



Maypole FC: Club Identity

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, our opponents, our officials, and the beautiful 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.

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.

We are investing in a vibrant and ambitious female pathway, ensuring that girls and women have equal access to opportunity, visibility, and leadership. This is not a side project; it is a central pillar of our future.

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. We work closely with families, carers, and support networks to ensure that every individual feels safe, valued, and celebrated.

We invest our time and energy into our volunteers, coaches, players, and families because growth is a shared commitment. We are building more than teams; we are building a culture of excellence, inclusion, and pride.

“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” – James Walker, Chairman