Walk/Run/Bike/Paddle
You Decide
#FindYourTrail
A Celebration Of Sport And Physical Activity
Our Approach

- National Coordinator Role
- Engaged with Irish Sport
- Encouraged Involvement
- New Partnerships
- Creative Thinking
- Registration, Promotion & Evaluation
A Celebration Of Sport And Physical Activity
2015 Experience

- All Agencies welcomed the idea
- Happy to Get Involved
- Europe Dimension – Exciting!
- Good Public Response & Engagement
- Overall Very Positive!
Plans for 2016

- More Focus
- Build Partnerships
- Flagships & Local Events
- New Ideas from Europe
1.7 MILLION PEOPLE PARTICIPATE IN SPORT ON A WEEKLY BASIS
85,000 ADDITIONAL PEOPLE PER WEEK

PARTICIPATION BY ACTIVITY TYPE
- TEAM: 10.9% ▼0.5%
- INDIVIDUAL: 41.5% ▲2.5%

PARTICIPATION BY GENDER
- MALE: 52.0% ▲1.1%
- FEMALE: 42.7% ▲3.7%

TOP 7 ACTIVITIES
- Exercise: 12.2%
- Swimming: 9.4%
- Running: 8.5%
- Cycling: 5.9%
- Soccer: 5.9%
- Dancing: 4.3%
- GAA: 4.0%

SPORT AS A SOCIAL ACTIVITY 48.5%
- Club Member: 36.3%
- Attend Event: 20.3%
- Volunteer: 13.3%

MEET THE NATIONAL PHYSICAL ACTIVITY GUIDELINES
- 30 mins moderate physical activity, 5 times a week
- SEDENTARY: 12.6% ▼1.2%

Data taken from the Irish Sports Monitor (ISM) 2013. Comparisons are made with ISM 2011. The ISM provides information on active participation in sport and physical activity, club membership, volunteering and attendance at sporting events among a representative sample of 9,390 adults (aged 16+) in the Republic of Ireland.
Congratulations Europe

Well Done & Thank You All