

Hermes Bridge of Don Football Club Culture Plan

The Culture plan is to have a club based in the local community for the community. We are striving to set up a youth development for all ages that gives players a pathway to play at the highest level they can.

Our vision is to make Hermes BoD FC an outstanding club for the community, playing football at the highest sustainable level.

Underpinning this vision are six commitments:

1. To grow the Club to its best ability and become integrated with the local community
2. To promote sporting excellence
3. To develop young talent and help them excel
4. To engage with our members, supporters, and the wider community
5. To deliver viable financial performance as part of an integrated business plan
6. To develop first-class capabilities – people, premises, pitches, pride.

The club will achieve this by:

Aspiring to excellence in all that it does

Working in consultation with supporters, customers, and the community to maintain the highest standards of performance in an equal opportunities' environment

Following a policy of prudent financial management to develop the club profitably over the medium to long-term

Recognising that in the competitive world of Youth football the club must be ambitious, creative, and adaptive to change

Being actively involved with the local community to ensure that the club's resources are used to our mutual benefit

Continuing to recognise the importance of the club's youth development and to support the community in anyway it can.