



Ross County Football Club

## Mission Statement

**“Ross County Football Club will strive to be ‘The Premier Club for the Highlands’ and will deliver excellence in all areas of activity both within the Club and the Community”**

with these key target areas:

1. “To provide quality entertainment and service to our stakeholders and the community in all areas of work within our Club and in so doing provide our employees with a safe and enjoyable working environment.”
2. “We will continually strive for perfection in developing our football, commercial and educational performance, to provide a sustainable financial base and a safe and enjoyable working environment for employees.”
3. “First class performance in football and commercial terms to provide first class facilities and financial return for all.” (Stakeholders, community and employees).
4. “Ross County will continually strive to achieve maximum performance and quality through all areas of our work to provide success and enjoyment to our stakeholders, the community and our employees.”
5. “To provide the best performance, service and facilities possible and be innovative and prudent in our approach.”
6. “Utilise and maximise the skills and knowledge of all to provide success and quality service and entertainment to everyone visiting Victoria Park Stadium.”
7. “To establish Ross County as a key force in football and commercial terms in Scotland.”

8. "To establish and develop Ross County's position in Scottish football and the community,

...supporting football at all levels in the community

...progressing rapidly within the SFL structure

...providing safe and quality facilities

...giving youngsters the opportunity to develop football and educational skills

...providing employers with a safe and enjoyable working environment

...adopting an innovative approach at all times

...ensuring a suitable financial base to work within