**Background pattern

Description automatically generated with low confidence**

21st October 2025

# Norwich crowned UK’s kindest city after residents made more charity nominations than anywhere else

Norwich has officially been named the UK’s Kindest City, by Benefact Group, an organisation that gives all its available profits to good causes, after locals made more nominations for charities than anywhere else in the country\*.

Between January and August 2025, people in Norwich submitted an astonishing 11,938 nominations for charities close to their hearts - more than any other city in the UK. From grassroots projects to national charities, Norwich residents gave up their time to nominate the causes they care about most - a reflection of the city’s strong sense of community and everyday kindness.

Joining Norwich in the top ten\* are:

2. Milton Keynes

3. Wolverhampton

4. Newcastle upon Tyne

5. Swindon

6. Luton

7. Plymouth

8. Cardiff

9. Birkenhead

10. Manchester

The title comes from *The Movement for Good Awards*, an annual programme run by the Benefact Group, that invites the public to nominate charities for funding. Since launching in 2019, the initiative has generated over 4.6 million nominations from the general public. Over the last decade, the Benefact Group has given over £250 million to over 10,000 charities and Community Interest Companies across the UK and Ireland.   
   
During their visit to Norwich, the Benefact Group explored what makes the city so kind. Rachel offered a historical perspective: *“We’ve got a tradition going back to the 16th century for welcoming strangers to Norwich, where the Huguenots were invited to come to help enhance the wool trade we had in Norwich, and to a large extent that tradition continues. The vast majority of people here are welcoming, tolerant and interested in people.”*

Sisters Molly and Emily also shared their thoughts on the city’s spirit: *“Norwich is full of people and businesses that pull together to support each other. Everywhere you go in Norwich there’s a smile and everyone is quite happy to talk to each other, catch up about your day and ask how you are.”*

Benefact Group is a financial services organisation that’s owned by a charity. It gives all available profits to good causes, and includes well-known brands like Ecclesiastical Insurance, Ansvar and EdenTree. Over the past decade, it’s become one of the UK’s largest corporate donors.

**Chris Pitt, Group Impact Director of** [**Benefact Group**](https://benefactgroup.com/)**, said:** *“Since launching the Movement for Good Awards in 2019, our mission has been to help charities thrive by supporting the causes people care about most. Every nomination reflects someone’s compassion, and thanks to the public’s incredible response, the awards have become a nationwide force for good across the UK and Ireland.*

*“It’s incredibly moving to see communities come together, and we’re especially thankful to the people of Norwich for their generosity in taking the time to nominate. Every nomination we receive is more than just a number, it’s a potential lifeline for a charity, helping them carry on with the vital work they do.”*   
  
Now in its seventh year, the Movement for Good Awards is once again inviting people to nominate the charities they care about most for a chance to receive a donation. Nominating is simple – just visit [movementforgood.com](https://movementforgood.com/).

**---ENDS---**

\* To work out which city showed the most generosity, Benefact Group compared the number of charity nominations from each city with its population size, using the latest data from the Office for National Statistics.

**Media enquiries:**

Laura Rettie   
[laura.rettie@benefactgroup.com](mailto:laura.rettie@benefactgroup.com)07584 694965

**About Benefact Group**

Benefact Group is a specialist financial services organisation with a unique mission: to donate all its available profits to charity. As an independent group owned by the registered charity Benefact Trust, its diverse family of businesses - including Ecclesiastical Insurance - offers expertise in specialist insurance, investment management, and broking and advisory services across the UK, Australia, Canada, and Ireland.

Over the past decade, Benefact Group has established itself as the third-largest corporate contributor to charitable causes in the UK, donating over £250m to charities since 2014. Find out more here: [www.benefactgroup.com](http://www.benefactgroup.com/)