

Norse Group Social Impact



Improving people's lives

Norse Group, **Britain's largest** local authority trading company (LATCO), owned by Norfolk County Council, is on a mission to **improve people's lives** and ensure public sector sustainability. With a workforce of approximately 9,000, they're not just about business; they're about **building communities** and making them thrive.

Nourishing Norfolk Network

In 2021, Norse Group, in collaboration with the Norfolk Community Foundation, unveiled the Nourishing Norfolk Network.

This initiative is an extensive effort to combat food insecurity in Norfolk. Comprising 22 local food hubs, it aims to provide affordable groceries and essential household items, thereby promoting not only access to affordable food but also long-term food security for the community. Norse Group's role doesn't end here; they've established a food distribution warehouse to ensure a consistent supply of food and offer logistical support to these hubs.





Community tidy-up initiatives

For the past five years, Norse Group has been inspiring their employees to make a positive difference in their local communities.

In 2023, the Norse Group HQ took the initiative to Great Yarmouth, Cromer, and Caister, where employees pitched in to clean up beaches and protect marine life from harmful litter. In addition, they generously offer to sponsor school and academy trust clients in conducting their own tidy-up activities using the Group's equipment.

Promoting healthy school meals

In 2022/23, Norse Catering, part of Norse Group, partnered with Norwich City Football Club to inspire primary school pupils to enjoy healthy school meals under the “Active Canaries” initiative.

Norse Catering's menu development team worked side by side with NCFC's first team chef to create a menu inspired by selected football players, which was then served to 6,000 children.

Supporting tenant Amenity Fund

Within Norse Care, employees enthusiastically raise funds for the Tenant Amenity Fund, which allows residents in care homes and housing with care establishments to enjoy social activities.

Notably, the Norse Care management team at St Augustine's Place embarked on a remarkable cycling challenge, covering an impressive 77 miles in just 6.5 hours to raise money for their tenants.



Social impact overview



Community Fund and employee volunteering

£30,000 awarded via Community Fund

Over **72,000** hours of volunteering time



Supporting Ukraine humanitarian aid effort

1500 miles travelled to deliver supplies

85 Norse Group volunteers



Nourishing Norfolk Network

22 local food hubs

Supporting **24,000** people across Norfolk



Promoting healthy school meals

16,000 meals served

70 participating schools



Community tidy-up initiatives

Over **200** bags of litter collected



Charitable contributions and sponsorships

Every year Norse Group nominate two charities to support.

In 2023, Macmillan Cancer Trust and Mind (Norfolk and Waveney) were the lucky beneficiaries. Norse Group employees embraced various fundraising challenges, such as Brave the Shave, the Three Peaks Challenge, sponsored walks, and Macmillan Coffee Mornings, raising substantial sums for these noble causes. Furthermore, Norse Group consistently supports Norwich Pride through sponsorship and fundraising activities and this year provided educational resources to support employees.

Community Fund and employee volunteering

Norse Group not only strengthens communities through their initiatives but also empowers their employees to make a difference.

Through the Community Fund, they encourage their staff to apply for support for causes dear to their hearts, provided they are actively involved with recognised voluntary or charitable groups.

Additionally, Norse Group's Board has introduced a policy allowing staff to take up to eight hours of paid time off annually to volunteer for a good cause, subject to operational requirements. With thousands of volunteering hours available, Norse Group envisions making a significant and lasting impact over time.

Supporting Ukraine humanitarian aid effort

Early in 2022, Norse Group joined hands with the Polish non-governmental organisation Norfolk Polonia CIC and the Norfolk Fire and Rescue Service to lend support to the Ukraine Humanitarian Aid Effort.

Drawing on their expertise in facilities management, Norse Group played a pivotal role in arranging logistics, transportation, and equipment for this community-driven initiative. The company went a step further by donating facilities, vehicles, fuel, generators, and even mobilising their employees to sort, pack, and ship much-needed donations.





Armed Forces Covenant

In 2023, the Group successfully achieved the Defence Employer Recognition Scheme's Silver Award Certificate for their commitment to the Armed Forces Covenant.

Recognising the hugely positive role ex-Forces staff already fulfil within its services – Norse Group originally signed the Ministry of Defence Armed Forces Covenant in May 2021. The Silver Award promotes being Armed Forces-friendly and open to employing reservists, armed forces veterans (including the wounded, injured and sick), cadet instructors and military spouses and partners.

United in purpose

