



Irish Men's Sheds Association

Strategic Plan 2017 – 2020

Contents

CEO’s Message2

Strategic Priority 1: Sustainable Sheds3

Strategic Priority 2: Sheds for Life6

Strategic Priority 3: Communications 10

Strategic Priority 5: Effective Organisation 15

Strategic Priority 6: Networked Sheds..... 18

IRISH MEN'S SHEDS ASSOCIATION

STRATEGIC PLAN 2017-2020



Barry Sheridan

Between 2011 and 2016, the Irish Men's Sheds Association experienced a period of rapid and accelerating growth. By the close of 2016, five years on from the founding of the first men's shed in Ireland, the country had more sheds per head of population than anywhere else in the world.

For the Irish Men's Sheds Association, keeping pace with this swift and unconstrained growth has been a major challenge. Fortunately, the Association has risen to the task. While continuing to support new and existing sheds, the IMSA has forged vital new partnerships and identified new sources of funding. Through these and other efforts, our sheds' access to services and resources has been greatly enhanced. Core funding and key supports from the Health Services Executive have placed the Association on a firm financial footing.

While IMSA staff and volunteers have worked tirelessly to bring about this state of affairs, the bulk of the credit must go to our shedders themselves. The IMSA exists for one reason alone – to support the needs and requirements of men's sheds in Ireland. Our sheds' exemplary enthusiasm and sense of community has made the movement what it is today.

The period of the Strategic Plan (2017-2020) will see fresh challenges and opportunities emerge for the men's sheds movement in Ireland. This Plan has been developed in full consultation with our sheds on the ground, and reflects their opinions, aspirations and concerns throughout.

A comprehensive Strategic Priority survey was distributed to every shed on the island (numbering 382 at time of writing). The level of response and engagement received from our sheds was hugely encouraging. All key stakeholders, including the IMSA Board and our partners at the HSE, were consulted in the course of drawing up this document.

Although plans for the years ahead are multi-faceted and diverse, sustainability remains the key word. Our shedders strongly prioritise issues such as insurance, health and safety, access to premises and financial viability. Addressing these core issues will allow the IMSA to ensure that the undoubted benefits of men's sheds continue to be felt in communities across Ireland for years to come.

One of the most obvious and apparent of those benefits is the improved health and wellbeing experienced by many of our shedders. The rollout of our Sheds for Life initiative, in partnership with the HSE, also forms a key component of the Plan.

This comprehensive Strategic Plan touches on all factors of the IMSA's operations, from corporate governance to funding to communications. At its core, however, remains the key question of how best to support and facilitate our shedders.

The shape of the IMSA in 2020 will reflect the needs and priorities of its members, our unique network of community-based organisations. This is their vision for a stronger, more connected men's shed movement – and through it, a better Ireland.

Barry Sheridan,
Chief Executive Officer,
Irish Men's Sheds Association

STRATEGIC PRIORITY 1: SUSTAINABLE SHEDS

As of April 2017, the total number of sheds affiliated to the Irish Men's Sheds Association stands at 382; this number is increasing at the rate of 1.5 sheds per week. There is no such thing as a standard shed; each is unique in terms of membership, focus, composition, catchment area and access to premises.

Given this broad diversity, one of IMSA's key aims in the years ahead is to ensure that the rapid growth of men's sheds in Ireland is sustainable. Ultimately, a shed's sustainability is dependent on the efforts of its own members in fundraising, forging links with their local community and arranging suitable premises.

However, IMSA can and must play a crucial capacity-building role in improving the sustainability of our sheds. Through providing access to training, expertise, organisational supports and best practice, IMSA ensures that sheds – both new and established – have all the resources they need to put themselves on a firm footing.

All new sheds are supported by a local IMSA volunteer and approved by the IMSA board before being registered with the association, and sheds must arrange adequate insurance as a prerequisite for membership.

From internal surveys, it is clear that issues around premises, insurance and shed finances are key concerns for our members. Over the next four years, IMSA will focus heavily on helping sheds navigate these challenges through resources and supports, while making sure that sheds remain self-sustaining.

OBJECTIVE 1.1

Island-wide roll-out of Shed Support Volunteer programme in order to establish a permanent, face-to-face link between sheds and IMSA.

MODE OF DELIVERY	RESPONSIBLE PARTIES
By the end of 2017, every county in Ireland will have elected a Shed Support Volunteer, with larger counties having more than one volunteer. These volunteers will visit and liaise with shedders in their area, as well as relaying feedback, queries and concerns to head office.	<ul style="list-style-type: none"> ■ IMSA Board ■ IMSA CEO ■ National Volunteer Coordinator

KEY PERFORMANCE INDICATORS

- **1.1.1** IMSA to appoint a National Volunteer Coordinator to liaise with and advise our Shed Support Volunteers.
- **1.1.2** Shed Support Volunteer Programme fully operational by January 2018, with at least one volunteer for each county.
- **1.1.3** All Volunteers fully inducted and trained in areas such as shed development, conflict management, governance, health & safety and fundraising.
- **1.1.4** Continuously evaluate and monitor feedback from volunteers to ensure sheds' needs are being met by the volunteer programme.
- **1.1.5** Every shed to have a dedicated Shed Support Volunteer as a point of contact and liaison.
- **1.1.6** New sheds to be fully supported and facilitated at local level.
- **1.1.7** Volunteers to support the establishment of county network shed structures in each county.

OBJECTIVE 1.2

Assist sheds in accessing the appropriate insurance arrangements for their members and activities.

MODE OF DELIVERY	RESPONSIBLE PARTIES
IMSA will provide all possible supports to offer sheds a pathway towards obtaining the appropriate level of insurance coverage.	<ul style="list-style-type: none"> ■ IMSA Head Office Staff ■ IMSA CEO

KEY PERFORMANCE INDICATORS

- **1.2.1** Continue to require that all new sheds are fully insured before affiliating to IMSA.
- **1.2.2** IMSA to evaluate appropriate options for sheds in the insurance market, and advise sheds accordingly.
- **1.2.3** IMSA to distribute a Frequently Asked Questions document regarding sheds' insurance options.
- **1.2.4** Liaise with local and national bodies to ensure all sheds have adequate health and safety policies and training.

OBJECTIVE 1.3

Assist sheds in becoming financially sustainable in order that the social benefits of sheds can continue to be felt in their communities for years to come.

MODE OF DELIVERY	RESPONSIBLE PARTIES
IMSA to collate information on funding opportunities to share with sheds.	<ul style="list-style-type: none"> ■ IMSA CEO ■ IMSA Communications Officer

KEY PERFORMANCE INDICATORS

- **1.3.1** Identify new funding partners at a national and local level.
- **1.3.2** Monthly funding newsletter to be distributed to every shed in the country.
- **1.3.3** IMSA to continue to support sheds' participation in national fundraising collection day.
- **1.3.4** Identify and assess the main financial challenges to sheds' sustainability via biannual internal survey.
- **1.3.5** To continue to offer small start-up grants to new sheds.

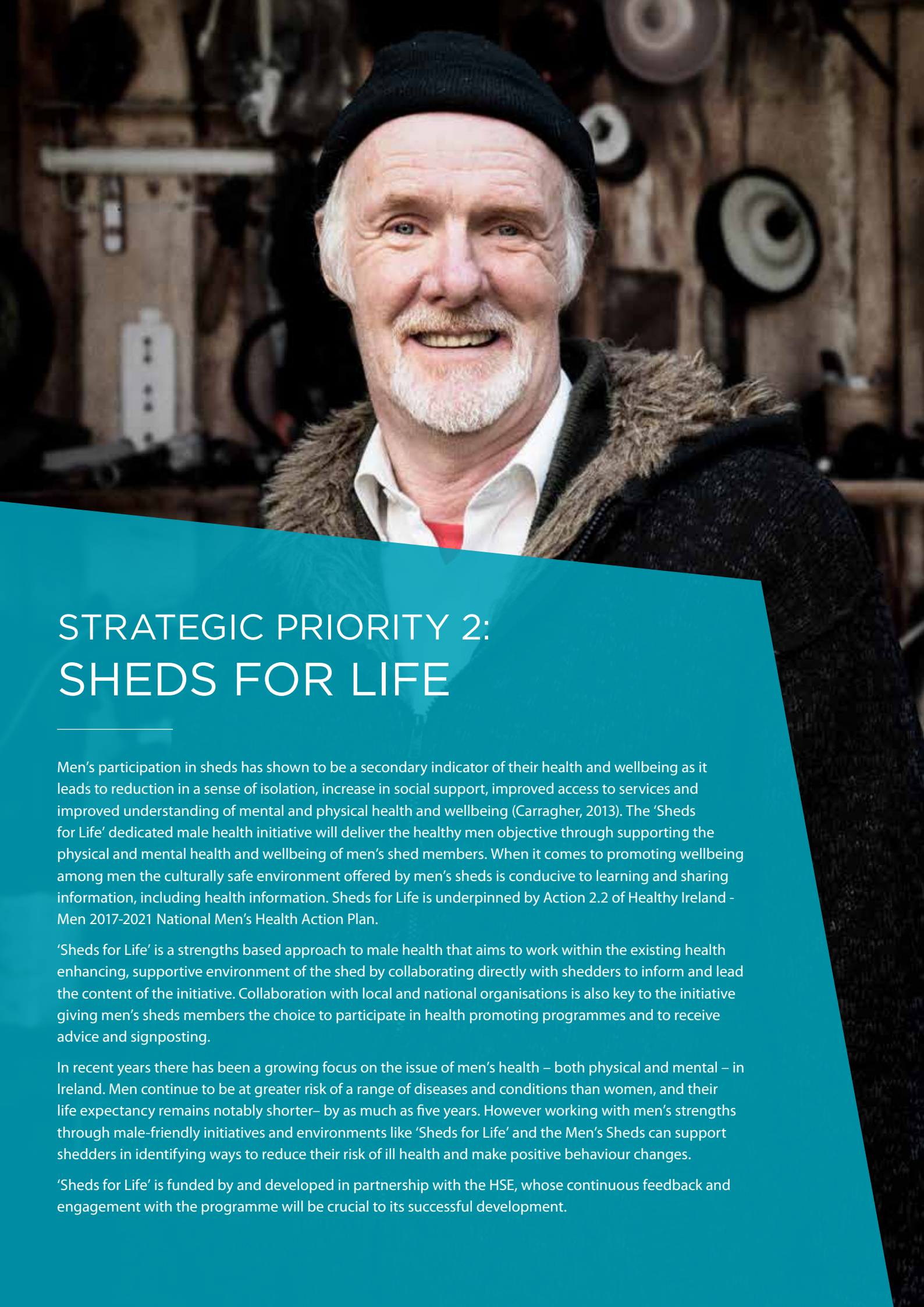
OBJECTIVE 1.4

Promote co-operation between sheds in order to strengthen the overall integrity and interconnectedness of the network. Continue to play a leading role in building and expanding the men's sheds network throughout the world.

MODE OF DELIVERY	RESPONSIBLE PARTIES
Strong links between sheds make for a more resilient network. IMSA will work to promote and foster such links, through its county network cluster meetings and the establishment of regional shed networks.	<ul style="list-style-type: none"> ■ National Volunteer Coordinator ■ Shed Support Volunteers ■ IMSA C.E.O.

KEY PERFORMANCE INDICATORS

- **1.4.1** Each shed in Ireland to attend at least one cluster meeting per year in its local region.
- **1.4.2** County-based networks of sheds to be established island-wide by end 2018.
- **1.4.3** Every shed in Ireland to forge links with its local service providers (e.g., Partnership organisations, Education and Training Boards and local authorities) by 2020.
- **1.4.4** Continue to promote the development of sheds worldwide, building on our close relationship with the Australian Men's Sheds Association.



STRATEGIC PRIORITY 2: SHEDS FOR LIFE

Men’s participation in sheds has shown to be a secondary indicator of their health and wellbeing as it leads to reduction in a sense of isolation, increase in social support, improved access to services and improved understanding of mental and physical health and wellbeing (Carragher, 2013). The ‘Sheds for Life’ dedicated male health initiative will deliver the healthy men objective through supporting the physical and mental health and wellbeing of men’s shed members. When it comes to promoting wellbeing among men the culturally safe environment offered by men’s sheds is conducive to learning and sharing information, including health information. Sheds for Life is underpinned by Action 2.2 of Healthy Ireland - Men 2017-2021 National Men’s Health Action Plan.

‘Sheds for Life’ is a strengths based approach to male health that aims to work within the existing health enhancing, supportive environment of the shed by collaborating directly with shedders to inform and lead the content of the initiative. Collaboration with local and national organisations is also key to the initiative giving men’s sheds members the choice to participate in health promoting programmes and to receive advice and signposting.

In recent years there has been a growing focus on the issue of men’s health – both physical and mental – in Ireland. Men continue to be at greater risk of a range of diseases and conditions than women, and their life expectancy remains notably shorter– by as much as five years. However working with men’s strengths through male-friendly initiatives and environments like ‘Sheds for Life’ and the Men’s Sheds can support shedders in identifying ways to reduce their risk of ill health and make positive behaviour changes.

‘Sheds for Life’ is funded by and developed in partnership with the HSE, whose continuous feedback and engagement with the programme will be crucial to its successful development.

OBJECTIVE 2.1

Promote the *Sheds for Life* profile and brand on a national platform.

MODE OF DELIVERY	RESPONSIBLE PARTIES
IMSA and <i>Sheds for Life</i> advisory group to continuously monitor coverage and awareness of <i>Sheds for Life</i> .	<div><div></div>IMSA Health & Wellbeing Coordinator</div> <div><div></div><i>Sheds for Life</i> Advisory Group</div> <div><div></div>IMSA Communications Officer</div>

KEY PERFORMANCE INDICATORS

- **2.1.1** Officially launch the *Sheds for Life* initiative in conjunction with HSE and relevant government representatives from the Department of Health.
- **2.1.2** Continuous development of website and social media presence for *Sheds for Life*.
- **2.1.3** Utilise local and national media to increase the reach of the initiative and to heighten awareness.
- **2.1.4** Continue to increase awareness of initiative among other organisations in the area of men’s health to gain support and momentum for *Sheds for Life*.

OBJECTIVE 2.2

To continue to capacity build within sheds to ensure the ownership and sustainability of *Sheds for Life*.

MODE OF DELIVERY	RESPONSIBLE PARTIES
At every point of contact with sheds, IMSA will seek opportunities to pass on training and skills and build capacity within sheds.	<div><div></div>IMSA Health & Wellbeing Coordinator</div> <div><div></div><i>Sheds for Life</i> Advisory Group</div> <div><div></div>Shed Support Volunteers</div>

KEY PERFORMANCE INDICATORS

- **2.2.1** To continue to engage with shedders in developing the ethos, direction and content of the initiative in order to garner ownership and support from the sheds for the initiative.
- **2.2.2** To coordinate training to the county network of shed support volunteers in order to assist them in promoting the *Sheds for Life* initiative and health within the sheds.
- **2.2.3** To develop peer led programmes with relevant stakeholder organisations for delivery to shedders that will support sheds to sustainably approach adopting positive lifestyle behaviours.

OBJECTIVE 2.3

Continue to grow and expand the delivery of programmes, provision of information and signposting of services through *Sheds for Life* with the view to addressing key lifestyle issues that impact the health of men.

MODE OF DELIVERY	RESPONSIBLE PARTIES
IMSA to continuously assess the efficacy of <i>Sheds for Life</i> programmes in partnership with shedders.	<ul style="list-style-type: none"> ■ IMSA Health & Wellbeing Coordinator ■ <i>Sheds for Life</i> Advisory Group ■ <i>Sheds for Life</i> partner organisations

KEY PERFORMANCE INDICATORS

- **2.3.1** Support the implementation of the National Men's Health Action Plan – Healthy Ireland Men 2017 – 2021 priority programmes in addressing key lifestyle issues.
- **2.2.2** Continuation of existing projects with current stakeholder organisations such as Irish Heart, the National Screening Service, Diabetes Ireland, Get Ireland Walking, Siel Bleu Ireland, See Change – National Stigma Reduction Partnership and other private stakeholders.
- **2.2.3** Continue to promote shedders' participation in relevant health checks such as blood pressure, cholesterol, bowel screen and diabetic retina screen and to evaluate its impact.
- **2.2.4** Continue to use men's sheds network cluster meetings as a means of delivering information and facilitating discussion on male health topics and services.
- **2.2.5** Build and sustain existing and new partnerships and stakeholder relationships at a national level with organisations working in the area of men's health that can positively contribute to sheds.

OBJECTIVE 2.4

Implementation of 'Spanner in the Works?' – dedicated male health website.

MODE OF DELIVERY	RESPONSIBLE PARTIES
IMSA to launch major public, online and shed-focused campaigns promoting "Spanner in the Works?".	<ul style="list-style-type: none"> ■ IMSA Health & Wellbeing Coordinator ■ IMSA Communications Officer

KEY PERFORMANCE INDICATORS

- **2.4.1** Officially launch the 'Spanner in the Works?' website in conjunction with the signposted 40 organisations and the HSE.
- **2.4.2** Continuous development and improvement of 'Spanner in the Works?' website and social media presence.
- **2.4.3** Utilise local and national media to increase the reach of the website to expand beyond the reach of the men's sheds network.
- **2.4.4** Increase awareness and promote use of website among shedders.

- **2.4.5** Review and expand the range of relevant male topics and organisations for inclusion on the website.
- **2.4.6** Deliver a number of 'Spanner in the Works?' male health road show events in each province that would bring together the sign posted organisations from the website to deliver male health screenings, lectures, information stands and activities.

OBJECTIVE 2.5

To expand the *Sheds for Life* initiative into Northern Ireland.

MODE OF DELIVERY	RESPONSIBLE PARTIES
IMSA to explore expansion of the <i>Sheds for Life</i> initiative into Northern Ireland in partnership with relevant partner organisations and statutory bodies.	<ul style="list-style-type: none"> ■ IMSA Board ■ IMSA Health & Wellbeing Coordinator ■ <i>Sheds for Life</i> Advisory Group

KEY PERFORMANCE INDICATORS

- **2.5.1** Engage with public health authorities in Northern Ireland with the view to expanding *Sheds for Life* to NI sheds.
- **2.5.2** Engage with relevant public and private stakeholders, policy makers, service providers, health and allied health professionals in the expansion of this initiative.
- **2.5.3** Support the policies and actions to improve the health and wellbeing of men in NI contained in the Public Health Agency's *Making Life Better 2012–2023* (NI) public health strategic framework.
- **2.5.4** Localise and launch 'Spanner in the Works?' dedicated male health website to the Northern Ireland context in conjunction with Northern Irish public and private stakeholders.

OBJECTIVE 2.6

Continuous evaluation of and research into the effectiveness of *Sheds for Life* initiative.

MODE OF DELIVERY	RESPONSIBLE PARTIES
<i>Sheds for Life</i> is intended to be a fluid, flexible initiative which reflects the needs and wishes of our shedders on the ground. The evolution of the initiative over the period of the Strategic Plan will reflect this approach.	<ul style="list-style-type: none"> ■ <i>Sheds for Life</i> Advisory Ground ■ IMSA Health & Wellbeing Coordinator ■ IMSA National Volunteer Coordinator ■ Shed Support Volunteers

KEY PERFORMANCE INDICATORS

- **2.6.1** To establish *Sheds for Life* as a best practice approach to male health initiatives through the input and evaluation of the *Sheds for Life* Advisory Group.
- **2.6.2** To monitor and evaluate the participation of key stakeholders/partners with shedders' health priorities.
- **2.6.3** To monitor and track men's engagement and participation in stakeholder/partner programmes.
- **2.6.4** Identify and engage an academic partner in conducting a comprehensive evaluation of the process and outcomes of the initiative.



STRATEGIC PRIORITY 3: COMMUNICATIONS

With almost 400 sheds spread throughout thirty-two counties, effective communication between head office and our sheds on the ground is both a vital and a challenging objective.

Equally important is IMSA's ability to communicate with local, regional, national and social media – to promote the benefits of the men's sheds movement and to raise the profile and visibility of both IMSA and our sheds.

OBJECTIVE 3.1

To ensure that sheds are kept fully informed of all relevant news and information, and that communication between IMSA and our sheds moves smoothly in both directions.

MODE OF DELIVERY	RESPONSIBLE PARTIES
IMSA will use all available channels – social media, email newsletters, phone calls, cluster meetings and face-to-face contact to make sure sheds are always up to date.	■ IMSA Communications Officer

KEY PERFORMANCE INDICATORS

- **3.1.1** Weekly email bulletin to reach every shed in Ireland.
- **3.1.2** Monthly funding newsletter, containing information on grants and fundraising newsletters for sheds, to reach every shed in Ireland.
- **3.1.3** All details of sheds and shed contacts to be maintained and made available online on a continuous basis.
- **3.1.4** 100% of inquiries from sheds – whether via email, letter, phone or social media – to be responded to within 24 hours.

OBJECTIVE 3.2

To maintain profile of sheds in local and national media, heightening awareness of the men's shed movement, its social benefits and IMSA's role in it.

MODE OF DELIVERY	RESPONSIBLE PARTIES
With the social impact of men's sheds becoming clearer and more pronounced, media interest in the association and its work is on the increase. IMSA's task over the period of the Strategic Plan is to ensure that this interest is maximised and channelled in the most effective and appropriate directions. This increased profile and visibility will improve the viability of our sheds on the ground.	<ul style="list-style-type: none"> ■ IMSA Board ■ IMSA Communications Officer

KEY PERFORMANCE INDICATORS

- **3.2.1** Maintain an active presence on Facebook, posting daily and monitoring and interacting with sheds' and partners' pages.
- **3.2.2** Increase reach and engagement of our Facebook page amongst shedders and general public.
- **3.2.3** Increase viral video output, with at least one new video each 6-8 weeks.
- **3.2.4** Increase number of followers of IMSA Twitter account to at least 5,000 by 2020.
- **3.2.5** IMSA to arrange at least one major event per year which brings sheds together in a nationally visible setting.
- **3.2.6** Press releases to be issued for every launch or national IMSA event.
- **3.2.7** Over the duration of the partnership, maximise the platform of IMSA's page in the Farmers Journal, with its weekly reach of almost 250,000 readers.
- **3.2.8** Monthly evaluations of coverage of IMSA releases, events and statements in national media.
- **3.2.9** Where appropriate and practical, IMSA to act as a conduit for national media organisations to make contact with sheds and shedders.
- **3.2.10** Build closer relationships with radio, TV and print outlets, in order to create more opportunities for positive exposure in the media.
- **3.2.11** Explore the possibility of a major TV production (e.g. documentary) series relating to men's sheds and produced in partnership with IMSA.
- **3.2.12** Encourage and enable sheds to have a greater presence on local and community radio stations in their area.
- **3.2.13** Engage four high-profile individuals to act as ambassadors for men's sheds in the national media by 2020.

OBJECTIVE 3.3

To appoint a communications officer with overall responsibility for public relations, social media and video content and internal communications. As the network of men's sheds expands and the complexity of its demands increases, IMSA requires a dedicated communications officer to manage and originate media content and communications.

MODE OF DELIVERY	RESPONSIBLE PARTIES
In order to match best practice in the sector, IMSA requires a dedicated communications officer with a firm grounding in local and national media and social media, as well as a strong understanding of the men's sheds concept. The individual will be appointed by the board upon the recommendation of the IMSA CEO.	<ul style="list-style-type: none"> ■ IMSA Communications Officer ■ IMSA Board ■ IMSA CEO

KEY PERFORMANCE INDICATORS

- **3.3.1** Communications officer appointed before end 2017.
- **3.3.2** IMSA to expand and maximise its national and social media presence over the period of the Plan.
- **3.3.3** IMSA website www.menssheds.ie to be continuously updated, evaluated and expanded.
- **3.3.4** Quarterly reports to be produced on IMSA's media, PR and communications presence and effectiveness.

OBJECTIVE 3.4

To expand the reach, content and visibility of the www.menssheds.ie website, to act as an effective portal for both IMSA and the men's sheds movement in Ireland.

MODE OF DELIVERY	RESPONSIBLE PARTIES
IMSA's communications officer will be responsible for updating and maintaining the www.menssheds.ie website, in collaboration with other IMSA personnel.	<ul style="list-style-type: none"> ■ IMSA Communications Officer

KEY PERFORMANCE INDICATORS

- **3.4.1** Full quarterly reports and reviews on layout, content and user-friendliness of website.
- **3.4.2** All stages of sheds' interactions with IMSA – from initial registration to membership renewal to volunteer applications and updating of shed details – to be accessible to sheds on www.menssheds.ie.
- **3.4.3** Google Analytics to be utilised in order to gauge reach and effectiveness of website. Access free Google Ad Grants advertising to maximise search engine presence.
- **3.4.4** All resources such as IMSA Handbook, policy documents and health and safety manuals to be available and continuously updated on www.menssheds.ie.

OBJECTIVE 3.5

Weekly newsletter to act as IMSA’s primary point of regular contact with sheds.

MODE OF DELIVERY	RESPONSIBLE PARTIES
IMSA’s communications officer will collate, edit and disseminate the newsletter to all sheds via email.	■ IMSA Communications Officer

KEY PERFORMANCE INDICATORS

- 3.5.1 Weekly newsletter to be sent to every shed in Ireland.
- 3.5.2 Regular reminders and prompts about the newsletter to be issued, with the goal of achieving a 60% open rate.
- 3.5.3 Feedback and responses to newsletter to be collated and assessed via appropriate channels, whether in the newsletter itself or by phone/email.

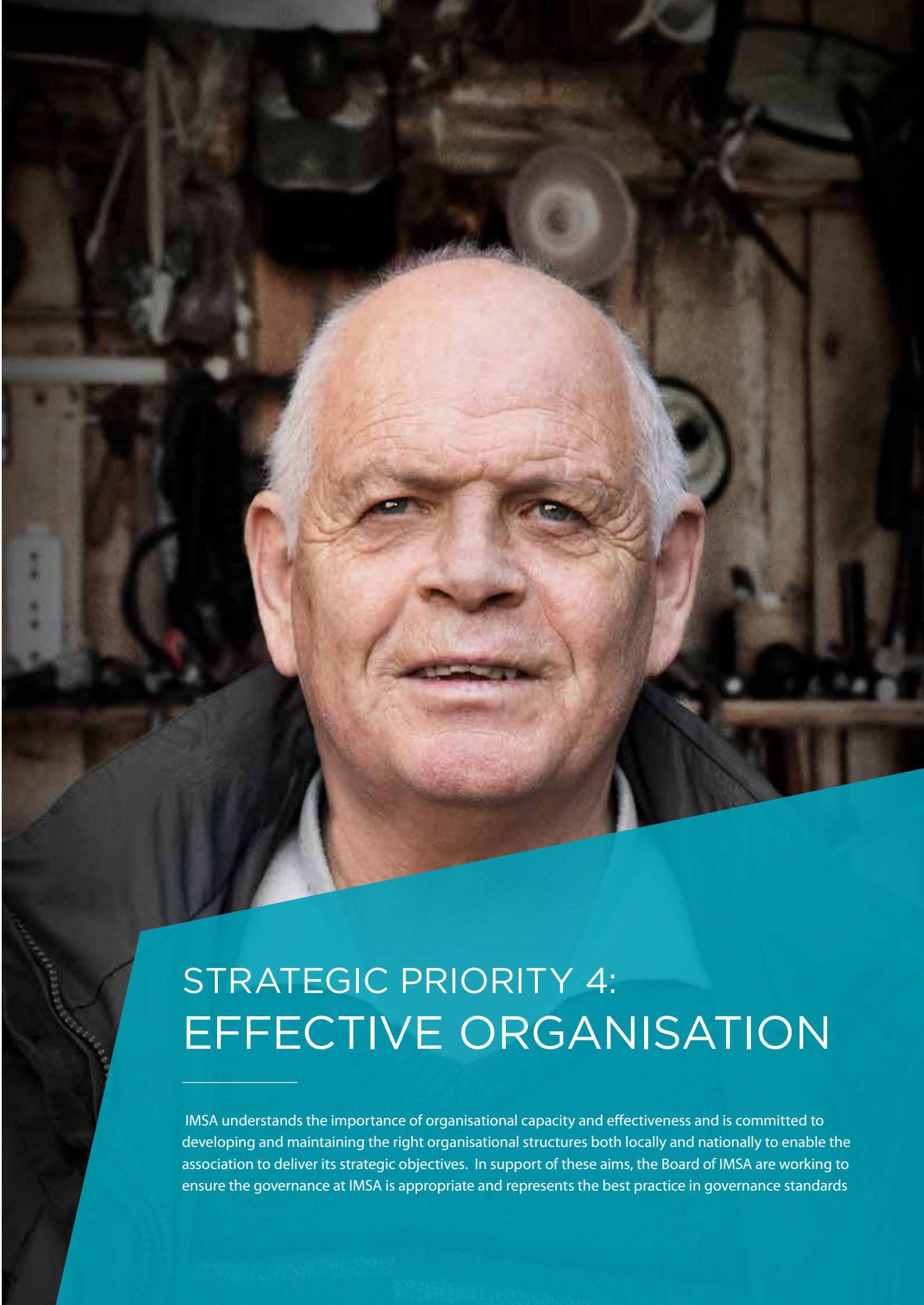
OBJECTIVE 3.6

Comprehensive annual survey to ascertain conditions, requirements and concerns among sheds and collate key facts and statistics.

MODE OF DELIVERY	RESPONSIBLE PARTIES
IMSA’s communications officer will devise survey in conjunction with IMSA staff, board and volunteers.	■ IMSA Communications Officer ■ IMSA Board ■ Shed Support Volunteers

KEY PERFORMANCE INDICATORS

- 3.6.1 Maximise number of survey responses from sheds, with Shed Support Volunteers facilitating responses.
- 3.6.2 Comprehensive report on survey results to be collated and distributed. Press release to be disseminated amongst media and partner organisation, in order to provide a yearly snapshot of the state of men’s sheds in Ireland.
- 3.6.3 Evaluate progress and targets of 2017-2020 Strategic Plan on continuous basis.



STRATEGIC PRIORITY 4:
EFFECTIVE ORGANISATION

IMSA understands the importance of organisational capacity and effectiveness and is committed to developing and maintaining the right organisational structures both locally and nationally to enable the association to deliver its strategic objectives. In support of these aims, the Board of IMSA are working to ensure the governance at IMSA is appropriate and represents the best practice in governance standards

OBJECTIVE 4.1

Ensure that IMSA's organisational structure is effective and fit for purpose to support the work of the association and meet its stakeholders' needs.

MODE OF DELIVERY	RESPONSIBLE PARTIES
To ensure that all staff and volunteers are adequately resourced and empowered to support IMSA in delivering its strategic plan.	<div><div></div> IMSA Management Team</div> <div><div></div> IMSA Volunteer Coordinator</div>

KEY PERFORMANCE INDICATORS

- 4.1.1 Roll out a national managed volunteer programme.
- 4.1.2 Identify and provide ongoing training to staff and volunteers as needed.
- 4.1.3 Support the development of county networks through the work of the volunteer programme.
- 4.1.4 Encourage staff and volunteers to identify training and development opportunities supported by the CEO & Volunteer Coordinator.
- 4.1.5 Review and revise the staff handbook to meet best practice.

OBJECTIVE 4.2

IMSA to ensure its financial stability to allow it to deliver its objectives and continue to roll out new services and initiatives over the lifetime of the strategic plan.

MODE OF DELIVERY	RESPONSIBLE PARTIES
IMSA to continue to work closely with our primary funder, the HSE, together with private funding streams to ensure the continuance of existing funding and identify opportunities for additional or expanded funding.	<div><div></div> CEO and Management team</div>

KEY PERFORMANCE INDICATORS

- 4.2.1 Maintain or increase funding year on year.
- 4.2.2 Successful grant applications.
- 4.2.3 Development and implementation of funding strategy.

OBJECTIVE 4.3

IMSA will adhere to the highest standards of governance, accountability and transparency.

MODE OF DELIVERY	RESPONSIBLE PARTIES
IMSA follows international corporate governance best practice for charities. It is compliant with the Corporate Governance Code for Charities, the Charities SORP and the Fundraising Code of Best Practice. It is also in good standing with the Charities Regulatory Authority, the Revenue Commissioners and the Companies Registrations Office. IMSA also complies with the HSE's funding governance compliance requirements.	<div><div></div> CEO and Staff</div> <div><div></div> Board of Directors</div>

KEY PERFORMANCE INDICATORS

- 4.3.1 Create a governance section on the IMSA website to provide supporters and the public with details of the governance arrangements in place.
- 4.3.2 Publish our annual report and accounts on our website.
- 4.3.3 Continue to comply with all legal and regulatory requirements.
- 4.3.4 Continue to build on the work done to ensure appropriate governance structures are in place.
- 4.3.5 Delivering on compliance with the HSE governance requirements for continued funding.

OBJECTIVE 4.4

Each Shed is a self-governing, autonomous unit. At IMSA we want to support Sheds in putting in place governance and operational structures that are fit for purpose, proportional and easy to administer and understand.

MODE OF DELIVERY	RESPONSIBLE PARTIES
Many sheds are already highly aware of the need for the right structures to support them and their members. We want to provide them with access to easy to operate policies, procedures and guidance to help them run their Sheds in an effective and efficient manner.	<div><div></div> IMSA Communications Officer</div> <div><div></div> Shed Support Volunteers</div>

KEY PERFORMANCE INDICATORS

- 4.4.1 IMSA to create a suite of support documents, guidance and templates for Sheds to use in their own governance and management.
- 4.4.2 IMSA to create a members section of the website with access for all registered Sheds to host support documents.
- 4.4.3 IMSA to encourage and facilitate all sheds in maintaining appropriate governance for their size and function.

STRATEGIC PRIORITY 5: NETWORKED SHEDS

Men's Sheds provide a safe, secure and healthy, environment for men to gather and meet. The existence of a men's shed in a community addresses one of the biggest challenges facing rural and urban Ireland today – social isolation. While sheds are spaces for men to come together and connect, research has shown that over 90% of shedders felt they were more connected to their community from being a member of their shed. Sheds offer a unique opportunity for men to connect or reconnect to their communities through the activities they take part in.

With almost 400 sheds the knowledge and experiences that sheds have gained over the past 5 years is a valuable resource to the men's sheds movement throughout the Island.

Men's Sheds have strong linkages with groups in their communities such as Tidy Towns, sports groups and community development organisations. As a result, the communities are stronger, healthier, more integrated and more resilient. Increasingly we are seeing enhanced supports from Local Development Companies, Education Training Boards and Local Authorities throughout the island. These local supports, coupled with continued and enhanced networking between sheds and between sheds and their local communities, supported by IMSA, is essential to the future sustainability of sheds at a local level.

OBJECTIVE 5.1

To ensure that sheds have the opportunity to connect with other sheds in order to share skills, knowledge and experiences but more importantly to provide a natural support structure to sheds that they can seek advice or guidance from sheds in their own county or from throughout the island.

MODE OF DELIVERY	RESPONSIBLE PARTIES
IMSA's existing series of cluster meetings bringing up to date information to the sheds. The establishment of county networks in each county will provide sheds with an opportunity to network and share learning.	<ul style="list-style-type: none"> ■ IMSA Volunteer Coordinator ■ Shed Support Volunteers

KEY PERFORMANCE INDICATORS

- **5.1.1** Support the development of county networks; each county in Ireland to have a county network structure in place to support the sustainability of its sheds by end 2018.
- **5.1.2** County networks will meet with the assistance of the Shed Support Volunteer at least 6 times per year.
- **5.1.3** County networks will identify training and fundraising opportunities at a local level supported by their Shed Support Volunteer.
- **5.1.4** IMSA to provide necessary support and resources for the running of at least 2 IMSA cluster meetings per county per year.
- **5.1.5** IMSA to continue to base the contents of cluster meetings on needs of sheds.
- **5.1.6** Biennial Men's Shed Conference to be held in 2018 and 2020 and open to all sheds.
- **5.1.7** National annual networking opportunities available to all sheds through initiatives such as the **5.1.8** Fisherman Friends Competition.
- **5.1.9** Identify and hold further regional and national events to encourage co-operation and networking between sheds.

OBJECTIVE 5.2

To help sheds connect with local service providers and stakeholders who can offer support and assistance to sheds at a local level, and to promote the importance of connecting with their local communities.

MODE OF DELIVERY	RESPONSIBLE PARTIES
IMSA to facilitate contacts where possible between local service providers and sheds.	<ul style="list-style-type: none"> ■ Shed Support Volunteers ■ Local service providers

KEY PERFORMANCE INDICATORS

- 5.2.1 Hold community information workshops on setting up a men’s shed, in communities interested in establishing a shed.
- 5.2.2 Further support the development of links between sheds and local service providers including LDC’s, ETB’s, Local Authorities.
- 5.2.3 Continue to provide our Men’s Sheds Small Grant Scheme to sheds in new communities.
- 5.2.4 Continue to provide support to assist sheds in raising their profile at a local level through ideas for local fundraisers / local media.
- 5.2.5 Continue to work with partners such as Buddy Bench Ireland on community focused programmes that connect sheds to their local communities.
- 5.2.6 Provide sheds with monthly fundraising email and fundraising workshops at a regional level.
- 5.2.7 Support each shed to register with their local Public Participation Network (PPN).

OBJECTIVE 5.3

With sheds spread the length and breadth of Ireland - many in remote rural locations – regular face-to-face contact is not always feasible. Online networking allows sheds to broaden their horizons and connect with other sheds beyond the confines of their immediate locality.

MODE OF DELIVERY	RESPONSIBLE PARTIES
Many sheds are already highly active online and on social media. Over the period of the Strategic Plan, IMSA will endeavour to increase digital literacy and online presence amongst our sheds and shedders, as a means of bringing sheds closer together.	<ul style="list-style-type: none">■ IMSA Communications Officer■ Shed Support Volunteers

KEY PERFORMANCE INDICATORS

- 5.3.1 75% of sheds to have access to the internet by end 2018. As of 2017, the figure is 43%. IMSA will help sheds get online by providing access to training programmes and exploring partnerships with bodies in the internet and technology sector.
- 5.3.2 IMSA to provide access to digital literacy courses and training via its Shed Support Volunteer programme, with the aim of ensuring all sheds can fully benefit from IMSA’s digital communications strategy.
- 5.3.3 IMSA to encourage and facilitate all sheds in maintaining a social media presence, in order to strengthen links between sheds and maximise the number of potential shedders in Ireland.





Irish Men's Sheds Association
1st Floor, Civic Offices Ballymun,
Dublin 9.

Telephone: 01 891 6150
Email: info@menssheds.ie
Website: www.menssheds.ie

 @IrishSheds

 www.facebook.com/Irishmensshedassociation



Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive