



Ó fhís go réaltacht  
From vision to reality

# London GAA

**STRATEGIC PLAN**

2026 - 2028





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# LONDON GAA

## WHERE WE FIT IN

London is the largest GAA county outside of Ireland with 26 affiliated clubs.

We are one of the 7 counties that constitutes The Provincial Council of Britain which was established as the “Fifth Province” by the GAA Central Council back in 1927.

The 7 counties that comprise The Provincial Council of Britain are: Gloucestershire, Hertfordshire, Lancashire, London, Scotland, Warwickshire and Yorkshire.

GAA units outside of Ireland are supported by being twinned with an Irish province.

London GAA is proud to be twinned with Connacht GAA.

Over many fruitful years, our players, coaches and administrators have developed significantly from the support provided to us by Connacht.

As part of this arrangement, the inter-county highlight of the year occurs every April when London GAA hosts one of the Connacht counties on a 5-year rotational basis for the Connacht Senior Football Championship quarter-final at McGovern Park.



## HARROW



Granuaile HC  
Harrow

## BARNET



St Kiernan's GFC  
Barnet

## ENFIELD



North London Shamrocks  
Palmers Green

## HARINGEY



Eire Og GFC  
Haringey

## CAMDEN



Kilburn Gaels Hurling Club  
Highgate



## HILLINGDON



St Clarets GFC  
Hayes

## BRENT



Kingdom Kerry Gaels  
Sudbury



St Gabriels HC  
Wembley



Parnells GFC  
Northwick Park



Brothers Pearse GAA  
Willesden



Garryowen GFC  
Willesden/Harlesden

## EALING



Tara GFC  
Northolt



Robert Emmetts HC  
Greenford



Tir Chonaill Gaels  
Greenford



St Joseph's GAA  
Hanwell



Harlesden Harps GFC  
Acton



Father Murphy's GAA  
Acton

## HAMMERSMITH & FULHAM



Fulham Irish GAA  
Wormwood Scrubs

## RICHMOND UPON THAMES



St Brendan's GFC  
Twickenham



## REDBRIDGE



Thomas McCurtains GAA  
Goodmayes

## SOUTHWARK



Dulwich Harps GAA  
Peckham Rye



Cuchulainn's GAA  
Canada Water

## WANDSWORTH



Wandsworth Gaels  
Wandsworth

## MERTON



Sean Treacys Hurling Club  
Mitcham



Round Towers GFC  
Mitcham

## SURREY



Gael Londain  
Sunbury





# CHAIRPERSON LONDON GAA ADDRESS

A chairde,

It is my great pleasure to present London GAA's Strategic Plan for 2026-2028 to all London Clubs and Gaels.

For almost 130 years the GAA in London has provided an unrivalled link to home for the Irish diaspora here in the UK's capital city. Vast and rapid changes in the intervening years have ensured the GAA has needed to be nimble to adjust to ever changing conditions and circumstances. The fact that London is the largest GAA county outside of Ireland is testament to the incredible work of past Gaels in nurturing the sense of community and belonging necessary to grow our organisation. We are indeed standing on the shoulders of giants.

Volunteers are the cornerstone of our association, and I commend those whose diligent work has brought this plan to publication and whose continued dedication will see great things being achieved across the six specified themes.

This document reflects a vision for a 21st century London GAA set against the backdrop of immigration from Ireland being at its lowest level in living memory. It has never been more apparent that the long-term future of London GAA is best safeguarded by our clubs fully investing in youth and our homegrown players and this is fully reflected in our ambitious plans for the development of our games.

I encourage all members to review this plan in detail and to align with its ethos which is rooted in respect for all and committed to expanding the development of Gaelic Games in London at all levels.

Is mise le meas,

*Tony O'Halloran*





# OUR VISION



Our vision is to be a thriving community-based and volunteer-led sporting Association, that proactively promotes participation and inclusivity in all areas and for all ages.



# OUR PURPOSE



Our purpose is to promote Gaelic games, culture and lifelong participation as a community-based, volunteer-led organisation which enriches lives and communities.

- The promotion of Gaelic games, pastimes and culture
- To bring enjoyment to our members through providing games for them to participate in by playing, officiating, administrating and supporting
- To provide pathways to ensure lifelong participation in the Association
- Every member being afforded the resources to develop their skills



# OUR VALUES



**PARTICIPATION**



**INCLUSIVITY**



**RESPECT**



**VOLUNTEERISM**



**DEVELOPMENT  
OF INDIVIDUALS**



**APPRECIATION +  
RECOGNITION**

# GAELIC GAMES PLAYER PATHWAY



# GAELIC GAMES COACH PATHWAY

**FOUNDATION**  
PARTICIPATION  
& ACTIVE  
LIFESTYLE

**ELITE / HIGH  
PERFORMANCE**  
ACHIEVING  
EXCELLENCE



**TALENT**  
DEVELOPING  
POTENTIAL

- F1** Nursery Coach 4-6 year olds

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- F2** Go Games Coach 7-12 year olds

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- F3** Youth Coach 13-17 year olds  
Adult Coach 18 Years+

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- T1, T2 & T3** Youth Coach  
(2nd Level School/County) 13-19 year olds

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- T4** 3rd Level Coach Adult

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- E1** Intercountry Coach Adult



# LONDON GAA

## OUR REACH

### SOCIAL MEDIA FOLLOWERS



16.9k



8.2k



20k



# THEMES



**CLUBS +  
COMMUNITY**

**GAMES**

**PEOPLE**

**COMMUNICATIONS**

**RESOURCES**

**GOVERNANCE**



AIMS	OBJECTIVES	OUTCOMES + RESPONSIBILITIES
<p>Review of all competitions across the various age grades and codes</p>	<p>A forum/review on fixtures with youth and adult football and hurling clubs to be held before the end of each year and before the Master Plan for the following year is finalised.</p> <p>The Youth Competitions Control Committee to record and produce comprehensive annual statistics of all activity pertaining to youth including, but not limited to, participating teams, number of participating players, venues, officials, scorelines, ratio of games completed as scheduled, walkovers given.</p>	<p><b>Outcomes:</b> Improved participation and player retention levels  <b>Responsibility:</b> Competitions Control Committee, Club Executive Committee</p> <p><b>Outcomes:</b> Higher numbers of games played by individual teams and fewer walkovers given  <b>Responsibility:</b> Competitions Control Committee, Club Executive Committee</p> <p><b>Outcomes:</b> Statistical evidence available to support and further the development of all youth activity  <b>Responsibility:</b> Youth Competitions Control Committee</p>
<p>Develop and promote youth hurling</p>	<p>Encourage and support the formation of new youth hurling clubs. Discussions to be held with adult hurling clubs related to the viability of creating youth teams, even at one age group, and how they can support the growth of homegrown players at youth level.</p> <p>More meaningful games and competitions to participate in within London to boost participation and retention levels. Trips to Ireland to augment a vibrant county and provincial offer rather than being the predominant source of vibrancy.</p>	<p><b>Outcomes:</b> A greater number of youth hurling clubs and more existing adult hurling clubs with youth provision.  <b>Responsibility:</b> Youth Committee, CDA, Coaching Officer, Hurling Clubs</p> <p><b>Outcomes:</b> A greater number of children playing hurling with more domestic games to participate in. Hurling super centre days to attract new players.  <b>Responsibility:</b> Youth Committee, CDA, Coaching Officer, Hurling Clubs</p>
<p>Develop player pathway</p>	<p>Being creative in the development of more meaningful fixtures and opportunities for players post under 17 to ensure they continue to play.</p> <p>More football clubs to enter junior clubs made up of predominantly homegrown players. Hurling clubs to make a concerted effort to integrate and nurture players emerging from U17 into their adult setup.</p> <p>Growth of county development squads.</p> <p>Improvements in nutritional information and strength and conditioning opportunities available to our youth players.</p> <p>Access to top quality coaching allied to the availability of coaching courses from foundation to level 3.</p> <p>Access to quality facilities including structures that can be used as hurling/football walls to facilitate the honing of skills.</p>	<p><b>Outcomes:</b> To ensure greater numbers of homegrown players progress from youth to represent their club at adult level in hurling and football. More football clubs with youth sections to enter junior teams.  <b>Responsibility:</b> Club Executive Committee, Youth Committee, CDA, Coaching Officer, Competitions Control Committee, Youth Competitions Control Committee, County Committee</p>



AIMS	OBJECTIVES	OUTCOMES + RESPONSIBILITIES
<p>Develop and empower our volunteers across all clubs</p>	<p>Establish a 'Club Development Conference'.</p> <p>Develop a club leadership programme/workshops for new and existing officers. Access to suite of training modules provided by GAA.</p> <p>Production of a club officers handbook tailored to these roles in the context of London GAA.</p> <p>Clubs to use the 'Club Compas' programme to self-assess the health and strategic direction of their club using their checklists.</p> <p>Having an experienced in-County representative for each club committee position who less experienced officers holding the same position in other clubs can contact for support and guidance by way of a buddy system.</p>	<p><b>Outcomes:</b></p> <p>More clearly defined roles for officers and volunteers. A greater understanding of the requirements associated with roles. A greater awareness of how to further develop clubs and a healthier volume of volunteers across clubs.</p> <p><b>Responsibility:</b> Planning &amp; Training Officer, Club Executive Committee, County Committee</p>
<p>Recruitment and training of volunteers at all sectors of London GAA</p>	<p>All clubs to have at least one trained referee and members who have undergone/participated in the GAA Umpire training course. Referees to conduct a rules-focused annual assessment.</p> <p>Increased numbers of youth members participating in the young whistlers scheme.</p> <p>Widespread use of central training modules by club officers and provision of workshops to ensure best practice.</p> <p>Clear definition of defined roles and tasks for specific volunteer roles.</p> <p>Clubs to have a representative to liaise closely with the County Planning and Training Officer to ensure best practices being adhered to within their club.</p>	<p><b>Outcomes:</b> Increased number of trained referees and umpires with representation across all clubs. Referees with secure knowledge of all rules. Less variation in the running of clubs with greater levels of adherence to best practices.</p> <p><b>Responsibility:</b> Planning and Training Officer, Club Executive committee, County committee, Youth Committee, Referees Coordinator</p>
<p>Formal annual recognition of our volunteers to support their recruitment and retention</p>	<p>To host an annual awards event to recognise selected volunteers as chosen by clubs.</p> <p>To improve the provision of the Sean Gael awards scheme for those who have given a lifetime of service to the Association.</p>	<p><b>Outcomes:</b> Continued service to the GAA from volunteers and encouragement of others to take an active voluntary role within the Association.</p> <p><b>Responsibility:</b> County Committee, Club Executive Committee, Development and Training Officer</p>

# CLUBS + COMMUNITY



AIMS	OBJECTIVES	OUTCOMES + RESPONSIBILITIES
<p>Grow London GAA by encouraging the formation of new clubs and for existing adult clubs to develop a youth section</p>	<p>Survey clubs on what support from London GAA is required.</p> <p>Provide tailored support for clubs with youth sections to grow their number of participating teams and for clubs without youth sections to initiate the development of at least one team at a single age group.</p> <p>To aid the development of new clubs within the county especially in areas/boroughs without existing clubs.</p>	<p><b>Outcomes:</b> Full compliance to survey with meaningful feedback provided.  <b>Responsibility:</b> Coaching Officer, CDA, Youth Committee.</p> <p><b>Outcomes:</b> To safeguard the long term future of London GAA. New clubs participating in youth competitions and more established youth clubs participating at all age groups.  <b>Responsibility:</b> Coaching Officer, CDA, Youth Committee.</p> <p><b>Outcomes:</b> Having a youth hurling club in South London. New clubs participating in youth competitions.  <b>Responsibility:</b> Coaching Officer, CDA, Youth Committee, County Committee.</p>
<p>Develop stronger links between GAA clubs and clubs from other sporting organisations</p>	<p>To create fully inclusive environments that will ensure players of all ethnicities, backgrounds and protected characteristics feel welcome and comfortable to participate in Gaelic games.</p> <p>To promote our games to a wider audience and to increase the amount of facilities available for our clubs to use for training.</p> <p>As a minority sport in London, stronger links will help ensure an efficient fixture calendar with less clashes with other sports and greater numbers of players available to participate in games.</p>	<p><b>Outcomes:</b> Increased diversity of participation with greater numbers from non-Irish backgrounds.  <b>Responsibility:</b> Club Committees, County Committee, Youth Committee, Coaching Officer, CDA.</p> <p><b>Outcomes:</b> A greater awareness of our games and more clubs with use of pitches and facilities for training and matches.  <b>Responsibility:</b> Public Relations Officer Committee, Club Executive Committee, Competitions Control Committee, County Committee, Youth Committee, Coaching Officer, CDA.</p> <p><b>Outcomes:</b> Greater level of participation in games with more games played and fewer walkovers given, particularly at youth level.  <b>Responsibility:</b> Youth Committee, Coaching Officer, CDA, Competitions Control Committee.</p>
<p>Develop social games, pastimes and activities for non-playing members</p>	<p>Initiate and embed the GAA Healthy Club programme across the county.</p> <p>The creation of club walking groups.</p> <p>Support and encourage participation in Scór as a means of clubs achieving their fullest social potential for all members.</p>	<p><b>Outcomes:</b> Vibrancy of activities across clubs separate to participation in football and hurling training and matches.  <b>Responsibility:</b> Club Executive Committee, County Committee, Youth Committee, Development Officer, Wellbeing Officer, Public Relations Officer Committee.</p>



AIMS	OBJECTIVES	OUTCOMES + RESPONSIBILITIES
<p>London GAA website and social media channels to become the information hub for all GAA activity in London</p>	<p>Improve livestream offering to supporters</p> <p>Revamp website with accurate information on all aspects of London GAA</p> <p>Use social media platforms as a tool to raise the profile of London County teams</p>	<p><b>Outcomes:</b> Production of highlights of broadcasted matches.  <b>Responsibility:</b> Public Relations Officer</p> <p><b>Outcomes:</b> Obtain a sponsor to help enhance livestream production values.  <b>Responsibility:</b> Public Relations Officer Committee, Finance Committee</p> <p><b>Outcomes:</b> Modernise banner graphics on website. Keep all information points up to date.  <b>Responsibility:</b> Public Relations Officer Committee</p> <p><b>Outcomes:</b> Produce profiles for senior football, hurling and junior football panels.  <b>Responsibility:</b> Public Relations Officer Committee, County team liaison officers</p>
<p>Ensure the promotion of youth activities across London GAA at both club and county level</p>	<p>Publicise youth activity and teams on social media</p> <p>Use social media to promote club activity: e.g. Blitzes, youth days &amp; tours to Ireland</p>	<p><b>Outcomes:</b> Production of programmes for youth championship finals and a greater share of coverage on social media platforms.  <b>Responsibility:</b> Public Relations Officer Committee, CDA, Youth Committee</p> <p><b>Outcomes:</b> Close ties built up with club PRO's for the sharing of pictures, videos and information.  <b>Responsibility:</b> Public Relations Officers (County and Clubs), CDA, Youth Committee</p>

# COMMUNICATIONS



AIMS	OBJECTIVES	OUTCOMES + RESPONSIBILITIES
<p>Maintain London GAA's profile as a foremost organisation within the London Irish community. Forge links with other news and media outlets</p>	<p>Continue and develop London GAA's presence at the annual St Patrick's Day Parade.</p> <p>Deepen and further relations with other London Irish organisations</p>	<p><b>Outcomes:</b> Growing London GAA participation in the parade with a stall manned at Trafalgar Square.  <b>Responsibility:</b> Irish Cultural Officer, Public Relations Officer Committee</p> <p><b>Outcomes:</b> Invite these organisations to attend and have presence at Connacht championship match and other London GAA events. including the annual Dinner Dance.  <b>Responsibility:</b> Irish Cultural Officer, County Committee, Public Relations Officer Committee</p>
<p>Development of match day promotion and entertainment experience</p>	<p>Production of quality match day programmes</p> <p>Creation and promotion of pre and post-match entertainment (e.g music, features, etc)</p>	<p><b>Outcomes:</b> Increased domestic attendances at McGovern Park for better match day experience and value for money.  <b>Responsibility:</b> Public Relations Officer Committee</p>

# GOVERNANCE



AIMS	OBJECTIVES	OUTCOMES + RESPONSIBILITIES
<p>Establish an audit and risk committee</p>	<p>Support the Treasurer, Finance committee and Management committee in all financial and risk related matters.</p>	<p><b>Outcomes:</b> To provide reports to Provincial and Central audit and risk committees.  <b>Responsibility:</b> Management Committee</p>
<p>To uphold the highest standards of safeguarding at all times</p>	<p>To robustly ensure that all working with youth members are fully compliant by having been successfully DBS checked, completed safeguarding training and a foundation coaching course</p>	<p><b>Outcomes:</b> Full adherence with Safeguarding risk assessment checklists by all London GAA clubs. The provision of quality training for all youth volunteers and the creation of safe environments for our youth members to play in.  <b>Responsibility:</b> County Children's Officer, Club Child Protection Officers, Club Chairperson and Secretary, County Committee, CDA, Coaching Officer, Youth Committee</p>
<p>The effectiveness of sub-committees in discharging their duties</p>	<p>To ensure that all sub-committees are having regular and timely meetings that are minuted.</p>	<p><b>Outcomes:</b> Sub-committee chairs to provide reports at monthly County committee meetings and to submit an annual report for County Convention.  <b>Responsibility:</b> County Chairperson, County Secretary</p>
<p>Promote good governance throughout the County</p>	<p>To develop a governance plan used in conjunction with standard operating procedures (SoPs) to ensure objectives of the county are being met with decision making processes clearly outlined. Training for club and county officers.</p> <p>The optimum levels of corporate responsibility and transparency are adhered to at all times.</p>	<p><b>Outcomes:</b> Best governance practices being adhered to.  <b>Responsibility:</b> Management Committee, Planning &amp; Training Officer</p>



AIMS	OBJECTIVES	OUTCOMES + RESPONSIBILITIES
<p>Develop our processes and systems to achieve both Financial Management and Governance excellence</p>	<p>To maximise all avenues of commercial income generated through the marketing of our greatest asset, McGovern Park, to fund the growth and development of London GAA across all levels.</p> <p>To maximise Income generated from sponsorship packages and that sponsors are recognised and feel valued for their contribution made to the Association.</p> <p>Ensure value for money on all spending.</p> <p>Assist clubs in matters of best practice regarding their own financial management.</p>	<p><b>Outcomes:</b> Significant income streams from a diverse range of sources such as rentals, car parking and electric charging points.  <b>Responsibility:</b> Treasurer, Assistant Treasurer, Finance Committee.</p> <p><b>Outcomes:</b> A broad base of sponsors who feel appreciated for their contributions. All club competitions and county teams sponsored.  <b>Responsibility:</b> Treasurer, Assistant Treasurer, Finance Committee.</p> <p><b>Outcomes:</b> High quality outcomes at competitive rates whether it be spending on county teams or works carried out, etc.  <b>Responsibility:</b> Treasurer, Assistant Treasurer, Finance Committee.</p> <p><b>Outcomes:</b> Clubs on a solid financial footing to be able to cover their costs whilst being able to fund their development.  <b>Responsibility:</b> Treasurer, Assistant Treasurer, Finance Committee, Club Treasurers, Club Executive Committee</p>
<p>Maximise funding opportunities available to London GAA</p>	<p>Work closely with Croke Park to ensure all available funding for inter-County participation and maintenance for McGovern Park is realised through adherence with governance and committee formation criterion.</p> <p>In partnership with Provincial Council, develop links with external bodies such as Sport England, local government, tourism bodies, Irish consulate &amp; London Irish Centre to avail of funding, support and promotional opportunities.</p> <p>Publicise funding opportunities available to individual clubs through the London GAA website and assist clubs in making applications for grants and other funding.</p>	<p><b>Outcomes:</b> Full payment of all grants available to London GAA from Croke Park.  <b>Responsibility:</b> Treasurer, Assistant Treasurer, Finance Committee, County Secretary.</p> <p><b>Outcomes:</b> Additional grants and financial supports from external bodies.  <b>Responsibility:</b> Treasurer, Assistant Treasurer, Finance Committee, County Chairperson, County Secretary.</p> <p><b>Outcomes:</b> More London GAA clubs being successful in receiving funds through grant applications.  <b>Responsibility:</b> Public Relations Officer, Treasurer, Assistant Treasurer</p>

## AIMS

Upkeep of current and creation of new facilities for both clubs and county

## OBJECTIVES

McGovern Park maintained to a high standard to ensure value for money and sustainability of costs. Also to ensure the continued improvement of the match day experience for our patrons.

Training of more members of London GAA to alleviate the external cost of stewarding McGovern Park.

A greater level of youth officers' and coaches' involvement in assisting with tasks at McGovern Park to coincide with increasing youth use of our County ground.

Review existing facilities available to London GAA and map out a strategic plan for infrastructure development for London GAA for the coming years.

## OUTCOMES + RESPONSIBILITIES

**Outcomes:** A greater pool of volunteers of all ages being pro-active in caring for and taking more pride in our County ground at McGovern Park. A reduction in spending on external stewarding.

**Responsibility:** All club members, County Committee, Youth Committee, Treasurer, Assistant Treasurer.

**Outcomes:** A growing portfolio of facilities available to clubs and County teams.

**Responsibility:** Development Officer, County Management Committee, Club Executive Committee.

# IMPLEMENTATION



London GAA's Strategic Plan has been launched to all our clubs at County Convention, December 2025.

This document sets out ambitious objectives and outcomes to ensure the continued prosperity of London GAA over the course of the next three years.

Our volunteer committees alongside elected/selected individuals will be responsible for leading and delivering on the aspects detailed in this plan. This work should complement the wider remit of these committees and individuals.

Reporting of progress will be incorporated into monthly County committee meetings whereby an update on each theme will be provided on a quarterly basis so that four times a year progress updates in all areas of this plan will be provided to clubs.

Additionally, formal performance reviews will be conducted at the end of 2026 and 2027 to ensure timely implementation of the plan and so that an appropriate handover can be made to new members of committees post County Convention.

This Strategic Plan is for the entirety of London GAA and as such, must be owned fully by all clubs and units. All clubs will be requested to have representation on one of the various committees to aid this realisation. Experience and best practice dictates the necessity for new committees and individuals to be able to build on the work of previous incumbents in implementing this plan.

The Strategic Plan has been created with integration firmly in mind and based on the knowledge that the integration process should be fully completed by the time this plan matures by the end of 2028.



WHERE WE ALL BELONG



# WE ALL BELONG HERE IN THIS PLACE. AT THIS TIME

WE BELONG NOT BECAUSE OF WHO WE ARE OR WHERE WE COME FROM

## BEING HERE MEANS BELONGING

BELONGING MEANS KNOWING YOU'RE PART OF A COMMUNITY

A COMMUNITY THAT HAS A PLACE FOR ALL

WHERE POTENTIAL IS NURTURED

WHERE INDIVIDUALS BECOME TEAMS

WHO HONOUR THE LEGACY OF THOSE WHO WENT BEFORE

AND STRIVE TO BUILD A LEGACY OF THEIR OWN

## SOME OF US PLAY

SOME OF US USED TO PLAY. SOME OF US NEVER PLAYED

## WE ALL BELONG

BELONGING MEANS HAVING A VOICE

MEANS BEING ABLE TO SAY WHAT YOU THINK IS RIGHT

## BEING LISTENED TO

BELONGING MEANS RESPECTING EACH OTHER

MEANS BEING THERE FOR EACH OTHER

## ON THE PITCH. OFF THE PITCH

BELONGING MEANS ROLLING OUR SLEEVES UP AND DOING WHAT NEEDS TO BE DONE

WE ALL BELONG WHETHER IT'S OUR FIRST DAY OR OUR HUNDREDTH YEAR

WE ALL BELONG HERE BECAUSE THIS PLACE BELONGS TO US ALL

# OUR GAA

## WHERE WE ALL BELONG





[www.londongaa.org](http://www.londongaa.org)



McGovern Park

