

Social Business Wales

Conference and Awards 2025

**Challenge to change:
Building a movement for connection
and collaborative change**

About us

Funded by the Welsh Government, Social Business Wales is delivered by a consortium of providers that includes Cwmpas, Development Trusts Association Wales, Social Firms Wales, UnLtd, and the WCVA.

It is part of the Business Wales service.

Social Business Wales provides intensive one-to-one support to social businesses across Wales which are looking to expand or create jobs.

Message from Glenn Bowen

Director of Enterprise, Cwmpas

Across Wales, we're seeing a quiet transformation in the way organisations are prioritising value. It isn't enough to measure contracts in pounds and pence.

Value today is about impact – the positive change created for people, places, and the planet.

That's the promise at the heart of social value procurement.

It harnesses the collective power of public, private, and social sectors to deliver goods and services in ways that strengthen communities, and prioritise the local economy.

The Social Partnerships and Public Procurement (Wales) Act places a renewed emphasis on social value and fair work. Collaboration is firmly on the agenda.

Procurement tends to be seen as transactional. A contract is awarded, a service delivered.

But when local authorities, businesses, and social enterprises come together at the planning stage, something much bigger can happen.

The conversation changes, and suddenly procurement can become a tool for innovation, partnership, and long term impact. Social enterprises bring authentic insight from lived experience and community resilience.





Local authorities bring scale and responsibility. Corporates bring investment, innovation, and supply chain reach.

Together, they can achieve outcomes that none could deliver alone.

The challenge now is to build on these examples and make collaboration the norm.

Social Business Wales is calling for leaders across all sectors to rethink the role of procurement, and to join a growing movement where every pound spent builds community resilience, wellbeing, and a fairer economy.

On 9 October at Maesteg Town Hall, authentic voices from the social enterprise sector will share their journeys of challenge and transformation at the Social Business Wales Conference, and afterwards we'll celebrate the very best of the Welsh social enterprise sector with the Social Business Wales Awards.

It will be an opportunity for businesses, local authorities, and social enterprises to connect, collaborate, boost social value procurement, and design the future Welsh economy together.

Social value isn't an add-on. It's the whole story.

Timetable

13:30 Registration opens

14:00 Opening session and welcome

- Sian Lloyd, journalist and broadcaster
- Councillor John Spanswick, leader of Bridgend County Borough Council
- Bethan Webber, CEO of Cwmpas
- Richard Hughes, CEO of Awen
- Rebecca Evans MS, Welsh Government Cabinet Secretary for Economy, Energy and Planning (Video)

14:25 Opportunities for social enterprises resulting from the Social Partnership and Public Procurement (Wales) Act 2023

Dr Jane Lynch, Director, Centre of Public Value Procurement, Cardiff Business School

14:45 Stories from the Sector - Trading between the public and private sector

- Mark McKenna, Co-founder and CEO, Down to Earth
- Rachel Probert, Social Value lead, Transport for Wales

15:05 Proving our worth: how can we sell our social value?

- Martin Downes, Lead Consultant, Cwmpas and Founder Start Something Good

15:20 Refreshments and networking

15:40 Stories from the sector - From Challenge to Change

- Dan Newman, Co-Founder, BALDILOCKS
- Dionne Bennett, Co-founder, Tân Cerdd CIC
- Alison Westwood, Director, Baobab Bach CIC
- Lisa Davies, Chief Executive, Tanio

16:00 Q&A panel

- Sian Lloyd will chair a panel of the speakers: Dr Jane Lynch, Mark McKenna, Rachel Probert, Martin Downes, Dan Newman, Dionne Bennett, Alison Westwood, Lisa Davies

16:30 From Evidence to Action: ESG update on the Mapping Survey, Manifesto, and Vision & Action Plan

- Adam Kennerley (DTA Wales)
- Rosie Cribb (Social Firms Wales)
- Dan Roberts (Cwmpas)

17:00 Networking buffet

18:00 Social Business Wales Awards

Our Sponsors

We would like to thank our sponsors and supporters for 2025 for their generous support of the Social Business Wales Awards and Conference.



Silver sponsor of Category 2 – the Innovation of the Year Award

AtkinsRéalis is a world-leading professional services and project management company dedicated to 'engineering a better future for our planet and its people'. We work to ensure we are contributing to A Globally Responsible Wales whilst maximising local impacts for the communities in which we live and work, with every decision reflecting the 7 themes of the Wellbeing of Future Generations Act. We deliver services across a project life-cycle, including consulting, advisory and environmental services, intelligent networks and cybersecurity, design & engineering, procurement, project and construction management, operations and maintenance, decommissioning and capital.



Silver sponsor of Category 7 – Community-based Social Enterprise of the Year

The University of Wales Trinity Saint David (UWTSD) is a confederation of several Welsh education institutions and colleges. Lampeter University in Ceredigion is the birthplace of higher education in Wales, and the oldest university in Wales. Today, UWTSD comprises campuses in Swansea, Carmarthen, Lampeter, Cardiff, London, and Birmingham.

The UWTSD online, part-time MBA in Social Entrepreneurship encourages advanced study in sustainable resource management and adapting to external contexts, preparing students to drive positive change and prioritise financial success through sustainable social enterprises which benefit both society and communities.



Silver sponsor of Category 5 – Award for the Social Enterprise building Diversity, Inclusion, Equity and Justice

We believe that a fair and inclusive world is one where people respect and celebrate their differences, and everyone has the chance to succeed. After all that's the kind of world we want to live in, and it's why we embrace the talents, beliefs, backgrounds and abilities of all our colleagues and members. We are proud to sponsor the category for the Social Enterprise building Diversity, Inclusion, Equity and Justice Award. Social justice is fundamental to the social enterprise and co-operative movements.



Silver sponsor of Category 8 – Wales Social Enterprise of the Year

We Do The Right Thing: Our sponsorship of the Social Business Wales Awards reflects Transport for Wales's commitment to social value, inclusive growth, and community engagement. As a purpose-led public body, we're proud to support an event that celebrates the achievements of social enterprises across Wales.

This aligns with our strategic priorities and statutory responsibilities, reinforcing our belief that transport is about more than movement—it's about creating fairer, greener, and more connected communities.



Valleys to Coast

Bronze sponsor

Valleys to Coast is a community-focused social housing association based in Bridgend, providing homes and services for over 6,000 families. Alongside our property repairs and maintenance subsidiary, Llanw, we're passionate about working with social businesses and entrepreneurs to create thriving, resilient communities.

For us, it's about more than homes; it's about building strong neighbourhoods, supporting local enterprise, and creating opportunities that bring real benefits to people and places.

We're always looking to collaborate with social businesses that share our values. That could mean delivering services, co-developing community projects, or exploring fresh, innovative ideas that make a positive impact.

In return, we can open doors to contract opportunities, supply chain partnerships, and pilot projects across both Valleys to Coast and Llanw. We can also offer support, investment, and collaboration to help your business grow, while ensuring our customers and communities thrive.

People tell us we're a friendly bunch who care deeply about making a difference. So, if you're interested in building a better Bridgend and Wales with us, we'd love to hear from you.

Our Host

Sian Lloyd, Broadcaster

Sian Lloyd is an experienced journalist and broadcaster.

She is a familiar face with viewers across the UK as presenter of national programmes, including BBC Breakfast, BBC Crimewatch Roadshow and Panorama.



Sian Lloyd began her TV and Radio career in Wales as a reporter. She was then presenter of the popular flagship BBC programme Wales Today and the BBC drive-time radio programme Good Evening Wales.

She has also reported on some of the key moments in recent history as a senior news correspondent for the BBC, appearing regularly on the BBC 6 o'clock and 10 o'clock news in addition to Radio 4 news programmes.

Our Speakers

Councillor John Spanswick, Leader, Bridgend County Borough Council

Councillor John Spanswick is Leader and political head of Bridgend County Borough Council, providing leadership for council strategies.

Rebecca Evans MS, Welsh Government Cabinet Secretary for Economy, Energy, and Planning

Rebecca Evans has served as Cabinet Secretary for the Economy, Energy, and Planning since September 2024.



Bethan Webber, CEO, Cwmpas

Bethan Webber was appointed CEO of Cwmpas in May 2023. Bethan's career includes 17 years in policy across Whitehall, regional government in England, and the Welsh Government, before joining the third sector.



Richard Hughes, Chief Executive, Awen Cultural Trust and Chair of Cwmpas board

Originally from Cefneithin and a product of Gwendraeth Comprehensive School in Carmarthenshire, Richard began his career in television and theatre before a local government career in leisure, arts, culture and tourism spanning 16 years.

Richard took up the role of Chief Executive of Awen Cultural Trust in October 2015 and has steered the organisation since its inception into a new period of growth and development.

Richard became a board member of Cwmpas in 2019 and was elected chair in 2023.



Opportunities for social enterprises resulting from the Social Partnership and Public Procurement (Wales) Act 2023

Dr Jane Lynch, Director, Centre of Public Value Procurement, Cardiff Business School

Dr Jane Lynch is a Professor of Procurement and passionate about embedding the principles of socially responsible procurement in all sectors. Jane's research is all applied with a particular focus on public procurement, embedding innovation, social value, and structured collaborative working. Jane has delivered multiple keynotes nationally and globally on these topics and has recently published two practitioner reports on social value.

Jane received a prestigious, Individual of the Year (2023) Government Opportunities Award for her contributions to public procurement in Wales and is a long standing Branch Chair of the South Wales CIPS Branch. Globally, Jane co-leads IRSPP (International Research Study on Public Procurement). IRSPP conducts new research approximately every two years with procurement leaders in government and policy from across the world. More information can be found on the [IRSPP](#) website.

Stories from the Sector - Trading between the public and private sector

Mark McKenna, Co-founder and CEO, Down to Earth

Mark is a founding director of Down to Earth Project and Down to Earth Construction as well as being the Managing Director for both social enterprises. Passionate about equality and bringing out the best in people, his background is in working with 'hard to reach' groups and practical approaches to sustainability education.

Mark's Masters (MA) thesis explored how tackling inequality and sustainability go hand in hand, and this formed the basis of Down to Earth. In October 2020, Mark was awarded an MBE for services to young people and environment.

In September 2021, Mark was appointed onto the board of Natural Resources Wales as a non-executive director.

Mark has been happily living off-grid in a wooden house for over 16 years and has two lovely daughters.

Rachel Probert, Social Value Lead, Transport for Wales

Rachel Louise Probert is a strategic leader in public procurement, governance, and social value, with over two decades of experience delivering outcomes that serve both policy and people.

As Supply Chain Compliance Manager at Transport for Wales, she embeds ethical, inclusive, and future-focused practices into complex procurement systems, aligned with Welsh legislation.

A former educator and founder of Velocity for Life, Rachel brings lived experience, neurodivergent advocacy, and systems thinking into every conversation. She speaks passionately on social value, accountability, and using procurement as a tool for long-term impact.

Stories from the sector - From Challenge to Change

Dan Newman, Co-Founder, BALDILOCKS

Dan Newman is the co-founder and frontman of BALDILOCKS, a bold social enterprise challenging stigma around hair loss through humour, empathy, and human connection.

Drawing on his own lived experience with alopecia, Dan leads with vulnerability and impact—bringing wellness, education, and inclusive solutions into workplaces, salons, and social value initiatives across Wales. BALDILOCKS is on a mission to help people glow with or without hair.

Dionne Bennett, Co-Founder and Artistic Director, Tân Cerdd CIC

Dionne Bennett is Co-Founder and Artistic Director of Tân Cerdd CIC, a black-led black music and culture community interest company, vocalist, songwriter and university music lecturer.

Winner of the Black History Cymru 365 community award for her contribution to music and inclusion 2024, Dionne leads work across Wales to champion black music, amplify diverse voices, and build infrastructure and intentional spaces that shape a more inclusive and sustainable cultural future.

Alison Westwood, Director, Baobab Bach

Alison Westwood is a founder and director of Baobab Bach CIC, which was developed in response to local community need for affordable food during the Covid 19 pandemic. The organisation focuses on redistributing surplus foods, hence reducing landfill, and growing food locally, which further supports the environment.

Alison is a former physiotherapist turned businesswoman and social entrepreneur, who is inspired by the urgent need to reduce worldwide carbon emissions and to provide healthy, affordable food to communities, whilst offering opportunities for wellbeing and employment.

Lisa Davies, Chief Executive, Tanio

Lisa has been Chief Executive at Tanio for 6 years. She has been working in the arts and creative industries in Wales for 25 years, heading up three different Charities as well as producing award winning films.

Coming from a working-class background Lisa is passionate about opening opportunities for all to experience high quality artistic and creative experiences, as well as understanding the impact these activities can have on health and wellbeing. She has an MA in Film Producing which concentrated very much on the entrepreneurial journey of the creative.

Proving our Worth – How can we sell our Social Value? – Lessons from Bridgend

Martin Downes, Lead Consultant – Learning and Development at Cwmpas and Founder, Start Something Good

Martin is the Lead Consultant: Learning & Development at Cwmpas and the founder of Start Something Good®, an innovative approach to co-designing solutions and creating fresh ideas for social change. Since March 2020 he has led over 70 hackathons in community, organisational, and education settings across Wales, London and Switzerland. He has also led social enterprise programmes in Bridgend, Torfaen, and Pembrokeshire.

Before this he was the Social Entrepreneurship Officer for Social Business Wales. Martin's background is in community work, Third Sector management, publishing, and business. Martin is an author, public speaker, facilitator, and a Fellow of the Royal Society of Arts.

From Evidence to Action: Social Enterprise Steering Group (SESG) update on the Mapping Survey, Manifesto, and Vision & Action Plan

The Social Enterprise Stakeholder Group (SESG) is driving a bold vision: to make social enterprise the business model of choice in Wales by 2030.

In this session, we'll share the headlines from our sector mapping, the key recommendations from our manifesto ahead of the 2026 Senedd elections, and our refreshed Vision and Action Plan. This is your chance to hear the latest evidence and data, influence policy and shape future working. The Social Enterprise Stakeholder Group is a strategic partnership between the organisations supporting social enterprise in Wales. Together, we are working to transform Wales by making social enterprise the business model of choice by 2030.

Adam Kennerley Chief Executive, DTA Wales

Adam Kennerley is Chief Executive for Development Trusts Association (DTA) Wales, and County Councillor in Powys where he leads on Climate and Nature responses. An ecologist by training, Adam supports communities to manage their local assets to build more resilient economies, value the environment, and generate wellbeing.

Rosie Cribb, CEO, Social Firms Wales

Rosie Cribb has a long history within the charity and social enterprise sector, supporting purpose-led organisations to grow and thrive. Social Firms Wales prioritises social inclusion through employment, particularly for disabled and other groups which face discrimination. Members have access to a supportive network of social enterprises and entrepreneurs, all striving to create a more equitable working world where individuals from diverse backgrounds are encouraged, supported, and valued for their unique strengths, life experience, and abilities.

Dr Dan Roberts, Senior Policy and Engagement Officer, Cwmpas

Dr Dan Roberts holds a PhD from Swansea University in Entrepreneurship Policy and Entrepreneurial Attitudes in Wales. Dan supports the policy work of the Social Enterprise Stakeholder Group. It's Dan's job to ensure policymakers and politicians understand and value the social enterprise sector, and develop policies that can support it effectively. Talk with him about the upcoming Senedd elections and how we can put social enterprise at the heart of the next Welsh Government's plans for Wales.

Social Business Wales Awards 2025

The Social Business Wales Awards celebrates the depth, breadth, and diversity of the social enterprise sector in Wales.

More than 100 individual social enterprises entered the Social Business Wales Awards in 2025.

This is the perfect time to embrace and promote these forward-thinking, problem-solving businesses that sit at the heart of our communities, keeping the circular economy moving where it should be, close to home, as well as creating jobs, raising a profitable income, and driving commerce across a network of local suppliers, buyers, partners and customers.

Thank you to our judges from businesses across the public, private and third sector, and from social enterprises across Wales, who gave up their time to make the very difficult decisions you see in front of you tonight.



Awards Categories

Category 1, the One to Watch Award, is for innovative start-ups which are making a mark in their first two years.

Caerphilly-based finalist **Our Voice Our Journey** supports young people aged 11–25, especially those navigating violence, inequality, or marginalisation. “At Our Voice Our Journey CIC, we don’t speak for young people – we stand beside them.”



Cegin y Bobl, based in Llanarthney, Carmarthenshire, says: “We believe that food is central to health, wellbeing, environmental sustainability and community connection. We prioritise engagement with marginalised children and families, and support food bank users, isolated adults, and rural communities.”

Greenspace SOS, based in Coity, Bridgend says: “We provide free garden rescue and improvement services for families and vulnerable people, creating safe, welcoming spaces that support wellbeing and make a real difference to people’s lives.”



Port Talbot-based **Impact Wellbeing Solutions Ltd** delivers school workshops which focus on problem-solving and team-building, strengthening connections and empowering individuals to thrive as part of a resilient community. “We’re here to help people uncover their strengths and values, and move towards positive change.”

Category 2, Social Enterprise Innovation of the Year, sponsored by Atkins Realis, is for businesses which have brought something fresh, new and exciting to the market, aimed at tackling social or environmental issues.

Mothers Matter, based in Tonypany, has supported more than 3000 women, men and their families from conception to age 5 through trauma-informed care since 2020. “We provide holistic services that bridge the gap between clinical care and community support. We challenge the stigma and make sure that no parent or family is left to struggle alone.”



Tanio, a community arts charity, developed the Connecting Carers project, offering weekly wellbeing workshops for unpaid carers across Bridgend County Borough. “The workshops helped to reduce loneliness and isolation, and created an opportunity for unpaid carers to share thoughts and feelings, and to advocate for their own needs.”

Cardiff-based finalist **Holistic Hoarding** addresses the critical gap in support services for individuals struggling with hoarding behaviours, particularly those facing eviction and social isolation due to complex mental health issues. “Our support focuses on developing skills like decision-making and problem-solving, and creating a safer, more manageable living space.”



Category 3, Prove it: the Social Impact Award is for social enterprises which can demonstrate their social impact through clear data, stories and outcomes linked to their mission.



Elite Clothing Solutions (ECS) in Pontyclun manufactures and brands high-quality workwear. "Over 45% of our workforce are disabled or disadvantaged. We provide structured training, paid employment, and a workplace designed to support personal and professional growth. We're proudly stitching sustainability, opportunity, and pride back into the fabric of Welsh industry."

Down to Earth, based in Swansea, is tackling some of the biggest environmental and social challenges of our time - concurrently - through co-designing and co-creating homes, schools and hospitals using only nature-centred design and materials. "Over the last 12 months we've worked with over 1,800 participants from at risk and marginalised backgrounds to create remarkable changes in their lives, and the communities around them. The impact is transformational."



The Baxter Project, part of Therapeutic Activities Group CIC, is built on the idea that trust and enjoyment are the gateway to change. "Our model pairs practitioners with dogs to deliver trauma-informed sessions in schools. They're fun, and warm. Once a child feels seen and safe, we begin to gently address underlying issues. It's patient work, but it's effective."

Role Play Lane in Pontypridd provides inclusive, affordable role play sessions, birthday parties, school trips, community hire, and a welcoming café space for families. "Our work goes beyond play. We are a safe, trusted space where people connect, learn, and thrive. Role Play Lane is where friendships form, wellbeing improves, confidence grows, and futures change."



Category 4, Environmental Social Enterprise of the Year, celebrates businesses whose core mission tackles environmental issues.



Groundwork North Wales boosts social, economic, environmental, and cultural well-being and transforms lives in disadvantaged communities through a range of programmes across north Wales focusing on the outdoors and practical activity. “We engage communities in protecting the natural environment, and support people to reuse/recycle/repair more household items.”

Datblygiadau Egni Gwledig (DEG), based in Caernarfon, is deeply committed to environmental issues and social justice. “We’ve supported local community renewable energy projects predicted to generate enough electricity to power 585 homes; and we support communities to use energy more efficiently, decrease reliance on fossil fuels, and reduce energy use and costs. Every £1 invested in DEG generates £3.58 in social value.”



Groundwork Wales in Blackwood works across some of the most disadvantaged communities in South Wales to reduce poverty and conserve local environments. “We boost learning, employability, health, and well-being, support communities to re-design and make use of neglected open spaces, and divert waste from landfill through our reuse shop.”

Category 5, Social Enterprise building Diversity, Inclusion, Equity and Justice, sponsored by the Co-op, is for businesses who are actively championing social justice and equality.

**MORE THAN FLAGS
AND RAINBOWS**
Helping schools be more inclusive



Cardiff-based **More Than Flags and Rainbows (MTFAR)** was set up by a former deputy headteacher who experienced homophobic bullying both as a pupil and later as a teacher. “We’ve grown into a national organisation working to make Welsh education better, fairer, and more inclusive, to tackle bullying, and to usualise diversity across the curriculum. We’ve worked with more than 4,000 educators and young people since our launch in 2024.”

The founder of Denbighshire-based **The Tax Academy**, a former Chartered Accountant, went to prison in Oct 2013 for four months, and provides tax support and tax education to prisoners in all Welsh prisons. “We’ve handled more than 8,000 tax cases in 10 years. We want to help prisoners get their tax affairs in order, so they can re-integrate into society and enter employment on release without being burdened by tax debt.”



Assadaqaat Community Finance (ACF) in Cardiff provides interest-free finance, tailored business support, training, and mentorship to those who are traditionally excluded from mainstream finance. “Finance should never be a barrier to opportunity. Our mission is to empower people to realise their potential, break cycles of exclusion, and build a fairer, more resilient economy.”

Social enterprises are much more likely to be run and led by women than traditional businesses, and **Category 6, Social Enterprise Women's Champion of the Year**, aims to celebrate female leadership, advocacy, and impact.

Helen Davies is the founder of **Sunflower Lounge** in Neath, which nurtures care experienced young people, care leavers and young people estranged from their families. "The right understanding and unique support is often missing for care experienced young people. Sunflower Lounge is built around their needs. If you're part of the tribe, you're never alone."



Hannah Evans is director of **Qualia Law CIC**, which specialises in property and financial affairs under the Mental Capacity Act 2005, supporting people who lack mental capacity. "We set up as a new kind of legal service for the most vulnerable people. Our work directly prevents financial abuse, improves health and wellbeing, and protects autonomy."

Kelly Farr leads the **Female Veterans' Alliance**, which delivers residential wellbeing retreats and workshops to over 200 women who served in the UK Armed Forces, reflecting Kelly's commitment to drive sector-wide change and turn barriers into action. "These spaces have addressed critical issues like military sexual trauma, identity loss, mental health, and isolation, offering healing, empowerment, connection, and advocacy."



Category 7, Community-based Social Enterprise of the Year, sponsored by **UWTSD**, is for enterprises deeply rooted in communities which deliver high local impact.

The Fern Partnership is rooted in the belief that every child, every family, and every community deserves the chance to thrive. "We run six Little Ferns childcare facilities, located in some of the most disadvantaged areas of the Rhondda and Cynon Valleys, which provide a safe, nurturing space where confidence blooms. Our childcare also supports parents, helping them to return to work, training, or education with the reassurance that their children are in excellent hands."



TAFARN Y PLU
- LLANYSTUMDWY -

Menter y Plu runs **Y Plu**, the historic village pub in Llanystumdwy, Gwynedd, combining heritage, cultural life, and economic resilience to serve the local community. "As a community-owned, Welsh-language social enterprise, Menter y Plu combines heritage, cultural life, and economic resilience to serve the local community."

Choirs For Good runs 12 community choirs across Wales which improve mental and physical wellbeing and boost lifelong learning and connection through the power of group singing. "Singing is a purposeful act of social good, helping people feel good, do good, and sustain that well-being for good. We work collaboratively with other organisations to generate positive social, cultural, environmental, and economic impact."



ELYSIUM
GALLERY / VENUE / BAR

Elysium Gallery runs a programme of free workshops for low-income families and culturally marginalised communities in Swansea attracting over 25,000 visitors a year. "We're a neurodivergent-led organisation rooted in people, place, and purpose, providing activities and opportunities for autistic and neurodivergent individuals to explore, create, and collaborate to tell their own stories and learn new skills."

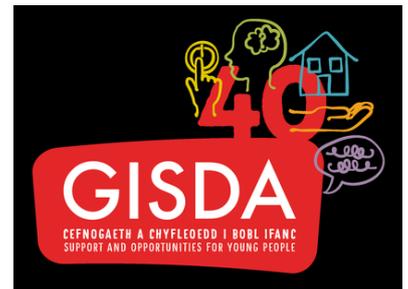
Category 8, the Social Enterprise of the Year Award, sponsored by **Transport for Wales**, celebrates 2025's highest-performing social enterprises which demonstrate strong growth, sustainability, social impact, and leadership in their field.

PLATFORM

For mental health and social change
Dros iechyd meddwl a newid cymdeithasol

Platfform has run mental health and community services for over 35yrs, and has a portfolio of over 140 projects based mainly across South Wales. "We find ways to stabilise people's circumstances and build hope for the future through co-created and bespoke interventions led by what people and organisations want and need. We take a lifespan approach so everyone can feel they belong and thrive."

Established in 1985, **GISDA** provides tailored, person-centred support and accommodation for vulnerable and homeless young people in Gwynedd. "Reaching every individual in need remains a top priority. Our therapeutic approach is led by young people, for young people, and highlights the importance of accessing green spaces and maximising the use of the arts in various forms."



Down to Earth and **The Fern Partnership** are also finalists in the Social Enterprise of the year category.

(Finalists in Category 3 and Category 7 respectively).



Thank you to our Award Judges

Julie Lloyd, Community and Membership Participation manager, Co-op

The Co-op works with their member-owners to act on the issues that matter – and Julie Lloyd works with Co-op members to bring like-minded organisations together to benefit the community, and put co-operation and co-operatives at the heart of building services which meet the needs of those who are most disadvantaged. Julie is also a lecturer in Criminology and Forensics at Craven College.

Julian John, CEO, Delsion

Ten years on, Delsion is a multi-award-winning people and development consultancy that is internationally recognised for its work in helping organisations cultivate the positive culture and behaviours, and encouraging them to put equity, diversity, inclusion and belonging at the heart of their business. Previously, Julian had a successful senior-level career in HR, but his experiences of becoming disabled demonstrated that the working world wasn't equipped to support his needs. This experience became the driving force behind founding Delsion, a consultancy dedicated to people and development, with a strong focus on inclusion and belonging.

Jamie Lannen, Regional Director and Head of Wales Project Management Team, Atkins Realis

Jamie Lannen is Regional Director and Head of Wales Project Management Team at AtkinsRéalis. With 26 years in the built environment industry, he is also a director and committee member of The Construction Club and previous Chairman for the Forum for the Built Environment.

Trystan Jones, Chief Executive, The Community Impact Initiative

Trystan Jones is Chief Executive of The Community Impact Initiative CIC (the Cii), a multi-award-winning social enterprise transforming lives and communities through the regeneration of empty homes.

Under his guidance, Cii has supported hundreds of people to improve their health, wellbeing, and life prospects while bringing empty properties across Wales back into use. In 2024, the Cii was named Wales Social Enterprise of the Year, recognising its innovation, impact, and sustainability. Trystan is passionate about using housing as a catalyst for change and enabling people to build brighter futures.

Rachel Probert, Social Value Lead, Transport for Wales Rail

A former educator and founder of Velocity for Life, Rachel has more than 20 years' experience building ethical, inclusive, and future-focused practices into complex procurement systems that serve both policy and people. Rachel brings lived experience, neurodivergent advocacy, and systems thinking into every conversation, and is passionate about balancing social value and accountability, and using procurement as a tool for long-term impact.

Sheree Jonas, Race Equality Officer at Aberystwyth University

Sheree Jonas supported Aberystwyth University to receive the Advance Higher Education Race Equality Charter bronze award for their work in improving the representation and inclusion of minority ethnic people.

She is the founder and director of community interest company Represent Us Rural Ltd, established to support minority ethnic young people in rural areas.

Sponsoring the Social Business Wales Awards and Conference provides:

- Profile and visibility: association with the leading platform for social enterprise in Wales, reaching hundreds of purpose-driven organisations, funders, policymakers and media.
- Credibility and alignment: demonstrating a genuine commitment to responsible business, community impact, and Wales's Wellbeing of Future Generations goals.
- Networking and relationships: direct access to social enterprises, innovators, and values driven businesses that are reshaping Wales's economy.
- Talent and innovation pipeline: insight into pioneering ideas and organisations solving social and environmental challenges.
- Reputation enhancement: recognition as a forward-thinking supporter of inclusive growth and social value creation.

ewmpas

CYD DTA
Cymru Wales
Cymunedau'n Cefnogi Cymunedau
Communities Supporting Communities

socialfirmswales
enterprise, employment, empowerment

WcVA
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