

ANNUAL IMPACT REPORT



NORWICH

**BUSINESS
IN THE
COMMUNITY**

CONNECTING COMMUNITIES TO DRIVE OUT INEQUALITY AND SECURE OPPORTUNITIES FOR EVERYONE

	Projects	Details	Outcomes
10	Tactical projects completed this year	Aiming to raise aspirations, increase resilience & build a sense of belonging	<ul style="list-style-type: none"> • Successful models & networks developed • Embedding community consultation
4033	Approx. items donated to support children & families	Distributed via 4 schools & 4 community organisations	<ul style="list-style-type: none"> • Trust built in the community • Family budgets go further
51	Businesses engaged in our governance & projects	200 skilled volunteer hours donated	<ul style="list-style-type: none"> • Menu of options for businesses developed • Businesses see tangible ESG impact



"Thanks again for your support, most of the clothes went on the day you dropped them off and the advent calendars were a massive treat."

— NR5 Community Hub



"The sense of community was fantastic to see, well done for organising an event with such a positive impact to the local area."

— Community Clean-Up Volunteer

DELIVERING ON OUR STRATEGIES FOR SOCIAL CHANGE IN NORWICH

With your support, 2024 saw us pilot a range of interventions to meet our strategic objectives in Earlham, connecting businesses, VCSEs and the local community for mutual benefit.

In 2025, we will continue the impactful models we've developed, with more pilot projects and community consultations in the pipeline to help drive long-term transformation in Earlham and Norwich.



Raise aspirations and unlock potential to improve life chances and social mobility

Every schoolchild in Earlham will participate in 2 Business Encounters per year from January 2025.

Partner businesses will support children to explore the range of routes available, develop skills and build confidence.

Increase financial resilience and wellbeing to reduce food and hygiene poverty

We will scope a possible Fund for Earlham designed to enable essential support provided by and for the community.

Businesses will be able to create even greater ESG impact through our expanded skilled volunteering offer.

Build a sense of community and local pride so people feel they belong and are supported

In early 2025 we will conduct a community consultation about how residents wish to use local green spaces.

The results will be shared so that all sectors can help to co-create solutions identified by the community.

THANK YOU

Our impact in 2024 and our ability to continue to deliver sustainable transformation in Norwich wouldn't be possible without support from our partners and local businesses.

We extend heartfelt thanks to:

The Norwich Executive Committee: Age UK Norwich, Aviva, CityFibre, Marsh McLennan, Norfolk County Council, Orbit Group Ltd, University of East Anglia.

The Norwich Strategic Board: Age UK Norwich, Anglian Water, Aviva, Barhale Construction Ltd, Broads Authority, CityFibre, Flagship Housing Group Ltd, konectbus, LocaliQ, Maids Head Hotel, Marsh McLennan, NatWest, Norfolk & Norwich University Hospital NHS Foundation Trust, Norfolk Community Advice Network, Norwich City Community Sports Foundation, Norwich City Council, Norwich City Football Club, Norwich School, Orbit Group Ltd, SaxonAir, University of East Anglia.

2024 Participating Organisations: Adira Performance, Age UK Norwich, Apollo Project, Apprenticeships Norfolk, Aviva, Barhale Construction Ltd, B Beales Developers, Catch 22, CityFibre, Clapham Collinge, Department for Work & Pensions, The Feed, Flagship Services, Future Projects, Get Me Out Of The Four Walls, Greater Anglia, HRM Boilers Ltd, Huxley Events, KLM UK Engineering Ltd, konectbus, LocaliQ UK, Mace Group, Maids Head Hotel, Marsh McLennan, MD Thompson, MediaIQ, Mindset HR, Multiply, NatWest, NHS Wellbeing, Norfolk Adult Learning, Norwich City Council, Norwich City Football Club, Norwich Family Hub, Norwich Health & Wellbeing Partnership, Norwich School, NR5 Community Hub, Phoenix Events, SaxonAir, Shelter, St Elizabeth's Church, University of East Anglia, Victory Homes, Working Well Norfolk.

To find out more about our movement and help drive long-term positive change for Norwich, please contact:

Tracey Drake, Head of Place (Norwich), tracey.drake@bitc.org.uk
Flo Reynolds, Project Manager (Norwich), flo.reynolds@bitc.org.uk

The logo for Business in the Community, featuring the text "BUSINESS IN THE COMMUNITY" in white capital letters on a dark blue square background. The square is tilted and set against a larger, lighter blue square background.

BUSINESS
IN THE
COMMUNITY