

Felix

THE
FELIX
PROJECT

GOOD FOOD FOR GOOD CAUSES



Appointment of Chief Executive

Candidate Information
July 2021

Saxton Bampfylde

Introduction from our Chair

The Felix Project is a young and dynamic charity dedicated to addressing two significant problems in London: food waste and hunger. After just five years we have become the UK's largest end-to-end food redistribution charity.

Food waste is a huge sustainability issue, with 10 million tonnes of food wasted in the UK every year. Each tonne of food waste causes 5 tonnes of greenhouse gases. In London 1.5m adults and 400,000 children face hunger and are estimated to need 127m meals a year.

The Felix Project rescues and redistributes food to meet this need through a dedicated and driven team of 64 paid employees and around 700 volunteers currently. We are immensely proud of our volunteer-based charity and hugely appreciative of our volunteers' time and commitment.

We are growing rapidly and have set an ambitious goal of supplying 100m meals per annum by 2024. This requires a significant further scale-up of rescued food, systems, warehousing and logistics, volunteer numbers, skills and capabilities and, of course, sustainable fundraising.

We're looking for an experienced CEO to lead us on this mission; an outstanding individual with leadership and influencing skills at the highest level and with energy and passion to drive us towards our vision: a London where no one is hungry and no good food goes to waste.

Thank you for your interest in The Felix Project. We eagerly look forward to your application.



Gavin Darby

Chair

From our Founder

The Felix Project was founded in early 2016 by a small group of likeminded volunteers, staff and trustees with a simple vision, a sense of collegiality, a passion for a common cause, huge commitment and relentless entrepreneurial energy.

These values set the foundation for the exceptional growth and visibility we have achieved since then. Every successful organisation becomes more corporate as it evolves but we believe these values and our clear brand positioning are what should and does differentiate The Felix Project from other charities.



Justin Byam Shaw

Founder



About The Felix Project

The Felix Project is a London-based UK charity set up in 2016 by Justin and Jane Byam Shaw, following the sudden death of their son, Felix, to commemorate his kindness and compassion.

Right now, millions of people in the UK regularly experience hunger. Yet tonnes of surplus food perfectly good for human consumption is thrown away every day. Inspired by Felix, we set out to change this. No one should have to miss a meal. We rescue food that cannot be sold and would otherwise go to waste. This food is in-date,

safe and nutritious, and includes a high proportion of fresh fruit and vegetables as well as baked goods, salads, meat and fish. We collect or receive deliveries from supermarkets, wholesalers, farms, restaurants, delicatessens and many other businesses.

We check, sort and then deliver this food to charities that cook meals and prepare food parcels for vulnerable people and to primary schools, holiday clubs and play schemes for children and their families.

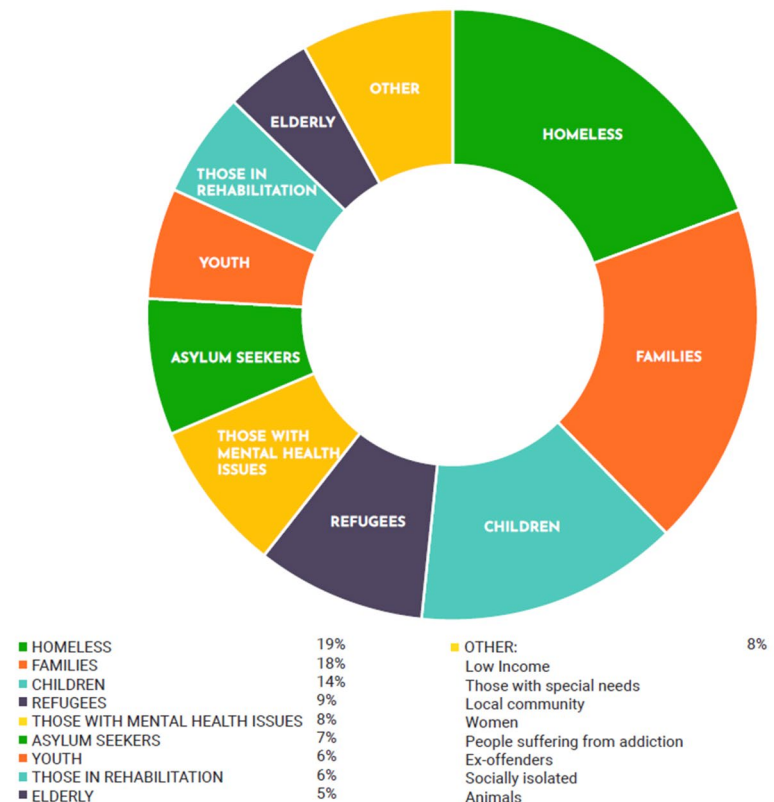
CLICK [HERE](#) TO WATCH A VIDEO FROM ONE OF OUR FOUNDERS, JANE

CHARITIES RECEIVING FOOD FROM THE FELIX PROJECT

We deliver food to charities dedicated to feeding and helping vulnerable people who are hungry or malnourished, who live in poverty or who need help because of homelessness, social isolation, mental-health issues, abuse, addiction, physical disability and illness.

Many of these charities cook food from scratch using fresh, healthy ingredients they receive from The Felix Project. They offer their clients the chance to enjoy a nutritious hot meal in a friendly and supportive community. The savings they make from having free food means their own funding goes further, which can sometimes keep charities from closing or cutting services.

GROUPS SUPPORTED BREAKDOWN



SCHOOLS PROGRAMME AND SCHOOL HOLIDAY SCHEMES

The Felix Project makes a weekly delivery of surplus food to primary schools which teach children from some of London's most deprived families. At the end of the school day, a Felix 'market stall' is set up in the playground. Pupils and their families are invited to fill a Felix bag with a healthy selection of food that would otherwise have gone to waste.

We run interactive school-assembly talks which fit with curriculum topics and bring to life the issue of food waste and its environmental impact. These help children understand what happens to food if it is not eaten, the detrimental effects of food going to landfill and how we can all stop wasting food.

By emphasising that picking up surplus food from the Felix stall helps the planet, we are largely able to overcome the potential stigma children and families may feel in accepting free food.

We ensure that the food supplied to schools during term time continues to reach children during the holidays, delivering to holiday clubs and activity schemes to tackle the problem of 'holiday hunger'.



OUR SUPPLIERS

The Felix Project works with the UK's food industry to rescue good food: high-quality, generally

perishable produce which cannot be sold for a variety of reasons and would otherwise go to waste for lack of an alternative. Our volunteers collect from supermarkets, manufacturers, wholesalers, farms and growers, restaurants, delicatessens and lunch-time 'grab and go' chains. Some suppliers deliver directly to our depots. Suppliers also support us with donations and fundraising and through volunteering.

Last year, we received increased food deliveries from supermarkets, manufacturers, wholesalers, farms, restaurants and many more. Despite the incredible difficulties those sectors have faced as a result of the pandemic, our community of suppliers continued to donate their surplus food, for which we are immensely thankful.



OUR OPERATIONS

We now have a fleet of 31 green vans that, in December 2020 alone, completed 1,031 driving routes with 5,304 stops to deliver to our beneficiary organisations and schools. The number of our vans has almost doubled over the last year to handle the increase of surplus food we collect and deliver.

We run a unique service in Central London, providing hostels and centres for homeless people with fresh, same-day food delivered in an environmentally-friendly way.

Volunteers in our 'Green Scheme' collect surplus food from the food-to-go sector and take it directly to charities using electric vans and walking and cycling routes. The scheme operates in the evening and at lunchtime, enabling us to recruit volunteers who work in Central London.

In November 2020, The Felix Project took over the running of FareShare's London operation in Deptford and joined the FareShare Food Network where we remain a fully independent member. This added a third depot, in South London, to Felix's existing operations in North and West London, along with our Central London green scheme operation.

As part of our model, to deliver food free of charge, the charities that have transferred to The Felix Project each saved approximately £300 a year in fees, which means their funding goes much further and increases the services they are able to deliver to local communities.

For every £1 donated to us this year, we were able to rescue £10 worth of good, safe, nutritious food for Londoners in need.

This generosity allowed us to form an emergency response to the widening food crisis, catapulting us from the equivalent of 6.4 million meals redistributed in 2019 to 21.1 million meals delivered directly into boroughs across the city in 2020.

A star-studded media campaign with our partners at The Evening Standard and Independent made history by raising £11 million for Londoners in need of food.

Hospitals and keyworkers have benefited from Felix food, receiving fresh-cooked meals during the peaks of the crisis. Every single one of these meals has been cherished.



THE FUTURE

Over the next few years, the full scale of the Covid-19 impact will be realised and the inevitable outcome will be many more facing food poverty and food insecurity. A recent report by Food Foundation and King's College London has revealed that the number of adults in Britain who are food insecure is estimated to have quadrupled already as a result of the Covid-19 pandemic.

We have an ambitious strategy to deliver 100 million meals annually by 2024. As part of our planned growth to reach this target, we will open a fourth depot in East London in Summer 2021. Tower Hamlets is one of the most deprived and impoverished areas in Europe, let alone London. This development will enable us to distribute food into all London boroughs and to reach those living in greatest deprivation.

The East London depot will rescue and deliver an estimated 2,780 tonnes of food each year, most of which would otherwise have been wasted in landfill sites, providing more than 6.5 million meals. Over the next three years, the East London depot will grow to be the largest of our four London depots.

We will also be opening Felix's Kitchen next door to our East London depot, a professional kitchen creating as many as 30,000 fresh, nutritious meals weekly that can be delivered to local communities. The pandemic revealed to us the huge need for ready-cooked meals, which we have been distributing to individuals and families hardest hit by the crisis, many of whom lack the means or time to cook good hot meals from scratch using fresh ingredients.

Felix's Kitchen will enable us to create our first employability scheme as we plan to recruit and train young people not in employment, education or training (NEETs), to become our chefs and kitchen workers.

In order for our organisational growth plans to be sustainable and successful, there is a need for significant investment in people and volunteering management and development, technology transformation and other system and process changes and improvements. Our new CEO will be key in thinking strategically and leading the way here.



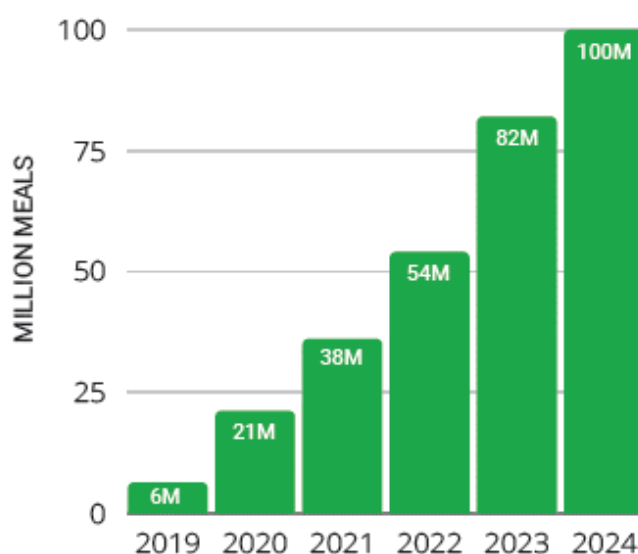
30,000 FRESH MEALS

Will be made in our new kitchen weekly and redistributed to London communities.



100 MILLION MEALS

Delivered across London by 2024.



**PLANNED GROWTH
IN MEALS
DELIVERED UP TO
2024**

“A London where nobody goes hungry,
and good food is never wasted”.



The Role

This is a hugely exciting leadership role that will play a key part in The Felix Project's big ambitions for the future, following a significant growth period. We are looking for an experienced, credible leader who is capable of leading the strategy and investment to enable sustainable organisational growth and transformation, and a highly efficient and resilient model of logistical delivery, whilst continuing to effectively manage and engage with our staff, volunteers, and the communities we support.

The CEO will:

- Take full operational responsibility for the organisation and ensure the Board can fully discharge its statutory and governance obligations.
 - Provide clear strategic vision, direction, and leadership, proposing to the Board long term strategies, business plans and annual budgets and, once agreed, executing, and delivering them.
 - Strategically lead on people and volunteer management, technology transformation and other system changes and improvements in line with the organisational growth and development.
 - Deliver safe, high quality, innovative and cost-effective services for communities in a continually changing environment.
 - Engage and support the fundraising team and wider income generating activity.
 - Represent The Felix Project in the media and to wide-ranging stakeholder groups.
 - Build and develop the Senior Leadership Team (SLT) to deliver the requirements of a growing organisation.
 - Develop appropriate income streams and a cost-effective service delivery capability, which enables the organisation to deliver its objectives and ensure its long-term financial sustainability and viability.
 - Support the Chair of Trustees and the Board to ensure the highest level of governance.
 - Regularly travel to our four depots and partners (including charities and schools) across London to engage with our volunteers and the communities we support.
 - Drive the charity's commitment to the Circular Economy and ESG agenda.
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Person Specification

The successful candidate will be an experienced leader with strategic acumen – someone with a strong track record of delivering first class operational results in a fast-paced organisation, who is values-driven, people focused and ambitious for the future. This will be someone eager to develop the strategy and lead the way on long-term organisational growth and transformation, through empowering and developing teams around them, and investing in sustainable systems and improvements.

The characteristics and attributes of the person that we are looking for include, in no particular order:

- CEO or senior executive experience at an organisation of scale and complexity.
 - Track record of delivering growth and innovation.
 - Experience of working effectively with a highly committed Board.
 - An ability to clearly articulate a deep commitment to both addressing food poverty and reducing food waste.
 - An inspirational, innovative leader who can lead a dispersed and varied workforce, combining paid and voluntary staff.
 - Evidence of strong strategic thinking skills, combined with experience of financial management and commercial acumen.
 - An excellent ambassador for the charity.
 - Ability to engage positively with key stakeholders including our voluntary and paid staff, community partners, commercial leaders in the food and hospitality industry, policy makers and the media. This person will also be confident maintaining relationships with high value funders and supporters.
 - Personal integrity, transparency and openness, excellent interpersonal and communication skills, with the ability to inspire.
 - Experience of engaging with and maximising supporter or business stakeholder relationships and partnerships.
 - Experience of leading organisational strategic transformational change and development.
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Terms of Appointment

Location: The role is based in London, with the need to regularly visit our four depot sites and partners and communities across the city.

The Chief Executive will need a willingness and ability to work outside of normal office hours as required and to work flexibly in response to changing organisational requirements.

Salary range starting at circa £100,000, skillset and experience dependent.

How to Apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to The Felix Project on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code UAQALA

Click on the 'apply' button and follow the instructions to upload a CV and cover letter, outlining why you wish to apply to The Felix Project, and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on **5th August 2021**

** The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement. The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

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