CLUB DEVELOPMENT PLAN

FRAMEWORK
Shannonside FC was founded in 2008 with the amalgamation of Foynes AFC and Shanagolden AFC to form one club.

Members from both Foynes and Shanagolden met up in the old lounge in The Foynes Inn. A very productive meeting was had and the new club was formally created.

Originally Foynes had one junior team and several Underage Teams, Shanagolden had one Junior team. Under the new structure there would be 2 Junior teams and several underage teams to cater for both boys and girls within the whole parish. Our plan was to have all underage players in our parish to come up through the ranks and eventually play with the Junior teams. And so the clubs primary ethos of development and participation was formed.

The club has expanded rapidly over the years. Shannonside Soccer Club caters for the communities of Shanagolden, Foynes, Barrigone, and the surrounding district. This is a growing club with a current membership of almost 250, consisting of 11 underage teams and 2 adult teams, all drawn from the local communities.

**Officers of the Club**

**Chairperson:** Pat Stack  
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**Vice Chairperson:** Kevin Reidy  
centrafoynes@centra.ie

**Treasurer:** Bobby Horgan  
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**Assistant Treasurer:** Adrian Lane  
adrian.lane71@yahoo.ie

**Secretary:** John O'Donnell  
oj.odonnell@gmail.com

**Assistant Secretary:** Harry Dickinson  
harry@hdesign.ie

**PRO:** Lee O'Donnell  
leeodonnell31@live.ie
The aims of Shannonside FC are as follows:

- To encourage and promote the development of soccer within Shannonside FC and the community it serves.
- To strive to provide opportunities for participation in soccer within a framework of ethics and sports equity.
- To endeavour to provide opportunities for the development of the physical and interpersonal skills of players within a healthy, safe and recreational environment.

The Club will achieve the above by:

- Encouraging the development of soccer at all levels with the emphasis on giving priority to player development and the quality of their experience.
- Implementing a policy of equal opportunity and being inclusive, not only in the sense of being non-discriminatory but also by playing a part in the local community initiatives to be inclusive of all people regardless of age, ability, sex, religion and ethnic background.
- Encouraging sportsmanship and fair competition at the highest possible levels by the adoption of codes of conduct for players, coaches, parents, and spectators.
- Supporting the development of soccer and sport in general throughout the parish and attempts to improve the use of sporting venues and facilities.
- It is through the above action that Shannonside FC will promote soccer as a tool for social inclusion within the local community.

The club is aware that it now faces some challenges in its endeavours to secure the future of soccer in the area and this outline plan will outline how the club hopes to meet these challenges, and build an even stronger club. To provide a working document for the development of Shannonside FC which will encourage a more coordinated approach to the
development of the club, and a more effective deployment of resources. The Club has defined a number of short and long term objectives that will encompass a 3-5 Year Plan

- Develop and fund infrastructure to secure long term playing facilities for all teams
- Implement the recommendations of the FAI Player Development Plan
- Ensure that volunteers, managers, coaches and club officials receive adequate training to undertake their roles.
- Improve communication throughout the club, with local schools, and with the community at large.

The Club wishes to develop further, not only to encompass the expected growth of our underage teams but to also to work with other, hitherto, less represented groups such as youth and female soccer and also encourage the participation of those who have a disability or who are more mature in years.

The development of the Club, however, is severely constrained by the fact that it does not own or lease its facilities. At present it is limited by the fact that the sports facilities at Aughinish are no longer available to the club and the grounds at Borrigone and Shanagolden are in need of considerable work to become playable for any period of time. In order to combat this, Shannonside FC is pursuing a strategy to:

- undertake the completion of the necessary ground-works and drainage systems at Barrigone to have the pitch ready for next season.
- support Shanagolden Community Council, in whatever way possible, in their plan to completely upgrade the grounds and playing surfaces at Shanagolden.
The Club prides itself on providing soccer for all ages. The FAI Player Development Plan calls for sweeping changes to age groups and squad sizes for the coming season. The Club is looking to actively encourage new managers and coaches to come forward at the earliest opportunity and help form the new teams. Full support will be given to new teams. This includes facilitating entry into local leagues, arranging fixtures and ensuring they have satisfactory equipment.

As stated previously it is the aim of the club to encourage more girls to play. The FAI plan not only provides for the formation of segregated girls teams but now provides for better integration at a greater range of age levels.

All new teams will receive the full backing of the officers of the Club. All new and potential underage team managers will be fully vetted by the club committee. This will involve obtaining Garda Clearance and undertaking a Child Protection Course.

Shannonside FC seeks to form closer links with local schools. The Club wishes to promote more activity for children during out of School hours and in vacation periods. As an introduction to this the Club plans to appoint a Schools Liaison Officer. The club hopes to continue doing this type of work with the schools for the foreseeable future. It encourages children who do not normally participate in sport to come along and compete. Pupils from local schools are encouraged to join the club and many have done so. Indeed many players are still with the club having moved from their first school through to
secondary level. The appointment of a Schools Liaison officer will enhance and heighten school links.

Obviously Shannonside Soccer Club, whilst wishing to have highly successful teams, also recognises that soccer is a game for all children no matter what their ability. The Club strives to promote an environment where children are allowed to participate in healthy sporting and recreational facilities. The Club therefore intends to pursue active School-Club Links to ensure delivery of the new FAI Development Plan.

Shannonside FC has adopted the FAI guidelines regarding the recruitment and selection of volunteers. The Club will strictly adhere to the guidelines set out by the FA and recognises its responsibility for the welfare of all children and young people who participate in soccer by providing a safe and enjoyable environment.

Procedures relating to the recruitment of volunteers are geared to ensure that all unsuitable volunteers are prevented from working with children and young people. Whilst maintaining this process the Club will also ensure consistency and fairness.

To retain volunteers it is important that they are provided with opportunities to expand their skills and knowledge. To ensure strategic development and co-ordination the Club will appointed a Volunteer Co-ordinator. This will be achieved through the Club financially supporting, encouraging and where possible providing local accessible training for volunteers.

Shannonside FC recognises the fact that its coaches are a valuable asset. It is imperative for the game as a whole that all coaches involved with Shannonside FC attain appropriate FAI coaching certificate.

Impetus will also be achieved by utilising the experience of the coaches we already have in post. The present coaches will be encouraged to form a mentoring
partnership with others who wish to coach and reach higher levels.

In addition to in-house expertise, the Club would also wish to target ex-players (not necessarily from its own senior teams, students undertaking sports related awards, teachers and young players who would wish to work towards a coaching qualification.

Shannonside FC is an equal opportunities club and welcomes volunteers, players, coaches and officers irrespective of race creed religion or disability. People with disabilities are encouraged to join the club in an active capacity. Any club member found guilty of discrimination through race, creed, colour or disability will be excluded from the club.

The Club recognises that at present it does not have a sufficient knowledge base to cater for large number of disabled players. Whilst it does have individual players with a disability, the Club needs to evolve links with those centres well versed in the appropriate level of provision and also to involve itself in the FAI initiatives.

Given the scope of the Club Development Plan an audit of training needs will be established and actioned. Where appropriate the Club will establish supervisory and/or mentoring roles.

Players, coaches, officials and parents are encouraged to undertake a variety of qualifications and acquire skills which can be utilised by the Club. Financial support has been made available for these purposes in the past. This has resulted in volunteers gaining coaching, first aid, sports psychology, child protection and administration qualifications over the past couple of years. A register of skills and qualifications has been established. All requests for financial support are discussed by the club’s committee. The committee regularly looks at additional development programmes in a number of areas.
Shannonside FC plays in the Desmond League and our underage teams play in the Desmond Schoolboys/Girls Leagues. In this way it is part of a network of Clubs that promote youth soccer and development, whilst abiding by agreed procedures and codes of conduct. We will look to strengthen links with other clubs in the region to help promote the sport in general and for the benefit of all players.

To support the activities (and participation) outlined above requires a ‘club culture’ founded on good communication, both internally and externally. The Club believes that it has raised its profile over the last season and has secured valuable sponsorship from local businesses. We are looking to further increase our profile and promote the club within the local area.

The Club is constantly updating its website (www.Shannonsidefc.com) with new ventures and new ideas to promote soccer and the involvement of its members. The website and Facebook pages are seen as practical steps to deliver information about the club and players to an increasing social media aware community.

To foster greater communication and inclusion, the Club is aware that it needs to strengthen its fundraising and social activities. The website is seen as a key tool in this process and one of our aims is to increase the traffic through the site and develop it as the primary source of information and club news.

Changes to the structure of the Desmond League and soccer clubs envisaged by the FAI Player Development Plan will require that we have at least 2 playable pitches to facilitate the extra games required by the addition of new age groups, team sizes, and division of squads. The loss of the facilities at Aughinish have impacted our ability to provide suitable playing facilities.
To ensure the continuation of the club and its participation in regional competitions the pitch at Barrigone must be brought up to standard as a matter of urgency. The pitch will be required to be playable by September.

- Following an Engineer's Report work to commence on major drainage and pitch improvement in April to be completed by start of new season.
- Upgrade player and spectator facilities at the ground.

The grounds at Shanagolden have the potential to be developed into a top class facility that any club would be proud of. The Community Council have already put considerable energy and resources into developing player and spectator facilities at the grounds. This is a safe enclosed facility with excellent dressing rooms, parking facilities and within walking distance of local shops, bars, restaurants and facilities. With the shift to a new one season calendar of March to November this would be the ideal venue for Shannonside's underage teams and near 200 players.

- Shanagolden Community Council commissioned an engineer to survey the site and are moving forward with a plan to resurface and drain the playing areas.
- Shanagolden Community Council have applied for grant aid through the Sports Council and are hoping to receive 80% of the required funding.
- Shannonside FC, as part of this process, have endorsed the plan and committed to financially supporting the works.

Aside from our club's obvious focus on the promotion of soccer as a sport we believe that we also have a greater responsibility to promote sport and physical activity in general among the young people of our greater community. We are actively developing a policy and
investigating a range of programmes to engage young people in a greater range of sporting activities. We will seek to ensure that our programme content is of a consistently high standard, utilising relevant evidence and involving stakeholders throughout the process. To ensure that the programmes are needs-led, young people will be involved in the development process through consultation, participation in working groups and as active participants on pilot programmes. We will focus on ensuring the activities developed are relevant, meaningful and engaging. The benefits of a successful programme are quantifiable:

**Physical Benefits:** It is natural for children and youth to be active but in the modern world they, like all of us, are tending to less active and lead more sedentary lifestyles. The results are well documented with childhood obesity now a national issue and related health issues are increasing manifold. Evidence supports the fact that a more active lifestyle has an immediate and lasting benefit for young people. It strengthens the lungs and heart; clears arteries and blood vessels; builds bones and muscle; controls weight and blood sugars; and the list goes on. The key is to get children to adopt a more active lifestyle from an early age.

**Psychological Benefits:** Perhaps less obvious, but of no less importance, are the proactive benefits of exercise for good mental health. Current research strongly supports the idea that a more active lifestyle enhances emotional well-being, contributing to and associated with feelings of well-being, heightening of appetite, and lessening of mental depression. The weight loss that accompanies exercise can also cause people to feel better about themselves. As well as building self esteem the social interaction of team sports helps build good communication skills.

Following on the examples of other organisations working in this sector our programmes will be designed to achieve these outcomes in a fun way, by:

1. Building self esteem and confidence through challenging experiences
2. Develop the ability to manage personal and social relationships
3. Providing learning opportunities which enable youth to gain knowledge and develop new skills
4. Build young people’s capacity to consider risks and consequences, make informed decisions and take responsibility

Shannonside FC are currently seeking a major sponsor to support this imitative and be directly associated with this essential initiative with the community.
Phases

A development plan such as this is by its very nature prone to adjustment and change but to facilitate the necessary changes it has been decided that our objectives will be best met by dividing the plan into a number of Phases. This will allow a degree of flexibility with regards to time and resources.

PHASE 1

<table>
<thead>
<tr>
<th>Action</th>
<th>Outcome</th>
<th>Timescale</th>
<th>Milestones</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undertake ground-works at Borrigone Pitch and complete drainage system</td>
<td>Construction of a semi-sanded Pitch and training area suitable for All-Year play. Pitch ready for start of next season.</td>
<td>Sept 15</td>
<td>Begin April</td>
<td>Club Executive Committee</td>
</tr>
<tr>
<td>Club-School liaison officer appointed</td>
<td>To cement the relationship between the local school (s) and the Club and promote sport and soccer for the children</td>
<td>Sept 15</td>
<td></td>
<td>Committee</td>
</tr>
<tr>
<td>Implement initial stages of FAI Player Development Plan</td>
<td>To encourage our young players to become involved in soccer in a fun and safe environment that helps then develop playing skills and personal skills and confidence</td>
<td>Sept 15</td>
<td></td>
<td>Committee</td>
</tr>
<tr>
<td>To encourage more parents to become coaches</td>
<td>To increase the number of coaches available to the club and prepare for the changes in team age groups and squad sizes.</td>
<td>Sept 15</td>
<td></td>
<td>Committee</td>
</tr>
<tr>
<td>All Club coaches receive FAI Coach Education and have access to coaching resources</td>
<td>To ensure that our coaches are trained to the best possible standards</td>
<td>March 16</td>
<td>Aug 15 Start</td>
<td>Committee</td>
</tr>
<tr>
<td>Purchase Pitch Lawnmower</td>
<td>To help reduce pitch maintenance costs.</td>
<td>March 16</td>
<td></td>
<td>Committee</td>
</tr>
<tr>
<td>Code of conduct for players, coaches, parents and spectators to be revised.</td>
<td>To promote an environment of respect in the Club and to ensure that all children participate in a safe</td>
<td>Sept 16</td>
<td></td>
<td>Committee</td>
</tr>
<tr>
<td>Activity</td>
<td>Description</td>
<td>Deadline</td>
<td>Responsible Officer</td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>All coaches working with underage players attend Child Protection Workshop</td>
<td>To ensure that all children participate in a safe environment</td>
<td>By Sept 15</td>
<td>Children’s Officer</td>
<td></td>
</tr>
<tr>
<td>All coaches working with underage players have received Garda Vetting</td>
<td>To ensure that all children participate in a safe environment</td>
<td>By Sept 15</td>
<td>Children’s Officer</td>
<td></td>
</tr>
<tr>
<td>Audit of all playing and training equipment</td>
<td>To ensure all teams have proper kit and equipment for the start of season</td>
<td>May 15</td>
<td>Committee</td>
<td></td>
</tr>
<tr>
<td>Introduce On-Line Registration for players</td>
<td>To ensure compliance with data protection and facilitate better communication with players and parents etc.</td>
<td>Aug 15</td>
<td>Committee</td>
<td></td>
</tr>
<tr>
<td>Develop a Youth Development Policy</td>
<td>To encourage Youth development through Sport in the community and promote the benefits of sport for good physical and mental health.</td>
<td>May 15</td>
<td>Appoint Development Officer</td>
<td></td>
</tr>
</tbody>
</table>

**PHASE 2 and PHASE 3**

The timing and actioning of Phase 2 and 3 of the plan will depend to a large extent on the progress of Phase 1. Further details will be published as a firmer time frame is set for further development. Grant Aid applications and development timescales for the grounds in Shanagolden will have a major influence on future plans.
Shannonside FC is a thriving and growing Club which has the potential to become one of the best clubs in the area. However big the Club becomes it will never deviate from the aim to provide the best possible soccer experience for as many players (and supporters) as possible. This will take place within a healthy environment with attention to good practice and procedures with the emphasis on safety, personal development and a reassessment of objectives through Continuing Professional Development.

In maintaining and improving these standards the Club aims to develop further and explore new and wider areas of involvement. This to be based on sound management, established procedures and awareness of the opportunities that the game of soccer provides to the individual, community and Club.

To prevent these sentiments being left as ‘words on paper’ we will be producing a Club Action Plan for the next three years which details how the initiatives contained within the Development Plan can achieve fruition in a specific, measurable, achievable and realistic fashion.
Appendix 1

**Main Drain**
160mm Pipe

**Lateral Drains**
80mm Pipe
@ 5m Centres

**Sand Slits**
Extending across entire pitch
50mm wide @ 1m Centres

**Soak Pit**

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Proposed Drainage and Pitch Improvement Works for Borrigone Soccer Pitch
Works Underway at Barrigone