

Our Strategy Summary 2023–2028

Building on 775 Years of caring for our community

The Great Hospital has been supporting people in Norwich since 1249. As one of the city's most remarkable charities and heritage sites, we are proud of our history and equally committed to our future.

Our 2023–2028 Strategy sets out how we will continue to provide high-quality housing and wellbeing support for older people while protecting our unique heritage for generations to come.

Our Vision

To build on our legacy as a vibrant heritage site and one of Norfolk's leading providers of social housing for older people in need.

Our Mission

We create a safe, supportive and enabling community where people are encouraged to live independently, valued as individuals and given every opportunity to thrive. Alongside this, we preserve and promote our unique historic site, buildings and heritage.

Looking Ahead

Over the coming years, we will continue to build on our unique combination of heritage, housing and community. Through our commitment to resident wellbeing, responsible stewardship and sustainable growth, we will ensure that The Great Hospital remains a place where people can thrive, both now and for generations to come.

Everything we do is guided by our values of being forward-thinking, committed, collaborative and person-centred.

Together, we are building a strong and sustainable future for The Great Hospital.

Our Four Strategic Priorities

1. Resident Wellbeing & Thriving Communities

Our residents are at the heart of everything we do. We are committed to supporting wellbeing, independence and quality of life, while creating a welcoming and connected community where people feel valued and able to thrive. Through our accommodation, support services, activities and partnerships, we foster opportunities for engagement, friendship and participation, ensuring The Great Hospital remains an exceptional place to live, work and visit.

2. Caring for Our Historic Estate

Our historic buildings and grounds are central to our identity. We will continue to protect, conserve and enhance this unique estate through careful stewardship, planned investment and sustainable management. By preserving our heritage, we ensure that future generations can continue to enjoy and benefit from this remarkable place.

3. Strong Governance

Good governance underpins everything we do. We are committed to operating with transparency, accountability and integrity, ensuring that our decision-making, leadership and compliance arrangements support the long-term success of the charity and the wellbeing of those we serve.

4. Financial Sustainability

To continue delivering our charitable purpose, we must remain financially strong and resilient. We will diversify income streams, strengthen financial planning, maximise opportunities from our assets and investments, and build partnerships that support our long-term sustainability. By maintaining a secure financial foundation, we can continue investing in our residents, our people and our historic estate.