ABOUT PIW UK

Introducing PIW UK

Business brochure

Our purpose, the improvements we explore and how we work with you.

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Proposed Improvement Works
Independent business improvement partner

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A practical improvement partner

Proposed Improvement Works

PIW UK is an independent business improvement partner working with businesses and organisations across the UK. We identify practical opportunities to improve, develop them into evidence-based proposals, and connect you with the independent specialists who can deliver them.

Founded by Aaron Adams-Gould, PIW UK began with an observation during work-related travel: could a roadside lay-by offer a more suitable place for different road users to rest? That question grew into looking for overlooked improvement opportunities in everyday places, services and organisations.

Two ways to begin

We may identify a potential opportunity and share a preliminary outline, or you can bring a challenge, idea or project. Neither route commits you to paid work. A preliminary observation is not a confirmed finding.

What could work better?

- Physical & Facilities — Buildings, outdoor areas and the spaces people use every day.
- Digital & Online — Websites, booking routes and how customers find and contact you.
- Operations — The everyday processes that keep an organisation running.
- Customer Experience — How it feels to arrive, wait, buy, stay or get help.
- Accessibility & Inclusion — Making places and services easier for more people to use.
- Commercial Opportunities — New or better ways to attract customers and use what you have.
- Technology & AI — Practical tools, including AI, used with human judgement.
- Energy & Sustainability — Using less energy and producing less waste where it makes sense.

Clarity before commitment

Evidence-led recommendations

Recommendations are grounded in the information and access available, with limitations made clear.

Observations, not assumptions

We distinguish verified observations from hypotheses that still need testing. A potential opportunity is not a confirmed finding.

Scope and fees first

We agree scope, deliverables and fees before any substantive assessment, proposal or project work starts.

Your decisions, your suppliers

You decide what to pursue and which independent suppliers to appoint. You do not have to use providers we identify.

Transparent remuneration

Any relevant supplier referral fee or other remuneration is disclosed before you decide. A compensated recommendation is not presented as independent.

No obligation to proceed

You can stop after the free initial opportunity discussion and do not have to commission every stage.

Start with a conversation

The initial conversation is free, informal and without obligation. We talk through your situation and whether PIW UK can help. It does not include an assessment, detailed investigation, research, written proposal or business case.

Use the existing business enquiry at piwuk.co.uk/for-businesses#enquiry, or email hello@piwuk.co.uk. You do not need a fully developed proposal.

Independent, founder-led

Our initial focus is South Wales, and we are open to suitable opportunities elsewhere in the UK. Small independent businesses and organisations are welcome. Read the full founder story at piwuk.co.uk/about#founder-story.