

Norse Group waste warriors in action

2 years ago



Staff from Norse Group donned high-vis jackets and took to the streets armed with waste bags and litter pickers for the company's fifth Norse Tidy Up event last week.

113 waste warriors across the UK collected 150 bags of general waste and 56 bags of recycling, making a massive difference to their local communities and confirming this year's event as the most successful yet.

Teams were formed in Norwich, Havant, Daventry, Newport, Exeter, Barnsley and London, with beaches, nature trails, residential and industrial areas, and woodlands and parks tidied, allowing others to enjoy them litter-free.

This year, we supplied awards for Participation, Environmental Impact and Community Involvement, and the winners were:

- Participation (Highest number of participants) – Support Services, Fifers' Lane, with 45 attendees tidying Cromer, Caister and Great Yarmouth beaches
- Environmental Impact (Highest number of litter bags collected) – Newport Norse, with 85 bags collected in total around the Duffryn Community Area
- Community Involvement (Local partnerships for continued clean-up initiatives) – South West Norse partnered with countryside charity CPRE, who provided litter pickers and high-vis, and The Meadows Housing with Care, who involved tenants and family members in their efforts.

Roger Smith, SHEQ Director, said: "As part of our commitment to sustainable practices and ESG targets, we are delighted to see our Tidy Up initiative return bigger than ever this year.



I want to thank all of our trash-busting teams for volunteering their time and effort to improve their local communities, and I look forward to making next year's event even bigger!"