



NORWICH CITY

A home for  
everyone

# Club Strategy 2025-28

## Vision

To be an established Premier League club, driven by our proud, passionate football community.

## Mission statement

To make our football club and community better today than it was yesterday.

## Strategic Pillars



Develop our players and deliver winning teams

Develop and improve our supporter experience

Inspire and support our community

Be a club that people want to be a part of

# Our Home for Everyone strategy

Built into three pillars: **Mental Health and Wellbeing, Inclusion and Accessibility, and Sustainability**, this strategy is designed to drive meaningful, lasting change across every part of Norwich City Football Club and the Community around us.

We believe every employee and supporter should feel valued and supported. Through this strategy we will aim to:

- Embed inclusion, wellbeing and sustainability into everything we do.
- Create an environment where all club stakeholders feel safe, valued, and respected.
- Work collaboratively with partners, supporters, and our community to create meaningful impact.
- Utilise workforce data, lived experience, and community feedback to guide our decisions.
- Create a safe, inclusive, and welcoming experience for every supporter, visitor, and colleague.
- Develop opportunities to co create campaigns and initiatives with local and national groups.
- Adapt our approach to remain flexible to align with best practice standards, evolving EDI frameworks, and sustainability benchmarks.



# Club Strategy 2025-28

**Vision:** To create a culture where every person feels valued, supported, and seen.

**Mission:** Deliver lasting change for our fans, our people, and the communities we serve.

**Aligned Strategic Pillars:** To be a club people want to be a part of | Inspire and support our community

Pillar 1	Pillar 2	Pillar 3
Mental Health and Wellbeing	Inclusion and Accessibility	Sustainability
Rationale		
As a professional sports organisation use our platform to educate and act as a role model.	The club plays a huge and often invisible role in unifying the community across generations, race, class and gender.	The club sits in one of the most biodiverse areas of the country and we must play our part to protect this for future generations.
Theme		
To support a mentally healthy workforce and customer base by removing stigma, enabling access, and promoting wellbeing as a collective responsibility.	To diversify our workforce and remove barriers for disabled people through proactive inclusion, accessibility, and equity in experience.	To embed environmental responsibility in every customer and business touchpoint - balancing impact with transparency and accountability



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