



Broadford Hurling Club

STRATEGIC DEVELOPMENT

PLAN

2018-2023

Activity Area: Coaching and Games Development

	ACTION	WHEN	WHO
1.	Appoint a coaching officer for the club	Year 1	Fergal O' Brien
2.	Provide regular access to coaching courses for all coaches and aspiring coaches	Year 1	Fergal O' Brien
3.	Agree on a number of focused actions aimed at retaining our 15 to 19 year old players	Year 1	Minor Club
4.	Work closely with the underage camogie club to put in place appropriate training schedules for both clubs	Year 1	Minor & Camogie Clubs
5.	Encourage adult hurlers to take underage training sessions	Year 1	Senior & Minor Clubs
6.	Continue to have designated Child Welfare Officer	Year 1	Ger Cremins
7.	Look at ways to increase playing numbers at national and secondary schools and third level colleges-Education Liaison Officer	Year 3	Minor & Senior Clubs
8.	Examine ways of ensuring ALL children within the parish are playing with Broadford. Includes Kilmore and any child living in the parish that has limited connections with the club	Year 1	Minor Club
9.	Provide First Aid Training to all coaches	Year 1	Kevin Ryan
10.	Continue to provide defibrillator training to club members and local parishioners in addition to ensuring its maintenance	Year 1	Kevin Ryan
11.	Organise coaching up skilling sessions from internal and external coaches for our underage coaches and/or parents	Year 1	Fergal O' Brien
12.	Identify potential parents to get involved in after school training for all children from first-sixth class throughout the school year	Year 1	Aonghus O' Brien

Activity Area: Communications/PR and Culture

	ACTION	WHEN	WHO
1.	Establish a new cost effective text alert system to communicate with all members of the club	Year 1	Martin Cooper & Pádraig Gunning
2.	Increase twitter postings	Year 1	Martin Cooper, Craig Chaplin & Pádraig Gunning
3.	Continue Facebook and website postings	Year 1	Martin Cooper
4.	Set up a fixtures board on club website	Year 1	Martin Cooper & Pádraig Gunning
5.	Promote and Communicate all local events to the membership and wider public	Year 1	John O' Brien & Martin Cooper
6.	Actively support all Community Events and provide any assistance when requested/required	Year 1	All Club Members
7.	Re-erect the old Mill Stone to preserve and promote the parishes rich history	Year 3	Pat Donnellan & Andrew O' Connell
8.	Honour older team members	Year 3	John O' Brien
9.	Publish a Short History of the Club	Year 5	Pat O' Brien

Activity Area: Finance and Fundraising

	ACTION	WHEN	WHO
1.	Review and Maximise Potential of the Club Lotto	Year 1	Paul Reddan, Tom O' Donoghue, Pat Donnellan, Martin Cooper & John Durack
2.	Apply for all relevant grants	Year 1	Pat Donnellan & Peter O' Brien
3.	Build up a nest egg to Finance Future Development	Year 2	Finance Committee

4.	Erect Business Advertising Boards on pitch and road side	Year 5	Finance Committee
5.	Plan and Undertake Major Fundraiser in line with the purchase/development of second training facility.	Year 1-5	Finance Committee
6.	Pay off existing loans ASAP	Year 1-5	Finance Committee
7.	Ensure all 10 year membership direct debits are still up and going	Year 1	Pat Donnellan & Noel Moloney
8.	Minor Club to engage in Ad Hoc fundraising	Year 1	Minor Club

Activity Area: Club Facilities and Development

	ACTION	WHEN	WHO
1.	Increase numbers of volunteers to assist with Key maintenance and pitch preparation work.	Year 1	John O' Brien, Pat Donnellan, Andrew O' Connell.
2.	Erect Club name prominently and visibly on Club building.	Year 2	John O' Brien, Pat Donnellan, Andrew O' Connell
3.	Investigate possible sites for the purchase/long term lease of a field to be used as a training pitch/juvenile pitch.	Year 1	John O' Brien, Pat Donnellan, Andrew O' Connell & Aonghus O' Brien
4.	Build dugouts	Year 2	John O' Brien, Pat Donnellan,
5.	Look at installing a manual scoreboard	Year 2	John O' Brien, Pat Donnellan,
6.	Paint the Ball Alley	Year 1	John O' Brien, Pat Donnellan,
7.	Purchase new mower	Year 1	Pat Donnellan

Activity Area: Structures and Administration

	ACTION	WHEN	WHO
1.	Full Chart of the Current Structure within the Club to be displayed in the Clubhouse and available on the website.	Year 1	Martin Cooper
2.	Training or Workshops should be made available to all Committee Members.	Year 1	
3.	Minutes of each executive meeting to electronically submitted to all members.	Year 1	John O' Brien
4.	Sub-Committee issues should be a permanent item on the Agenda at each Executive Meeting.	Year 1	Minor & Senior Clubs