

A full-page background image showing two hikers with large backpacks walking away from the camera on a grassy trail. The scene is bathed in the warm, golden light of a low sun, creating a silhouette effect on the hikers and highlighting the texture of the grass. The hiker on the left is wearing a dark jacket and pants, while the hiker on the right is wearing a blue jacket and dark pants. The trail leads towards a distant, hazy horizon under a clear sky.

2025

S O C I A L I M P A C T

Summary Report

Introduction

Founded by Norfolk County Council in 1988, Norse Group has grown into the UK's leading local authority trading company, working in partnership with councils nationwide.

Our purpose is clear: To improve people's lives.

Social value helps us understand and improve our impact - measuring how our operations benefit clients, partnerships, employees, communities, and the areas where we work. This report summarises some of the key social value created over the past year, from the Full 2025 Community Impact report.

[Click here](#) to view the full Social Impact Report 2025

Norse in numbers

Through collaborative work with councils nationwide, Norse Group focuses on people-first services that benefit local communities and create long-term value. **In 2025:**

- **2,082,262** school meals were served
- **1,526 employees** supported 1,689 residential care homes and housing with care schemes.
- **81 community** and charitable events delivered
- **Over £92,000 donated** to charitable partners
- **Over £84,500 fundraised** (including within our amenity fund)
- **£73,482.91 of social value** generated for Norfolk communities through the Nourishing Norfolk food hub network
- **Gold Award** in the Defence employer recognition scheme
- **£802,787** spent on apprenticeships
- **40,217** training and e-learning activities completed
- **101 mental health first aiders trained**, bringing the total to 175, and exceeding our yearly target
- **7th consecutive year** of Group-wide litter picking
- **1,332 tonnes** of waste prevented through reduction programmes
- **8% reduction** in net emissions (2024–25). That is 1,098 tCO₂e — equivalent to the electricity use of 1,582 UK homes for a year

Across Norse

The following are some examples of great social impact from around Norse, selected from the full community impact report.

Extraordinary community partnerships

Food hubs - Nourishing Norfolk partnership with Norfolk Community Foundation aids 26 food hubs around Norfolk. Since its foundation Norse has saved the network £120,000 in operational costs, and £40,000+ individuals in Norfolk have been able to access food and essentials.

Connecting school children with food - FarmWise in collaboration with Devon County Council and Devon County Agricultural Association enabled more than 1,500 children to meet animals,

dig for vegetables and learn where food comes from. The FarmWise outreach van visited schools across Devon, specifically focusing on communities who were too far away to attend other events.

Sports - Norse Group works closely with the Community Sports Foundation, the official charity of Norwich City Football Club. The Community Sports Foundation supports disadvantaged, disabled, and talented individuals across Norfolk through inclusive and impactful sports programmes.

Access into employment

Placements – This is the 16th year Norse has hosted placements for the Work Matters programme, supporting young people with additional needs - this year benefiting from three interns. Norse South East continues to support internships from Havant and Hampshire County Councils 'Supported Internship' programme, hosting one intern with the Street Scene Team in 2025.

Veterans - Norse Group has been awarded the prestigious Gold Award in the UK Ministry of Defence Employer Recognition Scheme, marking the highest level of recognition for our commitment to the Armed Forces Covenant

Ex-offenders - Norse delivers an ex offender employment programme with HMP Wayland and HMP Norwich, through an academy to teach highways maintenance skills, employment advice sessions, mock interviews, CV workshops, and the new Future Horizons website is promoting wider employer engagement. To date, four ex offenders have joined the business, with five more recently recruited.

Care leavers – Norse Care joined the Care Leavers Covenant, guaranteeing interviews for care leavers.

Work done well

Norse has the simple aim to improve people's lives. By delivering services in a thoughtful, considerate way, we can have a huge impact on communities, clients, health, wellbeing, and the environment.

Catering – Our catering teams achieved Bronze “Food for Life” accreditation for the 14th consecutive year in Norfolk, Silver at Drake Primary School, and Silver at South West Norse in Devon. These awards credit more than 75% of food being cooked from scratch, purchasing 100% local meat and seasonal, local vegetables where possible. By putting health and environmental at the forefront, we have served 2,082,262 meals that give children the best start possible.

Care – In 2025, 1526 employees supported 1689 people in residential care homes and housing with care schemes. Staff ran year-round events, including 32 Summer fairs and 32 Christmas parties.

Cleaning – Norse Cleanings supply chain is carefully managed to prioritise local suppliers and reduce its environmental impact. In 2025 we reduced single-use plastics in our supply chain by 821kg and avoided 911kg of virgin plastic, delivering total savings of 3631kg of CO2e. Cleaning department in South West Norse also provided a zero profit cleaning contract to the Dame Hannah Rogers Charity.

Waste – NEWS' 14 reuse shops generated over £24,000 for Nelson's Journey (as voted by employees), whilst preventing 1330 tonnes of waste and supporting a circular economy! NEWS also ran a walking-aid refurbishment programme with local prisons, refurbishing over

1000 items, saving the NHS ~£14,000 and shortlisting NEWS at the National Recycling Awards 2025.

Mobility equipment – Going the extra mile for customers is a core value, reflected in its achievement of Diamond Supplier status with Handicare Stairlifts for excellence in service and customer care. In line with its commitment to independence and dignity, Norse donated services in 2025, including a stairlift for an ex veterans' care home, free servicing for a charity, and a stairlift supporting an individual's end of life wish to return home.

Design services – Evolve's voluntary contributions ensured charities could access high-quality design services they otherwise could not access. This year they offered many free and reduced-fee design services to ELOP, an LGBT+ charity providing counselling and support services, and South Chingford Community Library, which is a self-funded independent library.

Grounds – The Norse grounds team have been using their skills and equipment to voluntarily support local charities such as Break to recycle Christmas trees. In 2025 they processed 300+ trees, ensuring they were recycled with environmental responsibly. This enabled the event to raise over £9,000.

Procurement – By procuring locally we support local businesses, economies and communities. This year, NPS Leeds demonstrated exceptional local economic impact, spending £1,022,059 in the local supply chain. Greater detail of how other areas of Norse look for local suppliers can be found in the full report.

Inspiring future generations

Our employees are passionate about supporting future generations, challenging stereotypes, and promoting safety, wellbeing, and career aspiration. Many of our business areas support school engagement activities tailored to its expertise, **for example:**

- NPS Leeds delivered an all-day event for International Women's Day, with an all-female group of 60 students, covering construction careers, and why women in construction is so important.

- Road safety demonstrations led by our Highways teams, bringing in HGVs to make it more engaging and teach about blind spots.
- Healthy eating and budgeting workshops through our catering teams.

In addition, this year we hosted 29 school student work placements!

Wellbeing and health

Norse Group is committed to maintaining a supportive environment where wellbeing is prioritised. We offer access to a 24/7 Employee Assistance Programme (with confidential counselling, legal and financial guidance, and crisis assistance) and internal resources, such as guidance and a learning library.

Norse aims to train 300 Mental Health First Aiders by 2027 - one MHFA per twenty employees. In 2025 we trained 101 Mental Health First Aiders, and have exceeded our annual targets every year so far!

Norse also offers regional and sector specific support:

Cleaning provides lone worker safety devices, trauma risk management training, and run a "Letters of compliments" and rewards for exceptional contribution.

Barnsley Norse currently is awarded Silver in the local council's 'Be Well at Work' initiative, which requires evidence of holistic wellbeing support and a Workplace Health Champion.

Medway Norse earned a Gold Workplace Wellbeing Award, recognising years of effort to embed wellbeing and supportive leadership, and included opening the Norse Nest wellbeing room.

South West Norse stored emergency Blood Bikes free of charge, - giving 24/7 access for these motorbikes to provide a rapid response and deliver blood to medical emergencies when needed.

Fundraising

This year saw fantastic fundraising across Norse, showcasing staff generosity and a strong culture of support. **A few fundraisers are highlighted below:**

- TFM fundraised an **amazing £1,070** for Barnsley Hospice in April. Wanting to give more, they raised an additional £205 through a Christmas raffle in December!
- Norse Amenity funds **raised £77,386.20**, enabling enriched activities and social opportunities.
- NPS Leeds supported the “Take Heart” through a quiz fundraiser, monthly sub-committees, hosting a tombola, donating prizes, and attending a family fun-day and sponsored walk.
- 42 colleagues from across the UK walking 1,348km in the Peak District as part of the Public Sector Challenge, **raising £6,842** for Cancer Research UK and the British Heart Foundation.

Upskilling employees

Norse’s strength lies in its people. 2025 was a substantial year for training and development:

- **£802,787.30** invested in apprenticeships.
- **47** new apprenticeships started.
- **31** apprentices successfully graduated.

- **40,217** training and e-learning activities completed.

Norse often see this investment rewarded back with loyalty. In 2025, 22 employees celebrated 30 plus years of working at Norse!

Thank You

To all the those who have worked tirelessly throughout the year, going above and beyond to help the communities, charities and people around us – you’ve made a real impact, **THANK YOU!**

[Click here](#) to view the full Social Impact Report 2025