



SPÓRT ÉIREANN  
SPORT IRELAND

# Sport Ireland Customer Charter and Action Plan

V3.0

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# 1. Our Vision, Mission and Values

As the statutory development agency for sport, Sport Ireland's work is focused on ensuring that Ireland is an active nation where people are encouraged to start, continue to participate, progress and achieve in sport. Key to this is working closely with our partners to optimise the effectiveness and impact of the organisations, people and places providing sporting opportunity.

We are committed to providing a quality service to the public sector and our customers. To achieve this, we will interact with our customers and stakeholders in a clear, polite, helpful, open and professional manner and treat our customers fairly and consistently.

At all times we seek to instil, develop and maintain values and behaviours that maximise our capacity to achieve our objectives. In addition to our duty to be professional, responsive, open and accountable, we are firmly committed to continual reform, innovation and improvement.

In an environment of change, competing demands and obligations, our values underpin our work and are demonstrated in all outputs.

Sport Ireland's five core values are summarised below:



## 2. Roles / Services of Sport Ireland

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As set out in the Sport Ireland Act, 2015 Sport Ireland was established on October 1, 2015. It is the authority tasked with development of sport in Ireland. This includes participation in sport, high performance sport, anti-doping, coaching and the development of the Sport Ireland Campus.

**In support of its role, Sport Ireland will work to:**

- Support its partners, particularly NGBs and LSPs, to increase levels of introductory and sustained participation in sport and physical activity – for all.
- Deliver high performance sport success.
- Communicate the value and benefits of, and lead national thinking on, sport.
- Develop a stronger and more effective, safe, fair sports sector with the ambition to achieve the highest standards of governance.
- Increase the number and quality of the coaches, officials, administrators and volunteers who run and support sport.
- Promote diversity and inclusion and be proactive in supporting the sector to provide opportunity to develop physical literacy and for lifelong participation in sport for everyone.
- Optimise the impact of Government investment in sport

## 3. Main Customers and Stakeholders of Sport Ireland

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- Sports Arena - National Governing Bodies, Local Sports Partnerships, Other funded bodies, Olympic Federation of Ireland, Paralympics Ireland, Individual Sportspersons; Coaches, World Anti-Doping Agency
- Government Departments - Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media, Department of Education, Department of Health and Department of Children, Equality, Disability, Integration and Youth etc.
- Public Bodies- Healthy Ireland, Health Products Regulatory Authority, Pharmaceutical Society of Ireland
- General Public
- Other Bodies Media, Schools, Universities, interest groups, etc.;

**It is important to note that in comparison with some public sector bodies our level of direct engagement with members of the public would be considerably lower with the vast majority of our engagement being directly with the bodies and athletes we fund.**



## 4. Delivering Quality Service/Principles of Quality Customer Service

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As a public sector organisation, we are committed to providing a quality service to citizens. In order to achieve this, we will interact with our customers in a clear, polite, helpful, open and professional manner and treat our customers fairly and consistently.

These principles provide a framework for how we engage with the public, our stakeholders, and each other – ensuring that our services are accessible, fair, responsive, and continuously improving

**This Customer Charter supports this aim by:**

- Providing clean, accessible public offices by complying with occupational and safety standards, and by facilitating access for people with disabilities and other specific needs.
- Delivering a service to the public in a timely and courteous way.
- Dealing effectively with complaints by maintaining a simple to use complaints procedure.
- Dealing fairly and equitably with appeals by maintaining a simple to use appeals procedure.
- Ensuring the needs of the public are met by providing a structured approach to consultation, participation and evaluation.
- Providing choice, where feasible in-service delivery by using available and emerging technologies.
- Providing quality services bilingually - Irish and English - where possible.
- Ensuring that our staff are properly supported and consulted with regard to service delivery issues.
- Optimise the impact of Government investment in sport

## 5. Customer Communications

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### Written

- We aim to acknowledge all written communication - emails, and letters - within five working days and provide a definitive reply or answer within 15 working days. Where an "out-of-office" reply is received we will give alternative contact details for written communications.
- If correspondence is received by us which is meant for another Department, Agency, Organisation etc. we will forward this correspondence onto them immediately and request that they contact you directly.

### Telephone

- When you telephone us, we will be available where possible to answer your calls during normal office hours (9.00am to 5.00pm, Monday to Friday) with voicemail available outside these hours.
- Our aim is to process all telephone enquiries within 24 hours.
- We will identify ourselves and our area of work when you contact us.
- We also aim to be courteous, helpful, and to provide you with clear and accurate information.
- If we cannot provide an immediate answer, we will take details and call you back within 24 hours or at an agreed time.
- We will only connect callers to voicemail when the person they wish to speak with is unavailable.
- We aim to respond to voicemail messages within one working day or on our return to the office.
- We will update our voicemail regularly.
- We will give alternative contact details if staff members are away from the office for more than a day.
- We will make every effort to accommodate you if you wish to conduct your business through Irish.

### In Person Calls

- We will be available to meet you punctually and by appointment during office hours.
- We will try to be flexible in our arrangement for meeting you outside our office hours.
- We will receive you courteously, be helpful and fair in our dealings and attempt to deal with your enquiry as soon as possible.
- We will review access to our offices for all our clients in accordance with the National Disability Authority guidelines.

### Information

- We will ensure that all our generally available information is accessible and accurate to all our clients
- For further information regarding the provision of Anti-Doping and/or Grant Investment Information, please refer to the Sport Ireland Customer Service Action Plan.

## 6. Feedback and Complaints - We welcome your feedback and use it to improve our services.

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- To ensure that your views - both negative and positive - are communicated to us we provide free post comment cards and an online feedback facility on our website to express your opinions.
- Social media communication does not fall within scope of formal communication channels.
- Sport Ireland is committed to providing an open, accountable and accessible system of procedures and processes in relation to all areas of its work. Any suggestions as to how we might improve our services may be directed to [customerfeedback@sportireland.ie](mailto:customerfeedback@sportireland.ie)

### Complaints About Delivery of Sport Ireland's Customer Service Charter

Sport Ireland aims to provide a professional service and to get things the right first time. Despite our best endeavours, we recognise that things may not always meet customer expectations. We have a standard procedure in place to ensure that we investigate your complaint fully and fairly.

#### What does our Complaints Procedure cover?

Complaints about issues such as delays, mistakes and poor customer service provided by Sport Ireland.

#### The Complaints procedure does not cover?

Matters that relate to third party organisations (e.g. Sport Ireland Facilities DAC, National Governing Bodies, Local Sports Partnerships etc.), matters of policy, matters that are the subject of litigation or matters that have been referred to the Ombudsman or Information Commissioner.

Note - for complaints relating to the operating of the Campus, please contact Sport Ireland Facilities DAC in line with their Customer Services Charter (Customer Charter | Sport Ireland Campus).

#### How do I complain about Sport Ireland customer service?

- If you are dissatisfied by some aspect of our service, please express this to the person with whom you are dealing with or fill out our Customer Feedback Form.
- If you prefer, please ask to speak to a manager who will try to help as we aim to resolve all difficulties at "local" level where possible.
- We will examine and review your complaint, acknowledging it within 5 working days and send a decision to you within 15 working days or as soon as possible following receipt of your complaint.
- If you remain dissatisfied and wish to make a complaint about Sport Ireland's customer service, you can contact us and we will arrange for your complaint to be formally investigated
- Complaints may be made in writing to the address under contacts or email address.

#### What information do I need to provide when making a complaint?

- Your name, address and telephone number and what it is you are dissatisfied with
- The name of the staff members or sections that dealt with you
- Copies of any relevant documentation.

### How does our complaints procedure work?

- We will treat your complaint properly, fairly and impartially
- We promise that making a complaint will have no implications for your dealings with Sport Ireland
- A staff member other than those originally involved in the initial issue, will examine your complaint.
- In the event the complaint is upheld we will change the way we do things to avoid making the same mistake in future

Sport Ireland will endeavour to offer a reasonable and fair service and expect the same standards from individuals making a complaint. Illustrative examples of what we consider fair and reasonable behaviour when interacting with us are below:

- Providing additional details when requested.
- Recognising that there is a defined procedures in place to address matters
- Recognising that there are limits to Sport Ireland's powers under the Sport Ireland Act (2015)
- Recognising that Sport Ireland cannot continue to address matters that have been dealt with comprehensively through previous engagements.
- Treating staff courteously and respectfully

Sport Ireland will adopt a professional approach to engaging with all stakeholders and will expect similar standards from stakeholders.



## 7. Equal Status Disability and Human Rights Duty

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- We are committed to meeting our Public Sector Equality, Disability and Human Rights Duty obligations derived from key legislation governing the rights in the public sector in Ireland, and we will report, in an accessible manner, our achievements in our Annual Reports. The key legislation referred to includes, but is not limited to, the National Disability Authority Act 1999, Equal Status Acts 2000-2018, Disability Act 2005, Irish Human Rights and Equality Commission Act 2014, Irish Sign Language Act 2017 and European Union (Accessibility Requirements of Products and Services) Regulations 2023. We are fully committed to providing a service that is accessible and relevant to all our clients and accommodates the specific needs and aspirations of particular client groups.
- We will also provide assistance for anyone needing assistance to come into the office through our nominated access officer contact details below.

## 8. Freedom of Information

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The Freedom of Information Act 2014 confer on the general public the right to seek access to records held by public bodies (subject to certain exemptions), to seek reasons for decisions affecting oneself, and to have personal information about oneself corrected.

### How can an FOI request be made?

- In writing, or email, and addressed to the FOI Officer
- State clearly that the request is being made under the FOI Acts
- Identify clearly the records/information sought
- Specify the manner of access sought
- Proof of identity will be sought before access to personal information is granted
- Assistance for members of the public with special needs can be provided on request

The contact details for our FOI officer can be found under contacts.



## 9. Data Protection

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Data protection safeguards individuals' personal information from damage, corruption and loss ensuring that personal data remains secure.

The GDPR (also known as General Data Protection Regulation 2016/6791) came into force on the 25 May 2018, updating data protection legislation and with the purpose of strengthening the rights individuals have around their personal data.

The Privacy Notice available on our website provides customers with information around how we use your data as an organisation; information around our obligations; and, on your rights as an individual in relation to your personal data. You can read the Privacy Notice on our website at this link [Privacy notice](#)

Should you wish to contact our Data Protection team, you can do so by emailing [dpo@sportireland.ie](mailto:dpo@sportireland.ie)

## 10. Séirbhís Trí Ghaeilge

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- Sport Ireland aims to provide a quality service through English, Irish, or English and Irish
- Customers have the right to choose whichever language they prefer to communicate
- Key documents including policy proposals, audited accounts, annual reports and strategy statements are published simultaneously in Irish and English.
- Sport Ireland has appointed a designated member of senior management to oversee compliance with its obligations under the Official Languages Act, 2021.
- Sport Ireland is working towards increasing the number of staff competent in Irish to facilitate the provision of these services.

## 11. Contacts

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### **Further Information on our customer services may be obtained from:**

The Secretary, Sport Ireland, The Courtyard,  
Sport Ireland Campus, Blanchardstown, Dublin  
15, D15 PN0N

Telephone: 01 8608800

Fax: 01 8608880

Website: [www.sportireland.ie](http://www.sportireland.ie)

Email: [contactus@sportireland.ie](mailto:contactus@sportireland.ie)

### **Appeals**

Address: Appeals Section, Sport Ireland,  
The Courtyard, Sport Ireland Campus,  
Blanchardstown, Dublin 15, D15 PN0N

Telephone: 01 8608800

Fax: 01 8608880

Email: [customerfeedback@sportireland.ie](mailto:customerfeedback@sportireland.ie)

### **Freedom of Information:**

Address: FOI Officer, Sport Ireland,  
The Courtyard, Sport Ireland Campus,  
Blanchardstown, Dublin 15, D15 PN0N

Telephone: 01-8608800

Email: [foi@sportireland.ie](mailto:foi@sportireland.ie)

### **Access Officer**

Email: [amaher@sportireland.ie](mailto:amaher@sportireland.ie)

Disability Officer Email: [dlo@sportireland.ie](mailto:dlo@sportireland.ie)

Media: [media@sportireland.ie](mailto:media@sportireland.ie)

### **Social Media**

<https://www.instagram.com/sportireland/>

<https://www.facebook.com/SportIreland/>

# Customer Action Plan

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# 1. Development of the Quality Customer Service Action Plan

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The service standards set out in the Customer Charter were developed with regard to:

- Sport Ireland staff experiences of service delivery since the establishment of Sport Ireland in October 2015.
- Feedback received from customers relating to service delivery.
- Consultation undertaken during the development of our most recent Statement of Strategy
- Central guidance on best practices and guiding principles of Quality Customer Service
- Consultation with relevant staff members

## 1.1. Implementing the 12 Guiding Principles of Quality Customer Service

As a public service organisation, Sport Ireland is committed to delivering consistently high standards of service to all our customers. In doing so, we are guided by the 12 Guiding Principles of Quality Customer Service, which outlines the key values and behaviours expected across the public sector. These principles provide a framework for how we engage with the public, our stakeholders, and each other – ensuring that our services are accessible, fair, responsive, and continuously improving.

The 12 Guiding Principles are as follows:

1. Quality Service Standards – Committing to clear, high standards of service.
2. Equality/Diversity – Ensuring services are accessible to all, respecting diversity.
3. Physical Access – Providing access for everyone, including people with disabilities.
4. Information – Delivering clear, timely, and accurate information.
5. Timeliness and Courtesy – Providing prompt, courteous, and efficient service.
6. Complaints & Appeals – Handling complaints fairly, promptly, and constructively and offering an accessible and transparent appeals process.
7. Consultation and Evaluation with stakeholders evaluating services.
8. Choice – Providing choice where feasible service delivery.
9. Official Languages Equality – Ensuring services are available in Irish and English.
10. Better Co-ordination - Working across units, departments and agencies to improve service delivery.
11. Internal Customer – Supporting and valuing our staff to deliver better service externally.
12. Monitor our performance - Reflect on our performance annually.

In addition to these principles, we place a strong emphasis on feedback, as a critical driver of service improvement. While not listed as one of the twelve principles, listening to our customers is fundamental to how we evolve and improve.

**The key actions we will undertake to progress the implementation of these principles are outlined below.**

## 1.2 Action Plan

To note we have the below action plan for customer facing and a more detailed version that includes responsible teams, relevant KPI's, to ensure everyone knows their responsibilities and deadlines.

Principle	Ref	Action	Indicator on the action
Quality Service Standards	1.1	Review, update and display the Customer Charter outlining the quality of service, customers can expect.	Customer Charter is prominently displayed on our website and when necessary shared directly with customers. Publish charter and plan to the website
Quality Service Standards	1.2	Monitored progress made in achieving customer service standards outlined.	Review our performance annually and create a tracker to assess our response times and where majority of our queries are directed to within Sport Ireland.
Quality Service Standards	1.3	Provide more online forms (e.g., for complaints) to streamline processes and improve accessibility.	Have specified mailbox for feedback and complaints with a view to including this on the Sport Ireland website in 2026.
Equality & Diversity	2.1	Promote equality/diversity in all interactions.	Training annually delivered and offered to all staff in this area.
Equality & Diversity	2.2	Publish Gender Pay Gap Report.	Report published annually from YE2025.
Physical Access	3.1	Maintain clean, accessible public offices that comply with safety standards.	Review our performance annually and create a tracker to assess our response times and where majority of our queries are directed to within Sport Ireland.
Physical Access	3.2	Ensure facilities and service platforms are accessible to people with disabilities and others with specific needs.	Customer Charter is prominently displayed on our website and when necessary shared directly with customers. Publish charter and plan to the website
Physical Access	3.3	Promoting accessible events for our stakeholders.	Guidelines published internally and communicated with all staff.
Physical Access	3.4	Utilise Information Technology to enhance information accessibility and engagement with customers as part of the digital transformation programme.	Ongoing review to promote/champion digital transformation and liaising with Sport Ireland's Head of disability to ensure accessibility guidelines are being considered.
Information	4.1	Promote the use of plain English in our communications	Guidelines published internally and communicated with all staff.
Information	4.2	Offer alternative formats (Sign Language, audio)	Availability of accessible formats. Please refer to Sport Ireland's Irish Sign Language (ISL) Policy for further details on this.
Information	4.3	Maintain website accessibility.	Website accuracy & accessibility reviews.
Timeliness & Courtesy	5.1	Adhere to the timeliness and courtesy protocols detailed in the Customer Charter. Monitor performance against standards.	Review and record response times and adherence and create a report every 6 months to monitor performance. Ensure out-of-office responses adhere to standards set.
Timeliness & Courtesy	5.2	Conduct satisfaction surveys.	Feedback email available for all customers.
Complaints & Appeals	6.1	Review, action and publicise complaints and appeals process internally and externally	Process reviewed, updated and communicated. Information on complaints and appeals available and clearly explained in our charter and when relevant (i.e. FOI)
Complaints & Appeals	6.2	Monitor customer complaints and feedback to identify opportunities for improvement.	Ongoing improvements in services identified and implemented where necessary.

Principle	Ref	Action	Indicator on the action
Consultation & Evaluation	7.1	Engage in regular consultations/surveys with customers and stakeholders to evaluate service delivery.	Ongoing via various mechanisms (e.g. regular surveys to our funded bodies on our Gov-Enhance and E learning offerings, engagement with relevant stakeholders when reviewing key documents such as the Governance Code for Sport.)
Choice	8.1	Provide multiple delivery option	Services and channel options communicated with customers. Responsiveness across channels i.e. email, phone, post.
Choice	8.2	Leverage and communicate technology as a channel for service delivery internally and externally	Report published annually from YE2025.
Official Languages Equality	9.1	Identify & provide services/publications and information in both English and Irish where feasible	Key customer facing signage and documents identified and published in Irish.
Official Languages Equality	9.2	Provide employees with language awareness and Irish language training so that we can provide services to customers in accordance with legislation	Promotion of Irish language within the organisation.
Official Languages Equality	9.3	Comply with our obligations under the Official Languages Act 2003.	Official Languages Equality.
Better Coordination	10.1	Participate in interdepartmental fora (e.g. the Quality Customer Service (QCS) Network), to align with best practice across the Public Service.	Continued participation in interdepartmental and cross public bodies network.
Better Coordination	10.2	Develop a catalogue of services so that we provide consistent information on services across all channels.	Service Catalogue developed and shared on Internal SharePoint site for annual review.
Internal Customer	11.1	Ensure third parties acting on our behalf operate to a high professional standard of quality and adhere to the Service Level Agreements in place.	Periodic reviews and feedback evaluated as part of Monthly, Quarterly and Annual reviews and reported through contract reviews
Internal Customer	11.2	Operate a professional HR function with effective policies and procedures.	Maintain an effective Performance Management and Development System.
Internal Customer	11.3	Recognise and support employee's professional development and wellbeing needs; provide learning development resources.	Learning development resources provided as needed.
Internal Customer	11.4	Continue to engage and act on the findings of the Great Place to Work Programme.	Great Place to Work Programme continued, and recommendations implemented.
Monitoring Our Performance	12.1	Measure delivery of Customer Action Plan	Review our internal log and ensure we are meeting our obligations against each action.

## 2. Appendices

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If you have a query, feedback, concern or complaint regarding a matter relating to customer service, you can engage with Sport Ireland in the following ways as outlined in the above Customer Charter:

- By web-form on our website;
- By email;
- By post.

### 2.1. The Provision of Anti-Doping Information

Sport Ireland plays a key role in protecting athletes' health and reputations, and in maintaining the integrity of sport through the implementation of its anti-doping programme.

One of the critical factors in achieving this is the provision of information, and Sport Ireland has developed various materials which assist with the provision of appropriate information targeted at several of our key stakeholders in this area by aiming to:

- Respond to drug enquiries immediately or where this is not possible within two working days.
- Provide accurate, up to date information on programmes and prohibited substances targeted at specific stakeholders.
- Issue test results within two working days of receipt from the lab.

### 2.2. The Provision of Grant Information

One of the main services of Sport Ireland is the provision of core and programme funding to sports bodies and performance-based funding to individual sportspersons. Details of some of our standard investment schemes are below

- Core funding is used primarily to assist and support the organisational structures and systems essential for the effective administration and development of sport.
- Programme funding is used to promote specific and targeted initiatives.
- High Performance Programme Funding is used to promote specific and targeted initiatives within National Governing Bodies high performance environments.
- Funding is provided to individual sportspersons through Sport Ireland's International Carding Scheme and the Golf Ireland Professional Scheme. To ensure that all relevant bodies and individuals receive the information they require to apply for this funding

#### **Sport Ireland will aim to:**

- Supply all prospective grant applicants with eligibility criteria, terms, conditions and other relevant information in advance
- Explain exactly what is required in application forms and ask only relevant questions
- Process all applications including making a final decision within six weeks of receipt of the application
- Communicate the decision to the grant applicants within two weeks following the date of decision
- Issue payments under grant schemes within two weeks of the receipt of confirmation that grant scheme conditions have been met

Sport Ireland will endeavour to deliberate on individual grant scheme applications as soon as reasonably practicable. Each Grant Scheme will be judged on its own set of criteria, meaning that the volume of applications and level of complexity of each Scheme may determine the length of the assessment period. Extended timelines may be put in place in cases where the approval of another relevant third party is required. Sport Ireland will remain in communication with applicants throughout the process.

### **2.2.1. Appeals in respect of Grant Investment Schemes**

Sport Ireland operates an Appeals Procedure in respect of all its funding schemes.

Principles of the Appeals Scheme

- Proper, fair and impartial
- Lodging an appeal will have no implications for your dealings with Sport Ireland
- Open, accessible and accountable

#### **How to Appeal**

- Applicants may appeal against a funding decision on the basis of an alleged infringement or unfair application of, or a deviation from Sport Ireland's published procedures.
- If you wish to appeal a funding decision, you can contact the Executive member responsible for the decision.
- If after you have discussed the matter with a member you still wish to appeal a funding decision, you must write to the Chief Executive of Sport Ireland within four weeks from the date of notification.
- You will receive a written acknowledgement.
- Within twenty working days of receiving such a request, the appeal will be considered by the Chief Executive, the Secretary, and an independent Chair. Their conclusions and recommendations will be submitted to the next available meeting of the Board (approximately one per month except during the July/August period). The decision at this stage will be final and will be communicated to the appellant giving their reason for the decision within seven working days of this meeting.
- In the case of the International Carding Scheme appeals will be dealt with by the NGB Appeals Committee for Principal Sports and by Sport Ireland's independent Carding Appeals Committee for non principal sport. Sport Ireland may appoint a representative on the NGB appeals committee if necessary. You can appeal by contacting the NGB for details on how to appeal and for an official appeals form. Further details are available in the International Carding Scheme guidelines.

Sport Ireland is committed to providing an open, accountable and accessible system of procedures and processes in relation to all areas of its work. Any suggestions as to how we might improve our services may be directed to [customerfeedback@sportireland.ie](mailto:customerfeedback@sportireland.ie) .



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#### **Version Control**

Version 1.0: Approved by Sport Ireland in 2015  
Version 2.0: Approved by Board in October 2022  
Version 3.0: Approved by the Board of Sport Ireland in February 2026  
Version 4.0: Review due in February 2030