

Company: Purpol Marketing Ltd, Chippenham, Wiltshire United Kingdom

Company Description: Purpol Marketing provides marketing director level expertise on a 'pay as you go' basis making professional advice tailored and affordable. They are experts in all areas of marketing and specialists in PQQ and Bid management on public procurement tenders, especially in the construction and manufacturing sectors and for SME'S. They measure success on how much their clients win.

Nomination Category: Achievement Categories

Nomination Sub Category: Achievement in Developing and Promoting Women

Nomination Title: Julie Edensor Creating Community-Led Care Systems That Empower and Uplift Women



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated achievements since July 1 of 2023, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

Written Response

3. Briefly describe the nominated organization: history and past performance (up to 200 words):

Total 196 words used.

Julie Edensor is Co-Director of Cherishers 811 CIC, a Lichfield-based social enterprise founded in 2017 to address care access and employment exclusion for those often left behind—disabled individuals, carers, older adults, trauma survivors, BAME communities, and low-income women. Under Julie's co-leadership, Cherishers has grown from a local cleaning initiative into a multi-award-winning CIC with 37 staff, 30+ volunteers, and a diversified income model reinvesting profits into inclusive social care.

Julie's leadership reflects deep empathy and systemic insight. She secured Living Wage Employer status for Cherishers, championed inclusive hiring and development pathways, and led registration with the Care Quality Commission. During the pandemic, Julie coordinated emergency support—food deliveries, prescriptions, and 24/7 befriending services—providing care when statutory services couldn't.

Since 2022, Julie has expanded community delivery through collaboration with local authorities, public health teams, and voluntary networks. Her model includes lunch clubs, sensory therapy, shopping assistance, and grief counselling—reaching over 2,000 individuals annually, predominantly women.

Cherishers reflects the communities it serves: 25% of senior roles are held by BAME leaders, and 30% of staff bring lived experience. Julie mentors team members overcoming adversity, embedding dignity, equity, and opportunity into every aspect of workforce development and care design.

4. Outline the organization's achievements since the beginning of last year that you wish to bring to the judges' attention (up to 250 words):

Total 225 words used.

Since July 2023, Julie Edensor has expanded Cherishers 811 CIC's reach, resilience, and impact as a model of inclusive care and women's advancement. In just 12 months:

- o She co-led the acquisition and opening of a dementia-friendly, sensory-adapted community venue—tripling capacity for inclusive lunch clubs, sensory therapy, grief counselling, and wellbeing sessions.
- o She managed five crowdfunders, including a sold-out gala that raised over £8,000 and attracted long-term donor support.
- o Julie implemented a four-stream income model—public contracts, earned revenue, donations, and fundraising—to sustain delivery without reliance on a single funding source.
- o She co-developed a community transport service with trained accessible drivers, increasing mobility for isolated or disabled individuals—many of them women.

Cherishers now delivers 60+ weekly wellbeing sessions, reaching 100+ regular participants—predominantly elderly women facing isolation, digital exclusion, or bereavement. Julie introduced safeguarding, digital and financial inclusion classes, and creative groups to build community.

She supported eight disabled young adults into employment and mentored frontline staff—most of them women—into future leadership roles. Through GB Expos and outreach, she translated commercial engagement into over £50,000 of social investment.

Julie also partnered with social prescribers to embed support for vulnerable women into wider care pathways. Her work balances practical service delivery with a relentless focus on equity.

She leads with humility and strategy—building a care system that grows leadership, nurtures resilience, and places women at its heart.

5. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 244 words used.

Julie Edensor's achievements are significant because they centre women as both recipients and drivers of transformational care. In the past year alone, her work at Cherishers 811 CIC has delivered over 1,500 inclusive care interventions—grief counselling, sensory therapy, warm rooms, singing groups, and digital inclusion classes—all tailored to individuals often excluded from mainstream provision, particularly women over 50 facing isolation, poverty, or trauma.

Under Julie's direction, Cherishers answered 1,200+ helpline calls with practical and emotional support—shopping help, medication delivery, crisis response, and companionship. On Christmas Day, 150+ people received a meal and a human connection, many of them widowed or alone.

Julie has transformed a new dementia-friendly venue, introduced accessible transport services, and supported eight disabled young women and men into paid employment. Her employment model now sustains 50+ jobs—many filled by women overcoming abuse, long-term unemployment, or caring responsibilities.

Through business outreach, she secured £50,000+ in social investment, reinforcing a funding model not reliant on traditional grants. Her influence ensures that local women are not only supported but developed—emotionally, economically, and professionally.

Julie is known for her unwavering care and results-driven mindset. Her leadership grows women's confidence, skills, and connection in communities where opportunity is often scarce.

Julie doesn't simply manage services—she fosters environments where women lead, rebuild, and thrive. Her vision demonstrates what's possible when care systems are designed with women, for women, and by women.

Cherishers staff are 90% female, we are female majority led and female champions!

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 170 words used.

This nomination is supported by multiple attachments and media links that demonstrate Julie Edensor's transformative impact.

Videos:

WHO ARE CHERISHERS?! ❤️ ([YouTube](#)) captures the lived experiences of beneficiaries impacted by her work with Cherishers 811 CIC. Who are Cherishers <https://www.youtube.com/watch?v=g90yHv8TrPk>

Why Cherishers ([YouTube](#)) and *Who are Cherishers* ([YouTube](#)) illustrate how inclusive services and infrastructure, enabled by strategic mentoring and grant writing, directly support vulnerable individuals.

Why Cherishers — <https://www.youtube.com/watch?v=-AvPjORrHX4>

Social Media Evidence:

The *Cherishers Facebook page* ([Facebook](#)) visually documents community initiatives, such as warm rooms, art therapy, inclusive events, and crowd-funded activities—all delivered through the income streams. <https://www.facebook.com/cherishers>

Photos (attached):

- o Images Include: Christmas Party, Art Class, Singing Class, Community Food Table, Warm Rooms, Bee Flower Garden, And Wellbeing Therapy—Representing Over £150,000 Raised And Activated through crowdfunders and grants

Testimonials and Feedback:

- o Attached testimonials from Cherishers 811 CIC to validate DE&I impact.

Together, these materials reinforce every major claim made in this entry—with visible, quantifiable, and third-party endorsed evidence.

Attachments/Videos/Links:

[Julie Edensor Creating Community-Led Care Systems That Empower and Uplift Women](#)



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