



Mullingar Athletic AFC

Facilities Development Plan
2023 - 2030



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A NOTE FROM OUR CHAIRMAN

03

As we mark our club's 40th anniversary this year, I am thrilled to announce the launch of the Mullingar Athletic AFC facilities development plan 2023-2030.

Our ambitious plan has two main objectives. Firstly, to expand and enhance our already impressive club facilities, and secondly, to accommodate the ever-increasing number of boys, girls, young men, and women from the Mullingar area who are taking part in football within the community.



This 'Facilities Development Plan' completes one important pillar within our overall "Club Strategic Plan 2023-30". This document provides an illustrative overview and detailed breakdown of the planned infrastructure which will be constructed over four phases along with an estimate of costs. We commenced with Phase 1 in March 2023 and our aim is to complete all phases with the help of our club members, external stakeholders and the wider community.

We are excited about the future of our club and would like to invite you to join us on this journey..

Liam McGovern

Chairman, Mullingar Athletic AFC



CLUB HISTORY 1983 – 2023

Mullingar Athletic AFC was founded in 1983 with a single Senior Men's team, competing in the Leinster football league.

The club eventually increased its senior men's teams to three by 1990, and in 1992 it established its first underage schoolboy's team. The club formed its first senior women's team in 2004.

The club's facilities at Gainstown have been developed extensively, with a total investment exceeding €3.5 Million. The initial purchase of 10 acres in 1992 from Westmeath County Council enabled the club to develop two grass pitches and a clubhouse.

In the following years, the club purchased an additional 8 acres, which has been used to develop another grass pitch and a full-size floodlit 3G All-Weather pitch. Since then, the club has purchased an additional 4 acres, which will be used to create a 4G Floodlit All-Weather Pitch as part of Phase 2 of the Facilities Development Plan.

This investment has led to the establishment of one of the finest sports facilities in the Mullingar area, as well as the wider Midlands Region.



OUR CLUB TODAY

As we celebrate our 40th anniversary in 2023, our club has become one of the most significant community-based sports clubs in Mullingar and the wider Midlands Region.

In addition to our combined club membership of 725, we also provide our top-class football facilities to other users from a variety of community and external stakeholder groups and organisations. These include local and regional schools, regional football leagues for boys and girls, youths and adults.

On a national level, our facilities are used by the 'Football Association of Ireland' (FAI) for player and coaching development, Summer camps, and playing of SFAI National Finals and many other programmes.



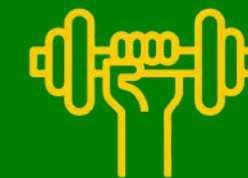
22 Acre freehold site with no debt



**3 Full-size grass pitches
(One with 600 Lux Floodlighting)**

1 Full-size 3G All-weather pitch (350 Lux Floodlighting)

2 Five-A-Side pitches (200 Lux Floodlighting)

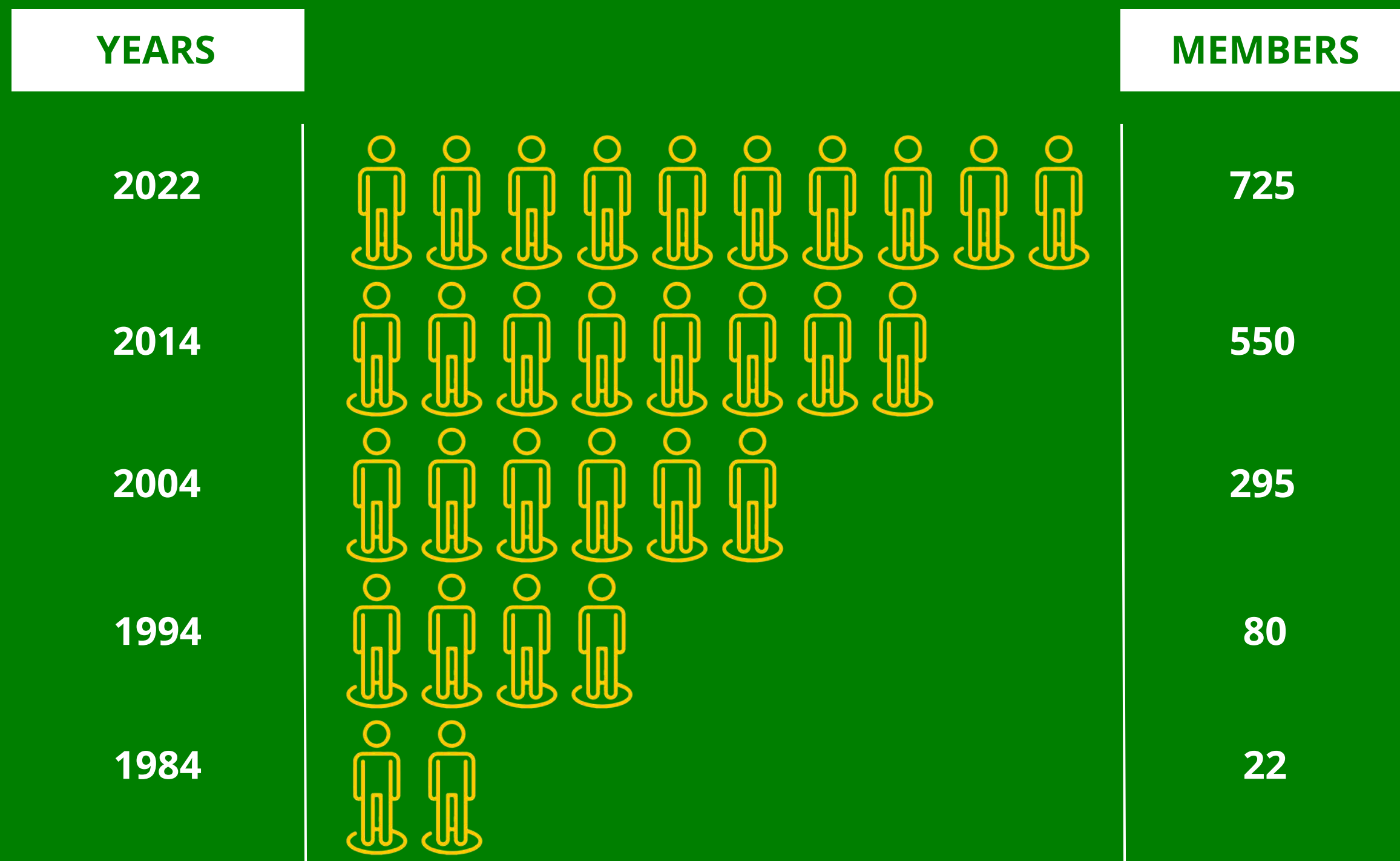


1 Flood lit sand-based training area



1 clubhouse of 6,000 square feet over two floors, incorporating four dressing rooms, shower facilities, meeting rooms, club office and club coffee shop, kitchens and store rooms.

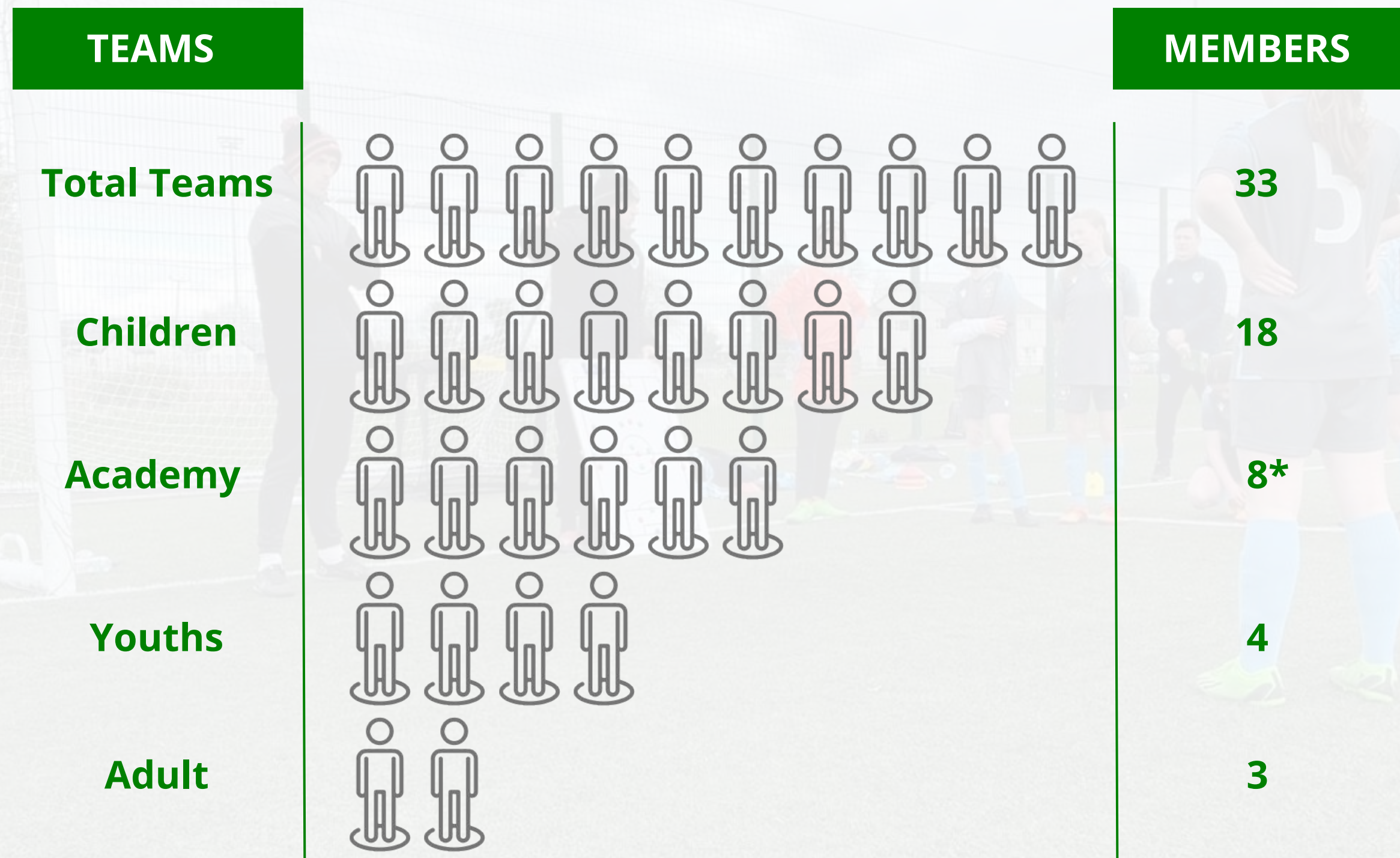
CLUB MEMBERSHIP GROWTH SINCE 1984



Since 1984, our clubs membership has grown year on year and at the start of the 2022/23 Season our combined club membership increased to 725



NUMBER OF TEAMS IN EACH SECTION OF CLUB



***Equivalent number of teams based on the current grassroots academy membership**

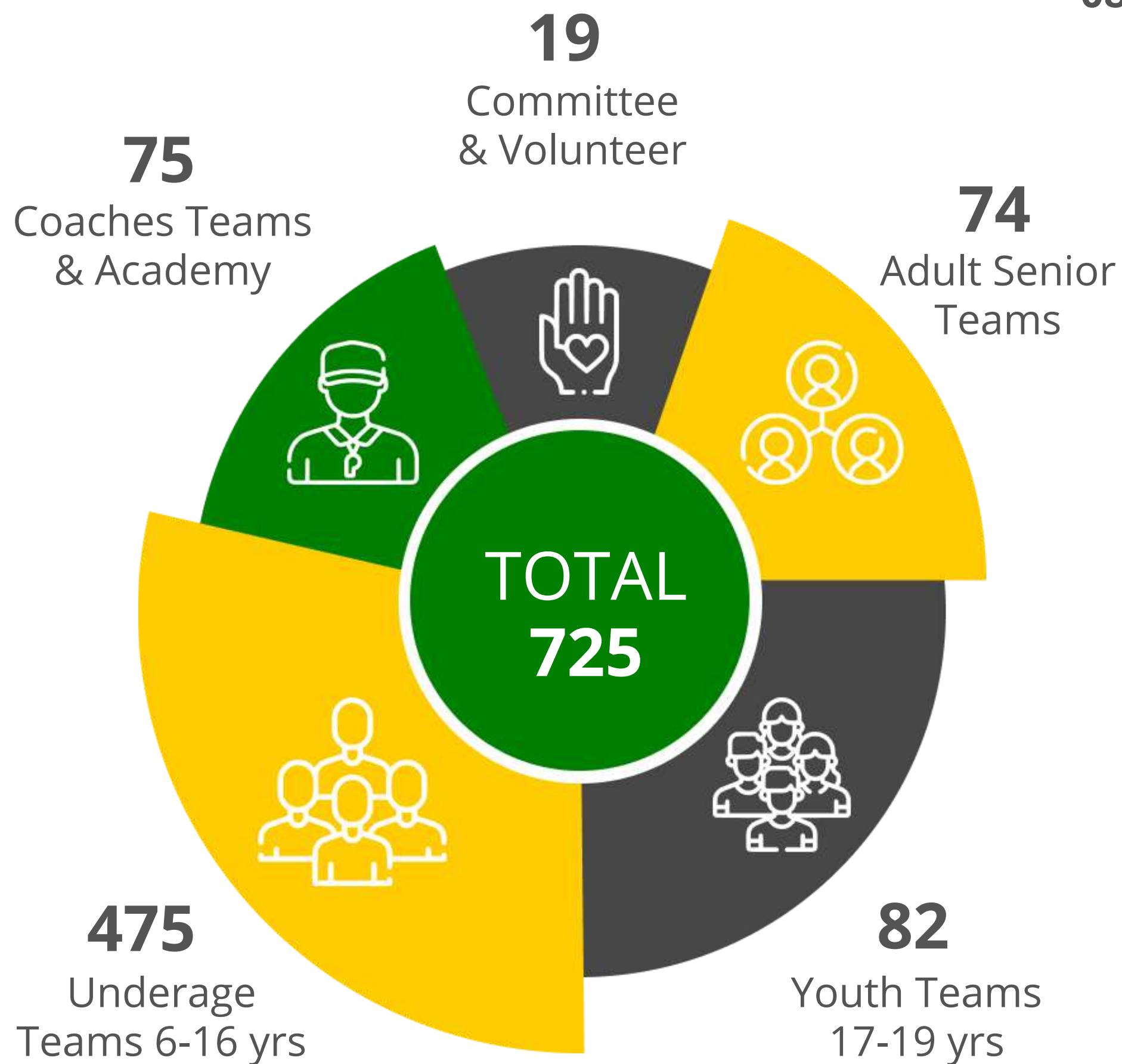
Growing membership each year has allowed the club to provide the opportunity to facilitate the inclusion of many new players to become involved in playing team football



BREAKDOWN OF PLAYERS AND MEMBERS IN EACH SECTION OF THE CLUB

We facilitate involvement in football right across age ranges for young boys & girls from just 5 years of age to Senior Mens and Ladies teams.

Our club ethos is "Football for All" and we actively work with local communities and groups to integrate players from all backgrounds, ethnicities, and abilities to ensure that they have equal opportunities to participate.



CLUB FACILITIES ARE ALSO USED BY:

Our club has in excess of 2,500 user visits through the gates of Gainstown on a weekly basis. These visitors range from club members, local and regional schools, community groups and regional and national organisations.



Midland Schoolboys & Schoolgirls League Development Teams (MSL)



Schoolboys Football Association of Ireland (SFAI)



Combined Counties Football League (CCFL)



FAI Development Teams & Coaching Education Programmes



Secondary Schools in the Mullingar



Various Community Groups



St. Colmcille Primary School (Neighbours)



Greater Midland Area



OUR CLUB GOVERNANCE

The club operations are managed by the club executive and general committee, elected annually by members at our AGM.

At this important milestone in our history, we are completing a “Club Strategic Plan 2023-30”. This plan will provide a roadmap to assist with achieving our goals and overall vision for the club.

“Club Strategic Plan 2023-30”

The Key Pillars of the plan are :

- Governance and Sustainability (FAI Club Mark)
- Facilities Development Plan & Management
- Football Strategy Development
- Community & Football For All
- Members/Retention /Volunteers

Our “Facilities Development Plan” constitutes an important pillar within our “Club Strategic Plan 2023-30”



OUR CLUB MANAGEMENT STRUCTURE:



Executive Management Committee
(Chair, Deputy Chair, Secretary & Treasurer)

General Committee
Made up of club members appointed at the annual club AGM

Sub Committees
Appointed by the executive as required with specific areas of responsibility



OUR CLUB FACILITIES FUTURE

Mullingar Athletic AFC Football Complex



Our club's success and growth over the past 40 years can be attributed to the dedicated management and ambitious planning of previous committees.

As we move into 2023, our current club committee shares the same level of ambition and is determined to continue providing world class facilities for our existing and future members.

To this end, we are fully committed to a facilities development plan that will involve substantial funding to build upon the multi-million Euro investments we have already made at our Gainstown grounds.

The pages that follow explain our phased 2023-2030 Facilities development plan, which began with Phase 1 in March 2023 and will continue with succeeding phases until 2030.

The completion of this plan will provide our Club and the Mullingar Community with a fabulous Football Complex that will enhance the experience of our members and external users well into the future



CLUB FACILITIES DEVELOPMENT PLAN PHASED PROGRAMME



Existing Full Size All Weather Pitch

New Exercise Walkway

New Full Size 4G All Weather Playing Pitch

New Skills Ball Wall

New Clubhouse Extension

Existing 3 x Grass Pitches

New Main Pitch Spectator Stand

New Pitch-side dugouts

Resurfacing of Main Car Park

New 7-a-Side All Weather Pitch

Existing 2 x 5-A-Side Pitches

Surfacing of Overflow Car Park

PHASE 1

PHASE 2

PHASE 3

PHASE 4

Overview of fully completed project

PHASE 1

Commencement Date March 2023



New Artificial Surface All -Weather Pitch (7-Aside) to be constructed on current sand-based training area.



Full Macadam Surfacing and lining of the main club car park immediately to the front of the club house.



New Fencing and Hedge Planting to road boundary along road frontage.



Construction of new player dugouts on Pitch 2, Pitch 3, and full-size 3G all Weather pitch.





New 7-a-Side
All Weather Pitch

New Pitch-side dugouts

Resurfacing of
Main Car Park

PHASE 2

Provisional Commencement Date 2025



Development of new full-size 4G Artificial Grass All Weather Pitch- (Complete with Floodlights). This will be constructed on the North West side of the site alongside our Existing 3G Full-Size All-Weather Pitch on lands recently purchased from Westmeath County Council.



Extension, surfacing, and lining of the existing overflow car park on South East side of site.



Surfacing of
Overflow Car Park

New Full Size 4G All
Weather Playing Pitch



PHASE 3

Provisional Commencement Date 2026-2027



Extension of current club house building to incorporate four additional dressing rooms, Gym area, kit rooms and club merchandising shop.



Construction of Skills Ball Wall.





New Skills Ball Wall

New Clubhouse Extension

PHASE 4

Provisional Commencement Date 2028-2030



Construction of spectator stand overlooking main grass pitch.



Construction of Exercise Walkway to link with existing walkway at primary school adjacent to club grounds.

New Exercise Walkway

New Main Pitch Spectator Stand



2023 - 2030 Facilities Development Plan Costs

PHASE	STATUS	TOTAL SPEND
1	Budget Estimate	€ 300,000
2	Budget Estimate	€ 750,000
3	Budget Estimate	€ 350,000
4	Budget Estimate	€ 200,000

TOTAL: € 1,550,000

2023 - 2030 Facilities Development Plan Costs

Sport Capital Grants*	€ 373,851
Club Borrowings	€ 400,000
Club Fundraising	€ 776,149

TOTAL: € 1,550,000

*Subject to successful applications



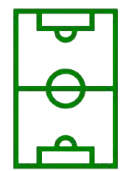
Additional Capital Expenditure and General Maintenance Works to be completed outside this plan:



Investment in Solar/Wind energy at Clubhouse



Replacement of our existing full size 3G artificial surface



Re-Surfacing of 5-aside all-weather pitches



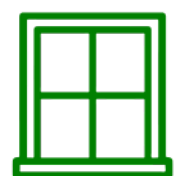
Refurbishment of existing shower & toilet blocks in clubhouse



Construction of machinery shed



Installation of ball stop netting on South side of existing 3G All-weather Pitch



Window replacement in existing dressing rooms at clubhouse



Re-bulb Floodlighting on existing 3G All-Weather Pitch

2023 - 2030 Additional Capital Spending Estimate

Estimated Cost	€ 350,000
Anticipated Grant Funding*	€ 160,000
Fundraising Term Loan	€ 190,000

***Subject to successful applications**



FACILITIES DEVELOPMENT PLAN (PHASE 1 – PHASE 4 FUNDING SOURCES)

How can we raise the funds that we need?

- Club Lotto
- Corporate Sponsorship
- Specialist Club Fundraisers
- Members Bond Scheme



FACILITIES DEVELOPMENT PLAN

FUNDING SOURCES

Consistent and sustainable fundraising is required to complete repayments of all term loan's and bond's secured on all Phase's of the 'Facilities Development Plan' and also to build deposit savings that are required on future applications for 'Sports Capital' Funding .

CLUB LOTTO

Club Members will be asked to support our weekly development fundraising lottery by signing up to one of 3 options:

€2.50 per
week for
1 Line

€5.00 per
week for
3 lines

€10.00 per
week for 7
lines

WEEKLY JACKPOT UP TO €5,000 PLUS WEEKLY PRIZE



CORPORATE SPONSORSHIP

We have a number of corporate packages available which would allow the business community a means of supporting our club facilities development plan.

NAMING RIGHTS OF OUR CLUB GROUNDS AT GAINSTOWN

The opportunity for a local business to have naming rights to our club grounds in Gainstown.

PITCH SIDE ADVERTISEMENT HOARDINGS



SPECIALIST CLUB FUNDRAISER

The development plan includes one, and perhaps two, noteworthy fundraising events that the club will organise during its lifetime.

The goal of these events is to generate significant funds for the development of the club's facilities.

To ensure a professional approach, the club will collaborate with a specialised fundraising group to manage and implement the ambitious campaign.

The specifics of these events will be finalised and announced prior to the launch of Phase 2 of the Club Facilities Development Plan, which will require substantial expenditure.



MEMBERS BOND SCHEME

WHAT IS A BOND SCHEME?

The Bond is a repayable loan to Mullingar Athletic AFC. This loan will be repaid interest free to the bond holder over a ten-year period. There will be a legal and binding agreement signed by the club and each individual bond holder. The minimum bond will have a cost of €5,000 and will be repaid at €500 per year for ten years from issue of the bond.



SPONSORSHIP OPPORTUNITIES

Sponsorship of a club can bring immense value to both the club and the sponsoring partner.



FOR THE CLUB

It can provide financial resources to help support and grow the organisation, as well as increase its visibility and prestige. Sponsorship can also bring opportunities for collaboration and networking, as well as access to new technologies and expertise.



FOR THE SPONSOR

It can provide brand exposure and recognition, as well as opportunities for targeted marketing and customer engagement. Corporate sponsorship can also help build goodwill and enhance the company's reputation through association with a respected and popular club.



SPONSORSHIP OPPORTUNITIES

Sponsorship of a club can bring immense value to your brand



FOR YOUR PROFILE

Sponsorship can help increase visibility and prestige of the partner. In addition to supporting other business requirements including ESG & CSR reporting.



Posts achieving over 17k impressions

Videos achieving over 18k impressions

Potential Reach of almost 150k



HOW MANY KIDS HAVE GONE THROUGH THE DOORS

Since its establishment, our club has been a source of stability and growth for thousands of kids who have walked through its doors. We have provided a safe and supportive environment where young people can learn valuable life skills such as discipline, teamwork, and leadership.

Our training programs have instilled a sense of confidence and resilience in our members, empowering them to take on challenges both on and off the field. Over the years, we have watched our members grow into successful adults, and we are proud to have played a small part in their journey.



We look forward to welcoming many more kids to our club and continuing to make a positive impact in their lives.



SUMMARY

Our Club Facilities Development plan for 2023-2030 is set to launch and we're very excited about it. Once completed, our facilities in Gainstown will be transformed and future-proofed, giving rise to the Mullingar Athletic AFC Football Campus.

This expansion will enable us to maintain our position as one of the top Football campus facilities in the country.

The successful implementation of this plan will necessitate persistent fundraising efforts and unwavering commitment.

However, we have full confidence in the support of our club committee, members, continued sports capital funding, and the wider Mullingar community to help us achieve this ambitious project.





CONTACT US

If you would like more information on how you can help to support our Club Facilities Development Plan please contact our executive management committee who will be happy to answer any questions.



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