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## North Norfolk Community Transport: Driving positive change with support from The Royal Countryside Fund and Waitrose & Partners



The Royal Countryside Fund, with the backing of Waitrose & Partners, announces its support for North Norfolk Community Transport, a lifeline service providing accessible transport options to North Norfolk's residents. This project focuses on the older community and those without access to personal or public transport, offering a suite of services that go beyond mobility to include befriending and community integration.

The Royal Countryside Fund (RCF), supported by Waitrose & Partners, is proud to continue our commitment to help transformative community-centred projects through our Happiness Grants programme. This initiative, launched in 2022, aims to enhance the lives of individuals in rural communities, building upon a partnership that has flourished since the charity was founded by His Majesty The King (when Prince of Wales) in 2010.

Waitrose & Partners' generous funding of £20,000 towards staffing costs, fleet insurance, maintenance and fuel for their accessible vehicle were instrumental in enabling this project to expand its reach and impact.

**Jane Bishop at North Norfolk Community Transport** said, "The funding we have received, means we are improving wellbeing and reducing social isolation in rural North Norfolk. By supporting us to continue and develop our accessible, friendly, door-to-door mini-bus scheme, people without any other access to transport can get to local market towns. Passengers describe our work as a lifeline and without it, hundreds of people would lose their independence and be unable to access basic local services. Being able to leave home and access the outside world is supportive of autonomy."

**Sarah Dayananda, Partner and Ethnicity & Sustainability Manager: Social Impact at Waitrose & Partners** said, "Waitrose is extremely proud to support these organisations and the work

of The Royal Countryside Fund. We very much look forward to seeing how these exciting, grassroots projects develop and inspire happiness in their communities.”

**Keith Halstead, Executive Director of The Royal Countryside Fund**, added: "Our long-standing partnership with Waitrose & Partners enables the RCF to increase our investment in rural communities, supporting locally-based organisations like North Norfolk Community Transport who are meeting the day-to-day needs of rural residents. I am very grateful to Waitrose & Partners for their continued support which is making a real difference to rural life."

For more information about the Waitrose Happiness Grant Programme, please visit: [www.royalcountrysidefund.org.uk/grants](http://www.royalcountrysidefund.org.uk/grants)

**ENDS**

For further information or interview requests, please contact Lukas Oberbeck, Senior Communications Officer, [loberbeck@countrysidefund.org.uk](mailto:loberbeck@countrysidefund.org.uk) or 07552 340129.

## **Notes to editors**

### **About The Royal Countryside Fund**

Founded by HM King Charles III in 2010 while he was The Prince of Wales, The Royal Countryside Fund is the only UK-wide charity focused on the unique issues facing farming and rural communities.

The Royal Countryside Fund was established in recognition of the unprecedented pace of social, economic and environmental change contributing to the countryside's steady decline, with rural incomes falling, a loss of local services and amenities, rising costs for farmers, increasing isolation and mental health issues.

To tackle these challenges, The Royal Countryside Fund has invested more than £12 million in more than 500 rural community-led projects and supported over 4,000 farming families through practical programmes addressing business, environmental, and social issues.

In its new chapter, The Royal Countryside Fund continues to improve the lives of people and communities in rural areas, support farming families to take charge of their business and provide support to those in need. Ninety per cent of our land and one-fifth of our people live in rural communities and The Royal Countryside wishes to see a thriving countryside – a living, breathing, working place, that is there for everyone.

To find out more, visit The Royal Countryside Fund's website at [www.royalcountrysidefund.org.uk](http://www.royalcountrysidefund.org.uk)

