

Ruairí Óg Strategic Plan 2008 - 2010

1. Introduction

- 1.1. This plan sets out a strategic direction for Ruairí Óg CLG over the next three years and beyond. It was put together after detailed analyses and widespread consultation with club members.
- 1.2. The aim of the plan is to help develop Ruairí Óg CLG in terms of its infrastructure, members, organisation, structures and teams

2. Background Information

- 2.1. Ruairí Óg CLG is located in the parish of Cushendall in North Antrim in the famous Glens of Antrim and was formed in the early 1900s. Hurling has been played in the Cushendall area on an organised basis from about 1906.
- 2.2. The club went out of existence at various times during its first fifty years due mainly to either a lack of numbers or a lack of interest
- 2.3. At present the club only plays hurling and camogie but in the 1940s to the early 1970s gaelic football was also played
- 2.4. Ruairí Óg CLG won its first Senior Antrim Championship in 1981
- 2.5. The club now fields teams from U8 level upwards in both camogie and hurling

3. Infrastructure

- 3.1. Up until the 1950s Cushendall Ruairí Óg had no permanent home but relied on the goodwill of local farmers to 'loan' them a field for the purpose of playing games
- 3.2. When St Aloysius High School was opened in 1954 it had a playing field attached to accommodate games' activities. Ruairí Óg CLG sought and was granted permission to use this pitch for training and playing matches outside of school hours. The pitch became known as '**The Polo Grounds**' among locals and the club still uses it for training and playing juvenile games.
- 3.3. After immense work by local councillors and representatives, Moyle District Council agreed to build new playing fields and changing rooms in Cushendall that were opened in 1980.
- 3.4. With the help of a substantial financial input from the local community, Ruairí Óg purchased those playing fields from Moyle District Council in 1995 and shortly afterwards the main pitch was re-developed and the pavilion renovated. The club renamed these grounds 'Pairc Mhuire'
- 3.5. At present Pairc Mhuire has :
 - Full size playing pitch x1
 - Juvenile playing pitch x1
 - All weather area with floodlighting
 - Two large car-parking areas
 - Pavilion that consists of:
 - Team changing rooms x4
 - Referees' Changing room x1
 - Male toilet x1
 - Female toilet x1
 - Handicapped toilet x1
 - Large multi-functional room with bar facility x1
 - Storage & other rooms x6
 - Garage x1

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4. Club Membership

4.1. The table below shows membership figures since 2004. Juvenile is 18 years old and under.

Year	Senior Members	Juvenile Members
2004	128	72
2005	102	67
2006	124	70
2007	116	72
2008	124	77

5. Organisation & Structures

5.1. At present the day to day running of the club is conducted by the executive committee that consists of thirteen members

5.2. Other sub-committees and working groups include:

- Juvenile Committee
- Grounds' Committee
- Lotto Sellers

5.3. Ruairí Óg Camogie Club has its own executive committee

6. Teams

6.1. Ruairí Óg CLG fields the following teams in hurling and camogie

Hurling	Camogie
Senior	Senior
Senior Reserve	Minor (C' ship only)
U21	U16
Minor	U14
U16	U12
U14	U10
U12	
U10	
U8	

7. Club Finances

7.1. Ruairí Óg CLG has not sought or received a major capital grant from any agency or organisation in the last five years

7.2. The table below gives a statement of the club's annual income and expenditure since 2003

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Year	Income	Expenditure	Surplus/Deficit
2003	£84,220	£66,586	+£17,634
2004	£41,784	£49,194	-£7,410
2005	£65,603	£55,509	+£10,094
2006	£123,911	£105,124	+£18,787
2007	£80,739	£77,732	+£2,817

8. Demographics of Cushendall Area

8.1. Despite lots of house building during the last ten years in the Cushendall area, primary school numbers have shown no significant increase. Main reasons for this trend are:

- 8.1.1. Couples are having smaller families
- 8.1.2. Many of the new houses are holiday homes
- 8.1.3. In the early 2000s houses prices were very expensive and that resulted in many young couples settling in less expensive areas away from Cushendall

8.2. Cushendall is served by two primary schools: Glenann PS & St Mary's PS. Here is a breakdown of their pupil rolls during the last five years.

8.3. Glenann PS

Year	Male Pupils	Female Pupils	Total
03/04	27	23	50
04/05	28	25	53
05/06	25	21	46
06/07	31	17	48
07/08	36	17	53

8.4. St Mary's PS

Year	Male Pupils	Female Pupils	Total
03/04	83	70	153
04/05	81	79	160
05/06	80	79	159
06/07	76	80	156
07/08	67	80	148

8.5. Birth Rate

- 8.5.1. The number of births from 2004 to 2007 in Cushendall would suggest no significant rise in numbers attending both schools during the life of this plan

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Number of Baptisms in St Mary's Church, Cushendall			
Year	Boys	Girls	Total
2004	12	10	22
2005	12	13	25
2006	15	12	27
2007	17	14	31

9. Ruairí Óg CLG, Cushendall Community & Other Clubs

9.1. There are two other main clubs in the Cushendall area and they are:

- o Cushendall Golf Club
- o Cushendall Boating & Yacht Club

9.2. Ruairí Óg CLG enjoys very good relations with these clubs and many of its members also belong to either one or both of them.

9.3. Ruairí Óg CLG also endeavours to play its part in helping to organise and stage local community events e.g. 'The Heart of the Glens' Festival etc

Strategic Areas for Development

Our analyses and club workshops directed us to look at seven areas that we believe are central to the well-being and development of Ruairí Óg CLG. These are:

1. **Governance & Structures:** How we carry out our work and how we organise ourselves to do it
2. **Image & Communications:** How others perceive us and our ability to communicate clearly with our own members and others
3. **Facilities & Grounds:** We need the best facilities and grounds available to persuade young players to join our club and to help develop our games
4. **Finances & Fundraising:** The promotion of the various aspects of the GAA in Cushendall is dependent upon the strongest possible financial base. A professional and proactive approach must be applied to both fundraising and financial management
5. **Seniors:** Encouraging, developing and retaining players to participate at senior level is one of the club's main aims
6. **Juveniles:** Juvenile members are the lifeblood and future of our club so their well-being and involvement are absolutely vital.
7. **Culture & Heritage:** Gaelic Culture: music, language dance and art need to be taken forward in parallel with the games. Ruairí Óg CLG needs to collaborate

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more with local organisations and projects already successfully active in these fields.

Implementation & Monitoring of the Three Year Plan

If the plan is passed by the membership, the executive committee will be responsible for implementing and monitoring it year on year.

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