

Research Matters 2013

Sport Northern Ireland's Research Strategy 2017

Magnitude



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Executive Summary

A Research Strategy for Sport and Physical Recreation 2013-2017

This Research Strategy builds upon the accumulated experience of 20 years research at Sport Northern Ireland (Sport NI). It reflects current and anticipated policy priorities and the social political context within which sport is developed, delivered and experienced. It responds to the need to strengthen the evidence base for decision-making in sport at all levels, and seeks to put in place a coherent framework for research and evaluation that is responsive to the research needs and priorities in Sport Matters: The Northern Ireland Strategy for Sport and Physical Recreation 2009-2019 (hereafter "Sport Matters") as well as the wider social policy agenda.

The overall aim of Sport NI's research programme is to:

"Conduct high quality research which contributes towards evidence-based decision making in sport to realise strategic policy, reinforces the case for the value of sport and enhances the effectiveness of our investment."

The key themes for Sport NI's research are:

1. Strategic Measurement and Monitoring
Participation – research to establish baseline data and track trends.
2. Strategic Understanding – research to better understand the current and anticipated needs of sport.
3. Impact Evaluation – assessing the impact of investment in sport.
4. Economic Impact – assessing and tracking the economic impact of sport in Northern Ireland.

This Strategy sets out the aim, objectives and underpinning principles that will guide Sport NI's research and evaluation programme over the next four years.

The Research Strategy identifies the stages in the development of sport in Northern Ireland over the last 30 years and highlights the lack of any systematic research and evaluation either prior to, during or after these stages for much of that 'development'. Until the 1990s there was little evidence to suggest research, evaluation and development were seen as complementary activities. It appears that for the first 20 years of the development of sport, expected outputs and outcomes from investment were ambiguous.

From the 1990s onwards there is a discernible, deliberate and methodical attempt to promote and establish closer working links between research, evaluation and development. Increasingly questions are being asked of the rationale for investment in sport and the expected returns (outputs and outcomes) in the short, medium and longer term. Sport Matters is indicative of this shift in thinking, with closer links formed between research and development.

1 Introduction

1.1 This document sets out a four year Research Strategy for sport and physical recreation within Sport NI. It has been shaped by the priorities identified within Sport Matters.

The specific research proposals identified in this Strategy are responsive to the strategic needs of sport in Northern Ireland and to the specific needs of Sport NI in seeking to continually improve its effectiveness as an Arms Length Body of the Department of Culture, Arts and Leisure (DCAL).

1.2 It has been prepared to assist Sport NI in managing its research priorities. It will also be shared with Sport NI's external partners with the aim of generating debate amongst partners about research, strategy and policy, and with the wider research community to provide a broad framework within which other organisations may consider their own research priorities.

1.3 The Research Strategy should not be seen as a set 'blueprint' for research over the next four years, but seen as a living document that will need to be reviewed periodically. The specific research proposals listed in Appendix 1 inevitably reflect current thinking, plans and priorities for sport and physical recreation.

2 Aim and Objectives for Research

2.1 The overall aim of Sport NI's research programme is to:

“Conduct high quality research which contributes towards evidence-based decision making in sport to realise strategic policy, reinforces the case for the value of sport, and enhances the effectiveness of our investment.”

2.2 The more specific objectives for research are to:

2.2.1 Provide data which enables the strategic monitoring of progress against the high level targets identified within Sport Matters.

2.2.2 Enhance strategic understanding by investing in new research and using existing research information to inform the development of policies and practices by Sport NI and its partners.

2.2.3 Evaluate the impacts of policy and practices of Sport NI and its partners designed to improve the development and delivery of sport and physical recreation with a view to improving the effectiveness of investment/ interventions in the future.

2.2.4 Understand the economic importance of sport and any changes over time; and the economic impact of specific sports initiatives.

2.2.5 Inform policy and practice in the wider sports community through the communication and dissemination of research findings.

2.2.6 Establish and strengthen links with and between researchers and those involved in sports development to ensure improved understanding in the application of research methods and evidence-based decision making.

3 Underpinning Principles

3.1 The research proposals set out in this Strategy are underpinned by the following principles:

3.1.1 Sport NI's research programme is largely based on the plans, priorities and targets identified within Sport Matters, as well as other research needs emanating from work of Sport NI and relevant to the wider national social and economic policy agendas.

3.1.2 Sport NI's research maintains the highest quality standards to ensure that the outcomes for research are credible and replicable. When commissioning research, Sport NI adopts an open and transparent process for the tendering and selection of contractors based on published criteria.¹

4 Research Context

4.1 Sport NI has been operating for over 30 years. The business of Sport NI is framed by three policy objectives centring on increasing quality participation in sport, especially among under-represented groups; enabling athletes and teams with potential to excel at the highest level in their sport; and ensuring adherence to good management practice. Sport NI is regarded as the lead public body for the development of Northern Ireland's human, physical and financial sporting resources. Its maturity as a development organisation has been accompanied by a growing recognition that research and evaluation are integral to improving understanding about what works and does not work in developing sport and physical recreation.

4.2 While this critical role for research may seem self-evident today, not least because of a new approach to managing public sector investment, it was not always the case.

4.3 The development of sport in Northern Ireland during the last 30 years is characterised by a number of overlapping phases:

Timeframe	Focus of Investment
1974-1988	<ul style="list-style-type: none"> Emphasis on investment in community physical resources.
1988-1998	<ul style="list-style-type: none"> Emphasis on developing sport's human resources.
1994-2000	<ul style="list-style-type: none"> The establishment of a new financial resource for the development of sport – the Lottery – accompanied by a renewed emphasis on enhancing physical resources in communities and at 'National' level. Since 1997 Lottery funding has also been used to develop human resources through a number of revenue schemes.
1999-2012	<ul style="list-style-type: none"> Emphasis on investment – through both Lottery and Exchequer funding – to develop and enhance human and physical resources in both participation and performance sport through a number of revenue and capital programmes.

¹A list of recent Research Projects and Reports undertaken and commissioned by Sport NI can be accessed at www.sportni.net

5 Sport Matters: Research Need

4.4 Until the mid 1990s these phases of development were characterised by little systematic research and evaluation.

As such, lessons for future investment were not made explicit. Since the mid 1990s, Sport NI has undertaken a programme of research and evaluation to inform investment decisions against its three policy objectives. This Research Strategy enhances this programme of work by systematically integrating research and evaluation with project development. This represents a fundamental difference with previous work which tended to separate research, evaluation and developmental actions.

4.5 The context within which Sport NI operates has significant implications for the way it works. Changing social, political, and economic factors play an important role in determining Sport NI's priorities for investment, its organisational and business practices, the nature of its interventions and its relationships with external partner agencies including Government.

4.6 The policy, planning and research function in Sport NI is located within the Sport Management Services Directorate. It has close links with other Directorates and teams across the organisation that are responsible for 'Performance Sport' and 'Participation and Facilities'; all of which have been involved in the identification of the research priorities and proposed projects identified in Appendix 1.

4.7 Sport NI has developed a close working relationship with DCAL's Research and Statistics Branch, particularly in relation to identification of research priorities and the provision of additional support in the commissioning of sports-related research contracts.

4.8 Where it is not possible to deliver the research in-house Sport NI commissions projects through a managed service. Sport NI works with a wide range of research consultancies and partners including leading academics, market research companies, and leisure research consultancies.

5.1 Sport Matters sets the key strategic priorities for sport and physical recreation over the period 2009-2019 and informs the direction of future investment. As a strategic document, it poses great challenges for every individual and every organisation with a stake in sport, physical recreation, health, education, social well-being, community well-being, and the environment.

5.2 Following an extensive consultation process, the Northern Ireland public articulated their aspirations leading to the long-term vision for sport in Northern Ireland over the next decade 'a culture of lifelong enjoyment and success in sport'. The document is structured to reflect the current and anticipated needs of sport and physical recreation as expressed through consultation. These relate to: 'Participation', 'Performance' and 'Places'.

5.4 In pursuit of the vision, a total of 26 targets were identified. These targets take account of the progress made during the period of the previous Strategy for the Development of Sport 1997-2005 and the changing contexts within which sport is developed. Some of the targets within Sport Matters (detailed in Appendix 2) have already been achieved. This Research Strategy provides a framework for measuring progress towards the remaining targets.

6 Research Programme 2013-2017

6.1 The research programme for the period 2013-2017 is attached at Appendix 1 and builds on the research undertaken by Sport NI over the period 2008-2012 (Appendix 3). Figure 1 shows the key themes that make up the Research Strategy up to 2017. The themes relate directly to the research aim and objectives highlighted in Section 2 of this document. The proposed research projects are then identified for reference against the appropriate research theme as well as the relevant Sport Matters target(s). The key themes that inform this Research Strategy are as follows:

- Strategic Measurement and Monitoring;
- Strategic Knowledge and Understanding;
- Impact Evaluation; and
- Economic Impact.

6.1.1 Strategic Measurement and Monitoring – This type of research usually involves large scale surveys that focus on broad measures of participation, involvement and attitudes to sport. These surveys are typically repeated periodically to track changes over time. For instance, over the period 2014-2016, Sport NI plans to repeat the Northern Ireland Sport And Physical Activity Survey (SAPAS) which will provide an update on progress against the targets that were set following the initial survey in 2010-2011.

6.1.2 Strategic Knowledge and Understanding – Over the last number of years it has been acknowledged by academics, policy makers and practitioners alike, that there is a real need to get ‘under the skin’ of people to better understand the needs of sport and physical recreation, such as the reasons for nonparticipation in sport and physical recreation and the elements that make up a world class sporting system. Over the next four years Sport NI will

identify a number of qualitative research projects aimed at better understanding the needs of sport in terms of participation and performance.

6.1.3 Impact Evaluation – Evaluation is integral in the appraisal of the acceptability and effectiveness of practices designed to improve sport and physical recreation. The component being evaluated can be a specific project, programme, initiative, partnership, organisation or policy. Evaluation has three main purposes: to strengthen the development of a project, organisation or initiative; to provide feedback on performance for accountability purposes; and to contribute to the evidence base. However, there is a general consensus among sports researchers across the UK that there is little evidence of ‘what works’ and ‘why’ in sport and an over reliance on subjective views of practitioners to justify investment decisions that have been made. Sport NI is committed to evaluating the impact of its investment programmes as a means of justifying investment and improving the evidence base for ‘what works’ and ‘why’. A number of programmes have been identified for evaluation over the next four years.

6.1.4 Economic Impact – Sport and physical recreation is a significant contributor to the Northern Ireland economy, through four main routes:

- Sport-related consumer expenditure and employment;
- Economic impact of major sporting events;
- Sport tourism; and
- Sport volunteerism.

Over the next four years, Sport NI will look to undertake research aimed at quantifying the contribution made by sport.

6.1.5 Communicating and Disseminating Research Findings

In order to realise the aim and objectives of this Research Strategy, Sport NI will endeavour to communicate and disseminate research findings effectively both internally and externally. Internally, Sport NI's policy, planning and research team will create a high level of awareness amongst key staff of the current programmes and strategic priorities for research, the research support available to them and the findings from research. This will be achieved using a variety of methods:

- Effective use of the intranet, Sport NI's website (www.sportni.net) and social media accounts (including Facebook and Twitter);
- Issuing of briefing notes and policy, planning and research updates; and
- Research-specific induction/training for staff.

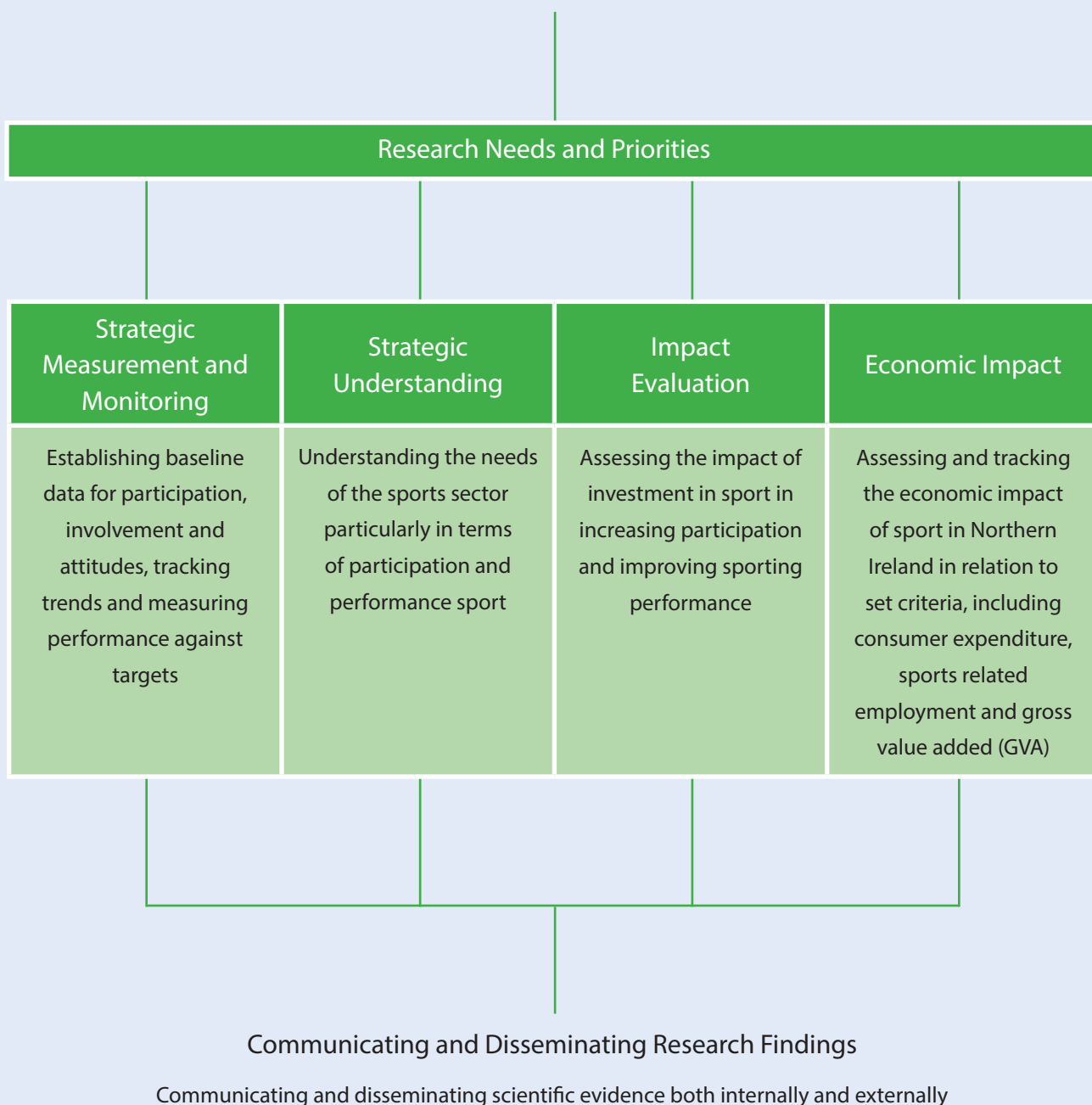
Externally, Sport NI also recognises the importance of effectively communicating and disseminating both their own and others' research findings to a wide variety of audiences. This will be achieved in the following ways:

- Consultation with relevant agencies in the early stages of the research project;
- Publication of research reports, including project summaries and briefing papers;
- Targeted media campaigns including press-releases, radio and TV interviews;
- Implementation of a research seminar series with local universities;
- Presentations/papers at conferences, seminars, etc.; and
- Uploading of relevant information to Sport NI's website.

Figure 1 – Research Themes 2012-2015

Sport Matters: The Northern Ireland Strategy for Sport and Physical Recreation 2009-2019

26 high level targets across 3 thematic areas:
Participation, Performance and Places



Appendix 1

Proposed Research Programme 2013-2017

STUDY	AIM/RATIONALE	TIMESCALE AND PARTNERS	RELEVANT SPORT MATTERS TARGET
STRATEGIC MEASUREMENT AND MONITORING			
Large-Scale Adult Sport and Physical Activity Survey (2)	To commission a large-scale sport and physical activity survey to determine levels of participation in sport amongst adults in Northern Ireland. This study will provide an update on the baseline in the original report and show progress against many of the targets within Sport Matters.	2014-2016 Partners: DCAL PHA UU QUB NISRA	PA5 PA7-PA11 PE19
Large-Scale Children and Young People's Sports and Physical Activity Survey	To commission a large-scale survey of children's (8-16 years) involvement in sport and physical activity, both inside and outside of school. This study will provide a robust baseline position for a number of targets within Sport Matters.	2015-2017 Partners: DCAL DE DHSSPS UU QUB NISRA	PA3 PA5 PA6
All-Island Club Survey	To gather baseline data on sports clubs in Northern Ireland and better understand the landscape and environment facing sports clubs to inform club development.	2013-2015 Partners: ISC	PA5
Baseline Study of Sports Coaches	To establish a baseline for the number of appropriately qualified full-time, part-time and volunteer sports coaches available to meet demand across all aspects of sport and physical recreation in Northern Ireland.	2013-2015 Partners: CI SC UK	PE18 PE19 PE20
All-Ireland Student Sport and Physical Activity Survey	To gather accurate, reliable and consistent data on the behaviour and attitudes of third level students in sport and physical activity, and to assess the impact of their experience of sport and physical activity on their participation.	2013-2017 Partners: ISC SSI	PA7-11

STUDY	AIM/RATIONALE	TIMESCALE AND PARTNERS	RELEVANT SPORT MATTERS TARGET
STRATEGIC UNDERSTANDING			
Survey of Public Attitudes Towards Sport and Physical Recreation (2)	To assess the extent to which sport and physical recreation has a positive image among citizens of Northern Ireland.	2014-2020	All
Sports Policy Factors Leading to International Sporting Success (2)	To provide an update on progress towards the development of a world class system for athlete development consisting of services, facilities and competition.	2015-2016 Partners: DCAL	PE20
Outdoor Recreation Facility Needs - Mapping Study	To undertake a mapping study to determine the facility needs for outdoor recreation in Northern Ireland.	2013-2014 Partners: ORNI	PL24 PL25
IMPACT EVALUATION			
Active Communities Programme Evaluation	To review the impact of the Active Communities Programme on individuals, communities and partners. The evaluation will provide an objective assessment of the investment programme to date and outline recommendations to maximise the future success of similar projects.	2013-2016	PA7-11
Sport Matters Community Capital Programme Evaluation	To provide a review of the impact of the Sport Matters Community Capital Programme on individuals, communities and partners. The evaluation will provide an objective assessment of the investment programme to date and outline recommendations to maximise the future success of similar projects.	2016-2017	PA7-11 PL25
Review of Northern Ireland's Performance at 2014 Commonwealth Games	To review the preparation and performance of the Northern Ireland Commonwealth Games Council Team in the Glasgow Commonwealth Games in 2014. The evaluation will provide an objective assessment of the investment programme to date and outline recommendations to maximise the future success of similar projects.	2015-2016 Partners: NICGC	PE15 PE17 PE20

STUDY	AIM/RATIONALE	TIMESCALE AND PARTNERS	RELEVANT SPORT MATTERS TARGET
Active Schools Programme Evaluation	To evaluate the effectiveness and outputs delivered through the pilot Active Schools Programme. The evaluation will provide an objective assessment of the investment programme to date and outline recommendations to maximise the future success of similar projects.	2014-2015	PA6
International Sports Events Programme Evaluation	To evaluate the effectiveness and outputs delivered through the pilot International Sports Events Programme. The evaluation will provide an objective assessment of the investment programme to date and outline recommendations to maximise the future success of similar projects.	2014-2015	PE20
Review of Disability Mainstreaming Policy	To review the implementation and impact of Sport NI's Disability Mainstreaming Policy with Disability Sports NI. The evaluation will provide an objective assessment of the investment programme to date and outline recommendations to maximise the future success of similar projects.	2014-2016	PA10 PE17 PE20
ECONOMIC IMPACT			
Economic Importance of Sport in Northern Ireland (3)	To assess the economic importance of sport in Northern Ireland in relation to the following indicators: 1. Sport-related consumer expenditure; 2. Sport related employment; and 3. Sport-related value added. This research will update the last version of the economic importance of sport in Northern Ireland report which was conducted in 2010 and will further contribute to the evidence base for the value of sport.	2014-2015 Partners: DCAL	PA2
Economic Value of Outdoor Recreation in Northern Ireland	To assess the economic value of outdoor recreation activities to the Northern Ireland economy.	2012-2014 Partners: ORNI	PA2

Appendix 2

Sport Matters: The Northern Ireland Strategy for Sport and Physical Recreation 2009-2019 – Targets

PARTICIPATION	
PA1	By 2009, to have agreed and commenced implementation of a revised research framework for participation rates that is cognisant of the recommendations of the Chief Medical Officers in the UK
PA2	By 2010 to have reviewed the economic impact of sport and physical recreation in Northern Ireland
PA3	By 2010, to have established a baseline for the number of children of compulsory school age participating in a minimum of two hours quality physical education
PA4	By 2013, to have stopped the decline in adult participation in sport and physical recreation
PA5	By 2014 to have increased the number of people in Northern Ireland in membership of at least one sports club
PA6	By 2014 to provide every child in Northern Ireland over the age of 8 years with the opportunity to participate in at least two hours per week of extra-curricular sport and physical recreation
PA7	By 2019 to deliver at least a 3 percentage points increase in adult participation rates in sport and physical recreation (from the 2011 baseline)
PA8	By 2019 to deliver at least a 6 percentage points increase in women's participation rates in sport and physical recreation (from the 2011 baseline)
PA9	By 2019 to deliver at least a 6 percentage points increase in participation rates in sport and physical recreation among socio-economically disadvantaged groups (from the 2011 baseline)
PA10	By 2019 to deliver at least a 6 percentage points increase in participation rates in sport and physical recreation among people with a disability (from the 2011 baseline)
PA11	By 2019 to deliver at least a 6 percentage points increase in participation in sport and physical recreation among older people (from the 2011 baseline)

PERFORMANCE	
PE12	By 2010 to have a fully operational Sports Institute that supports 100 athletes per annum to achieve 70% of their agreed annual performance targets
PE13	By 2010 to win at least five medals at the Delhi Commonwealth Games
PE14	By 2011 to ensure that all Sport Northern Ireland funded governing bodies and sporting organisations are 'fit for purpose' organisations
PE15	By 2014 to win at least five medals at the Glasgow Commonwealth Games
PE16	By 2019 to have implemented nationally recognised coach accreditation systems in all Sport Northern Ireland funded governing bodies
PE17	By 2019 at least 100 Northern Ireland athletes to have attained medal success at the highest level in their sport including European, World and Olympic/Paralympic level
PE18	By 2019 to have at least 700 appropriately qualified, full-time coaches available to meet demand across all aspects of sport and physical recreation
PE19	By 2019 to have 45,000 appropriately qualified, part time and volunteer coaches available to meet demand across all aspects of sport and physical recreation
PE20	By 2019 to have secured a world class system for athlete development consisting of services, facilities and competition following the hosting of the Olympic and Paralympic Games in London 2012

PLACES	
PL21	By 2010 to initiate a Northern Ireland certification process that will improve safety management and the fabric of the major stadiums in Northern Ireland, to comply with the Safety of Sports Grounds (Northern Ireland) Order (2006) and associated technical guidance
PL22	By 2014, and subject to Executive Approval, to have developed major sports stadiums to meet the strategic needs of Football, GAA and Rugby on an operationally viable and commercially sustainable basis in Northern Ireland
PL23	By 2014 to have a minimum of 10 new or upgraded facilities that will support Northern Ireland player/athlete development in Olympic and Paralympic sports
PL24	By 2015 to have amended public policy frameworks to protect and promote access to and sustainable use of publicly-owned land in Northern Ireland for sport and physical recreation
PL25	By 2019 to ensure that 90% of the population have quality accredited, multi sports facilities, that have the capacity to meet demand, within 20 minutes travel time
PL26	By 2019 to ensure that all planning decisions follow Planning Policy Statement 8: Open Space, Sport and Outdoor Recreation in relation to the provision of spaces for sport and physical recreation

Appendix 3

Review of Research Programme 2008-2012

STUDY	DETAILS	OUTCOME AND PROJECT TITLE
STRATEGIC MEASUREMENT AND MONITORING		
Survey of Public Attitudes Towards Sport and Physical Recreation in Northern Ireland	A survey of the public to assess the extent to which sport and physical recreation has a positive image among citizens of Northern Ireland.	Research Published
Large-Scale Adult Sport and Physical Activity Survey	A large-scale sport and physical activity survey to determine levels of participation in sport amongst adults in Northern Ireland.	Research Published
Children's Sports Participation Survey	A survey to determine primary school pupils' involvement in sport in Northern Ireland.	Project not afforded the required time and resources by partners
Young People's Sports Participation Survey	A survey to determine secondary school pupils' involvement in sport in Northern Ireland.	Project not afforded the required time and resources by partners
Northern Ireland Coaching Workforce Survey	A survey to better understand the coaching workforce in Northern Ireland.	Research Published
STRATEGIC UNDERSTANDING		
Sexual Orientation and Sport – Literature Review	A policy-orientated literature review to inform equality impact assessments, support the implementation of equality schemes, and inform advice on developing sports participation among those who are lesbian, gay bisexual or transgender, and on tackling homophobia in sport.	Research Published
Participant Development Model – Literature Review	A review of literature relating to participant development and sport.	Research Complete
Barriers to Participation in Countryside Recreation by Disadvantaged Groups	Research into barriers to participation in countryside recreation by under-represented groups.	Research Published
Countryside Access: Litigation and Public Access – Literature Review	A literature review to inform the design of future research into land owners' perceptions of risk as a barrier to countryside access.	Research Published
Disability Good Practice Guide	Research to inform the development of a 'good practice guide' to support the promotion of sports participation by people with a disability.	Research Complete

STUDY	DETAILS	OUTCOME AND PROJECT TITLE
IMPACT EVALUATION		
Sport in Our Community Programme Evaluation	A review of the impact of the Sport in Our Community Programme on individuals, communities and partners. The evaluation will provide an objective assessment of the investment programme to date and outline recommendations to maximise the future success of similar projects.	Research Published
Building Sport Programme Evaluation	Research to provide a review of the impact of the Building Sport 'Capital' Programme to provide a review of the impact of the programme on individuals, communities and partners.	Research Complete
Assessment and Measurement of Physical Literacy in Children in Northern Ireland	An assessment of the learning outcomes of structured programmes designed to develop physical literacy for children in Northern Ireland.	Research Published
Review of Northern Ireland's Preparation and Performances at 2010 Commonwealth Games	Research to review the preparation and performances of the Northern Ireland Commonwealth Games Council Team in the Delhi Commonwealth Games in 2010. This research will inform Sport NI's approach to the support and development of medal winning athletes competing in the Commonwealth Games.	Research Published
Awards for Award Programme Evaluation	Research to evaluate the effectiveness and outputs delivered through the Awards for All (A4A) Programme over the period 2005-2008.	Research Complete
Tollymore Mountain Centre – Outdoor Education and Leadership Training Impact Evaluation	Research to evaluate the impact of governing body leadership and coaching programmes delivered through Tollymore Mountain Centre over the period 2000-2008.	Research Complete
ECONOMIC IMPACT		
Economic Importance of Sport in Northern Ireland	Research to assess the economic importance of sport in Northern Ireland in relation to sport-related consumer expenditure, sport related employment and sport-related value added. This research will update the last version of the economic importance of sport in Northern Ireland report which was conducted in 2006.	Research Published

Abbreviations

CI	Coaching Ireland
DCAL	Department of Culture, Arts and Leisure
DE	Department of Education
DHSSPS	Department of Health, Social Services and Public Safety
ISC	Irish Sports Council
NISRA	Northern Ireland Statistics Research Agency
ORNI	Outdoor Recreation Northern Ireland
PHA	Public Health Agency
SC UK	sports coach UK
Sport NI	Sport Northern Ireland
SSI	Student Sport Ireland



This document is available in other accessible formats on request, and online at www.sportni.net

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