

## CommunityMark Survey – Heart of Midlothian Football Club

### How do you measure and evaluate the difference that your projects make to the community and your business?

<i>Project name</i>	<i>(A) Describe your input(s) to this project.</i>	<i>(B) The sustainable difference you are trying to make in the community (i.e. the <u>impact</u> you are targeting).</i>	<i>(C) What the project has contributed to the community so far (progress towards the impact)</i>	<i>(D) The difference you have made to the business</i>
Breakfast Clubs	Employee time, gifts in-kind, management costs	Changing attitudes to health and nutrition, improved attendance, punctuality, concentration, performance and communication skills in pupils.	The aim is to place a breakfast club in each of the 95 primary schools in Edinburgh. So far we have matched two businesses to three schools who now have a club.	Increase PR through partnership working, meaningful relationships with 50 local businesses, improved relationships with existing businesses, improved communication with MSP's and councillors
Support Employment	gifts in-kind	More people in employment, education or training. Less people unemployed.	45 individuals have progressed through this scheme in the last year with 70% moving on towards training, education or employment.	Potential employees, community use of our facilities. Interest from potential sponsors in becoming involved in our community orientated club.

Kickstart	Employee time, gifts in kind	By targeting those which are considered pre NEET we aim to promote more S2 students into further education, employment or training.	60 S2 students have progressed through this programme from three local authority areas; Midlothian, West Lothian and City of Edinburgh. Each LA programme consisted of 8 soft-skill/employability sessions.	Potential future employees. Interest from potential sponsors in becoming involved in our community orientated club.
Adult Literacy	Employee time, management costs	Through using football as a vehicle and motivator we aim to encourage more adults to talk, write and report on various topics that will increase and develop literacy in adults.	Opportunities for learning, greater job prospects for participants, encouraging life-long learning	Interest from potential sponsors in becoming involved in our community orientated club.

## **How do you enable your employees to contribute to the community?**

In this question, we will ask in detail about how you support your employees to contribute to charities and community groups and how you engage them to get involved in your projects. We will then contact your employee referees to get their perspective. Again, we will be pragmatic and measured in our approach.

**A:** First, please tell us about your systems and policies which support your employees to contribute to charities and community groups. Examples: you could write about your approach to volunteering and/or about a Payroll Giving scheme. Or you may talk about embedding community work into your appraisal, personal development or remuneration systems. If you have an accreditation or award, for example a Payroll Giving Quality Mark or Investing in Volunteers, please tell us about it.

We are fortunate that a professional football club environment is often staffed by a large number of individuals with great determination, enthusiasm and motivation. From the playing staff through to the office based staff there has always been a great support from employees. It is therefore easy to embrace this enthusiasm and in a way which will benefit the community aspirations of the club and in turn benefit individuals and groups in our area. Staff are accustomed to working weekends and late shifts due to our company's nature and many employees are happy to give up their time to assist with various projects, some time in turn for time back in lieu and at other times as voluntary work. The company sets aside a considerable amount of time for employees to attend activities delivered by the Education and Community Trust and this includes attendances at breakfast clubs, programme launches and Magnificent Seven presentation evenings to name a few. Employees are often thanked for their contribution to various projects and rewards can include free hospitality in our function suites and a Christmas dinner which is open to all employees not just those who volunteer.

As a football club there is great demand from community groups for player appearances at various events. The club is very proactive in this field and a rota system is in place to ensure that all first team players contribute equally to community involvement. This is an example of a first team player attending a community event <http://www.heartsfc.premiumtv.co.uk/page/CommunityNews/0,,10289~1144823,00.html>

**B:** Next, please tell us how you engage your employees so that they are enthused about your community projects and want to get involved in them. You might talk here about how you consult with your employees when designing projects, about appointing community champions, about your ways of celebrating the success of your employees, or about your approach to the communication of projects.

We are able to inform and enthuse our employees about our community projects in a number of ways, these include;

Staff presentation breakfasts

Internal emails and updates

Departmental meetings and presentations

Community agenda items at senior management meetings

Regular updates on company website (this often contains staff involvement information)

Using our Magnificent Seven programme as an example, on the same day as we delivered a press launch to the media we presented information at a special staff breakfast before opening hours. This was well attended, explained what the programme was all about and how it would positively affect the company. In addition we, at the same time, asked for assistance out with the normal work hours of the staff. We have now delivered over 20 presentation evenings, engaging with 1,400 families in the process and there remains to this day excellent assistance from our employees.

**What are your commitments for the next three years?**

We want to ensure that companies who hold the CommunityMark continue to lead in being a good investor in the community. Please tell us what you commit to do over the next three years in order to sustain and improve your positive community impact. We would like you to tell us how you will measure your progress towards this commitment. A condition of attainment of the CommunityMark is that you will publicly report progress against these commitments. You may mention up to 10 commitments, but must mention at least two.

If you re-apply for the CommunityMark after 3 years of holding it, one of the criteria for your re-assessment will be delivery against these commitments.

Commitments to sustain and improve your community impact in next 3 years?	How you will measure your commitments?
Deliver a Breakfast Club programme in Edinburgh with the aim being to deliver to 95 primary schools and/or where the local authority identify where there is a need	We will measure our commitments and progress through the project plan and outcome indicators developed in partnership and collaboration with the City of Edinburgh Council and AEGON and by physically funding a breakfast club in each of the schools. All launches and successes will be reported regularly and in conclusion on <a href="http://www.heartsfc.co.uk">www.heartsfc.co.uk</a> and local and national media
Deliver an effective adult literacy programme in Edinburgh and engage / attract 100 new learners to our programme through partnerships with City of Edinburgh Council, Spartans Community Football Academy and Clovenstone Amateur Boxing Club.	By liaising with the City of Edinburgh Council, Adult Literacies group to monitor, evaluate and report on the success and outcomes of the programme who in turn will produce a report The programme will be reported regularly and in conclusion on <a href="http://www.heartsfc.co.uk">www.heartsfc.co.uk</a> and local and national media
Develop a learning facility at Tynecastle Stadium, open to a cross section of the community and to support a wide range of learning needs and groups	We will maintain a log of the users of the facility, what courses they have chosen to research on and how often they attend. In addition we will liaise with potential user organisations of the facility such as the adult literacy programme, Job Centre Plus and LA education departments and measure how they have benefited their groups and activities should they use the facility. The programme will be reported regularly on <a href="http://www.heartsfc.co.uk">www.heartsfc.co.uk</a> and local and national media