



STRATEGIC PLAN 2024-2028



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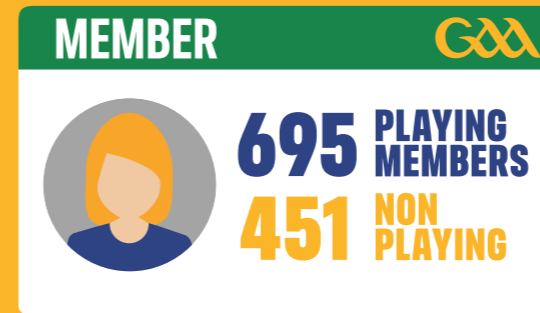
APPENDICES

- STRUCTURES IN OUR CLUB
- EXECUTIVE COMMITTEE

OUR CLUB IN NUMBERS

MEMBERSHIP

2022/2023 SEASON



MISCELLANY ANNUAL CULTURAL EVENT (FEBRUARY)
OVER 200 GUESTS; OVER 15 PERFORMANCES

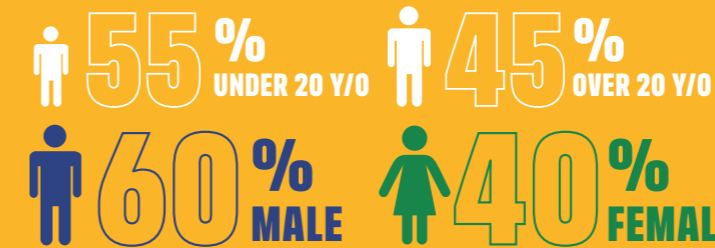
ANNUAL EVENT
IRISH LANGUAGE CLASSES
4 CLASSES/WK ON IRISH LANGUAGE & TIN WHISTLE



SCÓR SINSIR
QUIZ TEAM

3RD
PLACE IN ANTRIM
2ND YEAR RUNNING

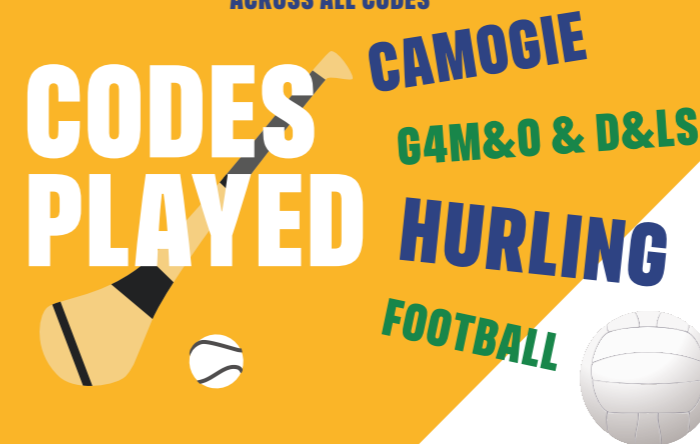
AGE & GENDER PROFILES



EST. 1998
25TH
ANNIVERSARY
2023



> 340 GAMES PLAYED IN 2022 SEASON
ACROSS ALL CODES



10 DIFFERENT FACILITIES USED IN 2023

7 LEAGUE & CHAMPIONSHIPS WINS 2022



CHAIRMAN'S FOREWORD



Having celebrated our 25th anniversary in 2023 in what was an exceptional year for Naomh Bríd, it is timely and appropriate that we plan for an exciting future ahead by setting out a bold and ambitious plan that builds on the strong community values and principles of our club.

Naomh Bríd was borne out of very small beginnings when a handful of people met in St. Bríde's primary school hall, back in 1998, with the specific aim of providing opportunities for our young people to participate in and enjoy Gaelic games and culture.

That focus on our young people, which is enshrined in our club motto 'Mol an Óige', translated as 'praise the youth', remains our abiding commitment to our community. We are very proud of developing that vision over the last 25 years which has helped many young people shine, both on and off the pitch.

From those small beginnings, we have grown and evolved to become one of the largest sporting and cultural organisations in South Belfast, with over 1100 members, of all ages, participating in and enjoying everything that the GAA has to offer.

Naomh Bríd is a progressive and ambitious club and in an ever-changing society we, like all other organisations, must continue to evolve to ensure that we create an inclusive, diverse and sustainable environment for everyone, opening new doors and building new relationships.

Community and volunteerism is the cornerstone of the GAA and we are grateful to our volunteer members who contribute so much by leading our activities, driving our teams and maintaining exceptionally high standards across all areas of the club.

This strategy sets out how we will build on these strong foundations in the next 5 years, adding to and enhancing our membership and playing base, creating exciting new opportunities for people to fulfil their potential, enjoy our games and cherish our culture in a safe, secure and inclusive environment.

ABOUT NAOMH BRÍD

Founded in 1998 Naomh Bríd's journey over the last 25 years has not only been exciting and fulfilling for our members, but groundbreaking as we have developed and evolved from being the first GAA club in this part of Belfast, to becoming one of the largest sporting clubs in the city.

Empowered by volunteerism, and a growing sense of community, with the well-being of our young people at its heart, Naomh Bríd has consistently sought to promote and create opportunities for all to participate in Gaelic games and culture.

That steadfast commitment to develop teams across all codes has been a key driver of our games-development programme over the last five years, while we have also sought to grow our footprint in Irish language, music and dance.

Indeed, we have made great strides both in terms of participation and performance in our games. Our underage and Fun Sunday groups continue to go from strength to strength, camogie is flourishing with teams competing up to U16 level, our ladies' footballers go toe to toe with the best in the County and our girl's minor team were pipped at the post in the 2023 All County final.

Not to be left behind, hurling now has a firm footing within the club. Teams compete across all underage age groups, inclusive of strong amalgamations with St Galls and Ardoyne, and the establishment of a senior team saw a fairy tale inaugural year with the winning of the Junior B championship in 2022.

Finally, boys and men's football has had a hugely successful few years with titles at U13, U15 (including Féile), U17 and U20 levels with our seniors reaching the championship semi-final for the first time in many years and winning our first ever Division One title in 2024.

While this augers well for future success, the numbers of teams competing at their respective age groups and the commitment of coaches to field additional teams has meant that participation and game time continues to rise.

However, as we plan for the next five years, we know that we can, and we must, do better. We want to ensure that all our members are fulfilled and enriched through their engagement in the club, be they playing, non-playing, or social members.

Building on our strong foundations of being a forward looking and progressive GAA club, we also want to be a fully inclusive club that is more reflective of the society we work and live in.

But to deliver this we need volunteers, across a range of genres, including sporting, cultural, administrative and much more. So as we set out to build on our exciting first 25 years, I'd urge you to consider how you can play a more active role in Naomh Bríd's development and leave a lasting legacy for the next generation. Mol An Óige!



THE STRATEGIC PLAN SUMMARY

2024-2028

OUR VISION

To build on Naomh Bríd's strong foundations, of Mol an Óige, and extend the GAA's rich community footprint by creating exciting opportunities for people to participate in and enjoy Gaelic games and culture in an inclusive and diverse way.

OUR MISSION

Naomh Bríd is an inclusive, innovative community-based club that is driven by volunteers who are passionate about promoting the unique opportunities that the GAA offers. We will expand and grow engagement in Gaelic sport, culture and language across the community ensuring we are true to the values, principles and governance of the GAA.

1. GAMES

SET UP BESPOKE COACHING STRUCTURE

Embed a fit for purpose model of coaching practice building on established National GAA coaching structures.

INTEGRATED PLAYER AND COACH DEVELOPMENT JOURNEY

Ensure all players can participate and have fun in a safe environment while fulfilling their potential, through an integrated player pathway. Coaching to develop a consistent style of play.

CREATE OPPORTUNITIES FOR MORE GAMES

Create new opportunities, within and out of county, for players to participate in and enjoy more games across all codes.

EQUITY

Address gaps to provide opportunities for all to play games across codes and genders.

2. CULTURE

CULTURAL STRATEGY & PROMOTION WITHIN THE CLUB

Development of a Naomh Bríd cultural strategy and further develop existing structures and activities for cultural engagement and ensure club wide engagement.

EXTERNAL PROMOTION & CROSS COMMUNITY INVOLVEMENT

To build upon and further develop appropriate links with cultural organisations and critically review and challenge cross community relationships.

IRISH LANGUAGE & SCÓR

Further develop and promote the Irish Language and establish a club sub group to drive engagement with Scór na nÓg.

3. PEOPLE & VOLUNTEERS

TRAINING & SUPPORT

Ensure volunteers (existing and new) receive appropriate training and ongoing support inclusive of an annual review

ESTABLISH & FORMALISE VOLUNTEER NETWORK TO DEVELOP, SUPPORT & RETAIN VOLUNTEERS

Ensure efficient operations and reduce over reliance on a dedicated small group of volunteers.

ESTABLISH SOCIAL COMMITTEE

4. GOVERNANCE

ENDURABILITY

Ensure robust governance systems, processes and structures are in place to safeguard the club and its members.

SAFEGUARDING

Ensure that Safeguarding and Child Protection is embedded throughout the club and remains in compliance (demonstrates best practice) with GAA policies and procedures across all activities.

GROWTH

Build Naomh Bríd's reputation as a friendly and inclusive club where those with wide and varied skillsets are welcome to contribute.

5. FACILITIES

TENURE MODEL

Agree model of tenure for Naomh Bríd facilities.

FACILITIES REQUIRED

Ensure that facilities satisfy the different needs of all members across all codes and cultural and social/community activities for the long term.

DELIVERING FACILITIES-MUSGRAVE & OTHERS

Agree minimum acceptable specification for Naomh Bríd club facilities and research, source and secure lands to develop new facilities.

6. COMMUNICATIONS

DEVELOP A COMMUNICATION STRATEGY

Build better connectivity, awareness and participation and support for all the club's activities and to provide a voice for young people.

LEVERAGE COMMUNICATIONS TO BUILD COMMUNITY OUTREACH & Club MEMBERSHIP

Develop a modern and user-friendly website/news hub that supports all teams and all club activity.

MAINTAIN & PROTECT NAOMH BRÍD BRAND

Build awareness of the club's positive contribution within the local community.

7. COMMUNITY OUTREACH & STAKEHOLDER ENGAGEMENT

DEVELOPMENT & PROMOTION

Identify areas of development and promotion across all activities (Games & Cultural) within the club and wider community.

OUR VALUES

Amateur status

Respect

Inclusive & Diverse

Social Responsibility

Community Centric

Teamwork

Player Welfare



OUR MISSION, VISION & VALUES



AMATEUR STATUS



RESPECT



INCLUSIVE & DIVERSE



SOCIAL RESPONSIBILITY



COMMUNITY CENTRIC



TEAMWORK



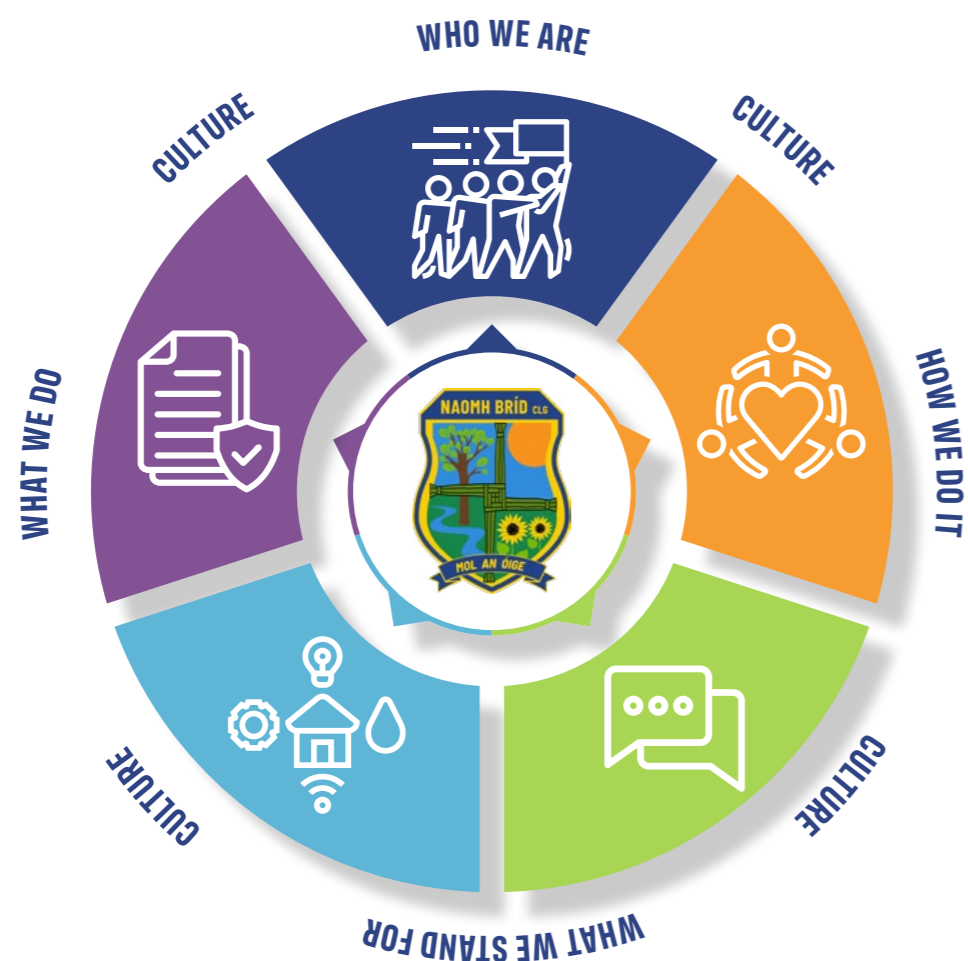
PLAYER WELFARE

OUR VISION

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OUR MISSION

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DEVELOPMENT OF THE PLAN

HOW WE WENT ABOUT IT

In 2023, Naomh Bríd's Executive Committee agreed to undertake a review of the current Club Development Plan 2017- 2022 (inclusive) and to commission a new Club Development Plan for the period 2024-2028. Having celebrated its 25th anniversary the Club needs to ensure that its strategic approach to development matches its ambition with greater alignment between national, provincial and county strategies.

Naomh Bríd's Executive Committee agreed to adopt the following 6 step approach for the Club's Development Plan;

1. Appoint Strategic Planning Officer (SPO) and a Strategic Sub-Committee (SCC). The SCC is comprised of 6 active members/volunteers within the Club. The aims of the SCC are;

- Help to shape the Club's future priorities, development projects, facilities and funding.
- Undertake a review of the exiting plan and lay the ground for new 5 year plan
- Consult and develop Naomh Bríd's Strategic Plan 2024-2028
- Liaise with and support games, development and all sub-committees and to co-ordinate in association with Treasurer an annual operational plan.

2. Review the existing Club Development Plan by undertaking a SWOT / NOISE analysis of the club as it is now. The Strategic Sub-Committee agreed several pillars to guide the development of this new plan during its formative months (Q1 & Q2 2023). The SCC met regularly throughout the timeframe of this planning cycle. During this period SPO engaged formally with Ulster GAA to align with its approach to consultation surveys and its 'Club Planning Programme'. The seven strategic pillars identified were;

1. Games (including participation and performance)
2. Culture
3. People and Volunteers
4. Governance and Structures
5. Facilities
6. Communication
7. Community outreach and stakeholder engagement.

3. Using questionnaire templates from Ulster GAA, Antrim GAA and other established clubs, a draft membership and stakeholder online questionnaire was developed. The draft questionnaire was presented to the Club Executive Committee for review, feedback and approval. The Executive Committee was satisfied these addressed the primary issues relevant to Naomh Bríd and that the questionnaire equally included broader GAA issues in Ulster.

4. A number of Club Planning Workshops were facilitated over a two week period involving some Club Executive members and other members and stakeholders. The purpose of the workshops were to consult how best to communicate, encourage participation and undertake the club survey among the membership - young and old to ensure that as many diverse views as possible were heard. Refinement of the actual questionnaire in terms of ease of use and accessibility was also undertaken. The questionnaire was officially launched in consultation with the Club's PRO via the club's website and via social media under the banner "**Your Club, Your Future**". A target 25% participation was deemed to be representative of satisfactory engagement.

5. Following detailed **statistical analysis and identified themes**, focus groups reviews were undertaken and initial findings were presented to the Executive Committee.

6. Based on the findings of the club questionnaire and in alignment with Ulster GAA (Club Maith template) the SCC were tasked with completing a **draft Club Development Plan and presenting it to the Club Executive Committee by end of June 2024**. In parallel, the SCC were tasked with engaging with wider community stakeholders, including schools, churches, ethnic minority groups and other sporting and social groups within the South Belfast area and that these views and findings should inform the Club Development Plan. The 'cross-cutting' themes explored with these community stakeholders included: Stakeholder Engagement; Safeguarding and Sustainability; Urban challenges; Efficiency and a joined-up approach; Integration; Education / Training Development; Future proofing.



YOU SAID....

"VERY POSITIVE AND SKILLED COACHES"

"GREAT MENTORS AND ENTHUSIASM OF COACHES"

"GIVE ALL CODES EQUAL SUPPORT AND VISIBILITY"

"IMPROVE PLAYER RETENTION FROM UNDERAGE THROUGH TO ADULT GAMES ..."

VOLUNTEERS

(88.9% THINK THAT HELP AND VOLUNTEERING IS EXCELLENT)

"PEOPLE ARE OFTEN HAPPY TO HELP IF ASKED"

"OPPORTUNITIES TO BUILD LIFELONG FRIENDSHIPS"

FACILITIES

43% RESPONDENTS FELT THAT FACILITIES ARE INADEQUATE FOR GROWING CLUB

PITCH WITH FLOODLIGHT / CLUB GYM, PARKING, SECURING OWN PITCH, NEED MORE PITCHES, CENTRAL HUB FOR OUR CLUB, BALL WALL, CLUB HOUSE

GAMES

OPPORTUNITY FOR ALL PLAYERS TO ENJOY WAS RATED EXCELLENT OR VERY GOOD

CAMOGIE 35.7%
FOOTBALL 78.5%
HURLING 42.5%

CULTURE

MOST VALUED ASPECT OF THE CLUB IS ITS SENSE OF COMMUNITY

"THE CLUB, THE CRAIC AND THE PEOPLE"

"COULD BE DOING MORE TO ENGAGE WITH PEOPLE NOT FROM GAA BACKGROUNDS"

"GAA FOR ALL"

GOVERNANCE

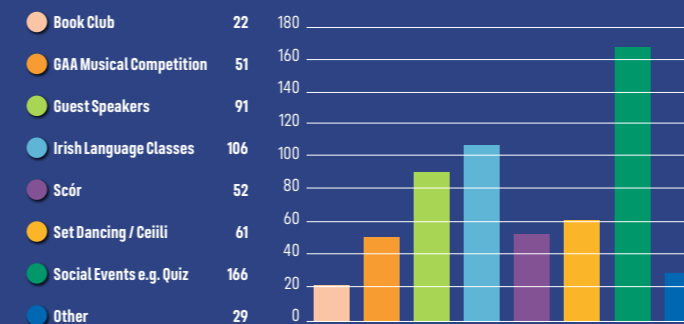
47.4% OF RESPONDENTS FELT THEY DIDN'T KNOW ENOUGH ABOUT THE STRUCTURE OF THE CLUB.

"CLUB PERSONNEL ATTENDING GAMES SHOULD INTERACT MORE WITH PARENTS"

"NEED FOR MORE ACTIVE FUNDRAISING".

FEEDBACK FROM CONSULTATION

ARE THERE ANY SOCIAL OR CULTURAL ACTIVITIES THAT YOU WOULD LIKE TO PARTICIPATE IN OR WOULD LIKE TO SEE TAKING PLACE IN THE CLUB?



Responses in order of preference: Social Events, Irish Language, Guest Speakers, Set Dancing / Ceili, Scór, GAA Musical Competitions, Other (unspecified), Book Club.

WHICH OF THESE GAELIC GAMES ARE YOU INVOLVED IN, IN ANY CAPACITY THROUGH THE CLUB (INCLUDING SPECTATOR, PLAYER, PARENT ETC.)?



Most respondents are involved in football, followed by hurling and ladies football.

WHAT ARE YOUR VIEWS ABOUT FACILITIES REQUIRED FOR THE FUTURE E.G., SECURITY/ OWNERSHIP OF PITCHES/ FACILITIES?

114 respondents answered buying own land/facilities



DO YOU THINK THAT NAOMH BRÍD CLG IS AN INCLUSIVE CLUB? SPECIFY ANY CULTURAL/SOCIAL GROUPS WITHIN THE WIDER COMMUNITY WHERE COLLABORATION WITH NAOMH BRÍD CLG WOULD BE MUTUALLY BENEFICIAL?

Respondents reported/wanted greater outreach to minority ethnic groups, other culture and faiths (n=32), with a suggestion to promote more widely in schools particularly non-Catholic schools (n=26):

NAOMH BRÍD CLG
YOUR CLUB
YOUR FUTURE

325

RESPONSES

70%

RESPONDENTS
> 31 YEARS OLD

26%

RESPONSE RATE OF
MEMBERS

43%

FELT FACILITIES WERE
INADEQUATE FOR
GROWING CLUB

"COULD BE DOING MORE TO ENGAGE WITH PEOPLE NOT FROM GAA BACKGROUNDS AND FROM WIDER CULTURES"

STRATEGIC THEMES & OBJECTIVES



THEME 1	THEME 2	THEME 3	THEME 4	THEME 5	THEME 6	THEME 7
<p>GAMES</p> <p>"Our games, all codes for all ages and genders, are the bedrock of our club. We want to create new opportunities for children and adults to participate and enjoy Gaelic games in an inclusive way, irrespective of ability or background".</p>	<p>CULTURE</p> <p>"In line with the GAA's values of promoting Irish culture, we are committed to ensuring that Naomh Bríd is a vibrant cultural organisation by building on our strong foundations and supporting the aspirations of existing and future members".</p>	<p>PEOPLE & VOLUNTEERS</p> <p>"Naomh Bríd will seek active participation by all with a volunteer structure to support the demands of a growing club. Key to this is maintaining & building upon the community spirit within the club, igniting and enriching the development of lifelong friendships.</p>	<p>GOVERNANCE</p> <p>"With a growing membership across all codes & age groups and with increasing complexity and changing governance reporting we are passionately committed to implementing comprehensive governance policies and procedures".</p>	<p>FACILITIES</p> <p>"Modern fit for purpose facilities will enable Naomh Bríd to maintain and build upon the growth achieved to date, support new players to join our club, sustain existing players and broaden the appeal of the GAA and its activities to the wider community".</p>	<p>COMMUNICATIONS</p> <p>"We have an opportunity to shine a light on the values of our club and the wider GAA, while ensuring we cherish our members and players and the very positive impact they have within the club, and the wider community".</p>	<p>COMMUNITY OUTREACH & STAKEHOLDER ENGAGEMENT</p> <p>Community is at the heart of the club and supporting local community and voluntary groups will enrich the lives of our members and foster a clear sense of identity and place. As an open and welcoming club we will further develop relationships across social groups, ages, gender and abilities".</p>

GAMES

(PARTICIPATION AND PERFORMANCE)

Our games, all codes for all ages and genders, are the bedrock of our club. We want to build on our success and create exciting new opportunities for children and adults to participate and enjoy Gaelic games in an inclusive way, irrespective of ability or background. We will ensure we do this in a way that nurtures their development and helps them fulfill their potential creating an environment where players will derive all the benefits of a positive GAA developmental experience. We will seek to provide parents with guidance, support, and leadership when it comes to making sure their child thrives through their involvement within the club and we will support coaches in delivering life enriching interactions.



OBJECTIVE

1. INCLUSIVE AND ACCESSIBLE APPROACH

Establish an inclusive and accessible approach to all games and codes, facilitating dual players, creating bespoke outreach opportunities to enhance broad community participation and enjoyment.

2. CREATE A NEW GAMES PROMOTION OFFICE (ACTIONED)

Recruit a new Participation Officer to support the club's growth and development.

3. SET UP BESPOKE COACHING DEVELOPMENT JOURNEY

Embed a fit for purpose model of coaching practice and build on National GAA coaching structures that have been established in the club.

4. INTEGRATED PLAYER DEVELOPMENT JOURNEY

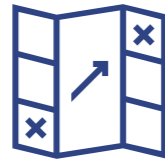
Ensure all players can participate and have fun in a safe environment while fulfilling their potential, through the Association's integrated player development journey.

5. CREATE OPPORTUNITIES FOR MORE GAMES.

Create exciting new opportunities, both within and out of county, for players to participate in and enjoy more games across all codes and genders.

6. ADDRESS PARTICIPATION GAPS

Address gaps to provide opportunities for players of all abilities to be able to play games across all codes and ages, being an exemplar of 'GAA for ALL' and delivering upon the strong feedback within our research.



SPECIFIC ACTION

1.1 Share and implement bespoke club development journey at the beginning of each year for every team.

1.2 Hold player and coach development journey workshops.

1.3 Build and grow on the work achieved with the Coaching the Coaches programme. Leverage opportunities to further develop coaching skills through wider GAA network including Antrim and Ulster engagement including coaching qualifications.

1.4 Support senior ladies and mens team members helping to build the skillset of the coaching network at underage. Establish and implement Senior Player Mentor Programme, with senior players facilitating one club culture of giving back and helping to build skillsets throughout the club.

2.1 Establish a strategic integrated player pathway model, which is inclusive of participation, talent development and high performance, cognisant of the needs and demands of dual players.

3.1 Support coaching teams in providing the logistical and facility assets required to provide opportunities for games within and out of County.

3.2 Targeted plan developed at the beginning of the year to extend reach and game opportunities in and out of County.

3.3 Individual fund raising established across teams to support initiatives.

3.4 Keep the 'fun' in Fun Sunday and throughout the club.

3.5 Enhance and grow the club online coaching programme database.

3.6 Establish and maintain a long term athletic development programme for all playing and non playing members.

3.7 Coaches to have all statutory safeguarding requirements.

3.7 Work with coaches and members to establish a network of referees within the club.

3.8 Establish and implement a culture of self financing across all our teams.

CULTURE

In line with the GAA's values of promoting Irish culture, we are committed to ensuring Naomh Bríd is a vibrant cultural organisation by building on our strong foundations and supporting the aspirations of existing and future members.

Cultural, and language engagement will be an important focus in our future development, particularly through the medium of Irish language and music, with enhanced participation in Scór. Strong links will be developed with relevant cultural organisations and bodies including local government, while also complementing our outreach programmes and creating opportunities for non-traditional GAA communities.

Naomh Bríd will provide a fun, family-friendly and welcoming and safe social environment with a structured plan to promote and support cultural activities.



OBJECTIVE

1. CULTURAL STRATEGY

Development of a Naomh Bríd cultural strategy.

2. PROMOTION WITHIN THE CLUB

Further develop existing structures and activities for cultural engagement and encourage and promote club wide participation.

3. EXTERNAL PROMOTION

Build upon and further develop appropriate links with cultural organisations and members.

4. IRISH LANGUAGE

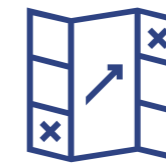
Further develop and promote the Irish language and create more opportunities for club members to engage with it.

5. SCÓR

Build better understanding, awareness and participation in Scór.

6. CROSS COMMUNITY

Foster cross community cultural engagement and participation



SPECIFIC ACTION

1.1 Establish a sub group to lead on the cultural strategy

2.1 Critically review and challenge cultural engagement within the community, building cross community relationships

3.1 Establish a Scór na nÓg sub group



PEOPLE & VOLUNTEERS

As a volunteer led organisation at Naomh Bríd we will seek active participation by as many members as possible with a co-ordinated volunteer structure to support the increasing demands of a growing club. Integral to the delivery of this is maintaining and building upon the community spirit within the club, igniting and enriching the development of lifelong friendships in Naomh Bríd and the local community in line with the ethos of the GAA. Like any GAA club, Naomh Bríd would not exist without its volunteers. They are the heart and soul of the club and subsume the considerable workload inherent in the day-to-day task of running a GAA club. However, increased scrutiny of voluntary organisations and expectation to meet higher standards of competence, governance, ethics, and good practice places greater demand on the volunteers. While we have committed and passionate volunteer groups, as the club continues to expand, more help is needed to meet this growing workload. Recent research amongst the membership highlighted the sense of community and belonging that the club creates, the lifelong friendships made and that more people are willing to step up and get involved. Greater transparency in how to become a volunteer was requested within the feedback to this report.



OBJECTIVE

1. VOLUNTEER NETWORK

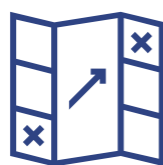
Establish and formalise a Naomh Bríd volunteer network ensuring open access to all, via an electronic platform.

2. TRAINING AND SUPPORT

Ensure that volunteers (existing and new) receive appropriate training and ongoing support, inclusive of an annual review.

3. SOCIAL COMMITTEE

Establish a social committee to maintain and develop the existing sense of community in Naomh Bríd and ensure that we are reaching out to new communities and creating new members.



SPECIFIC ACTION

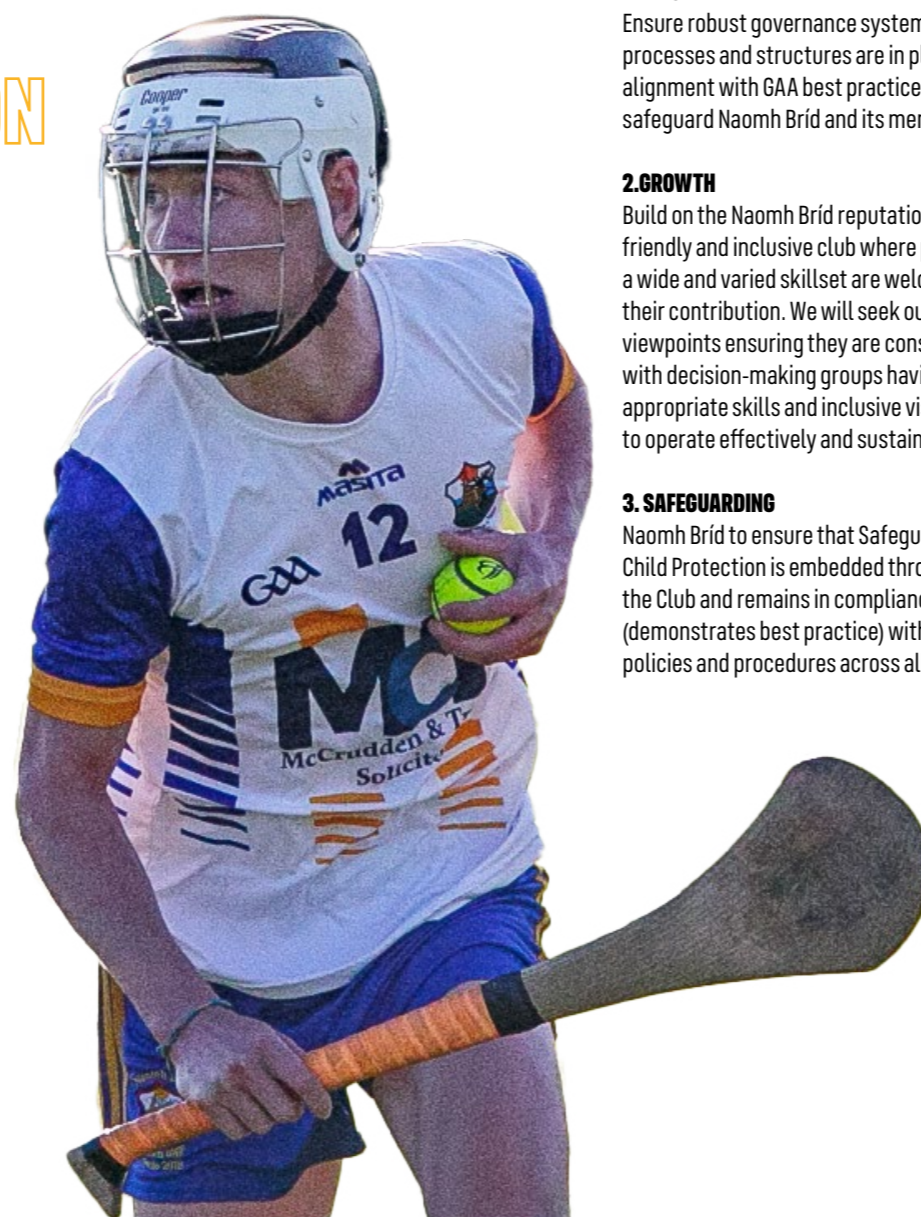
1.1 Responsibility for creation of a network to be devolved to a proposed committee member/ volunteer coordinator(s).

1.2 Draw up a specific list of volunteering roles indicating time involved in each.

1.3 Establish a skills database from members/ potential volunteers.

1.4 Use technology to set up an electronic mechanism of choosing a volunteer task.

1.5 Profile volunteering system and tasks on website, social media and team WhatApps etc.



GOVERNANCE

Enhance the club's governance structures to support a sustainable and thriving environment which enables exemplary delivery of current activities and creates a platform for the targeted growth of new areas identified within the plan. These structures will support the allocation of resources, cognisant of external challenges, while remaining focused on being a community-based, volunteer-led and self-funding club existing to promote lifelong participation in Gaelic games and culture.

Disclosure and transparency of governance and risk oversight requires structured and reliable methods of reporting. With a growing membership across all codes and age groups and with increasing complexity and changing governance reporting at County and Provincial level, we are passionately committed to implementing comprehensive governance policies and procedures.



OBJECTIVE

1. ENDURABILITY

Ensure robust governance systems, processes and structures are in place, in alignment with GAA best practice in order to safeguard Naomh Bríd and its members.

2. GROWTH

Build on the Naomh Bríd reputation as a friendly and inclusive club where people with a wide and varied skillset are welcome for their contribution. We will seek out diverse viewpoints ensuring they are considered with decision-making groups having the appropriate skills and inclusive vision needed to operate effectively and sustainably.

3. SAFEGUARDING

Naomh Bríd to ensure that Safeguarding and Child Protection is embedded throughout the Club and remains in compliance (demonstrates best practice) with GAA policies and procedures across all activities.



SPECIFIC ACTION

1.1 Implement comprehensive and appropriate financial procedures and practices, assessment and management of operational risk and liabilities. As part of this process Committee members would be subject to annual election serving no more than 5 years and seek inclusive representation.

2.1 Create conditions which continues to encourage competent and qualified people into the Club and ensure their contribution is valued.

2.2 Adopt/Apply Club Compás template.

2.3 Conflicts of interest are recognised, managed by the Chair and recorded.

3.1 Designated Liaison Persons and Children's Officers appointed.

3.2 Safeguarding risk assessments and safeguarding statements reviewed and implemented quarterly.

3.3 Promote specific Public Health & Safety / Well being campaigns. Zero tolerance for bullying / violence (on/off field) e.g. "One Punch Can Kill" campaign, Live to Play-Road Safety, etc.

3.4 Our Games Our Code (Code of Best Practice in Youth Sport) when working with young players.

FACILITIES

Naomh Bríd to ensure it has access to a standard of facilities that meets the needs of our players, members and visitors. Modern fit for purpose facilities will enable Naomh Bríd to maintain and build upon the growth achieved to date, support new players to join our club, sustain existing players and indeed broaden the appeal of the GAA and its activities to the wider community.

The standard and availability of facilities at every GAA club across Ireland has a direct correlation to the strength and success of each club's activities. Where facilities fall short of an acceptable standard, clubs face challenges in attracting new membership, achieving success on the field and simply sustaining their activities and operations. We need to secure additional facilities to ensure the continued growth and success of our club. Modern fit for purpose facilities will be required to meet the expanding needs of the club and may include increased numbers of grass pitches, synthetic pitches, flood lighting, changing facilities, gym, club house/community facility, ball wall and car parking. 90% of GAA Clubs in Ulster their own pitches and 73% use council owned pitches. Therefore, a majority of clubs operate with a dual model of tenure where some facilities are club owned and other facilities are council owned.



OBJECTIVE

1. TENURE MODEL

Agree a model of tenure for Naomh Bríd facilities.

2. FACILITIES REQUIRED

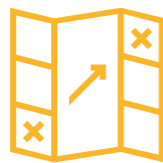
Agree extent of new facilities and the functions each will be required to meet. Ensure that facilities will satisfy the different needs of existing and new members across all codes and cultural and social/community activities for the long term.

3. PLANNING FACILITIES

Research, source and secure lands and develop new Naomh Bríd facilities to support the development of the club.

4. DELIVERING FACILITIES

Research, source and secure lands and develop new Naomh Bríd facilities.



SPECIFIC ACTION

1.1 Investigate if land can be acquired to develop club owned facilities in or close to the St. Brigid's Parish area.

1.2 Investigate what further council land can be utilised to develop club utilised facilities.

2.1 Pitches for playing and training. Grass pitches for 10 months play per year versus synthetic pitches (3G etc) for 'All Weather'.

2.2 Additional facilities for individual groups or codes.

2.3 Additional/improved changing facilities.

2.4 Floodlighting for new and existing pitches.

2.5 Club Room & Parking to host admin and social activities.

2.6 Club Gym.

COMMUNICATIONS

Good communication is the bedrock of our ability to build an inclusive, sustainable community focused club that creates exciting opportunities for people of all ages to participate in and enjoy Gaelic games and culture. Effective communication is crucial to the delivery of all the themes set out within our strategy, and we must ensure that we have the right structures in place to deliver on those objectives. We have an opportunity to shine a light on the values of our club and the wider GAA, while ensuring we cherish our members and players and the very positive impact they have within the club, and the wider community.



OBJECTIVE

1. DEVELOP A COMMUNICATIONS STRATEGY

Develop a bespoke communications strategy to build better connectivity, awareness, participation and support for all the activity that takes place within Naomh Bríd.

2. LEVERAGE COMMUNICATIONS TO BUILD COMMUNITY OUTREACH AND CLUB MEMBERSHIP

Leverage communications to support the community outreach plans and grow and evolve our membership.

3. REVISE AND UPDATE THE WEBSITE

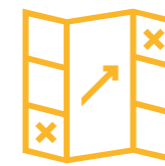
Develop a modern and user friendly website that reflects the fluid and evolving nature of the club and our teams, inclusive of a news hub that supports all activity within the club.

4. MAINTAIN AND PROTECT NAOMH BRÍD BRAND

Continue to protect and enhance the Naomh Bríd brand across all mediums to build awareness of its contribution within the local community and support its positioning of the GAA's core values and principles.

5. PROVIDE A VOICE FOR OUR YOUNG PEOPLE

Build on Naomh Bríd's club motto "Mol An Óige" and develop and build on the leadership potential of our young people by providing them with the opportunity to have their voices heard.



SPECIFIC ACTION

1.1 Establish a communications Sub-Group to progress the Club strategy ensuring there is representation across all codes including culture.

1.2 Establish remit for a communications officer with a supporting team.

2.1 Develop a bespoke database of appointed communications personnel across all teams and activities within the club.

2.2 Train and empower the team to share relevant and targeted information, in line with the communications strategy. Ensuring the strategy is accessible and recognises the diversity of our club membership and the society we live in e.g. Quarterly newsletter to keep members informed on all club activities and include Naomh Bríd alumni/diaspora.

3.1 Develop a clear digital, and social media plan to include brand guidelines to maximise interaction, engagement, understanding and support both internally, and with external stakeholders and ensure consistent approach across all club communications.



COMMUNITY OUTREACH & STAKEHOLDER ENGAGEMENT

Our society is changing and we will work to ensure Naomh Bríd is fully engaged and embedded in the local South Belfast and wider community, championing inclusion, diversity and integration delivering a more connected club and association with its community and stakeholders.

Community is at the heart of the club and supporting local community and voluntary groups will enrich the lives of our members and foster a clear sense of identity and place. Our research has re-inforced that we are on a strong footing as an open and welcoming club across social groups, ages, gender and abilities. However, we know that there is more work to do and the future development of the club will strengthen and expand its current role in the community. Core to our development in the community will be the implementation of sustainable objectives that supports a better society for all.



OBJECTIVE

1. PROMOTION OF NAOMH BRÍD

Develop a targeted engagement and outreach strategy that enriches the club and the local community.

2. INCLUSIVITY & DIVERSITY

Develop targeted programmes for members, creating engagement with a range of representative and cultural organisations locally, building on the GAA values of inclusivity and diversity.

3. SPONSORSHIP

Develop a framework for profiling the club with local businesses to promote sponsorship and ensure sponsors and their contributions are highlighted across the community.

4. HEALTHY CLUB INITIATIVE

Establish the GAA's Healthy Club initiative annually reviewing potential opportunities for physical activities for non-playing members.

5. SUSTAINABILITY

Develop Naomh Bríd as a GAA Green Club to ensure sustainability development goals underpin the club's development.



SPECIFIC ACTION

1.1 Club to have a strategic plan which constitutes a blueprint for all stakeholders in the Club to embrace and deliver.

1.2 Promote an outward looking inclusive club by enhancing our corporate social responsibility.

1.3 Continue the adoption of the "One Club" model - integration of all codes in alignment with GAA integration policy.

1.4 Annual update on governance to enable stakeholders to have a good understanding of them.



WE ALL BELONG HERE IN THIS PLACE. AT THIS TIME

WE BELONG NOT BECAUSE OF WHO WE ARE OR WHERE WE COME FROM

BEING HERE MEANS BELONGING

BELONGING MEANS KNOWING YOU'RE PART OF A COMMUNITY

A COMMUNITY THAT HAS A PLACE FOR ALL

WHERE POTENTIAL IS NURTURED

WHERE INDIVIDUALS BECOME TEAMS

WHO HONOUR THE LEGACY OF THOSE WHO WENT BEFORE

AND STRIVE TO BUILD A LEGACY OF THEIR OWN

SOME OF US PLAY

SOME OF US USED TO PLAY. SOME OF US NEVER PLAYED

WE ALL BELONG

BELONGING MEANS HAVING A VOICE

MEANS BEING ABLE TO SAY WHAT YOU THINK IS RIGHT

BEING LISTENED TO

BELONGING MEANS RESPECTING EACH OTHER

MEANS BEING THERE FOR EACH OTHER

ON THE PITCH. OFF THE PITCH

BELONGING MEANS ROLLING OUR SLEEVES UP AND DOING WHAT NEEDS TO BE DONE

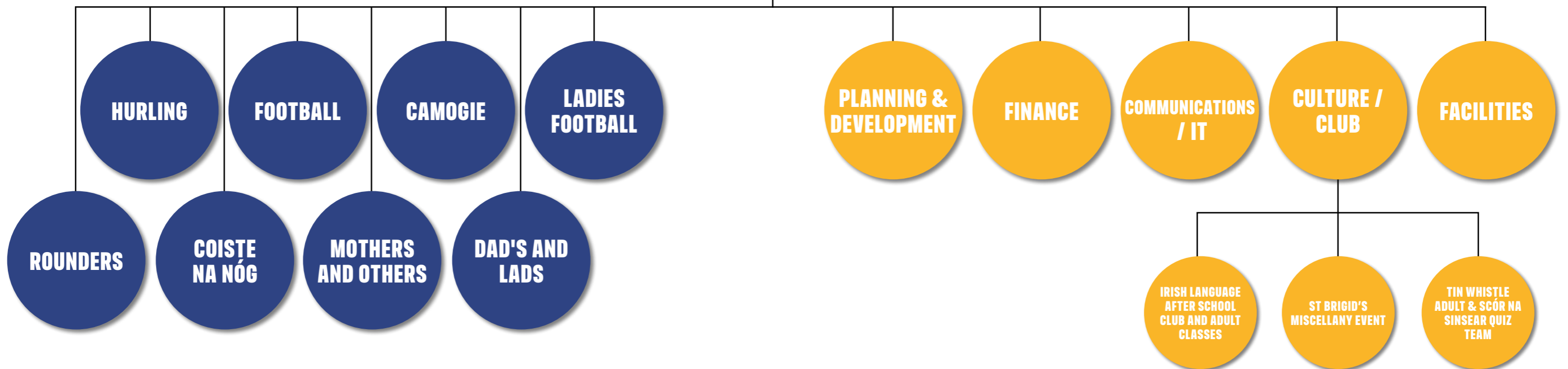
WE ALL BELONG WHETHER IT'S OUR FIRST DAY OR OUR HUNDREDDTH YEAR

WE ALL BELONG HERE BECAUSE THIS PLACE BELONGS TO US ALL

OUR GAA

WHERE WE ALL BELONG

OUR FUTURE STRUCTURE





STRATEGIC PLAN 2024-2028