

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.



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

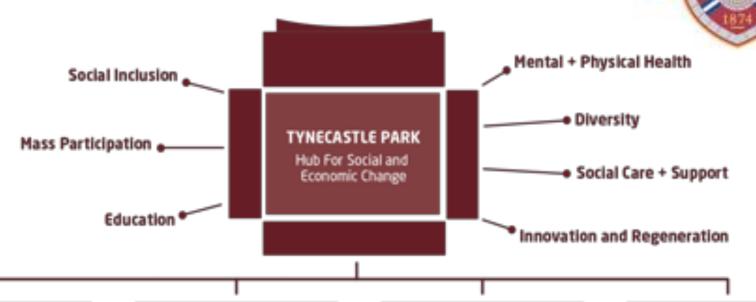
Social Care & Support

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



PHYSICAL HEALTH

COMBAT SOCIAL ISOLATION

COMMUNITY FOOTBALL

BUILD SOCIAL SKILLS AND CONFIDENCE

EDUCATION

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

HERITAGE

MUSEUM AND TOURS

MEMORIAL GARDEN
Space for bereaved families
Heroes and fans together

Digital Skills for kids Remove barriers to entry Address gender gap

Address skills gap

SUPPORT REGENERATION Support small business Advise potential

entrepreneurs

ANTI POVERTY

Multi Culture

Kinship Care

TEAM

OLDER PEOPLE AT RISK OF ISOLATION

GALVANISING VOLUNTEERS

INNOVATION

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



Attainment at school



- Standards, behaviours and values
- Social and communication skills
- (16) Important life skills



Skills for employment



Health & wellbeing Physical



Mental



SPORT HELPS TO REDUCE



Obesity



Anxiety



behaviour

WHEN SPORT IS DELIVERED IN THE CORRECT WAY!

ONLY ACHIEVABLE

Increasing Participation

Opportunities To Play

- Participation Centres (3-12 years) Academy & Schools
- School holiday courses
 - (+) 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

- - Reducing isolation
 - Social inclusion

Supporting Charities & Groups

Hearts Legends





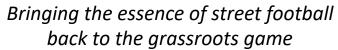






Supporting the volunteer army



















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

