

naomh eoin clg

“Together as One”



CLUB DEVELOPMENT PLAN

2020 – 2025

Review of 2015-19

Draft 1

Revised: MC/Jan 2020

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Naomh Eoin clg is privileged to be part of the GAA and endeavours in all aspects of the club's life to create an environment in which all participants experience fulfilment and enjoy the benefits to the full.

We are proud to be members of this great club and it is everyone's responsibility to ensure that the club remains significant to members, to the community, to our cultural identity and to the whole GAA family.

1.1 Club Ethos

- That all members move forward in harmony, supporting progress and appropriately challenging each other to the benefit of the club.
- Members, officers, players and supporters stand for the ethos of the GAA and care for the club's assets and facilities
- That players whether from within the club or outside the club are shown respect.
- That managers, coaches, club referees and mentors recognise their roles and responsibilities to the club and in turn receive recognition for their contribution to the life of the club.
- That young people are protected and encouraged.
- That fairness and honesty prevails and that everyone is given the opportunity to enjoy their involvement in Gaelic games.
- That we promote and live in our day to day practice the ideals encapsulated in our own REACH initiative.

2.0 Context

2.1 Club History

St. John's G.A.C. is one of a number of clubs in West Belfast and was founded in 1929 by three men (Joe Corscadden, Nicky Power and Pat Hayes) outside the Rock Bar on the Upper Falls Road after the opening service in the new St. John the Evangelist Church. It was established as both a football and hurling club and took only five years before winning the first Senior County Hurling title in 1934. The Senior County Football title followed in 1945 and since that time the club has amassed an impressive amount of titles in both football and hurling.

Due, in no small part, to the club's youth policy St. John's grew from strength to strength from humble beginnings. St. John's is one of the most famous club teams within Ulster today as a result of its phenomenal domination of the County Championships during the 1960's, 1970's and 1980's. From 1959 to 1965 St. John's recorded seven wins in-a-row in the County Football Championship, while also completing the County Double of football and hurling titles in 1961, 1962, 1965 and 1969.

This trend continued into the 1970's when St. John's won the County Football Championship in 1970 and 1972, and then the County and Ulster Hurling Championships in 1973.

Another four football titles in-a-row followed from 1975 (including the Ulster Football Championship in 1977), with further titles won in 1981/1984/1986 and 1988.

When the period of Antrim's history between 1957 and 1981 is more closely examined St. John's achievements can be seen to be truly colossal in that they amassed an unheard of 17 Senior Football Championships out of a possible 25.

The last senior title to be won was in 1998 when they won the County Football Championship. To date St. John's G.A.C has won County Championship honours in every decade since the 1930's.

One of the most famous achievements to date has been the involvement in the formation of the All-Ireland Club Championship. In the early 1960's during St. John's annual carnival week the Inter-City competitions were held and in 1963 the famous Top Four tournament was introduced, St. Johns beating Glenn from County Down in the final. By 1964 the competition had developed into the unofficial club championship. St. John's won the championship beating Bellaghy and the following year again won beating Ballybofey. In 1967 Andy McCallin Sr. fought a tough battle at the Ulster Convention in Cavan Town and at Congress in Galway in order to make the Provincial and the All-Ireland competitions official. Finally in 1968 the first official Club Championships took place.

To date at senior level the club has won the Ulster Hurling title in 1973 and the Ulster Football title in 1977, appeared in five Ulster Club Football Finals and one Ulster Club Hurling final. St. John's have appeared in one All-Ireland Club Final so far.

In more recent times success at juvenile level has set the stage for a promising future the most notable being the "double double" (Football and Hurling) in 2011 and 2012 at minor level.

Camogie was founded within the club in 1990.

At present the camogie players represent the club at all age levels; under 8, 10, 12, 14, 16, and Senior. The teams continue to make the club proud, holding League and Championship titles, amongst other competition titles, at various levels.

The senior Camogie team gained promotion from the junior league to the senior league, following on from their success in the 2001 Junior Camogie Championship. They continue to excel on and off the pitch, supporting and promoting Camogie within the club and within the County in general.

Ladies Football was introduced into the club in 2011 and after only one season the team has moved up one division. In 2013 underage coaching for ladies football began for the first time in the club's history.

2.2 Milestones and Achievements

County Senior Football Titles (24)

1945 1949 1951* 1957 1959 1960 1961* 1962* 1963 1964 1965* 1969* 1970 1972 1975 1976 1977 1978
1980 1981 1984 1986 1988 1998

Ulster Senior Football Titles (3)

1964 1965 1977

All-Ireland Seven-A-Side Football Titles (2)

1977 1979

County Senior Hurling Titles (7)

1934 1951 1961 1962 1965 1969 1973

Ulster Senior Hurling Titles (1)

1973

2.3. Activities

Football: Senior / Senior Reserve / SA / U21 / Minor / U16 / U14 / U12 / Go Games / Fundamentals

Hurling: Senior/ Senior Reserve / U21 / Minor / U16 / U14 / U12 / Go Games / Fundamentals

Camogie: Senior / Minor / U16 / 14 / 12 / Go Games

Ladies Football: Senior / Minor / U16 / U14 / U12 / Go Games / Fundamentals

Gaelic for Mothers and Others (G4M&O) is a fun, non-competitive and blitz organised activity for members who have completed their playing career or have never played previously.

Health and Wellbeing:

Under this section there are many activities which are aimed at promoting the general health and wellbeing of members young and old.

The Golden Eagles are a group of older members, ex-players, partners or just plain interested men and women. They meet monthly on the first Friday and activities include visiting speakers, trips, keeping active and an opportunity to reminisce over lunch.

Keep fit sessions are organised twice weekly and draw on members and people from the club community both young and old with challenges for the wide age ranges.

Mental Health programme. With the ever-increasing numbers of suicide in our city the club has engaged with specialists in the field of mental health to meet with our young people in an attempt to better prepare them for the life challenges ahead.

Tuesday walkers club meet every week and spend quality time together at a leisurely pace in various settings.

Whiterock Bikers for the “younger” older people has become a source of camaraderie for ex-players and friends to meet socially whilst maintaining a level of fitness in the process.

Since the closure of the county ground, Corrigan Park (home of St Johns) has been formally designated second county ground. Subsequently members have become proficient in Stewarding large crowds and plans are in place to formalise training to level two for some of the volunteers.

2.4 Facilities

The club has playing pitches within the club grounds (a full championship pitch) and access to a variety of others through rental. The 3G surface in the Sports Hall accommodates training for our youth and use by the local community. The changing rooms for this facility have been recently upgraded to a high standard for the comfort of patrons.

The old changing rooms for matches are no longer available following the demolition of the stand for safety reasons. However new changing facilities within the clubrooms have been developed, replacing the bar following a fire in the premises.

The upper floor of the main building houses the committee room, members bar, a function hall and a relaxing coffee bar.

Beside the main changing area is a small gymnasium used mainly by our senior players.

The extension to the Sports hall accommodates a community playgroup which compliments the Children’s Centre next door.

2.5 Structure and Organisation

The club is run in accordance with GAA rules and Regulations. Trustees hold ultimate responsibility for the club but delegate to an executive committee elected annually by the members. St. Johns GAC is based on the Whiterock Road situated in one of the most deprived areas in Europe. Records stand as witness to this fact.

Specific Domains of Deprivation

The Northern Ireland Multiple Deprivation Measure (NIMDM 2010) report was published in May 2010. The report identifies small area concentrations of multiple deprivation across Northern Ireland. The results for Whiterock ward are shown below. These figures have remained an important indicator for service providers over the past number of years.

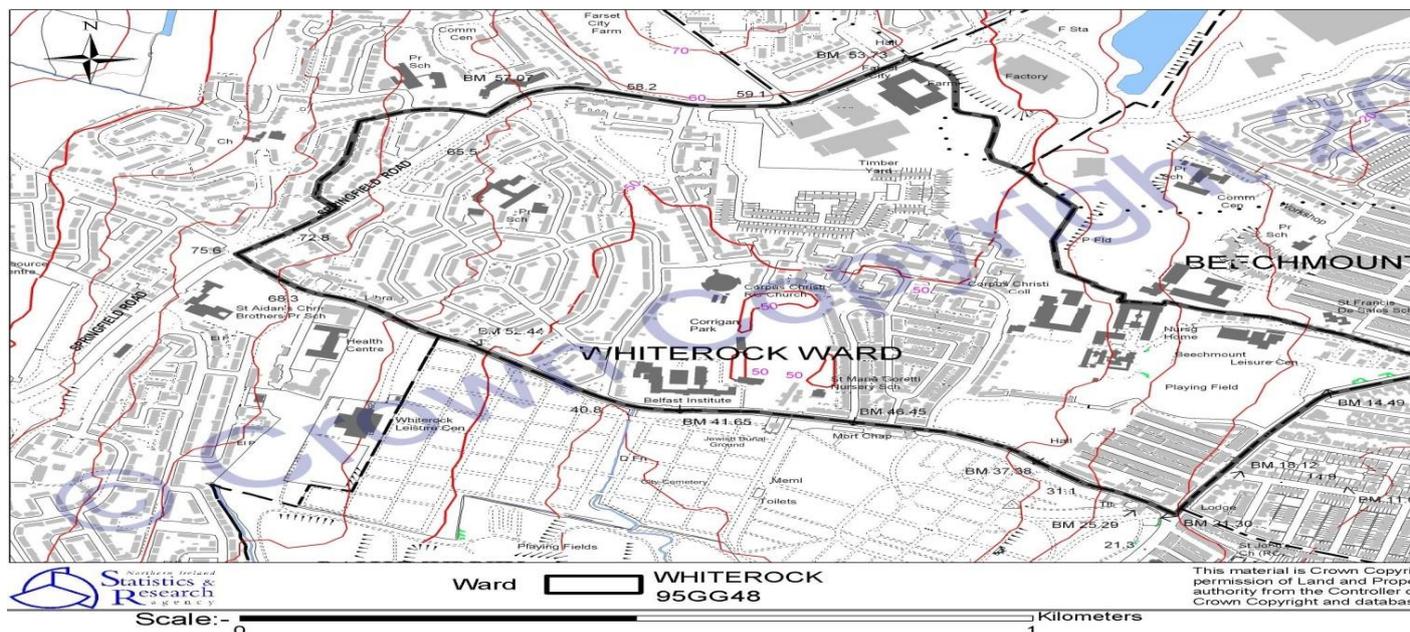
On the Multiple Deprivation Measure ward level summary Whiterock ward has an overall rank of 1 out of 582 wards. All wards in Northern Ireland are ranked, 1 being the most deprived (Whiterock in Belfast) and 582 the least deprived (Wallace Park in Lisburn). Wards with ranks of 58 or lower are in the top 10% most deprived wards in Northern Ireland, this means Whiterock, with a rank of 1, is within the top 10% most deprived wards.

Whiterock ward lies in Belfast LGD, which has 51 wards with ranks from 1 (Whiterock) to 576 (Stormont). All information for Whiterock ward is shown in the table below. On the income domain Whiterock ward is ranked 1, while on the employment domain it is ranked 1. Looking at proximity to services Whiterock ward is ranked 554.

Ward Scores and Ranks (NIMDM 2010)	Ward Score	Ward Rank
Multiple Deprivation Measure	-	1
Income Domain	-	1
Employment Domain	-	1
Health Deprivation and Disability Domain	-	2
Education, Skills and Training Domain	-	8
Proximity to Services Domain	-	554
Living Environment Domain	-	33
Crime and Disorder Domain	-	41

[Ward Ranks range from 1 (most deprived) to 582 (least deprived)]

Map of Whiterock Area



Demography

On Census Day 29th April 2001 the resident population of Whiterock ward was 5424. Of this population:

- 31.7% were under 16 years old and 13.4% were aged 60 and over;
- 46.7% of the population were male and 53.3% were female;
- 99.0% were from a Catholic community background and 0.7% were from a 'Protestant and Other Christian (including Christian related)' community background;
- 45.9% of persons aged 16 and over were single (never married);

- 31.4 years was the average age of the population; and
- The population density was 69.7 persons per hectare.

Anderstown News 29th December 2012

“We know that some of the areas in West Belfast show poor health outcomes, particularly in relation to cardiovascular health. This programme has highlighted the importance of physical activity and health nutrition for young people

3.0 STRATEGIC CONTEXT

This plan reflects the general changes taking place within the GAA and attempts to ensure that St Johns maintains its position at the top table.

- Interest in the GAA generally is at an unprecedented high. In Belfast however competition with other sports and interests offers a challenge to St Johns.
- Women’s Gaelic football is relatively new to the club and will grow and prosper as a central core of the club activities
- Despite the huge interest in the sport, attracting young people to our club remains a challenge
- Volunteers remain core to the success of the GAA
- The central objective of the GAA is to achieve the highest possible levels of both participation (of the many) and achievements (of the few)
- The GAA provides unique, whole family experiences and life- long social, cultural and sporting opportunities.

3.1 Planning Contexts

- In developing this plan consideration has been given to the following
 - The NI Programme for Government
 - DCAL Corporate Strategy
 - SCNI Strategy and Corporate Plan
 - The GAA National Strategic Review Committee Report
 - The Ulster Council’s Strategy
 - Duty of Care policies and Strategies
 - Consultation with Community Sporting and Education bodies
 - Members thoughts and views

4.0 STRATEGIC ANALYSIS

4.1Context

This planning process has shown trends within the club in recent times which inform the need and the direction for internal planning.

- A significant drift away from the club by the local community
- A significant reduction in the number of children of certain ages attending the club
- Challenges in creating a “one club” ethos impacted by ladie’s games bound by separate Associations.
- Significant changes in the motivation of the players to play for individuals first and club second.
- Reduced contribution of the club to the community and vice versa.
- Significant increase in spending and reduction in income
- Continuing difficulties in recruitment of volunteers
- Increase in the number of teams
- Significant improvement in the balance sheet
- Improvements in the one club approach
- Improvements in the infrastructure

In terms of responding to these issues the club committee finds itself in a position where demand for high level maintenance of the sports provided often far exceeds the club’s capacity to respond.

4.2 SWOT Analysis

In order to draw these and many other aspects of the club life together it is important to provide a detailed analysis of the issues.

STRENGTHS

- ✚ Strong club structure
- ✚ Physically well positioned in a community
- ✚ Excellent record of achievement
- ✚ Balanced men/women ethos
- ✚ High level of contribution to GAA networks
- ✚ Family ethos
- ✚ Strong coaching qualification ethos
- ✚ Strong “duty to Care” ethos
- ✚ We are based in one of the most deprived areas in Europe.

WEAKNESSES

- ✚ Over reliance on core volunteers
- ✚ Financial output often exceeds income

- ✚ Under use of physical facilities
- ✚ Social club under use
- ✚ Members poor affiliation to the social club
- ✚ Individuals disconnect from the club
- ✚ The erosion of club identity
- ✚ Increase in divide between codes
- ✚ Because of our geography the inherent social problems of the area are also a weakness due to the disengagement of many young people from formal activities.

OPPORTUNITIES

- ✚ Funding for activities / structural improvements
- ✚ Formal and stronger links with schools / Engagement with increased numbers of children
- ✚ Build on the Fundamentals experience
- ✚ Improved promotion of facilities within the community / members
- ✚ Focused attention to internal “people” weaknesses
- ✚ Further improve the structures (stand / sports hall etc)
- ✚ Re-engagement with the local community
- ✚ The development of a second pitch at Woodlands offers an opportunity to engage with and connect into the surrounding community.

THREATS

- ✚ Internal discord
- ✚ Financial burden of maintaining the physical structures and sporting and social activities
- ✚ Decrease in numbers of some age groups (children)
- ✚ Lethargy amongst members
- ✚ Isolation by the community
- ✚ Competition from other sports and GAA clubs

Priorities Emerging

- ✓ +Ensuring best practice in terms of governance
- ✓ Further physical improvement in facilities
- ✓ At a minimum maintain the current playing standards
- ✓ Address internal discord
- ✓ Re-instate the “family ethos”

- ✓ Maintain financial stability
- ✓ Improve on the volunteer base
- ✓ Increase involvement with the local community to use gaelic sports to add value to life in the community
- ✓ Work in partnership with others to improve the opportunities within the club

5.0 THE NEXT FIVE YEARS

5.1 Priorities

In order to ensure a focus of attention is placed on the main priorities the club committee will establish sub - groups accountable to the main committee to oversee:

- Governance
- Games Development
- Cultural & heritage Activities
- Facilities and Infrastructure Management
- Inclusion and cohesion Management

Additionally, the club should consider the following to finance certain activities

- A Fundraising / Events Management Team

5.2 Action Plan

Governance Action Plan

General Issues Governance:

- To make the club financially sustainable. Aggressively explore funding streams and avail of all resultant opportunities.
- To promote and market the club facilities to achieve maximum use.
- To further develop and utilise range of policies and procedures particular to club life.
- To review and continuously improve the communication systems internal and external.
- To explore Charitable Status
- To establish a new geographic base or community support area in which to market club activities and from which to draw support.

Governance Issues	Governance Solutions	Timescale	By Whom
Policies and Procedures are outdated	Review all Policies, Procedures and apply to everyday life of club.	2020	Committee
Financial constraints impact on the provision of our games	Establish a fundraising and events management team to increase the number of funding applications and sponsorship initiatives.	2020	Committee

Running costs for GAA Activities i.e. kits, travel, medical, insurance are forever increasing	<p>Further develop a more strict policy on purchase of equipment based on audit of current equipment.</p> <p>Re-establish a Finance Committee to organise fundraising events and apply for grants.</p> <p>Explore the possibility of Charitable Status</p>	<p>April 2020</p> <p>May 2020</p>	<p>Treasurer/ Committee</p> <p>Treasurer</p> <p>Committee</p>
Many issues relate to membership fees / 50% of membership revenue comes from 1/6 th of club members.	Review membership uptake in silver membership.	April 2020	Registrar
The club is not good at promoting itself externally.	<p>Review and improve the current PR role with a view to increased positive exposure of the club and its activities.</p> <p>Review and upgrade the Club web-site</p>	<p>May 2020</p> <p>June 2020</p>	<p>PR Officer</p> <p>PR Officer</p>
The club mark is out of date	Re-apply for Club Maith club mark	Mar 2020	Vice Chair
Committee is viewed as peripheral creating a “them and us” situation	Publish the roles and responsibilities of committee members prominently on the website/within the club	March 2020	PR Officer
Committee Training	Relevant members to participate in Ulster Council Training for committees.	Ongoing annually	Officers of the club
Current community role of club has been significantly weakened	Review our role with the community with a view to improving connectivity	2020	Committee

Games Development Action Plan

General Issues: Games development:

- To increase the numbers of male players / members of teenage years.
- To engage X% more parents in coaching and assisting with teams.
- To increase the number of coaches with a minimum qualification from x to x
- To increase the number of referees provided to the county from x to x
- To standardise coaching in each code from juvenile through to Senior
- To develop a coaching sub-committee in both Hurling and Football.
- Camogie section is struggling with appointment of coaches and players at certain age groups
- Stewards require further training.

<i>The Games and Coaching Issues</i>	<i>The Games and Coaching Solution</i>	<i>Timescale</i>	<i>By Whom</i>
Disconnect from the activities of the County Games and Development Officer.	Coaching Officer to engage positively with coaching / training initiatives organised by the County games and development Officer.	2020 / ongoing	Coaching Officer
Age profile of current coach's	Coaching Officer to Target Youth and parent helpers for coaching qualifications	2020 / ongoing	Coaching Officer
Decrease in numbers of male teenagers playing for the club	<p>Re-establish a Youth Committee to-:</p> <p>Organise promotional campaign to improve membership especially teenagers</p> <p>Establish a Parents outreach programme to attract new people into Club Youth Programme.</p> <p>Set five year youth and participation targets</p> <p>Liaise more closely with the communities at our Whiterock and Woodlands bases.</p>	<p>March 2020</p> <p>June 2020</p> <p>September 2020</p> <p>May 2020</p> <p>Ongoing</p>	<p>Chairman</p> <p>Juvenile Committee</p> <p>Community Liaison Officer / Juv. Cttee</p> <p>Juvenile Committee</p> <p>Juvenile Committee</p>
There is no baseline of what equipment is held by each team. Leads to over-spend on equipment year on year	Audit all games equipment to establish need as opposed to want.	Sept 2020	Team Managers
No co-ordinated development plan for coaching in the club.	Coaching coordinator to develop and implement a coaching strategy for all codes	Sept 2020	Coaching Officer
Lack of funding for coaching and development	Club fundraising events initiatives	Ongoing	Finance Committee
Lack of connection to local children or local schools	Re-appoint a Link Officer to primary schools	Sept 2020	Chair
External facilities used for training are a massive drain on financial resources.	Full review of external facilities used (winter training) and a plan presented to committee aimed at more efficient spending in the future.	Sept 2020	Asst/Treasurer

Camogie section is struggling to appoint managers and field teams	Camogie sub-committee to develop a plan aimed at recruitment and retention of players and coaches	Nov 2020	Camogie sub-committee
General lack of co-ordination regarding coaching. Stewards require further training	Establish a coaching sub-committee Seek funding opportunities to train some stewards to L2	Sept 2020 Mar 2020	Coaching Officer Chief Steward

Culture and Heritage Action Plan

General Issues Culture and Heritage:

- To ensure the club premises reflect our culture and heritage
- To organise at least three cultural events per year.
- To introduce an Irish Language component into club business
- To partake in Scor at least once in the period.

<i>Culture and Heritage Issues</i>	<i>Culture and Heritage Solutions</i>	<i>Timescale</i>	<i>By Whom</i>
No established Cultural Committee	Establish a Culture Committee	October 2020	Chair/Cttee
No participation in Scor	Re-establish participation in Scor	Jan 2021	Cultural Committee
No Cultural events	Organise a minimum of 4 cultural events per year.	2020 -2025	Cultural Committee
Irish Classes	Deliver one Irish class per year Encourage involvement of trainee teachers from Colaiste Mhuire in all aspects pastoral, language, dancing involvement and participation	November 2020 2021	Cultural Committee Cultural Committee
No liaison with local community	Include community in cultural events / committee	Ongoing	Cultural Committee
Lack of cross community / multi-cultural engagement.	Forge Cross Community links with other cultural groups. (Longer Term)	Ongoing	Cultural Committee
Many signs are in English only	Review and Increase Irish Signage throughout the club and grounds	Nov 2020	Cultural Committee

Facilities and Infrastructure Action Plan

General Issues Facilities and Infrastructure:

- To maintain the playing surfaces to the maximum and to develop goalmouths
- To develop and implement a plan for the upgrading of the pitch surrounds, including the car park and stand.
- To repair and maintain the sports hall and all other club assets to the highest standard possible.
- To seek funding to develop the playing surface in the vacant area behind the goals.

<u>Issues</u>	<u>Solutions</u>	<u>Timescale</u>	<u>By whom</u>
Entrance and exits in Corrigan Park need repaired and upgraded	Access funds to upgrade the entrance laneway, gates and car park areas.	2022	Fundraising Committee
Shortage of in- house training facilities	Development of area behind goals Funding for floodlights	2023 2023	Fundraising Committee Fundraising Committee
Maintenance of facilities is adhoc at present. Lack of focus on infrastructure and maintenance generally.	Ensure full compliance with legislation etc and highlight major maintenance issues to committee via written report Review and report the current approach to goalmouth repair to ensure the most cost-effective way to maintain them	Two per year Sept 2020	H&S Officer Grounds Maintenance Officer
Shortage of hurling specific facilities	Development of an external hurling wall	2020	Fundraising Committee
Physical space is not currently optimised.	Provide a small covered spectator area. Provide terracing to replace current hills Review and report the potential to the purchase of "Sonny's Yard" for improved access /	2020 2020 - 2025 2022	Committee Committee Grounds Maintenance

	parking etc		Officer
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Inclusion and Cohesion Action Plan

Inclusion and Cohesion:

- To increase the availability and use of club facilities to other bodies /organisations etc
- To ensure disability access to all club facilities
- To develop and maintain strong links with local schools and colleges.
- To improve, develop and maintain closer community relations.
- To develop and implement a plan for encouraging and welcoming others from outside the GAA family into the club, including foreign nationals.

<i>Inclusion Issues</i>	<i>Inclusion Solutions</i>	<i>Timescale</i>	<i>By Whom</i>
St Johns relationship with the community has fallen short of significant in recent years.	<p>Appoint a community Liaison officer.</p> <p>Link into established community structures to assess what we can do to improve community links by contacting marginalised, vulnerable, under-resourced groups in the community with a view to increased community use of our resources.</p>	<p>June 2020</p> <p>July 2021</p>	<p>Committee</p> <p>Community Liaison Officer</p>
No overt attempts to engage minority groups	Seek opportunities to facilitate minority groups (disability, race, gender etc)	Sept 2020 / ongoing	Community Liaison Officer
<p>We do not link into organised community events nor invite community to ours</p> <p>We haven't fully offered our resource to community groups.</p>	<p>Ensure events are inclusive.</p> <p>Identify how our resources can be better used by the community</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>Community Liaison Off</p> <p>Comm. Liaison Off.</p>

