

IN THE HEARTBEAT OF VERGLYDE



CLUB STRATEGY 2024-2027
GREENOCK MORTON FC



GREENOCK MORTON IS A CLUB WITH SUCH RICH HISTORY AND MANY STRONG TRADITIONS.

THE CLUB HAS EXISTED FOR 150 YEARS AND TODAY WE CONTINUE TO WRITE INCREDIBLE CHAPTERS IN THE GREENOCK MORTON STORY.

BY LAUNCHING OUR NEW CLUB STRATEGY WE AIM TO PROVIDE A DIRECTION OF TRAVEL, A PLAN AND AN IDENTITY FOR OUR STAFF, OUR INVESTORS AND MOST IMPORTANTLY OUR SUPPORTERS AS WE TRY TO CONTINUE THE PROGRESSION OF GREENOCK MORTON FC BOTH ON AND OFF THE FIELD.

TO GET TO THIS POINT WE HAVE WORKED EXTREMELY HARD TO CREATE PILLARS AND VALUES THAT WE FEEL REFLECT BOTH THE CLUB AND THE INVERCLYDE COMMUNITY WHICH WE SERVE. THOSE PILLARS AND VALUES HAVE THEN BEEN SET WITH A NUMBER OF TACTICS THAT WE HOPE WILL HELP US FULFIL OUR STRATEGIES AND OBJECTIVE OVER THE NEXT 3 YEARS.

WITH THE SUPPORT OF EVERYBODY INVOLVED, WE CAN MAKE THIS A THREE-YEAR PLAN THAT SEES GROWTH, DEVELOPMENT AND STRENGTH AT THE FOREFRONT OF EVERYTHING WE DO AND EVERYTHING WE ARE.

WE LOOK FORWARD TO YOU BEING PART OF THE JOURNEY WITH US.

GREENOCK MORTON FC BOARD OF DIRECTORS

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**TOGETHER WE
ACHIEVE MORE**

**MORTON
IN THE
COMMUNITY**

**MORTON
CLUB
TOGETHER**

OUR CORE VALUES

**GREENOCK
MORTON
FOOTBALL CLUB**

**SUPPORTERS
TOGETHER**



PASSION

WE ARE PASSIONATE ABOUT OUR CLUB, OUR PEOPLE AND OUR ROLE IN THE LOCAL COMMUNITY.



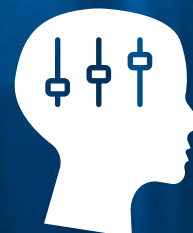
INTEGRITY

WE TREAT EACH OTHER WITH RESPECT AT ALL TIMES TO CREATE A STRONG CULTURE.



FOCUS

WE SET CHALLENGING AND MEASURABLE TARGETS THAT WE AIM TO EMBRACE & EXCEED.



DISCIPLINE

WE COMMAND STANDARDS FROM OURSELVES AND THOSE AROUND US TO CREATE A STRONG WORKING ENVIRONMENT.

OUR STRATEGY

INTERACTION

INNOVATE



INSTITUTION

OUR OBJECTIVE

TO BE A SUSTAINABLE AND SUCCESSFUL FOOTBALL CLUB THAT COMPETES IN THE TOP 16 OF SCOTTISH FOOTBALL AND DEVELOPS TALENT, WHILST PROUDLY REPRESENTING INVERCLYDE AND ITS PEOPLE ON A PATHWAY OF CONTINUOUS IMPROVEMENT.



STRATEGY 1 INNOVATE

TACTICS

- DEVELOP ON BEST PRACTICES FROM LEADING FOOTBALL CLUBS TO CREATE A HIGH-PERFORMANCE ENVIRONMENT IN OUR FOOTBALL & ACADEMY DEPARTMENTS UNIQUE TO OUR CLUB.
- ESTABLISH A RECRUITMENT MODEL FOR ATTRACTING AND DEVELOPING YOUNG TALENT, PROVIDING ENGAGING PATHWAYS FOR GROWTH.
- DEVELOP A ROBUST MEDICAL & SPORTS SCIENCE DEPARTMENT TO ENHANCE PLAYER AND STAFF DEVELOPMENT.
- COLLABORATE WITH LOCAL BUSINESSES TO CREATE INVESTMENT OPPORTUNITIES ALIGNED WITH THE CLUB'S GOALS.
- POSITION THE CLUB AS A KEY PLAYER IN THE LOCAL BUSINESS COMMUNITY THROUGH POSITIVE DELIVERY, CREATIVE THINKING AND ENGAGEMENT.
- EXPLORE CREATIVE WAYS TO ENHANCE THE CLUB'S INFRASTRUCTURE AND PURSUE FRESH APPROACHES FOR FINANCIAL INVESTMENT FROM EXTERNAL SOURCES.

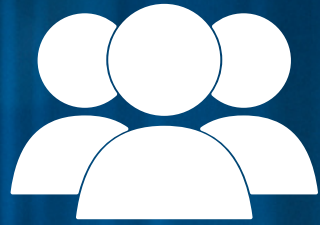


STRATEGY 2 INSTITUTION

TACTICS

- DEVELOP A COMPREHENSIVE FOOTBALL STRATEGY COVERING RECRUITMENT, ACADEMY, PLAYER DEVELOPMENT AND SUSTAINABLE TRANSFER BUSINESS.
- EXCEL IN SCOTTISH FOOTBALL CUP COMPETITIONS.
- ESTABLISH CLEAR AND ACCESSIBLE POLICIES AND PROCEDURES TO EMPOWER AND SUPPORT CLUB MEMBERS AND STAFF.
- FOSTER AN IDENTITY & CULTURE OF HARDWORK, ACHIEVEMENT AND SUCCESS THROUGH EFFECTIVE MANAGEMENT.
- IMPLEMENT A STRONG ONBOARDING PROCESS FOR NEW TEAM MEMBERS AND STAFF TO INTEGRATE EASILY IN TO THE CLUB'S CULTURE.
- ENSURE THE CLUB'S COMPLIANCE IS MEETING THE HIGHEST STANDARDS IN CLUB LICENSING, SAFEGUARDING AND WITH NATIONAL & INTERNATIONAL GOVERNING BODIES.





STRATEGY 3 INTERACTION

TACTICS

- SUPPORT MORTON IN THE COMMUNITY AND ENHANCE CAPPIELOW'S REPUTATION AS A CENTRAL HUB
- CONTINUE TO SUPPORT THE GROWTH OF THE GREENOCK MORTON FC WOMENS TEAM AND PATHWAY.
- STRENGTHEN BONDS WITH THE LOCAL COMMUNITY, PARTNERS AND STAKEHOLDERS INCLUDING YOUNG PEOPLE AND THE NEXT GENERATION OF GREENOCK MORTON FANS.
- INTRODUCE ENGAGING MATCHDAY THEMES TO CONNECT SUPPORTERS WITH THE CLUB.
- MAINTAIN ATTRACTIVE TICKET PRICING AND INCENTIVES FOR MATCH ATTENDANCE.
- ESTABLISH A STAFF TRAINING PATHWAY TO INVEST IN THE DEVELOPMENT OF OUR PEOPLE

