

MISSION STATEMENT:

‘To be the football club of choice for ALL players, by offering the very highest level of coaching, safety, enjoyment and facilities.’

VALUES:

• QUALITY

- In Coaching -
 - Adherence to FA coaching philosophies and policies (4 corners model, England DNA).
 - Consistent approach to coaching across all teams, from Academy to open age.
- Of facilities –
 - Provide a first-class environment for all members and guests.
 - Clubhouse and surrounding areas to be ‘the place to be’.
 - To continually invest in playing surfaces to ensure maximum playing opportunities.
- Of equipment –
 - Kit policy to ensure all players and coaches entitled to new kit every 2 years.
 - Equipment policy to ensure all teams have suitable number of balls, cones etc in good condition.
 - Investment in replacement of training and match goals, flags, ropes etc when required.

• INCLUSIVITY

- Provide opportunities to ALL players, irrespective of age, religion, race, sexuality, physical impairment etc.
- Ensure all members, families, carers, and guests are fully informed.
 - Social Media
 - Newsletter
 - Notice boards
- Seek and act on feedback from our members and guests.

• FUN

- Create and maintain a culture of the AFC ‘family’.
 - Regular events
 - #We only do positive

- **SAFE**

- Provide the highest level of child welfare and safeguarding.
- The safety of our players, members, and guests to be our number one priority.
 - Risks to be identified and addressed without delay.
- H&S policy including regular risk assessments.

- **RESPONSIBLE**

- Maximise income through partnerships, sponsorship, grants, events, and sales.
- Ensure that spend is kept to a minimum by procuring the most cost-efficient deals in all areas.
 - Spending policy / process to be adopted.
- Always reinvest profit in the interest of our members.

DRAFT