



**NORWICH CITY**  
**FOOTBALL CLUB**

## INTRODUCTION

This Strategic Safeguarding plan has been developed to implement the highest levels of safeguarding arrangements and compliance against standards set by the Premier League, within its 'Safe to Operate' framework. Norwich City Football Club plan to embed an inherent safeguarding culture which is underpinned by safer recruitment, safe practice and workforce development. To measure our success we will encourage audit, feedback and data analysis to ensure we understand any areas which may benefit from development. We consider that this Strategic Plan will take two years to effectively deliver.

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## OUR VISION

Our Safeguarding vision is that we aspire to create inclusive and welcoming environments where children, young people and adults at risk feel safe, valued and respected in line with our own Club values.

This vision will focus on four areas to underpin and embed the highest levels of professional safeguarding practice:

**LEADERSHIP & GOVERNANCE**

**PREVENTION**

**PROTECTION**

**EMPOWERMENT & EDUCATION**

Our vision will be delivered through a set of key principles and strategic objectives.

## LEADERSHIP & GOVERNANCE

### Key Principle

While the Board is ultimately responsible for ensuring that effective safeguarding policies and processes are in place, safeguarding should be considered by everyone.

### Strategic Objective

The Club will embed a culture of safeguarding across all areas of business.

### How we will achieve this:

- Safeguarding is considered in line with all club values and strategic priorities.
- The Board champions safeguarding and contributes to raising safeguarding awareness and clearly communicating policies and procedures.
- The club will adequately resource its commitment to safeguarding with staff who have an operational responsibility for keeping children, young people and adults at risk safe.
- Safeguarding policies, rules and proposed developments are discussed and endorsed at Board level

## PREVENTION

### Key Principle

Prevention is the key primary aim of our safeguarding arrangements

### Strategic Objective

Take all reasonable steps to create an environment where it is as difficult as possible for any form of abuse, exploitation or mistreatment of children, young people and adults at risk to take place.

### How we will achieve this:

- We implement effective safer recruitment procedures to assess the suitability of all staff employed or deployed to work with or on behalf of children, young people or adults at risk.
- We implement effective safeguarding policies and procedures that apply to everyone involved with the club and in particular those in positions of trust or influence.
- Safeguarding is a key consideration during the planning, delivery and review of all our activities involving children, young people or adults at risk.
- We actively promote safeguarding in all of our partnership work where children, young people and adults at risk and the Club.
- We carefully assess and mitigate risk to children, young people and Adults at risk and the Club
- We work collaboratively with stakeholders and partners to meet our safeguarding requirements by providing support, guidance and education

## PROTECTION

### Key Principle

Having clear and effective processes, for dealing with safeguarding concerns, and working together with statutory and football authorities, enhances our ability to protect children, young people and adults at risk

### Strategic Objective

Promote and protect the safety and welfare of children, young people and adults at risk, by continuously working with key stakeholders, to strengthen our safeguarding arrangements and to share good practice across our community.

### How we will achieve this:

- We take all safeguarding incidents, allegations and concerns seriously and ensure that they are dealt with swiftly and appropriately.
- We implement effective procedures for managing safeguarding concerns and allegations.
- There is a supportive internal response to referrals of safeguarding incidents, allegations, concerns, complaints and whistleblowing.
- There is a multi-disciplinary approach to promoting and protecting the safety, welfare and well-being of children, young people and adults at risk.
- Information is shared where necessary to protect the safety and welfare of children, young people and adults at risk

## EMPOWERMENT & EDUCATION

### Key Principle

We believe that if our staff and any children, young people and adults at risk, are empowered to recognise and report abuse, we will be in a stronger position to prevent and protect.

### Strategic Objective

We are committed to raising safeguarding awareness and empowering everyone we engage with to identify and report concerns

### How we will achieve this:

- Safeguarding procedures, individual responsibilities and details on how to seek support or raise concerns are widely promoted to everyone involved at the Club.
- We develop a workforce who is empowered to: create safe environments, recognise safeguarding concerns and risks, and to take appropriate action where an issue arises.
- Those employed or deployed to work with or on behalf of children, young people and adults at risk receive regular safeguarding education.
- We empower children, young people and adults at risk by helping them understand their right to protection from abuse, exploitation and mistreatment, and where they can get help or advice if they need it.
- We create a culture that gives children and adults at risk a voice and considers their rights and wishes in decision making

## RESPONSIBILITY

The Senior Safeguarding Lead in conjunction with the Head of Safeguarding will hold primary responsibility for the delivery of the strategic objectives. Implementation of the plan will be facilitated by the Clubs Strategic Safeguarding Panel who will devolve actions through the Clubs four Operational Safeguarding Groups.

The Safeguarding Strategic Panel and the Safeguarding Operational Groups all have Terms of Reference which reflect the aims of this Strategic Safeguarding Plan.