

Norse Group joins Run Norwich's headline partnership

1 year ago



[Norse Group](#) has been revealed as Run Norwich's co-main sponsor for the 2024 race, joining Anglian Home Improvements and a family of other partners, sponsors, and supporters.

The Norwich City Community Sports Foundation's flagship fundraising event will welcome 8,500 entrants when it returns to the city centre on Sunday 8th September.

Justin Galliford, Norse Group's Chief Executive Officer said:

"I am excited for Norse to be a co-main sponsor for the 2024 Run Norwich race. The work our people do is about more than just business. We want to build value within communities to allow them to thrive and grow.

"Norwich City Community Sports Foundation (NCCF) is an outstanding charity that supports and inspires our community and aligns with our values. Run Norwich has become one of the most iconic race events within Norfolk, and we are excited to be a part of their journey for 2024.

"It was an immediate fit for us as the charity, like ourselves, is driven to help support communities. Our aim has always been to improve lives, and through this partnership, we can make a difference to those across Norfolk."

Ian Thornton OBE, the Foundation's Chief Executive Officer, said:

"Norse significantly contribute to Norfolk in a variety of different sectors, and we are delighted that they have also stepped up to help us deliver Run Norwich.

“Forming this partnership with Norse also allows us to work together on wider projects that will support and inspire the Norfolk community in the future.

Born from the public sector, Norse Group was founded by Norfolk County Council in 1988.

After thirty years of organic growth and entrepreneurial spirit, they are the UK’s largest local authority trading company.

Norse offer a range of public sector services – generating sustainable long-term relationships and profit in a fair and ethical way, for the benefit of their clients, employees, and stakeholders.

Clients include local authorities, schools and academy trusts, and blue light services to name but a few.

Norse provide an annual return to the public purse of around £5.2m each year and with over 9,000 staff, 6,000 or so of which are in our home county, Norfolk.

Norse operates across the UK and although they are a significant employer in Norfolk, Norse is a national company with a presence across England and Wales.

2024 marks the ninth year of Run Norwich and the eighth iteration of the race itself.

Voted the Best 10k in the UK in 2019 by the Running Awards, the Run Norwich route passes some of the city’s most iconic landmarks, including Norwich Castle, The Forum, Norwich Cathedral, and many more.

The inaugural event took place in 2015, and since then tens of thousands of runners have taken to the city centre streets for the annual race, many of whom are new to running or fundraising for the event’s founders, the Community Sports Foundation.