



#FuseCiC18

Workshop Leaders



Heidi Fisher – Make an Impact

Heidi is a specialist in social enterprise and social impact. She has worked with hundreds of social enterprises, CICs and charities over the past 20 years.

Heidi's background is as a Chartered Accountant, having trained with PricewaterhouseCoopers. She founded Harris Accountancy Services CIC – a specialist social enterprise accountancy firm before setting up Make an Impact CIC. Heidi is a Board member for the CIC Association, as well as three other CICs and two charities.

Heidi has worked with start-ups through to those with over £1 billion of income supporting them to become more sustainable, develop their trading income and to measure and report the impact they have. Heidi is the author of the book "Social Enterprise: How to successfully set up and grow a social enterprise."



Tim Luft - Woote

Tim is a Digital Media Entrepreneur based in the West Midlands (Shropshire). Tim's focus surrounds the roll out of virtual reality, building on the expertise of the UK Video game and Film industry.

Tim has run University Institutes which have researched the use of 3D environment for teaching and learning. More recently Tim established his own Virtual Reality development studio in the West Midlands, and operates a technology showcase which provides hands on access to the latest advances in 3D simulation and virtual reality.

Tim sits on the Telford Business Board, he is a mentor for the DiT Global Entrepreneur Programme and a panel member on the Wolverhampton University Green Shoots initiative.

Tim is married with one child. He is a keen pilot and enjoys supporting entrepreneurs in commercialising their ideas. Tim is passionate about the use of Virtual reality for UK industry and feels the major advances in VR over the past 12 months offers different sectors the chance to showcase their skills to a world wide audience in a very short space of time.

Tim has led projects which have exploited mobile and wearable technology for many sectors, and has first hand knowledge of future technology platforms which have the potential to make an even bigger impact across the country.



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John Clarke – Social Telecoms

John Clarke is Director and Founder of Social Telecoms, a leading provider of telecoms and WiFi solutions for social housing communities, landlords and councils.

Social Telecoms works in partnership with Housing Plus a West Midlands based social landlord to run a community based digital inclusion project - The Digital Den.

The Digital Den delivers WiFi, internet access and employment services to Housing Plus customers on the Castlefields and Meole Brace estates in Shrewsbury.

Funded by Social Telecoms corporate work the project has won a number of awards over the 4 years it has operated and demonstrates the use of commercial knowledge to improve the lives of those around us through better access to online services.

John is also currently Chairman of Beacon for Life CIC.



Melanie Mills – Big Society Capital

Melanie was previously the Chief Executive of Social Enterprise West Midlands (SEWM) CIC and led the organisation from a publicly funded project to a sustainable social enterprise through four years of trading and growth. SEWM's income was directly generated through the sales of products and services so she has first-hand experience of the challenges and opportunities that social sector organisations face in order to be successful businesses.

Melanie brings a frontline perspective to the Big Society Capital team and particularly focuses on developing relationships with social enterprises and charities across the Midlands and the North of the UK and raising awareness of social investment. Since joining the team she has helped lead the Social Investment Tax Relief Campaign 'Get sITr', has instigated a new initiative Let's Talk Good Finance and is passionate about our most recent initiative GETINFORMED – Social Investment for Boards. Melanie is passionate about helping to translate the opportunities that social investment can present to help social enterprises and charities create even more social impact.

Melanie is also the Social enterprise champion for the Greater Birmingham and Solihull LEP, Chair of Governors at a Local Authority Maintained School and a Charity Trustee in her spare time.



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Sarah Fraser - Willmott Dixon Foundation

Sarah Fraser is Head of the Willmott Dixon Foundation, their vehicle to drive social value throughout the business.

In her role, Sarah is responsible for developing, monitoring and measuring the Group's community investment activities and ensuring they leave a lasting positive legacy in the communities in which the group work.

Unlike other targets of its kind, Willmott Dixon does not measure its work on financial cost, number of apprenticeships or hours accrued but on whether its initiatives have actually had a positive impact on individual lives.

Main Sponsor



Willmott Dixon is a family-owned construction company and Rick Willmott, CEO, is the fifth-generation to lead the business. Community investment is part of the contractor's culture – from providing work experience opportunities to refurbishing community buildings; from mentoring young people facing significant life challenges to organising events and fun days.

Willmott Dixon has recently built three extra care housing schemes for The Wrekin Housing Group and, last year, worked with Fuse Enterprise CiC and The Furniture Scheme for its Management Trainee Challenge.

Event Sponsors

Granicus | Big Society Capital
Midlands Psychology CIC | Social Telecoms CIC

A Spring Conference hosted by FUSE Enterprise CiC in partnership with the Wrekin Housing Group