

BISHOPSTOWN GAA CLUB DEVELOPMENT PLAN - PHASE 1 FUNDRAISING BROCHURE



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BISHOPSTOWN GAA CLUB -

2030



BISHOPSTOWN GAA CLUB IN 2030



Our club had very humble beginnings in 1957. We initially played games in a farmer's field in Ardarostig, on the site the new Dunnes Stores now occupies. In the mid-60s, we moved to our current location and over time developed the facility into what you see today. This sequenced development process saw our members move from toggging out in old railway carriages to the development of a prefabricated club house in the mid-70s. By the mid 80's, a block shell fronted the prefabricated building and new dressing rooms were erected. This was followed at the turn of the millennium by the building of our sports hall and associated dressing rooms and offices. In recent years, we have focused on developing our playing pitches and as late as 2017, we installed a state of the art lighting system on Pitch 1.

Simply put, our club and its associated developments, have given a sense of belonging and connection to the people of Bishopstown for over 60 years. It is without doubt that the development of our current infrastructure has provided many Bishopstown inhabitants with countless hours of enjoyment, whether they were on the pitches trying to hone skills or in the pavilion socialising with friends. By supporting these various stages of development, our people have ensured that our community has a facility that it can be proud of and one that meets the needs of a club with ambitions to win senior county championships in both hurling and football.

In order for these ambitions to be continuously met in the future, as well as continuing to meet the needs of a regenerated Bishopstown community (both from a social and health perspective), the time has now come for us to move forward again. After a large consultative process over the past two years, our club is now ready to unveil to our membership a phased development plan spanning the next 10 years. Phase 1 of this plan is outlined in detail in this document and will commence in 2020. Four other phases of development will follow, culminating in 2030, with the construction of a purpose built clubhouse that will sustain and drive our club for many years to come.

2020	2022	2025	2028	2030
PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5
Construction of an 4G playing pitch on Pitch 1 and a regulation sized games field on Pitch 3.	Installation of floodlighting on Pitch 3.	Modular construction* of 8 new dressing rooms, 2 of which are exclusively for female members.	Modular construction* of a player's gym adjoining the sports hall.	Construction of a two-story clubhouse inclusive of a member's gym, meeting rooms, analysis room, bar and other commercial infrastructural units.

** Phases 3 and 4 will be of modular construction so as to tie into the larger scale Phase 5 construction project.*

The following pages clearly outline the needs and the operational items associated with bringing Phase 1 of the plan to fruition. This project fits neatly into the larger scale plan for our club. One could say that our Development Plan is ambitious but without ambition, one starts nothing. The Plan is very much reflective of our member's thoughts which have been gathered through surveys, many face to face individual meetings and numerous discussions at committee level since 2017.

What is outlined is our roadmap for the future, a future that we want you to be very much part of. We are asking you to come with us, we are asking you to help to move our club forward, we are asking you to play your part in ensuring that Bishopstown GAA Club remains as strong and as vibrant as it has for the past 62 years. This support will take many

forms, each as important as each other over the next ten years. Crucially, this plan gives us a target and provides us with a blueprint so that the challenges our current infrastructure presents us with daily, can be tackled with a broader and more informed perspective i.e. longer term decision making processes.

Our future is undoubtedly in our own hands. With hard work, co-operation, member's support and a sense of shared leadership, we can move our club to another level both on and off the field. We simply should not settle for anything less than the very best for our membership and the Bishopstown community in general. Those who have gone before us in our club have given us every opportunity to thrive; we now must do the same for the generations who will come after us.

CLUB DEVELOPMENT AND STRATEGIC PLANNING COMMITTEES

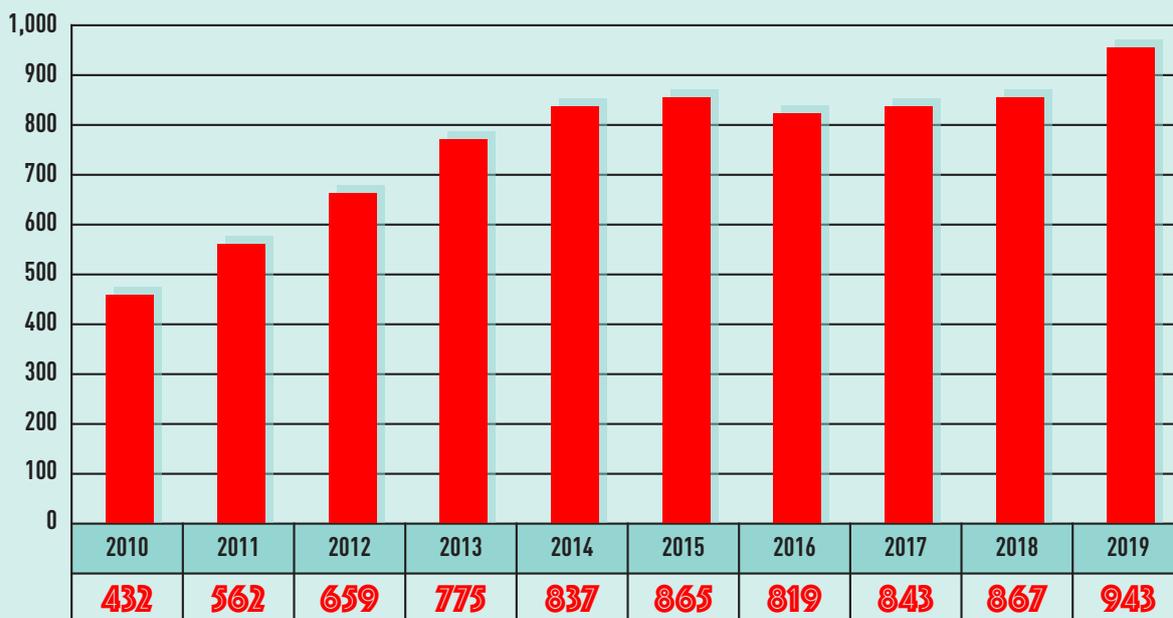
October 2019

INTRODUCTION TO PHASE 1

In October 2018, at a Special General Meeting, the club membership sanctioned the commencement of Phase 1 of our Development Plan. This plan involves the provision of three full-sized playing pitches on our site, one of which would be a 4G astroturf surface. Since this meeting, our Development Committee, in consultation with our engineers, reviewed other facilities, undertook an updated needs analysis of our pitch infrastructure and further examined the demographics of our membership and our community. This analysis formed the basis of our planning application to the local authority which was authorised in June 2019.

Central to this analysis is the rapid growth in membership we have recently experienced. Bishopstown has regenerated and we are presently catering for over 1,000 players. New housing is also coming on stream in our area for the first time in decades so we predict that these numbers may grow. This rapid growth in our membership is one of our many success stories over the last number of years. Since we relaunched our Primary and Cúl Maroon sections in 2016, it has become apparent that the already overstretched facilities we currently have are not, and will not be sufficient to meet the needs of our current and projected membership both today and into the future.

GAA CLUB MEMBERSHIP GROWTH SINCE 2010



Our current pitch infrastructure consists of two full-sized games fields (Pitch 1 and 2) allied to our training pitch (Pitch 3). Facilitating the playing needs of over 1,000 players and 50 teams is proving very difficult and these difficulties result in our club renting facilities elsewhere or teams sharing pitches for training sessions. The task of scheduling standard weekly activities within our

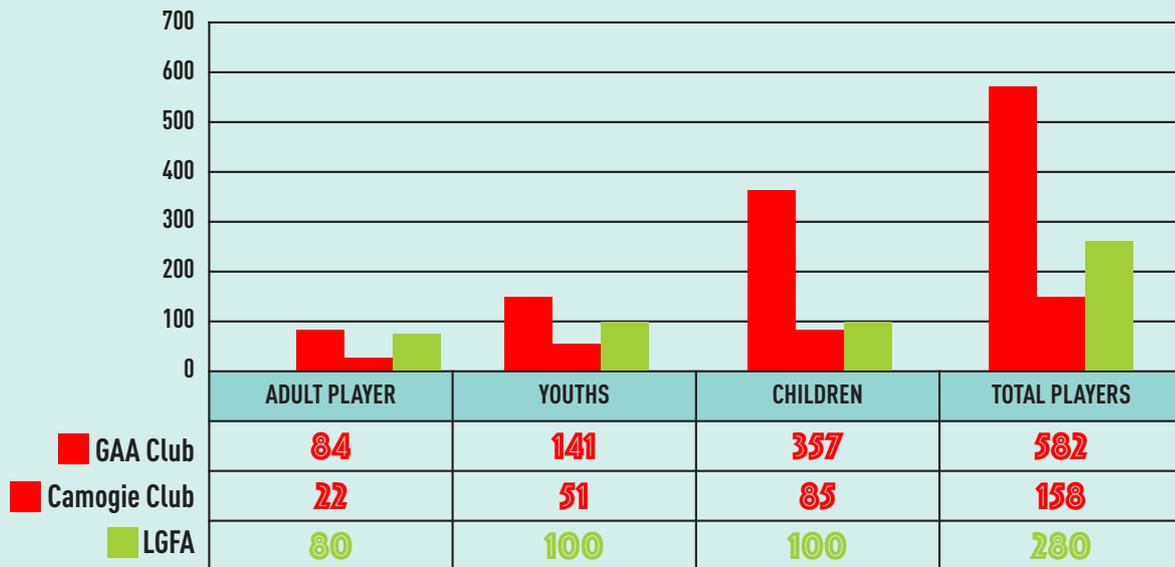
current infrastructure is now becoming increasingly difficult and problematic; we simply require more playing space.

In the past, we had use of other pitches off-site such as Murphy's Farm, The Straight Road and Commercials field. These are no longer available to us and to be fair, we

managed, up until recently, without them due to the demographic profile within our club. However, our membership has increased by 100% since 2010 and currently, 53% of our playing members (542 players) are under 12 years of age. We are facing even greater problems regarding pitch allocation if we cannot provide

solutions now and future-proof our facility. We believe that such a solution must be based within our facility which is centred within our community. Simply put, if we don't develop a third full-sized field now, we will not be able to provide for the demands that the future is going to present.

NUMBER OF PLAYERS IN EACH SECTION OF OUR CLUB



NUMBER OF TEAMS IN EACH SECTION



Our Phase 1 Development Plan alleviates these provision issues by providing our club with three full-sized playing pitches, one which will have a 4G all-weather surface which will service our playing and training needs in the winter months particularly. This

will mean that the Training Pitch will be levelled, realigned and extended to become a regulation sized pitch and Pitch 1 will be developed as a full-sized 4G astroturf pitch.

PROPOSED PHASE 1 DEVELOPMENT OF 4G ASTROTURF PITCH AND EXTENSION OF PITCH 3



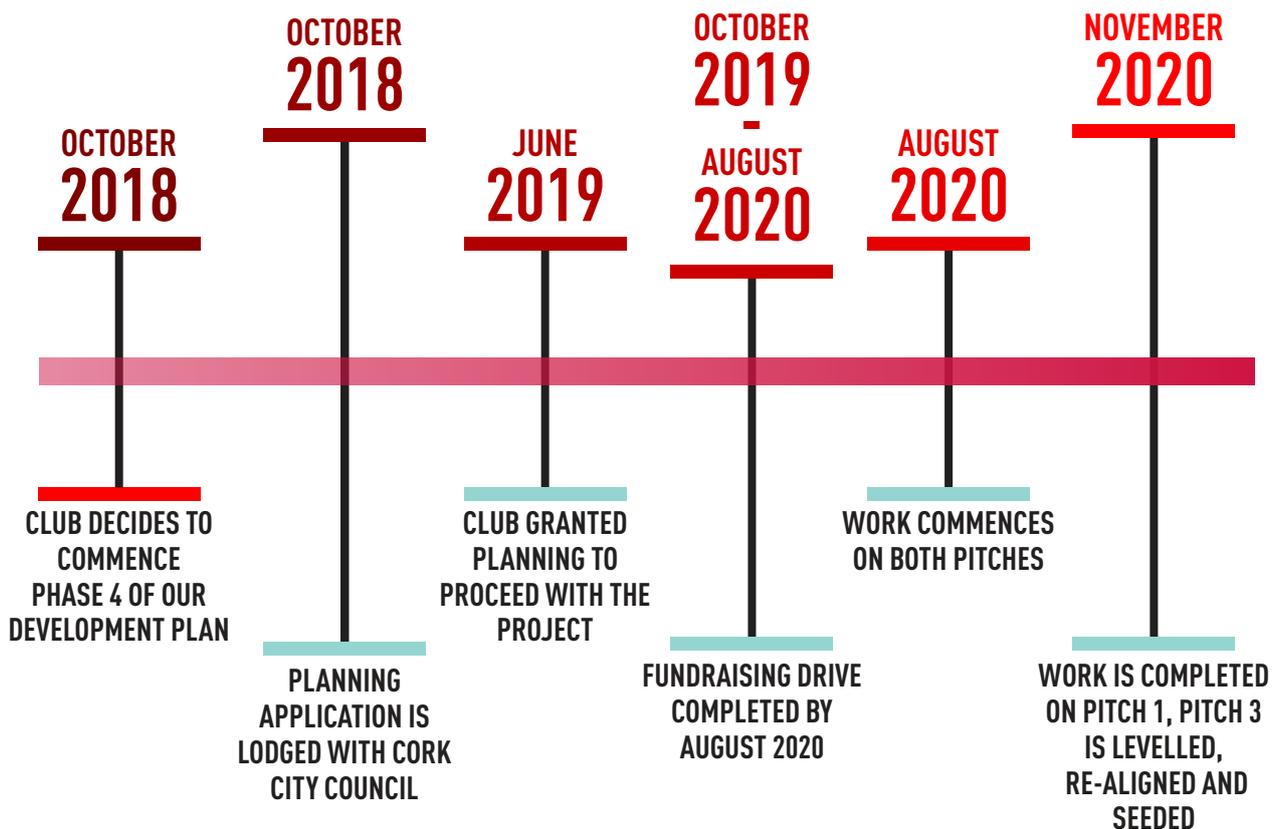
Therefore, we view this moment in our history as the ideal opportunity for our club and the young people of Bishopstown to obtain the facilities that our club merits and deserves. This development will facilitate

our current and future playing and training needs and will allow Bishopstown GAA Club to remain rooted within our own community.

VIEW FROM HIGHFIELD RFC



PROJECT TIMELINE



FUNDING THE PROJECT

The following table illustrates pre-tender estimate costs associated with the project added to our existing bank loan.

FUNDING STRAND	AMOUNT
Pre-Tender Estimates	€950,000
Current Bank Loan	€50,000
Total Fund	€1,000,000

The following table illustrates how we will fund the costs associated with the project.

FUNDING STRAND	AMOUNT
New Bank Loan	€650,000
Current Bank Loan	€50,000
Sports Capital Grant 2019	€100,000
Fundraising	€200,000
Total Fund	€1,000,000

HOW CAN WE RAISE THE FUNDS THAT WE NEED?

Over the last number of months, the Fundraising Committee have been considering the best ways in which to raise the necessary funds to achieve our goal of delivering the facilities that our members deserve. We consider that there are 4 main avenues of fundraising available to us:

- › **Members Bond Scheme**
- › **Donation Scheme**
- › **Corporate Sponsorship**
- › **Club Lotto**

1. BOND SCHEME



WHAT IS A BOND?

A bond is a loan to Bishopstown GAA Club. This loan will be repaid to the bond holders over a 10 year period. There will be a legal agreement signed by Bishopstown GAA Club to

ensure bond holders are guaranteed repayment of their bond. In effect, if you purchase a bond you are giving Bishopstown GAA Club an interest free loan.

HOW DOES THIS WORK?

Bishopstown GAA Club will sell bonds as a way of raising the finance for this project. We need people (club members, parents of children who are playing members, members of the community etc) to buy these bonds. A bond has a cost

of €5,000. The club guarantees to pay each bond holder €500 per annum over the following 10 years from the issue of the bond.

HOW CAN YOU BUY A BOND?

Bonds are valued at €5,000 and can be paid by cash or cheque. If you are interested in assisting with this very valuable project which will have such a positive impact on

our community as a whole then please contact us. We will have a team solely focused on selling bonds and they are contactable at bishopstowngaabonds@gmail.com.

2. DONATION SCHEME

We are asking each family or friend involved in, or with an affinity to, the club to donate €750 towards the development project. Under Irish revenue rules, an approved sports body can claim tax relief on donations made in relation to a project approved by the Department of Transport, Tourism and Sport (DTTAS).

When someone paying tax under the PAYE system makes a donation, it is considered to be net of tax. So, if someone pays tax at 40%, the €750 would be considered to be 60% of the donation (similarly, if someone pays tax at 20% the €750 is considered as 80% of the donation). In both cases, the club can claim the tax on the donation directly from the Revenue Commissioners.

PERSONAL DONATION	DONOR TAX RATE	TAX BENEFIT TO CLUB	TOTAL BENEFIT TO CLUB
750	40%	+€500	€1,250
750	20%	+€188	€938

WHAT WILL DONORS RECEIVE IN RETURN FOR THEIR DONATION?

All benefactors will be honoured by having their name inscribed on our prominently-displayed patrons' board, in the new development.

An important point to note is that one of the rules of the tax rebate scheme that revenue offers is that no prize incentive can be offered; if, for example, we were to run a raffle in conjunction with this donation fundraiser, we would lose up to 67% of the value of each donation.

It is also important for everyone to understand that this scheme is completely separate to the day to-day running costs of the club. Memberships will still need to be paid to keep the club

solvent while fundraising for the new development progresses.

A financial sacrifice on this scale is not asked lightly of anyone. We, the fundraising committee and the club executive, are very aware that €750 is a lot of money to donate, but, to put it at its simplest, the success of this exciting development depends on the Club raising a significant portion of the funding through our membership and friends of the club. Much research has been carried out into similar developments by sports clubs over the past few years and the vast majority have required a significant level of donation from members and friends who understand the importance of sport in the life of a community.

HOW CAN I MAKE MY DONATION?

There are a number of ways that you can pay the €750. All payments can be paid through our online secured system through a link on our website (just like how most people pay their membership). This link will include the three payment options plus a short form that requires to be filled in so that the club

can claim the rebate from the revenue at the end of the year. The link will be sent to all members in January to make the process as simple as we possibly can. All queries regarding donations can be emailed to bishopstowngaadonations@gmail.com.

PAYMENT OPTION	TOTAL DONATION
From Jan 1st 2020, 12 monthly payments of €62.50	€750
From January 1st, 2020, 3 x instalments of €250	€750
From January 1st, 2020, one off donation of €750	€750

3. CORPORATE SPONSORSHIP

We are offering local companies the opportunity to support the Bishopstown community and in turn reap the benefits of the large footfall our social media and club environs experience daily. Our corporate sponsorship package is available for a once-off payment of €5,000. Companies interested in supporting the project will receive the following benefits in return:



- Corporate signage at club entrance and in the clubhouse
- 2 prominent pitch hoardings
- 2 years advertisement carried on our rebranded club website
- 1 year of monthly Facebook promotions on the club Facebook page
- Free entry into our annual golf classic for one team for one year

Our corporate team will be calling on local businesses and asking for their assistance in delivering this project for our local community.

4. CLUB LOTTO

For those members who do not wish to buy a bond or offer a donation, we would encourage them to subscribe to a Lotto Bundle which will be on offer next January when paying your club membership online. This online lotto will offer members a €200 bundle which will allow members to pick a set of

numbers for the year and be automatically entered into our new online lotto. This offers members the chance to win a weekly cash prize whilst still supporting our project. Members, if they don't take up the bundle, also have the facility to play the lotto online weekly.

THE LAST WORD

We would like to take this opportunity to thank you in anticipation for your support of this project. Without you, our club would not be able to consistently deliver for our community. Bishopstown GAA club is at the centre of our locality. As a club, we believe we offer our youth an experience that is positive and adds hugely to their holistic development.

We completely understand that the asks within this document are huge commitments for us all. However, with your assistance, we can properly provide for our membership and develop a facility that we can truly be proud of. We are asking that you come with us and play your part in ensuring our people can be the best that they can be in every facet of their lives.

We sincerely thank you for your continued support.

