



Development Committee

First review of the Club Plan – Blue Wave (end of quarter 2)

Introduction

Each of the working group reports is attached setting out their current position in terms of their objectives set out within the plan. These areas are:

- a) Coaching and Development (CD)
- b) Club Structures and Administration(CSA)
- c) Finance and Fundraising (FF)
- d) Facilities and Development(FD)
- e) Communications; Public Relations and Culture (CPRC)
- f) Volunteers and Recruitment.(VR)

All groups were up and running at the launch of the plan except CSA, Fundraising and Facilities. It was decided CSA should fall under the purview of the Executive Committee .The membership of the new Fundraising group were selected and met for the first time in June 2018 .The Grant Aid team met for the first time in August under Chair Lee Campbell.

Finance and Fundraising now falls under 3 separate working groups:

- Finance (headed by the Treasurer) which controls and reports on the accounts and deals with banking issues;
- Fundraising which focuses on events and the raising of funds generally; and
- Grant Aid which will focus on building expertise in and applying for large and small grants to support the other groups in running events , both social and sporting , all with the aim of bringing more money into the club to improve social and sporting provision for all.

Within a short time it was realised that VR was to a great extent linked to PR in that the view formed by the group was that it needed to showcase the benefits of volunteering and this needed strong input from PR. As a result VR was integrated with PR in September 2018 with the approval of the Executive. Accordingly the group reports on PR and VR fall under one group.



It was agreed at an early stage that there needed to be some form of linkage or communication between the groups and so a group leader Whatsapp was set up which is still in its infancy. This was done in recognition of the fact that a silo mentality can develop whereby individual groups have no clear idea about what is going on in other areas and the club generally, communication being key to breaking down barriers and get the membership working together for the good of the whole club.

There are a range of initiatives ongoing as a result of the plan which will take time to bear fruit and these are explored in more detail in the individual reports.

That said the group reports are commended to the membership with the following comments:

1. COACHING AND GAMES DEVELOPMENT

See report attached which sets out targets met in bullet point format.

There is no doubt that this group has made significant progress but it would acknowledge itself that recruitment and retention of coaches is a difficult task. This is probably the most difficult area to staff given the number of teams fielded each year and the extent of the commitment. More needs to be done in terms of looking at what support can be provided so that coaches coach and do not get bogged down in administration and that is something which will need to be considered in the coming year .

A full record of the coaches with the requisite qualifications is to be compiled and thought will need to be given as to how we can encourage the coaches to step up to the next level in terms of qualification. We need to investigate how much time is involved and consider how this can be achieved without over loading those who are willing to step up to the challenge.

We also need to consider the re-introduction of the coaching plan developed some years ago by Gerard Colgan and others so that the club coaches have a blue print for developing the children's skills and building their confidence. A review of provision for the under 6s is also needed to ensure we compete with the other local clubs.



2. CLUB STRUCTURES AND ADMINISTRATION

This may well be described as the most challenging part of the plan: it involves the creation and maintenance of control mechanisms such as club policies and the management of the working groups and addressing terms of reference for those groups while keeping the plan moving forward. Steady progress has been achieved here also. The Executive is seeking to ensure the membership knows who is involved in the working groups, what they do and that the membership can see progress is being made in the hope that others will get involved to assist in driving the club forward.

The Youth Forum, a target of years 2-3 has already been met under the leadership of Rory Mason and Kirsten Jennings and it is hoped the youth of the club will support this initiative which is designed to give them a say and to educate them in the need to fund raise and in the process of decision making so that we can develop future club officers from a young age.

Unfortunately the club has encountered recent difficulties in terms of rule compliance for the AGM due to the long established practice of floor nomination on the night. This is no longer permitted by the rules and it is likely that it will take some time to acquaint the membership in the new process.

3. FINANCE AND FUNDRAISING

We have made significant progress in this area with the setting up of the Fund Raising Group chaired by Lisa Lawlor and Grant Aid chaired by Lee Campbell.

The Fund Raisers made a very strong show raising in excess of £20,000 from board sponsorship which even now continues to generate much needed income and they have developed a plan for fund raising going forward. They also gave strong support to the club lotto group which was a cross party group set up to lead the lotto jackpot increase to £10,000. It was the Fund Raisers who came up with the countdown which raised a great deal of interest locally. This was immensely time consuming for Louise Kearney in particular who should be commended for the effort she put in. It attracted a lot of positive comment from inside and outside the club and it involved the whole membership. As can be seen on Klubfunder and on Facebook they then turned their focus to a Christmas event.



Additionally, Martin Keenan, joint winner of Island Games 2018 has recruited the management team for next year's Island Games which is already under way in terms of planning. He is also leading the running group set up on the back of the 2018 Island Games. The impact of the games on those who have participated should not be under-estimated, it has generated a positive enthusiasm for the club which has delivered new members and new recruits to the management structures.

Overall this group has put in an incredibly strong show in its first 6 months.

The Grant Aid group met for the first time in August and is assimilating all grant aid sources at present with a view to monitoring and utilising those sources going forward. A Big Lottery application is under way. This is a challenging area, the applications take a good deal of time and effort and tend to be a slow burn but when successful they can have a very strong impact on the club generally. To cite 2 recent examples: the grants obtained to build the Health and Well-Being Centre and for the acquisition of the spin bikes. Grant aid is capable of providing a very strong impetus to club initiatives.

Finance generally is a critical area for club development particularly in view of the Facilities plan which is heavily dependent on finance and steps are being taken to create direct lines of communication between these groups with a view to aiding this process. However, it must be recognised that any fundraising along these lines must be based on the involvement of the whole club.

4. FACILITIES AND DEVELOPMENT

This might be dubbed the “big ticket” group given the magnitude of the task. Unfortunately we have suffered an early set back in that, although a strong bid was made for Rossconor we were unsuccessful. As is noted in the report a Freedom of Information request has been made concerning the successful bid for the purposes of comparison with our own bid and an appeal may be possible. However, from our own point of view it must be recognised that this pitch would have brought substantial problems given its general condition and it may have impacted on club finances adversely at a time when we are seeking to improve our position facility wise. The search for the second pitch continues aside from this ongoing issue.



Active consideration is also being given to what needs to be done to make a Championship size pitch a reality.

Finally, on a positive note, the Health and Well-Being Centre is complete opening in January 2019 after open nights were held in December 2018 with a view to recruiting members. A tremendous effort has gone into this facility particularly from Seamus Fay, Benny Corrigan, and Gerry Morgan who should be commended for their efforts.

5. COMMUNICATIONS; PUBLIC RELATIONS; CULTURE AND VOLUNTEERS.

Given the history of communications within and without the club this group has done very well in its first year. We must admit that we have not, in the past, been particularly strong in terms of communication so there was a lot to be done. Early success was achieved in the publication of the 5 year plan itself. While the text was drafted by Development and the Focus groups, the plan was set by Hugh Carville. It was an immense task, at least as challenging, if not more so, than getting the detail of the plan together. No one who was involved could fail to appreciate his expertise and the effort he gave and it stands up to comparison with all of the plans the Development Group reviewed in the lead in. We believe it is up among the best in terms of presentation. Hugh has also managed to synchronise the messaging system so that messages go out simultaneously on Twitter, text and Facebook: we can now say with some confidence that no one can deny knowledge of ongoing club events and initiatives.

The monthly Chairman's e mail has also emanated from the PR base and is operating as the club newsletter.

This group also made a big impact in the lottery promotion, an area which still needs further development given the impact it can have on club finances.

Jean O'Neill, the new Cultural Officer has also been very active in promotion of the Irish language. Who can have missed the new signs around the club? She has also set up Irish classes designed to be light hearted and enjoyable. Why not join in? Jean is also making efforts to get Scor going again within the club. Do you have an interest in the language and cultural aspects of the club? Would you like to assist her?



Work is also ongoing on the volunteers front and, as is noted in the PR report there has been a sharp increase in the number of female volunteers: we would like to thank all of you for coming forward, male and female alike but more show from the men please!

There is a tremendous amount of effort going into this area from a dedicated group and it is to be commended for its progress so far.

Development Group

This group does not fall under any of the focus areas in the plan as it pre -dates the plan and was designated as the steering group for the plan. It will be responsible going forward for overseeing plan delivery by the groups and carrying out the periodic reviews. While it was anticipated that the plan would be reviewed quarterly, it was felt that a review mid-Summer, so soon after plan launch would be fruitless and so it was delayed until the end of Quarter 2. Given that the groups now report directly on a monthly basis to the Executive group it may be that a 6 monthly review is the way forward. Consideration is being given to this.

This group is currently managing the issues surrounding the opening of the Health and Well-Being Centre. Following that the intention is to take on the process of applying for Club Maith accreditation to assist Grant Aid and the club generally in its drive for funds and to improve club management .This is akin to the charter mark scheme and is a sign of excellence which would be an outward mark of approval for what the club is striving for.

Summary

There is no doubt we have made really significant progress in the last year. The plan did generate a significant level of interest and enthusiasm and new people have volunteered. There have been a lot of changes and the new groups do need time to bed in. It is essential that the membership supports and encourages them. On and off the field there has been a lot of success and we recite them with some pride. The exploits on the pitch have been dealt with elsewhere. This report focuses on off the field activities. Our successes:



1. The new 5 year plan
2. The setting up of new groups to drive the club forward:
 - a. Public relations, culture and volunteers and recruitment
 - b. Fundraising
 - c. Grant aid.
 - d. Facilities.
3. The move to the £10,000 lottery: we have already had a jackpot winner.

This club, your club, is on the front foot, it is taking positive steps in all directions. Next year can only be better. We want to make the plan a living reality for the club and community as a whole. There is a lot to do but the message being sent out by the club is vibrant and positive: why not get involved?

Don't worry about what you can't do. Tell us what you can do. If you think you can you're probably right.

[#Blue Wave](#)