



# UL ENGAGE

## Community Briefing

2017 No. 17

### BGM Active Healthy Community Project

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UNIVERSITY of LIMERICK  
OLLSCOIL LUIMNIGH

**UL Engage**

share

enable

grow

Promoting University Community Collaboration



## **Project Aim**

To aid BGM Community Council in beginning their journey to transform Bruff into the Sporting Hub of East Limerick.

## **Project Objectives**

To research EU funding for sports communities.

To research examples of current sports hubs for Bruff to learn from.

To reach out to the community and gauge their interests in having an open discussion on Bruff potentially becoming a Sporting Hub of East Limerick.

To organise an event to carry out this community wide discussion.

To compile all research findings and community responses for BGM Council to have.

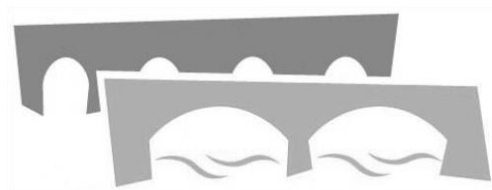
## **Project Rationale**

This project is being undertaken by Bruff Grange Meanus (BGM) Community Council to make the area an appealing place for people around East Limerick to get involved in sports in. It will also greatly benefit the lives of the Bruff community as the project hopes to encourage people of all ages and abilities to get active.

# COMMUNITY

## Overview of Community Organisation

BGM community council is a democratically elected community council in Bruff. There are 21 committee members whose mission is to be a representative body for the people of Bruff, Grange and Meanus which has an approximate overall population of 800. This year, the Council are focusing on developing an active healthy community.



## Community Partners

Mark Nagle: Chairperson of BGM Community Council.

Biddy Hayes: Secretary of BGM Community Council.

Tracey Butler: BGM Community Council member.



# STUDENTS



## **Hikaru Iida – Chuo University**

Hikaru is an international student from Chuo university which is located in Tokyo. He is doing degree in law in his home university and has been doing volunteer such as regional revitalization since high school student. In the future, he wants to work in foreign ministry at the government in Japan and solve many problems all over the world.



## **Ellen Long – University of Limerick**

Ellen is a UL student in her 4th and final year of studying Politics and International Relations. She has always had an interest in non-profit organisations, having volunteered for several others in the past including Nenagh Special Summer-camp. This along with the fact that she hopes to work in a NGO after college led to her choosing the UL Engage module.

# OUTCOMES

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BGM Community Council is now taking the initial steps towards applying for funding, this includes planning a feasibility study.

At the World Cafe, community members were eager and had plenty of ideas on how to increase participation in sports and other community activities in Bruff. We hope many of these ideas can be put into action.

BGM Council and the local community are now looking further and hope to develop Bruff into not just a sporting hub but an all-round healthy lifestyle region.

# TESTIMONIALS

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On behalf of the Bruff, Grange, Meanus Community Council CLG I wish to express our gratitude and appreciation to Ellen and Hikaru for the work and the time that they have given to our project - marketing and branding our Community as an Active, Healthy, Sporting Community. The project is a long term goal and these students from UL Engage have helped us put our feet on the first rung of the ladder of this project. Their help has been invaluable, their enthusiasm infectious and their attitude at all times friendly and supportive. Members of the Community who participated in the World Cafe, organised by Ellen and Hikaru, were impressed and look forward to the project reaching the next level.

***Brigid Hayes***  
***on behalf of BGM Community Council CLG***

# RECOMMENDATIONS

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- Continue the community-wide discussion on Bruff becoming a sporting/ active lifestyle hub.
- Implement ideas community members suggested during World Cafe.
- Further investigate the activities and services provided by active communities in Ireland and around the world.
- Keep a record of all research findings and community feedback for future reference.



# GALLERY



UL Engage student's sign in area.



World Cafe participants take their seats and wait for the event to begin.



BGM Council member Tracey Butler giving a welcoming speech



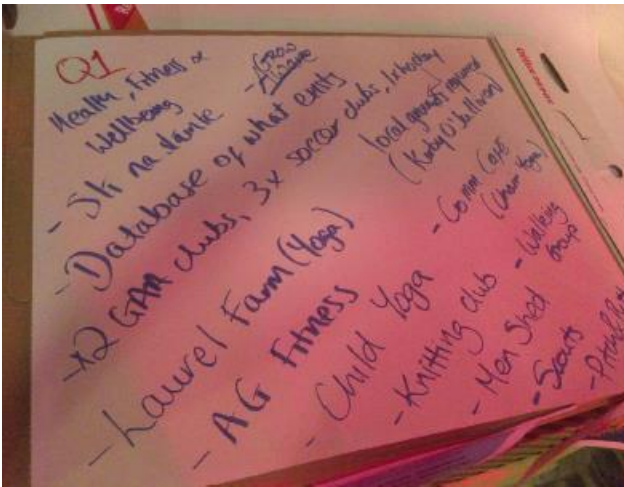
Question One of the World Café: "If this community was the healthiest rural community in Ireland what would it look like?"



UL Engage Civic Engagement Champion Bernie Quillinan discussing the question with participants.



Community participants discuss question one.



An example of some of the answers from question one



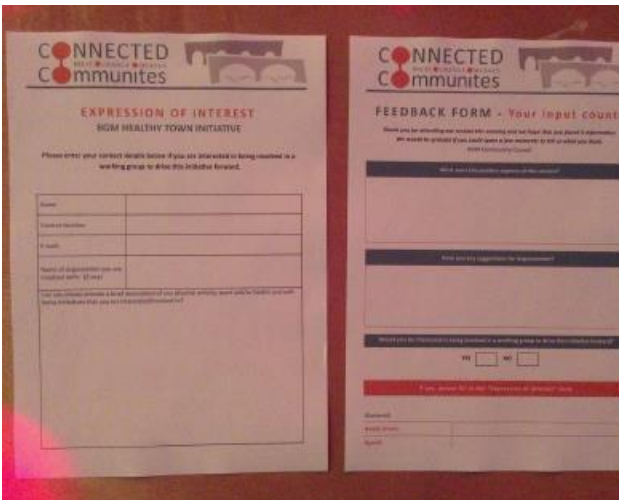
Question two: "What can you, the community do to act on this vision?"



**Community members, including BGM Council Chairperson Mark Nagle, discussion the World Café questions.**



**More community participants discussing the World Café questions.**



**Feedback and expression of interest forms circulated to World Café participants.**



**Community members filling out the feedback and expression of interest forms.**

# APPENDICES



Please take a minute to complete this for your Community

Dear Community Member,

We are two University of Limerick students (Ellen Long and Hikaru Iida) and we are working with BGM Community Council this Autumn as part of our University course. One of the ambitions of BGM Community Council is to establish Bruff as an East Limerick Sports Hub.

**What is a Sports Hub?** *Community Sport Hubs are based in local facilities such as sport centres, community centres, club pavilions, the natural environment and/or schools, and will bring local people together and provide a home for local clubs and sports organisations. They will also provide information, support and advice on a wide range of sports and physical activities to make it easier for local people to get involved and engage in a more active and healthier lifestyle.*

#### Why does Bruff want to become a Sports Hub?

Becoming a sporting hub of East Limerick will bring a new lease of life to the town as well as improving the health and lifestyles of all age groups within the community.

We would greatly appreciate if you could complete the following short survey by (give deadline date) and please return it either by e-mail to: \_\_\_\_\_ or drop it into the Sports Hub box in Nagles Eurospar, Bruff.

Thank you in advance

Kind regards,

*Ellen Long & Hikaru Iida*  
University of Limerick

Name	
Contact Number & E-mail:	
Name of organisation you are involved with: (if any)	
What particular physical activity or sport are you currently engaged in?	
Are you interested in a particular physical activity or sport? (Yes or No)	
A public local community event (World café) will be held in November which will give you the opportunity to have your say on this topic. Would you be interested in attending this event? (Yes/No)	_____



**BGM COMMUNITY COUNCIL  
INVITES YOU TO A WORLD CAFÉ EVENT**

**WORKING TOGETHER  
TO CREATE AN  
ACTIVE HEALTHY COMMUNITY**

**Contribute your ideas to this initiative  
in a relaxed, interactive session**



**Your Input  
Counts!**

**DATE: Tuesday 21st November, 2017**  
**TIME: 7.30pm**  
**VENUE: Former Church of Ireland, Bruff**

*Tea, coffee and refreshments will be served*

**BE IN WITH A CHANCE TO WIN A SPOT PRIZE ON THE NIGHT!**

# COMMUNITY VIDEO

## UL Engage Video Diary Abstract

The community partner that we were involved with for the UL engage module was the BGM Community project. Early on in the semester, we met with Mark Nagle, BGM Council Chairman to discuss what Bruff's plan was going forward and what our role in the project would be. He explained to us how the town had lost several vital amenities in the past few years and how now the Council were attempting to rally Bruff's clubs and societies together to create a Sporting Hub that would not only attract more people to the area, but also improve the lifestyles of Bruff's own community. Our goal from then was to find out as much as we could about Sports Hubs. From there we began to research EU funding for active sporting communities and other Irish Sports Hubs that Bruff could take inspiration from. Once this research was compiled we travelled to Bruff to attend a BGM council meeting and present our research findings to the Council members. Through discussion with the council we decided our next step would be to create a questionnaire and find a list of appropriate recipients (ie. members of clubs and societies in Bruff). The questionnaire outlined our interest in turning Bruff into the Sporting Hub of East Limerick and asked the community members to let us know if they would join us in a community discussion on a possible Sports Hub in Bruff at the upcoming World Cafe. We later circulated a follow-up email to urge those who had not responded to do so, and also attached a promotional poster which had details of the World Cafe. Our individual responsibilities saw us both carry out the initial research, then Ellen took over communicating with the community partner and Hikaru took the lead in filming footage for our video diary. This project has been a success so far, with helping the BGM Council taking the first steps towards funding application and also beginning a community-wide discussion on a potential Sports Hub in Bruff. Going forward, we hope to receive thought-provoking and useful information from community members at the World Cafe. This information will be compiled by us for our community partner in the hope it will inspire them and fuel their fire to make Bruff the not only sport, but also healthy lifestyle hub that it has the potential to become.

**Link to Video:** <https://media.heanet.ie/page/141282d685060b976e2f4c49a508f2d1>





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