



# Cambridge Football Club Guiding Principles

## Our Vision

To be recognised as a leading community-based football club that players aspire to join; benefiting from a supportive learning environment, with superior coaching, training facilities and equipment, and becoming part of a great self-funding social-club atmosphere.

## Our Mission

To develop well-balanced, successful individuals who have the passion, commitment and capability to create pleasant and professional team environments throughout their lives; regardless of gender, physical abilities or background, through instruction of the technical, tactical, physical and psychological aspects of football.

## Our Values

Our attitude and behaviour are guided by our eight club values.

- ... **Capability:** we are responsible for player development and accountable for developing winning teams in all leagues and competitions chosen to compete in.
- ... **Professionalism:** we abide by our code of conduct and commit to training and personal development programmes organised by our coaches and managers.
- ... **Unity:** we are a family, a club of many teams supporting each other in times of need, ensuring the collective drive of the club is harnessed for our future success.
- ... **Achievement:** we are focussed on overall player development and retention as our future success is built on talent identification and competitive excellence.
- ... **Leadership:** we provide effective club leadership, exemplary coaching and insightful sports education to achieve our vision and undertake our mission.
- ... **Teamwork:** we make decisions based on what's in the best interest of our players without compromising our cohesive and inclusive club environment.
- ... **Collaboration:** we promote the clubs facilities and membership benefits for the overall betterment of the Cambridge community and our supporting sponsors.
- ... **Passion:** we enjoy playing football for the club and are loyal to the game, the club and our fellow members.

