

St. Senans GAA & LGFA

Development Plan

2022 - 2027





1. Table of Contents

- A brief history of St. Senans GAA 6
- Vision, Mission, Values 10
- The 5 year Development Plan 11
- Pillar 1 - Coaching and Player Development 5 year Plan 13
- Pillar 2 - PRO / Communications 5 year Development Plan 18
- Pillar 3 - Facilities 5 year Development Plan 21
- Pillar 4 - Finance and Fundraising 5 year Development Plan 23
- Implementation and Review of the 5 year Development Plan 25





St. Senans GAA Chairperson address

A Chairde,

St. Senans GAA are celebrating 75 years since the club's formation and it is appropriate that we take this time to review and celebrate all that has been achieved by previous members and committees to date. It is also fitting that as well as reflecting on the past, we also look to the future and with that in mind, St. Senans GAA have created a roadmap for the next 5 years and indeed our ambition for the next 75 years. This club plan was put together following a rigorous process of communication with all the members of St. Senans GAA/LGFA and the local community. The purpose of this plan is to evaluate the club, how it is being run, identify the club's strengths and weaknesses and put a plan together that will develop and improve the club in all areas for future generations.



Throughout the process we wanted to identify areas where the club could possibly improve and develop, put measures in place to address any issues identified and also to highlight where the club is performing well and how those areas can be used as a template for the future. Above all this Plan is a roadmap for the future of St. Senans GAA & LGFA. Our club development Plan detailed in the following pages was drawn up following discussions with all our club members and the community in general along with discussion and debate at our Workshop Nights. Feedback was gathered, analysed & used by the Steering Committee & Sub Committee Groups to formulate this club development plan.

We are extremely proud of this plan. The value of going through this process is collecting the many fantastic ideas and opinions of the countless people involved in our club and community. It helps generate a sense of cohesion and shared vision which is fundamental to the progress of any GAA Club. We would like to thank the County Development Officers Donal Fitzgibbon, Ger Corkery and Alan Sheerin who attended our Workshop Nights and for their guidance and support needed to complete this process.

Our club would not be the success it is today without the dedication and vision of our previous members and supporters. I wish to acknowledge all those who have departed us in recent times, their memories live on throughout the club and their commitment will never be forgotten. Their work has laid the foundations on which we move forward.

I would also like to thank our local sponsors, without whom the club cannot fulfil its ambitious plans. Time and again our sponsors donate and contribute to the financial running of our club and I ask that all in the community support our local business as much as possible as they continue to support our club and its future development and success.

Finally, I would like to sincerely thank our steering committee, sub-committees and all our club members for contributing their ideas, opinions, time and effort into developing this exciting and visionary 5 year plan. It is very much appreciated and without doubt, the future is bright for our club. Is mise le meas,

David Naughton,
Chairperson, St. Senans GAA



St. Senans LGFA Chairperson address

A Chairde,

St. Senans Ladies Football Club is delighted to have been involved in the process of formulating the club development plan for St. Senans GAA Club. Ladies Football began in the Parish in the 1980-90s when St. Senans entered a girls' team in the community games. Although they were very successful at that time it was not until 2008 & 2009 that St. Senans fielded a junior team. Although some great success was achieved, we had insufficient underage structures in place to build on this which meant ladies football declined within the club for a number of years.



However, in 2013, St. Senans Ladies Gaelic Football Club was revived and we now fielded teams from U6 to Junior level. We continuously strive to provide a vibrant, modern, innovative and well run club for the girls in the Foynes, Shanagolden, Robertstown and surrounding areas from the U6's right up to our Adult Teams.

We have enjoyed several recent success which have fuelled the passion and hard work of all involved with our club from parents to players to club officers and coaches. We hope to have much more success over the coming years at all levels and the future of LGFA looks bright within our club. We now look forward to working with all club members to implement the plan and improving all aspects of our clubs for all players, male and female.

Is mise le meas,

Garry Finnerty,
Chairperson, St. Senans LGFA

St. Senans Bord na nÓg Chairperson's Address

A Chairde,

St. Senans Bord na nÓg oversees all GAA activities for our U6 - U17 boys in the Parish and therefore we were delighted to contribute to the formulation of this important 5 Year Development Plan which will allow our club to build and develop the current excellent structures in place.

As part of the process in completing this plan, our Bord na nÓg members were central to the clubs goals and vision for the future. We are fortunate to have such passionate and committed members within our club who strive to ensure that all underage players in our Parish can take part in GAA activities in a safe and structured environment.



We greatly look forward to making St. Senans GAA/LGFA an even greater stronghold for Gaelic games for all children, members and the wider community for many years to come. With your support, we aim to realise our goals set out in the plan and I look forward to working with everyone to help achieve the goals we have set out in this plan.

Senans Abu.

Ger Corbett,
Chairperson, St. Senans Bord na nÓg



GAA Ard-Stiúrthóir (Director General) Address

Is cúis mhór áthais dom an deis seo a bheith agam na focail seo a leanas a scríobh agus fáilte mhór a chur roimh fhoilsiú Stratéis nua do Chumann CLG Naomh Seanáin, Contae Luimnigh.



It gives me great pleasure to pen these words in recognition of the work underway in St. Senans GAA Club to oversee the publication of a new Strategy as part of your efforts to plan for the future. All entities, no matter what sphere of life we operate in, need direction and focus. We need targets and we need metrics to measure where we are as organisations and where we hope to go as we evolve and grow. This in turn helps us set new standards, attract new players and members and the support of the wider area.

In recent weeks, the GAA at national level, published its own plans for the next five years entitled 'Towards One GAA for All' and I have no doubt that the plans our clubs will be working on will mirror many of the same challenges outlined in the national document.

Gaelic games have a long history in this part of Limerick stretching back as far as the inception of the GAA itself in 1884. However, since 1947 the games have been organised under the banner of St. Senans, drawing teams and players who previously represented Shanagolden, Barrigone and Foynes together in saffron and blue.

Legions of volunteers have helped engender a strong tradition of Gaelic football in the area providing the club with a special place in the life of the community and ambitious plans such as this to raise the bar further and will go a long way to ensuring that important role continues.

These plans need not mystify and over complicate the ambitions we have for our clubs. Acknowledgement of the need to embark in this sort of forward planning is quite often the most important first step to harnessing positive volunteer energy and putting the structures in place to facilitate the further expansion of the club and bolster its influence, not least amongst the youth of the area.

It's also worth remembering that success has many metrics. Trophies, medals and county representation are not the only barometers of progress. Never before have our clubs been needed to help in playing a role in promoting active, healthy lifestyles and the formation of lifelong friendships and engagement with our games. The work required is not always easy. However, the satisfaction experienced by volunteers in ensuring your club's future for the generations to come, should not be underestimated.

Every best wishes to St. Senans in the coming years, both on and off the field, and I look forward to monitoring your progress and the future strength of our games in this part of Ireland for many years to come. Go n-éirí go geall libh.

Tomás Ó Riain Ard-Stiúrthóir
Cumann Lúthchleas Gael





Limerick GAA Chairman's Address

There comes a time in the life of a GAA Club when it becomes necessary to pause, reflect, examine and assess activity with a view to ensuring that the Club and its constituent parts is working well.

Time then perhaps for the Club to ask itself the following;

- Does our Club have an adequate number of volunteers with the required skill set to ensure that we are maximising participation in our games in both codes across all grades,
- Are we continuing to increase our competitiveness,
- Do we continue to improve our facilities to ensure we meet standards that are fit for purpose and
- Do we apply best practice to our corporate governance.



If the answers to the above questions indicate that a Club could be doing better in some or maybe all of the areas mentioned there are of course many different ways of tackling the various issues that arise but it is my firm belief that the best way of dealing with such issues is to formulate a Club Plan. The fact that such a decision was taken by St. Senans GAA Club speaks volumes for the leadership given and the foresight shown and I congratulate you all for your efforts.

Your Club Plan has identified the issues that need to be addressed so it is a case of now you know as a Club where you want to get to, how you are going to get there and you also know who will help you get there. While much of the hard work in implementing this plan will be carried out by your club volunteers there is of course valuable support available from your County Board through our Planning and Training committee, from your provincial council and indeed from Croke Park.

On behalf of Coiste Contae Luimni, can I acknowledge and congratulate all involved in St. Senans GAA Club with the compilation and publication of this plan and can I also acknowledge and thank Ger Corkery (Planning and Training officer Limerick County Board) and facilitators Donal Fitzgibbon and Alan Sheerin whose guidance and support has ensured that your club has produced an excellent Club Plan and can I also wish you every success with your ongoing work and I look forward very much to your plan's implementation.

Sean Ó Criogain
Cathaoirleach Coiste Contae Luimni





A brief history of St. Senans GAA

Towards the end of the 19th century, there was a determined effort in Ireland to encourage and cultivate a Gaelic revival and the promotion of Gaelic games played a major role. Prior to the foundation of the GAA in 1884, Gaelic games were played in our parish with teams from Foynes, Robertstown and Shanagolden, many of which had political connotations. There is mention of a Hurling team in Foynes in the 1890's called the Father Murphy's, known in Limerick as the "Shannon Sweepers". Also at this time, Barrigone had a Hurling team known as the "Liberators". A little later in Shanagolden there was a Football team, called the Shanid Abu's. In the early 1900's there was the Smith O'Brien's Football team in Foynes, formed with the support of Charlotte Grace O'Brien, and were a very successful team, capturing the Senior Football title in 1907 when they defeated the famed Commercials from the city. There is also mention of two Football teams in Shanagolden during the War of Independence and Civil War, the Clarence Mangan's and the O'Rahilly's. Captain Tim Madigan would have trained and played on these teams up to the time of his death in 1920.

Moving on to the 1920's and 1930's, it would appear that teams were either under the banner of Foynes or Shanagolden. In 1925 Foynes captured a county Junior Football title and in 1933, Shanagolden and Foynes contested the West Junior final with Shanagolden emerging winners 1-5 to 1-4. Then in 1936, Foynes reached the county Senior Football final but were defeated 0-7 to 0-3 by Ahane who were led by the legendary Mick Mackey.

With the outbreak of WW2 in 1939 our country moved into the Emergency. The economy came under severe pressure and there was a scarcity of food and communities suffered many hardships. After the war ended in 1945 there was a slow return to normality but emigration became the norm. In our Parish with a decline in population there was a move to form one Gaelic club to unite the community.

In the spring of 1947 a public meeting was convened in Foynes and after much debate and discussion a new club came into existence and St. Senans GAA club was formed. The first officers were: President; Fr. Tom Cussen, Chairman; John Cinders Mulvihill, Vice Chair; Jim King, Secretary; John Kenneally and Treasurer; Jimmy Finucane. The new committee had two major issues to address 1. to register the new club and the affiliated a minor and junior Football team and 2. to successfully negotiate a 35 year lease on a green area from the Lord Mount Eagle Estate and this field is known now as Páirc na nGael Naomh Seanáin.

The 1950's saw St. Senans announce its arrival on the GAA stage. Four Juvenile titles back to back 1951, '52, '53 and '54. A Junior Football County title in 1953 was followed by a Minor title in 1954. The Juniors were captained by Bowen Madigan while Donie Mullane lifted the Minor cup. In 1956, St. Senans had Moss Downey, Mick Walsh and Mike O'Malley on the Limerick Minor Football team that won the Munster Championship.





In 1965 St. Senans won the juvenile West title and this led to very successful minor teams. St. Senans minor footballers won two West minor titles in 1966 and 1967 and captured two U14 football championships in 1968 and 1969.

The 1970's brought the 2nd County Junior title to the parish. St. Senans defeated Na Piarasigh 1-10 to 1-7. Pat Lane was player manager and Joe Behan was team captain. This was the decade also that St. Senans took part in Scor, participating in drama and signing events.



The 1980's would prove to be one of the most historical in the history of the GAA in the parish. The 35 year lease on the grounds was due to expire in 1982. Club Secretary Mike Mullane and club Chairman Vincent Kelly led the drive to secure ownership. The property was purchased and St. Senans celebrated the 1984 centenary of the GAA on its own grounds. In 1986, St. Senans won their 3rd junior title defeating Kiltleely-Dromkeen. The team was captained by Donal Mulvihill and trained by Jackie Walsh from Ballylongford. The construction of the clubhouse commenced in the mid 1980's and was opened in 1987, a great achievement with a lot of voluntary labour. Michael Moroney from Ballycormac became chairman in the late 1980's and during his term great work was done on the field development programme, which can still be seen today with our fabulous playing surface in Foynes. We must also mention Pat Lane who refereed the All Ireland Senior Football final between Meath and Cork in September 1987.

The 1990's would be considered the golden age of our underage of Football and Hurling in the club. Mick Cleary, Mike Moroney, Mick Meade and John Roche led a hurling revival in the parish with great success. St. Senans represented Limerick in Feile Peil na nÓg in 1993 and 1994. Numerous titles arrived in hurling and football. The U16 football Premier title arrived in 1995 followed by the Minor Premier Football trophy which was lifted by Michael Flaherty in the Gaelic Grounds. In 1997, St. Senans celebrated the clubs 50th anniversary. President of the GAA, Joe McDonagh performed the official opening and afterwards we were treated to a wonderful game of football between Kerry (the league champions) and Meath, the All Ireland Champions.

Moving into the 21st century it might be viewed as the era of the Inter-county players. Conor Mullane and Timmy Carroll won a Munster U21 Football title in 2000 with Limerick and were unlucky to lose to a great Tyrone team in the final. For the next 17 years, St. Senans had representation on the Limerick Senior Football team, playing in five Munster finals and two league finals in Croke Park. In the year 2007, St. Senans had five players on the Limerick Senior panel: Conor Mullane, Timmy Carroll, Diarmuid Carroll, Andrew Lane and Ian Ryan. Returning to club level, St. Senans captured their 1st intermediate Football title in 2003 by beating Pallasgreen in Kilmallock after a replay. This team was captained by Eoin Sheehy and the management team was Pat Lane, Sean Greaney and Damien Fitzgibbon. In 2006, St. Senans, playing in the Senior championship had a great run and reached the county final for the 3rd time in the history of the parish. Unfortunately St. Senans were defeated by Abbeyfeale after a gallant performance. This team was trained by Ollie Coffey, captained by Diarmuid Carroll and selectors were David Naughton, Damien Fitzgibbon and Joe Ryan.



In 2004, St. Senans Bord na nÓg was founded to serve our growing population and interest among our younger generation. Michael McMahon, John O'Malley and Niamh Finucane were just some of the pivotal figures at the time that helped start Bord na nÓg which has thrived to this day with teams at all ages for both girls and boys.

In 2012, St. Senans reached an agreement to purchase an adjoining field to the existing pitch, commonly known as King's field to further develop our club and no doubt it will prove a major asset in the coming years.

In 2017 St. Senans claimed their 2nd intermediate Football county title when they defeated Galbally in Rathkeale under lights, 4-9 to 2-8. The team was managed by Damien Fitzgibbon, trained by Shane Kelly and captained by Ian Ryan and the selectors were Pat O'Shaughnessy & John Hanlon.

LGFA did not commence in the parish until 1980-1990's when St. Senans had girls teams competing in Community Games. In 2008 and 2009, St. Senans fielded a junior team under the management of John Hanlon, Mike Behan and Maurice Fitzgerald and they enjoyed some success.

Many of that team later got involved in coaching which has now brought young girls into Gaelic football. We must mention the U15 girls team who will shortly be going to Mallow to play in Feile 2022. Their mentors Mike Behan, Damien Fitzgibbon, Martina Fitzgibbon and Olivia Fitzgerald deserve recognition. St. Senans also had Hannah Neville, Summer Behan, Grace Fitzgibbon and Evelyn Fitzgerald playing on the County Limerick U14 Football team which won the Munster title. At Minor level, we have two girls also on the Limerick team Rebecca Fitzgibbon and Ella O Connor, a wonderful honour and a great achievement.

We must also acknowledge the contribution of James Naughton has been making to Limerick Football. James is now one of the star forwards in Billy Lee's ever improving team. They followed up their promotion to Division 2 by making history on the 30th of April 2022 as they beat Clare in the Senior Football Championship's first ever penalty shootout. James scored the decisive spot kick to seal victory and Limerick advanced to the Munster SFC semi-final, beating Tipperary and qualifying for the Munster SFC final against Kerry. The best of luck to James and many more years of success with Limerick and St. Senans.

Looking back since the formation of St. Senans one is immediately struck progress, growth and development over the past 75 years. In 1947, there were just two teams and the club was very much male orientated. Today it caters for young boys and girls from ages of six to seventeen, while at the top end of the club, we have a ladies team, a men's U20, a Junior B team and an intermediate football team. At the helm we find a very progressive committee with male and female members. Sport should not always be about winning, the emphasis at underage should really be enjoyment, participation and friendships. There will be victories, titles and trophies, but our intention here is not to catalogue all sporting accolades or individual achievements as it would be impossible in this brief summary.

We conclude with a huge thank you to all who played a part in St. Senans over the last 75 years, officers, committee members, players, mentors, volunteers, supporters and sponsors. We also think of all those who have departed this world and gone to their eternal reward, May they Rest In Peace.



Vision, Mission, Values

St. Senans GAA are ONE club, made up of three units: St. Senans, LGFA and Bord na nÓg, all managed by a group of volunteers who care passionately and contribute much of their spare time into successfully running and supporting our club throughout the year. Our Vision, Mission and Values are aligned with those of the GAA and are the heart and soul of our Club, that makes us unique and what attracts more and more players, members, volunteers and supporters.

Our Vision

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

Our Mission

“St. Senans GAA are dedicated to deliver lifelong participation for all and to providing the very best facilities for our members. We reach out to and include all members of our society by promoting individual development and well-being and strive to enable all our members achieve their full potential in their chosen roles”.

Our Values

Community Identity

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

Amateur Status

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

Inclusiveness

- We welcome everybody to be part of our club.
- We provide equal opportunities for all
- ONE club, ONE goal

Respect

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

Player Welfare

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

Teamwork

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



The 5 year Development Plan

For the past 75 years, St. Senans GAA, have exceeded expectations in terms of inclusivity, development & building upon the foundations put in place throughout our rich history. In order to continue our development and plan for the next 75 years, we engaged with Limerick County Development Officers Donal Fitzgibbon, Ger Corkery and Alan Sheerin in order to set the process in motion. A steering team of members was appointed to oversee and manage the Development Plan process, a process that would improve our club in all areas for the benefit of members and all the community.

A number of meetings and a Development Plan Workshop, open to the public was held in order to gather input from members and the wider community. This workshop was a great success, given the quality and quantity of ideas generated. In addition to seeking attendees' input and ideas, we looked for volunteers to join the various groups which would help to further develop the output from the workshop and improve our club and it's development plan. Approximately sixty people signed up to join one of four focus Groups, with each focus group consisting of approximately ten to twelve people. These groups met on a number of occasions reviewing, developing and refining the suggestions from the workshop. The Steering Committee then took the output from each focus group and, over a series of meetings developed these into the draft Development Plan which was presented to the overall Club Executive members for their approval. The draft was approved by all committee members of the Club.

The 4 main elements or pillars identified to develop our club over the next 5 years as follows:





Every pillar has a detailed action plan as described in the following sections and no pillar stands on its own, but rather in conjunction with each pillar as each will complement the other in many facets. Each pillar contains elements that are both aspirational and exciting and fundamental to the future success and growth of our club.

What we have prepared, is a development plan that is achievable, realistic and will be continuously monitored and reviewed. It should be seen as a flexible working document and subject to change as many ideas require the support of all our stakeholders such as the community, our sponsors, the County Board and the GAA and various other bodies. Without doubt, what is proposed in the following sections will add both immediate and medium term benefits for our club and most importantly, to the community for many years to come.





Pillar 1 - Coaching and Player Development 5 year Plan

On behalf of the Coaching & Player Development sub-committee, we are delighted to present our Coaching & Player development Plan that we believe will guide this club for the next five years. This plan was produced in the hope of propelling the club to greater heights, so that our players, members and supporters can enjoy famous days when our teams are successful in the years ahead.

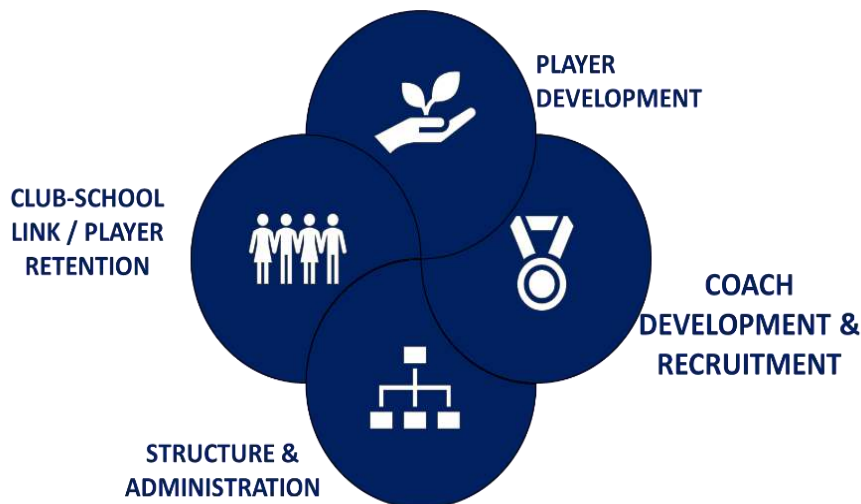
To achieve this, we need to embed a continuous improvement culture and mindset among both our players & coaching teams. This plan asks serious questions of ourselves. It cannot be allowed to simply gather dust. It must be the engine of improvement within the club, and we would urge all members to embrace what this plan outlines, confident that our club will be all the better for the changes that come. We hope this plan re-energises the club at all levels, creating a clear sense of identity unique to St. Senans as we bring this document to life.

By 2027, we want to be able to say :

- All our club teams are competitive and consistently performing at a high level – a product of quality coaching standards and player development structures within the club.
- We have successfully managed the transition of our young players to adult games and have embedded a strong culture of continuous improvement amongst both players and coaching teams
- We have created a clear sense of identity unique to St. Senans by maintaining consistent Team values & style of football across all our teams.
- Forged closer links with our community through living the values of the GAA and actively participating in local community initiatives.
- Propelled the club to great heights where our players, members & supporters enjoy famous days where our teams are successful at the highest level.



In developing the plan, the sub-committee focused on 4 fundamental categories:





Coaching and Player Development 5 year Development plan

Action	Objective / Outcome sought	Timescale	Responsibility	Priority
Structures and Administration				
1. Appoint Club Coaching Officer	To oversee all aspects of games development in the Club and to ensure that the best possible coaching structures are in place in our Club	Completed	Club Coaching Officer - Damien Fitzgibbon	1
2. Appoint a Coaching and Player Development Committee	To oversee all aspects of coaching & games development in the Club. This will include identifying new coaches in the community, encouraging parents to become involved in coaching and ensuring that all our Clubs coaches have GAA Coach Education qualifications. The committee will also ensure that a balanced programme of games is in place and that all players get an opportunity to play and participate.	Completed	Coaching Committee	1
3. Appoint facilitator / admin person to facilitate Coaching & Games Dev Plan	To ensure all actions identified on coaching plan are completed / adhered as per agreed timelines.	Completed	Alan Donovan	1
4. Appoint PR / Social Media contact to support Coaching & Games Development Committee	Provide regular updates & visuals on social media to demonstrate the progress made on each item within the coaching plan.	On-going (for the duration of the dev plan)	PRO Sub-Committee	2
5. Create central database to store all relevant details for each age-group	Create central database for all age-groups e.g. <ul style="list-style-type: none"> • Games Played • Player Attendance • No. of Training Sessions • Player Assessment forms • End of year debrief • Coaching Material • Match Reports • Player Drop-Out Rates 	July 2022	JP Cribbin	3
6. Issue survey to players, parents, members, to gather feedback on the club from a coaching, player development perspective	Gather feedback on what we're doing well, & what to improve on. Areas of improvement to be incorporated into coaching plan.	June 2022	Coaching Committee	1
Club-School Link / Player retention				
7. Club-School liaison officer to be appointed	To cement the relationship between the local schools and the Club and ensure that the children are receiving GAA coaching.	Completed	Alan Donovan (Club-School liaison officer)	1
8. Appoint coach for weekly GAA coaching in both Shanagolden & Foynes Schools	(i) Attract more players to play with the club (ii) Increase player skill levels outside of the club training	May 2022	Maurice Fitzgerald / Ray O Flaherty	1



9. Appoint coach for weekly GAA coaching sessions at local Secondary schools	(i) Attract more players to play with the club (ii) Increase player skill levels outside of the club training	September 2022	Alan Donovan (Club-School liaison officer)	2
10. Record no. of players per age group vs. total potential population within community	Increase playing numbers at grade level by approaching parents of children currently not participating	May 2022	Alan Donovan (Club-School liaison officer)	2
11. Complete register of player dropout rates at all levels	Accurate records maintained to identify trends, reasons for drop-outs so that Committee can proactively address	May 2022	Alan Donovan (Club-School liaison officer)	3
12. Player Recruitment - Identify potential new players, players eligible to play based on parish boundary rules etc	Maximise playing numbers in all grades	May 2022	Alan Donovan (Club-School liaison officer)	3
Coach Recruitment & Development				
13. Appointment of Coaching Teams (Head Coach, assistants, administrators) for all age groups	Ensure appropriate number of coaches are allocated to each team. Target: 6:1 player-coach ratio, example : panel of 18 – 3 coaches required (1 head coach, 2 assistant coaches)	June 2022	Coaching Committee	1
14. All Coaches to complete the necessary Coaching level training	Coaches to complete necessary coaching standards; U8-U12 – Foundation + L1 ; U13+ - Foundation + L1 + L2	December 2022	Coaching Committee	2
15. Agree on Common values & brand of football to be applied across all age groups (where possible)	Maintain consistency in team values & brand of football as players move up through age groups; This helps create a more seamless transition from juvenile to adult/senior level.	March 2023	Coaching Committee	2
16. Publish a Coaching Manual/database for all coaches for each age group presented in a way that is unique to St. Senans GAA.	(i) Develop a club-wide structure and approach for training sessions which includes proper warm up/downs, with the correct emphasis on age-appropriate training. (ii) Ensure the required skills of the game are being covered consistently across each group	Completed	Coaching Committee	1
17. Agree targets regarding skill competency for each age group at start of year	At the end of each year, each player aims to accomplish required skill e.g. Achieve basic fundamentals (solo, catch, kick) for U/10; Ability to solo / kick off both feet etc at U/12 level	June 2022	Coaching Committee	2
18. Appoint coach assessor to ensure all coaching sessions / games across the age groups are following the agreed structure / brand of football.	To ensure what we agree on has actually been applied during Training sessions and also on field of play	July 2022	Coaching Committee	3



19. Maximize GAA playing season March-October : Aim for 2 sessions per week Jan-Feb : Aim for 1 session per week (skills based)	Player development due to greater time playing football than is currently the case. Aim to train twice per week during peak season (March-Oct); For Off season (Jan-Feb) 1 session per week – skill based, Emphasis on fun, skills and participation.	2022 Season	Coaching Committee	2
20. Ensure Proper Goalkeeping coaching applied across all age-groups	Ensure Goalkeepers at each age level get the proper goalkeeping training, not just standard group training. Secure Goalkeeping coach to coach the head coaches	July 2022	Coaching Committee	3
21. Access to coaching material / courses for all current and new coaches	Database developed for all coaches to get access to coaching webinars, coaching sessions, material etc.	June 2022	Coaching Committee	3
22. Match report + photos on all competitive matches in local newspaper, website, Social Media	Provide greater visibility & coverage on underage games-promotes greater participation.	June 2022	Individual Coaches of each team/PR Parent	2
23. Organise 1 trip per year for each age-group to either intercounty game or challenge game against high profile club	To promote sense of enjoyment and introduces our players to a higher level of football.	June 2022	Individual Coaches of each team	3
24. All coaches with underage players attend Child Protection Workshop	To ensure that all children participate in a safe environment	May 2022	Individual Coaches of each team	1
25. All coaches of underage players to be Garda Vetted	To ensure that all children participate in a safe environment	May 2022	Individual Coaches of each team	1
Player Development / Skills development				
26. Where possible Schedule minimum 2 training session p/week for each age group (1hr 15/30 mins p/session)	To ensure players get sufficient training sessions to promote skill & fitness development	May 2022	Individual Coaches of each team	2
27. Play minimum 15 matches p/year for each age group (Organise challenge matches / mini tournaments during the off-season)	To ensure players don't lose enthusiasm, enhance skills development and muscle memory	October 2022	Individual Coaches of each team	2
28. Incorporate Fitness Assessment from U13 upwards - apply at start plus mid-season to monitor progression	Determine fitness levels to ensure we're reaching required standard to be successful	Test 1 – June Test 2 - August	Individual Coaches of each team	2
29. Introduce Athletes program/training for all age groups	Athletic coach to train coaches on correct technique, each coach to incorporate into Team session	March 2023	Coaching Committee	2
30. Incorporate S&C into training program from U14 upwards	Properly devised program to give players maximum development potential	March 2023	Coaching Committee	2



31. Maintain individual development plan & assessment for each player	Helps identify to the player particular areas of their game that need development. Development plan of each player to be maintained on file so it can be passed on to next coach as players move up the age group	October 2022	Coaching Committee	2
32. Coach to provide debrief of each team at end of year, both collectively & individually – outlining what went well, & what to be improved	Take the learnings from the year so that these are addressed for year ahead. Evaluate if the targets set-out at start of year were achieved or not.	October 2022	Individual Coaches of each team	3
33. Schedule Half Time Mini Games or double headers during Senior league/C’ship games (U9/10/11/12)	Demonstrate skills in front of larger audience ; Promotes greater participation & overall attainment	June-October 2022	Individual Coaches of each team	3
34. Homework	At the end of every training session, kids should have 1-2 things to do as “homework” and to practice on for the week.	June - October 2022	Individual Coaches of each team	2
35. Construct target kicking wall (e.g. school end of training area)	Creates facility for players to improve fundamental skill levels, both during & outside normal training times	TBC	Facilities Committee	3
36. One ball per player	Every player should have ready access to a football at training sessions	June 2022	Coaching Committee	2
37. Create check-list for each coach on the expectations & targets for the year ahead	To ensure each coach is clear on what is required of them for year ahead, example <ol style="list-style-type: none"> 1. Complete applicable Coaching course 2. Min 2 training sessions p/week 3. Min 15 games p/year 4. Maintain Player Attendance tracker 5. Know the required skill levels to be achieved at end of year 6. Individual development plan p/ player 7. Match report + photo to be provided on all competitive games 8. Organise 1 trip p/year 	May 2022	Coaching Committee	2





Pillar 2 - PRO / Communications 5 year Development Plan

The PRO/Communications committee have worked diligently over the last number of months to establish our five-year plan. We are excited and focused with the goals we have set out and are confident that we can help improve the communications both internally and externally within the club over the next five years.

This will only be achieved through constantly setting targets as a group while also holding ourselves accountable in how we plan to achieve these goals/targets.

As part of our plan we want to reach out to all sectors & ages of our community & help keep everyone up to date with all the positive developments we as club achieve on weekly/monthly/yearly basis.

It is our desire that this plan creates a St. Senans community right around the world that look forward to engaging with us as a club and take great pride in the work and success we achieve through the implementation of this development plan.



By 2027, we want to be able to say that St. Senans GAA have:

- Increased our engagement with all age groups across all communication platforms.
- Ensured all in our club and community look forward to our communications
- Ensured that everyone in the club/community is aware of what is going on within our club.
- Set up and delivered live scores and updates of our main adult teams using the clubs Social Media accounts.
- Through our communication channels everyone who has an interest in St. Senans GAA will be able to keep up to date and no matter their location feel part of the St. Senans club and wider community



PRO / Communications 5 year Development Plan					
Category	Action	Objective / Outcome sought	Timescale	Responsibility	Priority
Website	1. Update content and information being offered.	To have an up to date informative and resourceful website that portrays the club in the best possible way.	September 2022	PRO Committee	1
Club Member Details	2. Collect all registered club members email and phone details.	Through the foireann application gather all the contact info. of registered adult members, while ensuring all GDPR rules are followed.	May 2022	PRO Committee	1
Weekly Club Notes	3. Ensure that notes are send each week to the Weekly Observer and Limerick Leader.	Appoint a dedicated person to corelate all the weekly information and ensure that this info is submitted before weekly deadline.	On-going	PRO Committee	1
Chronicle Club History	4. Conversations with past players/committee members about what St. Senans GAA club was like years ago.	To preserve stories tales and history of our club that will live on for many more decades to come.	On-going	David Finnerty	1
Newsletter	5. Produce a quarterly newsletter and distribute to members of the community.	Help to reach out to other members of our club and community and keep them up to date with what is happening in our club.	July 2022	Eilish Madigan	1
Tic Tok Social Media Account	6. Set up a tic tok club account to help engage with the younger cohort of the community/club.	To provide ways of promoting club events or fundraising initiatives.	June 2022	PRO Committee	1
Instagram Social Media Account	7. Set up an Instagram club account to help increase engagement with the St. Senans GAA brand.	Encourage greater awareness of our club and help create a St. Senans brand.	July 2022	Niamh Greaney	1
Committee Interaction	8. Work closely with all sub committees and assist them to help promote any events or other important events that need communicating.	To strengthen and improve relationships between all committees to improve the overall message that needs to be broadcast by any committee to the wider community.	Ongoing	Designated member of each committee	1



Club Text Messaging Service	9. Appoint a person to send weekly text updates on fixtures and results to registered club members.	To improve engagement and interaction with the cohort of people who do not take part in social media outlets.	Ongoing	Eimear O Malley	1
Twitter	10. Use Twitter to provide live scores and updates of important adult matches.	A dedicated person to update the club twitter account on match days of how a particular game is unfolding	Ongoing	Nominated person given access for each match day	1
PR parent	11. Request that each underage team nominate a parent to help the PRO team.	Reports –Updates – Photos to be circulated on social media and local newspaper. Increase parents involved with the team and the club as whole. Help build a strong relationship between player and club	Ongoing	Communications PRO Committee Parents Coaching/Mgt Team	1
Bio on social media account	12. Update the bio to reflect both GAA and LGFA.	All bios to be updated.	July 2022	David Finnerty	1
Club Survey	13. Create Survey & issue to Club members, parents, player, past players to gauge feedback on what we do well, what we could improve on etc.	Survey to cover all important elements such as coaching, facilities, comms etc Gain buy in from the community and help capture and understand peoples need, wants and desires for the club.	July 2022	PRO Committee/Sub committee	1
Continuous Development	14. To proactively develop the PRO /Communications of the club once all targets are met.	To constantly update this plan as we progress, adding new items that add value to the club and the committee.	Ongoing	PRO Committee	1





Pillar 3 - Facilities 5 year Development Plan

The facilities development plan is an exciting one for the next 5 years as we aim to provide our teams and supporters with the very best facilities and equipment for their development and enjoyment. In 2022, we have already secured sports capital grant funding to improve the facilities for all members and the local community. This funding will provide footpaths, fencing and walking/running track available for use by all the community as shown in the aerial view below:



Footpaths		1.2 m Fencing	
Ramps		Astro path	
Gravel Walking / Running Track			
Ballylusk self binding gravel Walking / Running Track			
Tarmacadam			

By 2027, we want to be able to say that St. Senans GAA have:

- Provide a safe and modern, up to date facility to meet the training needs of all of our teams & members.
- Improved and updated the current facilities for both club members and the local community.
- A facility that will allow all our teams to train safely, train together and train to the highest standard possible.
- A facility where teams of different levels and ages can train together or beside each other to help develop a sense of club, community and identity.
- A structured financial, maintenance and further development plan for our facility.



Facilities 5 year Development Plan				
Action Area	Objective / Outcome sought	Timescale	Responsibility	Priority
1. Club Maintenance plan in place	Create club maintenance plan for all club facilities with projected costs, recommended improvements and monthly/yearly actions.	Completed	Facilities Committee	1
2. Health & Safety	Audit of existing facilities and ensure all facilities meet the required Health & Safety standard.	Completed	Facilities Committee	1
3. Survey players, parents, club members, etc for feedback on facilities development	Gather feedback on facility requirements and incorporate into development plan.	October 2022	Development Committee	2
4. Club development plan	To have facilities that fully meets the needs of the Club into the future e.g. » Gym » Additional Dressing Rooms » Flood Lights » Ball wall » Astro turf area » Supporters Stand	November 2022	Facilities Committee	2
5. Sports Capital Grant implementation	Implement sports capital grant of walkways, footpaths, ramps, running track & fencing detailed in Figure 1.	Ongoing	Facilities Committee	1
6. King's Field	Purchase and install permanent adult goals and ball nets in Kings pitch.	June 2023	Facilities Committee	2
	Create biodiversity area at unused space at corner or King's Field	June 2022	Facilities Committee	2
7. Energy usage	Consider options of installing photovoltaic panels and battery system to reduce energy costs.	June - 2023	Facilities Committee	2
8. Scout Hall	Carry out remedial works on scout hall.	August 2022	Facilities Committee	1
9. Gym	Review location, design & acquire planning for gym.	February 2023	Facilities Committee	2
	Construct building to house gym	June 2023		1
10. Score Board	Investigate cost of score board.	February 2023	Facilities Committee	2
11. Investigate cost & feasibility for Astro turf	Evaluate the potential and cost for converting training area into Astro turf.	October 2023	Facilities Committee	2
12. Ball Wall	Investigate location, cost & planning for a small stand for supporters.	July 2023	Facilities Committee	3
13. Stand	Investigate cost & planning for a small stand for supporters.	July 2023	Facilities Committee	3





Pillar 4 - Finance and Fundraising 5 year Development Plan

On behalf of the Finance & Fundraising committee, we are delighted to present our Finance & Development Plan that we believe will set a clear pathway for the development of our club for the next five years. This plan was developed to assist all other pillars in achieving their desired goals, by providing the funding to assist in the implementation of all projects etc.

This plan has set clearly defined and achievable goals, and the most important thing for this committee is that there are clear timelines defined for the completion of all tasks.

It is our vision to build long lasting relationships with all our local sponsors and to develop more user-friendly online applications for all, to assist all patrons to access all our fundraising activities.



By 2027, we want to be able to say that St. Senans GAA have:

- St. Senans GAA/LGFA Club will be successful in fundraising and financially secure to support the continued development of our club.
- We will have an active Fundraising committee in place who will promote all our fundraising activities and increase number of sponsors across the Club.
- Developed annual budgets for various sections of the club and ensure quarterly reporting
- Developed a local business network support group
- Improved the fundraising effectiveness of all our fundraising activities such as "Split The Pot", "Development Draw" etc.



Finance and Fundraising 5 year Development Plan

Action	Objective / Outcome sought	Timescale	Responsibility	Priority
1. Appoint a Fundraising and Finance Committee	To coordinate the overall financing of the club, including the various sections such as Intermediate juvenile and ladies' football.	April 2022	Treasurers & Finance Committee	1
	To ensure that sufficient resources are available to support the key sections of club activity.			
	To ensure the club develops and implements an overall fundraising and financing strategy. To deliver at least one major fundraising initiative each year.			
2. Seek and ensure positive relationships with a main club sponsor and a series of local sponsors	To maximise the income potential from club sponsors. Seek sponsors for the various sections of the club i.e., adult football, juvenile football, and ladies' football.	September 2022	Finance Committee	1
3. To improve the fundraising effectiveness of "Split The Pot"	To develop & implement an efficient and effective plan to increase the weekly return from Split The Pot by 20% over year 2021.	August 2022	Finance Committee	1
4. Develop annual budgets for various sections of the club and ensure quarterly reporting	To ensure the income and expenditure are regularly monitored and meet the cash flow needs of the club.	July 2022	Maurice O'Mahony	2
5. To improve the fundraising effectiveness of the Development Draw	To develop & implement an effective and efficient plan for an increase of the development draw by 20% on year 2021. Include an easy online access system and online payment and promote this. Also ensure timely collection of fees.	October 2022	Caroline Reidy & Kenneth Mullane	2
6. To prepare a Capital Projects Budget	To demonstrate the capacity of the club to finance major capital projects as they arise	October 2022	Ger O'Farrell / Facilities Committee	2
7. To increase effectiveness of signage in field & have someone responsible for same	To increase the amount of signage in our field by 100% and ensure all funds are collected on a yearly basis. 5yr payment plan to be put in place	January 2023	Finance Committee	2
8. Prepare a calendar of fundraising events	To ensure coordination of all fundraising events across all sections of the club, and to maximise potential of each fundraising activity.	January 2023	Finance Committee	2
9. Develop a local business network support group	To identify businesses and their current relationship with the club. To develop closer links with local businesses. To develop schemes that benefit both the club and the local businesses.	December 2022	Finance Committee	2
10. Membership	Increase membership by 25% on year 2021 and timely collection of fees	January 2023	Finance Committee	2



Implementation and Review of the 5 year Development Plan

Now that the Development Plan has been approved by all sections of the Club, the focus will turn to the next phase, namely the implementation of the Plan. In setting out the timelines for each of the initiatives within the Plan, the committee were very conscious of the need to be realistic about what can be achieved, with the constraints of both people and financial resources. The dates, therefore, are indicative and may need to be reassessed and changed as circumstances change. This will be the task of the St. Senans GAA committees in consultation with the Implementation Coordinator, Damien Fitzgibbon. Damien will review, agree and communicate the progress of the club development plan with the Club Implementation Committee.

The Club Implementation Committee will comprise of the following:

- Club Chairman
- Club Secretary
- Club Treasurer
- Club Plan Coordinator
- Chair of each committee

It is also important to highlight that the Development Plan document, as launched, reflects the current circumstances of the Club and wider community. Therefore, it will be treated as a 'living' document to be periodically reviewed and amended to ensure it continues to meet the changing needs of the Club, its members and the community.

A review of the Plan content will be carried out quarterly with updates to the Senior, LGFA and Bord na nÓg committees. As mentioned, the availability of people and resources will be key to a successful and timely implementation of the Plan. To this end, the Club will seek to leverage the excellent support it has received to date from both members and non-members.





Imagine a club that:



St. Senans Committee 2022



Missing from Photo: Ger O'Farrell, Aidan Walsh, Paddy Finnerty, Mark Griffin, Ber Enright, Eimear O Malley, Kenneth Mullane, Eilis Madigan, Garry Finnerty, William Reidy, Maria Maher, Martin Finnerty, Ian Sheehy, Caroline Donovan, Catherine Mullane, Colman O'Flaherty.



