

COLWYN BAY FC

COMMUNITY STATEMENT



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OUR PURPOSE

The purpose of Colwyn Bay Football Club is to deliver a service that is rated as something to be treasured and respected by our participants, funders and community partners. A Club that is recognised as highly successful in making a significant social contribution; changing lives and providing opportunities for all participants, particularly the most hard-to-reach and hard-to-help members of the community.

Colwyn Bay Football Club must be ambitious, dynamic and proactive if it is to gain the respect and support of its community and beyond.

OUR VISION

'To be the most effective football club, both locally and nationally, that uses football and sport as a tool to identify and support the community, people, individual groups and help to change lives for the better.'

OUR MISSION

Colwyn Bay in the community works in partnership with many individuals and organisations on a local and national level. Through the use of a comprehensive variety of sporting and social opportunities, Colwyn Bay Football Club states that:

'Through the positive promotion of sport, physical activity and the brand of Colwyn Bay Football Club, we are committed to providing high quality, accessible participant and development opportunities that positively

change lives and bring enjoyment to our communities.'

OUR STRATEGIC AIMS

- To win the hearts and minds of our local communities, allowing people to get closer to Colwyn Bay Football Club.
- To utilise the power of sport to motivate, educate and inspire our local communities.
- To be a pioneer of change at the forefront of sport and community development.

WHO WE SUPPORT

We invest in a responsible and sustainable way of working and communicating with our community . We have an inclusive approach to our work and support people of all ages, gender, ethnic and socio-economic backgrounds.

We help people and community groups within and without our club who are in the greatest need and who face the toughest challenges, including the 'hard-to-reach' and 'hard-to-help' members of our immediate community.

We provide life-changing opportunities particularly for young people, aiming to give them a fresh start in life and opportunities to grow, develop and become active and engaged members of society. We also hope to provide a platform for people to use football as a career by developing as many community groups as possible.

WHERE WE INVEST FOR OUR CLUB IN OUR COMMUNITY

We are committed to acting responsibly and investing in the communities in which we operate to deliver a positive social and environmental impact. The work that we undertake is dependent on the communication and activities in that area and building on any local provision that already exists.

- We recognise our responsibility towards the immediate community in which Colwyn Bay Football Club operates, and so we direct specific support via our Neighbourhood team to the immediate vicinity of Old Colwyn , Colwyn Bay and beyond., We have developed a specific many strategies to support our work in this area.
- Our support extends across the county of Conwy. We deliver programmes and share our knowledge and expertise with groups and individuals as follows:
 1. Colwyn Bay Football Club has and junior set up run by suitably qualified and enthusiastic staff.
 2. Colwyn Bay Football Club has set up a very successful academy which draws on young people from within our local community and beyond
 3. WE have a development group which has been set up to encourage and develop education groups and a female set up in line with The Football Association of Wales policies and best practice
 4. Colwyn Bay Football Club engages in coaching courses and updates for all our coaches and it is hoped that we can expand fun/play sessions when we are able to do so safely and effectively.
 5. We also encourage local firms and individuals to become involved in our set up by sponsoring players, purchasing advertising boards, match balls , sponsoring matches and kits.
 6. Colwyn Bay Football Club has an incredible supporters group which is proactive in the way in which it supports our club. They meet on social media in different ways including Zoom meetings to keep the links going between the club and community fan base.
- In addition, where we feel the opportunity is

right, we also share our knowledge and practice with other groups and indeed the FAW. All our board members and management team are committed to seeing Colwyn Bay Football Club being a highly valued and respected resource for our community. We never sit back but push forward in positive ways to get the best for anyone associated in any way in the promotion of Colwyn Bay Football Club.

**THIS STATEMENT WAS PREPARED ON
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