



Champions for YOUNG

Strategy

Vision



**Our vision is to become
Champions for **YOUTH****



Mission Statement

We strive to be champion for YOUth by recruiting talented individuals, producing professional footballers, who are grounded individuals, whilst providing high quality facilities. Also, ensuring the academy is financially sustainable in a safe, enjoyable positive learning environment.

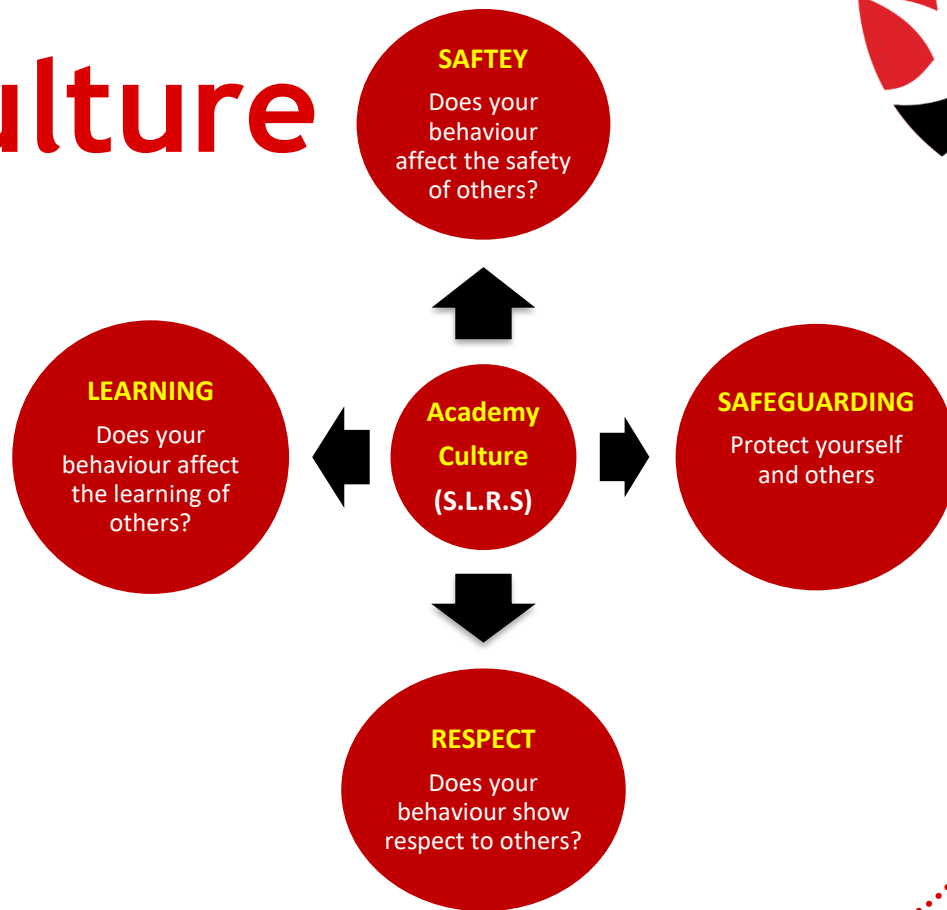


Academy Culture

As part of our academy culture 'we often learn more from our mistakes and failures than our successes as we go through life'.

Therefore, we believe we must create and maintain a positive learning environment to allow our players, staff and parents to learn in an enjoyable and safe environment.

In order, to create this positive learning environment our academy culture and values must be lived by all.





Academy Values

Our academy values underpin who we are as employees of Cheltenham Town FC Academy.

We believe when recruiting and developing players, staff and parents the adjacent values must be part of our DNA.

Furthermore, we believe our values are important ingredients to be successful in life.

