publish content on our website, and provides a range of tools and features for optimising our online presence. For example, we will be able to easily track website traffic and user engagement and make data-driven decisions about how to improve the site.

Trinity Sport App Push Notifications

The Trinity Sport application is immensely popular among users due to its user-friendly appearance and features. The app serves several functions and has created a communications platform to engage with our audience. Through the app, we can now use push notifications to send news and updates to our engaged audience. We regularly promote Trinity Sport news updates, new online courses, classes, and monthly challenges via the app.

2.4 Business Development

It was a successful comeback year for the business development team, income targets may not have been achieved as the team continues to recover from the ongoing effects of Covid-19. The development and expansion of programmes and services is under way for 2022 / 2023.

2.4.1 Memberships

Membership income accounts for 13% of overall department income with 66% of that membership income via the student levy and the remaining 21% from programmes, facilities and other income streams. The total number of membership subscriptions was up by 98%, 15,102 compared to 7,589 in 2020 / ‘21 (see below). There is no doubt that the coronavirus was an unprecedented challenge for Trinity Sport, however we are seeing a comeback to 2018.2019 numbers.

Type	2021.22	2020.22	2019.20	2018.19
Students*	11700	6,748	5,054	11,757
Staff	2345	295	403	904
Graduates	411	111	318	588
Public	345	181	452	1,012
Other	301	248	181	660
Total	15,102	7,589	6,424	14,956
Guests**	1098	11	1,157	2,118
Join fees	105	129	93	188

*Figure includes only students who activated their ID cards.

**Guests include pay as you go customers, campus residents, shower guest, club guest fees and child entry

2.4.2 Programmes

October 2021 saw the reintroduction of sports programmes following closures and reductions on service due to the Covid-19 pandemic. There were some initial limitations on what could be offered but throughout the year courses, children’s activities, sports camps, and our swimming programme grew substantially finishing the year with a broad range of activity back running at like pre-covid capacity.

- A return of onsite Bravehearts camp in February 2022
- Partnership with Swim Ireland launching the ‘Learn to Swim’ programme
- Rebranded Youth Coaching Academy was a huge success with 18 graduates from the course, run in partnership with Sport Ireland and Swim Ireland
- Partnership with Trinity Access Programmes going from strength to strength with several events running successfully throughout the year

Classes and Courses

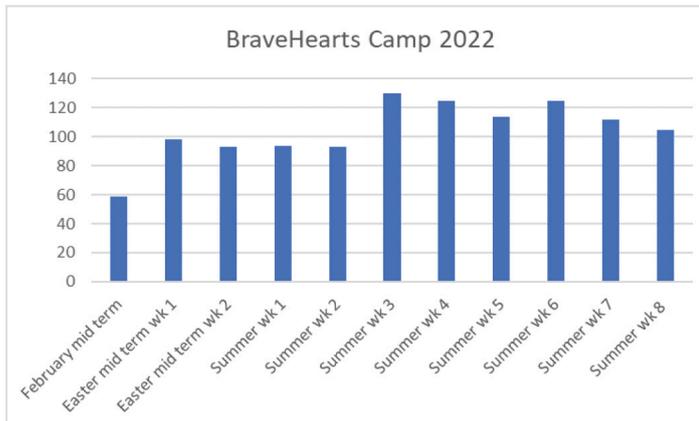
Approximately 7000 people participated in fitness classes with pilates, yogalates, studio cycling, boot camp and kettlebells being the most popular. A new MYZONE heart rate spinning class were added to the timetable along with zumba and dancefit. Wellness programmes including yoga and pilates continue to run every six weeks and grow in popularity with over 450 people taking part in wellness courses of yoga and pilates. The annual class pass saw a decrease this year, selling 24 compared to 127 passes in 2017/18. Other sports adult and children courses continue to grow with more information to follow.



Adult and Children Programmes

Children's Bravehearts Camp

Bravehearts camp made a return in February 2022 and across the year there were 11 weeks of camp based at Trinity Sport Centre. We had over ten children's coaches return and throughout the year had a further 31 staff members; we have 41 coaches with a variety of qualifications from level 2 swimming coaches to a Taekwondo master. This has allowed the camp offering to increase to pre covid levels with numbers shown below:



Youth Coaching Academy

Previously known as the junior leader programme, business and sports development joined forces to reimagine this teen pathway into coaching. The 5-day training week gives 16–18-year-olds the opportunity to gain industry recognised certification, gain valuable work experience and learn from Trinity Sport staff and partner trainers in a safe educational environment. The programme had 18 young people take part in June 2022, who then went on to volunteer at our Bravehearts camp throughout the summer. Please see link below for our video of the week: <https://youtu.be/HjSh7Ko-oPM>

School Tours

Trinity Sport is an excellent access point to a third level environment for children and young people to get their first insight to what student life looks like. School tours are the perfect opportunity to allow school children to try a new sport, we provided 10 primary schools with tours and 12 post primary schools in May and June last year.

Birthday Parties

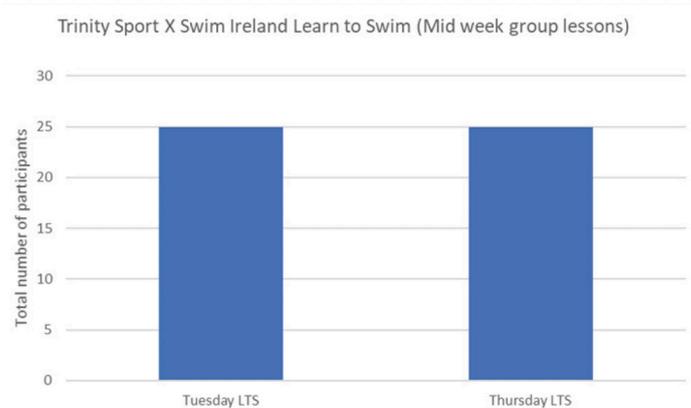
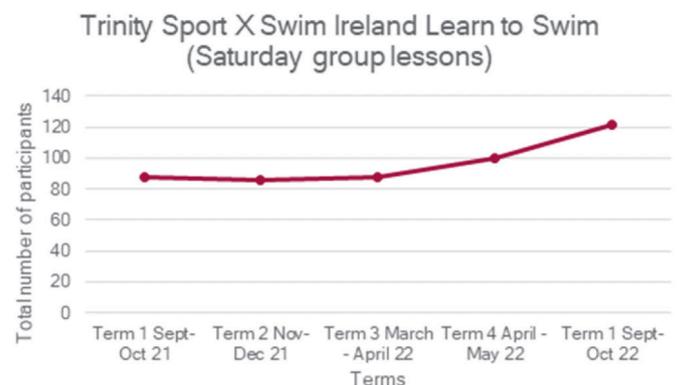
From June 2022 to October 2022, we delivered 44 children's parties and have increased our casual staff during this period to meet demands for birthday parties at Trinity Sport Centre.

Swimming

Trinity signed a partnership agreement with Swim Ireland in September 2021, agreeing to deliver the Swim Ireland Learn to Swim programme. The programme has gone from strength to strength with some small breaks in service due to pools works ongoing in the early part of 2022. With the introduction of midweek courses in September 2022, it is looking like Trinity Sport will be a hub for aquatic activity in Dublin's city centre.



Below illustrates the growth of our Saturday Learn to Swim Lessons and we are now offering mid-week lessons which we predict will see a similar growth over this academic cycle.



Adult Swimming Programme

There were four blocks of adult lessons delivered catering to our students, staff and community members. These were run from May through to September upon full reopening of the pool facilities. A solid foundation was set for the expansion of these lessons heading into the 22/23 academic year.

Alongside our group lessons there was a large volume of private lessons delivered.

Tennis

Tennis firmly led the way in terms of adult sports programmes with all our courses above 90% occupancy, there were 63 courses delivered from October 22- Sept 23 with tennis programmes solidifying post COVID.

Fencing

Fencing was reintroduced with 4 adult courses and 6 children’s courses in each sport being delivered in the latter part of the year. This sport will take focus moving into our next academic year.

Climbing

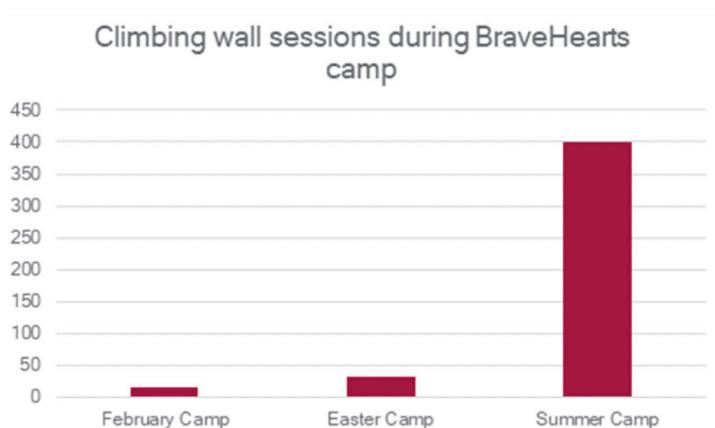
Following considerable consultation with Mountaineering Ireland over the periods of closure there were some significant works carried out on the physical wall. There was also a new procedure put in place implemented jointly with the operations and business team. The wall reopened in February of 2022 with the return of the Bravehearts Camp using the facility and then a reintroduction of adult & children’s courses alongside one off group bookings and events coming later when restriction allowed. The wall was also successfully rerouted in September 2022. 12 staff members completed onsite training with a Mountaineering Ireland qualified instructor in January 2022 and another 12 completed this training in May 2022 prior to our summer camps starting.

Please see details of usage below:



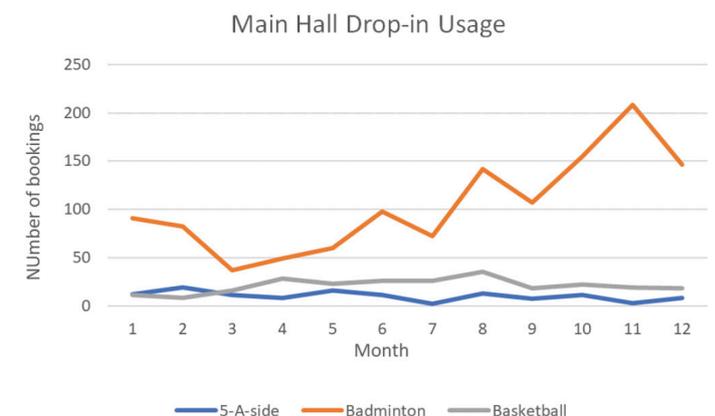
The wall was also utilised heavily during the February mid-term camp, Easter mid-term camp and summer camp.

Details of sessions can be seen below:



Programme’s partnerships

Throughout the year partnerships between both National Governing Bodies, Local Sporting Partnerships and both external and internal groups proved a vital part of increasing usage of both facilities and programmes within Trinity Sport. Swim Ireland, Sport Ireland, Mountaineering Ireland played a huge role in our aquatics, training & coach development and adventure activity sports respectively. We worked with Dublin City Council on several large events throughout the year utilising coaches, facilities and expertise to provide accessible local sports and activities. Internal work with the Douglas Hyde and Trinity Access Programme proved beneficial with sustainable joint activities founded. Alongside this work with St Andrews community centre and local schools continue to spread the reach of Trinity Sport and in turn Trinity College Dublin.



Monthly Main Hall bookings per activity

2.4.3 Facilities bookings

Facility bookings and activities in 2021 / 2022 have continued to recover from the effects of the Covid-19 pandemic. Once we were able to fully reopen, we have found our customer

behaviours and habits have also shifted with working from home arrangements and flexible working policies.

Booking trends followed our previous business year, with our online services proving a valuable resource to customers booking on a drop-in basis, removing barriers to access availability of different spaces and allowing greater flexibility in managing existing bookings.

Rather than having to connect to a member of staff, customers can continue to book facilities through the Trinity Sport app, TCD Sport browser-based booking system (Connect) and Sportskey. The Trinity Sport mobile app also serves as a hub of interaction with easy access to news, updates and promotions.

On Campus Facilities

Main Hall

Main hall indoor individual activity continued to rise compared to the previous business year.

Activities can be categorised into block bookings, and drop-in bookings. Block bookings are typically arranged in eight week blocks with the booking officer, while drop-in activities can be booked flexibly by the customer through our online booking services. Sport facilities and activities offered as drop-in bookings in the main hall are basketball (2x courts), 5-a-side (2x courts) and badminton (6x courts).

Bookings for the main hall included several 5-a-side, basketball, badminton, netball, and volleyball activities. Clients included Grant Thornton, Meta, Institute of Education, Belfield Blue Jays, Amundi, Anam Mobile, Horizon, Social Volleyball Dublin, Nata Social Volleyball and Social Volleyball. Activity significantly grew over the summer months, with a 90% increase in booking occupancy at the weekends, external volleyball clubs were a large contributor to this. There were also several events that took place in the main hall including, winter exam bookings, TAP Math and Science Week, Volleyball Ireland junior blitz, fencing Ireland summer drop in club, TCD careers fair, Mind Body Boost. Several slots were provisioned to Basketball Ireland supporting the ongoing COE partnership with TCD Sport.

Ancillary Hall

The Ancillary Hall primary usage outside of the student sport club training is class delivery, over 150 fitness classes took place in this area. Other bookings include, TCDIPD, Mind Body Boost, Irish Fencing Course, Student Self Defense Course, DUPSA Yoga, TCD VDP Society, Headon Boxing Academy, Teddy Bear Hospital Event, Law Society Boxing Practise, Herald Taverners Cricket, Trinity Sport Student Crossfit, Bravehearts Camp bookings.

Swimming Pool

The swimming pool supports student club sports activities, adult and children's programmes, social and inclusion sports, as well as external customer bookings. External bookings include North Dublin Winter Swimming Club, Leinster Water polo, Swim Ireland Teacher Training and Irish Rugby.

Climbing Wall

Due to ongoing remedial and improvement works, the climbing wall was closed for several months.

A new booking procedure has been implemented during this period, which allows for climbing wall availability to be filtered and displayed dependent on the customer's top rope / lead climbing license. This enables drop-in bookings to be arranged via the Trinity Sport app / online booking system while ensuring all bookings have been vetted and are compliant with the health and safety training demands of the activity.

Outdoor Facilities: On Campus

Botany Bay

Botany Bay offers two tennis courts and a 5-a-side astro futsal court. Bookings organised at Botany Bay include tennis courses, outdoor 5-a-side bookings and several cricket matches organised from April – June Cricket season.

Outdoor Facilities: Off-Campus facilities

Santry Sports Grounds

This facility has seen an uptick in bookings on natural grass surfaces, namely the main GAA Pitch, soccer and rugby pitches. Most areas in this facility are bookable on demand, bar the three 5-a-side pitches which can be self-booked by the customer through our SportsKey portal. Other bookable areas include an international standard hockey pitch, two natural grass training pitches, a function room, and a car park. Bookings of this facility were further supported by a portable lights' investment, which significantly extended the training hours and capacities for all customer groups.

Although the operational demands of the natural grass surfaces limited activity on several occasions due to emergency closures (associated with inclement weather conditions), an excellent percentage of active usage has been recorded this business year. Several elite training groups have continued to use the sporting facilities at Santry Sports Grounds including, Aer Lingus, Dublin Camogie, Clonliffe Harriers, Woodland F.C, St. Finian's GAA, Na Fianna, Naomh Barrog and the Irish Women's master's Hockey squad.



T-Tech

The T-tech facility seen a resurgence in activity as it was utilised to deliver classes and student boxing. The Headon Boxing academy have returned with the full 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:

- Donnacha Carroll, Executive Officer Mind Body Boost
- Sean Coyle, Communications and Administration Executive Officer
- Rebecca Harford, Fitness Instructor
- Martyn Fajak, Fitness Instructor and Pool Lifeguard

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 2021 / '22 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
Dept. of Physiology	Mind Body Boost	TCD Law Society



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
Irish Hockey	Basketball Ireland

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 facilitated a respite room in the Sports Centre on behalf of the Disability Service for student use.
- Sports staff continued to work with students with rehabilitation or who had specialised training needs. Trinity Sport also facilitated tailored orientation for students registered with the Disability Service.
- Trinity Sport worked with S2S to ensure S2S mentors had a training module for orientation sport tours.

2.6.4 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.

Healthy Habits 4-week workshop

In early January 2022 we ran a Healthy Habits 4-week workshop with Healthy Trinity. This consisted of a weekly behaviour change workshop and a weekly exercise session with 10 staff attending each week.

2.7 Finances

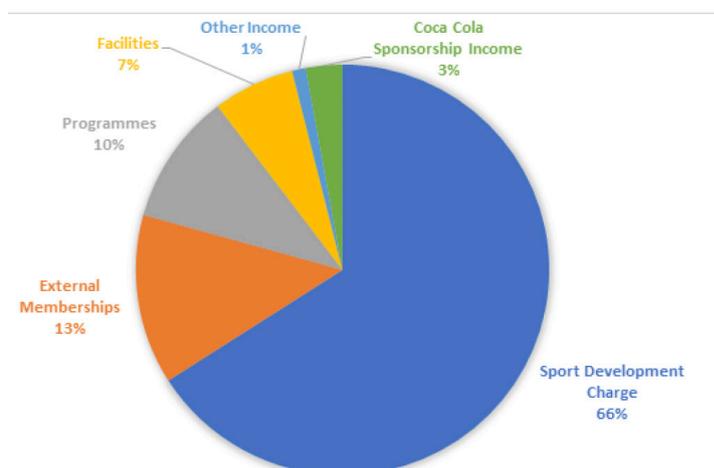
The net position for the financial year 1 October 2021 until 30 September 2022 is a deficit of 987k. Of which, 427k of costs were large-scale items such as swimming pool repairs and Printing House Square facility upgrades which will be taken from reserves. The deficit increased compared to our original estimates mainly from a decrease in our income generation forecasts and an increase in costs necessary to return to full activity. Unfortunately, the income did not return to full scale as in previous fully operational years.

2.7.1 Income

Total income in 2021.22 was €3.7m which is €1.2m more than the previous year's actuals. Even with this increase, it was still a challenging year for our business development areas with reduced opportunities to generate income.

Our ability to generate income externally is affected by the new environment in which the leisure industry finds itself due to new customer behaviour. As a city centre facility, the latest work-from-home patterns have reduced our memberships, program sign-ups, and facility rental.

The graph below shows the make-up of our income for the 2021.22 year:



2.7.2 Expenditure

Payroll Costs

Pay costs increased by 28% compared to the previous year. This is a result of the resumption of activity post-Covid closures.

Operational costs

Operational costs increased by 54% compared to the previous year. Again, this is compared to 2020.21, which had periods of site closures. A large portion of this increase comes from us recharges from the University's Estates, and Facilities department increased by 33%.

Capital Payments

€427k paid in 2021.22 for capital items necessary to return to a full, safe level of operation. The total amount included swimming pool repairs, equipment installation to Printing House Square, and the annual Iveagh Grounds loan repayment as part of the original site purchase.



2.8 Realising Potential: A Strategy for Sport and Physical Activity 2022 – 2026

At a time when we have all come to realise the significant role that connection, belonging, and wellbeing plays in our lives, we were delighted to launch the new strategy for sport and physical activity in Trinity in March 2022.

The new strategy for sport 2022 – 2026 is aptly named 'Realising Potential' with a vision to ensure that sport and physical activity is at the heart of the Trinity experience. Its mission is to inspire, engage and connect everyone through sport in an inclusive and supportive environment. The implementation of this plan will ensure that our students, staff and wider community are supported with a range of sporting facilities and opportunities allowing them to foster lifelong connections to sport, health and wellbeing.

'Realising Potential: A Strategy for Sport and Physical Activity at Trinity' clearly aligns with the wider Trinity strategy 'Towards 2025: Community and Connection'. The cross-cutting goals such as fostering an ever more diverse and inclusive student community, supporting the transformative student experience, enriching our global network, and creating a 'one Trinity' community are embedded throughout the strategy pillars.

To read 'Realising Potential: A Strategy for Sport and Physical Activity at Trinity 2022 – 2026' please [click here](#).

