**About the Goodman Trust**

The origins of The Goodman Trust go back to 1936 when Adelman Goodman, who had previously emigrated from Vilnius in White Russia, took over an ailing shoe manufacturing company in Norwich – the Florida Shoe Factory. This was originally located in an old aircraft hangar on the then Norwich airfield, situated on the corner of Salhouse Road and the ring road on the site currently occupied by Sainsbury’s Homebase. He was shortly joined in the business by his two sons, Lionel and David Goodman.

The business prospered and in the mid-1960s moved to Dibden Road, Norwich. In 1972 Simon Goodman (Lionel’s son) joined the business. After a successful period of trading that saw the company introduce its branded range of women’s footwear, Van Dal, the Florida Group of companies decided to set up a charitable trust for the benefit of the inhabitants of Norwich and surrounding areas.