



# Blue Wave Review 2019



## 1. Introduction

This is the first full year review of the Plan as the first review occurred at the 6 month mark, just prior to the AGM. This document gives an overall review of what is going on. For the finer detail please read the reports attached from each of the areas.

The 6 areas focused on in the Plan are:

- a) Coaching and Games Development
- b) Club structures and Administration
- c) Finance /Fundraising (includes Grant Aid)
- d) Facilities and Development ( Development and Premises groups)
- e) Communication/Public Relations and Culture
- f) Volunteers and Recruitment

Sitting outside of the focus areas within the plan but nonetheless extremely important we have the Healthy Club Working Group. While not set out within the plan we will also address what is going on in this area within this report as there are a number of positive developments and its operation is central to the development of the club and its membership.

Reports are attached for all areas apart from the Coaching and Volunteers work areas. On the latter, a Volunteer Group had been formed off the back of the plan but the group took the view that as most of what they would be doing was PR based they should merge with PR. While this appeared to be a worthwhile move at the time, in fact no specific action has been undertaken to advance this area at all and we are now attempting to re-establish that group as an independent entity to provide more focus on volunteer development. A great deal of work has been done on improving the membership database by PR, and the club aims to appoint a new Volunteer officer to concentrate and coordinate the efforts around volunteer development and support. This is a critical area as we often have trouble recruiting members to assist and the Club acknowledges that we need to do more to support the existing volunteers. This is something we are working hard to address.

On the Coaching front, while we have a strong Coaching Officer in Alan Molloy and a strong group of coaches, given the workload in running this area and the lack of a working group we have been unable to advance the over-arching objectives of the plan in terms of the implementation of a club wide coaching strategy although we do have a draft plan. Again, work is being done to try to resolve this so that the plan objectives can be advanced in coaching terms.

As with any area of the clubs activities, if you are interested in helping out and think you could make a contribution in these or any other areas please let an Executive member know.

The following section outline progress in the respective Working Group Areas.

## 2. Club structures and administration

Good progress has been made in this area this year. A raft of new policies have been introduced to modernise the Club's governance in line with GAA guidelines. All of these policies will take time to bed down but in time they should produce more positive outcomes for the membership and the wider community.

As the PR group is in the late stages of finalising the new website, there will be a Governance section where all policies and procedures will be set out for members which should assist all in clarifying roles



# Blue Wave Review 2019



and obligations, but most of all it will provide ease of access to Club policies and greater transparency in the workings of the Executive and the club generally.

Significant improvements have been made in this past year in terms of having the working groups report monthly to the Executive and where decisions have been required they have been taken quickly to support the groups in their ongoing planning.

The year 1 objectives have all been met and we have a working Youth Forum under the auspices of Rory Mason and Kirsten Jennings so that in some respects we are working ahead of the plan time frames.

More work has been done very recently in terms of honing the areas of responsibility of each of the Working Groups. Summaries & analysis of the club expenditure base has been prepared with a view to providing more information to the membership on the cost of running the club annually.

The one area where we are experiencing some difficulty is in getting assistance from members in terms of populating some of the working groups. While we do have an active Cultural Section, there is no doubt Jean O'Neill, a very capable Cultural Officer, could do with more assistance. If you have an interest in this area or know of anyone else who has please make the Committee aware of this. No offer of assistance will be turned away.

### 3. Finance /Fundraising

An undoubted success story from the early days of the Club plan. This group started life in June 2018 and immediately made a massive impact by raising £20,000 of the sale of pitch boards to sponsors. It has run a number of events, both sporting and social in the last year, the under 10.5 memorial tournament being a notable success on the sporting front. This group has worked tirelessly over the last year in an effort to improve the financial position of the club but it needs further support through increased numbers in attending events it organises and getting behind its initiatives.

Club sponsors have been promoted within the club at match days and at the lotto draw, a very important follow up from the point of view of ensuring our sponsors know they are valued.

A fund raising strategy has been drafted and implementation is underway.

Although not part of this past years review members cannot have missed the push to sell National Draw tickets which started early in the New Year. This is intended to be the major fund raiser for the club this year so if you have not bought your tickets this time please think about doing so in the future and support our other fundraising initiatives. These are absolutely vital to generate the funds necessary to run the club and in the longer run to fund improvements to our facilities. All the money that comes into the club goes toward supporting ongoing development and club expenses.

The Fundraisers have also run social events which disappointingly were not as well supported as we would have wished despite strong efforts on their part to make the nights a success. We would ask the membership to think about the effort of the volunteers to make these nights happen. They provide a valuable mechanism for club members to re-connect with each other on a social basis and create new links within the club.

The club lotto is our main source of regular income despite the number of jackpot pay outs we have had. We have sought to maximise the positive PR around these jackpot wins to encourage more people to buy our lotto. We do still need more members to buy into the lotto to assist in raising funds



# Blue Wave Review 2019



for the club. The club website offers the opportunity to set up standing orders for the weekly lotto so if you can manage to sell a few standing orders for the lotto on Klubfunder, you will not have to return to your customers on a weekly basis – you only have to sell it once!

We are constantly trying to promote the use of our clubrooms and the calendar of use has been fairly busy during the past year. We have initiated a system of recording bookings through the club calendar so that anyone wishing to check availability can do so through the club website page.

This year we have introduced a Pilates class on Tuesday evening and this has drawn some much needed extra income into the club while also drawing new people in who would not otherwise be calling with the club. This is positive from both a revenue view point and also the drive for greater health and well-being. It is something we would like to develop further so if there are other classes you would like to see and would support, please let us know. That is a great example of how the objectives of the various working groups can come together for mutual benefit, in this instance there are premises, health & well-being and fundraising benefits of these classes. We hope to further extend the range of classes on offer at the club premises throughout the calendar year.

Well done and thanks to the Fundraising Group: Ryan Lawlor; Louise Kearney; Emma Gordon; Sarah Murray; Seamus Savage and Martin Keenan.

## 4. Grant Aid

This group did not get off the ground last year but is now active on a number of fronts. Early success was achieved with a £5000 grant from the Elevate programme. We have been unsuccessful in a couple of other applications but the effort continues and we have recently received confirmation of grant assistance from Newry Mourne and Down District Council for promotion of the Irish Language, further developing our Summer Camp and other health & well-being programmes. Competition for funds is stiff and it will take time for the group to bed down. While the group is still in its early stages it shows a lot of promise and we are getting better structure to the work it is doing. Work is underway on grants from Arts and Culture, the Peoples lottery (a 5 year grant), a cross community grant, a disability grant and other opportunities will be taken up as they arise.

There is the possibility this year of a significant Sport NI grant to repair the pitch.

Thanks to the Grants Group: Aaron McKeown; Lee Campbell; Seamus Fay; Sean Cochrane; Peter Cochrane; Paul McMullan; Liam McDonald.

## 5. Facilities and Development

This area is probably the most challenging of all the areas within the club plan. It is dependent on drawing in substantial sums for purchase of land and for re-development of existing lands. We have had an early success in the grant for the Health and Well-being Centre which has given a real boost to the club membership. For the first time, local people, whether club members or not, can access a facility on their own doorstep to improve their fitness levels. The construction of this facility has given a new impetus to the classes run on site. For the first time we have been able to maintain Spin classes and circuits classes all year round. In the early part of the year Hayley Priestley was also running HIIT but unfortunately was unable to continue after the summer break. Due to work commitments Hayley has had to step back for the time being but we hope she will return at some stage as all who attended her classes gained a lot from them. Her positive friendly upbeat attitude over the last few years and



# Blue Wave Review 2019



the professionalism with which she approached the classes is missed. We wish her well and hope that if her work pressures ease we will see her return.

Thankfully we have been able to call on Jo Branniff to take on the spin classes and have added Gemma Smyth as Pilates instructor, both very positive developments from the point of view of the Health and Well-being objectives within the club. Needless to say Jonny Flynn's circuits classes remain popular and well attended and we hope all these classes will continue into the coming year. The Island Games has this year acquired a yoga teacher, Stacey Murtagh of Darragh Cross and we hope to use the Games as a springboard to open the class to all locally from the end of the games.

The HWBC does require further development in certain areas but it is fully functioning and is a great asset to the club and the wider community.

On the pitch front members will recall that unfortunately we were unsuccessful with our bid for the Rosconor pitch as a second pitch last year. That said it would have required a substantial investment of funds and man hours and our miss may in time turn out to be a mercy as it will focus our minds more on what is to be done at home.

The longer term plans are still to extend and redevelop our facilities at St. Macartan Park. We need additional land and obviously funds to do that. The club is exploring all potential options in that regard and will keep members fully informed on any significant developments. As with all our Plan objectives, your support is crucial to successful delivery.

Consideration is also being given to what changes need to be made in order to make the hall more user friendly for the club teams. Discussion on this is ongoing.

The premises group falls under the auspices of this area also. Much good work has been done by Gerry Toman and Vincent McGlew in ensuring the smooth running of the facility and ensuring we are properly licensed. However they need help: they have given a great deal over the years but now need assistance in terms of maintaining the facility and the general running of it, both pitch and club rooms. If you or anyone you know can support them please make yourself known to us as all assistance is appreciated. We need members to assist with maintenance so that we can have pride in the appearance of our club rooms.

Work on Club Maith bronze accreditation started in April 2019 and all documentation was uploaded prior to the Christmas break. As the documentation has now been approved Ulster GAA will schedule a Club visit to view youth training and to inspect certain aspects of the application but we are confident we can achieve the award<sup>1</sup>. Although labelled the bronze award it is in fact the most challenging part of Club Maith as there are 62 separate items of work and although nominally under the control of the Development Group it has required contributions from all the working groups. It could not have been undertaken without the Club Plan being in place.

There are 2 groups working in this area:

Development: Raymond McClements; Seamus Fay; Gerry Morgan; Gerry Toman; Benny Corrigan; Jonathan Turley; Paul McMullan

Premises: Raymond McClements; Gerry Toman; Vincent McGlew; John Killen.

---

<sup>1</sup> We now have confirmation that we have been awarded Bronze status and have since also attained Silver status. We are currently working towards the Gold award.



# Blue Wave Review 2019



## 6. Communication/ Public Relations and Culture

### A.PR/Communications

An incredibly challenging area, this requires a good working knowledge of public relations and a clear understanding of the technical workings of social media along with its linkage to the website and more conventional means of communication. As can be seen from the report work has been ongoing throughout 2019 on the new website which we hope will project the positive moves in all the different areas within the club. This is a significant piece of work and while we would all wish that it was up and running in 2019, the focus has been on delivering a website which will be capable of carrying the club forward over the next 5 -10 years.

Allied to the work on the website work has been ongoing in terms of creating new means to link different parts of the club to ensure a silo mentality does not develop and that each part realises it must support and connect with the others. For example, PR cannot fully do its job if it does not receive match reports from the coaches. This has been an ongoing problem for some time and PR has worked to develop a template for match reports to assist the coaches. We all know the importance of recognising the juvenile members' achievements on and off the pitch. This recognition strengthens the sense of belonging and togetherness, it acquaints older members with new and up and coming youth players and, over time, we hope it will encourage those older members to attend the juvenile games. The object of this strategy is to foster the one club ethos and to get away from sectional interests which are obstructive to the development of the club as a whole.

PR are also working on integration of the social media so that messaging goes out on all formats simultaneously. Criticism has in the past been levelled at the failure of the club to keep members informed but this fails to recognise the scale of the task faced by PR each week which is the reason for its focus on improving its technical know-how.

Another demonstration of the linkage between the different areas of club business is the need to set out the governance and policies of the club in transparent form: all this will be achieved with the creation of the new website which will host a governance section.

Unfortunately, due to GDPR a decision has been taken by Central Council in Croke Park over the last few weeks to move away from WhatsApp groups as it poses particular risks for minors, and, in general terms, is not GDPR compliant. We are as a result investigating what can be done to close the WhatsApp groups and to create a new means of communication which does comply with the new policy which the Club intends to ratify at its next Executive meeting in line with our commitment to be fully compliant with all up to date GAA policies.

Thanks to all on the PR group: Helen Rice; Hugh Carville; Louise Smyth; Seamus Fay; Christopher Turley.

### B. Culture

This is an area which the Club had neglected until the advent of the Club Plan. We were lucky to have Jean O'Neill come on board as our Cultural Officer and she has been incredibly active, not only in setting up Irish Classes and in reorganising our Scor entries but also on bread and butter issues such as getting the appropriate signage placed around the club in Irish. Jean has also been successful in drawing in outside experts to give talks on cultural issues such as Lucy Brown in December 2019 and John Killen earlier in the year. We have been a hard ship to turn but are now starting to see real



# Blue Wave Review 2019



progress in this area. If you have an interest in the club's cultural activities please make yourself known to us. Your assistance will be welcomed.

## 7. Health and Well-being

Pat McGreevy, Una Boyd and Catherine Murnin made really good progress in this area on 2019. Unfortunately we lost Catherine due to work commitments some way through the year. We wish her well and hope that at some point she may return.

In terms of action points, we had our first mental health day with quite a number of different organisations coming to the club to offer support and advice. This took a great deal of organising and they should be commended for the efforts made.

Sadly, not long after this event, the loss of Niall Laverty, a friend to quite a number of our minor players and a strong member of the successful Red High McLarnon winning team, brought home to us the extreme importance of this issue. In the aftermath of that Pat and Una organised an event at the club for the youth members affected which was very well supported and we thank them for that. While we have been placing a lot of emphasis over the last few years on health and well-being this is an area on which we clearly need to put more effort into. The Club has now agreed to sign up to the Suicide Down to Zero (SDZ) initiative and we are seeking members who will undergo the training required to make that a reality. If this is an area that interests you please make contact.

Allied to the above the group also formulated a critical incident plan which is a complex, but essential document for any forward thinking club. This will also be published on our website when up and running.

Thanks to Pat, Una and Catherine for all their hard work.

## 8. Conclusion

Overall there have been a lot of positives from the last year. Steady progress is being made in building new improved structures within the club administration. While not all of our building blocks are in place, it is clear that we are making significant progress and there is a really positive attitude around the club as members see what can be achieved by a concerted effort being made across all areas of Club business. One of the most positive developments is the number and quality of new club officers who have emerged during the year. Existing officers have been refreshed by the positive attitude and energy that has been injected into the club by the new people stepping up. We need more help to continue to drive the club forward. Help is needed right across the board and your expertise would make a big difference. If we can share the workload we can deliver of the objectives of the Club Plan much quicker. The club is moving in the right direction and exciting times lie ahead. We would ask you to get on board and be part of something special. Your input could make all the difference.

Attached below are summaries of actions against the Blue Wave Plan Objectives and targets

# Loughinisland GAC Structures/Admin Review 2019

## STRUCTURES AND ADMINISTRATION

Action	Outcome Sought	Timescale	Milestones	November 2019 Review
<b><u>Club Constitution</u></b>	To ensure that our Club Constitution is in accordance with GAA recommendation.	Year 1 - Year 5	<ul style="list-style-type: none"> <li>Review our Club Constitution to ensure that it is in accordance with GAA recommendations.</li> <li>Adopt the Club Constitution at every AGM.</li> <li>Make our Club Constitution readily available at all Executive Committee meetings.</li> </ul>	<p>Will be implemented at 2019 AGM and thereafter.</p> <p>As above</p> <p>Not yet done</p>
<b><u>Club Meetings</u></b>	To ensure that our Club hold its A.G.M, General Meeting or Extraordinary General Meeting in accordance with GAA rules and regulations.	Year 2	<ul style="list-style-type: none"> <li>Investigate and implement the holding of our special meetings in accordance with GAA recommendations.</li> <li>Make all of the Executive Committee aware of the rules and regulations regarding the holding of these type of meetings.</li> </ul>	<p>Done</p> <p>Done</p>
<b><u>Annual General Meeting.</u></b>	To ensure that our A.G.M. is being held in accordance with GAA rules and regulations	Year 1 - Year 5	<ul style="list-style-type: none"> <li>Hold our Club A.G.M in November each year.</li> <li>Make sure that all Club members are informed of the holding of the Club A.G.M. at least one month in advance of it and are asked to submit nominations, motions and regulations in advance of the meeting.</li> <li>Have a detailed review of the Club position and finances at each AGM</li> </ul>	<p>Being implemented</p> <p>Being implemented</p> <p>Being implemented</p>

# Loughinisland GAC Structures/Admin Review 2019

			<ul style="list-style-type: none"> <li>Elect an Executive Committee at the AGM.</li> </ul>	Being implemented
<b><u>GAA Club Advice Manual.</u></b>	To help all Club officers understand all aspects of Club administration.	Year 1	<ul style="list-style-type: none"> <li>Direct all Club Officers on how access the GAA Club Advice Manual online.</li> <li>Encourage current and potential Club Officers to make themselves aware of the contents of the Club Manual.</li> </ul>	Not yet done  Not yet done
<b><u>Healthy Club Officer</u></b>	To ensure that the club is following best practice regarding health and wellbeing and the misuse of alcohol, drugs, etc. for all club members.	Year 1	<ul style="list-style-type: none"> <li>Appoint a Healthy Club Officer at our A.G.M.</li> <li>Ensure that this Officer has all the tools to carry out their duties effectively.</li> </ul>	Done  Done
<b><u>Property Vesting documents and Club Trustees.</u></b>	To safeguard all of the Club's property.	Year 1	<ul style="list-style-type: none"> <li>Review the Club Property Vesting document and update if necessary.</li> <li>Ensure that our Club Trustees are properly affiliated and up to date at all times.</li> </ul>	Done  Done
<b><u>Club Working Groups</u></b>	Ensure that the various Working Groups have sufficient members to carry out their work efficiently and effectively.	Year 2	<ul style="list-style-type: none"> <li>Immediately after each A.G.M. the Executive Committee shall appoint members to the various Working Groups.</li> <li>To delegate the day to day running of the club to various different Working Groups that have specialised knowledge in their areas and to reduce the huge workload on the Executive Committee.</li> </ul>	Being done  Done
<b><u>Implementation of the 5 Year Club Development Plan.</u></b>	To ensure the delivery of our Club Plan within the timescale specified and by	Year 1 – Year 5	<ul style="list-style-type: none"> <li>The Executive Committee shall immediately after each AGM appoint members for the Working Group that</li> </ul>	Done



# Loughinisland GAC Structures/Admin Review 2019

	the responsible body as stated in the Club Plan.		<p>will monitor the implementation of the Club Development Plan.</p> <ul style="list-style-type: none"> <li>This Working Group shall include the Chairman, Secretary, Treasurer, PRO of the Executive Committee and others as required.</li> <li>This Working Group shall monitor the implementation of the Club Plan on a regular basis and at least every 6 months.</li> </ul>	Being done once per year
<b><u>Club Policies</u></b>	To ensure that our Club policies are readily available for use in relation to specific cases.	Year 2	<ul style="list-style-type: none"> <li>Review all Club policies and amend or draft as necessary to ensure that they comply with GAA best practice.</li> <li>A complete set of hard copies of all club policies to be held by the Executive Committee.</li> </ul>	<p>Done this year when preparing for Club Maith Bronze submission.</p> <p>Not yet done</p>
<b><u>Cultural Working Group</u></b>	To broaden the activities of the Club beyond playing games so that all of our members feel welcome and find a role within the club that satisfies their interests.	Year 1	<ul style="list-style-type: none"> <li>Establish a Cultural Working Group that will deal with all cultural aspects within the Club.</li> <li>Ensure participation in Scor each year.</li> </ul>	<p>Done</p> <p>In progress</p>
<b><u>Delegated authority to all Working Groups.</u></b>	To assist the speedy implementation of minor decisions relating to the day-to-day running of the Club.	Year 2	<ul style="list-style-type: none"> <li>Draft and approve a paper that gives delegated authority to each Working Group on expenditure and other aspects relating to their day to day running of the Club.</li> <li>Working Groups to report to the monthly meeting of the Executive Committee on any delegated expenditure or work they have undertaken in the previous month.</li> </ul>	<p>Not yet done</p> <p>Being done</p>

# Loughinisland GAC Structures/Admin Review 2019

<p><b><u>Working Group meetings</u></b></p>	<p>To make our Working Group's available to participation by all members of the Club and in particular members with young families who find it difficult to attend due to the time of the Working Group meetings.</p>	<p>Year2 / Year 3</p>	<ul style="list-style-type: none"> <li>• Explore the timing of Working Group meetings to find out if it is possible to hold them to coincide with some of the underage training sessions.</li> <li>• To explore the provision of tea, coffee, etc. at the same time as underage training so that parents will stay at the Club throughout the duration of the training.</li> </ul>	<p>Not yet done</p> <p>Not yet done</p>
<p><b><u>Youth Forum</u></b></p>	<p>The voice of the youth in our Club should be heard their views and opinions are considered by our Executive Committee.</p>	<p>Year 2 / Year 3</p>	<ul style="list-style-type: none"> <li>• Set up a Youth Forum that will meet at least 4 times a year and report through the Youth Officer to the Executive Committee.</li> </ul>	<p>Executive Committee</p>
<p><b><u>Succession Planning Programme</u></b></p>	<p>Prospective officer bearers will be identified in advance of the AGM so that our 5 year maximum post holder rule is complied with.</p>	<p>Year 2 / Year 3</p>	<ul style="list-style-type: none"> <li>• Identify members who have the future potential to fill Executive Committee Posts.</li> <li>• Implement a Succession Planning Programme to enable these prospective officers to develop the competence and skill to fulfil post holder roles in the Executive Committee.</li> <li>• Ensure that all post holding Executive Officers are replaced at least every 5 years.</li> </ul>	<p>Executive Committee</p>
<p><b><u>Training</u></b></p>	<p>Ensure that all and potential post holders in the Executive Committee are fully conversant with the requirements to carry out the duties of the post</p>	<p>Year 1</p>	<ul style="list-style-type: none"> <li>• Ensure all post holders in the Executive Committee have attend relevant courses provided by the GAA for their post..</li> <li>• Ensure that all potential post holders in the Executive Committee attend</li> </ul>	<p>Executive Committee</p>

# Loughinisland GAC Structures/Admin Review 2019

	both effectively and efficiently		relevant courses provided by the GAA prior to taking up the particular post <ul style="list-style-type: none"><li>• All potential post holders in the Executive Committee to 'shadow' existing post holders for a short period of time.</li></ul>	
--	----------------------------------	--	---	--



# Loughinisland GAC Fundraising Review 2019

Fundraising Area	Outcome sought	Timescale	Actions	Responsibility	Progress/ Comment
	<p>To provide a coordinated and coherent approach to the club fundraising activities.</p> <p>To illustrate intention of one major event per year, complemented by some social events. Based on 3 year roll over.</p>	March 2019	<ul style="list-style-type: none"> <li>• Agree Fundraising Strategy through Club Committee</li> <li>• Monthly review of target achievements/performance and adjust strategy to improve performance</li> </ul>	Finance & Fundraising Working Group	<p>Achieved in part Strategy agreed</p> <p>Targets set loosely and generally met Monthly review could have been better Need to set and monitor specific targets in 2020.</p>
<b>Promotion of Lotto</b>	To support promotion of Lotto	Ongoing	<p>Support to Lotto group to promote online sales</p> <p>Support to Lotto group for ongoing promotion of Lotto sales</p> <p>Support to Lotto group to ensure Lotto tickets are sold at matches and club events.</p>	Fundraising Working Group	<p>FR secured outlets for POS</p> <p>FR support in collection Of tickets from outlets</p> <p>FR support on lotto Night</p> <p>FR sell tickets at match</p> <p>And some club events</p>
<b>Pitch board advertising</b>	Ensure all agreements are honoured	Ongoing	<p>Boards to be maintained</p> <p>Match ball sponsors to be promoted at each senior home game</p>	Finance & Fundraising Working Group & PR/Comms WG	<p>Weather damaged boards replaced</p> <p>Match ball sponsor at Every senior home game</p>





## Loughinisland GAC Fundraising Review 2019

<p><b>Yearly activity to cover year 2 and 3 when pitch board advertising is not main activity</b></p>	<p>Target £20,000 pa</p>	<p>Year 2 (2019)</p>	<p>Club Draw - detail to be looked at in January 2019</p> <p>This has been addressed and plans are in place for this to be main event in 2020</p>	<p>Fundraising Working Group</p>	<p>Decided against Club Draw as it was too short of a lead in time, and interest appeared to be low.</p> <p>This was a difficult period for the FR group. There was no main project identified in time. It was agreed to hold a number of smaller events.</p>
<p><b>Other events</b></p>	<p>Depending on event and ability to match up with grant aid.</p> <p>2/3 of these to be held per year, alongside one major event as detailed in box above.</p> <p>Suggestions are included here, but we are still in the process of gathering more.</p>	<p>Jan- March Annually</p> <p>Easter</p> <p>Autumn</p> <p>December</p> <p>January</p> <p>End of football Season</p>	<ul style="list-style-type: none"> <li>IslandGames will continue to run, therefore no need for FR activity in this period.</li> </ul> <p>Asda bag pack</p>	<p>Finance &amp; Fundraising Working Group &amp; PR Comms Working Group</p>	<p>Still no link to grant aid. This needs to be flagged as urgent.</p> <p>Good link with PR but short notice and unsure of what was actually going out and when. Putting PR person in FR was not effective. Too many messages circulating so specific need/requests not identifiable</p> <p>Needs to be better.</p> <p>No plan in this format set out at beginning of year. This will be addressed in 2020.</p>





## Loughinisland GAC Fundraising Review 2019

			<p>Father's Day breakfast</p> <p>Memorial blitz held for u10.5 age group</p> <p>Night at the Races held by G4M&amp;Os</p> <p>Last Man Standing</p> <p>Island Camp</p> <p>Down Jubilee Celebration</p> <p>Spooky Sunday</p> <p>Santa Sunday with support of G4M&amp;Os</p> <p>Christmas social night</p>	<p>Well enough supported but unsure of expected numbers until people actually turned up on day. Need better communication with coaches.</p> <p>Good support</p> <p>Excellent tuck shop sales</p> <p>Good night but not supported by general members of club</p> <p>Ran twice</p> <p>Our own Cul Camp, good initiative</p> <p>Landmark night of the year. Not well supported by club, but appealed to wider audience.</p> <p>Good event , fairly well attended</p> <p>Given that youth club no longer operational we were able to run this.</p> <p>Very successful event as a large number attended. Did not generate a lot of money but good community builder.</p>
--	--	--	---	---



# Loughinisland GAC Facilities Review 2019

Action	Outcome sought	Timescale	Actions	Responsibility	Progress/Comment
<b>Provide a second playing pitch for matches and training</b>	A second pitch which will alleviate pressure on our current home pitch and facilitate training when the home pitch is being used.	Year 1	<ul style="list-style-type: none"> <li>Secure a lease on one of the pitches/fields already identified.</li> </ul>	Executive Committee	<p>Committee continuing work on this area.</p> <p>Land availability is a serious hurdle</p>
<b>To have a Well-being Centre which will meet the needs of the community</b>	A separate unit within our club grounds which will facilitate our Well-being Centre.	Year 1	<ul style="list-style-type: none"> <li>Full planning permission – outline planning and funding has been approved.</li> </ul>	Executive Committee	<p>Operational</p> <p>Continuous review of equipment &amp; opportunities to enhance offer</p>
<b>To make our club hall more amenable to a more expansive range of community activities</b>	Encourage more community groups to avail of our fantastic club hall and social facilities.	Year 1	<ul style="list-style-type: none"> <li>A review of existing usage conducted by the executive committee, to identify opportunities for all age groups to avail of the current facilities.</li> </ul>	Executive Committee	<p>Good progress – increased use for pilates, spin, irish dance, bowling, drama.</p> <p>Aim to expand use for community events</p>
<b>Improve the entrance to the club grounds</b>	A new entrance to the club grounds. A new entrance point which will be both practical and aesthetically pleasing.	Year 2	<ul style="list-style-type: none"> <li>Completion of the Well-being Centre.</li> </ul>	Facilities Working Group	<p>Some improvement made &amp; further enhancements in planning as part of wider scheme</p>

# Loughinisland GAC Facilities Review 2019

<p><b>To provide a safer access route to the pitch for children and people on foot</b></p>	<p>A footpath on the approach to the pitch from the Crawfordstown Road junction.</p>	<p>Year 3</p>	<ul style="list-style-type: none"> <li>Enlisting the support of elected representatives and lobbying local government bodies to recognise the dangers which exist for younger members in particular.</li> </ul>	<p>Executive Committee</p>	<p>Lobbying on-going</p>
<p><b>To have a full size pitch to facilitate championship matches and evening games</b></p>	<p>Provide a full size pitch to facilitate championship matches and evening games.</p>	<p>Year 4</p>	<p>Obtain suitable ground which will allow for a full size pitch.</p>	<p>Facilities Working Group</p>	<p>Committee continuing work on this area. Land availability is a serious hurdle</p>



# Loughinisland GAC PR/Comms Review 2019

Action	Outcome sought	Timescale	Milestones	Responsibility	Progress /Comment
Club communications strategy	To ensure our club has a clear communications strategy that enables the delivery of appropriate Communications/PR systems to enable effective internal club communication and increases awareness of Loughinisland GAC in the local community as an inclusive and diverse organisation that is central to the local community, and is welcoming of new members.	Year 1  Year 2–Year 5	<ul style="list-style-type: none"> <li>Establish PR and Communications Working Group to support the Club PRO</li> <li>Draft communication strategy for agreement of main committee.</li> <li>Annual review of strategy.</li> </ul>	Executive Committee/PR and Communications Working Group	Done  On-going – template produced for review & further refinement.
Training of Communications team	To ensure our club has a well-trained, highly motivated and effective communications team.	Year 1  Year 2–Year 5	<ul style="list-style-type: none"> <li>Assessment of training needs</li> <li>Identification of appropriate courses.</li> <li>Annual review and update of training needs and delivery.</li> </ul>	PR and Communications Working Group	On-going Training on website
Club member database	To facilitate effective direct communication with all club members.	Year 1  Year 2–Year 5	<ul style="list-style-type: none"> <li>Review current members database</li> <li>Update database to ensure accurate information and contact details held</li> <li>Investigate option of online registration for 2018</li> <li>Access and use of database ensuring adequate controls and protocols are in place to protect integrity of data</li> <li>Ensure compliance with new regulations (GDPR) in relation to collecting, processing and storing of information relating to members</li> <li>Ensure membership forms templates reflect current legal position and latest GAA guidance.</li> <li>Annual review and update of database</li> <li>Develop database of past members and establish contact details.</li> </ul>	PR and Communications Working Group	Done & under continuous review linked to membership renewal  On-going
Club brand	To establish a club brand that is associated with being a modern progressive club at the heart of the local community where excellence is the	Year 1  Year 2–Year 5	<ul style="list-style-type: none"> <li>Consider options for enhancement of club image in the community through adoption of appropriate club slogan/tag</li> <li>Consistent branding on club website and publications –</li> </ul>	Executive Committee/PR and Communications Working Group	On-going – customization of event flyers etc being developed

# Loughinisland GAC PR/Comms Review 2019

	consistent aspiration in everything we do.		<ul style="list-style-type: none"> <li>letters, signage, posters for social events</li> <li>Consistent branding in club gear /merchandise available to purchase by all club members.</li> </ul>		On-going
Internal communications	To establish effective systems of communication between club members to ensure all club officers, Executive Committee and sub-group members, players, mentors, parents and active members are promptly and fully informed of relevant club activities.	<p>Year 1</p> <p>Year 2–Year 5</p>	<ul style="list-style-type: none"> <li>Update existing arrangements for sharing key information among committee groups utilising email, text, WhatsApp groups and personal contact</li> <li>Review and establish appropriate systems for notifying mentors, players and parents in relation to matches training and social events.</li> <li>Annual review and update of internal communications systems.</li> </ul>		<p>WhatsApp groups established</p> <p>Database reviewed and emails issued</p> <p>To be updated on membership renewal</p>
Club website	To have an up-to-date website that is informative and well presented and presents an image of active, progressive and vibrant club at the heart of the community and acts as a positive marketing promotional tool for the club.	<p>Year 1</p> <p>Year 2</p> <p>Year 3–Year 5</p>	<ul style="list-style-type: none"> <li>Review current club website and explore opportunities to update and present image of active vibrant club in the community</li> <li>Establish up to date club information on key personnel</li> <li>Make effective use of the electronic diary to keep all members informed of all activities taking place in the club facilities</li> <li>To upload club policies so that they are readily accessible to members, parents of underage players or other interested persons involved in club</li> <li>Explore options for online member registration and club lotto.</li> <li>Integrate website with other communications media</li> <li>Explore options for online sale of club gear and fundraising opportunities.</li> <li>Continuous review and update of website offering.</li> </ul>	PR and Communications Working Group	<p>Due for launch late Nov 2019</p> <p>On-going</p> <p>Being developed as part of new club website</p> <p>On-going &amp; continuous review</p> <p>Done</p> <p>Due for completion late Nov 2019– then subject to continuous review and update</p>
Club Facebook page	To help improve communication with our members, particularly with those living outside the community including those who	Year 1 – ongoing	<ul style="list-style-type: none"> <li>Explore opportunities to maximise club promotion on Facebook</li> <li>Integrate Facebook with club website and other media</li> <li>Examine potential of using Facebook Live for lotto draws, etc.</li> </ul>	PR and Communications Working Group	On-going – all media strands will be linked through new website

# Loughinisland GAC PR/Comms Review 2019

	are abroad.				
Weekly club notes	To inform the local community about all of the club's activities.	Year 1 –ongoing	<ul style="list-style-type: none"> <li>• Agree standard template for reports</li> <li>• Liaise with coaching working group to establish system of match reports being fed promptly to PRO</li> <li>• Establish link to club website and social media</li> <li>• Establish contacts with local media outlets.</li> </ul>	PR and Communications Working Group	Weekly notes published local newspapers; Still problems with some team info for reports
Quarterly Club newsletter	To better inform all our members and local community generally about the club's activities.	Year 1 Year 2 –Year 5	<ul style="list-style-type: none"> <li>• Establish a newsletter team to investigate appropriate format/style/ costings/content</li> <li>• Develop prototype by end of Q2 2018</li> <li>• Publish first newsletter by end of Q3 2018.</li> <li>• Review club/community feedback and revise publication strategy as appropriate.</li> </ul>	PR and Communications Working Group	On hold pending completion of new club website
Community Outreach	To ensure club remains at the heart of the community, developing effective partnerships with local schools, other community groups and the wider community.	Year 1 Year 1 –Year 5	<ul style="list-style-type: none"> <li>• Appoint schools/community Liaison Officer</li> <li>• Complete construction of Community Health and Well-being Centre Q3 2018.</li> <li>• Publicity launch re: opening of HWBC to wider community</li> <li>• Further develop the annual Community health and well-being programme (Island Games) to maximize community participation</li> <li>• Further develop and promote the annual 10k and fun run event in conjunction with East Down AC</li> <li>• Promote use of club facilities by other community groups.</li> <li>• Establish linkage between our club, school and other community group websites</li> <li>• Provide community page in club newsletter</li> <li>• Investigate options for establishment of other community groups particularly for women and elderly – walking groups and other social activities</li> <li>• Develop a project plan to host a community/fun day in the club each year in conjunction with Lá na gClub.</li> </ul>	Executive Committee PR and Communications Working Group	<p>Done &amp; subject to review</p> <p>Done</p> <p>Done</p> <p>On-going</p> <p>Fun Run to be reviewed in 2020 depending on NMADDC rules</p> <p>On-going</p>

# Loughinisland GAC PR/Comms Review 2019

Irish Language and Culture	To promote Irish music and dance, to attract new people to the club and to increase the use of our native language	Ongoing Year 2 Year 1 and ongoing  Year 2–Year 5 Year 3–Year 5	<ul style="list-style-type: none"> <li>• Appoint Cultural Officer and culture sub-group</li> <li>• Evaluate the potential of setting up a Scór group in the club</li> <li>• Build partnerships with other local Scór groups</li> <li>• Encourage participation in adult and juvenile Scór events every year.</li> <li>• Establish a beginners Irish class</li> <li>• Encourage more young members to participate in Irish dance classes provided on club premises</li> <li>• Investigate potential for monthly traditional music sessions in club facilities.</li> <li>• Encourage young members (9–16 years) to participate in annual local Campa Chormaic</li> <li>• Develop designated section on the website to attract and communicate with the community members interested in Scór and the Irish language.</li> </ul>	Executive Committee  PR & Communications WG /Culture Working Group	On-going  Done 7 Achieved Silver Fáinne 3 Irish cultural events Junior Scór participation  On-going
----------------------------	--	---	--	--	--

## Communication, public relations and culture

Communication in a club takes place on two levels:

1. Internal Communication: the day to day running of the club. Club officers, committee, players, mentors, parents and members must be aware of all club activities. People in the club need to know what is happening, where it is happening and when it is happening.

Effective internal communication ensures that:

- Everyone connected with the club is aware of what is happening
- People know their roles and responsibilities ie who is to do what and when they are supposed to do it
- Everyone knows the details of the club plan and the direction the club is taking; and
- The club functions effectively.

# Loughinisland GAC PR/Comms Review 2019

- 2 External Communication: communicating with people outside the club, community groups and local businesses, people from the club living outside the locality and the wider community in general, projecting a positive image of the club and promoting the club as an “active, efficient, positive and progressive” hub in the local community.

Effective external communication ensures:

- The club is recognised as a “vibrant” activity hub in the local community
- Parents appreciate that their children will get meaningful activity and enjoyment
- Community groups are encouraged to use the club facilities and local businesses recognise the benefits in being associated with the club
- People are encouraged to become involved in club activities and administration.

## **The Club Vision**

Our vision is that in five years our club will be able to say:

“Our club has highly effective communications systems in place reaching all of our members, at home and abroad, regularly using traditional and modern media.

Information is provided to ensure our members and the wider community is continually aware of all activities (sporting, cultural and social) in a way that is attractive, interesting and entertaining. Our club excels in its participation in and promotion of Irish language and culture and is a hub of community activity through its provision of games and social activities for all ages within our society.”

# Loughinisland GAC Coaching & Games Development Review 2019

ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITY	Goals for next season
<p><b>Establish a club coaching and games committee</b></p>	<p>To ensure our club has a clear coaching structure and to oversee all aspects of games development. Committee in place to provide clear direction of all coaching and games activity in the club</p>	<p>Every year</p>	<p>Election of a working group with a volunteer to chair and be the point of contact  Coaching meetings took place to discuss teams what teams need for next season</p>	<p>Executive committee &amp; Coaching committee</p>	<p>Coaching committee of 2 volunteers in place  Meetings taking place monthly during the off-season  Increase committee to 4 members  Annual review to update strategy</p>
<p><b>Appoint a club coaching officer</b></p>	<p>Appointment of a club coaching officer to oversee all coaching and games development in the club</p>	<p>Every year</p>	<p>Chairperson appointed</p>	<p>Executive Committee</p>	
<p><b>Appointment of coaching teams</b></p>	<p>To ensure each juvenile team has a head coach with assistant coach/volunteers  Ensure we have suitable and willing coaches for all players in the club.  Encourage senior players to become involved with coaching.</p>	<p>Every year</p>	<p>All coaching teams in place as of December 2019 for 2020 season  2019 season with Minor boys, U16 boys, and u12 girls. Island Camp was run during August 2019 with volunteer coaching from both senior ladies team and senior men's team. Senior men volunteered for refereeing at u10 and u8 blitzes.</p>	<p>Coaching committee</p>	<p>Teams to be appointed prior to Christmas for 2021 season again  Coaching courses set up if there is a demand or requirement from our coaching teams. Set up supplemental courses including defibulator training and first aid training.</p>



# Loughinisland GAC Coaching & Games Development Review 2019

<p><b>Code of Conduct</b></p>	<p>To ensure all players, coaches and parents are aware of appropriate conduct at training and matches.</p> <p>To ensure all parents and coaches are aware of GAA safeguarding legislation and who our Child Protection Officer is and who our designated officer is.</p>	<p>Every year</p>	<p>Code of conduct was included in new online payment/registration facility through Klubfunder</p> <p>Access NI dates set up by child protection officer in January</p>		<p>Meetings to be held with all teams on their first day of training to go over code of conduct and our expectations of all coaches, players and parents.</p> <p>Review all coaches to ensure they have access NI</p>
<p><b>Coaching education</b></p>	<p>To ensure all coaches have a minimum foundation level coaching</p> <p>To ensure there is a level 1 coach involved with all underage teams</p> <p>To have a number of level 2 coaches involved with underage teams</p>	<p>Every year</p> <p>1-2 years</p> <p>3-4 years</p>	<p>Foundation level course set up for February 2020</p>		<p>Coaches from new coaching teams appointed in December 2019 to attend foundation level course if they have not already attended.</p> <p>Annual review of coaching teams once appointed for 2021 to ensure that all have access ni clearance, child protection course and foundation level coaching.</p> <p>Level 1 course to be organised for winter 2021</p>



# Loughinisland GAC Coaching & Games Development Review 2019

					Devise an incentive scheme to encourage coaches to attend training courses
<b>School link in place</b>	To ensure close links between club and primary school	Every year			<p>Appoint a school liaison officer and bring them onto coaching committee</p> <p>Club notice board in the school</p> <p>Look into primary school competitions and try to set up an after school club with the aim of taking part in at least 1 competition.</p>
<b>Club brand</b>	To develop the “club Loughinisland” brand image in a way that welcomes and values and retains all children, young people, parents and coaches.	Every year	<p>Underage games at half time of senior matches.</p> <p>We ran our own “Island Summer Camp” over the summer coached by senior players.</p> <p>Pitch allocation was done to keep all coaches aware of matches and training times.</p> <p>Website updated and upgraded by PRO committee</p>	<p>Coaching committee</p> <p>PRO committee</p>	<p>Run 2 camps similar to “Island Summer Camp” throughout the year.</p> <p>Coaches to share information regarding upcoming senior matches with teams at training.</p> <p>PRO to work with designated volunteer for match reports and posts on social media.</p> <p>Coaches to provide pro with pictures</p>





# Loughinisland GAC Coaching & Games Development Review 2019

					Each team u12 and younger to play at least 1 halftime match
--	--	--	--	--	---

