



# **HIBERNIAN FC COMMUNITY REVIEW**

## **SEASON 2004/05**

### **INTRODUCTION**

Hibernian FC is a community Club, committed to playing a full and constructive role in the communities in which it operates.

Our community aim and priority is to share the Club's values, aspirations and successes with the communities that support us throughout the year.

During the course of Season 2003/4 the Club implemented a focused school visit programme in partnership with NHS Lothian with the aim of taking players out into the community to meet with supporters and non-supporters to communicate positive lifestyle messages including healthy eating and fitness.

Season 2004/05 kicked off further school visits until January 2005 when the project came to an end for evaluation purposes. The Club is currently looking at re-launching this activity September 2005 with the aim of reaching more schools.

Up to 13,000 children, young people and adults collectively from the local and surrounding communities have benefited in some way from Hibernian FC's community initiatives during season 2004/05. Whether it has been complimentary match ticket donations, school/community/visits or tours of Easter Road Stadium, all have been given the opportunity to experience Hibernian Football Club's achievements, aims and ambitions.

### **TARGET AUDIENCE**

- Supporters, including supporters club's and trust's
- Potential new supporters locally and overseas
- Families and children from the local and regional community
- Local and commercial businesses
- Potential partners

## **KEY OBJECTIVES**

- Raise the profile of Hibernian FC as a community club within supporting and non-supporting communities.
- Raise the affinity for the Football Club in the Community across both sexes and all age groups and abilities.
- Build stronger links into the community, increase interest in our activities from supporters, potential supporters, businesses, partners and the wider community.
- Position Hibernian FC as a Club that takes on views from supporters and is proactive in making positive changes where applicable.
- Promote positive attitudes to healthy lifestyles including the issues of health living, eating and anti-drug awareness.
- Maintain positive relationship with Edinburgh Evening News to raise awareness of positive community involvement news stories generated by the Club on a non football basis.

## **BREAK DOWN OF ACTIVITY**

### **SCHOOL VISIT PROGRAMME**

Continuing on from season 2003/04's successful school visit project in partnership with NHS Lothian, Hibernian's community project kicked-off stage three of the school project in August 2004. The aim of the school visits - to raise the affinity of the football club in the community amongst young people and continue the Club's healthy living promotion targeted towards children between ages of 5-12.

On each occasion a member of Hibernian's community staff accompanied by two first team players attended each school to promote Hibernian's aims and ambitions to the entire school. A light question and session followed, giving children the chance to question players on specific questions relating to diet and fitness. Thereafter children were given the chance to request signatures. During visits each child received a complimentary match ticket to attend a forthcoming handpicked match.

Throughout this community initiative, Hibernian worked closely with NHS Lothian who advised on specific diet, fitness and exercise key messages on a regular basis.

Over the course of 2003/04 and 2004/05 the club has communicated the key healthy living (eating) message to up to 15,000 Lothian based school children. Season 2003/04 10,000. Season 2004/05 5,000.

## **STADIUM TOURS**

Throughout season 2004/05 Hibernian Football Club liaised with both primary and secondary schools in Edinburgh to arrange educational tours of Easter Road Stadium.

Not forgetting community groups and local football teams, groups were regularly invited to Easter Road Stadium for educational stadium tours, giving children the chance to walk in the footsteps of players and management.

Teaching staff were also encouraged to bring class groups to the stadium to give children the chance to enjoy their prepared lunches at the stadium.

Visitors were given the chance to visit Hibernian's hospitality suites, directors seating area, press room and changing rooms before walking through the tunnel to trackside where photograph opportunities were available. On some occasions depending on training routines, Hibernian players would meet children during the visit to offer signatures and pose for photographs.

Up to 3,000 supporters and non-supporters young and old from the local and surrounding communities have benefited from a "Behind The Scenes" tour of Easter Road stadium this season alone.

On special occasions players have taken time out of their day to meet visitors either trackside or in the press lounge to answer questions relating to fitness and football. This number includes "Long Distance Supporters" who have visited the stadium during visits back to Edinburgh throughout the year.

Hibernian FC will continue to offer local community groups and supporters stadium tours throughout the summer break.

## **COMMUNITY SOCCER SCHOOLS**

Hibernian's Soccer School community project is extremely popular attended by hundreds of young football hopefuls every year.

On each occasion Hibernian teamed up with 'Scotland Against Drugs' to deliver the healthy living anti-drug message to children.

During Season 2004/05 Hibernian staged a four-week Summer Soccer School, one-week Autumn Soccer School, a one-week February Soccer School, a two-week Easter Soccer School and plans are already in place to team up with 'Scotland Against Drugs' to stage a four week Summer Soccer School in July 2005.

Targeting both boys and girls, the soccer school community activity has attracted 750 young football hopefuls aged between 5 and 12 years this season alone.

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During coaching sessions children are encouraged to participate in an outdoor football activity, where they can improve on individual skills, control, passing, shooting, heading, dribbling, running with the ball and taking part in 7-a-side bounce games under the control of experienced Hibernian coaches.

One of the benefits of the soccer schools is that players make a surprise visit to each session to present official attendance certificates.

### **KICKS FOR KIDS**

Up to 4,000 disadvantaged children and young adults have benefited from the community based 'Kicks for Kids' initiative during the course of 2004/05 season.

“The “Kicks for Kids” initiative is very rewarding for all involved in the project, not least the thousands of children who have benefited from the generosity of the sponsors over the season.

The Kicks for Kids scheme was developed solely to serve the needs of disadvantaged at “at risk” children in the Edinburgh area. By buying season tickets, businesses provide an opportunity for these children to enjoy a positive, morale-building experience at Easter Road.

First Implemented by Hibs in August 2002 to meet the needs of national and local charities and voluntary organisations, the initiative continues to provide a positive experience for youngsters throughout Scotland.

200 tickets per league game are distributed to the likes of: The Harmony Residential School, Jack Kane Centre, Fetlor Youth Centre, Shelter Scotland Families Project, Lothian Autistic Society, Lionhearts, 6VT Youth Group, Save the Children Scotland, Sick Kids Friends Foundation, Edinburgh Youth Careers Project, Northfield YPC, Citadel Youth Centre, Seaview Children Respite Centre, CCLASP, Drylaw Neighborhood Centre plus many more charities and volunteer organisations.

### **HOSPITAL VISITS**

Hospital visits are a regular occurrence and usually take place at the Royal Hospital for Sick Children. On occasions when the visits do take place both management, Players and administration staff visit the hospital to spread some cheer.

Christmas 2004 was a special occasion as Hibernian FC descended on the Sick Kids to present early Christmas presents to children and staff. To ensure every child in the hospital is given the chance to meet a Hibernian player, the squad will usually split into four groups and target specific areas of the hospital.

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Pre Easter, Hibernian once again visited the Sick Kids to promote healthy eating by supporting the Hospital's new healthy eating afternoon programme. During the visit the players once again split into separate groups and took time to speak with children and assist nursing staff distribute fruit to children. As an added treat, Hibernian distributed some chocolate as an early Easter Treat.

### **COMMUNITY INTEGRATION**

Hibernian FC has continued to build on and establish new positive working relationships with local community groups, individuals and local businesses throughout the season.

Players frequently ventured out during the course of the year into the local community to visit the likes of local libraries, community halls, charity lunches, youth football clubs and sporting halls to meet with young people and adults.

These activities are communicated to supporters on a regular basis via a good working relationship with the Edinburgh Evening News and are also included in Hibernian's weekly email newsletter 'Hibee-Mail', not forgetting the official web site [www.hibernianfc.co.uk](http://www.hibernianfc.co.uk) Examples of the Clubs; community integration activity is shown below:

### **FAIR TRADE FOOTBALLS FOR SCHOOLS**

Hibernian FC teamed up with the City of Edinburgh Council on Tuesday 17<sup>th</sup> May 2005 to help launch Fair Trade Footballs for Schools.

Over 100 schoolchildren from the local and surrounding areas were invited to Easter Road Stadium to help the launch the initiative and enjoy a stadium tour. Two first team footballers attended the launch to meet the children and take part in a press photo call. Positive press coverage was achieved in the Daily Record, The Sun and the Edinburgh Evening News.

### **CHARITABLE SUPPORT**

Hibernian Football Club continues its positive charitable work throughout the season by donating signed Club merchandise on a weekly basis to charitable organisations relating to children in need of medical assistance and local sporting events raising cash for children's charities.

Those charitable organisations chosen by the Club to work closely with during season 2004/05 were: The Edinburgh Sick Kids Friends Foundations, CCLASP and most recently CLIC.

## **CHARITY WRISTBANDS**

An example of this charitable support in particular this season was the sale of the “Hibernian Since 1875” wristbands. The wristbands were hugely popular with supporters snapping up the first 10,000 all-green wristbands in a matter of days.

Priced £2.00 each, the first batch of 10,000 raised £3,000 for CCLASP (Children With Cancer & Leukaemia Advice and Support for Parents).

Due to the high demand for wristbands the Club released a further 15,000 green and white “Hibernian Since 1875” wristbands priced once again £2.00. On this occasion 60p from each wristband sale will be broken down and donated to the following children’s charities – as follows:

- 20p from each sale donated to CLIC Sargent. CLIC offers practical hands-on care. Not just clinical services but financial and emotional support for children with cancer and their families.
- 20P from each sale is donated again to Children With Cancer & Leukaemia Advice and Support for Parents (CCLASP). CCLASP is a children’s charity run by parents, whose children have been affected by various types of cancer.
- 20p from each sale donated to Sick Kids Friends Foundation. The Sick Kids Friends Foundation was set up in 1992 to support the work of the Royal Hospital for Sick Children in Edinburgh. The Hospital receives over 100,000 children through its doors each year, from all over the East of Scotland.

Maureen Harrison, Director of the Sick Kids Friends Foundation said: "I am delighted that Hibs will continue their generous support of the Sick Kids Friends Foundation through the sale of these wristbands. By buying one of these wristbands young people will not only be trendy but also generous as every purchase will help Sick Kids get better."

With less than 4,000 wristbands left, it won’t be long until the wristbands are sold out and the final charitable cash donations are presented to each charity at Easter Road Stadium. Again this cash will benefit thousands of local children.

## **TSUMANI FUNDRAISING**

### **FANS RAISE £10,000**

The news of the Tsunami disaster in South Asia just days after Christmas 2004 literally shocked the world – mass devastation! The timing was days before one of the biggest derby games of the season – Hibs v Hearts, 2<sup>nd</sup> January 2005.

Almost immediately Hibernian set about making plans to raise essential funds for the people effected by the Tsumani by any means possible.

A one minute silence will be observed before the Derby match on Sunday as a mark of respect for the thousands of people who died and who are still missing as a result of the effects of Tsunami disaster in South Asia.

A total of 10,000 was raised through the auction of match tickets started by a fan who gave up his ticket for the game to be auctioned - that raised £360, while further tickets donated by the club added another £455 to the total. A collection at the ground, undertaken by the charity 'MERGE', added several thousand pounds while the proceeds from the Club's half-time draw was also added to the sum that will be passed to the Disaster Emergency Committee's relief appeal.

The efforts in the fundraising campaign proved just what communities can do together as a one team.

### **DONATION OF FOOTBALL STRIPS**

Hibernian FC's donated a set of strips to a 18 year old season ticket holder before he traveled out to south America to spend seven month in Bolivia teaching deprived children how to play football.

Before his departure, The Club invited Steven along to Easter Road Stadium to meet manager Tony Mowbray who handed over the set of strips for the young boys and teenagers of the "La Palmera" Football School – based in Bolivia.

Steven said: "I approached the club for some help and they were very keen to do so and they have come up trumps in donating the strips although I have to admit watching the youngsters play in the green and white won't do my home sickness much good."

It is hoped that next season Steven will accept an invitation back to the club to update Tony and the squad on his travels. Steven's updates on this work can be found at [www.hibeeinbolivia.co.uk](http://www.hibeeinbolivia.co.uk) including a photo do the football team who benefited from the strips.

## **SHOW RACISM THE RED CARD**

Hibernian FC continues to actively support 'Show Racism the Red Card' and the anti-racism in sport message throughout the course of the season by regularly supporting 'Show Racism the Red Card' Scotland via the following methods.

- By supporting the Show Racism the Red Card pre-match activity i.e. players raising red cards in support and by wearing t-shirts
- Hibernian players support via player interviews for official campaign literature and player interviews for a new documentary.
- The distribution of show racism the red card posters (full squad supporting initiative) via stadium tours, soccer schools and school visits.
- The donation of various competition prizes for children i.e. match tickets, signed shirts and signed footballs.
- In February 2004, the Club teamed up with 'Show Racism the Red Card' Scotland to host a school event with the aim of highlighting the effects of racism in sport for the benefit of local school children. Local school children were invited to the stadium (100) given the opportunity to ask questions, participate in activities on the issue of racism in Scotland and meet first team players. The event attracted the attention of: Scottish Television/ Scotland Today (morning and afternoon report), Daily Record, Edinburgh Evening News, Forth One (live broadcast from a school highlighting all activity) all of whom covered the event and Hibernian's support

## **MATCH DAY ACTIVITY**

This season the Club involved community groups during match days by arranging stadium tours ahead of kick-off's, by supplying complimentary tickets and by giving community groups and individuals the chance to take to the pitch at half time.

Examples of Match Day Activity:

- "10 second challenge" – opportunity youngsters to take penalty kicks during half time proceedings.
- "Long Distance Supporters" invited along to the stadium on matchdays for a "Behind the Scenes Tour" of the Stadium and the chance to meet Tony and various players.
- Children recovering from illness and or traumas in their young lives are regularly invited to the stadium for the chance to see behind the scenes and meet Tony and the players. If the club can bring happiness into a child's life through the chance to meet the manager and players were try and accommodate on every occasion.

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- Supporter clubs presenting cheques to the Club in the pitch

### **SUMMER ACTIVITY**

When the curtain finally comes down on what has been a highly entertaining season the football department at Easter Road may take a well-deserved break to charge their batteries. However, for Hibernian's community department, work continues throughout the summer months.

Hibernian FC has recently unveiled support for this summer's bigger and better Leith Festival 5th till 11th June - a community festival of events for young and old alike. For the first time Hibernian FC will stage in partnership with the Leith Festival Association, a unique football coaching opportunity for children aged 10-12 years olds on the Leith Links.

By teaming up with local schools: St Mary's Leith Primary School, Victoria Primary, Bonnington Primary and Leith Primary, children will be encouraged to participate in outdoor football activity, where they can improve on individual skills, control, passing, shooting, heading, dribbling, running with the ball and taking part in 7-a-side bounce games under the control of experienced Hibernian coaches.

As well as enjoying a fun fuelled exercise and a few surprises along the way, it is hoped that new friendships are forged between participants and schools alike.

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