

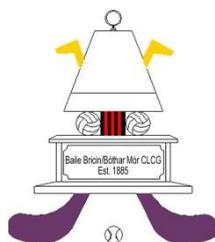
Ballybricken/Bohermore GAA Club



Club Plan 2011 to 2015



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Club Plan 2011 to 2015

Contents

Chairman's Address	1
Foreword by County Development Officer	2
Brief History of the Club	3
Methodology	5
Mission, Vision, Values.....	6
Activity Area 1: Club Structures and Administration	8
Activity Area 2: Coaching and Games Development	11
Activity Area 3: Finance and Fundraising	14
Activity Area 4: Facilities & Development	17
Activity Area 5: Communication, Public Relations and Culture	19
Implementation and Review Mechanisms for the Plan	22
Glossary of Terms	23
Acknowledgements	24



Chairman's Address

On behalf of Ballybricken/Bohermore GAA Club, I would like to welcome all members of our Club, and indeed all members of our Community to investigate the ambitions and objectives of the **Five Year Plan** which we have formulated.

The ambitions of the plan are to keep our Club to the fore in the minds of the people in our Community. The main objectives of the plan are to provide games and facilities in an attractive environment for young and old alike, to partake within the club.

I would like to thank all who helped with their time and efforts. Thanks to the members of Limerick County Board Development Committee who facilitated and helped organise the various meetings which were needed to put the plan together. Thanks to the people who gave time and effort on the steering committee and also the other committees who put together the various aspects of the plan. My gratitude in the main goes to all the people who turned out on the nights of workshop meetings from which the main thrust of ideas for the plan come.

I would like to wish the club and everybody involved with it, every success over the next five years and for the future.

Is mise, le meas,

Liam M^{re} Cáirthaigh

Cathaoirleach

March 2011



Foreword by County Development Officer

On behalf of Coiste Contae Luimni I would like to sincerely congratulate Ballybricken/Bohermore on the launch of their Strategic Vision and Action Plan.

The plan is the culmination of a process that involved vision, dedication and hard work and it is a document which your club can be justifiably proud of. Ballybricken/Bohermore has shown itself to be at the forefront of the club planning process through your willingness to embrace this project.

The steering committee is to be complimented for the manner in which they approached their task. The Club Forum night was excellently attended and the feedback gleaned from the evening formed the basis for the plan that is now in place. It was particularly encouraging to see the club reach out to the community at large by inviting all residents to the forum. The GAA is the largest sporting and social organisation in Ireland and its true strength lies in its contribution to the life of parishes and local communities.

The development of the fine facility in Caherelly is a monument to the volunteer ethic and visionary process that is very evident in your club. As a local resident myself, I can see that that there is always activity going on which is the sign of a progressive and forward-looking club. The club has an important presence in the primary schools of the parish which is vital for introduction of our games to our children.

I would also like to thank Éibhear O'Dea for his work in facilitating the project. Your club plan has set out realistic and achievable goals which will benefit the development of GAA in Ballybricken/Bohermore and I have every confidence that you will achieve your aims as you already possess the work ethic and vision required to make your aims a reality.

My congratulations once again and may I wish the club every success for the future.

Is Mise

Liam Ó Súilleabháin
Oifigeach Forbatha
CLG Luimneach



Brief History of the Club

Ballybricken/Bohermore GAA Club was formed in 1885 and it did not take long for the club to achieve notable success, as they won the 1912 County Intermediate Hurling title by defeating Newcastlewest 4-03 to 4-01. The club reached the 1919 County Junior Hurling Final, played at the Markets Field, where they defeated Young Irelands 3-02 to 2-02 to win the title.

In 1927, as a number of players were from the Bohermore end of the parish, the club played under the name of Bohermore. This team won numerous tournaments leading up to its greatest triumph in 1932 when they won the County Junior Hurling title by defeating Broadford on a scoreline of 10-02 to 7-02 on June 4, played at Croom before a huge crowd who witnessed a thrill packed encounter. Bohermore had to pull back a ten point deficit to snatch an historic victory. The hero that day was Johnny Ryan at corner forward who scored seven goals, a record that still stands as the highest individual score in a Limerick County Final.

The club continued to promote gaelic games for many years without gaining any championship honours, until all the fruitless years were forgotten in 1975 when our Junior A Hurlers overcame a strong Ahane challenge in the East Final at Caherconlish on a scoreline of 2-05 to 0-09.

East Final Team 1995: 1. Brendan Crehan (Capt.) 2. John Keogh, 3. Joe Leonard, 4. Jim 'Bud' Leonard, 5. Pat Keogh, 6. Tim Wilkinson, 7. Kevin Hanly, 8. Ger Kerins, 9. Eugene Leonard, 10. David Garvey, 11. Tommy O'Dea, 12. Ned Mitchell, 13. Eddie Kirby, 14. Michael Weekes, 15. Donie Kirby. Manager: Nicholas Grene Snr. Trainer: Eamon Cregan

A fifteen year gap was bridged on October 13th, 1990 when a young skilfull side which was to become a force in East Limerick hurling for the remainder of the decade defeated Doon 3-13 to 1-07 in the East Junior A Hurling Final at Cappamore. Much was expected from the same side in 1991, the East was again captured at the expense of neighbours Caherline. A county championship was let slip, when we gave away a 7 point lead to Knockainey in a replayed county final at Kilmallock

County Final Team 1991: 1. Pat Wade, 2. PJ O'Riordan, 3. Ned Ryan, 4. Andrew Grene (Capt.), 5. Gerry O'Neill, 6. Tomás Ryan, 7. Bernard Daly, 8. Paudie Ryan, 9. Michael McElligott, 10. Andrew Ryan, 11. Tom Browne, 12. Kevin Ryan, 13. Peter O'Neill, 14. John Crehan, 15. Victor Finnucane, Subs: Liam O'Mahony, Eamon Ryan, Declan Browne, John O'Neill, Ollie Power, Tom Quane, Mike Hickey, John White, Neil Browne, Tim Wilkinson. Selectors: Jim 'Bud' Leonard, Tim Wilkinson, Pat Frawley, Trainer: Tomás Ryan.

In 1992 we saw new light with the winning of the club's first East Under 21 B Hurling Championship. 1993 saw the return to form of our Junior Hurlers, easily capturing East honours by beating Cappamore in the East Final 5-11 to 2-03. Passage to our second county



final in three years was also achieved but again ultimate success was not to be ours and Dromcollogher/Broadford beat us 0-09 to 0-07 at Bruff on Sunday November 14.

1994 will forever be remembered in the club as the year when the two previous county final defeats were forgotten as the men in purple and gold won all before them, beating Ahane in the East Junior Final, Doon in the new East Intermediate Championship, before knocking out Patrickswell and Dromin/Athlacca to set up a County Final appearance with Croom at Bruff on November 6. A 62 year gap was bridged with a superb team performance finally capturing county honours. Coached by former Kilkenny full back, Frank Houlihan and managed by Ned Ryan, Tom Frawley and Paddy Power, this was to be one of the clubs proudest moments as Eddie Wade presented the cup to Tomás Ryan. Johnny Ryan, the scorer of seven goals when the title was won in 1932 was present at the final in Bruff. To cap a brilliant year for Ballybricken Hurling the Under 21 Hurlers captured Eastern honours, with a brilliant 2-09 to 0-7 win over a fancied Pallasgreen side at Caherconlish.

County Final Team 1994: 1. Pat Wade, 2. Kevin Ryan, 3. Kevin McCarthy, 4. Andrew Grene, 5. Liam O'Mahony, 6. Anthony Teefy, 7. Peter O'Neill, 8. Tomás Ryan (Capt.), 9. Damien Browne, 10. Andrew Ryan, 11. Paudie Ryan, 12. Liam McCarthy, 13. Declan Browne, 14. Nick Grene, 15. John Crehan, Sub: 16. Tom Browne for John Crehan

1995 saw Ballybricken step up to the Intermediate grade and reach the county final played in September sunshine at Kilmallock. After a tremendous match Pallasgreen scored a goal in injury time to deny the club a famous victory. In 1996, we claimed our third East Under 21 B Hurling title of the decade.

Board na nÓg

Ballybricken/Bohermore Board na nÓg was formed in 1972 under the Chairmanship of Nicholas Grene. In the early years there was no grading and it was difficult for the club to maintain interest. When the grading system came in, the club began to get more involved.

A lot of work went into the club over the years but it took until 1985 to win the club's first trophy which was against Cappamore in Under 16 football and in 1986 success again came in under 16 hurling against Pallas. The success in these finals was due to a lot of hard work and commitment put in over several years by Peter O'Neill, Tim Wilkinson, Sean Moriarty, Ger Kerins, Pat Wade, Andrew Grene and Joe Teefy.

From 1988 onwards a lot more success came our way under the Chairmanship of Sean Frawley, Sec. Connie Ryan, Coaches Joe Teefy, Sean Moriarty and again in later year they were joined by Tim Wilkinson, Tony Ryan, Sean Birmingham, Tomás Ryan and Paudie Ryan. During that period the club won 20 East titles, 14 School's and 2 County titles. The County Finals were won in 1992 and 1993. Jackie Whyte, Michael Weekes and Peter O'Neill served on the East and County Boards.



Methodology

An initial meeting was held with the club executive on 7th December 2010 where it was proposed that the club would implement a club strategic plan. The club had invited Éibhear O' Dea to explain the methodology proposed by Croke Park in preparing such a plan. Éibhear walked us through the Croke Park recommended club plan template and it was agreed at the meeting that we would go ahead and set the wheels in motion to prepare a plan. We contacted the county board Development Officer and it was agreed that Éibhear O'Dea would act as Facilitator for us during the process.

A further meeting took place on 16th December 2010 where the details of the plan were discussed and action items agreed. The date of Friday 14th January was set for the plan workshop and a letter of invitation was drafted and agreed. Every house in the community was visited asking people to attend and special invitations were extended to other clubs in the area in addition to the teachers in the two local primary schools. All club coaches and adult players were also asked to attend. On the night of the workshop over 70 people attended and we managed to get a good cross section of people from the community including many new faces who had not been involved in the club before.

All the ideas on the night were recorded and five focus groups were formed with 8 people on average in each group with a chairperson appointed. The focus groups had covered five areas of activity namely, Coaching & Games, Club Structures, Finance & Fundraising, Facilities and Communications/PR/Culture.

The focus groups met on at least three occasions over the following two weeks and drafted their section of the plan having considered and discussed all the ideas gathered from the workshop. A meeting was held with the plan steering committee on 4th and 11th February where the details of the final plan was agreed. A full club meeting was held on 6th March 2011 where the plan was presented and discussed. Following the presentation, the club plan was voted on and approved by the meeting for implementation.



Mission, Vision, Values

The GAA's values are the heart and soul of our Association. In every Club around the world they are what binds us, what makes us unique and what attracts more and more players, members, volunteers and supporters.

Mission

“The GAA is a community based volunteer organisation promoting Gaelic games, culture and lifelong participation.”

The GAA is a volunteer organisation. We develop and promote Gaelic games at the core of Irish identity and culture. We are dedicated to ensuring that our family of games, and the values we live, enrich the lives of our members, families and the communities we serve. We are committed to active lifelong participation for all and to providing the best facilities. We reach out to and include all members of our society. We promote individual development and well-being and strive to enable all our members achieve their full potential in their chosen roles.

Vision

Our vision is that everybody has the opportunity to be welcomed to take part in our games and culture, to participate fully, to grow and develop and to be inspired to keep a lifelong engagement with our Association.

Values

Community Identity

- Community is at the heart of our Association. Everything we do helps to enrich the communities we serve
- We foster a clear sense of identity and place

Amateur Status

- We are a volunteer led organisation
- All our members play and engage in our games as amateurs
- We provide a games programme at all levels to meet the needs of all our players



Inclusiveness

- We welcome everybody to be part of our Association
- We are anti sectarian
- We are anti racist

Respect

- We respect each other on and off the playing fields
- We operate with integrity at all levels
- We listen and respect the views of all

Player Welfare

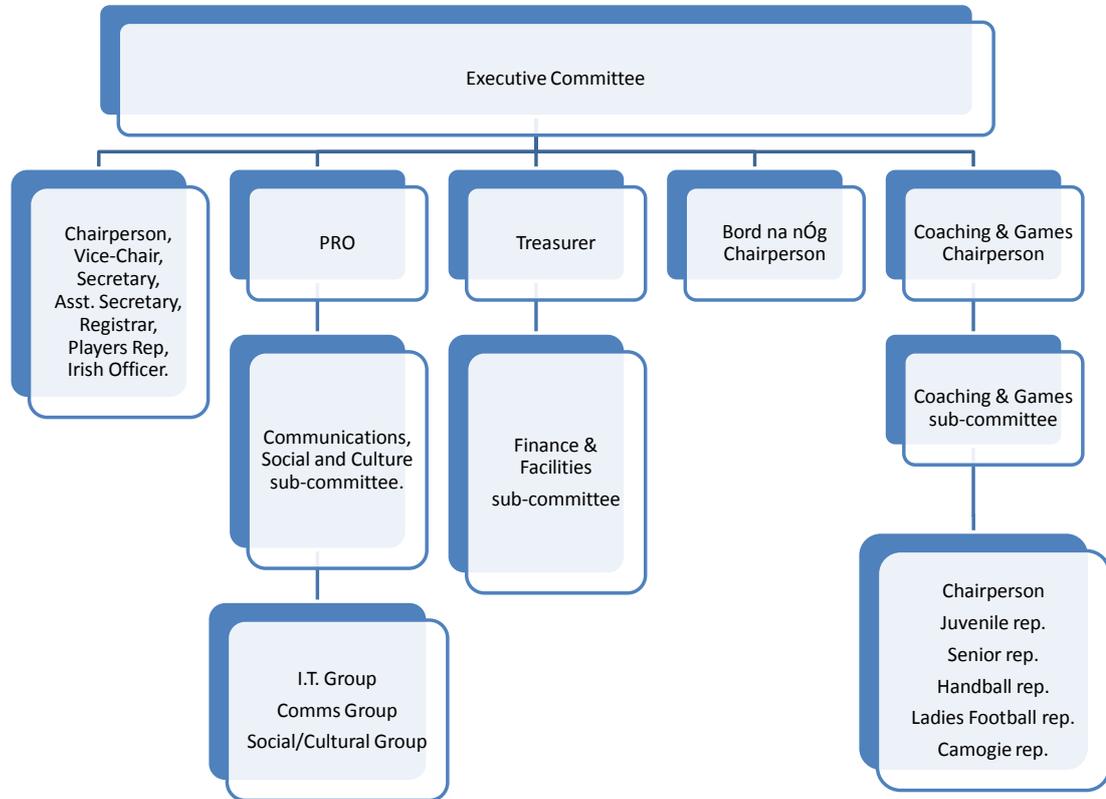
- We provide the best playing experience for all our players.
- We structure our games to allow players of all abilities reach their potential

Teamwork

- Effective teamwork on and off the field is the cornerstone of our Association
- Ní neart go cur le chéile (There is no strength without working together)

Activity Area 1: Club Structures and Administration

Ballybricken/Bohermore GAA Club Structure



Club Structure

The Executive Committee of the club will be responsible for club activities and management throughout the year and the members of the executive will be appointed each year at the club AGM. The proposal is to have three committees set up and reporting into the club executive. There will be one member of the club executive on each of these committees and the chairperson of each committee will sit on the club executive. It is proposed that the club executive will meet at least once a month. The three committees will be as follows:

- Communications, Social & Cultural
- Coaching and Games
- Finance & Facilities



Mission Statement

In five years Ballybricken/Bohermore GAA Club will be able to say that we have excellence in terms of the way that we are structured to run our club, ensuring active participation in all aspects of our club by the community.

All the key groups in the club will be treated with respect and will be represented on all the appropriate committees and on the club executive.

Key Milestones

- We will have a club constitution in place.
- We will have three committees to look after the day to day running of the club reporting to the executive committee.
- All executive decisions will be passed and approved at least one month before the AGM.

Action	Responsibilities
That a Finance & Facilities Committee be appointed by the Club Executive.	<p>The Finance & Facilities Committee will take responsibility for club finances and will formulate an action plan to administer the generation of club funds and the management of club finances and budgets through the following activities:</p> <ul style="list-style-type: none"> • Club Lotto • Organising fundraising activities <p>The committee will oversee the maintenance of existing facilities and the improvement of all facilities through making recommendations to the executive. The committee will also assess and budget any proposed development of the club facilities and bring proposals to the club executive for approval.</p>
Coaching & Games Committee to be formed by the Executive.	<p>Improve coaching activities, including the appointment of a Coaching Liaison officer.</p> <p>Will assume responsibility for:</p> <ul style="list-style-type: none"> • Player welfare/development • Coach education • Codes of conduct and guidelines
Communications, Social and Culture sub-Committee to be appointed by the Club Executive.	<p>This Committee will be made up of the Irish Officer and representatives of the groups dealing with I.T., Communications and Social/Cultural aspects of the Club. Club PRO will act as Chairperson. Main responsibilities will include:</p> <p>Development and maintenance of a club web site.</p> <p>Look after communications within the club including newspaper reporting, newsletters, facebook, news items etc.</p> <p>Promote Irish language and cultural events including Scór, club history etc.</p> <p>Working with the Executive to promote events within the club.</p>



<p>Appoint a club officer to attend meetings of the Bohermore Handball Club</p>	<p>This representative from the club will liaise with the Bohermore handball club and ensure the requirements of both clubs are understood and communicated. In particular, the representative will ensure that the handball alley facilities are used to best effect by the hurling club members, especially during the winter months. It is also hoped that club members will participate in the playing of handball.</p>
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Activity Area 2: Coaching and Games Development

Overall Aim

To provide games and activities for all members of the community.

Primary Objective

Improve team unity, spirit and interaction with club members and officials so as to maximize support for all our teams. Positive thinking and actions off the pitch will translate onto the field and will improve morale.

Players need to support the coaches by turning up to training or getting in contact when unavailable. Team management and officials have a tough job to do and should be given full support and commitment. Enhanced communication will improve the relationship between players and officials.

Key Project

To increase the number of players within the club, and ensure they reach their potential.

In five years, we will be able to say: Ballybricken-Bohermore GAA Club is an accomplished senior club, who produce skilful and steadfast players due to its superb levels of coaching, planning and man management.

Our players and members now enjoy: "a greater involvement in the GAA club and benefit from the increased levels of coaching in the club".

Targets

- Provide all year round activities
- Develop Club-Schools link
- Improve coaching numbers and standards
- Map and plan skill development
- Configure a player reward system
- Increase equipment in the club
- Develop initiatives with Bohermore Handball Club
- Launch initiatives with St.Ailbe's Ladies Football Club



Key Projects

Action	Outcome Sought	Timescale	Milestones	Responsibility
Appoint a Schools Liaison Officer	To maintain the link between club and schools, and ensuring Gaelic Games are provided to the children of the community.	March 2011	Committee agree by the end of Feb	Games Committee and Bord na nOg
Appoint a Coaching Liaison Officer (CLO)	To create cohesion between the coaches of the adult and underage club. The CLO will aim to provide the optimum equipment and environment for coaching to take place ensuring players within in the club have the opportunity to be coached to highest level possible.	March 2011	Implementation of Strategic Plan	Games Committee
Increase and improve stock and equipment levels within the club	Ensure optimum training standards, player skill levels and planning within the club	April 2011	Identify current stock levels and compile an inventory of what is needed	Games Committee
Increase the number of qualified coaches in the club	Maintain and improve coaching standards in the club and learn from others.	April 2011	Growth in the number of former and current players involved	Games Committee
Work closely with St. Ailbe's Ladies football Club and Bohermore Handball Club	A combined effort which will mutually benefit each club and provide Gaelic Games for boys and girls in the community	May 2011	Implement a coach and/or facility sharing policy for the summer of 2011	Games Committee , Bord na nOg and Club Executive
Provide detailed underage coaching plans for coaches	Which will aid and guide coaches in player development and improvement	April 2012	2011 used for design and development. Launch for 2012	Games Committee
Introduce Skill Booklets for underage players	To encourage self analysis and focus on mastering techniques	Sept 2012	Introduction by Autumn 2012	Games Committee and Bord na nOg



Launch the U-Can Awards to all underage players	To maximize underage enjoyment and reward their achievements	May 2011	To be circulated by the end of the school year 2011	Games Committee and Bord na nOg
Investigate the introduction of a structured adult player awards system	Acknowledge the hard work and improvement in players throughout the year	Jan 2012	To be in place by the 2012 Awards night	Games Committee and Adult Coaches/Selectors
Host a club GAA camp for the 7 to 14 age group	To provide the underage players with a fun camp with a keen focus on the skills of Gaelic Games	April 2012	Determine a fixed date and schedule for the camp	Games Committee and Bord na nOg
Provide a store of GAA related DVD's and Quiz's for all players	Ensure that teams can bond outside of training and matches in a fun environment.	Oct 2011	Autumn 2011	Games and Facilities Committee's
Hold a pre-season academy for players above the age of 16	To inform and aid player development and improvement at the beginning of the year.	Jan 2012	Pre Season 2012	Games Committee and Club Exec
Provide an activity for every age group at least once a month	Provide coaching, games and fun social activities all year round to maximize player retention.	March 2011	Maintained throughout the 5 years	Coaches over each team
Invite a guest coach to the club at least once a month	Players and coaches alike will benefit from coaches with experience and expertise.	March 2011	Maintained throughout the 5 years	Games Committee
Continued involvement and arrange to host an inter county blitz	Continue to provide our players with fun and exciting competition	Summer 2014	Host a Ballybricken-Bohermore inter county blitz by 2014	Games Committee and Bord na nOg
Consider the use of the Bohermore handball alley over the winter months to improve hurling skills	The improvement of hurling skills throughout the club at all ages	2011	Confirm availability with the Bohermore handball club	Games Committee and Bord na nOg



Activity Area 3: Finance and Fundraising

Aim

To achieve financial excellence with full transparency within the club

Key Projects

To have finance available for any agreed development within the club

In 2015 the club we will be able to say...

“Our Club has done a tremendous job in finance and fundraising in order to support the continued development of our Club. We have new and innovative fundraising ideas and have new people helping in our fundraising efforts”

Finance and Funding

The club raised close to €500,000 to finance the purchase of a new field in 2003 and the subsequent development of the club house facility. We have a loan balance outstanding on this development and the objective is to clear this debt gradually over the next four years. Fundraising initiatives will incorporate both debt clearance & new developments. To ensure we are in a position to meet club commitments to the bank, the Finance committee will be tasked with increasing regular club income and identifying unique fundraising activities for the benefit of the club.

Club Spending

We will continue to seek value for money in all costs we incur. We will constantly review how we spend money and, at all times, ensure we use existing expertise within the club rather than going outside. This will include seeking grant assistance where appropriate, eg. Pitch Sanding.

Increasing Regular Club Income

The club needs to increase its regular income by focusing on:

- Increasing the weekly lotto
- Increasing participation in the County Board Draw
- Annual Poker Classic
- Holding a Race Night. We hope this to be an annual event.
- The introduction of overseas membership & increased local membership.



- Seek new pitch advertising
- Annual players fundraiser

Weekly Lotto

We will endeavour to increase the weekly lotto income by the introduction of weekly text/e-mail reminders to all members, encouraging the use of on-line playing and encouraging people to pre pay. We will require the assistance of the registrar in establishing a club data base of contacts.

County Board Draw

We will carry out a full review of existing participants in this scheme. With the help of the club registrar we will identify and encourage new participants.

Finance Sub Committee

We will appoint a sub-committee to take care of finance and fundraising in the club. They will prepare a budget for the club each year, prepare the accounts for the AGM and will organise fundraising events.

Action	Outcome Sought	Timescale	Milestones	Responsibility
Hold an annual Poker Classic	Raise 5-6k	Nov 2011	Start Sept	Finance and Fundraising Committee
Membership Drive Including Oversees Membership	Bring Membership over 5k. Advertise facilities	March 2011		Finance and Fundraising Committee
Encourage more Pitch Advertising. And try to get more signs.	€1,000 for a new sign + cost of sign. Paid up front or over two years.	2011	On web by 2011.	Finance and Fundraising Committee
Annual players fundraiser to cover team expenses & also recommend players get two hurleys at the start of year	To increase player participation in fundraising and reduce financial burden on club	2011	Initial fundraiser Mar 2011	Finance and Fundraising Committee
Race Night at Limericks Race course	Potential to raise 10k here.	June 2011	Launch April 2011	Finance and Fundraising Committee



Increase weekly Lotto sales to 400 – 500 members. Buy tickets on web with use of laser card or via web text. Increase committee & all players rotate throughout year to attend. Maximum times per year would be three. Initiative of 3 tickets for €5 to be considered.	To increase regular income for the club to meet weekly running costs	2011	Launch in early 2011	Finance and Fundraising Committee
Use facility to fund raise for club.	To meet running costs	2011		Finance and Fundraising Committee
Golf Classic.	To be considered in future.	2013 - 2014		Finance and Fundraising Committee
Get company to sponsor web site.	Give local companies the opportunity to give sponsorship	2011	2011	Finance and Fundraising Committee



Activity Area 4: Facilities & Development

Our Aim

To provide the best facilities in our area for our members and community

In 2015 Ballybricken-Bohermore GAA Club will be able to say...

“By our hard work and cooperation of all members we have greatly improved our facilities and have got a good return for our investments .Our players and members now enjoy the best facilities in our area both on and off the pitch”

It is now acknowledged that we need to upgrade and expand our facilities for the growing population in the Ballybricken-Bohermore catchment area. As part of our five year plan we have undertaken to carry out a number of key projects to this end.

Key Projects in 2011

The following are some of the key development projects planned for this year:

- Develop a sand based surface on one of the small pitches
- Provide dugouts on the west side of the main playing pitch
- Improve the walk way surface and provide lighting
- Erect new gate at entrance with additional security measures
- Provide a sign at the entrance gate
- Upgrade the heating system in the clubhouse to facilitate all year round use of the facility and to protect the building fabric from frost damage
- Improve kitchen and catering facilities
- Provide a Defibrillator
- Develop a small Astro-Sand pitch close to clubhouse

Projects after 2011

Projects to be considered in the period after 2011 will include:

- The provision of a children's play area beside the main pitch
- The erection of a canopy on the front of the clubhouse to provide shelter to spectators in inclement weather
- The provision of lighting on the main pitch
- Provision of a score board
- The provision of indoor training facilities and the possibility of a hurling wall



We are certain that with the co-operation and hard work of all our members this five year plan will be a great success and together with the wider community we will be able to enjoy the best facilities in our area.

Key Projects & Timeline

Action	Outcome Sought	Timescale	Milestones	Responsibility
Improve walkway surface and install lighting	To facilitate users in the evening	2011	Finished by April 2011	Facilities and Development
Purchase a defibrillator and train people to use it	For the health and safety of players and members	2011	April 2011	Facilities and Development
Provide a score board	For the benefit of spectators	2012	Get a quote	Facilities and development
Investigate the provision of dugouts on one side of pitch	To provide shelter for players	2011	July 2011	Facilities and development
Upgrade kitchen facilities	For hospitality and social functions	2011	Sept 2011	Facilities and development
Investigate the provision of a small sand based pitch	For all weather use and a source of income	2011	Oct 2011	Facilities and development
Investigate the provision of a small Astro-Sand pitch	For all weather use and source of income	2011	Oct 2011	Facilities and development
Upgrade the heating system in clubhouse	For winter use and protection of building	2011	Nov 2011	Facilities and development
Erect new front gate and extra security	To enhance and secure front entrance	2011	Nov 2011	Facilities and development
Investigate the possibility of providing a children's play area beside main pitch	For the entertainment of young children during matches	2012	April 2012	Facilities and development
Investigate the provision of a canopy in front of clubhouse	To provide shelter for spectators during inclement weather	2014		Facilities and development
Examine the feasibility of providing indoor training facilities and the potential of a hurling wall	For winter training, improve skills and generate income	2015		Facilities and development

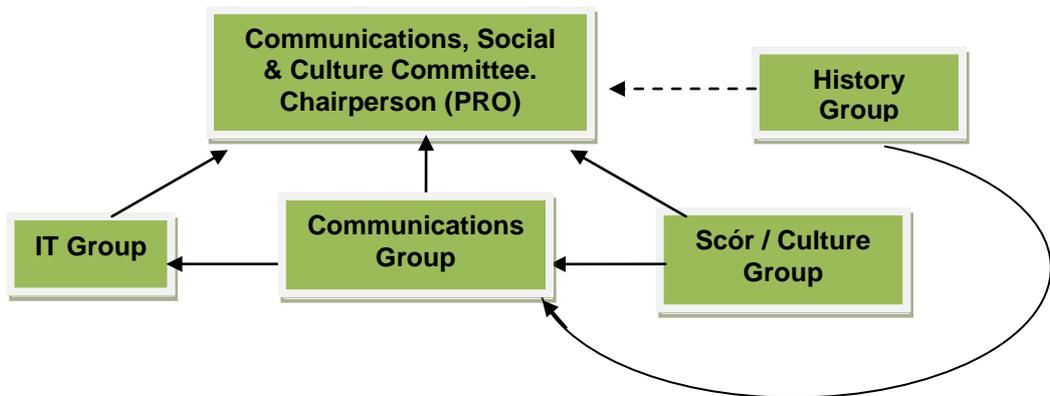
Activity Area 5: Communication, Public Relations and Culture

In five years, our Club will be able to say:

“Our Club is the best possible sporting, cultural and social organisation in our Community. All our members and supporters are connected through traditional and new media. Our members and the community are aware of everything that is happening in the Club.”

Structure

The communications, social & culture committee will be led by the PRO. The PRO, already a member of the Club Executive committee, will report back the development plan progress to the Executive Committee. The structure will be as shown in the diagram below with four sub-groups reporting back to the chairperson. Each group will assign a leader to take responsibility for managing, co-ordinating and implementing their part of the plan. It is foreseen that the History group will dissolve after a period when the information is gathered, published or displayed.



Website

The IT group will take responsibility for upgrading the club website and face book page and keeping both up to date with information received from the Communications group. The upgraded website will be easy to use and be very informative with all the latest club news, match results and upcoming fixtures. New features will include the ability to purchase club Lotto tickets on-line.

Scór

The Scór / Culture Committee will be led by the Scór officer, bringing together talented community members and entering the local Scór competitions with the aim of promoting Irish



music, song and dancing. This will help encourage people who have no connection with the GAA to become involved in the club. News, competition results and upcoming events will be reported back to the communication group for publication in local paper, website etc.

Communications Group

The purpose of the communications group is to improve communications to everyone in the parish, both young and old. Information gathered from the different sub-groups will be compiled, edited, and published via different media such as local newspaper, website, newsletters, member texts, noticeboards etc. Information published should also include other local clubs where community members are active (for example Bohermore Handball Club, Saint Ailbes Ladies Football Club and Bruff Camogie Club).

Action	Outcome Sought	Timescale	Milestones	Responsibility
Launch new Club website	To have an up to date website that is informative and well presented including Link to on-line Lotto.	June 2011	-Form committee -Select webpage Designer. -Launch website.	IT Group
Update Club Facebook page	To help improve communication with youth and members who have a face book account, and with those abroad.	June 2011	As above	IT Group
Revive Scór in the Parish	To promote Irish music and dance and attract new people to the Club. Arrange social events	September 2011	- Appoint Scór / culture officer - Find interested local talent.	Scór / Culture Sub-committee
Communications Core Team with PRO to manage communication	Improve General communications to everyone in the parish and beyond (via newspaper, newsletter, website, membership text, notice board..) and include broader activities such as Scór, handball, camogie, St. Ailbes....	1 month (set up) thereafter ongoing	- Assign PRO - Form Group / Committee	Communications Group



Form Core History / Culture Group	Provide Awareness to community of Club history and culture (Website, newsletter, Clubhouse Walls pictures & artifacts).	April 2011 (1 year to implement)	- Form group	History Group
Create secure Database of Club member details	To allow us to communicate directly with all Club members providing fixture / event activity	April 2011	- Build secure database	Club Registrar



Implementation and Review Mechanisms for the Plan

This Plan is a living document. It will be reviewed, assessed and adapted to ensure it facilitates the Club in reaching its potential over the duration of the plan. It will be possible to assess the success of the Plan.

The Club Executive Committee will put in place a Plan Implementation Sub-Committee. This team will meet on a quarterly basis and assess the progress of the plan against its stated objectives. This team will decide on the most appropriate method to carry out a comprehensive annual review of the Plan. This will involve the assessment of the current initiatives, their appropriateness for the needs of the Club/ and the identification of additional initiatives to assist in the completion of achieving the goals and objectives outlined in the Plan.

If required, the Plan will be modified and adapted based on the inputs. The Committee will also be responsible for communicating the modified Plan to all Club members.



Glossary of Terms

Alcohol and Substance Abuse Programme (ASAP)

GAA programme that focuses on minimising the harm being caused by alcohol and drugs in society.

Award 1

Coach education programme that qualifies the participant to be a lead coach for either child, youth or adult players.

Club School Link

Club support for local primary schools to ensure promotion of the Club and the games

Cúl Camps

An organised camp for children aged between seven and 13. They are run by qualified coaches and usually held during the summer.

Go Games

Small sided skill development games for under 12's that focus solely on skill development and participation

'Have-a-go day'

A series of football and hurling recreational blitzes held for individuals or groups who have had little or no involvement in the GAA previously. These are held at Club locations for newcomer or non-traditional communities.

Introductory Award

Basic coach education for beginner coaches for child, youth and adult players.

Scór

Initiatives and activities in which GAA members engage to promote Irish music, dancing and culture.

Supertouch

Small sided games for 13 to 18 year olds



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