

PROPOSAL OF PHYSIOTHERAPY SERVICE FOR HAMPSTEAD AND WESTMINSTER HOCKEY CLUB

The purpose of this proposal is to clearly lay out what would be required in order for a low cost physiotherapy service to be made available to the members of Hampstead and Westminster Hockey Club.

The service will, in turn, also result in improved facilities for the club members. This will involve the club undertaking the purchase of the necessary equipment required plus the provision of a room in The Carlton Tavern, set aside for the evenings when the service is available.

The club would then receive a percentage of the service fee and in this way would therefore achieve a return, and in the longer term, a profit on the investment.

METHOD:

The physiotherapy service will be provided on two evenings a week from 1800 to 2100 hours with sessions lasting 25 minutes at a cost of £15. Appointments will have to be prearranged with the physiotherapists in advance. Payment has to be made in cash or by cheque before each session. The club will receive a proposed 20% cut of each session which will be paid to the club on a monthly basis.

The 20% figure may seem low but the point of this scheme is to primarily offer an affordable yet quality physiotherapy service to the members, making it more convenient for them to have their injuries treated at the club rather than having to pay far higher fees elsewhere. The kickback to the club is, from my understanding, to help pay off the initial expense of purchasing the equipment.

From my viewpoint, as you can appreciate, on offering this service, in order to run it properly the earning potential has to be financially attractive enough for me to secure the services of other chartered physiotherapists. I feel the rate consequently to be fair to both parties.

The equipment required is as follows:

- one ultrasound machine (hopefully a second hand machine so final cost to be determined) – approx £350-400.
- one portable treatment couch at a cost of £275 + VAT
- other miscellaneous items eg. tape, ultrasound gel

Provision of one of the rooms upstairs in The Carlton Tavern, at no cost, would also be required for the two evenings a week.

I propose, if we agree to go ahead with this service, that we set it up for a trial period of 12 weeks to be reviewed both by myself and by the committee at the end of this time.

Obviously with the club having never offered such a scheme to its members before, it is extremely difficult to predict the level of interest and potential usage. However, bearing in mind the club runs 15 sides and has over 200 members, it is reasonable, I feel, to work on the basis that we can fill 50% of the 12 physiotherapy sessions a week. This would mean, over a 12 week period, we would provide a minimum of 78 physiotherapy sessions.

At £3 per session profit to the club, this would mean £234 being paid back. Obviously if the scheme is a success and these projected targets are met, then the club can expect to have covered the cost of the equipment by the end of the first season. Over time, I would hope, on building up the service, to be able to potentially offer such services as massage, acupuncture etc. etc. which could involve the club ploughing some of their profits back into the scheme.

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