



OUR IMPACT

TELLING OUR STORIES. UPLIFTING OUR COMMUNITY.
DRIVING MEANINGFUL IMPACT.

BY ELLIE MEREDITH

- 01 MAKING A DIFFERENCE
OUR WORK IN ACTION
- 02 ABOUT BIZED
- 03 THE BIZED STORY
- 04 OUR IMPACT + JOURNEY
REPONSIVE RESEARCH
- 05 CLIMATE LITERACY
- 06 DIGITAL SKILLS
- 07 BUILDING BIZED
EXPANDING RESOURCES + REACH
WHERE OUR FUNDS GO
REINVESTMENT BREAKDOWN
- 08 LOOKING AHEAD
GRATITUDE
CONTACT INFO

TABLE OF CONTENTS

At BizEd, we believe people, places, and the planet are deeply interconnected. That belief underpins everything we do. Our work is rooted in a place-based approach - one that centres relationships, local knowledge, and the environments that help communities thrive.

WHAT DRIVES US

As a female-led organisation, we champion a socially inclusive rural economy, where we rise by lifting others. Through community education, networks and mentoring, we help build resilience and make a lasting impact.

Empowering Change Together

Developing new co-created pathways

Breaking Down Barriers


Giving individuals and small organisations the support they need to thrive


Collaboration for All


Bridging grassroots movements and global initiatives to create impact


MAKING A DIFFERENCE

We're here to make social and environmental impact possible for everyone. By reinvesting in local services and driving forward impactful projects, we're creating a brighter future for both communities and the planet.

 Growing both place-based and online opportunities for learning and development. Fuelling potential with resources, training, and connection

 Strengthening local economies by investing in community projects

 Creating inclusive networks that bring people together

 Addressing digital exclusion and promoting climate literacy

OUR WORK IN ACTION

We're passionate about decent work for all, sustainable communities, and inclusive economic growth.

BOOSTING CLIMATE LITERACY

Growing a voluntary training network, running workshops, sparking awareness, and inspiring action on climate change.

SUPPORTING DIGITAL INCLUSION

Establishing a volunteer led programme to support digital inclusion. Stimulating local training pathways and careers opportunities.

CO-CREATING THE FUTURE

Working together both locally and nationally to bring new ideas to life and shape what's next.

CURATED EVENTS

Creating unique and inclusive spaces for connection and growth.

RESEARCH & DEVELOPMENT

Researching and providing unique insights related to emerging skills challenges.

REGENERATION

Supporting businesses and community-led initiatives that will regenerate market towns.

ABOUT BIZED PROJECTS CIC

We're a not-for-profit Community Interest Company (CIC) that reinvests all profits into creating positive social change. Our mission is to open up opportunities for people and communities - tackling digital exclusion, growing an inclusive business community in Shropshire, and increasing access to climate and green skills education.

BUSINESS + EDUCATION

With deep roots in both business and education, we created BizEd to bridge the gap - helping individuals access new opportunities while supporting businesses to grow. We work at the intersection of economic development and lifelong learning.

A MORE INCLUSIVE ECONOMY

We're a female-led organisation delivering social impact products and services. We focus on people, place, and planet - believing in a thriving local economy that works for everyone.

DIGITAL INCLUSION

As a Digital Skills Provider for Shropshire Council and an Online Centre with The Good Things Foundation, we deliver essential digital skills workshops and training. Our community programmes empower people in Whitchurch and beyond to thrive in a digital world.

TRAINING + WORKSHOPS

We offer accessible and affordable training designed for impact. Our workshops equip individuals and organisations - especially in the charity and community sectors - with the skills to thrive and build resilience.

CLIMATE ACTION + GREEN SKILLS

We support the transition to a greener economy by delivering training and tools that build climate literacy and practical green skills across communities, charities, and businesses.

DECENT WORK FOR ALL

We champion the right to meaningful, fair work by offering placements, work experience, and networking opportunities. We host inclusive meet-ups and support groups like the Inclusion Network and Shropshire Women in Business, Whitchurch.

EBOOKS FOR SOCIAL IMPACT

Our eBooks connect the dots between education and employment, supporting place-based social impact for industries, sectors, and communities.

NETWORKING EVENTS

We create spaces for connection, bringing together people from all walks of life to share, learn, and grow together in positive, engaging environments.

COLLABORATION + PARTNERSHIPS

We're natural connectors - spotting opportunities, developing partnerships, and linking people and organisations to achieve greater impact together.



THE BIZED STORY

Q&A with Vicki Ayton, Founder of BizEd Projects

WHAT SPARKED THE IDEA FOR BIZED?

It began with an idea of creating an unbiased service to share engaging, up-to-date, recruitment, training and skills information, with a lense on climate change and net zero. This service developed into a research and design eBook service, allowing me to combine community projects with paid work and build a team. Establishing BizEd as a Community Interest Company (CIC) was crucial because I believed our efforts could positively impact both our local community and industry.



WHY WHITCHURCH?

I have been in and around Whitchurch for 18 years. I've lived on the High Street, benefitted from local childcare, worked locally and been a volunteer Enterprise Advisor and Digital Skills Tutor. Whitchurch is a great town, with a growing population, great road and rail networks, beautiful countryside and 5 employment centres within 30 miles.

However, it also has it's challenges - few spaces for young people, limited local employment opportunities, high public transport costs, little further or adult education and a declining High Street. Many older residents felt isolated, and younger ones move away for work. Seeing the need for more community support, I wanted to help.

HOW DOES BIZED ADDRESS THESE CHALLENGES?

We offer free digital skills support in our hub in Whitchurch and in the community, to combat digital exclusion and isolation, significant barriers for many. We also provide repurposed devices and donated data to combat digital poverty. We work with partners to offer workshops such as Social Media and Intro to AI, and bring new businesses into Whitchurch to promote the town.

Across Shropshire and beyond, we also champion and promote climate education workshops. We are upskilling our own employees and supporting a network of climate educators locally to ensure our rural community has access to the latest scientific information and feels empowered to act. Our workshops and events foster social cohesion, resilience, and promote Shropshire.

We try to ensure we create useful and insightful reports through our national eBooks and research report service. We work on essential topics related to future skills in our region and beyond and ensure we promote social justice and equity wherever we can. We often work in partnership to make these services more accessible.

We employ local residents, offer co-working and event spaces, run business and community networks, and collaborate with like-minded organisations to develop innovative products while supporting local services.

HOW DO THE SDGS INFLUENCE BIZED'S GOALS?

As a female-led organisation, we're committed to creating a supportive and sustainable work environment that benefits both our team and the wider community. We're passionate about empowering women in Whitchurch, creating connections, and providing opportunities for growth. Through initiatives like Whitchurch FoundHer network and female-focused financial literacy events, we provide welcoming spaces for women to build confidence and skills.

Our work also extends to social and environmental action, aligning with the Sustainable Development Goals to contribute to a more inclusive and sustainable future.

WHO BENEFITS FROM BIZED'S SUPPORT AND HOW?

We support a diverse range of people in our community, including community leaders, business owners, unemployed individuals, those over 65, isolated individuals, and young people. Individuals benefit by gaining new skills that increase their confidence and independence, raise their awareness and help them to feel included and less isolated. These new skills can also create or open up new community activities or even career opportunities through our weekly sessions and workshops.

Business leaders benefit from our support as they meet other like minded organisations, develop new skills and feel more connected to their community through our events, networks and mentoring. Our volunteers are at the heart of what we do, and they work tirelessly to deliver our digital and climate support. They enjoy learning new skills, training opportunities and the opportunity to help our local community,

OUR IMPACT

DIGITAL INCLUSION

We provide digital skills training, workshops, and resources to bridge the digital divide.

BIZED NETWORKS

We connect grassroots organisations, local businesses, and change-makers to harness collaboration.

FEMALE EMPOWERMENT

Coaching and mentoring for female founders
Financial literacy events to empower women in economic decision-making
Safe spaces and community support networks for women in business

SUSTAINABLE GROWTH

Supporting social enterprises and ethical businesses

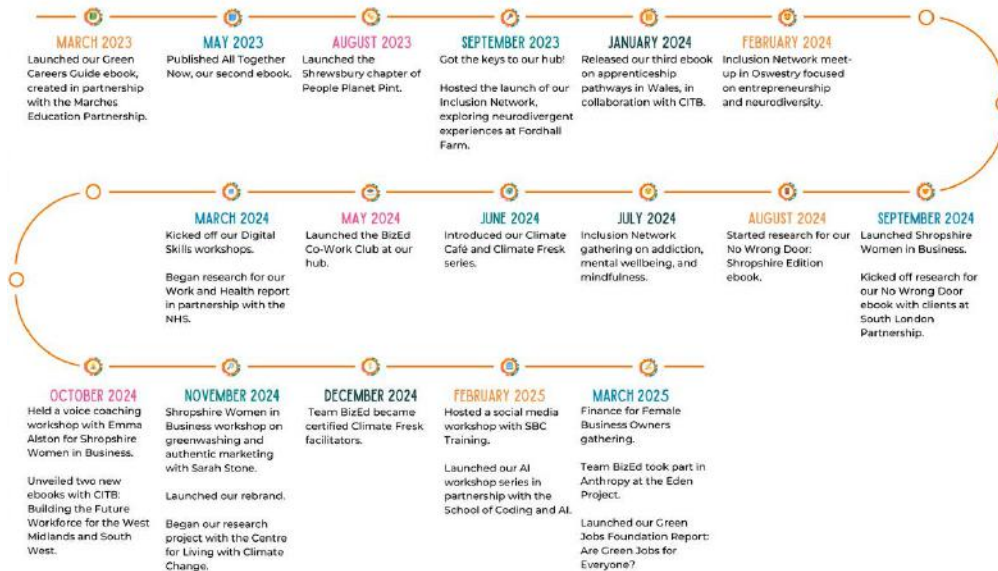
CLIMATE EDUCATION

We host workshops, talks, and initiatives that empower individuals and businesses to take climate action.

EQUITY

Championing fair, inclusive employment practices
Addressing key social challenges, including domestic abuse and gender inequality

[CLICK HERE TO SEE OUR JOURNEY MAP SO FAR...](#)



RESPONSIVE RESEARCH

Research is central to BizEd – it shapes our community practice and underpins our traded income, allowing us to reinvest to create positive social change.

We specialise in researching and collaborating on employment and skills pathways – partnering with a diverse range of organisations such as charities, universities, local authorities or trade organisations to help understand the challenge and identify potential solutions.

From access to green jobs, regional growth and future skills in the water industry, to the link between skills and health systems – our research is grounded in the lived experience of those working on the frontline of these systems.

Our research uncovers challenges, engages key individuals and helps to identify gaps or blockers within the systems. Whether it spans places or industrial sectors, it always embeds the importance of community voice.

Through 1:1 interviews, literature reviews and analysis and workshops, our research is grounded, purposeful and rooted in the needs of people and places we're working with. It means we're informed, relevant and responsive to systemic changes. Our finger is on the pulse of what matters, anticipating future trends and needs to inform our community work.

Explore some of our recent projects here: <https://www.bizedprojects.com/projects>

CLIMATE LITERACY

No business can thrive on a dead planet. It really is that simple.

The hard part isn't knowing change is needed - it's making it happen. Taking those small, practical steps that build momentum and lead to something bigger. That's where we, BizEd comes in.

We help our community and organisations get to grips with the climate story - where we've been, where we are now, and what we can do next. Our Climate Fresk workshops make it interactive, using a card game to map out climate change in a way that's engaging, thought-provoking, and action-focused. We share ideas, spark conversations, and guide teams towards real, meaningful change.

And the best part? One-third of any income we receive from paid-for workshops goes directly back into our climate community pot, funding more workshops, training and resources



SHROPSHIRE WIDE



98 PARTICIPANTS



5 VOLUNTEERS STEPPING UP TO SUPPORT



4 NEWLY TRAINED FACILITATORS

PLEDGES & ACTIONS



SWITCHING BANKS AND ENERGY PROVIDERS TO ETHICAL OPTIONS



CUTTING DOWN ON MEAT & FOOD WASTE



SUPPORTING SMALL LOCAL PRODUCERS WHEN SHOPPING

SEEDS OF CHANGE: MEET OUR WORKSHOP FACILITATOR, SUE

I've met so many people that would like to take action to make a difference to the climate and nature crisis but they don't know how to get started. Having been in that position myself I understand their frustration. When I participated in a Climate Fresk workshop I really enjoyed the process. I found it an accessible way to learn about climate without getting overwhelmed by the science.

Working as a group meant we all helped each other with the card game and learned from each other as we went along. I decided to become a Fresk facilitator so that I could share this experience with as many people in Shropshire as possible.

After the card game I introduce the Take the Jump report. It identifies shifts we can make in how we eat, shop, live and travel and I invite people to consider the best starting point for them. It's empowering for people to know what they can do and talk with others about how to get started. If we all do a little of the right things, it can add up to a lot of change!



DIGITAL SKILLS

At BizEd, we're all about equipping people with the skills to thrive - for life. That means bridging the gap between digital literacy and real-world confidence.

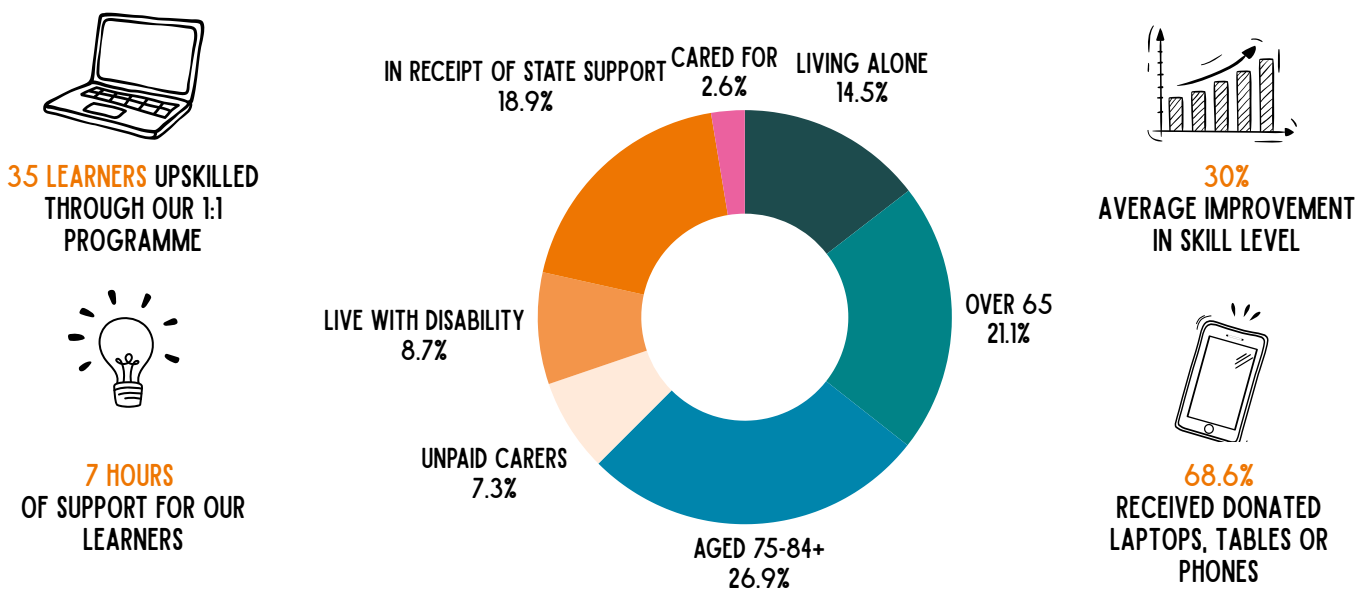
Our Digital Skills Drop-ins have been about more than just learning tech - they're about unlocking opportunities, sparking curiosity, and making sure no one gets left behind in an increasingly digital world. It's about giving people the tools, knowledge, and confidence to navigate what's next.

3,888 volunteer hours and counting - our volunteers are the heartbeat of BizEd. Their time, energy, and dedication make everything we do possible, from running Digital Skills Drop-ins to supporting community learning. They bridge the gap, helping people build confidence, develop new skills, and unlock opportunities.

Their impact goes beyond the sessions themselves. It's in the connections made, the barriers broken, and the belief that everyone deserves the chance to thrive.

IN JUST ONE YEAR, OUR HUB HAS SUPPORTED...

124 PEOPLE IN WHITCHURCH



STORIES OF IMPACT



LEARNER A

A retired truck driver from St Johns Park, A joined our digital skills training and received a lightweight laptop to replace his old, heavy device. He now stays in touch with family and shops online. Concerned about heating costs, having a reliable laptop has eased other financial worries. Though fairly tech-savvy, A appreciated support around online security.

B, another St Johns Park resident, also joined our sessions and received a device. She uses it to keep in touch with loved ones and enjoys brain-training games. The newer machine has made a real difference to her daily life.



LEARNER B



LEARNER C

C is a single parent and ex-offender currently seeking work. Referred by his child's school, he received a laptop to support his children's learning and for family entertainment. The device has become a shared tool for learning, connection, and togetherness.

D, 82, completed over 100 Learn My Way modules. Initially needing help with a laptop, he has since built his confidence. With support, he now uses a smartphone to scan QR codes and access the NHS app. We also guided him on using free Wi-Fi and managing data



LEARNER D

BUILDING BIZED

We started with just 1.5 employees. Today, we have 4 employees, 7 volunteers, 5 subcontractors and 5 members on our advisory panel

Through securing £10,000 in grants and generating £93,000 through traded income and services, we've been able to establish and offer free digital inclusion support for and with the Whitchurch community. Alongside this, we've delivered free climate inclusion workshops across the county.

EXPANDING RESOURCES + REACH

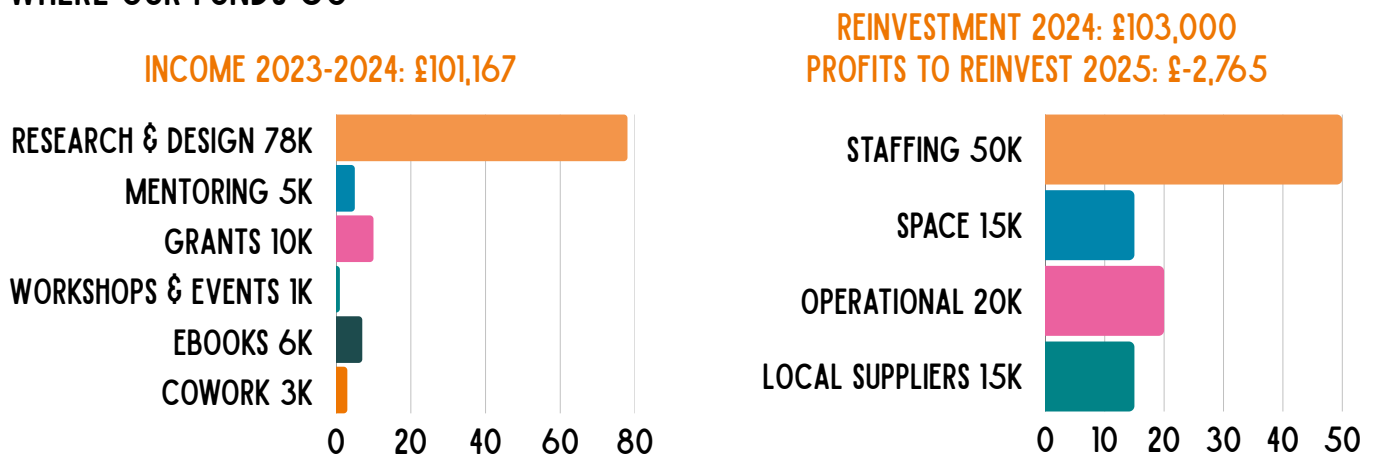
Initially operating remotely, we have since opened a space just off the high street. This space serves as an office, coworking area, and hub for events and training.

While our early work focused nationally, we have increasingly rooted our services in Shropshire. So far, we have hosted 23 events or workshops and engaged 263 participants across Shropshire.

Our Whitchurch engagement continues to grow. Collaborations, partnerships, and local networks are strengthening, alongside efforts to diversify our income streams.

We have seen an overall increase in turnover of 48% in 2 years. From 17k in 2022, to 48k in 2023, to 103k in 2024. This trend is set to continue for 2025 as our other services start to become established.

WHERE OUR FUNDS GO



REINVESTMENT BREAKDOWN

Staffing: Employed staff to cover digital skills, climate literacy, research reports, ebooks, workshops and training. Equivalent to 2 FTE.

Space: Office rental, venue hire, preloved furniture, broadband, utilities, insurances, health and safety, safeguarding training, first aid at work training, tea and biscuits for users

Operational: Software licenses, electrical equipment, travel, events, subscriptions, memberships, insurances, health and safety, IT support, marketing, cpd, events.

Local suppliers: Research support, copy writing, branding and marketing, events, workshops, networks

LOOKING AHEAD

At BizEd, we don't just offer services - we reinvest profits to create opportunities for others. Whether it's our digital hub in Whitchurch, our work on Shropshire's inclusion network, or our support for grassroots initiatives, we focus on giving voice to those often overlooked.

We want to create more opportunities for young people and adults to:

1. Enhance social inclusion, reduce loneliness, and foster knowledge-sharing
2. Build a stronger sense of belonging, driving meaningful, sustainable growth
3. Open up new interactions, partnerships, and pathways for community development
4. Secure income for core costs to support ongoing service and organisational growth
5. Increase investment in Whitchurch - in both people and physical spaces
6. Grow our traded services and maintain our free climate and digital inclusion offerings
7. Strengthen local networks, training, and events across North Shropshire
8. Deepen engagement with the community, particularly with under-25s
9. Expand research into local skills needs

Prepared for

At BizEd, we believe real change happens when we come together. Join us in shaping the future.

A HUGE THANK YOU TO OUR COLLABORATORS, FUNDERS, CORPORATE SPONSORS & CUSTOMERS.



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