

## Project Coordinator

### Job description and person specification

#### Job Description

Job Title:	Project Co-ordinator, <b>Flour to the People</b> project
Seconded to:	Bread for Good Community Benefit Society, t/a Scotland The Bread
Location:	Bowhouse, St. Monan's, KY10 2FB, but mainly from home during COVID-19 restrictions. Some travel will be required.
Hours of work:	37 per week (full-time)
Contract type:	Fixed term (ends 30th November 2020); extension subject to further funding
Salary:	£23,500 pro rata
Reports to:	Andrew Whitley, Managing Director, Bread Matters Ltd and Chair, Bread for Good Community Benefit Society
Staff reporting to this post:	None

<b>Application procedure:</b>	CV, supporting letter and names of two referees (including most recent employer) to <b>andrew@breadmatters.com</b>
Deadline:	July 3rd 2020
Interviews:	July 6th 2020
Start Date:	July 20th 2020 (earlier if possible)

#### About Bread Matters and Scotland The Bread

Bread Matters Ltd was established by Andrew Whitley in 2003, following his 25-year experience of founding and running the organic Village Bakery in Melmerby, Cumbria.

Bread for Good Community Benefit Society Ltd was created in 2016 by Andrew Whitley and the late Veronica Burke as a social business and charity owned by its members. It trades as Scotland The Bread (STB) with a mission to 'establish a Scottish flour and bread supply that is healthy, equitable, locally controlled, and sustainable'. It researches nutrient-dense diverse grains and operates a mill at the Bowhouse on the Balcaskie Estate in Fife.

For more information, visit: <http://www.scotlandthebread.org/>

#### Job Purpose

To co-ordinate delivery of **Flour to the People** (description below), a six-month project to enable more nutritious flour and bread to support health and wellbeing in disadvantaged communities in Scotland.

## **Main activities**

With guidance from Andrew Whitley and Scotland The Bread's miller-manager:

1. Organise six community baking interventions with a mobile bakery (already contracted) baking bread with, and streaming tutorials to, selected community food hubs.
2. Organise four product development and 'train the trainer' events with Scotland The Bread's network of community and artisan bakers to facilitate greater understanding and take-up of Scotland The Bread flour.
3. Liaise with Scotland The Bread's community baking network to support access to both flour and the knowledge of how best to use it.
4. Assist with the expansion of Scotland The Bread's flour milling capacity and distribution to enhance its impact beyond the life of the project.
5. Provide administrative support to the project in achieving the project deliverables and milestones.

## **Person Specification**

### ***Essential***

Good organisational and communications skills

Ability to work with diverse stakeholders, including businesses, communities and individuals, especially those whose access to healthy food has been further compromised by Covid-19

Understanding of, and the ability to acquire some technical proficiency in, video streaming and dissemination, including through online platforms and social media

Commitment to the philosophy, values and objectives of Scotland The Bread and the ***Flour to the People*** project

### ***Desirable***

Experience of working with individuals and community groups to support change

Confidence in effective and responsible working both from home and within physical distancing restrictions as they evolve.

A love of real bread and an understanding of the nutritional and cultural issues affecting its wider acceptance

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## **Flour to the People - project description**

Loaves disappeared first. Then flour. Empty shelves were a stark motif of the early stages of the Covid-19 crisis. Flour to the People has emerged from our desire to respond to the rising tide of food insecurity now being experienced by many more people in Scotland.

Overnight, lockdown measures caused a quadrupling of demand for local flour. Like other specialist mills and food businesses the Scotland The Bread online shop was overwhelmed and had to close for a fortnight. This project is both part of our answer to increased demand and recognition that we can do more to ensure our flour reaches people who need it most.

**Flour to the People** enables us to:

- install a second innovative cyclone mill at the Bowhouse, to double production of flour milled from nutritious grain grown in Fife (extra sales will help fund additional community work);
- deploy a mobile bakery to bake bread with better flour at community food hubs and, using video links, teach real breadmaking skills to support people to bake with and for their community when social distancing restrictions are eased;
- work with existing community bakeries to develop delicious baked goods, and the skills to make them using Scotland The Bread flour, so that community food hubs have better options than the usual low-value, mass-produced and ultra-processed offerings.

This project is both an urgent response to a short-term spike in demand and a blueprint for a more resilient food system involving short distances and human relationships between producers and consumers.

The **Flour to the People** project is innovative in several ways:

- **technology:** the first low-energy Zentrofan cyclone mill of its kind in the UK, installed in 2017 and since upgraded, will be joined by a similar mill to double production capacity of nutrient-rich flour
- **society:** the mobile bakery will pass on information and skills so that communities can start their own bakeries and be less dependent on distant supplies
- **nutrition:** uniquely among mills, all our flour is tested for nutrient density: fewer slices of more satisfying bread takes pressure off budgets and belts
- **scale:** we'll scale up by replication – inspiring, equipping and certifying other local soil-to-slice networks in the healthy, resilient and environmentally sustainable food system of the future.

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