

Corfe Mullen United Juniors FC

Vision, Values & Ethos

TRAIN. DEVELOP. ENJOY!

Our Mission & Team Ethos

Train. Develop. Enjoy

Our players describe Corfe as fun and friendly. We create a welcoming environment where teamwork and friendship come first, every child feels supported, and respect underpins everything we do—so football is enjoyable, challenging in the right ways, and a positive part of each player's week.



Our Ethos



Community

Our aim is to build a lasting community both on and off the pitch. Where every player, coach and helper feels like a team and a family. Serving the community so that everyone has a place or a part to play.



Inclusive

We embrace openness and opportunity, ensuring everyone feels included, respected, and heard, regardless of background, identity, or skill level. Football is for everyone and anyone who wants to play!



Fun

We prioritise fun and enjoyment in everything we do, ensuring football remains a source of happiness, connection, and enjoyment for players. We encourage our teammates and leave with a smile on our face.

Club Values

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- C**ommitment We are committed to showing up for our teammates, giving our best, and supporting the club's positive spirit, win or lose.
- O**pportunity We ensure there is opportunity for all players—regardless of background, identity, or skill level—to participate, learn, develop, and contribute meaningfully to the team.
- R**espect We show respect for the game, our opponents, the referees, and, most importantly, each other at all times.
- F**un We prioritise fun and enjoyment in every training session and match, creating a pressure-free environment where we connect, laugh, and celebrate the simple pleasure of playing football.
- E**ffort We value maximum effort and personal improvement, recognising that trying our best is more important than the final result.

Club Values (Players' version)

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Commitment We show up, stick together and try our best

Oppportunity Everyone gets to grow, learn and play

Respect We are kind, fair and supportive

Fun Football is enjoyable, exciting and positive

Effort We work hard and keep improving



PLAYER RECRUITMENT AND SELECTION

Our club aims to provide opportunities for players to access football in a way that is positive, safe and appropriate for their development. At younger age groups, recruitment remains as open and inclusive as possible, with a focus on participation, learning and enjoyment. As players get older, approaches to selection may become more structured depending on squad sizes, league environments and the developmental needs of players. Selection decisions are made by coaches and team officials, with support from the club committee where needed. Decisions may consider factors such as:

Player wellbeing and readiness.

- Attendance and availability.
- Player wellbeing and readiness.
- Confidence and development needs.
- Creating balanced and positive team environments

We aim to communicate decisions clearly and respectfully with players and parents/carers. Where changes or challenges arise, we aim to support players positively and help them continue to feel involved within football.

GAME TIME AND PARTICIPATION

The club strongly encourages equal playing time at younger age groups, where participation, enjoyment and development remain central to the football experience. As football environments become more competitive at older age groups, playing time may vary more across matches or periods of the season. However, all players should continue to feel valued, supported and meaningfully involved. Game time may be considered within individual matches, across several weeks or across the season depending on the age group and playing environment.

Factors that may affect game time can include: •

Attendance and availability.

Readiness and wellbeing.

Confidence and development needs.

Engagement in training.

Squad size and matchday environment.

We encourage coaches to communicate openly and appropriately with players in age-appropriate ways so they can better understand decisions and continue to feel valued and supported.



A tall, red, teardrop-shaped banner stands on a grassy field under a cloudy sky. The banner features the word 'ENJOY.' in large, white, bold letters. Above it is a circular logo for 'CORFE MULLEN UTD' with a soccer ball in the center. Below the main text, the website 'CORFEMULLENJUNIOFSFC.CO.UK' is printed in smaller white letters. The banner is positioned on the left side of the image, with a large white arrow pointing from the banner towards the right, where the text of the page is located.

SQUAD STRUCTURE & TEAM PHILOSOPHY

At Corfe Mullen Juniors, our approach to squad sizes and team structure is built around one simple idea: every player should be able to play, learn and grow in an environment that suits their needs. To make this possible, we follow a clear, consistent philosophy across all age groups.

At Corfe Mullen Juniors, we believe that young players develop best when they grow together, learn from one another and feel part of one united group. Up to U10, our teams are mixed-ability. This avoids “A team/B team” labels, reflects the fact that leagues at these ages are organised into flexible pools rather than fixed divisions, and ensures all children experience equal belonging, opportunity and enjoyment.

From U10 onwards, as players mature physically, technically and socially, we may introduce ability-based teams where appropriate. This is not about separating players, but about ensuring that everyone plays at a level that supports their confidence, stretches their development, and prevents individuals from feeling out of their depth or held back. By matching players to the right environment at the right time, we give all young people the best chance to thrive, stay motivated and enjoy their football.

Communication

We aim to communicate clearly throughout the season so expectations and approaches are understood early. This guide will be shared at the start of the season and made available through the club's usual communication channels and online via our website. We encourage respectful conversations away from matches and training environments where possible, as this helps create calmer and more constructive discussions. Players should also be given opportunities to ask questions, be heard and understand decisions in ways appropriate to their age and needs. Players are encouraged to share how they are feeling about their football experience where appropriate.

Club Communication & Team Management

The club utilises Spond as our primary communication and management app. All newsletters, event details, and club updates are published through Spond.

Each age group has a dedicated group for training schedules, match details, and direct updates. Parents are required to use Spond to update availability and confirm attendance for all sessions. Keeping your app up to date ensures coaches can plan effectively and guarantees you don't miss important club announcements. We recommend ensuring ensure your Spond notifications are turned on.



Managing Disagreements

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We understand that questions around selection or game time can happen within youth football. Where they arise, parents/carers are encouraged to speak with the coach or team manager early, as conversations usually resolve questions or issues quickly and respectfully. If further support is needed, concerns can be raised with the club committee or club welfare officer.

The club will aim to:

Listen respectfully to concerns raised.

Respond proportionately and fairly.

Communicate decisions clearly.

Keep children's wellbeing and development central to conversations and decision-making.

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