



VISION

OUR VISION IS FOR WEST DIDSBURY AND CHORLTON FOOTBALL CLUB, 'THE CLUB' TO BE SUCCESSFUL AND SUSTAINABLE IN AN ENVIRONMENT WHERE FOOTBALL, WHICH IS OUR PRIMARY OFFER, CAN BE PLAYED AND ENJOYED BY ALL, REGARDLESS OF AGE, GENDER IDENTITY, ABILITY OR SEXUAL ORIENTATION. EVERYONE IS WELCOME.

WE WANT TO BE RECOGNISED AS ONE OF THE LEADING COMMUNITY FOOTBALL CLUBS IN THE NORTH WEST, PROVIDING THE BEST AFFORDABLE GROUND AND CLUBHOUSE FACILITIES, GREAT FOOTBALL OPPORTUNITIES FOR MEN, WOMEN AND CHILDREN AND THE BEST MATCH-DAY EXPERIENCE POSSIBLE FOR OUR SPECTATORS.

WE WILL ALWAYS STRIVE FOR EXCELLENCE THROUGH OUR PEOPLE AND SERVICES ACROSS THE ENTIRE RANGE OF OUR SERVICE AREAS INCLUDING COACHING, VOLUNTEERING AND OUR CONTRIBUTIONS TO THE LOCAL COMMUNITY, INCLUDING NON-FOOTBALL EVENTS AND ACTIVITIES. WE WILL CELEBRATE OUR SUCCESS COLLECTIVELY AND WHENEVER POSSIBLE.

WE WILL SEEK TO BE AS COMPETITIVE AS WE CAN AT ALL AGE LEVELS, PLACING CORE PRINCIPLES OF INCLUSIVITY, FAIRNESS AND AMBITION AT THE HEART OF OUR APPROACH. WE WANT TO ENSURE THAT PEOPLE WHO PLAY FOR THE CLUB, REPRESENT THE CLUB OR WATCH AND SUPPORT THE CLUB ARE PROUD TO BE PART OF WEST DIDSBURY AND CHORLTON FOOTBALL CLUB.



AIMS

OUR AIM IS TO ACHIEVE OUR VISION BY WORKING TOGETHER AS **ONE CLUB** , CHANGING AND ADAPTING THE CULTURE OF OUR CLUB TO MEET THE NEEDS OF ALL OUR PEOPLE AND CUSTOMERS.

WE WILL BE CLEARER ABOUT OUR AMBITIONS, MANAGE THE PACE AND SCALE OF THESE EFFECTIVELY AND RECOGNISE AND CELEBRATE WHEN THEY ARE MET AND RESPOND QUICKLY WHEN THEY ARE NOT BEING MET.

WE WILL BETTER INTEGRATE THE CLUBS GOVERNANCE STRUCTURES, PROCESSES AND WORKSTREAMS BETWEEN OUR BOARD, AND ADULTS AND JUNIORS COMMITTEES, AND SUB-GROUPS, PARTICULARLY FOR ISSUES THAT IMPACT ON THE WIDER CLUB.

WE WILL PROGRESS INITIAL SCOPING AND PLANNING APPLICATION FOR OUR CLUBHOUSE EXTENSION.

WE WILL STRENGTHEN OUR TEAMWORK WITH A COMMITMENT TO GET THINGS DONE IN A BETTER COORDINATED AND MORE EFFICIENT WAY THROUGH OUR VARIOUS WORK PROGRAMMES COVERING OUR ACTIVITIES ON AND OFF THE PITCH.

WE WILL IMPROVE COMMUNICATIONS BETWEEN THE BOARD AND ADULT AND JUNIOR COMMITTEES AND FOOTBALL SECTIONS, EXPLORING NEW OPPORTUNITIES TO INTRODUCE A CENTRAL COMMUNICATIONS FUNCTION TO HELP BRIDGE ANY COMMUNICATIONS GAPS AND MAXIMISE OUR OPPORTUNITIES.

WE WILL SUPPORT AND EMBED HIGH STANDARDS OF COACHING IN ALL CLUB SECTIONS TO HELP ENABLE OUR PLAYERS TO PERFORM TO THE BEST OF THEIR ABILITIES.

WE WILL SUPPORT AND EMBED STRUCTURES TO HELP US BE AS COMPETITIVE AS WE CAN AT ALL AGE LEVELS.



OUR VALUES

- **EXCELLENCE** - WE STRIVE TO ACHIEVE THE HIGHEST STANDARDS WE CAN.
- **INTEGRITY** - WE ACT IN A FAIR, CONSISTENT AND TRANSPARENT MANNER
- **RESPECTFUL** - WE RESPECT OUR FELLOW TEAMMATES, COACHES, AND SUPPORT THEM TO OUR UTMOST IN OUR TEAM ENDEAVOURS. WE BELIEVE IN FAIR PLAY.
- **INCLUSIVE** - WE ACTIVELY SEEK TO MAINTAIN THE BALANCE OF COMPETITION, DIVERSITY OF THOUGHT AND INCLUSIVITY ACROSS OUR CLUB SECTIONS.
- **AMBITIOUS** - WE ARE FORWARD LOOKING AND DEMONSTRATE A STRONG DESIRE AND DETERMINATION TO SUCCEED.
- **COLLABORATIVE** - WE WILL ACTIVELY ENCOURAGE AND PRACTICE GREAT TEAMWORK IN EVERYTHING WE DO.