

**HEART OF MIDLOTHIAN FC
USING COMMUNITY
AT THE**



OF THE CLUB



A Club with its roots firmly in the Community

**Our overriding ambition is to develop
Tynecastle Park as a
“hub for social and economic good”
in the heart of Edinburgh
– making our home a place for the whole
community!**

Our Community



The Gorgie community in the West of Edinburgh has been home to Heart of Midlothian FC since the 1880's. As a pillar in this proud community, we have long felt it imperative that Heart of Midlothian FC makes a positive contribution to the lives of the people who live here.

Socio-Economic Statistics on Gorgie

- **27%** of households on low income, with some in the top 15% of most deprived in Scotland
- **6.1%** unemployment – almost double the Edinburgh City average
- **25%** of population without educational qualifications
- **19%** of population feel daily activities are limited significantly by poor health

Heart formed its first Club Community Programme back in 1991, with a mission to use the power of football to enhance the lives and lifestyles of this community.

Our Community teams are engaged in numerous 'on-pitch' and 'off-pitch' programmes which tackle a wide range of social issues.

Key Areas of Focus



We align our work in the community around the following strategic themes and objectives:

- **Social Inclusion**

Ensuring that ALL of our community feel valued, welcome, and have a sense of belonging

- **Diversity**

Celebrate our differences as individuals and respect the diverse cultures, perspectives and lifestyles that make up our community

- **Mental & Physical Health**

Improve and maintain the health and wellbeing of people by encouraging healthy lifestyle and setting healthy habits

- **Education**

Facilitate an environment of learning to acquire values, skills, knowledge and habits

- **Opportunities to Participate**

Create affordable, accessible and diverse programming to ensure those who want to play and learn can play and learn

- **Social Care & Support**

Extend resource, support and a safe space to those in the community that need it most

- **Innovation and Regeneration (in pilot)**

*Create a hub for innovation – develop skills and aspiration – from kids to budding entrepreneurs.
Galvanise the skills of our partner base – CSR*

A HUB FOR SOCIAL AND ECONOMIC GOOD



BIG HEARTS



CHILDREN & FAMILIES

Kinship Care
TEAM
Multi Culture

ANTI POVERTY

OLDER PEOPLE AT RISK
OF ISOLATION

GALVANISING VOLUNTEERS

COMMUNITY FOOTBALL

PHYSICAL HEALTH

COMBAT SOCIAL ISOLATION

BUILD SOCIAL SKILLS AND
CONFIDENCE

HERITAGE

MUSEUM AND TOURS

Share rich heritage and
safeguard for future
generations
Share and create social
History
Shared community resource

MEMORIAL GARDEN

Space for bereaved families
Heroes and fans together

INNOVATION

EDUCATION

Digital Skills for kids
Remove barriers to entry
Address gender gap
Address skills gap

SUPPORT REGENERATION

Support small business
Advise potential
entrepreneurs

Heart of Midlothian Football Club

Community Football Department





1. Community Coaching & Football Development

Through our programmes more people, teams and clubs have the opportunity to grow, develop and enjoy our game.

2. Communities (non-football)

Supporting people to become smarter, healthier and happier.

PARTICIPATION

EDUCATION

ATTRACTIVE GAME

CLUB SERVICES





THE VALUE OF SPORT IN DEVELOPING YOUNG PEOPLE

SPORT HELPS TO **IMPROVE**

01

Attainment
at school



02

Skills for
employment

03

Health &
wellbeing
Physical



04

Standards, behaviours
and values

05

Social and
communication skills

06

Important life skills



Mental



SPORT HELPS TO **REDUCE**

01



Obesity

02



Anxiety

03



Anti social
behaviour

ONLY ACHIEVABLE
WHEN SPORT IS
DELIVERED IN
THE CORRECT WAY!

Increasing Participation

Opportunities To Play

- ♥ Participation Centres (3-12 years) Academy & Schools
- ♥ School holiday courses
 - ♥ (-) barriers / (+) community cohesion

Creative Partnerships

- ♥ ESSDA – 700 teams
- ♥ Edinburgh Primary Schools Association - 84 schools
 - ♥ Developing players & people
 - ♥ Creating environments to 'love the game'

Life-long Involvement

- ♥ 50+ Walking Football
 - ♥ Reducing isolation
 - ♥ Social inclusion

Supporting Charities & Groups

- ♥ Hearts Legends





Supporting the volunteer army



*Bringing the essence of street football
back to the grassroots game*



Celebrating Grassroots Sport

20,000 fans, a fantastic atmosphere.....



Half-Time Heroes

- 🏴󠁧󠁢󠁥󠁮󠁧󠁿 14 grassroots teams
- 🏴󠁧󠁢󠁥󠁮󠁧󠁿 400 young players every season showcasing the recreational game



Supporting Grassroots Volunteers

- 14 x coach education courses to 520 coaches, volunteers and parents.
- Based on an average of 12 players per squad, that's approximately 6,240 players we hope to help create a positive training and playing environment.





Tackling Obesity, Promoting Activity – Football Fans in Training

- ♥ For those aged 35-65, who have a BMI of 28+ and a waist (belly) of 40 inches+.
- ♥ Increase activity, lose weight & improve general health
- ♥ 12-week course, participants learn about;
 - ♥ physical exercise
 - ♥ weight management / diet / healthy eating
 - ♥ alcohol awareness
 - ♥ portion sizes
- ♥ First female FFIT – February 2017
- ♥ FITter Families – Feb 2019



Supporting Communities Here & Abroad

We partnered with 10 coaches from Tranent Colts in June 2016 to visit Rwanda.





Thanks for listening

