



Subject:	GAA Strategy for Belfast
Date:	10 April 2018
Reporting Officer:	Nigel Grimshaw, Director City & Neighbourhood Services Department
Contact Officer:	Rose Crozier, Assistant Director City & Neighbourhood Services Department

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	Ulster Branch Gaelic Athletic Association (GAA) and County Antrim Board have developed a strategy for Belfast following extensive consultation across their members and other stakeholders. A five year action plan for development of the sport in Belfast has been developed and costed at approximately £319,000 per annum, this model is based on funding from four key stakeholders and GAA have asked Belfast City Council to be a supporting partner in delivery of the action plan.
2.0	Recommendations
2.1	That Committee is asked to give approval in principle to; 1. permit officers to work with GAA to deliver and fund the Belfast Action Plan through

	<p>the Belfast Community Benefits Initiative partnership agreement</p> <p>2. develop appropriate arrangements for management of GAA bookings to streamline processes and improve sporting outcomes</p>
3.0	Main report
	<u>Key Issues</u>
3.1	GAA has a good record of working in partnership with Council, having invested significantly in development of a range of sites with the installation of 3G pitches to improve accessibility to training and competition opportunities within the City.
3.2	County Antrim GAA worked with their governing body at Ulster Council and National level to develop a comprehensive action plan based on five hubs which will focus development in partnership with identified clubs, schools and community organisations. The hubs identified are at Beechmount, Cliftonville, Cherryvale, Woodlands and Sally Gardens.
3.3	Existing structures cannot support delivery of the strategy, accordingly revised structures will be put in place within GAA in Belfast and the action plan will see the employment of up to 12 additional staff at a range of designations including managerial, administrative, development and promotional levels. A pilot programme at Woodlands in summer 2017 engaged 169 coaches, 1,377 players and 20 new volunteers and was used to test the model in advance of governing body investment being confirmed.
3.4	To maximise the impact of the action plan in each area of the city will require careful manipulation of the programming mix across the wide range of target groups and users. Co. Antrim has proven its ability to do this successfully under the existing Partnership Agreement at Woodlands. Under this Agreement Co. Antrim is required to confirm six months' of bookings to Council's booking service in advance. This method also works well with Association Football leagues which are required to confirm their series of bookings in advance of the season to Council. The detail of the fixtures are not advised at that time, but developed by the booker according to their needs as the season progresses.
3.5	The Belfast Action Plan has been costed at £319,000 per annum to include £240,000 for staffing and £79,000 for facility hire, equipment and programme costs and will enhance the community and sporting benefit alongside the future development of Casement Park.
3.6	Council has an existing partnership arrangement with the Department of Communities and the Irish Football Association (IFA) titled Belfast Community Benefits Initiative for the delivery

3.7	<p>of sports programmes in the community. This partnership will maximise the impact of the redevelopment of the National Football Stadium at Windsor Park for the benefit of the wider community in Belfast. This agreement is currently funded jointly by Council and IFA and was drafted with GAA in anticipation of the redevelopment of Casement Park. The Belfast GAA strategy action plan will have elements amalgamated into the existing action plan and GAA will become a fourth partner in this agreement.</p> <p><u>Financial Implications</u></p> <p>GAA has requested that Council provides £63,800 to support the action plan i.e. 20% of the overall annual cost. Within the Belfast Community Benefits Initiative Council has committed £100,000 per annum from 2016 to 2026, GAA will be able to access 50% of this funding for delivery of agreed programmes upon joining the partnership.</p>
3.8	<p>There are no financial implications from agreeing new booking arrangements at the designated Council sites.</p>
3.9	<p><u>Equality or Good Relations Implications</u></p> <p>None.</p>
4.0	Appendices – Documents Attached
	None.