

EAST FIFE SUPPORTERS' SOCIETY NEWSLETTER

MEMBER UPDATE 18/04/25



Dear Supporter

As we head towards the business end of the season, we remain in the hunt and there are still prizes to be won. I hope as many of you as possible can attend Bayview on Easter Saturday and, with favourable results, it could all come down to the penultimate game at Peterhead.

On this occasion I would like to pass on my congratulations to East Fife GWFC on winning the SWF Championship.

There is much to write about, and I am proud of the achievements of the Society over the last few months, and I wanted to provide a taste of these in this newsletter.

The Society recently met with the Board of the football club, and we had some very open and honest discussions. I think it is important to point out that both Boards want the same result, a successful football team and a sound financial footing to take us forward into the seasons ahead.

As we all face rising living costs, we must be aware that the football club have also faced these increases, and more. A point that may not be so well known is the rising costs of Employer National Insurance. Your employers, and maybe some of you who employ staff, will have felt the impact of this in recent weeks and you will be aware how significant it is. The club as an employer is no different. It is in areas like these, we need to pull together for the better of all.

Many of you will have noticed the Society's Schools Initiative. I want to use Isla English own words to show the joy that this brings local children and how an idea spawned in a meeting last year has grown into an incredible event. Please take the time to read and enjoy reading such a fabulous story involving local children, teachers and parents and I look forward to this evolving over 2025 and beyond.

We are sure you will have seen parts of the school initiative we have introduced for the second half of the season & we felt this was a great time for you to hear how this has been going including feedback from attendees.

The stats:

- We have welcomed 60 children so far (27 girls and 33 boys) with 2 other schools booked in for the final 2 home games of the season.
- Children from different parts of Africa, Ukraine and Syria have all been amongst the groups.

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- Of the 60, only 11 children have been previously to an East Fife game meaning 82% of children have attended their first game. Further to that, we have provided around 70% of them with the opportunity to attend their first ever live football game!
- There has been extra revenue come in through the fact that 14 parents/families have accompanied their child to the match
- Here comes the real success, of the 60 pupils so far, we are around the 22 figure (40%) for pupils who have returned to a game. (These are ones I know about!)
- One example of a pupil of Aberhill who has been to every single home match since he was part of the first group on the 11th of January. He is fully kitted out in EF gear, including the new 3rd kit, which he wears proudly. In recent weeks, attending the game has become a family affair (him, Mum, Dad and sister & even bringing along an auntie & cousin to the last one)
- Having spoken with this pupil, we asked why he has kept coming back since his first visit – he said: “he has really enjoyed coming along to the games, especially when we win. He said, “I feel like I fit in, because it makes me like everyone else around me”.

We are constantly collecting and collating feedback from pupils about their day.

All 100% have said they would like to return to an East Fife game in the future.

As part of the document, they are asked to describe their day in no more than 3 words, some used are:

- Best Day Ever!
- Fun
- Spectacular
- Thrilling
- Sense of enjoyment
- Amazing
- Entertaining
- Mind-blowing
- I loved it!

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There has been a wide range of favourite parts of the day from celebrating a goal, meeting the players, walking out onto the pitch and just the all-round match day experience. Pupil shared about how it enabled her to make new friends!

Feedback from school staff has also been positive.

The success wouldn't be what it has been without the support of the many people behind the scenes pulling this together, within and out with the Supporters' Society. It's a real team effort and we would like to thank you for supporting us with this initiative.

There is a whole list of others that we would also like to thank for backing this idea & enabling us to provide the opportunities we do. It really is true that when people pull together, great things can happen. It is thanks to several local businesses that we can send children home with a goody bag full of exciting things including a scarf, a matchday programme, a water bottle, pen, keyring, a certificate of attendance and then of course, the favourite East Fife empire biscuit. Without the generosity of the people behind these businesses, this wouldn't have been possible.

They are:

- Those within the club who also have their own individual roles in the week leading up and have allowed us to proceed with our ideas
- The Management team & players who have been so good with all the groups
- SGN for their generosity in providing goody bags & half time food/drink
- Stuart's the Bakers
- Hanarella/Delicioso
- Camtech
- Ferguson Walker Solicitors
- Fiona Livingstone Fitness
- Carnegie Care Ltd
- Harley Taxis

This has been a pilot for the second half of the season, but we hope this may be the start of something great. We already have potential backing from local business that we hope will allow us to continue similarly into next season to widen the area we target. We believe that this initiative can be the start of putting the club at the heart of its community and getting future fans through the turnstiles.

I hope you enjoyed reading this. It is a true inspiration of what can be achieved for the betterment of the club

Yours

Ian Lowson

Chair, East Fife Supporters Society

Mon the Fife!