



GUILDFORD FOOTBALL CLUB

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Club Vision and Mission Statement

Guildford Football Club is a volunteer-run organisation founded in 2023/2024. Providing football for the community of Guildford and surrounding areas, and the club of choice for all players, coaches and volunteers.



CLUB **OWNERSHIP**

Our club strives to make a difference in our community, through the power of football.

Guildford Football Club Limited is a registered company in England and Wales and is currently owned by Martyn Dwyer.

Martyn is a 48 year old businessman from West London. In his youth he has played at semi professional level in lower leagues before going onto University obtaining an Honours degree in Business.

Martyn has held chairmanship with various amateur clubs in and around the London area before making Surrey his home and ultimately founding Guildford Football Club.



CLUB VISION AND MISSION STATEMENT

At Guildford Football Club our aim is to create a community focused organisation, providing positive life enhancing experiences using football to help people of Guildford and surrounding areas achieve their goals.

To achieve this, Guildford FC will strive to be:

- A progressive and inclusive organisation that provides excellent facilities and services for its members and visitors;
- A progressive organisation that excels on the pitch;
- An organisation that is financially sound with robust governance structures in place;
- A caring organisation that supports its members as they meet their personal goals;
- An organisation that promotes equality, diversity and inclusion

We strive to deliver an environment where football can be played and enjoyed by all, regardless of ethnicity, gender or ability.

We seek to provide an opportunity to develop the physical, mental and emotional growth of our players and other club participants such as managers, coaches, volunteers, committee and family members.

Through experience derived from playing football and supporting community focused initiatives we aim to enhance life skills such as teamwork, fair-play, leadership and commitment in a supportive environment and we strive to be role models for the youth in our club as well as the larger community in which we operate.



Clubs Vision, Mission And High Level Objectives

MISSION

The Club's Mission is set to a ten year plan to:

- develop football facilities for Guildford Football Club which will improve the quality and the experience of playing and spectating for the local community;
- increase and sustain participation in all club activities; and
- improve the standards of play of all Guildford Football Club teams as they develop.
- The club have applied and expect to compete in the Combined Counties League starting in Division 2 and be will be affiliated to Surrey F.A.

VISION

The Club's Vision is to be an inclusive club for all and a football and social centre for the community, with a range of teams playing at the highest sustainable levels possible. Teams to include Men's First Team, Women's First Team and both Male and Female Youth Teams.

Guildford Football Club are expecting to become a semi professional club within seven years of the strategic plan and fully professional within the ten year plan.

The club are expected to be playing at Step 4 Level 8 by year 7.

HIGH-LEVEL OBJECTIVES

- Work with Guildford Borough Council to develop Community Sports.
- Increase income in line with increased resources year-on-year;
- Build greater awareness of the club within the local community and beyond;
- Increase the number of volunteers in line with identified priority tasks;
- The Board of Directors to operate efficiently and effectively.

CLUB VALUES

Our values underpin everything we do. These are:

Respect

Treat others the way you want to be treated.

- **BE ACCEPTING:** Support everyone's worth & dignity, regardless of background, abilities or beliefs.
- **BE CONSIDERATE:** Always be aware of & honour others' rights & feelings.
- **BE ATTENTIVE:** Be ready to learn from managers, coaches, officials & other club representatives.
- **BE ENCOURAGING:** Demonstrate concern for the growth & development of all others.
- **BE APPRECIATIVE:** Value the guidance of supportive teammates and club officials.

Sportsmanship

Bring your best to all competitions.

- **BE COOPERATIVE:** Join teammates, opponents, coaches & officials in a mutual quest for excellence.
- **BE FAIR:** Compete skillfully, guided by the letter & spirit of the rules.
- **BE GRACIOUS:** Savour the challenge of a tough competitor & meet it with your finest performance, win or lose.
- **BE HONORABLE:** Respect the game & everyone's contributions.
- **BE HUMBLE:** Take success in stride – share the credit.



Leadership

Drives performance, knows how to develop other people, and knows how to set standards.

- **BE EMPOWERING:** Inspire & help others to grow, succeed & lead.
- **BE VISIONARY:** Raise expectations for yourself & the team.
- **BE INTERCONNECTED:** Recognise the vital link between individual effort & group achievement.
- **BE GENEROUS:** Freely contribute hard work & support to reach the team's goals.
- **BE ENERGETIC:** Initiate action - do what needs to be done.

CLUB VALUES CONTINUED

Responsibility

Embrace opportunities to contribute.

- **BE HELPFUL:** Understand & advance the club's positive goals.
- **BE CONSCIENTIOUS:** Be aware & careful of the choices you make.
- **BE ACCOUNTABLE:** Accept that your actions impact everyone around you.
- **BE PERSEVERING:** Work through difficulty & discouragement in pursuit of individual & team objectives.
- **BE RELIABLE:** Prove that others can depend on you.

Integrity

Know & do what is right.

- **BE COMMITTED:** Set high standards for your behaviour & stick to them, even in difficult situations.
- **BE COURAGEOUS:** Stand up for what you believe is just & good.
- **BE HONEST:** Choose words & actions that are sincere, not misleading.
- **BE DISCIPLINED:** Remain dedicated & self-controlled, even when challenged.
- **BE RESILIENT:** Learn from mistakes & losses; seize the opportunity to improve.





CONTACT US



TBC



info@guildfordfc.com



www.guildfordfc.com



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Thank You
for your interest

Guildford Football Club