



# East Fife F.C.

## Community Strategy

## **EAST FIFE FOOTBALL CLUB**

### **COMMUNITY STRATEGY**

East Fife F.C. is fully committed to community participation at all levels. Our approach will be proactive and positive thus increasing partnerships that promote these opportunities by maximising the use of facilities at all events. East Fife F.C. will work within a realistic time frame. Thus setting our objectives as follows:

**Objective 1** Community Involvement for:

**Schools**

To increase participation of primary schools and local clubs	To invite the local schools to attend various events throughout the season.
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**Objective 2:** Community involvement for:

**Young people with disabilities**

To introduce new activities at a local level for young disabled people	To contact groups within the local community.
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**Objective 3:** Community Involvement for:

**Local Businesses**

Encourage the use of the facilities for conferences, meetings, seminars, publicity and promotion	A proactive approach in promoting the facilities on offer. By individual contact of local businesses. Newspaper advertisements and press releases Dissemination of the current brochure Encourage participation at events throughout the season.
Offer the facilities for corporate hospitality purposes	Continued networking Dissemination of club brochure Encourage participation at events throughout the season.

**Objective 4:** Community Involvement for:

**Disadvantaged young people**

To offer the use of the facilities and the sport that could build the confidence of young individuals within the community.	To identify and work with a co-ordinated approach with organisations at a local and national level. To work in partnership with the local schools and colleges.
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**Objective 5:** Community Involvement at a:

**Social level**

To encourage the use of the facilities to supporters and the local community.	Organise social activities on a regular basis. Open the facilities for local use in the forming of clubs. Advertise the facilities and matches in the local newspapers, dissemination of the club brochure with posters being placed within and outwith the local community.
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These objectives will be reviewed and updated to ensure full participation of the wider community.

During the closed-season 2017 an artificial pitch was laid on the main pitch at Bayview. This is run by the charity "Fifers For the Community". This allows all the above objective to be met to a far greater degree and allows the stadium to be a hub for the local sports community.