



# Douglas One Club Vision & Roadmap

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## 1. Introduction

This document is being offered for ratification or rejection – in its entirety – at 2021 AGMs of Douglas GAA, LGFA and Camogie clubs. The group that drafted this document had two members from each of the GAA, LGFA and Camogie clubs.

A One Club model will see changes in several areas of club operations and governance. We are proposing some changes for 2022, but lots of things that will stay the same until there is time to agree whether and how they should change. The changes we propose are outlined in several sections.

## 2. Governance

The long-term governance of One Club will take some time and effort to get right, so 2022 is about *starting* on this journey. We propose to leave the existing committees in place for 2022, for each local club: GAA, LGFA and Camogie.

A new “*One Club implementation group*” shall be created, comprising elected officers of the three local clubs, e.g. Chairperson, Secretary, Treasurer. We suggest that they meet as often as they deem appropriate to define an org structure for One Club *in subsequent years*, including

1. one Executive Committee, with representation from *each* local club (as elected at their AGMs)
2. a sub-committee for each local club, with designated officers

and generally oversee the continuing One Club process during 2022 (see specifically sections 3 and 4).



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## 3. Sponsorship

We need time to create a co-ordinated approach to sponsorship. We propose that the One Club implementation group shall create a subcommittee to investigate the optimal sponsorship for One Club. Until a new approach is agreed, the status quo prevails, meaning each club retains responsibility for its sponsorships.

## 4. Fundraising

Fund-raising is essential to the survival of each local club, and One Club. It is also a social activity.

Going forward, we need all clubs to work together to promote each other's fundraising activities, and to participate in and support those that contribute to the Club Development Plan.

In 2022, we propose that fund-raising plans are raised for transparency at the One Club implementation group – to avoid overlapping/conflicting campaigns, and to agree which clubs will participate and how to distribute the funds.

Our vision for fundraising is a Fundraising Team made up of members of all three clubs and within that team there are small groups with responsibility for individual recurring fundraising activities e.g., Rebels Bounty, X-Mas Tree collection and specific Club Plan Fundraising e.g. Revenue Approved Donation Scheme. Recurring Fundraising and Club Plan Fundraising will be represented on the extended executive committee.

## 5. Registration

We recognise (as do the national associations) the importance of gender- and code-agnostic rates. Therefore, we propose for 2022 a single registration portal on Clubforce, for all members of all three local clubs. All membership income will be deposited into the GAA club's bank account, from where it will be distributed as set out below.

The following be paid centrally out of registration revenue

- All insurance/injury fund bills
- All NGB (national governing body) and County obligations – per player, per team, etc.
- Rental of Douglas Comm and Redmonds
- In addition, each local club to receive an operating budget for 2022, in an amount requested by each club, reflective of the operating revenue they would have received from membership income in previous years.

Membership prices shall be agnostic of gender or codes played or not played (officer, coach, social). A set of membership plans has been costed as follows:

- Juveniles and Students: €80 per member
- Parents: A charge of €30 shall apply to *all families*, allowing one or both parents to register as *full members* of the club
- Adult players: €100
- Registered non-player (individual): €45
- Registered non-player (couple): €55
- Social non-player (individual): €35
- Social non-player (couple): €45
- Mothers & Others / Dads & Lads: €40
- Senior/Over-65s: No charge, levy only (see below)



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We believe that, at these rates, we can pay for all the agreed centrally paid overheads, even anticipating a significant uptake of dual-playing females (though we will only register girls and ladies with the clubs they are actively training with), and no club should fare worse as a result. This does not imply that one or two clubs are subsidizing any other; it means that the combined membership, across the community of Douglas, are subsidising those families who would have previously paid more on account of factors like gender.

The following table lists some *player* examples, for comparison with 2021:

Scenario	2021 (€)	2022 (€) **
per juvenile (GAA) *	80	80 (no discount)
per juvenile (LGFA only)	U10: 51.5, U14: 62, U18: 93	
per juvenile (Camogie only)	U10: 51.5, U18: 72	
per juvenile (dual code)	U10: 103, U14: 134, U18: 165	
Parent membership	25 (GAA only, optional)	30 (mandatory)
1 student (GAA) *	80	80
1 student (LGFA only)	93	
1 student (Camogie only)	82.5	
1 student (dual code)	175.5	
1 adult player (GAA)	100	100
1 adult player (LGFA only)	103	
1 adult player (Camogie only)	93	
1 adult player (dual code)	196	

\* Previous GAA discounts for multiple juveniles & students no longer available

\*\* Levy (see below) not shown

These prices will bring an end to per-session rental of the pitches at Douglas Comm and Redmonds, and still allow for overheads associated with a significant uptake in dual-playing females.

In 2022, each club will retain its own registrar, responsible for registering all their members in Foireann, with their club. All adults will be registered as non-playing members of GAA club.

## 6. Finance

It is critical to get alignment on our financial model. But time is too short for a total overhaul of the systems in place across each club. Therefore, each club will retain its own bank account and manage its own finances. However, we propose that the treasurers of each club work together to balance accounts in a common, consistent way i.e. similar controls across all three local clubs, such that these can be rolled up into an accurate One Club report at end of 2022

As noted above, we propose a single registration portal for membership spanning the three clubs, with various costs being covered by registration income, including an operating budget for each local club based on the amount of revenue they would have drawn from membership income previously.

The remaining registrations revenue shall be available to the GAA club for facilities maintenance (significant registration revenue goes to this in a typical year).



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Our vision for finance is an elected Treasurer & Assistant Treasurer that sits on the One Club Executive and together with an accounts team manages the finances of the three clubs and produces a One Club set of accounts for the annual AGMs. This accounts team will include treasurers of each local club, and we envisage this team forming in 2022.

## 7. Pitch access

Douglas GAA pitch is home to the GAA, Camogie and LGFA. Therefore, it is important that equitable access to pitches is available to all. All codes in the One Club must help with the development and maintenance of our facilities.

As noted above, we propose that the rental of Douglas Comm pitches (GAA and soccer) and Redmond's shall be rented for use by the three local clubs, out of registration income. There shall be no need to collect subsidies when training or playing matches on these pitches.

Further, we propose that a pitch allocations committee be charged to allocate a percentage of total useful and prime pitch time to each club, based on the number of players playing per code\*; and each club then allocates pitch time to each section or team as they wish. This committee should have representation from each club, and those involved in fixtures planning and should be headed by an agreed Pitch Booking Co-Ordinator. An initial task for this group will be to draw up a transparent, sustainable pitch booking policy which is available to all to review, understand and follow.

For 2022, we recognise that pitch security will be important to all local clubs, and it will be the responsibility of the pitch allocations committee to ensure that pitches are available, with consideration of the 2021 time slots. The remit is to bring more LGFA and Camogie sessions and matches from Douglas Comm and Redmonds to the GAA pitches.

In principle and where feasible, that percentage to be the basis of allocation of each pitch – so each local club is represented on club pitches (1, 2, 3 & 4) and externally (Douglas Comm GAA & soccer pitches and Redmond's).

This breakdown shall be reviewed from time to time, based on membership. But it shall not dip below 15% for either LGFA or Camogie clubs.

We anticipate local clubs trading slots, as currently happens, to accommodate team needs. In particular, we endorse the principle of prioritising matches (from Under 12 up) on Pitches 1 and 2 and then Douglas Comm GAA.

All other/external pitch access (e.g., winter training) to be paid for by each team (players or parents) as currently.

*\* based on 2021 membership, all pitches will be allocated, with roughly 60% to GAA; 20% to LGFA; and 20% to Camogie*

## 8. Club Development Levy

The club development plan requires significant support in the coming years, so we propose a levy to be applied for the next five years. This will apply to each registration. This is not the same as per member; if a family registers two or three children plus parents, they would only pay one levy. The amount of levy has been calculated at €70 per registration.

This levy would be ring-fenced and dedicated to funding the club development plan.

## 9. Gym access

The club gym is currently accessible to adult GAA players only, for an additional fee\*. We endorse the notion of equal access for adult players from all clubs, and we recognise that more paying members ought to translate into greater



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investment in equipment. We propose that ladies' clubs can avail of gym access at registration if they so wish from 2022 onwards. Further, that the gym facilities be reviewed to see that they are attractive to all adult playing members.

*\* The gym access fee was €40 in 2021; the gym is supposed to be self-funded.*

## 10. Public Relations, Crests & Branding

We propose that a communications policy be drawn up covering a combined approach to social media and other membership communications, e.g., one social media account, with access shared by three PROs, to reach the maximum audience. In social communications (but not yet on official communications), the club shall be referred to as "Douglas GAA, LGFA and Camogie club".

We also propose that all three local clubs be represented on and in the clubhouse, with crests of all clubs to be on display, and photos, jerseys, cups, etc. on display in the bar and function room.

There will be no change to crests until all clubs agree to share a crest on new gear. From that point, all new orders for the club shop will contain the new crest. Gear that carries the old crests will continue to be sold and circulate.

## 11. Games Development

We endorse the notion of sharing of coaches and resources. In particular, the new Games Promotion Officer shall be oriented towards all three clubs. We suggest the new Coaching & Games Development Sub-committee shall also have representation from ladies' clubs so that they too can play an active part in developing coaching policy and development pathways.

## 12. One Club Road Map

Date	Milestone
12/21	Ratify One Club Vision at AGM's
12/21	Ratify One Club Registration Fees & Club Development Levy
01/22	Appoint One Club implementation group for 2022
01/22	Appoint Pitch Allocation Sub-Committee
03/22	Set up One Club Social Media Team
03/22	Set up One Club Fundraising Team
06/22	Set up sponsorship Sub-Committee
12/22	Elect an executive with representation from all three clubs
	One Club Process complete