



Club Culture Plan

CLUB INFORMATION



Club name: Ardrossan Winton Rovers FC Youth Academy		
Key Contact: Eddie Gibb	Tel no: 07900665335	Email: wintonacademy@outlook.com
Locations / Venues: Winton Park, Ardrossan. St Matthews, Saltcoats.		
Local Authority: North Ayrshire Council		
Club website: https://www.wintonroversacademy.org.uk/	Twitter:	Facebook
About the club:		
About Us		
<p>Ardrossan Winton Rovers Youth Academy is a club whose objectives are to provide a structure within which all our member teams can play football in line with the pathway set out by the Scottish Football Association. Our academy will provide opportunities for children and young people to achieve, be active, safe, respected, responsible, nurtured, healthy and included, and will fully adopt the policy & Procedures of the Scottish Youth Football Association & Scottish FA & to achieve these outcomes. We will advance public participation in football by promoting the game of football through the provision of recreational facilities and activities, to improve the fitness and health of the persons for whom the facilities/activities are primarily intended and to provide a safe environment to encourage and promote the development of football, health, self-esteem and friendship within the community of Ardrossan.</p>		
<p>Ardrossan Winton Rovers Youth Academy since its inception in 2018, the organisation has been underpinned by the expertise of the members of Ardrossan Winton Rovers Junior Football Club, a club that has been in existence since 1900. All of the Academy's coaches and administrators are volunteers who give up their time for the betterment of others. The academy is self-funded and recognises the valued support of community members and businesses who contribute to ensure the Academy is well maintained.</p>		
<p>We aim to provide facilities and equipment and it will be available to anyone irrespective of race, colour, religion, sex, sexuality or disabilities. We aim to promote a respect for diversity and encourage people to take pride in themselves and their team mates through the game of football.</p>		
<p>We are affiliated to Ardrossan Winton Rovers Junior Football Club and as such our legal status is that we are a Community Interest Company.</p>		

Mission / Values/Vision

Mission Statement

- To develop skilled, confident and creative players
- To make the game fun and safe in practice and play
- To teach good behavioural habits and respect for all
- To value character, effort and performance as equal to winning
- To provide an identity within the community and to be proud of it.

Vision Statement

To make every single player a better person.

“Not just a football club” , is our motto.

Actions - POSITIVE COACHING SCOTLAND (Culture, environment, attitudes & behaviours)

Club

- Club has strong mission statement - Promote club mission to all members & beyond
- Develop club handbook to host all key club information. This will help induction of any new members to outline who club are and the standards and expectations set
- Promote the Codes of Conduct to all members (Club officials/ coaches/ parents/ players)
- Develop match day guidelines that can be standardised across club and acted upon especially at home games (i.e welcome opponents/spectator areas/ coach areas/ handshakes / banners)
- Appoint Positive Coaching Scotland Club champions/Floating coaches to support the environments especially at match days
- Host Positive Coaching Scotland workshops to support education of club members
- Develop club POSITIVE COACHING SCOTLAND resources to support environment
- Use club open days to build a showcase on the club values, ethos & partnership with Positive Coaching Scotland

Coaches

- Use club mission to develop a club coaching philosophy for all coaches
- Positive Coaching Scotland Workshop with coaches to educate on creating positive learning environment
- Develop a process to deal with parents on the touchline

Parents	<ul style="list-style-type: none"> - Promote code of conduct with parents - Host Positive Coaching Scotland workshop with club parents - Develop Positive Coaching Scotland parent cards to support - Develop further methods to promote positive messages to parents
Players	<ul style="list-style-type: none"> - Develop man of the match cards to promote effort, attitude, improvement & behaviour - Deliver key messages of Positive Coaching Scotland to players - Develop code of conduct with the players

Key Actions and who responsible