



OUR CITY
OUR CLUB
OUR WAY

COMMUNITY-DRIVEN. ACADEMY-POWERED. SUPPORTER FIRST.

OUR CITY, OUR CLUB, OUR WAY.



Exeter City Football Club and the Exeter City Supporters' Trust's new shared vision will guide the Club, the Supporters' Trust and the wider Exeter City family into an exciting future.

Launched to kick-start the Club's landmark 125th anniversary season, the vision is built around a simple but powerful message and set of values: **Our City, Our Club, Our Way**.

The new vision reaffirms Exeter City's commitment to its unique identity as a supporter-owned football club, rooted in its community and committed to creating sustainable success both on and off the pitch.

At its heart, the vision is a clear strategy for how Exeter City will continue to thrive and develop in an increasingly challenging football landscape:

Community-driven. Academy-powered. Supporter First.

The vision has been jointly developed and approved by the Club and the Supporters' Trust and will provide a framework for decision-making, investment and long-term planning across the Club and Trust. The launch also marks a renewed commitment to delivering the values that have defined Exeter City for over 20 years under Supporter Ownership, while evolving to meet the challenges of the future.

Under the new vision:

Our City.

This reflects our pride in Exeter, Devon and the wider South West, and its commitment to creating value in the community beyond matchdays.

Our Club.

This reinforces the importance of supporter-ownership, accountability, inclusivity and belonging.

Our Way.

This sets out the Club's approach to growth and success through community impact, academy development and putting supporters at the centre of key decision-making.

The vision will underpin future strategies across the Club, the Men and Women's team, the Supporters' Trust and Exeter City Community Trust, ensuring alignment across football operations, supporter engagement, governance, community programmes and commercial development.

The launch represents an important milestone in the Club's evolution, with a focus on clearer communication, stronger alignment, visible accountability and delivering on the principles that make Exeter City unique.

As the Club celebrates 125 years of history, the vision is intended not only as a reflection on the past but as a statement of our intent for the future.

Supporter ownership is our greatest strength and something to be proud of. Sustainable progress can be achieved without compromising the values that define us.

"Our City, Our Club, Our Way" is more than a campaign message; it is a commitment to how Exeter City will grow, compete and serve its community in the years ahead.

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OUR CITY.



Exeter City is at the heart of our City, with St James Park being more than a football ground: it is a place where people come together, feel represented and share a sense of belonging.

Our vision reflects our pride in our place and sets out our ongoing commitment to create value across the community, on matchdays and beyond.

We will make St James Park welcoming to all, accessible and recognisably Exeter City.

We will support Exeter City Community Trust to deepen our work with schools, grassroots clubs and local communities.

We will work with civic bodies and local partners to strengthen the Club's role in the life of the city; connecting football, community, culture and civic pride.

We will strengthen links with families, young supporters and exiled Grecians.

Under the **Our City banner**, we will bring this work together: celebrating what the Club and ECCT already do, making the impact more visible, building stronger civic and community partnerships, and using the power of Exeter City to create pride, belonging and positive change across our community.



OUR CITY

Proud of place.
Committed to serving our community.
Open beyond matchdays.



OUR CLUB

Supporter-owned.
Accountable.
Welcoming.
Worth belonging to.



OUR WAY

Academy pathway.
Smarter decisions.
Sustainable ambition.
Long-term stewardship.

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OUR CLUB.



As Exeter City celebrates its 125th anniversary, this is the moment to tell one of the most compelling stories in English football.

A story set mostly at St James Park, with visits to the beaches of Brazil and the footballing cathedrals of the UK, it has seen crisis and survival, featured unlikely celebrity cameos, all set to the soundtrack of the Big Bank. At the heart of this story are our supporters: travelling the length of the country, backing the team in full voice, and stepping forward when the Club needed them most. Through it all, Exeter City has remained proudly local, fiercely independent and unmistakably Exeter.

That story still defines us. **A Club saved and rebuilt by our Supporters' Trust**, it fought to return to the Football League, earned promotions and developed players who have gone on to compete at the highest level.

While the men's team now faces the challenge of responding to last season's relegation, that does not define the Club's direction of travel. **Across Exeter City, there is momentum: a growing supporter base, a stronger community presence, an academy pathway to be proud of, and a women's team whose progress and success show the ambition of a Club determined to represent the whole city.**

Our Club is more than a badge or a matchday. It belongs to the people who saved it, support it, volunteer for it, play for it and believe in its future.

Our next chapter is about protecting that legacy while making it fit for the future: **supporter-controlled, professionally run, welcoming, accountable and worth belonging to.**



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Useful in the community.
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OUR WAY.



This vision aims to give the Club one clear story and one clear way of working.

Our vision shows what is distinctive about Exeter City; and the strategy explains how we will stay sustainable, ambitious and accountable.

Why Now?

As we move into our 125th anniversary, **our history has been defined on doing things differently and punching above our weight**. From being the first team to play Brazil, to our academy producing a range of Premier League and international footballers.

However, the football landscape has changed dramatically in recent years and after 22 years of unprecedented success as a fan owned club, we have faced a number of challenges in recent years – on and off the pitch.

This revised vision marks a reset, providing a platform so that we can remain fan owned and can continue to thrive into the future.



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OUR PRINCIPLES.



Community-driven. Academy-powered.
Supporter First.

Our Vision

Exeter City will be a supporter-controlled club people are proud to belong to
- sustainable, ambitious, professionally run and unmistakably Exeter City.

Our way is simple: keep supporters at the heart, develop our own talent, serve our communities and compete without risking the Club's future.

The Purpose of the Three Principles

The Three Principles are the test for every major decision about Exeter City.

They are not a slogan or a marketing device. They define what must remain true as the Club grows: rooted in Exeter and its communities, powered by a clear academy pathway, and accountable to supporters through responsible ownership.

Together, they give the Club a simple decision-making filter:

Does this strengthen our place, our pathway and our people?

Our City, Our Club, Our Way.

A supporter-owned club built around people, pathway and place.

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COMMUNITY IMPACT.



Community is not an add-on at Exeter City. It is central to who we are: from supporter control and the matchday experience at St James Park, to the everyday work of the Club, players, staff and Exeter City Community Trust.

This is a Club rooted in its city and committed to supporting the people who support us.

That commitment is already visible across Exeter and beyond: **through City for All, the ECFC Community Fund, support for the Adam Stansfield Foundation, Mind Over MND** and local charities, and events that bring people together - from **Party at the Park** and **Exeter Respect Festival** to **Exeter City Women's matches at St James Park**.

Our players and staff are part of that story too. Last season, **players attended more than 150 community sessions**, strengthening the connection between the Club, the city and the people it represents.

At the heart of this work is **Exeter City Community Trust**, our official football club charity. Active in the community every day of the year, **ECCT delivers more than 50 programmes** across sport, inclusion, education, health and supported housing - providing over **350,000 hours of community engagement** and reaching **more than 20,000 people annually**.

The impact is significant. ECCT's work now generates **more than £16.3 million in measured social value**, improving physical and mental health, building stronger social connections and reducing pressure on public services across Exeter and beyond.

Under the Community-driven principle, we will celebrate and strengthen this work: making its impact more visible, building deeper partnerships with local organisations and civic leaders, and ensuring Exeter City remains a positive force for good in our community for generations to come.



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OUR GUARDRAILS TO PROTECT.

Guardrails are required to prevent any one part of the vision being pursued in a way that puts the Club's future at risk.

That means there may be moments when a protection takes priority over a principle of the vision.

Guardrails do not weaken the vision. They make it deliverable, responsible and credible.

We Will Not:

- ✗ Risk Football League status.
- ✗ Weaken supporter control without a clear member mandate and safeguards for the future.
- ✗ Take investment the Club cannot explain, govern or afford.
- ✗ Treat the academy as optional when budgets tighten.
- ✗ Make public footballing promises that are not grounded in reality.
- ✗ Let commercial growth erode affordability, culture or the Exeter identity.
- ✗ Make major structural decisions without clear explanations, appropriate consultation and the opportunity for challenge.



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HOW WE WILL DELIVER.



The Trust



- Sets the long-term vision, values and guardrails.
- Protects supporter control and governance.
- Represents members and leads engagement.
- Holds the Club to account for delivery and support the ECCT in delivering its objectives.

The Club




- Delivers football, academy and commercial performance.
- Provides an outstanding supporter experience on matchday and beyond.
- Runs the academy pathway from talent to first team.
- Drives sustainable growth, within the agreed guardrails, to support the vision.

The Exeter City Community Trust



- Leads community programmes and social impact.
- Builds links with schools, grassroots clubs and local communities.
- Extends the Club's reach beyond matchdays.
- Measures and evidences community benefit.

Shared delivery model

Community-driven	 ECCT lead	 Club supports	 Trust champions
Academy-powered	 Club lead	 Trust supports	 ECCT connects
Supporter-first	 Trust lead	 Club delivers	 ECCT informs

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JOIN THE TRUST.



The Exeter City Supporters' Trust is a democratic, non-profit organisation that proudly owns the majority shareholding of Exeter City Football Club.

The Benefits

- Have your say and vote in important Club and Trust decisions.
- Access to priority ticketing windows.
- 10% discount in the Club Shop.
- 10% discount in the club bar*
- Chance to win 'Director for the Day' experience.
- Chance to win Match Day Hospitality for two.
- Opportunity to stand for election as a Trustee.
- If elected, the chance to stand as a Director of Exeter City.

** on non-match days and after the final whistle on match days.*

How to Join

Join over 5800 Trust members who can say "We own our Football Club."

It costs from as little as £5 per-month!

Visit: weownexetercityfc.co.uk to join today.

Scan to
join online!



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