



*Cumann Lúthchleas Gael  
Caisleán an Mhistéalaigh*



# Castlemitchell GFC

## Strategic Plan

### 2014 - 2019

[www.castlemitchellgfc.com](http://www.castlemitchellgfc.com)



## Chairman's Welcome

As Chairman of CastlemitCHELL GFC, I wish to express my sincere thanks to all who were involved in the production of the Strategic Plan.

An open invitation was sent to every member of the club and to the wider community, to get involved in formulating the Plan. Over 30 people attended a workshop in Athy College to discuss where CastlemitCHELL GFC is at present, and where we wish to be in 5 years' time, and most importantly, how we are to achieve our aims.

Following on from this we had a series of meetings with the focus groups, with guidance from the County Board and Leinster Council and the steering committee.

The ideas and aspirations which resulted from the workshop were many and varied. These were then discussed by the focus groups and are the framework of our Development Plan. Some suggestions have already been implemented and some need the foundations we are now setting down to be built upon over the next 5 years.

It was most heartening to see the commitment and passion members have for our club, and the interest and goodwill of the wider Community for our endeavours to improve our Club and our facilities for the next generation.

Signed: *Tom Kelly*

Chairman  
CastlemitCHELL GFC



## Club History

Affiliated to the County Board. 1939

Team appeared in first ever final. 1943

Won first Championship (Intermediate) beat Young Emmett's 1953

Won Senior Football League Div 2 and Junior Football League Div 3 1975

Stephen Fitzgerald receives Referee of the Year Award 1977

Ladies team established 1980

Jimmy Curtis receives Kildare Co Board Clubman of the Year 1980

Won Junior Championship "A" beat Ardclough and Jack Higgins Cup 1983

Mick Fennin receives Kildare Co Board Clubman of the Year 1983

Jack Wall elected Chairman of Kildare County Board. 1989

Won Minor League beat Grange 1991

Won Intermediate Football Championship beat Grange 1992

Purchased our own Pitch. 1997

Goalkeeper Christy Byrne won Leinster Senior Championship medal 1998

Ladies team re-established and affiliated to the County Board 1998

Building started on our Clubhouse. 1999

Underage teams amalgamate to form Geraldine's 1999

Tadhg Fennin wins his first & Christy Byrne his second Leinster C'ship Medal. 2000

Opening of pitch and dressing rooms. 6<sup>th</sup> April 2001.

Phyllis Fennin receives Kildare Co Board PRO of the Year 2002

Ladies Gaelic Football team re-established and re-affiliated 2004

Won Ladies Junior C Championship 2004

Castlemitchell enter underage teams in South board 2006

Ladies beaten in Junior B Championship final 2006

Won Ladies Junior B Championship beat St. Laurence's 2007

Won South board Under 13 Div. 4 League beat Na Fianna 2007

Joe Foley receives Referee of the Year Award 2007

Mick Fennin elected Leinster Council Delegate 2008 to 2012

Won South board Under 10 Div 4 League 2008

Won Ladies Div 2 League Shield 2008  
Hosted St. Brigid's Girls, Dublin, in National Féile held in Kildare 2009  
Won Ladies Div 2 League 2009  
Won Ladies Junior A Championship beat Naas 2009  
Ladies reach Leinster Junior Final 2009  
Won South board Under 11 Div 4 League - beat Grange 3-05 to 3-03 2010  
Won South Board Under 10 Reserve League 2010  
Ladies second team reach Div 6 league semi-final 2010  
Ladies beaten in Division 2 league final. 2010  
Won O'Neill's Tournament 2010  
Won Ladies Intermediate Championship beat Maynooth 3-06 to 0-07 2010  
Won Senior Reserve D Championship - beat Clogherinkoe 0 - 10 to 1 - 06 2010  
Dowling Cup Winners 2011  
Ray Fitzgerald and Emmett Hyland won Leinster Junior Championship medal 2011  
Dowling Cup Winners 2012  
Won Ladies Division 2 League Final. Castlemitchell 2 – 10 v Carbury 0 – 06. 2012  
Hosted Del County Philadelphia in National Féile held in Laois. 2012  
Ladies competed in Senior Championship. 2012  
Castlemitchell GFC celebrate “The Gathering” 2013  
Underage boys teams amalgamate with Kildangan to form Barrow Gaels 2014  
75 year celebrations 2014  
Spectator stand officially opened by Liam O’Neill GAA President 5<sup>th</sup> July 2014  
Strategic Plan launched by Liam O’Neill GAA President 5<sup>th</sup> July 2014



## **GAA Mission, Vision & Values:**

### **Mission:**

“The GAA is a community based volunteer organisation promoting Gaelic games, culture and lifelong participation.”

The GAA is a volunteer organisation. We develop and promote Gaelic games at the core of Irish identity and culture. We are dedicated to ensuring that our family of games, and the values we live, enrich the lives of our members, families and the communities we serve. We are committed to active lifelong participation for all and to providing the best facilities. We reach out to and include all members of our society. We promote individual development and well-being and strive to enable all our members achieve their full potential in their chosen roles.

### **Vision:**

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

### **Values:**

#### **Community Identity:**

- Community is at the heart of our Association.

Everything we do helps to enrich the communities we serve:

- We foster a clear sense of identity and place

#### **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 Association
- We are anti-sectarian
- We are anti-racist

#### **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 Association
- Ní neart go cur le chéile (There is no strength without working together)

### **Castlemitchell Mission Statement:**

“Castlemitchell GFC is dedicated to fostering & promoting Gaelic games and culture. Providing the opportunity for all players to participate in Gaelic Games in a positive and safe environment, and to progress their game as far as they possibly can, regardless of gender, race or ability.”



## Activity Area 1: Coaching and Games Development

### Overall Aim

To provide games and activities for all members of the community.

### Primary Objective

Improve team unity, spirit and interaction with club members and officials so as to maximize support for all our teams. Positive thinking and actions off the pitch will translate onto the field and will improve morale.

Players need to support the coaches by turning up to training or getting in contact when unavailable. Team management and officials have a tough job to do and should be given full support and commitment. Enhanced communication will improve the relationship between players and officials.

### Key Project

To increase the number of players within the club, and ensure they reach their potential. produce skilful and steadfast players due to its superb levels of coaching, planning and person management.

Our players and members now enjoy: “a greater involvement in the GAA club and benefit from the increased levels of coaching in the club”.

### Targets

- Provide all year round activities
- Develop Club-Schools link
- Launch a Coaching Manual
- Improve coaching numbers and standards
- Map and plan skill development
- Configure a player reward system
- Increase equipment in the club
- Develop initiatives with Rugby Club
- Develop initiatives with Camogie Club.

### In five years, we will be able to say:

Castlemitchell GAA Club is an accomplished Intermediate Male Football club,

Is an accomplished Senior Ladies Club

Have a competitive underage structure at all age groups

<b>Key Projects Action</b>	<b>Outcome Sought</b>	<b>Timescale</b>	<b>Milestones</b>	<b>Responsibility</b>
Appoint a Coaching Group	To create cohesion between the coaches of the adult, Ladies and underage club. The CG will aim to provide the optimum equipment and environment for coaching to take place ensuring players within the club have the opportunity to be coached to highest level possible.	August 2014	Implementation of Strategy	Club Executive
Continued involvement and arrange to host an inter county blitz	Continue to provide our players with fun and exciting competition	Summer 2014	Continue to Organise county blitz's	Coaches over each team/ Coaching Group
Appoint a Schools Liaison Officer	To maintain the link between club and schools, and ensuring Gaelic Games are provided to the children of the community.	September 2014	Committee agree by the end of May	Coaching Group
Increase and improve stock and equipment levels within the club	Ensure optimum training standards, player skill levels and planning within the club	September 2014	Identify current stock levels and compile an inventory of what is needed	Coaching Group /Finance Group
Launch the U-Can Awards to all underage players	To maximize underage enjoyment and reward their achievements	September 2014	To be presented at a structured fun presentation night.	Coaching Group
Introduce Skill Booklets for underage players	To encourage self-analysis and focus on mastering techniques	October 2014	To be circulated by the end of the football year 2014	Coaching Group
Investigate the introduction of a structured Coach awards system	Acknowledge the hard work and improvement in Coaches throughout the year	November 2014	To be in place by the 2015 Awards night	Coaching Group and PRO Group
Consider the use of indoor facilities for all year round training programmes	The improvement and retention of underage players	Winter 2014	New Training Hall	Development Sub-Committee

Hold a pre-season academy for players above 16 years	To inform and aid player development and improvement at the beginning of the year.	Jan 2015	Pre-Season 2015	Coaching Group
Increase the number of qualified coaches in the club	Maintain and improve coaching standards in the club and learn from others.	February 2015	Growth in the number of former and current players involved	Coaching Group/PRO Group
Implement an introductory coaching course for parents and adult players	To give an oversight into running and organising a coaching course.	March 2015	Run one of the national initiatives i.e. Ready Steady coach LGFA	Coaching Group/PRO Group
Organise fun pursuits e.g. paintball etc..	Ensure that teams can bond outside of training and matches in a fun environment.	March 2015		Coaching Group /Finance Group
Provide an activity for every age group at least once a month	Provide coaching, games and fun social activities all year round to maximize player retention.	April 2015	Maintained throughout the 5 years	Coaches over each team
Provide detailed underage coaching plans for coaches	Which will aid and guide coaches in player development and improvement	May 2015	Booklet broken down three age groups: 6 to 10, 10 to 13 and 13 to Minor	Coaching Group
Invite a guest coach to the club at least once a Quarter	Players and coaches alike will benefit from coaches with experience and expertise.	June 2015	Maintained throughout the 5 years	Coaching Group
Host a club GAA camp for the 7 to 14 age group	To provide the underage players with a fun camp with a keen focus on the skills of Gaelic Games	August 2015	Determine a fixed date and schedule for the camp	Executive/All the Club





## Activity Area 2: Club Structures and Administration

**Overall Aim** To provide a structured template to create the best possible environment to develop our Club.

### Primary Objectives

Create a club structure/ organisational chart  
Recruitment plan  
Plan for the Retention of Recruits  
Active Sub Groups

### Key Project

Revise Structure and integrate all club units into new Committee Structure  
Club Discipline  
Membership

### Targets

A formalised committee structure that allows the club to develop into the future and provide the administration required by our membership

A committee and structure be in place to deal with all internal breaches of discipline. Set out processes and procedures understandable to all our members

Increased awareness of membership rules

### In five years, we will be able to say:

That Castlemitchell GFC has one of the best Structures in place to deal with any issue that may arise in the club and that we provide equal opportunities for all our members without discrimination.

<b>Key Projects Action</b>	<b>Outcome Sought</b>	<b>Timescale</b>	<b>Milestones</b>	<b>Responsibility</b>
Revise Structure and integrate all club units into new Committee Structure	A formalised committee structure that allows the club to develop into the future and provide the administration required by our membership	September 2014	Implementation	Club Executive
Put club constitution on website and copy available in clubhouse	Club constitution on website and copy available in clubhouse	October 2014		PRO Group
Club Discipline	A committee and structure be in place to deal with all internal breaches of discipline. Set out processes and procedures understandable to all our members	November 2014	Implementation	Club Executive
Time limit on positions – change after a set period of 3 to 5 years max	Plan appointment of positions in advance. Making sure people want / will take positions before nominating them	In place for AGM 2015	Implementation	Club Executive
Introduce a pitch schedule and a pitch co-ordinator	Nominate a Pitch Coordinator	January 2015	AGM 2015	Club Executive
Keep executive to 13 members as per Constitution		January 2015	AGM 2015	Club Executive
Membership	Increased awareness of membership rules	January 2015	Campaign Launch	Registrar Group
Club Discipline	Adhere to decisions of sub-committees	February 2015		Club Executive
Have more open days	Increased amount of open days	February 2015		PRO Group
Membership	Identifying new volunteers. Introduce a Volunteers programme	March 2015		See Coaching Section
Volunteers should have a support structure in place – shadowing the position for a year	Ask people to do a job or take responsibility	March 2016		Coaching Group



### **Activity Area 3: Facilities and Development**

#### **Overall Aim**

Is to provide a facility that will encourage Men, Women and Children alike to participate in all sports that Castlemitchell GAA provide.

#### **Primary Objective**

Is to ensure our facilities are of a high standard and is open for use by club members and the wider community.

#### **Key Project**

Is to build an indoor training hall.

#### **Targets**

- . Build an indoor training hall.
- . Ensure the club is up to date with all health and safety standards.
- . Upgrade our training flood lights.
- . Build two more dressing rooms.
- . Development of a handball wall.
- . Introduce Willis Health and Safety Statement in our club.
- . Ensure our facility is kept at a high standard.

#### **In five years, we will be able to say:**

That Castlemitchell GAA club has a state of the art facility that will encourage people to take part in our sports.

<b>Key Projects Action</b>	<b>Outcome Sought</b>	<b>Timescale</b>	<b>Milestones</b>	<b>Responsibility</b>
Promote stand more	Promote the stand by encouraging people to use it more and to promote the sale/sponsorship of the seats.	August 2014		Development Committee Executive Committee
First aid kit maintained Defibrillator Checked	It is important to keep our first aid kits up to date and fully stocked	August 2014	Weekly checks on the Kits. Monthly checks on Defibrillator	Development Committee Executive Committee
Pitch maintenance sub-committee	Set up a subcommittee to insure the maintenance of the grounds and pitches are kept at a high standard.	August 2014	Invite interested members	Development Committee + Executive Committee
Introduce Willis Health and Safety Statement in our club	More visible Health & Safety eg car parking. Health and Safety assessment. Remove pile of clay in corner	Winter 2014	Keep top of development committee meetings	Development Committee
Start building new training hall	To build an indoor training facility	Winter 2014	Development meeting's to continue	Development Committee Club Executive
Have more respect for facilities	Encourage people to respect our facilities and our grounds	Dec 2014	Highlight to members the importance of our facilities	Development Committee + Executive Committee
Have a pitch co-ordinator in place	Put in place a person who will take charge of both pitches and coordinate the usage of them.	January 2015	Allocate the job to a person with an interest.	Development Committee Executive Committee
Establish a Health and Safety sub-committee / co-ordinator	Set up a subcommittee to ensure that our club is up to date with all health and safety standards and that our grounds are a safe place to enter.	January 2015	AGM 2015 Invite interested members	Development Committee Executive Committee
Provide seating along wall	Provide seating along the walls of both pitches for the comfort of the spectators.	August 2015	Source seating Spring 2015	Development Committee

Ensure facilities are wheel chair friendly	Insure that our club facilities are wheel chair friendly	August 2016	Keep the standards high and wheel chair friendly	Development Committee
Line out car park	Properly line out the car park with white and yellow lines	Winter 2016		Development Committee
Expand facilities to encourage other sports eg handball, rounders and basketball	We want to encourage the use of our club for other sports. We will look at putting in place a handball wall a basketball court, rounders and any other sports that will expand our club	Winter 2016	Put a questionnaire to our members as to what sports they would like to see at our club (winter 2015)	Development Committee Executive Committee
2 more dressing rooms required	Provide two more dressing rooms for our growing club.	Winter 2017	Development meeting's to continue	Development Committee
Upgrade flood lights	Upgrade the existing training lights	Winter 2017	Insure we apply for all grants available	Development Committee
Develop a handball wall	Build a hand ball wall to grow our interests in other sports	Winter 2018	AGM 2017	Development Committee



## Activity Area 4: Finance and Fundraising

### Overall Aim

Our aim is to ensure that the expenditure of the club is controlled and funds are in place to meet this expenditure. We have new and innovative fundraising ideas and have new people helping in the fundraising efforts.

### Primary Objective

On the budgeting and controlling aspect we must prioritise all expenditure and manage our costs base effectively. We can't let finance hold back any of the aims or ambitions of our teams so by planning and budgeting more effectively we can meet the needs of our club more effectively.

### Key Project

We have appointed a sub-committee to take care of finance and fundraising in the Club. The Club Treasurer will act as Chairman of this committee and will present a report to each Club Executive Committee meeting. Each section of the club has a representative on the finance committee which started this year. We have included player representatives on the finance committee as we felt that would give them a view of exactly what money was being spent on the teams and also it might encourage them to get more involved in fundraising to meet the expense.

### Targets

Our targets include increase weekly lotto sales, encourage more club members and parents to become involved in the fundraising and try to reach to other people in the locality for ticket sales etc. We also need to get team management to take a proactive role with expenditure in relation to medical bills, equipment, jerseys etc. We need to make them responsible for the equipment until the end of the season.

### In five years, we will be able to say:

Our Club has done a tremendous job in the finance and fundraising area to support the continued development of our Club. We are constantly adapting our approach to fundraising by being highly innovative and including new people in the fundraising efforts so that it completed without being dependant all the time on the same people. Our teams had adequate finance at all times to help them achieve the best.

<b>Key Projects Action</b>	<b>Outcome Sought</b>	<b>Timescale</b>	<b>Milestones</b>	<b>Responsibility</b>
Increase Lotto sales / sellers including Direct Debit	Make conscious effort to increase our weekly lotto sales. Direct debit facility now available.	Starting July 2014	Monthly meetings	Finance Committee PRO Group Club Executive
Finance and Fundraising committee appointed by Club Executive	To organise and oversee the preparation of accounts and fundraising in the club.	August 2014		Club Executive
Flag day	Encourage all members to come out and collect on the days involved	September 2014		Finance & Fundraising Committee
Develop a main fundraising idea each year	Our major fundraising event this year is Fashion show.	October 2014	Update at monthly meetings	Finance & Fundraising Committee
Annual €10 Draw	Continue with Annual €10 Draw	December 2104		Finance & Fundraising Committee Executive Committee
Follow up membership for non-payments	Remind players, supporters and officials of the club when their membership is due.	AGM 2015		Finance Committee Club Registrar
Club Budget prepared at the beginning of each year	To help the Club prepare for the year ahead and to help the fundraising plan	January 2015	Each AGM	Finance committee
Keep expenditure structured and monitored	To reduce cost spent on annual bills such as physio costs etc. Treasurer to make a deal with physio	January 2015	Monthly meetings	Team managers Treasurer Finance Committee
Promote "Friends of Castlemitchell"	Increase membership via Friends of Castlemitchell. Increase our savings for our new sports hall.	July 2015		Club Executive PRO Group
Increase Lotto sales to more parents	Approach underage parents to buy weekly tickets. Send out letters to community asking for them to join our direct debit scheme.	Starting July 2015	Monthly meetings	Finance Committee PRO Group Club Executive



## Activity Area 5: Communication, Public Relations and Culture

### Overall Aim

Our members, supporters and community are aware of everything happening in the club.

### Primary Objective

To make information available to everyone young and old ensuring that everyone gets the same consistent, clear message from mobile phones, to e-mail to websites to Twitter & Facebook, to more traditional methods of newsletters and local papers.

### Key Project

#### Scór

We will enter the local Scór competitions and aim to promote Irish music, song and dancing. This will help encourage people who have no connection with the GAA to become involved in the club.

#### Irish Language Promotion

The club will make every effort to promote the use of the Irish language in its day to day activities.

#### Newsletter

We will provide members and the community with a quarterly newsletter, which will inform them of all of the club and community activities.

#### Social Committee

We will re-establish the Social committee to organise events for members and potential members

### **In five years, we will be able to say:**

Our Club is the best possible sporting, cultural and social organisation in our Community. All our members and supporters are connected through traditional and new media. Our members in the community are aware of everything that is happening in the club.



<b>Key Projects Action</b>	<b>Outcome Sought</b>	<b>Timescale</b>	<b>Milestones</b>	<b>Responsibility</b>
Club Branding	We will continue to develop a clear 'brand' for Castlemitchell GFC and promote it through the sale of club merchandise	Already in place		Club PRO Group Finance Committee
Weekly Club notes in the local newspaper	To inform the local community about all of the Clubs activities	August 2014		PRO Group
Regular updates on club notice board	Keep community informed of upcoming matches, events and Lotto results on pitch notice board	August 2014	July monthly meeting	Club PRO Group and FÁS team
Keep our members informed of club events by weekly text	Keep members informed. More than one person capable of sending club texts	October 2014	September 2014	Secretary and Club PRO Group
Website kept up to date	More people populating our website. To have an up to date website that is informative and well presented. More reports from matches. Include a club calendar. Promote website	December 2014	September 2014	Club PRO Group
Start electronic and paper community newsletter once a quarter	To better inform all our member and community on the Clubs and community activities. Send in pictures and reports especially of our underage	December 2014	September 2014	Club PRO Group In association with the CCCDA
Re-establish Social Committee	Social Committee in place to organise events for all members and potential members	January 2015	AGM 2015	Executive committee
St. Patrick's Day Parade	Continue to ensure we enter a float in the Athy St. Patrick's Day Parade	March 2015	February 2015	Club PRO Committee

Club photography	The club will have a policy of best practice in respect of photography, in keeping with national guidelines. Juvenile & adult teams photos, season-by-season, will be preserved. On an annual basis teams that represent the club will be documented and displayed,	March 2015	Dinner Dance each year	Club PRO Group
Irish Language Promotion	The club will make every effort to promote the use of the Irish language in its day-to-day activities - Meetings, Website, Newsletters, Signage etc	May 2015		Club PRO Group
Get best possible use of all social media	Only one official Facebook and Twitter account updated by a small number of people. Link all Social media. Live match updates on Twitter.	June 2015	March 2015	Club PRO Group Opportunity to get younger members involved
Maintain club archive	Through digital and paper means we will encourage the collection of match reports, photographs and other memorabilia.	July 2015		Club PRO Group
Restart Scór by forming a Scór committee. Club to enter Scór competition and promote use of Irish language	To promote Irish music and dance, to attract new people to the Club and to increase the use of our native language	December 2015	AGM Jan 2016	Social Committee Executive Committee
Develop Smartphone App for club	Fixtures, results, events and club info available with a smart phone.	December 2016	AGM Jan 2016	PRO Group and external expertise



## Appendix 1 Steering Committee & Focus Groups

### Steering Committee

Chairperson: Gerard McDonagh

Focus Group Chairpersons

Coaching and Games: Michael Brazil

Finance & Fundraising: Catherine Wall

Facilities & Development: John Wall

Club Structures & Administration: Damien Groarke

Communications, PR & Culture: Gerard McDonagh

### Focus Groups

#### Coaching and Games:

Michael Brazil, Damien Groarke, Stephen Foley Jnr., Ray Fitzgerald, Aishling Hyland, Mark Fanning.

#### Finance & Fundraising:

Catherine Wall, Micheal Kelly, Elaine Harris, Michelle Wall.

#### Facilities & Development:

John Wall, Michael Sourke, Tom Kelly, Mairéad Byrne, Tony Hyland.

#### Club Structures & Administration:

Damien Groarke, Jack Wall, Laura Pender, Deirdre Harris, Joe Maher.

#### Communications, PR & Culture:

Gerard McDonagh, Michael Fennin, Jamie Curtis, James Mulhall, Laura Pender, Alan Corcoran,

### Special thanks to:

Colm Farrell – Kildare GAA Development Officer

John Cotter – Leinster GAA

Tom Jones - Facilitator

Athy College for hosting our club planning workshop