



## BuzzWorks 2025 Summary for Charity Commission

**BuzzWorks saw major progress in 2025, delivering 12 education sessions under new leadership, updating materials, and attracting new volunteers. Revenue rose by £500 through education and honey sales, and online visitor feedback remained excellent despite fewer visits. Marketing expanded, with a 40% growth in social media followers, stronger traditional promotions, and successful outreach. Volunteer participation stayed stable, though some roles need filling. Apiary work faced weather and wasp challenges but laid groundwork for success in 2026. Facility upgrades, garden improvements were made, and thriving honey sales exceeded £5,000. Plans for 2026 emphasize education, marketing, beekeeping innovation, and infrastructure renewal.**

### Key Outcomes

- The education program became more robust with Emma Smith as delivery lead, resulting in 12 well-executed sessions—an income improvement of £300 from 2024 and additional sales of £200 in honey. While the total number of school and community visits slightly dropped, visitor feedback was consistently excellent. Lesson plan materials were updated and new volunteers joined, invigorating the education team. Preparations are in place to further target local primary schools for expanded outreach next year.
- Marketing efforts, especially on social media, were significantly enhanced with a new lead. Online engagement grew, marked by a 40% increase in followers and record views, although engagement rates and link clicks saw declines. Traditional marketing was also expanded, driving faster sell-outs of experience days and greater attendance at open and community events. BuzzWorks' presence at local festivals increased volunteer sign-ups and visibility, with successful honey and apple day stalls. These outreach and event actions set a strong basis for continuing growth in 2026.

- Volunteer retention remained stable, with social and craft activities sustaining participation during the winter. The main recruitment methods remained digital platforms and the monthly market stall, though needs persist for more help in specific roles.
- Apiary and beekeeping teams saw mixed results due to weather and wasp challenges. Innovative new approaches to swarm management are set to be deployed, aimed at both enhancing bee health and increasing honey yields for 2026. Facility improvements—such as new fencing, updated garden beds, and revamped community space—enhanced site accessibility and visitor experience.
- Honey sales exceeded £5,000, supported by the event and market stall management team, community partnerships like Hitchin BID, and dedicated volunteers.
- The gardening teams achieved a thriving, pollinator-friendly landscape. Key purchases such as a new hedge trimmer, additional plantings, and enhanced composting contributed to a well-maintained and sustainable site.
- Maintenance saw major efforts on fencing, shed restoration, and essential repairs; upgrade plans for the main patio and pond liner are scheduled for 2026, and ongoing partnerships with local businesses support further improvements.

## **Plans for 2026**

- A sharper strategic focus on educational outreach, especially in local schools, to boost both visit numbers and community engagement.
- Expansion of marketing and social media, using data insights to improve digital interaction and drive attendance at events.
- Strengthening volunteer recruitment and training, with emphasis on filling key operational gaps and building a resilient team.
- Implementation of new beekeeping strategies to increase resilience against adverse weather and pests, with an aim to boost honey production and learning opportunities for visitors.

- Continued enhancement of facilities, with major maintenance items such as patio tables and pond restoration budgeted and scheduled as priorities.

BuzzWorks enters 2026 with firm footing, community enthusiasm, and clear directions for growth, continuing its mission of education, engagement, and beekeeping excellence.



## Buzzworks Association Hitchin

### 2025 Accounts

#### REVENUE

	2025
Administration	£ -
Education	£ 1,942
Marketing	£ 6,608
Membership	£ 133
Training	£ 1,967
Donations	£ 69
<b>Total Revenue</b>	<b>£ 10,719</b>

#### GRANTS

Grants Received	£ -
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#### EXPENSES

Administration	£ 2,061
Apiary Materials	£ 612
Education	£ 1,295
Marketing	£ 1,573
Site Maintenance & Gardening	£ 2,797
Training	£ 599
<b>Total Expenditure</b>	<b>£ 8,938</b>

#### 2025 Profit & Loss

<i>Current Year Surplus/(Deficit)</i>	1,781
<i>Previous Year Surplus/(Deficit) - brought forward</i>	15,831
<b>Current Balance - surplus/(deficit)</b>	<b>£ 17,612</b>