



EAST FIFE F.C. COMMUNITY STRATEGY

Revision: June 2026



East Fife F.C. – Community Strategy

Chairman's Foreword

East Fife Football Club has always been at the heart of the local community. As a community-focused football club, we recognise our responsibility to provide opportunities that bring people together, promote participation, and improve health and wellbeing.

We are committed to working with schools, community organisations, local businesses, supporters and partners to ensure Bayview Stadium remains a welcoming and accessible community asset. Through this strategy we aim to strengthen existing relationships, develop new opportunities and ensure the Club continues to make a positive contribution to the people and communities we serve.

This strategy reflects our commitment to being more than a football club - playing an active role in supporting our local community both on and off the pitch.

Liam Anderson

Chairman, East Fife FC



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1. Purpose

East Fife Football Club is committed to encouraging participation, inclusion and community engagement through football and the effective use of its facilities.

The Club will develop positive partnerships with schools, community organisations, businesses, supporters and local agencies to maximise opportunities for people of all ages and abilities to become involved in the Club and the wider community.

2. Community Vision

Our vision is to create a welcoming, inclusive and accessible football club that serves as a community hub, providing opportunities for participation, education, health, wellbeing and social inclusion.

3. Strategic Objectives

Objective 1 – Engagement with Schools

The Club will strengthen relationships with local primary and secondary schools by:

- Supporting school visits and football-related activities.
- Inviting schools to attend matches and community events.
- Working with education partners to encourage participation in football.
- Promoting healthy lifestyles and positive role models.

Objective 2 – Inclusion with People with Disabilities

East Fife Football Club is committed to providing inclusive opportunities for people with disabilities by:

- Working alongside disability organisations and charities.
- Supporting accessible football activities.
- Improving accessibility where reasonably practicable.
- Promoting equal opportunities to participate in Club activities.

Objective 3 – Supporting Local Businesses

The Club will continue developing strong relationships with the local business community by promoting Bayview Stadium as a venue for:

- Conferences
- Meetings
- Training events
- Corporate hospitality
- Community events



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This will be supported through:

- Regular business engagement.
- Networking opportunities.
- Commercial partnerships.
- Local advertising and media promotion.
- Distribution of Club promotional material.

Objective 4 – Supporting Young People

The Club will work with schools, colleges, charities and community organisations to provide opportunities for young people, particularly those facing disadvantage, by:

- Supporting participation in football.
- Providing access to Club facilities.
- Delivering confidence-building activities.
- Encouraging volunteering and personal development.

Objective 5 – Community Participation

The Club will encourage wider community use of Bayview Stadium by:

- Hosting social events.
- Supporting community groups.
- Providing meeting space where available.
- Promoting activities through local media and Club communications.
- Working with supporters to strengthen community involvement.

Objective 6 – Community Facilities

The installation of the FIFA Quality artificial playing surface at Bayview Stadium has significantly increased opportunities for community participation.

Operated by Fifers for the Community, the facility provides year-round access for:

- Schools
- Grassroots football
- Community groups
- Disability sport
- Walking football
- Recreational activities
- Health and wellbeing programmes

The Club will continue supporting the development of these facilities to maximise community benefit.



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4. Delivery

Delivery of this strategy will be supported through:

- Partnership working with schools and community organisations.
 - Collaboration with Fifiers for the Community and East Fife Community Football Club.
 - Engagement with local authorities and national governing bodies.
 - Support from Club staff, volunteers and supporters.
 - Regular promotion of community opportunities through Club communication channels.
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5. Policy Review

Responsibility for overseeing this strategy rests with the Board of Directors.

Progress against the strategic objectives will be reviewed periodically to ensure the strategy remains effective and continues to meet the needs of the local community.

This strategy will be formally reviewed:

- **At least every three years;**
- Following any significant changes to the Club's operations or community priorities; or
- Earlier where considered necessary by the Board of Directors.

REVISION HISTORY

Revision	Reviewed By	Changes
February 2025	J Donaldson	First issue
June 2026	L Anderson	Update to community strategy following internal review