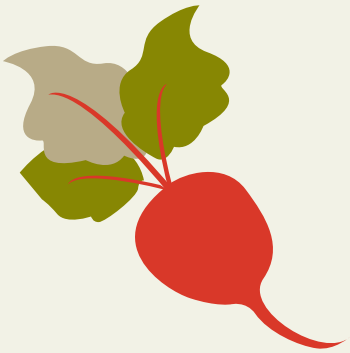
# Come and be a trustee at Bind

Born in Newcastle, Bind was founded in 2015 and is a collection of projects and people that aim to reduce food waste by bringing people together.

We build blueprints. Test them and improve them. Then scale what works. Our work is informed by data, open to disruption and shaped by the communities we serve.

If you want to be part of something practical, ambitious and food-obsessed, we are for you.



## WHAT WE DO

We create change not by a handful of people doing sustainability perfectly, but by everyone doing a little something.

We reduce food waste by bringing people together around it.

That looks like:

- Magic Hat - A zero-waste café and events space
- Eat Smart - A national primary school programme
- Bind Core - Research, pilots, partnerships and consultancy

# Why become a trustee with us?

In 2025 we gained charity status moving from a CIC to a CIO.

To support us in this exciting phase of growth at Bind, we are looking to expand the skills and experience of our Board to help drive the development of the organisation and bring in fresh ideas.

**Become part of the North East's biggest waste food initiative:**

- Contribute to a dynamic organisation with a tangible social and environmental impact
- Gain experience in charity governance
- Expand your networks in the charity, hospitality and education sectors
- Work alongside a fantastic team!

**"Thank you both again for all the opportunities for learning, growth and development. I had no idea what I wanted from work/life practice before I started working at Bind.**

**You guys have totally shaped a feeling of purpose & fulfilment and I can't thank you enough for that."**

- Team member

WHAT WE DO

# Magic Hat

## A zero-waste café and events space

### At Magic Hat, we start with ingredients that would otherwise go to waste.

From there, we work with what's in season and available, using whole ingredients, cooking creatively, and building menus that are nutritious and exciting.

**We built a model for how hospitality can reduce waste whilst building community and opportunity.**

In November 2025 our premises at Higham House was sold for redevelopment, but events catering has continued while the Magic Hat looks for a new permanent home.

→ **Our aim** is to open a zero-waste space where food and people come together through a kitchen, events and a volunteer program in 26/27.

"Magic Hat is such a great organisation, volunteering helped me make friends when I first moved to the city which helped me feel like I was part of the community.

The cafe also helped my younger brother with his confidence, giving him work experience which helped him into work."

"It is symbolic of the qualities that we aim towards as a society. It provides good food for a good cause without ripping you off for the sake of shareholders and the interest of corporate greed.

The space is there for people who need it, whilst still providing a unique experience for those who adore the project."

WHAT WE DO

# Eat Smart

## A national primary school programme

### Eat Smart is an evidence-led programme which reduces food waste by at least 25% in primary schools across the UK.

Delivered over 6 weeks, it combines pupil-led audits, hands-on activities and behaviour change to create long-term shifts in food reduction and waste level

**Each school saves over 6,000 meals per year from going in the bin, whilst building knowledge, confidence and leadership among pupils and staff.**

Built in 2018 and now in over 70 Primary schools across the UK, national interest is growing. With support from the Greggs Foundation, we are now expanding Eat Smart across the UK through a network of partners in 2026.

**Our aim** is to grow Eat Smart across the North East and UK, building a network of partners to strengthen school food systems, reduce food waste and provide children with the knowledge, skills and confidence to make positive food choices.

**"It has been incredibly insightful and at time shocking, seeing the impact of our food waste on our finances and also the producers. It really united us over a part of the school day that usually goes overlooked. An absolute joy to do!"**

**"I really hope Eat Smart can continue and be spread to all schools - it has made such a positive impact on our children - and I wish the same for other schools also!"**

WHAT WE DO

# Bind core

**Research, pilots, partnerships and consultancy**

“Please keep doing what you do, your impact is incredible!”

## Research, pilots and consultancy designed to change systems, and ensure the projects above are rooted in evidence and data.

This arm of Bind helps organisations take realistic, affordable action to build better food systems and adopt practical solutions.

This is also where we test ideas, build partnerships and bring people together to share challenges and best practice. Our core team stays curious, well-connected and is constantly learning, making sure we’re at the forefront of what’s changing in the food waste space.

# Our impact

**Measuring impact is our number one strategic priority (2026-2028).**

## The Magic Hat

The Magic Hat has repurposed 200 tonnes of surplus food since 2021, giving it new value through meals, our training kitchen and events programming.

- Meal equivalent of **over 475,000 meals**
- And **740,000kg** of $Co_2e$

## Eat Smart

Through the Eat Smart program, food waste has been reduced by 21, 200kg in the North East annually.

- A **food value of £11,000** per school
- And **72,500kg** of $Co_2e$ regionally

## Bind overall

Bind works to reduce its carbon levels and waste creation by:

- Carbon literacy training all staff
- An office and cafe run off renewable energy sources
- Procurement priorities of second hand and B-Corps suppliers
- Sustainable hospitality logistics including limiting single use and cargo bike deliveries.
- Cycle friendly workplace

Total carbon annually
**225,000kg $co_2e$**

The equivalent of
**1,080,000**
miles in a car

The equivalent of
**145,000**
meals

# Our impact

**Measuring impact is our number one strategic priority (2026-2028).**

## We're building the systems to properly understand and evidence the difference our work makes environmentally and socially alongside a financial strategy to support it.

Our team includes carbon specialists and environmental consultants helping us develop robust impact measurement frameworks.

We're investing in better infrastructure including a National Eat Smart CRM, volunteer impact dashboards tracking things like skills and progression, and stronger internal reporting systems for our team.

**Carbon impact is measured across our work, and everyone at Bind is carbon literacy trained.**

We're equally honest about what we don't yet measure well. We believe credible impact work means being transparent about gaps and continuously improving how we capture the real value of our work.

WHAT SETS US APART

# Our values

## HOW WE GOT HERE

Bind started in Newcastle in 2015 with two people who believed food systems could be done differently — better for people, and better for the planet.

1

Having both seen the sheer scale of food waste first-hand working in hospitality at a young age, we saw an opportunity to challenge it differently.

Not through blame or shame, but through positive action and bringing people together around food.

**That became our first value:**

### Positive

2

We also saw something others were missing, the value in what was being wasted. Incredible ingredients, underused spaces and a Newcastle community who wanted to be a part of something bigger.

We became invested in how you redesign systems to make better use of what already exists, innovating, and finding opportunities. What if and why not - and why not us?

We wanted to raise awareness by showing what's possible rather than just talking about what's broken.

**That became our second value:**

### Disruptive

3

As we grew, we kept coming up against the same binary thinking, that social impact and commercial ambition somehow sit in different worlds. We never believed that.

Why can't menus designed with surplus be amazing? Why can't community spaces feel ambitious, high quality and generate income? So we built a blueprint around exactly that.

**That became our third value:**

### Excellence

4

What started as a group of volunteers trying to challenge food waste in Newcastle has grown into a nationally recognised organisation delivering practical environmental action through hospitality, education, consultancy, strategy and systems change.

But none of it came from sitting in rooms talking about ideas. Everything we've built has come from doing, learning and building in real time.

**Which is why our fourth value is:**

### Practical

WHAT SETS US APART

# Our values

**We’re less interested in sitting in rooms discussing problems, and more interested in testing practical ways forward that we and others can actually learn from and build on.**

**We work across sectors because real change needs it.**

Businesses, councils, schools, communities all face different pressures, incentives and barriers, and if you want behaviour to shift, you have to understand that.

We also take a different approach to environmental work:

- Too often it feels heavy, guilt-driven or disconnected from everyday life.
- We focus on the power of food, to nourish people, share stories, spark ideas and bring communities together.
- We believe food is more than fuel, it’s the most incredible connector - and is far too valuable to waste.

# Where we are now

Transitioning from CIC to CIO, strengthening our governance and long-term charitable structure

Scaling Eat Smart nationally through delivery partners and place-based learning

Building a digital data platform to better track school food waste and learnings

Actively looking for a new long-term home for Magic Hat

Developing a team of 8, mostly part-time, staff working in Bind Core and Eat Smart

Delivering Carbon Literacy training to help organisations and individuals make positive change

Supporting Newcastle City Council and others to design more practical, zero-waste approaches

Contributing to local and national sustainability conversations through boards, partnerships and sector leadership

Strengthening our internal leadership, systems and team structure to support the next phase of growth

# Where we want to be in 3 years

A stable, expert organisation with long term diversified income

Rebuilding a flagship space: A new Magic Hat home in the city

Scaling a proven model: Eat Smart operating nationally through partner (organisations)

Using our CRM to generate insights that can influence national policy and practices.

A board that actively strengthens and challenges the organisation

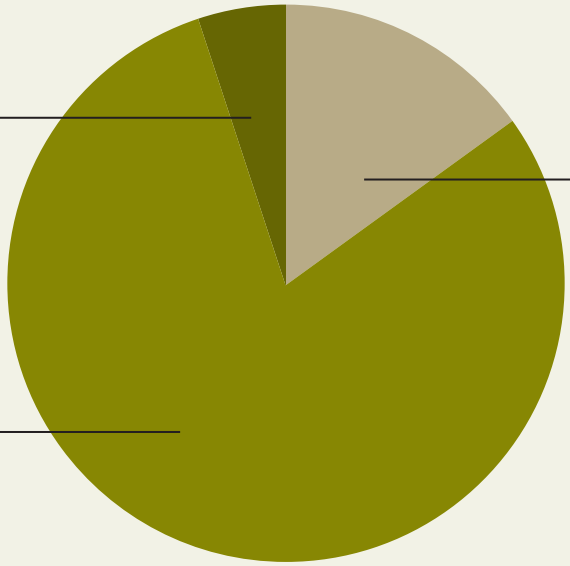
Environmental and social impact measured and targets set

# How we are funded

We are currently working with a mixed income model:

**Licensing (Approx 5%)**

Eat Smart partners licensing fee



**Trading (Approx 15%)**

Magic Hat catering events and Bind consultancy

**Grants (Approx 80%)**

Funding Eat Smart delivery in the NE and expansion in the UK

→ Total Turnover for 2026 is forecast to be **£290,000**

# Who we're looking for

**In 2025 we transitioned from a CIC to a CIO. To support us in this exciting phase of growth at Bind, we are looking to expand the skills and experience of our Board to help drive the development of the organisation, ensure we hit our strategic aims and mitigate risk.**

We are committed to equality of opportunity for all and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

**We are looking for trustees with experience and passion for:**

- Charity governance
- Legal
- Scaling projects/Franchises inc hospitality and educational
- Finance/Treasurer
- Marketing and PR

As a Trustee, you will be responsible for the charity meeting its financial and social aims, and staying compliant with legislation, we would also love people who will:

- Provide strategic oversight
- Challenge and support the leadership team
- Bring energy, expertise, networks, and perspective
- Help ensure strong governance during a key growth phase
- Be an advocate for Bind in your networks and at events
- Be practical
- Be honest

**Bonus if:**

- You've helped scale something before
- You understand both social and commercial models

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**Time commitment:**

- 4-6 weekly board meetings of 1-2 hours each (mostly online)
- Occasional sub-groups / working sessions
- Ad hoc support where relevant to your expertise
- Total time commitment will be approx 6 hours per month
- Expected to respond to emails within 3 working days

**What you'll gain:**

- Contribute to a dynamic organisation with a tangible social and environmental impact
- Gain experience in charity governance
- Expand your networks in the charity, hospitality and education sectors
- Work alongside a fantastic team!

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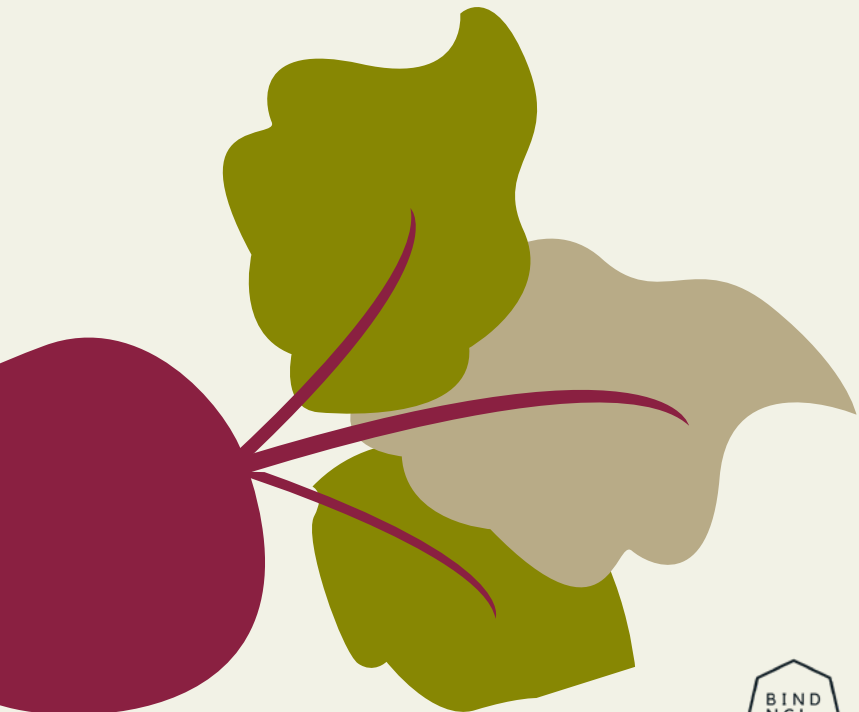
**Recruitment Process**
If you would like to learn more about Bind and our work, please contact Peter Neal at: peter@theexperiencebank.co.uk to arrange an initial, informal conversation.

# All food deserves a little love

Have any questions? We'd love to hear from you.
Please contact: peter@theexperiencebank.co.uk



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