

St. Patrick's GAA Club

Skreen – Dromard



Five Year Strategic Plan 2015- 2019





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Chairman's Address

It gives me great pleasure as Chairman to present to you on behalf of St Patrick's GAA Club our strategic development plan for the years 2015 – 2019.

This Plan is both practical and achievable and covers various areas from coaching & development to communications and administration.

In the next five years St Patrick's GAA Club will continue to grow as an organisation both on and off the field, the plan can only be implemented with the continued work of the committee and the support of our many supporters.

The next five years holds many challenges for our club, but with this plan as a reference point we can ensure that at the end of this term our club will be in a stronger position to compete at all levels of Gaelic Football in our County.

Finally I would like to thank the sub committees who helped to bring this plan to fruition and look forward to working with all members in its implementation

Gerard Clarke

Chairman



History of the Club

1958 was the year a group of GAA men came together. Skreen and Dromard were represented at a meeting in "Dan's Hall" beside what was O'Connor's pub. The purpose was to join two defunct GAA clubs together. The reason being a numbers of young men had emigrated from the parishes and there was a promising bunch of young fellows coming along.

The name they came up with was St Patrick's, because of the close connection with St Patrick's Holy Well which is situated at the foot of the Ox Mountains in Dromard. It certainly proved to be a historic name as the years passed and proved. St Patrick's won the Sligo Senior Championship seven times in the 1970's and 80's, plus many more competitions over the years.

I was a young fellow in Easkey Vocational school when Seamus Cummins told the lads in his class the news. He had attended a meeting together with Patrick Kearins, Tom Dowdican, Jimmy Kilcullen, Jimmy Connolly, Sheamie Donegan, John Leonard and Joe Conlon. All those men are gone to their eternal reward except Seamus Cummins and yours truly.

1960 was the first time we came to promise when we reached the Minor County Final only to be beaten by Ballymote. We had an over age player. That taught the club a good lesson in its early stages of development. The first County Final we won was in 1968, followed by 1970, 1971, 1973, 1974 and the last two leaves a record 1988 and 1989. We won the old Owen B. Hunt Cup for the last time and the new Owen B. Hunt Cup for the first time in 1989. That is a record still not achieved by any other club since St Patrick's won it back to back. Seamus Reilly captained both. We also won the Junior Championships in 1964, 1967 and 2010.

A great honour the club holds is that after the 1974 championship we toured New York and Philadelphia for three weeks. We played three games and won all of them. Naturally our star player was Michéal Kearins who holds a 1971 All Star Award and has been added to the Hall Of Fame in 2014. He was truly the greatest player in Sligo since the game began in 1884 and as we claim in Ireland ever.

St. Patrick's provided four players to the county Minor team in 1968 that reached the All Ireland. They were Jimmy Kilgallon, Richie Boland, John Kilgannon and Peadar Kearins only to be beaten by Cork by one point in Croke Park. Over the years since we provided numerous players to Sligo County Teams at minor and senior level.

In 1984 we opened our new club grounds at Carrownaboll, Dromard. It was launched by Mr Paddy Buggy, President of the GAA. As President of the St. Patrick's, I am proud to recall that I was involved in every piece of what I write.

With every good luck to the future success of our famous St. Patrick's GAA club.

Yours in sport

Eamon O Cearnaigh

Uachtarán



Methodology

The brief for the club five year planning process was clear. The club wanted a road map for the next five years that would:

- Be practical
- Outline aims & objectives for the next 5 years
- Be developed together
- Be assessed every year
- Give everyone in the club and community a say.

The first step was to hold an open day workshop in December 2012 and everyone in the community was invited. There were players, former players, coaches, club officials, supporters, and members of other community organisations present. A total of 40 people across a range of ages and interests. After the initial introduction, the workshop was divided up into five separate groups and the following topics were discussed by each group:-

- What the club meant to people personally and its importance in the community
- Coaching and Games Development
- Finance & Fundraising
- Communications, Public Relations and Culture
- Facilities and Development
- Club Structures and Administration.

Each group recorded points raised and presented them to the meeting and common themes and topics were identified and discussed, debate was lively and highly participative.

The second step was to set up sub committees to review the common themes and topics under each of the headings and to prepare a draft five year plan for presentation to the Steering Committee.

This step involved the most work and had to be fitted in along with the day to day running of the club, which in many instances overlapped with people attending numerous meetings particularly around Coaching and Games Development, Finance and Fundraising and some of the five year planning work had to be put on hold until after the end of the first quarter 2013, but a lot of actions identified for the five year plan were put in place during this time and each of the sub committees met numerous times in finalising their drafts.

The third step was pulling together the submissions of each Sub Committees and getting these submissions in a common format that would facilitate a review by the Steering Committee.

The fourth and final step involved the presentation of the final draft to the Executive Committee for approval.

A key outcome from this process is to have a “planning blue print” that all future Executive Committees and Sub Committees can work with and understand the clear goals that are laid out for each year.



Mission – Vision – Values

The GAA's values are the heart and soul of our Association. In every club around the world they are what bind 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

What this means

- | | |
|-----------------------|--|
| 1. Community Identity | <ul style="list-style-type: none">• 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 |
| 2. Amateur Status | <ul style="list-style-type: none">• 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 |
| 3. Inclusiveness | <ul style="list-style-type: none">• We welcome everybody to be part of our Association• We are anti-sectarian• We are anti-racist |
| 4. Respect | <ul style="list-style-type: none">• 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 |
| 5. Player Welfare | <ul style="list-style-type: none">• We provide the best playing experience for all our players.• We structure our games to allow players of all abilities reach their potential |
| 6. Teamwork | <ul style="list-style-type: none">• Effective teamwork on and off the field is the cornerstone of our Association• Ní heart go cur le chéile
(There is no strength without working together) |



Background to the Club

Population of the Community	1,600
	400 households
Number of Club Members	225
Number of Registered Adult Players	55
Number of registered under age players	Total 150 Boys 90 Girls 60
Number of Teams	
Adult	Four
Underage Boys	Six
Underage Girls	Two
Number of Qualified Coaches	Twenty
	Foundation Level
Finances	Nil Debt

**Based on 2014 data.*



Club Structure and Administration

Aim: To achieve the best practice in club administration

Key Projects: To have in place a club structure and administration function that:-

- Promotes involvement of all club members
- Has inclusive representation
- Works efficiently and effectively
- Holds everyone accountable
- Transparent in all its actions

By the end of 2015 St Patrick's GAA Club will be able to say

"Our Club excels in its administration. We have the structures in place appropriate to the clubs needs. Our Club Executive is vibrant and we have increased the number of people volunteering in the club and the work of each committee is steering the club to success at every level."

Executive

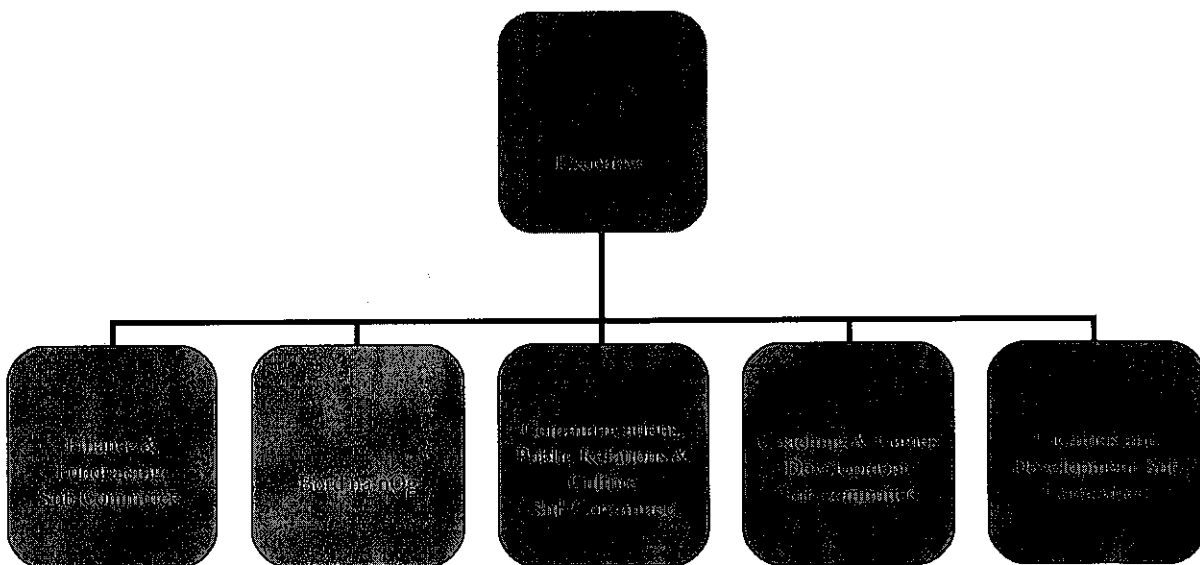
The Executive is elected each year at the AGM and they are responsible for the proper management of the club. This plan provides for the set up of a new sub committee structure which is aimed to:-

- Share the work load by involving more club members in the different aspects of running the club.
- Ensure members can participate in areas of the club that they are most interested in and can share their energy, passion, experience and skills to ensure that area excels and is successful in the club.
- Ensure that there is equal and inclusive representation and that all members can help to shape the future of the club and progress this plan.
- Have a reporting structure that ensures everyone knows the progress that is being made with the key projects, aims and objectives in each of the sub committee areas.
- The club will abide by all data protection.

The Executive will consist of the President, Chairperson, Secretary, Assistant Secretary, Treasurer, Assistant Treasurer, PRO, ASAP Officer, Players Representative, County Board Officer, Community Council Officer, Ladies Representative, Plan Co-ordinator and Chairperson of each of the five main Sub Committees.



Organisational Structure



Each of these Sub Committees shall have a Chairperson appointed at the AGM and shall have a secretary appointed at their first meeting.

Each Sub Committee will meet at least once each month and prepare monthly progress report which will be presented to the Executive Committee in an agreed format.

Action Plan Club Structure and Administration:

Action	Outcome Sought	Time-scale	Milestones	Responsibility
GAA Club Constitution adopted and in place	To make sure that the Club is being run in accordance with GAA rules.	December 2015	AGM 2015	Club Executive
Club Sub-Committee structure put in place	To share the workload and attract new talent to the Club	December 2015	AGM 2015	Club Executive
Put in place an agreed “modus operandi” for each Sub Committee	To ensure that each Sub Committee is efficient and effective and works closely with the Executive	December 2015	AGM 2015	Club Executive
GAA Volunteer Recruitment Toolkit used by Club officers (www.gaa.ie)	That the Club is following best practice in terms of recruiting and retaining volunteers	2015	June 2015	Club Executive
GAA on line Club Manual used by Club Officers (www.gaa.ie)	To help all Club officers with administration in the Club	2015	June 2015	Club Executive
Club Alcohol and Substance Abuse Policy developed	To make sure that the Club is following best practice regarding the use of alcohol in the Club	2015	1 st Bi-Annual Workshop	Club Executive

All Players and Members registered on GAA online registration system.	To comply with GAA regulations on registration of players and members	January 2015	Completed	Club Executive
All teams affiliated to the Player Injury Fund.	To comply with GAA regulations on registration of players and members	January 2015	Completed	Club Executive
Bi-Annual Workshops to review and update the plan	To ensure the plan remains relevant and progress is being made	December 2015	1 st Bi Annual Workshop	Club Executive
All Club property vesting documents in order and Club Trustees up to date	To safeguard all of the Clubs property	December 2015	Completed	Club Executive
Children's Officer and Designated Person appointed	To oversee implementation of the GAA Code of Best Practice and to deal with any allegations of abuse in the correct manner.	December 2015	Completed	Club Executive



Coaching and Games Development

Aim: To achieve and promote the best practice in terms of coaching and games development.

Key Projects:

1. Coaching and Games Development Sub-Committee
2. Underage:-
 - Build on existing underage structures ensure that they remain on a sound footing.
 - Appoint a qualified Club Coaching Officer and improve the coaching standards in the club.
 - Broaden the involvement of parents and senior players in coaching.
 - Develop an underage games programme.
 - Implement Best Practice & Code of Behavior.
 - Develop strong club & school links.
3. Adult Teams:-
 - Have the best prepared teams from a coaching, skills, strength & conditioning and motivation prospective to put the club in a position to win Senior County League and Championship competitions and compete in the All Ireland Club Championship.
 - Growth & retention of all adult footballers from the parish numbers of all ages that wish to participate – ensuring at least three competitive adult teams.
 - Disciplined & ethical approach to participation with respect for all involved in training and games.

4. Ladies:-

- Provision of football for all ages that wish to participate in ladies football.
- Have a team at adult level within the club.

In 5 years time St Patrick's GAA club we will be able to say:-

“Our underage section is one of the best. We have achieved excellence in coaching standards and in providing games for our young players in a safe and enjoyable environment. Our club's adult teams perform to their full potential because we have the best possible coaching and games development structures in place.”

1. **Coaching and games development sub-committee**

The Coaching and Games Development Sub-Committee will oversee all aspects of games development in the club. This will include identifying new coaches in the community, encouraging parents to become involved in coaching and ensuring that all our club coaches have GAA coach education qualifications. The committee will also ensure that a balanced programme of games is in place and that all players get an opportunity to play and participate. The committee will also organize the following:-

- Coach Recruitment
- Coach Training and Development
- Garda vetting and Code of Ethics implementation.
- Identify new referees, who will receive referee training, education and assistance from the County Board.

2. Underage

“When winning is kept in perspective sport produces children who enjoy being skillful, who strive for excellence, who dare to risk error to learn and who develop with practice and constructive feedback. When winning is kept in perspective there is room for fun in the pursuit of victory – the pursuit of victory is fun”

Geoff Gleeson – *The growing child in competitive sport:*

Bord na nÓg is responsible for all aspects of underage football in the club. They will work hand in hand together with the Coaching and Games Development sub committee in promoting excellence in underage coaching, player enjoyment and participation.

The main objectives in the underage area are to:-

Build on existing underage structures and ensure they remain on a sound footing to ultimately provide the club at senior/adult level with a sustainable supply of highly skilled, educated and motivated young players to drive the clubs ambitions at senior level.

Appoint a Club Coaching Officer:

The club will appoint a Club Coaching Officer, who will be chairperson of the Coaching and Games Sub-Committee. He/She will have responsibility for overseeing all coaching and games related activities and policies in addition to managing the affairs of the committee.

The role of Club Coaching Officer is one of the most important positions within the club and therefore shall be directly appointed by the Club Executive. The club will put in place a programme that ensures that every player is coached by a person qualified to the appropriate level. All club coaches will receive GAA coach education qualifications. Each coach will have a minimum of a Foundation Award coaching certificate. We will aim to have all coaches at a minimum Award 1 level. The club coaching officer will seek advice and resources from the county coaching officer on a regular basis to help develop the coaching skill set within the club. He/ She will also identify new referees, who will receive referee education and assistance from the County Board.

- **Broaden the involvement of parents and senior players in coaching**

The club needs to encourage parents both male and female to get actively involved with their children's training if not as fully fledged coaches then helping out with supervision. We should encourage parents to firstly get a coaching qualification and after a few years get involved with other teams and Management structures. This will help both parent and child to develop their skills as coaches and players and to allow all coaches receive and have access to coaching resources (www.gaa.ie). The club will also encourage and develop a programme that allows and helps senior players in the club to become involved with juvenile teams, this will result in more coaches available to teams, underage players will associate quicker with the senior team players and they will bring the latest coaching methods to training.

- **Underage Games Programme**

The club will put in place a programme of games for all players involving Go-Games and Super Touch Blitzes within the club and with other clubs. This will ensure that all players get meaningful activity in an environment that promotes skill development.

We will be guided by the GAA programmes on small sided/development games and the will consider the promotion of Cúl Camps together with organising our own camp using our own club coaches. This will give all children in the parish the opportunity to be coached in our games.

- **GAA Code of Best Practice and Code of Behaviour**

The club will continue to follow the GAA Code of Best Practice and Code of Behaviour. Everyone in the club will show due respect to each other, to club officers, team mentors and to the match officials. We will ensure that all our volunteers working with children are Garda vetted and that our children participate in a safe environment.

- **Club/School Link**

The club will continue to develop close links with our local primary and second level schools and will provide support and advice to the schools in promoting our games.

3. Adults Men's team

A club's senior team is the shop window of the club. The community and parish take great pride in the success of the senior team and the club has a proud tradition as one of the top senior teams in the county. The focus with the senior team is to re-establish their position in the senior league and championship and ensure that they are properly prepared to be competitive and in contention for honours year on year. This will require a coordinated approach between all areas of the club as success off the field will be required for success on the field. Over the next 5 years the club will do everything it can to retain its players and ensure that every opportunity is given to them to fulfil their potential and that two adult men's teams will represent the club each year with the Junior team providing a platform for minor and U21 players to develop for the senior panel.

4. Ladies Team

The under age ladies teams have enjoyed a lot of success since it commenced in 2005 and the numbers has grown year on year but the club is losing these players at minor level as the club have been unable to field teams in this age group and this has made it very difficult to develop towards a junior or senior team. Many of these players are now playing for neighbouring clubs. The focus over the next 5 years will be to continue to grow the numbers participating at under age level and to establish a senior ladies team in the club.

Action Plan for Coaching and Games Development:

Action	Outcome Sought	Time-scale	Milestones	Responsibility
Appoint a club coaching officer	Put coaching officer in place	Immediately	Coaching Office in place	Club Executive
Coaching and games sub committee	To oversee coaching standards within the club and ensure best possible structures are in place	Within year one	Performance review/appraisal annually with relevant recommendations made	Club Executive
Parental & coaches database to be put in place	Database of names and contact details in order to assist get more coaches and helpers involved with our underage teams	Within year one	Updated annually	Coaching & Games Sub Committee
Foundation course to be run in the club and further access to develop coaches through various levels	To have qualified coaches in place to support each team.	Within year one	Annual Review	Coaching & Games Sub Committee

Calendar of events on club website	A focal point for all team mentors in order to plan activity.	Within year one	Annual Review	Coaching & Games Sub Committee/ Club PRO/Club Secretary
Saturday morning underage training	To create a focal point for training & to have more participants and facilitators	Within year one	Successful implementation & growth in numbers over time	Bord na nÓg
First aid training	To have suitably qualified personnel to cover all teams within the club	Within year one	Annual Review	Coaching & games committee
Annual club season launch day	To create more awareness among the community and to encourage more people to become involved	Within year one	Annual Review	Senior and Underage
Activity roster for underage coaches and helpers	To assist in encouraging greater participation from parents and those who may have become detached from the club.	Within year one	To have greater numbers involved in running the games in the club	Bord na nÓg

Camp held and promoted each year supported by our own club coaches	To give all children in the area an opportunity to experience Gaelic games	Year two	Annual Review	Coaching & Games Sub Committee
Underage mini games at half time in Senior league for home games	To promote more attendance at senior club matches and to raise the profile of underage activity	Within year one	To have greater number of children and parents attending senior matches	Coaching & Games Sub Committee
GAA Code of best Practice and Code of Behaviour in place.	To promote an environment of respect in the club and to ensure that all children participate in a safe environment	Year two	Annual Review	Coaching & Games Sub Co Committee
Have qualified coaches looking after teams and encourage coaches to partake in furthering their skills	To ensure all players in the club are given every chance to reach their potential.	Ongoing	To have all teams coached by qualified coaches	Coaching & Games Sub Committee
Look after all our players, not just the elite	To retain more players, reduce drop out and to ensure players reach their potential	Ongoing	To see 'specific' players improve as they pass through the underage grades	Coaching & Games Sub Committee

All coaches and assistants working with underage players have been Garda vetted	To protect the children and ensure a safe environment for them to participate in Gaelic games	Ongoing	Annual Review	Coaching & Games Sub Committee
Club defibrillator in place with coaches trained in its use	To ensure that the welfare of players and supporters is of top priority	Ongoing	Annual Review	Coaching & Games Sub Committee
New referees identified and trained	To ensure the club as sufficient referees at underage and adult level	Ongoing	To have a club referee consistently officiate at the top level within the county and beyond	Coaching & Games Sub Committee
Utilisation of county coaching resources both for men and ladies football	To allow our coaches to continue to develop and to expose our players to external coaches with new ideas.	Ongoing	Annual Review	Coaching & Games Sub Committee
To have a St Patrick's ladies adult football team	To provide our underage girls with a team to aspire to join as they progress through the club	Within five years	To have a team represent the club at adult level	Coaching & Games Sub Committee

Go games model in place for all U12 players, with each player participating in at least 5 blitzes per year	To ensure all players get the opportunity to participate in a fun environment and develop their skills	Ongoing	Annual Review	Coaching & games sub committee
To have more club representation on underage county squads	To have regular representation at all representative levels	Within year one	To have more players represent the county at senior and junior level	Coaching & games sub committee
Setting of annual objectives for the Senior men teams	That annual goals are measured and achieved	Commencing year one	Quarterly review of progress	Executive Committee & Coaching & games sub committee
Minimise the number of players lost from Minor to Senior Teams	Players are retained and have an opportunity to play for the club at a senior level.	Commencing year one	Three Senior Teams	Coaching & games sub committee
Ensure that Senior team is given all practical resources required to be successful	Well Prepared competitive teams	Commencing Year one	Competition success	Coaching & games sub committee



Financing and Fundraising

Aim: To deliver fundraising initiatives that will sustain the club over the next 5 years & beyond

Key Projects:

1. Put in place a Finance and Fundraising committee
2. Increase the income from club subscriptions by increasing the number of club non playing members.
3. Put in place a regular monthly income stream that together with existing income streams will cover the club's operational expenditure for the year.
4. Identify one fundraising event per quarter that can be run every year to raise funds for the club.
5. Appropriate fund raising will be identified for all capital projects.
6. To undertake a fundraising event either on our own or in partnership along with the Community Council for the Community Centre and or for a nominated charity each year for the next 5 years.

In five years, our 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 and our club is on a sound financial footing”

Finance & Fundraising is a key component of our club. Our committee and coaching personnel give freely, large amounts of their time dedicated to every aspect involved in the running of the club. Not

withstanding the voluntary aspect, the club has numerous expenses from insurance costs right through to county board affiliation fees that need to be met each year. We are acutely aware of the current economic environment and as a result we are committed to preparing yearly budgets in keeping with our expected income. In addition the club will put in place a Finance Sub-Committee who have been tasked with full fundraising responsibility for the clubs overall finance requirements each year, going forward

Governance:

The committee will ensure that club operates to the highest-level possible, of accounting & financial regulatory standards. To do this will involve

- Preparation of club accounts each year prior to AGM
- Circulation of accounts to members at AGM
- The financial reporting of the club will be delivered in a transparent fashion

Club Spending:

Each item of expenditure will be subject to scrutiny by the finance committee to ensure it is in keeping with the clubs overall budgets expenditure targets. In addition each exceptional item of expenditure, such as infrastructure requirements will be subject to a cost benefit analysis in addition to adjudication as to the ability of the club to deliver the necessary fundraising and finance.

Technology

The committee will embrace the use of online structures that will enable the collection of revenue in a cost effective and efficient manner, where appropriate.

Fundraising initiatives

Membership:

Membership is and will remain a key component of the clubs fundraising efforts each year. The support from the community to our membership drive is vital in maintaining the affinity the club has within the community. The club will endeavor each year to increase the level of membership numbers and additionally to build an affinity membership product with benefits that would assist each member via discount promotions and/or access to monthly membership draws.

Pitch Signage:

We offer businesses & traders the opportunity to promote their entities to match spectators. Following a major drive two years ago, we greatly increased the number of signs in position and as a result our yearly income from this revenue source has increased. We thank those who have supported us to date and look forward to being able to promote these businesses each year going forward. It is the plan of the club to utilise each available signage position going forward along with the putting in place of an annual invoicing system operated by the clubs Treasurer.

Pitch Usage

Our pitch is centrally located with easy access off the N59. We are proud of our pitch facilities that are extensively used by our players of all grades throughout the year. When the pitch is not in use by our club, it will be available to other clubs/counties for use in facilitating the playing of challenge or competitive games. There will be a charge for the use of our facilities with the usage charge being decided at the start of each season by the finance committee.

Sponsorship

The club will work to attract sponsorship for each club team along with a potential overall club sponsor. Our aim is that sponsorship of team jerseys can be procured when the need arises and that this will give the sponsor additional promotion within the club and within the extended playing arena within the county.

Merchandise

The club will review its stock of merchandise and ensure that all club merchandise is in keeping with club member's requirements and grow this activity as a club income stream.

Regular income streams

Throughout the history of our club meetings, it has been a constant discussion around raising "regular" money. It is now the clear intention of the club to have a fundraising vehicle that has the capability of generating a regular income stream each year. The club is currently running Joker Jackpot and is reviewing items like club bingo and club lotto style draws in an effort to retain this additional recurring income stream for the club. It is the intention that these income streams will provide the revenues capable of sustaining the club over the next 5 years and beyond.

Occasional Social Fundraising Events

In the past it has been these events that have largely sustained the club. Whilst socialising habits have changed over the past years, never the less it is the intention of the club to continue each year with a social event. Not alone do we consider these events capable of raising funds, we do believe that they can provide a social occasion for members of the community to meet and also for members/players from the past to meet and exchange “tales of old”. Our events will be planned with fun & entertainment in mind.

Other events

In the past our club has previously organised and ran successful “Christmas concert” style shows. These events have been held in partnership with both local primary schools. The shows have been run on a bi-annual basis and have been proved to being a successful fundraiser for all parties as well as being a uniquely entertaining event each year it has been held. On each occasion it has taken a tremendous effort form the teachers & pupils from each school as well as the club's Bord na nÓg organising committee. Again in partnership with the local schools it is the hope to continue with these shows (at minimum bi-annually), to provide an enjoyable evening’s entertainment as well as unearthing hidden talents within the community.

Our club has had many successful teams throughout its history. The team that won “back to back” titles in 1988/89 is one such success. We want to recall those successes and on the different anniversary milestones, it is the intention of the club to hold an event that will allow for a reunion of the relevant team as well as raising vital funds for the club from the proceeds of these events. Recalling the team that undertook the famous trip to the USA in 1974 will be one such event.

Charitable Fundraising

There are many worthy Charities that are constantly seeking financial support. Indeed it is true to say that many of these charities have provided support & help to persons associated with the club and to persons within our wider community. We recognise that our club is the largest organisation in the community and as a result we are committing the club to undertake a fundraising event for a nominated charity each year for the next 5 year. These events will be either an event run by the club or in partnership with other community based organisations. It is the aim to run these events around late summer/early autumn each year.

Action Plan for Financing and Fundraising:

Action	Outcome Sought	Time-scale	Milestones	Respon- sibility
Finance and Fundraising Committee appointed by the Club Executive	To organize and oversee the preparation of accounts and fundraising in the club	2015	Committee in place	Club Executive
Club Budget prepared at the beginning of each year	To help the club prepare for the year ahead and to help plan for fundraising events	2015	Budget approved	Finance & Fundraising Committee
Club accounts presented each year	To ensure best practice is followed	2015	Club Accounts	Finance & Fundraising Committee
Increase Club Membership	Increase participation & affinity in the community with the club and increase membership income	2015	Registration	Finance & Fundraising Committee
Put in place a regular monthly income stream	A monthly income stream that will cover the club's operational expenditure for the year.	2015	Income stream in place	Finance & Fundraising Committee
Have Quarterly Fundraising Events	Events that can be run every year to raise funds for specific club development projects and meet shortfalls	2015	Events commenced	Finance & Fundraising Committee
Undertake a separate a fundraising event either on our own or in partnership along with the Community Council for the Community Centre and or for a nominated charity	To assist in raising funds for the local community council and or another nominated charity	2015	Event held	Finance & Fundraising Committee



Facilities and Development

Aim: To deliver top class playing, training and supporter facilities in keeping with the high standards of our present facility and meeting the needs of a growing club, with additional teams, growing membership and a widening support base. These facilities need to include athletic strength and conditioning requirements that is now part of the modern game.

Key Projects:

1. Development of a training/second pitch that will facilitate all weather/all year round activities.
2. Provision of a supporters stand and/or seating facility at the main pitch.
3. Provision of a gym facility appropriate to the needs of the modern GAA player
4. A maintenance and upgrade plan for the existing pitch

In five years, we will be able to say:

“Our Players and Members now enjoy the very best possible facilities in the area, both on and off the pitch and our facilities match our ambitions as a club”

Existing Facilities

Due to the foresight of previous club committees of the 1970's and 1980's and together with the local community council, the club and the community has one of the best facilities in the country for a small rural area of our size. In keeping with the clubs ambitions further development will be required.

1. Second Pitch/Training Pitch.

While the club acknowledge the support of the community council in providing their flood lit playing facilities during winter months the club need to consider a full GAA regulation size pitch that can be used as a second pitch and as a training ground particularly during the winter months of each season so that the existing main pitch can be preserved but also and the club has adequate playing facilities for all teams going forward.

2. Supporters Stand

The majority of home league games are played during the first five months of the year and weather conditions during these months can vary considerably, our supporters are a very important part of our club and play a very important role in the success of our teams, in this regard the club want to provide comfortable and adequate stand and seating facilities that give an excellent view of the games and provide shelter from inclement weather conditions.

3. Gym Facilities

Apart from spending time on the pitch honing fitness and skills the modern GAA player also needs to spend time on strength and conditioning, the club must provide such facilities that meet the needs of our club players in this regard. With proper supervision and programs this facility will help to ensure that our players have the physical capability to be competitive.

4. Our Existing pitch

Our existing pitch is well looked after and has been well maintained and developed over the last number of years however given the high level of usage a number of sizeable maintenance projects needs to be carried out in the next five years – e.g. goal mouth reseeding, pitch levelling, drainage, walkways around pitch, given that club has only this pitch it does make it very difficult to carry out any major work as it leaves the club without a home ground.

Action Plan for Facilities and Development:

Action	Outcome Sought	Time-scale	Milestones	Responsibility
Development of a training/second pitch that will facilitate all weather, all year round activities	A second full sized pitch adjacent to the exiting facilities.	2019	Sourcing Land	Facilities and Development committee
Provision of a supporters stand seating facility at the main pitch	Provide a comfortable and adequate stand and seating facilities that give an excellent view of the games and provide shelter from inclement weather conditions.	2017	Stand opening Ceremony	Facilities and Development committee
Provision of Gym Facilities	Club gym adequately equipped	2017	Gym in place	Facilities and Development committee
Pitch Maintenance – Drainage	Elimination of water logging at Community Centre end of the pitch	2015	Drained pitch	Facilities and Development committee
Goal mouth re surfacing	Level goal mouth area surface.	2015	Level goal mouths	Facilities and Development committee
Pitch leveling	Elimination of uneven pitch surface areas.	2016	Level pitch	Facilities and Development committee



Communications, PR and Culture

Aims:

1. To ensure that all club communications are made in the most efficient and effective manner and that club members, members of the local community the wider GAA public are kept well informed regarding activities in the club.
2. To promote the cultural side of the GAA and of the club by reaching out to all members of the club and community who have interest beyond the football games aspect of the club.

Key Projects:

1. Have an active up to date Website
2. Increase activity on Twitter and Facebook
3. Regular Newsletters
4. Promote the cultural side of the club through Scór

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 the community are aware of everything that is happening in the club.”

Website

The club has an active website (www.stpatricks.sligo.gaa.ie) which has had a number of improvements made to it over the past two years. The club now aim to revamp this site, make it more informative, more user friendly, and have the potential to generate income for the club. Currently the website is under-utilised, but the aim is to have match results available on the day of the game and match reports for all club games put up on a weekly basis with pictures and videos from games. Each team management will have responsibility for their teams' communications and will forward the information for the website to the website administrator and club PRO. The club website will become “the go to place” for underage players and families to view fixtures, match reports, picture gallery and videos of games.

The site will also be utilised for information on fundraising and social events and all club draws. Links to other relevant sites and to sponsors will be incorporated.

Facebook and Twitter

The club currently has 418 Facebook likes and 1,382 Twitter followers. This is the most twitter followers for any GAA club in Sligo. Both these social media accounts are active but the aim is to be more regular with updates etc.

Facebook: www.facebook.com/stpatricksgaasligo

Twitter: www.twitter.com/stpatrickssligo

Newsletter

The club has commenced with the issue of a newsletter and the aim is to continue this with a newsletter per quarter covering all the aspects of club activities.

Scór

A separate committee involving persons with the necessary skills and a Scór Officer will be appointed to revive the clubs participation in Scór competitions with the and aim to promote Irish music, song and dancing. This will help encourage people who have no connection with the GAA to become involved in the club. This committee will draw down on the experiences of other clubs and of the County Club Scór Officer to get this up and running with a step by step approach.

Irish Language Promotion

The club will make every effort to promote the use of the Irish language in its day to day activities. This will include the use of the 'Gaeilge ag an Cruinni' section in the 'Culture and Heritage' section of the online GAA club manual.

Community Participation

The club will be promoting an environment of respect within our club to Players, Managers, and Supporters by other Players, Managers and Supporters and to encourage non club members to partake in Community based projects such as:

1. Annual Parish Spring Clean
2. Support of other parish activities/organisations as required.

Action Plan for Communications, PR and Culture:

Action	Outcome Sought	Time-scale	Milestones	Responsibility
Launch new club website	To have an up to date website that is informative and well presented and where every member visits to get the most up to date club information.	2015	Relaunch date of website	Communications /PR Committee
Club Facebook and Twitter	To help improve communication with our members who have a facebook accounts and with those abroad	2015	Increase Facebook friends and Twitter followers.	Communications /PR Committee
Weekly club notes in the local newspaper	To inform local community about all of the clubs activities	2015	Improved column space in the local newspaper	Communications /PR Committee
Development of database on all members email addresses and phone numbers for all club members	To allow the club to communicate directly with all club members	On Going	Maintain the 2014 membership of 150+ and set a goal for the number of additional members yearly.	Communications /PR Committee
Issue a club newsletter	To keep the community and all club members up to date on club activities.	2016	One per Quarter	Communications /PR Committee
Revival of Scór in the Club.	To promote Irish music and dance and attract new people to the club and develop a greater presence in the primary schools	2017	Participation in County Score Finals	A Score Officer and subcommittee to co-ordinate the development of Scór.



Implementation and Review Mechanisms

This five year 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 on an annual basis.

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):

A 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 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 7 and 13. They are run by qualified coaches and usually held during the summer months.

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, dance and culture.

Supertouch:

Small sided games for 13 to 18 year old.



Acknowledgements

The club would like to thank everyone who attended and participated in the open day workshop, to all those who attended numerous sub committee meetings and gave their time so unselfishly, to the steering committee for their work in finalising the plan, to the editors and lay out experts for bringing the plan to life.

Current Club Executive

Eamon Carney (President), Fr Michael O'Horo (Vice President), Pat Brady, Sean Egan, Tom Clarke, (Club Patrons), Gerard Clarke (Chairman), Declan Kevany (Vice Chairman), Michele Haugh (Secretary), Mary Patricia Kearins (Assistant Secretary), Mark Boland (Treasurer), Trevor Boland (Assistant Treasurer), Nigel Collery (PRO), Paul Finnerty (Assistant PRO), Micheál Clarke (County Board Representative), Úna Clarke (Ladies Representative), Gerald O'Connor (Irish Officer), Declan Clarke (Insurance Officer), Ann McMunn (Children's Officer), Aidan Kiely (Coaching Officer), Tomás McMunn (Players Representative).

Steering Committee

Peter Brady (Chairman) Martin Giblin (Club Chairman) Gerard Clarke (Club Secretary) Trevor Boland (Club Treasurer) Nigel Collery (Club PRO) Mark Boland (Chairman of the Coaching & Games Development Sub-Committee) Michael Clarke (Chairman of the Facilities Development Sub Committee) Eileen Buchanan (Chairperson of the Communications/PR Sub Committee) Gerry McMunn (Chairperson of the Finance and Fundraising Sub Committee) Aidan Kiely (Coaching Officer) Colm Carney (Chairman Bord na nÓg)

Members of Sub Committees

Coaching and Games Development

Mark Boland (Chairman), Úna Clarke (Secretary), Ann Cunnane, Aidan Kiely, Colm Carney, Ann Marie McMunn, David Williams.

Finance and Fundraising

Gerry McMunn (Chairman), Michele Haugh (Secretary), Paul Boland, Trevor Boland, Audrie Kee; Aidan Kiely; Martin Giblin, Hugh Kearins, Eileen Buchanan, Colm Carney, Peter Brady, Nigel Collery.

Facilities Development Sub Committee

Michael Clarke (Chairman), Mary Patricia Kearins (Secretary), Bosco Kearins, Hugh Mulligan, Cyril Kilgannon, Gerard Clarke, Peter Brady, Martin Giblin.

Communications/ PR and Culture

Eileen Buchanan (Chairperson), Ann Cunnane (Secretary), Fr. Michael O'Horo, Audrie Kee, Nigel Collery, Eamon Carney, Kathleen Henry, Darragh Clarke, Garvan Kearins.

Club Structures and Administration

Gerard Clarke (Chairman), Peter Brady, Martin Giblin.