



Cala EHC community involvement

Primary drivers

Opportunity

Edinburgh schools

investigate whether we can recruit more from our current satellite initiatives which are all slightly differently organised

we know that it works as we have supported Firrhill and Boroughmuir with a flow of players into the club, but virtually none from Cala East

Launch a return to hockey initiative for adults

support the return to hockey initiative with a "come and try it" option

Most Edinburgh schools do not offer hockey to boys and girls

What is cost benefit of extending current initiatives to satellite primary schools

there are no other hockey clubs West of Meggetland until Livingston and Falkirk

we need more players, especially male

Increasing the size of our current youth section and allowing entry from all on our waiting list

Hockey is no longer available in many state schools and the sport will diminish, unless people, especially children, are given the opportunity to try it.

Challenges

administrative overhead

Cost

pitch availability & capacity

Coach capacity and availability at the right times

Benefits

We discover players who become the future of the club

we address a weakness in social activity by increasing the number of 20-25 year old members over time

increased pool of volunteers and fundraisers

Funding from new sources eg Trusts and Charities, such as Robertson Trust and Sported

increased membership fees

we can establish a more socially balanced club

we have the opportunity to get more corporate sponsorship and financial support