

ANNUAL IMPACT REPORT



NORWICH

BUSINESS
IN THE
COMMUNITY

DELIVERING ON OUR STRATEGIES FOR SOCIAL CHANGE IN NORWICH

With your support, 2025 has seen our pilots move from concept to action, delivering measurable impact in Earlham and beyond. Business Encounters have created 42 meaningful engagements between schools and 16 local businesses, reaching over 1,730 pupils and unlocking new opportunities for aspiration and social mobility. Groundworks has strengthened community pride through ongoing greenspace consultations, while Support Now explored innovative solutions like behavioural science and app-based interventions to tackle food and hygiene poverty. These achievements demonstrate the power of collaboration between businesses, VCSEs, and the local community—and set the stage for scaling these initiatives across Norwich in 2026



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.

Successfully launched Impact Highlights:
42 BE delivered.
1,730 children reached.
16 businesses engaged.
6 schools involved.

Increase financial resilience and wellbeing to reduce food and hygiene poverty

Pilot a range of interventions aligned with our strategic objectives in Earlham, connecting businesses, VCSEs, and the local community for mutual benefit.

In 2026, we plan to advance the Support Now pilot, leveraging insights from the Nudgeathon and scaling solutions that improve resilience and well-being.

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

Community consultation on greenspaces is underway, next to review consultation data and share findings with the community.

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

CONNECTING COMMUNITIES TO DRIVE OUT INEQUALITY AND SECURE OPPORTUNITIES FOR EVERYONE

	Projects	Details	Outcomes
14	Projects underway and completed this year	Aiming to raise aspirations, increase resilience & build a sense of belonging	<ul style="list-style-type: none"> • Successful pilots & networks developed • Embedding community consultation
9292	Approx. items donated to support children & families	Distributed via 5 schools & 4 community organisations	<ul style="list-style-type: none"> • Trust built in the community • Family budgets go further
50	Businesses engaged in our governance & projects	Approx 1000 skilled volunteer hours donated	<ul style="list-style-type: none"> • Menu of options for businesses developed • Businesses see tangible Social Impact



"Feedback from parents was very positive regarding the free clothing. The children's clothing, particularly the jumpers and coats were very popular. The adult coats have been a great success".

"Thank you so much for arranging the trains to Lowestoft for our Year One children. It truly was a magical experience for so many of our children"

— Earlham Community Shop

— West Earlham Infant and Nursery School

THANK YOU

Our impact in 2025 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, Jarrold Group, Marsh McLennan, Norfolk County Council, Orbit Group Ltd, University of East Anglia.

The Norwich Pride of Place Board: Age UK Norwich, Aviva, Barhale Construction Ltd, Broads Authority, CityFibre, Jarrold Group, LocaliQ, Maids Head Hotel, Marsh McLennan, Mott MacDonald, 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, Norwich University of the Arts, Orbit Group Ltd, SaxonAir, University of East Anglia.

2025 Participating Organisations: Adira Performance, Age UK Norwich, Anglian Water, Aviva, Barhale Construction Ltd, Briar, Cadent/SkewB, CityFibre, Earlham Community Shop, EEEGR, Flagship Services, Future Projects, Greater Anglia, Howes Percival, HRM Boilers Ltd, KLM UK Engineering Ltd, konektbus, LocaliQ UK, Lotus, Mace Group, Maids Head Hotel, Marsh McLennan, MedialQ, Mindset HR, NatWest, NHS Wellbeing, Norwich City Council, Norfolk Citizen advice, Norfolk County Council, Norwich City Football Club, Norwich Health & Wellbeing Partnership, Norwich School, NR5 Community Hub, R13, SaxonAir, St Elizabeth's Church, The Forum, Whitbread, University of East Anglia.

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

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Annual report extras

2025

- We retrofitted a school with LED lighting, bringing long term cost saving and energy efficiency.
- Our seasonal campaigns donated 9000 books, Advent calendars, Easter eggs and bags of warm clothes to the community.

2025

- Our dental hygiene campaign resulted in 1400+ toothbrushes and hygiene products delivered to local schools.
- Business funding driven directly into a school in Earlham for two years.

2025

- Our Norwich Pride of Place Board welcomed Jarrold Group as a new member.
- The Business Encounters pilot is a success and growing momentum, now embedded in 6 schools in Earlham.