

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: Individual Awards Categories

Nomination Sub Category: Social Change Maker of the Year - Race

Nomination Title: Rebuilding the Safety Net: How Julie Edensor Leads a Scalable, Model of Inclusive Disability Care"



1. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 217 words used.

Since July 2023, Julie Edensor has led systemic transformation at Cherishers 811 CIC, with a focus on resilience, dignity, and community restoration:

- o Co-led the launch of a dementia-adapted venue tripling service capacity across sensory therapy, lunch clubs, grief support, and mental wellness.
- o Delivered 60+ weekly wellbeing sessions—helping over 100 vulnerable individuals reconnect and heal from loss, isolation, or digital exclusion.
- o Co-developed a transport service using accessible vehicles and trained drivers—restoring autonomy to over 400 housebound clients.
- o Orchestrated five fundraising campaigns, including an £8,000 donor gala, to secure unrestricted income from 300+ supporters.
- o Transformed commercial networks into £50,000+ of social investment, mobilizing support through GB Expos and strategic partnerships.
- o Recruited and supported eight disabled young adults into paid employment—enhancing workplace dignity and skills.
- o Enhanced governance through succession planning and mentorship—empowering frontline staff to step into leadership roles.
- o Integrated Cherishers' delivery model into wider safeguarding networks by partnering with social prescribers and council teams.
- o Activated 24/7 safeguarding, financial inclusion workshops, digital literacy classes, and holiday crisis response systems.

Julie's work also includes launching a community food garden and initiating green therapy—responding to both mental health needs and climate-related anxieties.

Over the Christmas period 2024, Julie ensured 150+ individuals were fed, accompanied, and transported—proof of her 365-day commitment to care. Her leadership brings scalable structure to grassroots change.

2. 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=-AvPjQRrHX4>

Social Media Evidence:

The *Cherishers Facebook page* (Facebook) visually documents community initiatives, such as warm rooms, art therapy, inclusive events, and crowdfunded 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 crowdfunds 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.

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

Total 185 words used.

Julie Edensor is Co-Director of Cherishers 811 CIC, a community interest company transforming care access and social inclusion for disabled individuals, carers, older adults, and low-income women. Since 2017, Julie has co-led the organization's growth from a local cleaning service into a multi-award-winning, care-integrated social enterprise with 37 staff and over 30 volunteers.

Julie's leadership balances frontline empathy with strategic execution. She secured Living Wage Employer status, led Care Quality Commission registration, and built referral pipelines with GPs, councils, and public health networks. During the COVID-19 pandemic, she spearheaded rapid-response services—prescriptions, food deliveries, and 24/7 befriending—that reached those failed by statutory systems.

Her systemic thinking has embedded co-production into all care delivery, ensuring community voice, cultural safety, and real-time feedback are built into every initiative. With 25% of leadership identifying as BAME and 30% of staff bringing lived experience, Julie has ensured Cherishers reflects those it serves.

She is also a mentor—supporting staff from frontline roles into leadership and championing inclusive hiring across disability, gender, and trauma recovery. Julie is widely regarded for her integrity, compassion, and ability to turn grassroots ideas into enduring impact.

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

Written answers to the questions

5. 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 for this category, provide them in the spaces below:

Written response

6. 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 nominee's past performance (up to 250 words):

Total 250 words used.

Julie Edensor's achievements are significant because they redefine what local, inclusive care looks like—embedding lived experience, trauma-informed systems, and dignity-first services into every layer of delivery.

Her work is rooted in empathy and elevated by strategic design. Where most CICs struggle for sustainability, Julie has built financial resilience through a four-stream income model—blending earned revenue, grants, donor engagement, and commercial alliances. This model enabled 24/7 delivery even during economic downturns.

Julie's model of co-production—designing services with rather than for communities—is particularly rare. Sensory therapy, grief support, and community transport are continually shaped by client voice, increasing trust and cultural relevance. Her safeguarding-first ethos—alongside holistic care—means service users are seen as whole people, not cases.

Crucially, she has turned private-sector engagement into social capital, converting business expos into community reinvestment. By raising £50,000+ through relationship-led development, Julie shows how social enterprises can influence and attract the commercial world on values—not charity.

Her legacy includes structural change: employment pathways for disabled individuals, leadership progression for frontline staff, and systemic partnerships that embed Cherishers into the health and care ecosystem.

Julie doesn't simply lead care programs—she transforms how they're built, accessed, and experienced. Her leadership offers a replicable model for ethical, user-led disability inclusion—and sets a new bar for what's possible at the community level.

“Cherishers 811 CIC supports individuals of all backgrounds by embedding equity into every layer of service delivery—championing radical diversity through inclusive hiring, co-produced care models, and culturally safe spaces where every voice is heard and valued.”

Attachments/Videos/Links:

[Rebuilding the Safety Net: How Julie Edensor Leads a Scalable, Model of Inclusive Disability Care"](#)

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