



# CLYDEBANK FC

## CLUB CULTURE PLAN: VISION 2023



## ADDRESS

Holm Park Community Football Academy  
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## ACADEMY WELCOME

Welcome to Clydebank FC! I am delighted to become our first Head of Academy, especially during this exciting time at the club with the newly built Holm Park.

I truly believe we can become one of the best academies in the West of Scotland. The creation and implementation of our Vision 2023 project should provide the club with long term success in developing young people to reach their full potential, both as players and as people within society.

We should be proud of what we have achieved thus far, but our journey as an academy has only just begun. I believe there is a real need within the town to have a positive sporting institution which is recognised across the country.

Clydebank FC is a historic club now run by the fans, our strategy is to bring through talented young players who aspire to play at the highest possible level. The academy should provide that pathway, but also to create lifelong opportunities for all to play or be part of the club.

Lastly, we should also look to use the academy to impact the wider community through various initiatives, which aims to improve the health and well-being of the town.

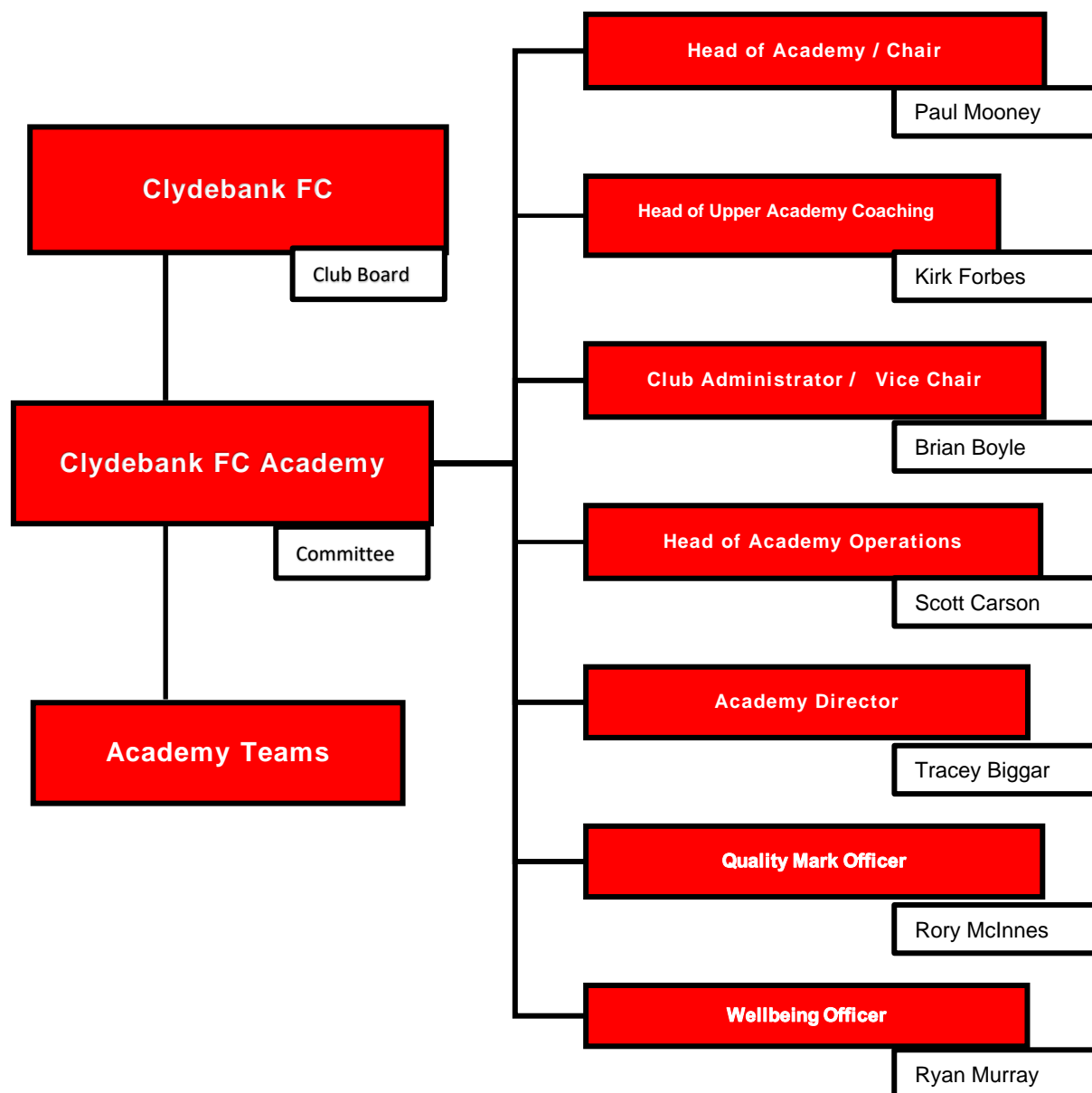
I very much look forward to working hard over the next few years to reach our goals.

Yours in football,

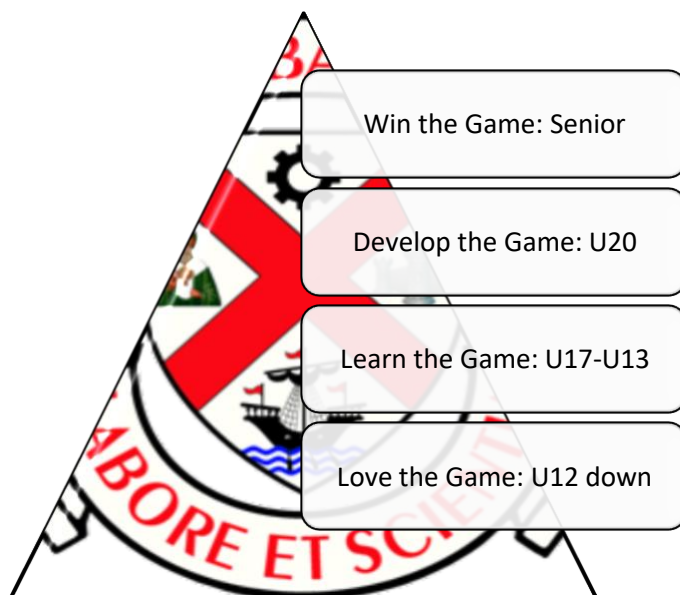
**Paul Mooney**

**Head of Academy**

## CLUB STRUCTURE



## CLYDEBANK FC PATHWAY



## CLUB MOTTO



"BY WORK AND KNOWLEDGE"



## CLUB CORE VALUES

- B** • **Bravery:** Show character to lead by example and not be afraid to fail
- A** • **Accountability:** Take responsibility for your own actions and things you can control
- N** • **Never Quit:** Show resilience and determination when facing challenges
- K** • **Knowledge:** Always aspire to listen, learn and improve as an individual
- I** • **Independant:** Be organised and prepared in everything you do
- E** • **Effort:** Have a positive work ethic to do your best
- S** • **Sacrifice:** Be committed and dedicated when representing the club



## VISION 2023

2023 will be the club's 20<sup>th</sup> anniversary since the rebirth of the Bankies, thanks to the hard work and never say die attitude of its supporters. To honour this celebration, the academy has an ambitious action plan called Vision 2023. This hopes to instil the core values of the great history of the club, to create a bright future for the academy the community can be proud of for many decades to come.

### TARGET 1

#### ACCREDITATION

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- To achieve Silver status through the SFA's quality mark programme
- To progress towards Gold and ultimately Platinum

### TARGET 2

#### COMMUNITY

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- To use Clydebank FC as a positive institution, by creating and implementing initiatives that benefit the local community.
- To create a stronger and closer link between the academy and the senior club

### TARGET 3

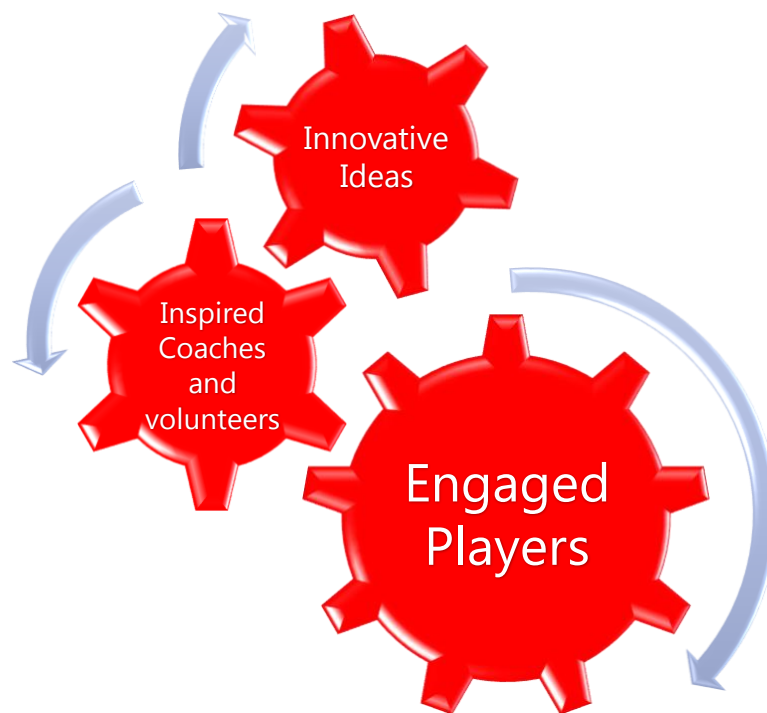
#### ENVIRONMENT

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- Develop a successful pathway for talented, ambitious players from the academy to first team
- To implement the club strategy which aims to create the best possible environment for all members of the academy to achieve their potential.

## CLUB STRATEGY

Our strategy has 3 key components starting from the top with innovative ideas from the Head of Academy. The aim is to support and inspire our coaches who want to improve themselves and in turn create a better environment for their players.



- Involve coaches in the decision-making process, through sharing ideas and practices at our in-house training events.
- To deliver in house training events lead by our UEFA B licensed Head of Academy and other highly qualified/experienced coaches



- Create a training resource of skill moves for every academy player to master
- Self-evaluation logs available for Personal Development Plans for 11 aside players
- To create opportunities for senior and upper youth players to get involved in coaching younger academy teams
- To work with every team within the club and create their own personalised improvement plan
- To create a goal keeping academy session(s) within the academy
- To create Player Development sessions for ambitious youth players looking to do additional training
- To offer workshops on a variety of topics such as mental health, nutrition, leadership, teamwork and growth mindset.



## PARENTS/SUPPORTER CODE OF CONDUCT

R

• **Referees:** Like players and coaches, referees make decisions in the game. We might not always agree, but that's football. Respect the officials at all times, make the game about the players, not *YOU*.

E

• **Encourage:** As players and fans, we all want our teams to win and do well. Provide encouragement and support to players, no matter how frustrating it can get in the sidelines, you can be assured the person on the park feels the same.

S

• **Spectators:** Holm Park is a fantastic venue to host supporters and allow space for coaches and players to focus. As a spectator you represent Clydebank FC therefore please conduct yourself in an appropriate manner.

P

• **Players:** As a parent, you have a crucial part to play in the development of your child. Guide them to follow the clubs key values in football and importantly in life. Be a positive role model, let them play and learn to love the game.

E

• **Engage:** If you hear or see spectator behaviour which falls short of the clubs code of conduct, challenge it if safe to do so - or report it if uncomfortable to the head coach or academy committee. We all have a duty to build a positive reputation for the club and provide a safe environment for the player to play.

C

• **Coaches:** All our coaches are volunteers, taking on roles which equate to a full time job at times. Please keep that in mind, you might not always agree with a coaches decision but that's life. Be respectful to all our coaches and support them in trying to make everyone within their squad the best they can be.

T

• **Treat** everyone as you wish to be treated yourself - with respect.

## COACHES CODE OF CONDUCT



R

• **Referees:** Like our players, referees make decisions in the game. We might not always agree, but that's football. Respect the officials at all times. Every official has the right to enter, participate and leave a venue with dignity and respect. Remember you are a role model, those around you will follow your behaviour!

E

• **Encourage:** It can be frustrating when players make different decisions from the ones you would. That is part of learning. Encourage your players especially when they need you most. Guide them, teach them, show them. Coaches should be in control of their emotions to be able to coach, not commentate on the game.

S

• **Success:** Measure success not on winning, but from the players self satisfaction in knowing they achieved the best of which they are capable of. That is success. An emphasis of self improvement - session by session - game by game - will create the end product of success. We should not lose focus on our values over short term gains.

P

• **Players:** Our job as coaches is to make each individual the best they possibly can be. Be a positive role model, be a good listener and provide helpful advice. We have a responsibility to develop young people's character, as well as a footballer. Person 1st, Player 2nd.

E

• **Equality:** Coaches should treat everyone within their team fairly, consistently and equally. Following the United Nations Convention on the Rights of the Child Act (1992)

C

• **Core Values:** We are role models, thus our actions are copied by those around us. Ensure all coaches instill the B.A.N.K.I.E.S core values to all players so they can best represent the club and into the wider community.

T

• **Treat:** everyone as you wish to be treated yourself - with respect.

## COACHES CORE VALUES

L

- **Leadership:** As role models, set a positive example to the young people who trust and look up to you. Be fair and consistent in everything you do that will gain respect.

E

- **Enthusiasm:** Show your passion for the game by creating a positive energy that makes players want to engage and love the game.

A

- **Adaptable:** Find practices that are suitable for the needs of your group. Be organised in advance, to be flexible to change when required. Think about the different levels of abilities within your group.

R

- **Relatable:** Clydebank FC wants coaches who are relatable to young people, who can show empathy and understanding to their problems. Coaches should also have an appropriate sense of humour which brings the group together through banter and laughter.

N

- **Nurture:** Failure is part of the process to learn. It is our job as coaches to build confidence whilst the young player develops their game. Help them to find the answers through open questioning and self discovery.

## PLAYER CODE OF CONDUCT



C

• **Coaches:** Listen and learn from your coaches. They are there to make you a better player. Players should shake every academy coaches hand wherever they meet - inside and outside of football as a sign of respect.

O

• **Opposition:** Be gracious in victory and defeat. Respect your opponents, look after injured players and show fair play.

R

• **Referees:** Respect the officials at all times. Every official has the right to enter, participate and leave a venue with dignity and respect.

R

• **Represent:** Remember when you are playing for Clydebank FC, you are representing yourself, team mates, coaches, the club, the facility and the wider community. Lead your life through the core values, be a positive citizen of the town.

E

• **Equality:** Everyone within the academy deserves to be treated equally with respect no matter their background: race, religion, gender, disability or sexual orientation.

C

• **Core Values:** Learn the club values off by heart. Follow them in and out of football to lead a good life.

T

• **Teammates:** Always put your team before yourself, look after each other and challenge bullying through the right channels.

## ACTION PLAN (PCS)

### CLUB

- Create and implement Vision 2023
- Create and implement the club's core values
- Develop and distribute a club handbook with key information
- Introduce and implement codes of conduct for all stakeholders
- Develop matchday guideline posters visible at Holm Park
- Host PCS workshops at Holm Park
- Develop PCS resources at Holm Park to support teams

### COACHES

- Host in house training: cover key topics regarding PCS relevant to coaches
- Introduce and implement coaches code of conduct

### PARENTS

- Introduce and implement parents code of conduct
- Host parent PCS workshops

### PLAYERS

- Create a safe space / channel for any young player to report any abuse/bullying/incident in confidence
- Work with players to create their own teams guidelines/expectations as part of the decision making process
- Introduce and have every player learn the B.A.N.K.I.E.S key values and club motto.
- Introduce and implement the standardised player code of conduct

## ACADEMY DISCIPLINE PROTOCOL



Coaches should follow the ADP when they encounter unacceptable behaviour. This is to assist all coaches to be consistent, avoid conflict and keep control more effectively. Following this process creates a culture of certainty across the board when dealing with day to day issues with young players. All stages should be conducted in a calm and respectful manner.

**STAGE 1 REMINDER:** For small issues that require a formal stage 1 so the individual understands there has been a breach of discipline but not to a serious nature.

**STAGE 2 WARNING:** Repeated or two separate incidents now formalises into a 'strike 2'. This now reaches the stage where the individual knows the final warning means next step is being removed.

**STAGE 3 SIT OUT:** When the individual has constantly disrupted or fallen foul of expectations and now has accrued 3 strikes. They should be removed from the session with a calm but firm response, sat in the dugout or a safe space nearby within eyesight. The individual should not be approached or acknowledged immediately, leaving a minimum of 2 minutes for them to reflect whilst the coach is able to focus on the session without disruption.

(b) Most incidences can be resolved through dialogue. The coach should approach the individual in a calm and respectful manner. They should ask the player why they are sitting out and do they understand why this action was taken. If acceptance, they can be reintroduced. If not, leave for another 2 minutes minimum and reconvene for one final call.

**STAGE 4 REMOVAL:** When all approaches have been exhausted and the individual is refusing to co-operate, take accountability or is a danger to others. Individual should be informed that a parent/guardian will be contacted and should be collected as soon as possible. Ensure the individual is kept safe and secure during this time as this can escalate further inappropriate or out of control behavior.

**NOTE:** If an individual is becoming disruptive on a regular basis where this process is not working, the Head of Academy should be notified to discuss the best way to handle the situation going forward.