Midlife360 CIC
Impact Report 2025
By Ingrid Fawcett, Founder & Impact Lead

MIDLIFE360 CIC IMPACT 2025

Impact is at the heart of everything we do. Year 2 of Midlife360 has been an amazing rollercoaster and the figures below make it all worthwhile.

58 WOMEN SUPPORTED VIA OUR COMMUNITY

THROUGH PERSONAL CONECTIONS & REFERRALS

1

2

120 ATTENDEES AT 20 FREE WORKSHOPS

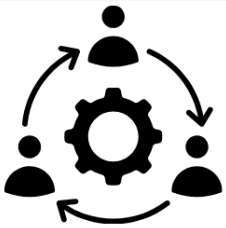
INCLUDING CONFIDENCE, THE VALUE OF MIDLIFE, I AM REMARKABLE AND MENOPAUSE WORKSHOPS

3 RESEARCH PROJECTS

TOPICS INCLUDED MENTAL HEALTH IN MIDLIFE, BARRIERS TO WORK AND MENOPAUSE ACROSS THE GLOBE

3

4



277 WOMEN IN OUR ONLINE COMMUNITY

INCLUDING FACEBOOK, INSTAGRAM AND WHATSAPP (AND 1035 ON LINKEDIN TOO!)

ONLINE REACH OVER 95,OOO!!!

FIND US ON LINKEDIN, FACEBOOK AND INSTAGRAM

5

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1. Executive Summary

2025 marks the second full year of Midlife360 CIC and it has been a year of consolidation, clarity of mission and the recognition of the value we add and the impact we make. Having established strong foundations in 2024, this year has focused on strengthening delivery, deepening partnerships, exploring funding pathways, and positioning Midlife360 CIC as a recognised voice for midlife women across Cambridgeshire and beyond.

When we collated the data and started to write this impact report, we recognised that our move to being impact led rather than sales led had enabled a distinct shift in approach and delivery. By investing time in digging deeper into the work, we have learnt that impact doesn't purely come from numbers but from the personal stories, the one-to-one conversations, the small and meaningful change we have been able to help to facilitate.

Impact remains at the heart of every decision. Our operating model continues to balance:

- Direct support for midlife women through workshops, book club, referrals, connection and social media
- Employer engagement and consultancy
- Funded programme development and the growth of connection with ESG focused organisations
- Strategic partnership growth with local government organisations, DWP and key stakeholders and employers
- Raising the profile of the challenges faced by midlife women in Cambridgeshire

Our mission remains clear:
To enable women in midlife to thrive in their chosen work environment.

Our vision continues to guide us:
To create a world where every woman has the confidence, skills and ability to thrive within an age-positive work culture.

Our Theory of Change remains:
Theory of Change ML360 Sept 2024.pdf

2. Introduction

Midlife360 CIC was created to address a clear gap: midlife women were navigating huge transitions which can result in confidence loss, the challenges of peri menopause and menopause, redundancy, career transition and age bias largely unsupported.

In 2025, our work evolved from raising awareness of the need to proving we hold the solution to that need and demonstrating measurable and scalable impact.

This year has focused on:

- Strengthening funding applications and the development of specific fundable programmes
- Growing strategic relationships
- Expanding workshop delivery capacity
- Deepening one-to-one impact
- Developing toolkits for sustainable rollout
- Understanding of the local need through research and conversation
- Further research into the challenges midlife women face

3. Objectives and Goals for 2025

Our key objectives for 2025 were:

- Secure funding for the Midlife Evolution Programme
- Expand workshop delivery
- Develop employer partnerships across new sectors (including construction)
- Grow the Midlife360 Book Club community
- Deliver elements of the CPCA / DWP Connect to Work initiative (now 2026)
- Develop procurement and dynamic purchasing readiness
- Expand the Return-to-Work Toolkit
- Launch our Redundancy Support Toolkit
- Develop a Menopause & Work Toolkit
- Strengthen our impact-led business model through the recruitment of Directors and building the advisory board

4. Methodology

Impact continues to be tracked through:

- Monthly impact data collection
- Workshop feedback forms
- One-to-one outcomes
- Referral pathways (employment, volunteering, training)
- Social media analytics
- Newsletter reach
- Number of women signing up for and attending events
- Testimonials and case studies

In 2025 we improved data consistency and impact reporting systems, creating clearer pathways between initial engagement to outcomes.

We recognise that impact happens at different levels:

- Visibility (social media reach)
- Engagement (workshop attendance)
- Progression (confidence shifts, CV updates)
- Outcome (employment, business growth, volunteering)
- Systems change (employer engagement, toolkit development)
- Awareness (employer understanding, local government support)

5. Key Findings 2025

Workshops Delivered – 20
We expanded the number, location and variety of workshops delivered across Cambridgeshire. Our workshops were delivered both in the community and within organisations.

Workshops covered:

- Menopause & Work
- The Value of Midlife
- Confidence in Midlife
- CV & Interview Skills
- I Am Remarkable

This delivery expanded through partnerships with new venues and engagement with local organisations therefore increasing accessibility.

Women Engaged
Engagement grew across multiple levels:

- Workshop attendees 120
- Active book club members 16
- WhatsApp community members 33
- One to one support 24
- Online community (Facebook and Instagram) 244
- Referrals – 34 connections made with employers, training partners, B2B contacts

Our community now reflects a wide range of engagement: from quiet observers to highly active contributors. The peer-to-peer support model has strengthened significantly with this being an important part of every workshop. From the feedback we have received, having the space and time to engage and learn from each other has been an unexpected yet much needed outcome.

The women within our community are truly amazing. From working with them and offering our support, they have returned to us with offers to share their experience and support other women. For example, we are now working in partnership with one woman who will be delivering a workshop on our behalf. Another woman has written a series of blogs to share her story of mismanagement and overcoming the hurdles she faced. We have a number of coaches who have written impactful blogs for us too. This full 360 support is humbling and enabling – to those women – thank you.

Testimonial
Angie

"I wanted to thank you personally for such powerful #iamremarkable workshop. You created powerful safe environment for everyone to feel safe during this time of feeling so vulnerable with sharing our experiences and recognising I am remarkable.

I will say this was beautiful space connecting with such powerful group of women. This was actual first time felt feeling deep in my soul of I am remarkable and powerful achievements have actually achieved being woman. Since the group stepped on deeper healing process because this brought up areas that been doubting my self and just couldn't see how powerful woman actual was and what about to achieve with stepping out on new adventure of creating new business of holistic menopause & wellbeing programme and my community about to attract !

It was real eye opener to reflect on our own personal achievements and how often we minimise them. Your guidance at such valuable moment created space of such precious gift you shifted and that made us recognise our accomplishments is not boasting- it owning our value

I walked away feeling more confident & uplifted and feeling inspired to be able to speak about my accomplishments & achievements."

Employment & Referral Impact
We continued to refer women to:

- Specific careers and recommendations on changes in direction.
- NIYA (AI WhatsApp enabled recruitment support)
- Mental Health Support (including menopause)
- Volunteering roles
- Training programmes
- Employer introductions
- Community connections

The strength of our network across employers, training providers and local authorities has become a key differentiator.

Social Media & Reach

Instagram followers	**154**	**Views**	**5,700**
Facebook followers	**90**	**Reach**	**87,000!!!!**
Eventbrite visitors	**229**	**Reach**	**3456**
LinkedIn followers	**1035**	**Visits**	**2,500**
		Impressions	**12,269**
		Reach	**6,005**

TOTAL SOCIAL MEDIA REACH **just over 95,400!!**

We refined our digital presence to focus on:

- Awareness of midlife workplace challenges
- Promoting funded programmes
- Sharing job and training opportunities
- Amplifying midlife-positive narratives
- Supporting employer conversations

Our digital platforms are now used strategically rather than reactively. Part of our social media strategy is to share information from fellow providers to the Midlife360 community. This has included a women's health survey, Hug in a Mug, Hunts Forum, Cambridgeshire libraries recruiting, Apprenticeship week, Form the Future, Cambridge Network and Centre for Ageing Better.

Drop in at the Coneygear Centre
We have spent some great mornings at the Coneygear and met some brilliant women. Based in the heart of the Oxmoor estate in Huntingdon, it is a space which is welcoming and allows for honest and open conversations. By attending monthly, this allows women to come for free one to one sessions to discuss the barriers they face and how Midlife360 can support them in their next steps. Our impact here has taken some time to develop but we are committed to continuing to attend to ensure there are a variety of accessible touch points for women across the district and beyond.

Newsletter
Our newsletter now goes out to 243 subscribers with monthly updates on activities and promotion of local organisations, blog content from local coaches and the promotion of resources available including articles on Cambridge Rape Crisis volunteer opportunities, volunteering with the Citizen Advice Bureau, jobs with Moss, How Are You Cambridgeshire, Cambridgeshire Skills, Region of Learning digital badges, Let's Run Girls, Arthur Rank and ARU Apprenticeships.

Campaigns
We also worked in collaboration with the British Association of Counselling and Psychotherapists on a campaign to raise awareness of the value of therapy for Midlife women. This resulted in a member of our community being part of this national campaign in print media, TV and social media.

Toolkit distribution
The toolkit has been distributed across Huntingdonshire including;

- St Neots and Huntingdon libraries
- Residents team at HDC
- Citizen Hub St Neots
- DWP Huntingdon
- Coneygear Centre
- Cambridgeshire Skills
- Places for People
- Community Connectors
- Social Prescribers
- Citizens Advice
- St Ives Cares

Influencing Change
In 2025, Midlife360 strengthened its role as:

- A representative voice for midlife women
- A connector between employers and untapped talent
- A contributor to regional workforce conversations
- Working with our local MP to raise awareness of the challenges faced by women in our constituency

Our presence in conversations with local authorities, employment bodies and regional stakeholders continues to grow and includes the Connect to Work programme, Skills Roundtable with the Department of Education, the Chambers of Commerce, B2B Talent Takeover, House of Lords event with Brave Starts.

We continue to have a presence with Social Enterprise East of England regularly attending meetings for the Board of Directors.

Research
We have worked with both research students and local authorities to explore more about the challenges women face and the profile of menopause support and the mental health of midlife women in Cambridgeshire. Details of this research can be found via:

Explore articles, stories and resources from women in midlife

London School of Economics and Practera– The impact of menopause and mental health on women in Cambridgeshire
St Mary's University London and Practera – Are the UK really a leader in menopause support and research.

We are also part of a research study with the team at Edinburgh Napier University where we sit on the advisory board for research into the impact of careers advice on the over 50's – a national project.

6. Impact Analysis

Comparison with Initial Goals
We set ambitious goals for 2025. Key progress includes:

- The Toolkit was developed and distributed across Huntingdonshire
- Employer conversations expanded into new sectors including IT, construction, the justice system
- Workshop location and scalability improved to include locations including Cambourne and Northstowe
- Community retention strengthened through online reach, personal connection, authenticity and value added.
- Funding awareness has improved, through a clearer understanding of the process and requirements of funders

Unexpected Outcomes
- Increased demand for support for women who are at the lower end of the midlife age range
- Growing interest from employers around menopause advice and support for their teams
- Greater interest from employers for structured return-to-work pathways particularly around internships and apprenticeships for older adults

Challenges
- Capacity limitations remain a key constraint specifically around balancing the needs of impact partners and the requirement to gain funding and paid for workshops
- Balancing impact delivery with funding applications and business generation
- Managing growth while maintaining quality and impact

7. Case Studies

Case Study 1 – Career Reinvention
Mary
A professional midlife woman with extensive experience across multiple sectors who was dealing with the impact of redundancy came to our workshops. She was aware of the impact on her confidence and her self worth. She was able to build connections with likeminded midlife women and was encouraged by the positive feedback given to her by her peers. She was able to build her confidence through the use of our CV and confidence sessions to reposition her experience whilst also understanding the need for a business social media workshop to support other women in accessing this resource. Within three months, she secured a role aligned with her values and increased flexibility.
Her feedback highlighted not just job success but restored confidence and rebuilding her awareness of her intrinsic value and potential.

Case Study 2 – Rebuilding Confidence After Workplace Bullying
Andrea

Andrea came to talk to us at one of our drop-in sessions at the Coneygear Centre. She was struggling with her confidence having experienced working in a toxic work environment and was considering her next steps. We talked at length about her experience and the value she holds. From the conversation we talked through potential next steps and signposting to further training, NIYA and potentially transferring her skills to other areas. Since our first meeting, Andrea has attended one of our confidence workshops and is now in a much stronger position to take her next steps. Andrea is a perfect example of how with the right guidance someone can recognise what they bring to the workplace and with support they can find the confidence to grow, apply and return to the workplace with positivity.

8. Lessons Learned in 2025

- Focused growth is more powerful than rapid expansion
- Authenticity remains our strongest asset
- Peer support is transformational
- Systems change requires patience
- Impact must lead business decisions
- Capacity planning is critical (and still a work in progress)
- Strategic partnerships accelerate reach and understanding from both the organisational perspective and from the community
- “I can only do what I can do” remains a healthy boundary

9. Conclusion

2025 has been a year of strategic strengthening, personal growth and delivery. We are as committed as ever to supporting women in midlife and enabling organisations to attract and grow midlife talent. While this has been a more challenging year than we anticipated, there have been some truly stand out moments. From hosting panels at the Talent Takeover at the Chambers B2B to seeing women flourish with our encouragement, 2025 was challenging and hugely rewarding.

Midlife360 CIC is now:

- More focused
- More structured
- More impact-led
- More visible
- More scalable

What began as a vision is now becoming a recognised regional model.

We remain committed to:

- Empowering midlife women
- Supporting employers to recognise and access untapped midlife talent
- Challenging outdated workplace narratives
- Building fundable, scalable and impactful programmes

Our journey continues — grounded in impact, driven by purpose.

Objectives & aims for 2026
Looking ahead, priorities include:

- Securing multi-year programme funding via the Evolve Programme in both the community and potentially within the justice system
- Scaling toolkit delivery regionally with the support of ESG funding
- Working with employers on redundancy in midlife support
- Expanding employer consultancy offer specifically around menopause support
- Embedding Connect to Work pathways through a relationship with the prime provider
- Strengthening evaluation and reporting frameworks to be more user friendly and with a key focus on the impact we wish to report on
- Growing our board of Directors

10. Acknowledgements

2025 has continued to demonstrate that Midlife360 is not built alone.

To the Advisory Board – Toni, Sandra and Beckie, the Board of Directors – Gray and Maria, your input and support is invaluable and such an important part of keeping the mission at the heart of Midlife360 CIC. Knowing you are there is so important to the growth of this CIC and for me personally. To the ever-supportive partners, funders, community members your voices are heard and your faith in Midlife360 is much appreciated.

And to every midlife woman who trusted us with your story - thank you.

11. Appendix / Research

Economic Activity levels

- Economic Inactivity in Midlife data 7.11.25.docx

RAND report

- Employment and age in the Cambridgeshire and Peterborough area: Local evidence about workers aged 50 and older

Index of Multiple Deprivation – Kings Hedges

- How deprived is Cambridge 001E? | Local Deprivation Explorer 2025