



KINGSWOOD UNITED FC

VISION

**THE HEARTBEAT OF THE LOCAL COMMUNITY
THAT UNITES ALL AND DEVELOPS SKILLS
ON AND OFF THE FOOTBALL PITCH**

MISSION

**AT KINGSWOOD UNITED WE ARE PASSIONATE
ABOUT PROVIDING A WIDE RANGE OF
FOOTBALL OPPORTUNITIES TO ENSURE WE
CAN PROVIDE THE INDIVIDUAL PLAYER WITH
THE RIGHT OPPORTUNITY
AND THE RIGHT CHALLENGE**





CLUB ETHOS

OUT WORK

WE ENCOURAGE OUR PLAYERS TO ALWAYS WORK HARD AND SHOW DETERMINATION, RESILIENCE, POSITIVITY AND TEAMWORK



OUT THINK

FOOTBALL IS ABOUT INDIVIDUALS MAKING DECISIONS AND UNDERSTANDING HOW THEIR ACTIONS INFLUENCE OTHERS. WE CHALLENGE OUR PLAYERS TO DEVELOP GAME INTELLIGENCE AND ENCOURAGE LEADERS ON THE PITCH WHO CAN SELF ORGANISE AND SOLVE PROBLEMS INDIVIDUALLY AND COLLECTIVELY.

OUT PLAY

DEVELOP A LOVE OF PLAYING THE GAME. ENSURING BOTH CHILDREN AND ADULTS ARE GIVEN THE FOUNDATIONS AT THE RIGHT STAGE OF THEIR DEVELOPMENT WHICH WILL GIVE THEM THE TECHNICAL, TACTICAL AND PHYSICAL ATTRIBUTES THEY'LL NEED TO PROGRESS AND ENJOY PLAYING THE GAME.



VALUES:

FUN: We strive to ensure that excitement and enjoyment is at the heart of everything we do in order to foster a lifelong love of football.

EXCELLENCE: We will continually strive for best, evolving our practices and continually improving through hard work and effort.

SAFE: We prioritise providing a safe environment for our players and volunteers and do so by setting the standards through robust policies and procedures and ensuring these are consistently met.

FAMILY: We believe it's not just about football, but about creating a positive and supportive environment that teaches life skills and promotes friendship, celebrates differences and fosters a sense of belonging.

INCLUSIVE: Football is for everyone and we strive to provide a welcoming environment with opportunities for all.



PRIORITIES:

STRONG SUSTAINABLE CLUB: A sustainable football club ensures its long-term existence within the local community for decades ahead by securing the resources needed to maintain and develop its facilities, attract and retain players and coaches and provide equal opportunities for all to participate in football.

PLAYER CENTRED: The individual development of our players is paramount and at the heart of all that we do. We celebrate differences and recognise that each person is unique. By building mutual trust and respect and listening to their concerns, we can then respond appropriately.

VALUING VOLUNTEERS: We are committed to supporting our volunteers through a robust recruitment process whereby we support our volunteers, match them to the right role and provide training and other development opportunities. We support volunteers at all stages of the journey through 1:1 support, mentoring and opportunities for continual learning.

QUALITY FACILITIES: To create a safe, welcoming and excellent facility for children and adults that encourages and inspires players to participate in both sport and other social activities

