



Inverkeithing United FC

Vision, Mission and Values

Vision

To be a valued organisation in Fife by re-defining what's possible for a Football Club in terms of player development, community engagement and participation, by delivering a positive fun and inclusive social impact through the power of people and sport.

We want to be able to develop football players to maximise their full potential, to be the best they can be and to play and enjoy the sport to the highest level to their individual capabilities.

Mission

- To develop footballers to be the best they can be in a fun, enjoyable and challenging environment.
- Provide new opportunities for young people and adults to participate in sport and recreational activities.
- Provide memorable opportunities for local people regardless of race, gender, social status or ethnic origin.
- Have a positive impact on local community initiatives and organisations that strengthen the local community of Inverkeithing and surrounding area.

Values

- **Respect for All – Be fair. Be kind:** we respect each other and everyone we always deal with.
- **Enjoyment – Love the Game:** we want everyone to love the game, be positive, supportive and encouraging, have fun and enjoy themselves.
- **Teamwork – Working Together:** we develop good relationships based on mutual trust and respect. We win together, we grow together, we learn together.
- **Community Engagement - In the Community For The Community:** we are committed to serving the local community whilst making a positive social and economic impact in the local community.
- **Customer Excellence – It's not how good you are, it's how good you want to be:** we aim to deliver services which make our members smile and want to tell their friends about us and remember how we made them feel.