



**Quality** - Continue to raise the quality customer care and delivery through quality assurance observations and support to staff and customers



**Charity** - Greater use of social media and the web to increase awareness of the charity and its impact on the community



**Sustainability** - Gain greater support and awareness for the Sporting Light Appeal to enable the charity to continue to make a difference to disadvantaged people and those with disabilities



**Facility** - Develop new relationships with organisations that have aspirations to work in partnership to develop community sports facilities



**NCFC / Partners** - Use the profile of Norwich City Football Club to engage fans and partners to make a difference through sport



**Football** - Increase opportunities for players to improve and progress to elite or national levels through greater football provision for advanced boys and girls.



**Sport** - Use the power of the Olympics and other high profile sports events to help increase participation and coaching in sport



**Dance** - Engage with more children and adults by integrating dance into other programmes including Community Cohesion Health and Schools and Education



**Health** - Help to improve the health of 4,064 people by delivering a wider range of Health initiatives through the Premier League Health and NHS funding



**Community Cohesion** - Secure funding to enable the continuation of positive activities for over 700 young people through Kickz and Street Sports projects within deprived communities



**Schools & Education** – To use the power of Norwich City FC and sport to engage learners in areas other than physical education



**Disability** - Increase the number of people with disabilities participating in sports other than football