

Annual Report 2023/2024



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

Trinity Sport
www.tcd.ie/sport

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Section 1: Introduction

1.1 Executive Summary

We have had a busy year in sport, we have been able to move some projects along most notably implementing 'Realising Potential: A Strategy for Sport and Physical Activity 2022 – 2026' with a vision to put 'sport at the heart of the Trinity experience' and a focus on Equality, Diversity and Inclusion which is embedded throughout the strategy. We launched the Trinity 'Women in Sport' campaign, marking a significant step towards inclusivity and gender equality in sport at Trinity. The campaign, initiated in response to Sport Ireland's 'Women in Sport' Policy 2023, aims to spotlight areas of improvement for female participation across all sports and physical activity at Trinity College Dublin.

Trinity Sport played a leading role in celebrating 100 years of 'Team Ireland' and Trinity's heritage in the Olympic and Paralympic Games. This cross-university initiative involved six departments and featured a series of digital and in-person events in the 100-day lead-up to Paris 2024. State of the art indoor sporting facilities were officially opened at Printing House Square to cater for a range of sports and activities including squash, GAA handball, racquet ball and Olympic target shooting. For the eleventh consecutive year, we achieved the highest standards in the national quality awards (sports facilities).

The usage of the Sport Centre is increasing with 323,491 attendances from September 2023 to August 2024. The student experience is important to us here in Trinity Sport as students make up the largest cohort of service users. 74% of users were students, which was a 3% increase compared to 22/23, and student attendances increased by 10%, from 216,694 in 22/23 to 238,407 in 23/24.

We had amazing performances from our sport clubs in 2023 / '24, some highlights include Trinity Basketball Women's team winning the intervarsity title, Trinity Sailing club had successes at the IUSA Intersarsity competition and won the southern championship in Dingle. Trinity Tennis women's team won an intervarsity title while Trinity Badminton club won the Student Sport Ireland League and Cup. Trinity women's soccer team won the FAI Division One College and University Football League beating University of Galway 2 – 0 while Trinity Men's soccer team reached the final of the Collingwood Cup competition for the first time since 2015. Both the men's and women's Volleyball club had success winning the SSI Student Cup competitions respectively, while the women also competed in England placing second in Volleyball England's Cup competition.

The Trampoline club picked up a clutch of medals at both the ISTO European Trampoline Competition and on local soil at the Dublin open. Harriers athletic club had a brilliant year with individual and team medallists at the IUAA cross country championships, indoor and outdoor track and field championships including some individual record setting. Cuileann Bourke and Noelle Dowling won the women's double All Ireland Colleges Handball Championship, while Noelle walked away with Ladies Open Singles title at the same event.

Sixty-three sport scholarships were awarded across seventeen sports for the 2023 / 2024 academic year, including 28 Club Academicscholars. The recipients included Ireland Senior Rugby Players, Ryan Baird, Joe McCarthy, Kathryn Dane, Megan Collis; Irish Senior Volleyball International, Grace Moloney; Irish Senior Basketball International, Sarah Kenny; Irish Senior Cricket players, Rebecca Stokell, Leah Paul, Georgina Dempsey and Matthew Humphreys. William MacDonald Hughes (Fencing), Thomas Connolly (Rugby) and Anna Jones (Gaelic Football) were awarded the Trever West scholarship for their fantastic contributions as ambassadors and role models for student sport in Trinity. A significant number of our sport scholars were selected to represent Ireland at different age groups, including 10 student athletes who represented their country at senior international level.

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 media and communications drive and continued engagement with sponsors and stakeholders.

I would like to extend a huge thank you to the Trinity Sport team who have been amazing in every respect this year and our sporting colleagues and friends across the university, who continue to support our student sporting endeavours.

Michelle Tanner,

Director of Sport and Physical Activity, Trinity College Dublin.



Section 2: Review of the Year 2023 / '24

2.1 Student Sport

2023/24 was a year of success both on and off the field of play for Trinity College Dublin Sports Clubs. With 48 active clubs offering activity at every level from beginner to competitive club level. Our Student Sports clubs are competing at a local, provincial and national level and also representing Trinity in Student Sport Ireland, Intervarsity and Colours competitions against their peers from other institutions.

As well as competing across Ireland we also had clubs travel internationally both within Europe and also to the USA for both competition and training; including but not limited to the DU Ladies AFC winning the WEFT European tournament in Paris, Trinity Tennis Club competing in HEC International Collegiate Competition in Monte Carlo, Trinity Volleyball (Womens) competed in the UK following a successful double of both the SSI League and Cup, DUFC (Trinity Men's Rugby) travelled to the US on a pre season training camp and many of our clubs also competed against Colleges in the UK in competitive fixtures and held training camps in Ireland. Our outdoor adventure clubs arranged trips both in Ireland but also overseas giving students the opportunity to upskill their competency levels and take part in their passions in new environments.

Off the field of play there were 414 student volunteers working within the clubs committee structure organising and administering club training, events, trips and socials for their respective club members. Working closely with the Trinity Sport team to ensure safe, engaging and exciting programmes were delivered and fostering a wonderful sense of community on campus. Alongside our club volunteers Trinity Sport Union Executive Committee led by Chairperson Fergus O'Brien had a productive year of meetings and representation across campus for the student club members. Fergus represented the College both nationally at Student Sport Ireland meetings/AGM and internationally at the European Network of Academic Sports Services.

2.1.1 Student club support

Trinity Sports Clubs were supported this year by the Club Operations and Development Manager, Club Sports Officer, the Finance Executive Officer, four Sports Development Officers (GAA and Field Sports, Fencing, Hockey and Basketball), the Director of Rugby, the Alumni Engagement and Outreach Officer, staff from the High Performance and Participation team and at different touch points many members of the Trinity Sport team will work with our clubs.

The Operations team have huge involvement ensuring the facilities are safe, clean and also are kept at a high standard to ensure the huge volume of training, fixtures and events can be accommodated across the on and off campus sites. Alongside staff from the sports development team there is a lot

of work supporting club events and trips with important liaising between college health and safety/insurance takes place.

Alongside the human resources available to clubs you will see below the volume of facility usage, events, fixtures and trips that are taking place across the year and these are supported by members of the Trinity Sport team throughout the year. Training and development of our club officers including but not limited to financial/budget training, event/trip workshops, EDI training in disability awareness and mental health, first aid/AED training and also assistance attending sport specific coaching education and competency.

Club Memberships- Operations, training and competitions

- Total Sports Club Members 2023/24: 7,265
- Average Training Hours Per Week (Sept- April): 323- 353 HPW
- Average Fixture No. Per Week (Sept- April): 10-15 HPW
- Average Events/Intervarsity's Hosted Monthly (Sept- April): 4-10 events month
- International Trips Per Year: 20 (average)

As many of the Sports clubs compete across the year although much of the activity takes place from September to May there will be pre season training and summer sports taking place outside of the academic year. Support for clubs continues all year round and includes the high performance team continuing to work with sports like Rowing and Cricket throughout the summer months.

With increased success and demand from the student population the facilities are under more pressure and as a result there are instances when non college venues are being used to meet the needs of clubs. As a result club budgets are stretched and this issue will continue to come up as clubs grow, providing more access to sport but with higher demands on resources.

Cost of living and the elevated price of transport, facilities, equipment and insurance have resulted in the general running costs of sports clubs to have drastically increased in the last number of years. As part of a larger project to improve student experience, give clubs financial fluidity and allow them to become more self sustaining a new membership platform will be rolled out in September 2024.

Clubforce is an interactive member platform and APP allowing seamless joining, communication and micro website options for sports club. Following a joint up project with IT services, the DPO and central college and Trinity Sport the platform will give a much better user experience, will allow for Single Sign On with the student college credentials and provide a safe software to clubs for taking payments and communicating with members.

2023 / 24 Executive Committee

First Name	Last Name	Position
Fergus	O'Brien	Chairperson
Donnchda	Carrol	Senior Treasurer
Evan	Rankin	Junior Treasurer
Michelle	O'Dwyer	Secretary
Jane	Prendergast	Vice Chairperson
Cyril	Smyth	Chair of the Pavillion Bar Committee
Austen	Youngren	Club Representative
Emily	Foy	Club Representative
Ben	Hickmott	Club Representative
Trevor	Bolger	Club Representative
Beatrice	Wharton-Hood	Club Representative
Marcus	Boggan	Club Representative
Ellen	O'Connor	Club Representative
Dylan	Ryan	Club Representative
Michelle	Tanner	Ex officio member (Trinity Sport)
Niamh	Digby Bratton	Ex officio member (Trinity Sport)

2.1.2 Student club highlights

We had some brilliant performances from our sport clubs during the 2023 / '24 academic year, some highlights include Trinity Basketball Women's team winning the intervarsity title, Trinity Sailing club had successes at the IUSA Intersvarsity competition and won the southern championship in Dingle. Trinity Tennis women's team won an intersvarsity title while Trinity Badminton club won the Student Sport Ireland League and Cup. Trinity women's soccer team won the FAI Division One College and University Football League beating University of Galway 2 – 0 while Trinity Men's soccer team reached the final of the Collingwood Cup competition for the first time since 2015. Both the men's and women's Volleyball club had success winning the SSI Student Cup competitions respectively, while the women also competed in England placing second in Volleyball England's Cup competition.

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year with individual and team medallists at the IUAA cross country championships, indoor and outdoor track and field championships including some individual record setting. Cuileann Bourke and Noelle Dowling won the women's double All Ireland Colleges Handball Championship, while Noelle walked away with Ladies Open Singles title at the same event.

2.1.3 Trinity Sport Awards

The Trinity Sport Awards took place on Tuesday, 7th May 2024 at the Dining Hall, Trinity College Dublin, twelve awards and the Pinks ceremony were announced during the awards ceremony. The annual awards are open to all sport clubs, and they acknowledge the extraordinary commitment made by the sporting community at Trinity College Dublin. The 11th Annual Trinity Sport Awards 2024 were presented by broadcast journalist, Maire Treasa Ni Cheallaigh.

The highly coveted Sport Person of the Year Award went to Irish Rugby International and Leinster Rugby Player, Joe McCarthy. Joe has had a sensational sporting year. He made his Rugby World Cup debut for Ireland and won the 'Player of the Match' award in his first ever Six Nations match against France, while going on to win the Six Nations Championship with the Irish Rugby squad. He has done all this while studying Global Business at Trinity College Dublin.

The 'Team of the Year' Award went to Trinity Women's Soccer Team. They had an outstanding year winning every competition they have entered. They have won: CUFL Division 1 Cup, WSCAI Challenge Cup, WEFT European tournament (took place in Paris) and the CUFAI Division 1 Intercollegiate League. They were promoted to the Premiere division for the 2024/25 season with exciting plans to build on their amazing year. The 'Performance of the Year' Award went to Trinity Men's Soccer Team for their Collingwood Cup semi-final performance and to Trinity women's basketball team for winning the women's basketball intersvarsity title. The 'Club of the Year' Award was awarded to Trinity Sailing Club. On top of huge success on the water, Trinity Sailing club has also launched a 'Women at the Helm' initiative to encourage more female participation in their sport. Voted by the students at Trinity College Dublin, the 'Communications and Impact' Award was awarded to Trinity GAA.

The 'contribution to sport' award was presented to Kay Bowen by Tony Smeeth, Director of Rugby at Trinity College Dublin. Kay has dedicated over twenty-five years to Trinity Rugby, she was elected as Trinity Rugby's first female president in 2011 / 12, becoming the first female president of an Irish University Rugby Club. To mark this, the Irish Universities Rugby Union founded an women's rugby intersvarsity competition, naming it 'The Kay Bowen Cup'.

The full list award winners are as follows:

- Sport Person of the Year Winner – Joe McCarthy (Rugby)
- Performance of the Year Winner – Trinity Men's Soccer Team (Collingwood Cup Semi Final) and Trinity Basketball (Intervarsity women's title win)
- Team of the Year Winner – Trinity Women's Soccer Team
- Club of the Year Winner – Trinity Sailing Club
- Club Officer of the Year Winner – Ciara Mulligan (Trinity Ladies Hockey)
- Coach of the Year Winner – Caitriona Quinn (Trinity Trampoline)
- Volunteer of the Year Winner – Tom Comer (Student activator)
- Alumni of the Year Winner – Moira Flahive (Trinity Rugby)
- Inclusive Club Award Winner – Canoe and Kayak Club
- Communications and Impact Award Winner – Trinity GAA (across all clubs)
- Trinity Sport 'Member of The Year' Winner – Nigel Carroll
- Contribution to Sport Award – Kay Bowen (Trinity Rugby)

In addition to the Sport Awards, the University Pinks were announced on the night including:

- Liam Corcoran – Volleyball
- Ailis Wynne – Volleyball
- Conor Orr – Climbing
- Eoin Sullivan – Golf
- William Mac Donald Hughes – Fencing
- Sarah Kenny – Basketball
- Gavin Hoey – Cricket
- Grace Healy – Rowing
- Erwin Guan – Badminton



The University Pinks are awarded to student athletes who have shown outstanding individual merit in their chosen sport – in much the same vein as a ‘Blue’ is allocated in Oxford and Cambridge. Pinks is the highest sporting achievement that Trinity can bestow upon its students, recipients are chosen by the Trinity sport club captains. Over 1,250 students have received the prestigious accolade since its inception in 1927.

2.1.4 High performance

Sport Scholarships

Sixty-three sport scholarships were awarded across seventeen sports for the 2023 / 2024 academic year, including 28 Club Academy scholars.

The recipients included:

- Ireland Senior Rugby Players – Ryan Baird, Joe McCarthy, Kathryn Dane, Megan Collis
- Irish Senior Volleyball International – Grace Moloney
- Irish Senior Basketball International – Sarah Kenny
- Irish Senior Cricket players – Rebecca Stokell, Leah Paul, Georgina Dempsey and Matthew Humphreys
- William MacDonald Hughes (Fencing), Thomas Connolly (Rugby) and Anna Jones (Gaelic Football) were awarded the Trever West scholarship for their fantastic contributions as ambassadors and role models for student sport in Trinity.

A significant number of our sport scholars were selected to represent Ireland at different age groups, including 10 student athletes who represented their country at senior international level.

The Sport Scholarship Award Ceremony took in the Dining Hall on campus on the 13th of November 2023. As part of the awards ceremony a Resilience themed Panel discussion was held with student athletes Melanie Griffith, Harry Sheridan and Kathryn Dane.

The scholarship programme provides individualised support to the talented student athletes and assists them in excelling both in their academic and sporting pursuits. Supports delivered included Strength and Conditioning, Medical and Physio support, Nutrition, Sport Science and Lifestyle support to help students balance their sporting and academic commitments.

Sport Ireland Accreditation for Student Athlete Support

Trinity College renewed the ‘Affiliate Level’ Sport Ireland Institute Accreditation for Student Athlete Support (ASAS), which recognises good practice in ‘dual career’ support for student athletes.

ASAS is based on providing equal opportunity to all high-performing student-athletes to combine sport and education and is grounded in the right to education. The accreditation outlines clear dual career criteria that third-level institutes must have to receive the accreditation.

Trinity College is committed to providing a supportive environment for student athletes to enable them to achieve academic excellence whilst also competing at the highest level on the international sporting stage. The ASAS accreditation recognises the supports that Trinity has in place for dual career athletes and we will continue to enhance our dual career supports in the future, working closely with all stakeholders.

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
- Volleyball Men
- Volleyball Women
- Trinity Meteors

Attendances

- 7,912 attendances - an increase of 46% vs last year
- 735 S&C sessions delivered – 128 extra sessions delivered vs last year
- 313 Physio sessions provided

Support Services Delivered

- Strength and Conditioning
- Sports Medical Pathway and Physio
- Sports Science
- Menstrual Cycle Nutrition Seminar
- Individual Nutrition sessions for scholars
- Lifestyle support for scholars

Kitman Labs Partnership

Our partnership with Kitman Labs continues in the 23 – 24 academic year. With 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 Robert Higgins 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 Women's Hockey. Data insights were used to create conversations with coaches and players to inform the decision-making process.

2.1.5 Social Sport, Student Participation and Online Programmes

Recreational Events and Challenges

There was a significant rise in attendance across recreational events with 1,312 attendees in the 2023/24 academic year compared to 378 attendees in the previous year, a 247% increase. This was largely due to increased participation in the annual campus 3k and 5k.

Additionally, March 2024 saw the introduction of a new flagship event 'Trinity on the Move'. Trinity on the Move saw the College community come together to take on physical activity challenges and relays over a 12-hour period to raise money for Trinity's student hardship funds. The event saw 199 participants taking part and raised €10,199.

The highest attended events included:

1. Campus 3k (258)
2. Walktober Step Challenge (210)
3. Trinity on the Move (199)
4. Campus 5k (191)
5. Women in Sport Launch (140)

Total Breakdown

Events & Programmes	Male	Female	Total
Freshers 3k run	12	15	27
Campus Run Series - (reindeer run)			258
Campus Run Series - (campus 5k)			191
Swim For a Mile			40
Marchathon challenge			159
Walktober Challenge			210
Trinity on the move			199
Rainbow week activities			10
Gender Equality week			9
H&S Week Fitness Classes	23	23	46
Womens campaign launch			140
Tai Chi	5	18	23
Total			1312

Social Sport and Physical Activity

Participation across all social sport and physical activity programs increased to 770 unique participants compared to 694 in the previous year, a 10% increase.

Male participation increased by 14% (430;490) while female participation increased by 5% (264;279).

The most popular programs for male students included:

1. 5 a side football
2. 3v3 Basketball
3. Badminton

The most popular programs for female students included:

1. Self Defence
2. 5 a side football
3. GAA

One major highlight for social sport included the launch of Trinity's mixed ability social program. The mixed ability rugby program was collaboratively delivered with the TCD disability service and the IRFU. The program engaged a total of 15 participants and was lead by TCD sport scholar and Ulster player Harry Sheridan.

Programs	Male	Female	Non-Binary	Total
Women's 5 a side		50		50
Men's 5 a side	348			348
Social Volleyball	5	15		20
Touch Rugby	6	5		11
Learn to play GAA	8	4		12
Women's GAA		47		47
Social Basketball	23	12		35
3x3 Basketball	57	2		59
Social Badminton	25	33		58
Self Defence	2	51		53
MBB	2	24		26
Get your 30	0	14		14
Women's gym hour		4		4
Women's hockey		10		10
Swim for a mile		8		8
Mixed Ability Rugby	14	0	1	15
Total				1312

Equality, Diversity and Inclusion (EDI)

Training and Education

A total of 31 club committee members attended mental health awareness training delivered by the student counselling service in Trinity while 28 Inclusion and Welfare officers attended disability awareness training delivered by Active Disability Ireland.

Trinity Sport App Redesign



Inclusion and Welfare Officers

The number of sport clubs that appointed inclusion and welfare officers increased to 35 in the 2023/24 academic year compared to 33 in the previous year, a 6% increase.

Inclusive Club of the Year Award

The inclusive club of the year award, an award that recognises a sports club that has made a significant contribution in improving EDI within sport in the university was awarded to the Trinity Kayak and Canoe Club for the 2023/2024 year. The club impressed with several themed participation weeks which included:

- Women in sport week in January, promoting women paddlers in the club and hosting a women's pool session which resulted in a 5% increase in female club member signups.
- Mental Health week in February, with a coffee morning and a Paddle into Light event.
- Accessibility week in March, with a video message from Paralympian Pat O'Leary, a bake sale to raise club funds to purchase accessible equipment and gear, an accessibility pool session, and a pool session to teach sign language to some of our members to use on the water.

Facilities and equipment upgrades

The procurement of a new pool hoist in collaboration with the TCD Disability Service to ensure the Trinity Sport centre pool remains accessible to those with disabilities and mobility issues was the largest facility upgrade.

Women in Sport Campaign launch

Trinity Sport launched its 'Women in Sport' campaign, marking a significant step towards inclusivity and gender equality in sport at Trinity. The campaign, initiated in response to Sport Ireland's 'Women in Sport' Policy 2023, aims to spotlight areas of improvement for female participation across all sports and physical activity at Trinity College Dublin until 2026 in line with 'Realising Potential: A Strategy for Sport at Trinity 2022 – 2026'.

The Trinity 'Women in Sport' campaign was launched on Wednesday, 7th February at Trinity Business School where the campaign objectives and deliverables were presented, and a panel discussion was moderated by Michelle Tanner, Director of Sport and Physical Activity at Trinity and included panellists:

- Trinity Student Athlete and International Cricket Player, Leah Paul;
- President of Trinity Rugby, Moira Flahive;
- Women in Sport Lead at Sport Ireland, Hannah Craig
- and Trinity Community Athletics Hub Co-Ordinator and Trinity Women's Soccer coach, Cameron Molloy Moules who shared their stories and insights.

The Trinity 'Women in Sport' campaign focus areas and deliverables are based around 'leadership and governance', 'active participation', 'visibility' and 'coaching and officiating'. The campaign reaffirms Trinity College Dublin's commitment to fostering a more inclusive, empowering, and diverse sports environment.

2.1.6 Orientation and Open Days

The Trinity College Undergraduate Open Days took place on the 3rd of November 2023 and on the 23rd of March 2024. Over 1,000 prospective students and parents visited the Sports Centre for talks and tours. The informative talks included insights into the High Performance and Scholarship programme at Trinity and the huge variety of Sport clubs. Prospective students and parents got the opportunity to engage with staff, current sport scholars and captains from a variety of the Trinity sport clubs to give an insight into the sporting experience at Trinity.

The Postgraduate Orientation week took place from the 4th-8th of September 2023. Trinity Sport had an information stand at the Postgraduate Hub and for the first time ever hosted a Postgraduate Sports Club Fair. Sports Centre tours and taster sessions for a variety of classes, programmes and sports took place throughout the week.

The Undergraduate Orientation week took place from the 18th-22nd of September. A huge variety of activities took place during the week including taster sessions for social sport and the Sports and Societies fair. Students got the opportunity to try out all of the sessions for free and in a welcoming, vibrant atmosphere.

2.2 Operations and Support Functions

The usage of the Sport Centre continues to grow, with 323,491 attendances recorded from September 2023 to August 2024 - an increase of 5.51% compared to the previous year. The student experience remains a priority at Trinity Sport, with students making up the largest cohort of service users. 74% of users were students, reflecting a 3% increase from 2022/23. Additionally, student attendances rose by 10%, from 216,694 in 2022/23 to 238,407 in 2023/24, highlighting the growing engagement of students with our facilities.

2.2.1 Sport Centre Usage

Sports Centre:

• Footfall through reception:	323,491
• Fitness Theatre numbers:	181,679
• Swimming Pool numbers:	62,746
• Climbing Wall numbers:	13,182
• Live studio classes numbers:	13,532
• Other usage (Halls/Studios) numbers:	52,963

Satellite Facilities:

• College Park numbers:	13,130
• Botany Bay numbers:	19,022
• Santry Sports Grounds numbers:	29,022
• Iveagh Grounds numbers:	12,725
• T-Tech Boxing Club	6,070
• Trinity Hall numbers:	1,201
• Islandbridge	35,141
• Printing House Square	4,368
Total outdoor numbers:	116,411

2.2.3 Facilities

Project Updates

On Campus

- Trinity Sport was awarded the gold standard for the 11th year in a row in the National Quality Standard (White Flag) during the operations annual audit by Ireland Active.
- New Volleyball units were procured.
- Upgrades were commissioned for the plant room to improve performance and reduce waste on heating and chemical use.
- The sauna at Trinity Sport Centre was renovated.

College Park

- The Cricket Club received delivery of a new batting roll cage.
- A new Cricket Crease was installed on college park.

Printing House Square

- Printing House Square indoor sporting facilities were officially opened to the public including three dynamic squash courts, a 40 x 20 handball alley, a cutting-edge Olympic Target range and male, female and universal changing rooms, complete with showers and toilets.

Off Campus

Iveagh Grounds

- The Community Athletics Hub in association with Athletics Ireland continues to grow their activity usage at Iveagh Sports Grounds.

Outdoor Sports Developments

An Outdoor Sport Steering group, a subgroup of the Strategy for Sport, Chaired by Prof Roger West was established in January 2023. They were tasked with reviewing the status of plans and proposals for the development of outdoor sports facilities

infrastructure owned by Trinity College Dublin, namely the main city centre campus, Island bridge, Santry Sports Grounds and the Iveagh Sports Grounds. They identified that plans put forward by the Department of Sport for the timely development of the recently acquired Iveagh Sports Grounds considered considering national and College strategic plans as a priority project. Despite recent investment in Trinity's sports, it is widely recognised that as a sporting facility of choice in the Irish third level sector, it was acknowledged that Trinity falls far short of the university's aspirations and student expectations in many sports and their facilities. The group concluded that the current proposal for developing facilities at the Iveagh Sports Grounds is the most important development plan for sport in college since the new Sports Centre on campus was mooted, and the early execution of Phase 1A at the Iveagh Sports Grounds development plan is essential in realising that strategic plan and providing for our students' sporting needs.

2.3 Communications, Media, and Alumni Engagement

The Trinity Sport communications, media, and alumni engagement strategy is designed to strengthen Trinity Sport's visibility, engagement, and impact within the Trinity community and beyond. Effective communication plays a vital role in fostering relationships, enhancing brand recognition, and promoting participation in our programmes and services. By investing in these areas, Trinity Sport can expand our reach, engage more effectively with our audience, and ultimately drive growth and success for Trinity Sport.

The 2023 / '24 academic year has been a successful period for Trinity Sport in terms of internal and external communications, media coverage, alumni engagement, and digital outreach. Below is an overview of the key performance indicators (KPIs) achieved across these areas.

News highlights and media coverage:

Trinity Sport News Highlights:

In the past year, Trinity Sport have placed a strong emphasis on written news stories and media coverage as a core part of our communications strategy. This focus has significantly enhanced the visibility and exposure of Trinity Sport to both internal and external audiences. News stories not only highlight the value and impact of our programmes but also help build support, advocacy, and engagement among members, partners, and stakeholders.

Some news stories including announcing the Trinity Sport Scholarship programme announcement and awards, launching the Trinity 'Women in Sport' campaign, launching the Trinity Olympians 100 project and the Trinity Sport Awards 2024.

Internal Communications

- **Sport Content in Internal Communications:** 45 news articles were featured on T-Net and the weekly wrap-up, exceeding the target of two articles per month.

External Communications

- **Media Coverage:** Trinity Sport secured 112 positive news articles over the academic year, surpassing the target of two articles per month.
- **Advertising Value Equivalency (AVE):** Media monitoring and AVE reporting will be established from September 2024 onwards.
- **Public Perception:** Trinity Sport maintained a positive sentiment score throughout the year.
- **News Articles on Trinity Main Website:** 10 sport-related news articles were published, aligning with the target of 1-2 per month.
- **News Articles on Trinity Sport Website:** 30 articles were published, meeting the target of 3-4 per month

Alumni Relations

- **Alumni Sport Content:** 10 articles were featured in Trinity Today across four publications, meeting the target of 1-2 per edition.

Social media strategy:

Trinity Sport focused on ensuring that our social media channels provided a balanced mix of content related to high performance, participation, and fitness centre promotional campaigns. This approach has driven year-on-year audience growth and improved analytics. Video content has performed particularly well, with high-quality professional images also delivering strong engagement across Facebook, Instagram, Twitter, TikTok, and LinkedIn.

Social Media Analytics

- **Follower Growth:** Trinity Sport experienced a 10% increase in social media followers over the academic year, exceeding the target of 3-5% monthly growth. This reflects Trinity Sport's growing digital presence and ability to connect with students, staff, alumni, and the public.
- **Engagement Rate:** The average engagement rate per month was 15%, surpassing the 10% target.
- **Reach and Impressions:** On average, social media content generated 80,000 impressions per month, far exceeding the target of 20,000 impressions.
- **Online Sentiment Analysis:** Trinity Sport maintained a positive sentiment score, except during facility closures such as swimming pool maintenance.

Trinity Sport Newsletter & Mailchimp:

In the past year, Trinity Sport has successfully implemented email marketing campaigns using Mailchimp. Trinity Sport's monthly campaigns have achieved an average open rate of 55%, which is significantly higher than the industry average of 20.8%. This indicates that Trinity Sport's audience is highly engaged with emails and is interested in the content we are providing.

Additionally, Trinity Sport's monthly campaigns have also achieved an average click rate of 8%, which is again higher than the industry average of 2.3%. This shows that the Trinity Sport audience is not only engaging with emails but is also acting and clicking through to our website or other desired destinations.

Overall, Trinity Sport's email marketing efforts have been successful in reaching and engaging key audiences, and Trinity Sport plan to continue using Mailchimp in the coming year to continue these positive trends.

Monthly Newsletter

- **Open Rate:** The average open rate for newsletters was 55%, well above the target of 25-30%.
- **Click-Through Rate:** The newsletter achieved an 8% click-through rate, exceeding the target of 3-5%.

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, Trinity Sport uses push notifications to send news and updates to key audiences. Trinity Sport regularly promotes news updates, new online courses, classes, and monthly challenges via the app.

Key Projects and Achievements

In addition to these statistics, Trinity Sport's communications and alumni engagement team successfully delivered several key projects and campaigns throughout the year.

Trinity Sport Website Redesign

A major milestone was the redesign and migration of the Trinity Sport website from Dreamweaver to Terminal 4 which was completed in February 2024. This project significantly enhanced user experience, accessibility, and efficiency in content management. The new website offers improved navigation, mobile responsiveness, and streamlined content updates, ensuring visitors can easily access information about sports programmes, facilities, news and events. The redesign also enhanced search engine optimisation (SEO), leading to

increased web traffic and greater visibility for Trinity Sport online. The integration with Trinity's broader digital ecosystem has further strengthened branding consistency and internal alignment across university platforms.

Trinity Olympians 100 Project

Trinity Sport played a leading role in celebrating 100 years of Team Ireland and Trinity's heritage in the Olympic and Paralympic Games. This cross-university initiative involved six departments and featured a series of digital and in-person events in the 100-day lead-up to Paris 2024.

Key highlights included:

- A three-day exhibition in the Exam Hall showcasing medals, torches, and memorabilia from Trinity Olympians, attended by over 2,500 visitors.
- A launch event and reception with Trinity Olympians, alumni, and representatives from the Olympic Federation of Ireland.
- The illumination of the Trinity College front gates in the Olympic Rings and Team Ireland colours, which received national media coverage.
- The establishment of an online archive of Trinity Olympians' profiles on the Trinity Sport website, capturing the legacy of 64 Olympians from 1924 to 2024.
- A heritage wall installation in the Sports Centre featuring Olympic profiles and a countdown clock leading up to Paris 2024.
- A watch party for the Olympics, co-organised with Trinity Sports Union, PTSB, and OFI, with over 400 attendees.

The project successfully engaged the Trinity community and enhanced awareness of the University's deep connections to the Olympic movement, while also strengthening Trinity Sport's relationships with key stakeholders across campus and beyond.

Trinity 'Women in Sport' Campaign

Trinity Sport launched the 'Women in Sport' campaign as a key initiative to drive gender equality and inclusivity in sport. This campaign aligns with Sport Ireland's 'Women in Sport' Policy 2023 and Trinity's strategic plan for sport.

The campaign was officially launched on February 7th, 2024, at the Trinity Business School, featuring:

- A panel discussion moderated by Michelle Tanner, Director of Sport and Physical Activity, with contributions from:
 - * Leah Paul, Trinity student-athlete and international cricket player.
 - * Moira Flahive, President of Trinity Rugby.
 - * Hannah Craig, Women in Sport Lead at Sport Ireland.
 - * Cameron Molloy Moules, Trinity Community Athletics Hub coordinator and Trinity Women's Soccer coach.

The campaign focuses on four key areas: leadership and governance, active participation, visibility, and coaching and officiating, reaffirming Trinity's commitment to fostering a more inclusive and diverse sports environment.

Trinity on the Move

Trinity on the Move was a standout initiative, raising over €10,199 for Trinity's student hardship funds through a day of sports and physical activity events. The event saw runners, walkers, cyclists, and teams from across Trinity participate in activities from 7 am to 7 pm, including the Library Loopers, the Day Nursery's sponsored walk, and the TAP team's challenge from partner schools to campus. Professor Neville Cox completed a 12-hour cycle outside the Pavilion Bar to further support the cause. The event highlighted the community spirit of Trinity Sport and its commitment to making a tangible impact beyond sport and physical activity.

These results and key achievements highlight the ongoing success and increasing engagement of Trinity Sport's communication and media strategies, reinforcing a strong brand presence internally and externally. Through impactful campaigns like Trinity Olympians 100 Project, Trinity on the Move and the Trinity 'Women in Sport' campaign, and the Trinity Sport website redesign, Trinity Sport continues to enhance its outreach, celebrate its sporting legacy, and drive meaningful engagement across the university community. Looking ahead, Trinity Sport will continue to build on this momentum by enhancing digital strategies, fostering stronger alumni relations, and expanding the reach of its key initiatives. By leveraging our successful media and communication efforts, we aim to ensure that Trinity Sport remains a leader in university sport and physical activity.

2.4 Business Development

This year has been a landmark period for Trinity Sport, characterised by substantial growth in membership, innovative campaigns, and significant enhancements in facility utilisation. Through strategic planning, dedicated teamwork, and a deep understanding of Trinity Sport's community's needs, Trinity Sport have not only met but exceeded our goals, establishing new benchmarks for excellence and community engagement in the sports sector. As we reflect on the achievements and learnings of the past year, we are proud to share the outcomes of our collective efforts and the strategic directions that continue to drive our success.

2.4.1 Memberships

Memberships

This year Trinity Sport have seen a significant rise in membership sign-ups, achieving 9,825 members, excluding our 11,795 students. We gained a lot of knowledge and experience

building upon last year's performance.

Communicating and having regular organised business meetings enabled Trinity Sport to collectively achieve key goals and targets together. Areas of focus included programmes and facility hire.

Campaigns

Trinity Sport had several successful campaigns throughout the year, notably the Olympic Celebration which took place in July. To coincide with this event, Trinity Sport organised a 'Fitness Fiesta' which attracted 60 + people, with 100 signups and 3 annual membership renewals. Those who attended the event were welcome to bring a friend and received a voucher for a special membership discount. The offer was '24% off all annual memberships in Celebration of Paris 24'. This ran from the 27th of July - 3rd of August.

Trinity graduates who completed their studies in May 24' were offered an exclusive annual membership for €295, this was a recognition to the student cohort.

We also had a three-month summer membership for the public, staff, and graduate members. This was received positively with 22 sign-ups.

As part of incorporating membership sales with programmes; Trinity Sport offered parents and guardians of children booked into summer camp a special discounted membership for the two months of its duration. This offer was of financial benefit to the potential customer, as it meant when registering for our summer camp- children were booked in at the member rate of €190 in comparison to €220 as a non-member. This was very well received with 23 people expressing interest in their application form and 9 availing of the offer.

Joining on the 2-month summer camp membership, also had a positive impact on other programme offers such as swimming lessons, as the member rate extended to other services within the sports centre. Trinity Sport ran a special offer at the end of this membership, as a positive retention strategy.

Demographics

Trinity Sport has a wide range of membership options to choose from, which includes annual, short-term, direct debit and RCP. Direct debits are the highest they have ever been post-pandemic, with 5,570 members on this plan, which continues to rise.

Corporate engagement has once again been very successful, with increasing interest in personal training classes and group workouts which we will continue to build upon.

Corporates such as Cundall, AIB, and Workday are some of our main users. Trinity Sport currently has 617 people availing of a corporate membership. Trinity Sport business development team have also attended staff work wellness days- this includes invitations from the 'Chartered Accountants' and 'Northern Trust' Bank.

On review of the previous year, Trinity Sport was proactive in exploring the potential within the pensioner demographic. Trinity Sport has a special rate of €185 for retired staff and there are currently 17 members on this plan. Linking in with the Trinity Retirement association has been a great promotion for Trinity Sport and is a recognition to retired members of Trinity.

Locally, our community membership continues to grow as we develop the strategy for sport and our commitment to 'sports for all' with 3 annual members and 132 on direct debit. There are inevitable influencing factors which have an impact on cancellation- notably relocation and economic factors. We have developed retention strategies to help reduce instances such as these where possible. Trinity Sport offers 49 sports clubs to get involved in. It is a great way to meet new people and take part, whether it is competitive at a high level or for social sports. The sports clubs draw the attention of many students each term, which includes those on Erasmus. Trinity Sport has a membership for Erasmus students to make both the sports centre and clubs accessible, 55 students joined for the full academic year, 238 for semester 1 and 107 in semester 2.

Appointments and Communication

Trinity Sport's Memberships and Promotions Advisor facilitates one-on-one appointments for those who may have specific enquiries or have a tour of the facilities. Appointments allow the Memberships and Promotions Advisor to meet individual needs and highlight services that would benefit them, from fitness appointments, class passes, to our locker hire service. These steps are tailored to help the individual achieve their health and wellness goals.

As a part of the app development, Trinity Sport created a section especially for memberships which had an outstanding viewing percentage. We had '2865' clicks for Free Trials, and '3474' for Join Now in the space of 6 months. This development has improved outreach and communication surrounding memberships.

Hotels and Guests

Trinity Sport have remained partners with all our hotels, which includes 'The College Green Hotel', 'The Trinity City Hotel', 'The Fleet Street', and 'O'Neill's Bar & Guest house'. The development of relationships with these users has led to increases in their memberships package and led to specific booking requests.

Over the summer months, Trinity Sport collaborated with Trinity Accommodation by offering their guests a reduced fee for sports centre access. This has been growing in popularity each year and is a positive addition to other services within the college, with 491 people making use of this.

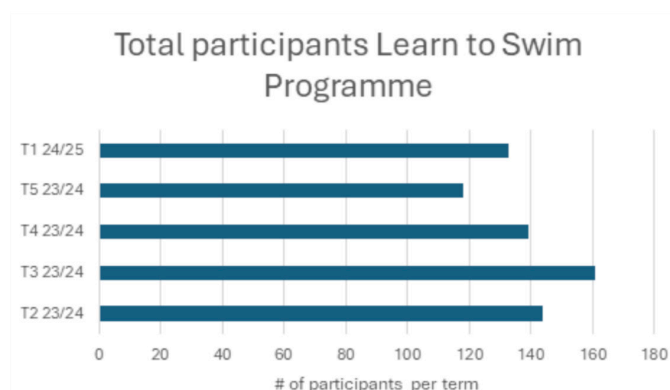
Furthermore, Trinity Sport had 1830 walk-in users avail of our Day Pass. Also, to enhance our corporate offering, AIB were offered a discounted day pass rate - to accommodate their team's working needs.

Despite all the notable growth mentioned, Trinity Sport has also faced our challenges. The cost-of-living crisis, relocation, and overcrowding are the three primary factors for membership cancellation.

By collaborating as a unit, Trinity Sport built significantly upon membership growth and retention, alongside enhancing programme participation and facility usage for the success of the overall business development team.

2.4.2 Programmes

Programmes - Adult's and Children's Swimming - Children



One of the key programmes in the past has been the children's swimming lessons. Our Saturday swim lessons are run in partnership with Swim Ireland, with a team of dedicated swim teachers. The above graph details the number of participants in each term over the past year. The graph details the strong demand for swimming lessons on a Saturday morning, with all but one term exceeding 120 participants. The strongest terms coincide with the autumn and winter months, with a slight drop off coming towards spring and summer.

Swimming – Adults

The adult swimming programmes have expanded compared to previous years, with strong participation from students, staff and community members. The primary offerings included adult beginner and intermediate courses, along with private swimming lessons. Throughout the year, Trinity Sport had

138 participants in 19 beginner courses, achieving 72% of the total available capacity. The intermediate courses attracted 83 participants across 17 courses, reaching 50% of their total capacity. Trinity Sport will continue to collaborate with our students, customers and community members to provide quality adult swimming courses that meet their interests and deliver a solid foundation in swimming education.

Tennis

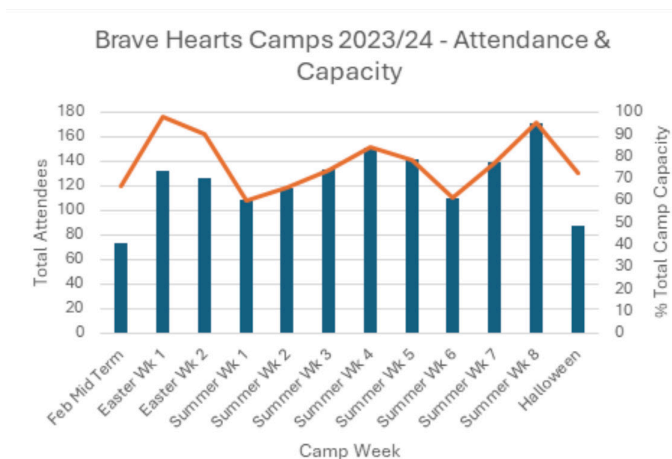
Trinity Sport's adult tennis program remains one of the most popular offers on our schedule. Each course, whether it runs for 4, 6, or 8 weeks, caters to a diverse range of skill levels, from beginners to advanced players. On average, all tennis courses achieve over 90% occupancy throughout the year. Although court booking availability limits potential growth in this area, Trinity Sport is committed to maintaining the program's high standards and booking rates in the upcoming year.

Climbing

The climbing wall is another area which has huge potential for growth as part of the business development objectives of Trinity Sport. There is a significant demand for beginner climbing courses that allow adults to learn belaying techniques and earn certification to use the Trinity Sport climbing wall during their gym membership hours.

This year, Trinity Sport offered 17 beginners' courses, attracting 142 participants, which represents 79% of the total capacity for these sessions. While these numbers are strong, there is a need to convert these customers into something more beneficial. The uptake for social climbing from these courses was poor, which led to the reduced running of these sessions. There is a need to develop a programme that engages new climbers to develop their skills further in a programme based setting to ensure further growth of revenue from the climbing wall.

Brave Hearts Camps



Children's sport camps, known as Brave Hearts camps, is one of the key programmes at Trinity Sport. These camps, held during Halloween, February mid-term, Easter and summer, generate

a large share of the overall revenue created by programmes. The graphic above represents attendance at all the camps held throughout the year 2023/2024, while the total percentage of camp capacity is presented in orange. Trinity Sport summer camps have the highest levels of capacity, while Halloween, February mid-term and Easter camps operate at a lower capacity. This is due to the facility and staff availability during the academic year is also a factor.

Easter camps in 2024 operated at above 90% of capacity, showing a strong demand for camps at this time of the year. Despite a large price increase, Trinity Sport had strong numbers at summer camp, which peaked in the final week with 171 attendees, representing 95% of the total capacity we were able to cater for. Average attendance capacity for the summer was 75%, indicating there is further room for growth for these camps.

The Brave Hearts camps are a fundamental part of Trinity Sport’s programme offerings, and their importance is expected to grow in the coming years. Trinity Sport aim to maintain and potentially increase capacity across the camps while ensuring we provide a high-quality service to our customers. The Trinity Sport Brave Hearts camp stands out as the only sports camp in the city centre serving children from 9am to 4pm.

Birthday Parties: October 23 - September 24

- Total Parties: 172
- Average Number of Children/party: 17

School Tours: October 23- September 24

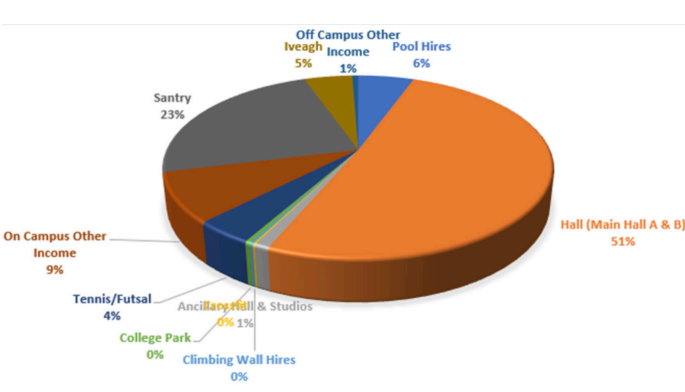
- Total Number of School Tours: 29
- Majority hosted in May/June (25)
- Average Number of Students : 80

Youth Coaching Academy (YCA)

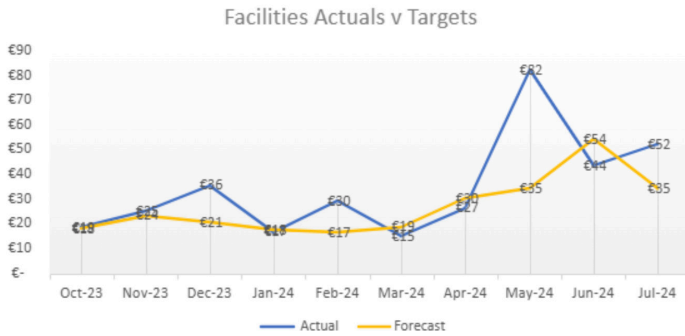
This year, Trinity Sport organised one Youth Coaching Academy in June of 2024. This was facilitated by Maggie Farrelly, and this year had 29 Participants. With getting their qualification from Sport Ireland in Child Safeguarding, they also had specialised coaching sessions in GAA football, Basketball and Fencing. Many of these coaches went on to volunteer with Trinity Sport, and 8 were hired as part-time coaches.

2.4.3 Facilities bookings

Facilities achieved a +21% income over target in 23.24. Facility utilisation varied across different spaces, reflecting diverse community needs and program successes. The usage statistics provide insights into which facilities were maximized and which had room for improved utilisation:



High earning facilities: The Main Hall is clearly our most vital asset, due to its versatility.



Facility Utilisation
Facility Booking and Revenue Breakdown:

Facility	Utilisation Rate	Booking Type
Main Hall	90%	Mixed
Climbing Wall	75%	External
Tennis Courts	85%	External
Ancillary Spaces	60%	Internal

- **Highlights:** The Main Hall remains an asset due to its high utilisation and versatility. External bookings particularly boost its profitability.
- **Action Points:** Address the underutilisation of the climbing wall and certain ancillary spaces. Introducing dynamic pricing to boost off-peak bookings could enhance appeal.

Tennis Court Hire Revenue and Bookings Analysis

Key Insights:

- **High Student Engagement:** The highest number of bookings comes from students, with 1,033 bookings generating €10,330. This indicates students are the primary users of the tennis courts. External participants also make a substantial contribution with 399 bookings totalling €7,168, highlighting the courts’ appeal beyond the university community.



Badminton 60-Minute Sessions Revenue and Bookings Analysis

Participant Type	Utilisation Rate
Annual Members	3
Community	3
External	463
Graduates	59
Public Members	51
Staff	24
Students	588
Total	1191

Key Insights:

- Dominant External and Student Participation:** Similar to tennis, the highest numbers of bookings for badminton come from external participants (463) and students (588). Together, these groups contribute significantly to the total revenue, indicating that badminton is a popular sport among both the university population and the public.

Squash Court Bookings

We had 31 external squash hire court bookings.

Trinity Sport App Redesign

A Trinity Sport App redesign was launched in June 2024, following a 4-month redesign aimed to address growing user needs (across all user categories, from students to external), and alleviate pressure points on own staff - by presenting an easy to navigate, clear, and concise information hub.

Apart from user functionality needs, the redesign was focused on following universal design principles, accessibility guidelines, and creating a clear data structure of our offering across all departments.

Following the redesign in June, the app has experienced significant improvements in user engagement, downloads, and active user retention, which are our main tracked app KPIs.

The redesign addressed user navigation, accessibility, booking element consistency and accessibility, delivering a streamlined, branded experience which resonated with customers across all user groups.

The new features provide not just a better user experience, but also access to more categories, content, and the ability to navigate them intuitively.

Built-in-advertisements blocks feature our newest activities, with a marked uptick in bookings once an ad is published. To maintain

its' current success, it is critical continuous improvements are made in response to our offering and customers' needs.

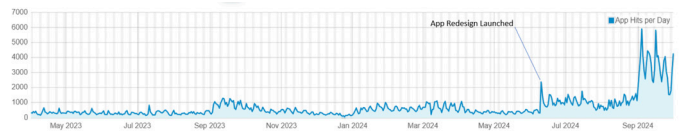
Monthly Active Users (MAUs)

Post-redesign, the number of monthly active users (MAUs) has shown a strong upward trajectory, with notable change from June onward. The new design features, which improved usability and accessibility, contributed to increased user retention and engagement. The surge in in-app clicks post-redesign is a clear indicator that users are interacting more with the app – the new design has made the app more intuitive and engaging.

January 2024	2888	+23%
February 2024	2871	+20%
March 2024	2611	+20%
April 2024	2374	+20%
May 2024	2320	+30%
June 2024	2211	+15%
July 2024	2072	+15%
August 2024	2536	+37%
September 2024	4799	+27%

Monthly In-App Clicks

In-app engagement saw an extraordinary boost, particularly after the redesign in June, reflecting how the changes made to navigation and content accessibility drove users to interact more with the app. September 2024 witnessed an exceptional **rise in clicks (+452%)**, indicating high user engagement driven by an expanded user base and new functionality post-redesign.

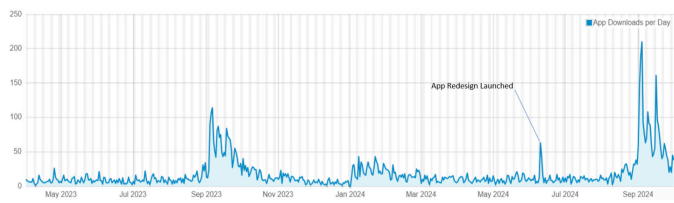


2024	YoY change	
April	13452	+32%
May	11099	+7%
June	26427	+194%
July	32000	+226%
August	29843	+231%
September	146308	+452%
October	53721	+223%



Trinity Sport App Downloads

Trinity Sport app downloads, particularly after the launch of the redesign in June, saw a substantial increase. The refreshed user interface and enhanced features captured interest of new users, helped by the promotional campaigns ran by the marketing team. June saw a remarkable 62.61% increase in app downloads, directly following the redesign launch. This jump suggests that the redesign not only improved existing users’ experience but also attracted a wider audience. August and September continued the positive trend, showing sustained interest in the app following its overhaul. Although these months are typically busier due to Fresher’s and student’s return on camps, the relative increases YoY are significant.



App Downloads			
	2023	2024	YoY change
January	657	739	+12.48%
February	430	463	+7.67%
March	282	305	+8.16%
April	236	278	+17.80%
May	268	317	+18.28%
June	222	361	+62.61%
July	267	315	+17.98%
August	360	550	+52.78%
September	1671	2270	+35.85%

The current user environment has naturally changed in recent times with integration of remote work arrangements and flexible working policies. Booking trends followed Trinity Sport’s previous business year, with Trinity Sport 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, Trinity 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.

Booking Activity:

Booking activity falling under the Business Development’s

remit can be divided into request-based bookings and drop-in bookings. Request-based bookings include events, block bookings and all other facility hire, processed by the Bookings executive officer. These bookings typically have additional operational requirements and a higher degree of Trinity staff involvement across all booking stages – initial query processing, assessment of the activity and its’ requirements, coordination with existing bookings and assessment of impact (where relevant), pricing, invoicing, finance team support, and operational fulfilment of the hire. Drop-in bookings include once-off bookings for predefined sport activities and can be booked by the customer via our online booking apps (TCD Sport Application, SportsKey and Connect); or with a member of staff through phone or email.

Each facility caters to and supports a wide range of sports, activities and users. When considering our user activity trends, a large proportion of the total volume of Business Development bookings are occupied by drop-in bookings across multiple facilities and 16 sport s: Main Hall: Badminton x6 courts, Basketball x2 courts, 5-a-side x2 courts Botany Bay: Tennis x2 courts, Futsal x1 court Santry: 5-a-side x3 courts Printing Square: Squash x3 courts

On-campus drop-in facility usage typically trends inversely with Club sport activity, as facility availability becomes scarce during peak student sport times: September to December and January to May. However, this is somewhat offset by an uptick in our students’ drop-in activity. 23/24 marked a significant shift in student (club and social) utilisation of all facilities, but Main Hall has seen a large increase in student club activity, especially across peak time slots.

Facility	2022-2023	2023-2024	YoY change
Main Hall A+ B			
A+B 17:00 - 22:00 weeknights	12	6	-50.00%
A+B 12:00 - 14:00 weekdays	14	10	-28.57%
Iveagh Grounds Weeknights			
Main Pitch, 18:00 - 22:00	5	2	-60.00%
Botany Bay Weeknights			
Futsal Court, 17:00 - 22:00	13	5	-61.54%
Tennis Courts x2, 17:00 - 22:00	18	10	-44.44%
* with tennis lessons	30*	550	-66.67%

Block booking activity

Trinity Sport have facilitated several block bookees in this business year, a mix of local community organisations and clubs, local businesses and employers, TCD staff groups and departments, TCD student societies and external social clubs.

Printing House Square

This remote facility consists of three squash courts, one handball alley, and a rifle range.
The Squash Court opened for member use in summer of 2023.

Access for external was complicated by the access/security measures required in running an unstaffed facility, and the courts ultimately opened for member drop-in bookings in September 2023, which expanded to non-member drop-in use by September 2024.

The business team has achieved good occupancy in peak time slots (weeknight evenings) with external block bookings. One client, In4Squash were onboarded by devising a customer access control membership, allowing us to generate income despite the challenges of running a remote/unstaffed facility with no external access allowed.

In4 Squash club client has been retained after ongoing collaboration with Trinity Squash club, as both clubs look to deliver training sessions during peak times. This had been further complicated with league matches, but a solution was devised by implementing a staggered slot start time between the three courts.

Usage of the facility was further diversified with Portobello College utilising the three squash courts and handball alley for a PE course and exam delivery, and with Trinity Academic Registry delivering exams. 5 non-TCD club squash competitions were also hosted throughout the year.

Outdoor Facilities

On-Campus

College Park

The College Park facility is an asset to Trinity Sport's offering, however usage is constricted due to the nature of natural grass pitches and their maintenance, along with several college events hosted in this space (Trinity Series, Freshers Marquee).

Several stand out external events were hosted in this space:

- Experience Gaelic games tasters
- Med Day November 2023
- Engineering Practicals
- School of Physics Soccer fundraiser
- School of Physiology Practicals
- Medicine Annual Soccer Cup
- DU Players Summerfest
- AIB Summer BBQ
- Brodball Softball Event
- Hays Teambuilding
- Trinity Commercial Day
- Clash Gaelic Games
- Biosoc Cup

We have continued business with one external cricket club – Evening Herald Taverners. The Museum Team was confirmed as the TSU Cricket club 4ths and are not considered an external customer.

Off-Campus

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.

Additional demands from our student club cohort was present this year, which impacted available for non-student customers. 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.

Many local groups have continued to use the sporting facilities at Santry Sports Grounds including:

Stat Sports trials, Athletics Ireland Dublin Camogie, Clonliffe Harriers, Woodland F.C, St. Finian's GAA, Na Fianna, Naomh Barrog, Hockey Ireland, Dublin Hurlers, Irish Women's master's Hockey squad, Men's Masters Hockey, Inter7s, Ballymun Kickums, Glasnevin FC, North Dublin Pirates American Football.

Santry 5-a-side cages

The 5-a-side facility is available to book online and through our bookings officer. This facility achieved great usage (+26.5% YoY) this year, as PAYG demand heightened and with multiple new block booking customers onboarded. 87.5 % of bookings were processed online (PAYG), with the remainder being block bookings.

The facility also achieved higher booking rates as some customers were diverted as grass pitches became unavailable. Revenue across the three pitches has increased by 32.6% this year.

Iveagh Grounds

- Collaboration has continued with the local James' Gate, James' Gaels, Guinness Rugby and Bowls clubs.
- Na Gaeil Aeracha, Dublin Hospitals FC (matches only) and Irish Referee Society (meeting spaces) were block booked this year. Several clients' bookings were unfortunately not renewed due to increased demands on the pitches from our student cohort (Ranelagh Gaels, Beechwood FC, Dublin Camogie)
- Athletics Ireland utilise the facilities for several ongoing programmes and events. Over 90% of external requests for Iveagh Grounds were turned down due to availability constraints.
- However, the business development team, along with operations, focused on fulfilling request for the auxiliary

services in Iveagh, and expanding our offer for more unconventional requests – we have hosted 2 filming crews over 6 days, with parking and function rooms being used for over 200 crew members. We have continued collaboration with a local business, Massey Brothers, who also utilise the card park.

- Four teambuilding events were also delivered on the grounds.
- The Headon Boxing academy have returned with the full delivery of their classes with 35+ hours of weekly usage of the facility. Additional classes have been accommodated, and ongoing facility repair/update works have been done, some of which supported by the HBA.

In conclusion, the year 2023-2024 has been one of remarkable achievement and progressive strides for Trinity Sport. Trinity Sport successfully expanded our membership base, launched impactful marketing campaigns, and enhanced the utilisation of our facilities, each contributing significantly to our overarching goals. Trinity Sport's innovative approaches in program offerings and customer engagement have not only improved our service delivery but have also solidified our position as a leader in community sports and wellness. Looking ahead, we remain committed to building on this momentum, with a focus on refining our strategies and exploring new opportunities to ensure sustainable growth and enhanced community value. As we move forward, we are excited to continue fostering an inclusive, engaging, and vibrant sports culture that supports the well-being and athletic aspirations of all our members.

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 Director of Sport and Physical Activity and Deputy Director of Sport and Physical Activity 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

- Belinda Garcia and Ryan Khalaf joined the Fitness Instructor team on a full-time basis.
- Claire Campbell was replaced by Alesandra Fernandes Carmo Viana Casarin as the Sport Club Executive Officer.
- The GAA & field sports officer role is currently being covered by Neil O'Driscoll.
- Occasional Workers: The team benefited from the contributions of valuable occasional workers, including James O Leary for camps and birthday parties, Hugo Casarin for personal training expertise.

Work Experience Placements and Interns High performance student placements

Rob Higgins was appointed on a nine-month Sport Science internship in partnership with Kitman Labs to support our sport science delivery. Rob was embedding at Trinity Sport for 3 days per week to implement and improve the utilisation of 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 Women's Hockey. Rob developed the test report templates so that they could be easily repopulated for the following semester and the following year. This would insure quicker turnaround times in test results for coaches and athletes. Rob created scholarship athlete profiles showing performance, medical and development goals together. Rob created a system to add development notes to scholarship athlete profiles to track individual KPI's. Rob worked on creating a playbook for both staff and subsequent Kitman interns to understand the partnership as well as what to expect and how Kitman is implemented and delivered in Trinity.

Sport and Physical Activity Intern

Jessica Mckee was appointed on a nine-month internship between the Trinity Students Union and Trinity Sport. The purpose of the internship was to help to increase student participation in sport and physical activity and to represent the interests of students in the development and provision of an innovative programme of sport and physical activities.

Core duties involved working closely with the student's Union, Healthy Trinity, Disability Service, Student Counselling service and Global to promote physical, social and mental health

initiatives amongst non-active student population groups. The sport and physical activity intern played a pivotal role in the daily management of social sport activities assisting in the delivery of sessions, management of student activators and detailed participation tracking. Additionally, Jess was involved in the organisation and delivery of mass participation recreation events with notable mentions for the active travel step challenges, campus runs, Trinity on the move and Trinity Sports women in sport launch event.

Jess was also tasked with taking the lead on Trinity's brand-new women in sport campaign assisting in the coordination of a project group, deliverables and delivery of a launch event in February 2024.

Disability Service Summer Intern

Trinity Sport was among the list of staff departments supporting the 2024 inclusive Internship Program in the university.

The Inclusive Internship Programme is part of a wider initiative within the disAbility Hub, the Community Engagement Project, guiding Trinity in its partnership and engagements with disabled people and the broader community. Through this project we encourage the disabled community here in TCD to immerse themselves in activities associated with student life and graduate attribute formation both within and outside of the Trinity College community. Aimed at bridging the gap in unemployment rates among disabled individuals in Ireland, the program sheds light on the vast untapped potential within our disabled community.

Melanie Griffith, a 3rd year TCD student, was employed for 6 weeks working primarily with the sports development unit. In addition to assisting the team with the delivery of inclusive social sport and physical activity programs, Melanie focused on updating the TCD sense map to include key accessibility information regarding all sport sites in Trinity to promote sport and physical activity participation for those with disabilities. TCD Sense is a major initiative aimed to make Trinity College Dublin more inclusive by reviewing and improving new and existing spaces, building sensory awareness, and delivering specialist supports to students who experience barriers to managing and adapting the sensory environments of college.

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.
- 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 2023 / '24 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	Trinity Sport Union	Law Day
Staff Social Sport	Exams Office	BioSoc Cup
TAP –Trinity Access Programme	DU Dance Society	Med Day
Postgrad Sports Clubs	TCD SVDP	TAP – Indoor sports volunteers
Med Day	Global / Communications Office	Postgrad Sports Clubs
Department 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

Iveagh Grounds Community Athletics Hub

Trinity College Dublin partnered with Athletics Ireland to open a new 'Community Athletics Hub' at the Trinity College Dublin Iveagh Sports Grounds in Crumlin, Dublin 12. This project is funded by Sport Ireland and the Dormant Accounts Fund, and sees to improve the physical, social, and mental health of people living in disadvantaged and underserved communities. Trinity College will work with Athletics Ireland to offer athletics related programmes from the Iveagh Grounds which will contribute to the betterment of the surrounding area.

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.

2.6.5 FISU Healthy Campus

This year, Trinity College Dublin were awarded the FISU (International University Sport Federation) Healthy Campus platinum certification, the highest level of certification. The Healthy Campus programme is a certification process for universities in the field of health and well-being in all its aspects. This remarkable achievement highlights Trinity's commitment to enhancing the well-being of its students, staff, and broader community while setting new standards for university health and sustainability worldwide.

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.

FISU commended Trinity College for its commitment to the programme and its innovative approaches. "Healthy Trinity is an exemplary case of how a university can integrate wellness into its academic and operational framework," noted the FISU audit team.

2.6.6 Erasmus+ Sport Project – Mind, Body, Boost

The Trinity Sport-led Erasmus+, 'Mind, Body, Boost' (MBB) project came to an end in December 2023. The project partners including, 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, came together for a celebratory event, held in Dublin, where they reflected on the achievements of MBB since 2019.

Over the course of the three years of the project, a total of 21 interventions were delivered, involving 379 student participants across five European countries. The results of the project were very encouraging, with 80% of the student participants experiencing positive changes in their health behaviours and over 75% reporting that MBB helped them build social connections. Other key results included an increase in the number of students reporting enjoyment of exercise, a reduction in the number of students reporting feeling burnt out at the end of the day, and an increase in the number of students reporting

feeling relaxed when dealing with emotional issues. Moreover, more students reported practicing self-compassion or treating themselves kindly.

Overall, the Mind, Body, Boost project was deemed a resounding success: It benefited the higher education institutions and their health services through engaging with a hard-to-reach demographic of students. It also helped traditional health service providers by tackling issues that students may not have even experienced yet, thus assisting in alleviating supply pressures in an up-stream manner.

2.7 Finances

The financial performance of Trinity Sport for the fiscal year 1st October 2023 to 30th September 2024 reflects a 4% improvement on the previous year, resulting in a deficit of €380k. This marks a continued positive trend compared to the €396k deficit from the previous year. The improvement is largely attributed to growth in business development activities, such as Sports Centre memberships and programs, which reached their highest levels since 2019.

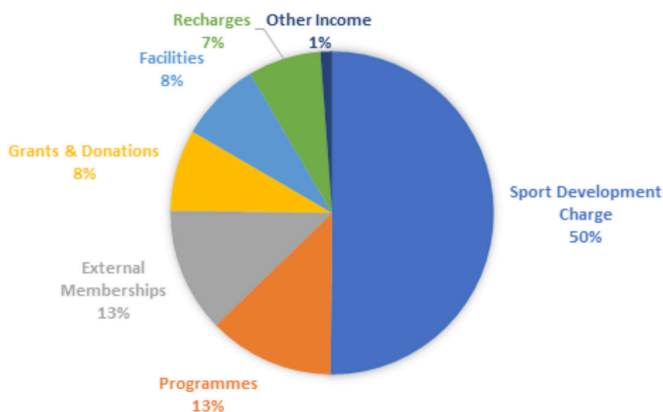
However, the department still faces challenges with rising costs, which offset much of the revenue growth. The deficits continue to be supported by the Corporate Services Division’s budget, ensuring financial stability during this recovery phase.

2.7.1 Income

Total income of €4.5 million for the fiscal year represents an 8.5% increase year-on-year, driven by continued success in business development initiatives such as memberships, programs, and facility hire. These areas saw their highest revenue levels since 2019, and a 14% increase from the previous year, contributing significantly to the overall income growth.

Additionally, grant and donation funding increased, with these funds specifically allocated to certain projects and student sport initiatives. This targeted funding has been essential in advancing key programs while supporting the department’s overall financial objectives.

The graph below shows the composition of income received for the 2023/24 fiscal year:



2.7.2 Expenditure

Payroll Costs

Pay costs increased by 8% compared to the previous year, reflecting several key factors. These include the pay restoration for public sector employees, minimum wage increases, and the reallocation of some non-pay costs to payroll. Additional payroll costs are also associated with the expansion of business development programs such as summer camps and swimming lessons.

Operational costs

Operational costs grew by 6% compared to the previous year, primarily due to increased expenses in equipment and building maintenance. These rising costs reflect the need to maintain and upgrade facilities to support growing usage.

A significant portion of non-pay expenses continues to come from the €1.09 million payment to the Trinity Estates and Facilities department, which covers essential services such as utilities, cleaning, and security. This represents a 2% increase on the previous year, underscoring the impact of inflationary pressures on key operational areas.











