

Maypole Football Club



Our Ethos, Vision & Values

Club Policy Owner	James Walker
Responsible Members	James Walker Callum Main Adam Brazier Harvey Harwood Nikki Richards Dane-Marie Miller
Latest Review Date	April 2026
Next Review Date	April 2027

“Maypole FC is not just a football club. It is a movement. It is a home. It is the heartbeat of our community. And we will continue to rise, together”

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Our Ethos, Vision & Values

Club Ethos:

At Maypole FC, football is far more than a game, it is a shared journey, a way of life, and a source of pride for every individual connected to our club. We are built on the foundations of pride, passion, and progress. Every player, coach, volunteer, and member is part of a legacy that champions unity, respect, and ambition. We play with heart, we grow with purpose, and we lead with integrity. This is who we are.

Vision Statement:

Our vision is to be the most inspiring, inclusive, and forward-thinking football club of our generation, on the pitch, in the community, and across the culture. We are determined to set the standard, not follow it.

Core Values:

Unity is at the heart of everything we do. We win together, we lose together, and we grow together. Maypole FC is one club, one family, united in purpose and spirit.

Respect is non-negotiable. We honour our teammates, opponents, officials, and the game itself. It is the foundation of sportsmanship and character.

Ambition drives us forward. We aim high, train hard, and never settle. Excellence is not a goal; it is our expectation.

Fulfilment is essential. Football should enrich lives. We celebrate every moment, every goal, every save, every tackle and most important, every step forward. The game gives us purpose, pride, and lasting memories.

Belonging defines our culture. Players, coaches, families, and the wider community, everyone has a place here. No one stands alone at Maypole FC.

Resilience is our standard. Maximum effort is the minimum requirement to succeed. We bounce back stronger, always. We do not shy away from challenges; we rise to meet them and find solutions.

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Our Commitment to Development and Inclusion:

At Maypole FC, our values are not just words. We are proud to offer clear and inclusive pathways for all, from our youngest players in the Under-7s to our senior open-age teams.

Every stage of development is carefully supported, with coaching that nurtures character as much as talent.

This is not a side project; it is a central pillar of our future.

We are investing in a vibrant and ambitious female pathway, ensuring that girls and women have equal access to opportunity, visibility, and leadership. This season, we have introduced Wildcats and we are committed towards introducing new girls' teams for next season.

We are equally committed to our disability pathway, where football is adapted, inclusive, and empowering. Every player, regardless of ability, deserves the chance to play, grow, and belong. Towards the end of the season, we will be introducing Comets. This supports our commitment towards inclusion, ensuring that all young people feel comfortable in the environment we create.

We work closely with families, carers, and support networks to ensure that every individual feels safe, valued, and celebrated. As part of our communication strategy we aim to ensure that our communication remains equally personable as well as professional to build positive, supportive relationships with our parents/carers.

We invest our time and energy into our volunteers, coaches, players, and families because growth is a shared commitment. We aim to provide training and qualification opportunities in both a coaching and officiating capacity for players, parents, and coaches.

We are building more than teams; we are building a culture of excellence, inclusion, and pride.

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