

## A new era for Norse Group

2 years ago



*A piece from Justin Galliford, Chief Executive Officer*

It's been two years since I was appointed CEO of Norse Group. In that time, we have restructured the Group and undergone a significant transformation in our culture, bringing our people together, fostering collaboration and uniting in our approach. The eventual aim is to become a singular and more integrated provider of services to our clients.

As part of this transformation and to reflect our 'One Group' culture, we have rebranded. This is more than a cosmetic makeover; it's a strategic move that goes beyond aesthetics. The suite of Norse logos has been replaced by a fresh, modern logo reflecting our greater connectedness, unity, and partnership ethos.

Underpinned by a set of new values that better represent our business, Norse Group is setting a new standard in delivering essential services, combining breadth, expertise, and scale with the insight of a local partner and the values of the public sector.

We care completely, collaborate proactively, act with integrity, pursue better, and make it happen. These principles shape our interactions, decisions, and actions, creating sustainable places that benefit people and the planet.

In a world full of challenges, where communities up and down the country are struggling, local government finds itself facing unprecedented difficulties. We believe that there is always a better way to deliver to the public. With over 30 years of experience working with local authorities, our established partnership approach is now a real alternative to traditional outsourcing and insourcing.

Put simply, our long-term vision is to live in a society of thriving communities where we endeavour to improve people's lives.