



Eastside
Primetimers
Foundation



Trustee/Director Recruitment
Candidate Information Pack
February 2026



Eastside People

Eastside Primetimers Foundation

Who we are

We are an independent, and somewhat unusual not for profit organisation, operating since 2004. One of our proudest achievements over this period was establishing the UK's leading, specialist, social sector consultancy and recruitment company, Eastside People, with whom we still have close links.

Our Mission is to strengthen the social sector by nurturing social entrepreneurs, social activists and social changemakers.

We do this by:

- Delivering practical projects that help people overcome barriers to learning, volunteering and employment.
- Addressing real, unmet needs.
- Deploying skilled volunteers where they can make the greatest difference.

More information on our work can be found here: <https://ep-foundation.org/>.

As we plan for the future, we are looking for additional Trustee Directors to play an active and leading role in growing our organisation.

The impact you'll have

Be a force for social change

Become a social changemaker and make an immediate impact - directly contribute to a cause you care about and see the tangible difference you can make.

Break down barriers

Help remove barriers that exist to learning, volunteering and employment - contribute to changing society in a structured way.

Shape our future

Shape and implement our strategy, priorities, and policies and help us to evolve and stay true to our mission and values.

Work alongside purpose-driven people

Work alongside individuals who have broad and diverse experience across a number of different sectors.



Our current projects

Overcoming barriers to learning - funding social changemakers who face obstacles to enable them to accept a place on the leading Masters degree course in Charity Management in the UK.

Student A

"I currently work two jobs in my local charity sector (in Wales), both of which are very demanding. That coupled with three teenage daughters, one with autism anda debilitating medical condition....when signing up for the course I underestimated the cost of travelling and staying in London. Simply put, without the funding I would not have been able to carry on with the course."

Student E

When I arrived in the UK in 2021 from Afghanistan, I began volunteering with the Afghan Bristol Community, where I discovered my passion for the third sector. However, I soon realized that I lacked the academic knowledge needed to advance in this field. Determined to grow, I pursued opportunities for further study. I am deeply grateful to the Foundation for their timely support and belief in my potential.

Developing young social activists – working with schools that want to help their students to design, develop and deliver social action projects that impact on issues they feel strongly about.

Please see this wonderful video for an example of this project in action:



Overcoming barriers to employment - supporting a social entrepreneur and a group of skilled volunteers to help refugees who have a professional or managerial career to find suitable work that makes the best of their expertise.

“A” is a dentist who came from war-torn Sudan in 2022. He is sitting exams to be able to work in the UK. The Step-Up project is supporting him with living expenses and the purchase of teeth to practice on during his studies.

“B” is a civil engineer who came from Afghanistan. With a Masters from a prestigious university in Japan, we are supporting him with mentoring and introductions to networks.

“C” came to the UK from Myanmar. With a background in hospitality and training, the Step-Up project is helping her refine her cv and her LinkedIn profile as well as mentoring.

[More information here](#)

Our story

- Incorporated “Primetimers” as a not-for-profit (a Company Limited by Guarantee) on 4th October 2004, with seed-funding from two corporate donors (National Express and Johnson Matthey) and two trusts (Esmee Fairbairn and City Bridge Trust).
- In response to the growth of the charity sector, our initial focus was supporting “sector swappers” – social changemakers from the business sector who wanted new careers in the charity sector.
- By 2006, we had also built a ‘membership’ of around 100 skilled and experienced individuals offering consultancy services to charities.
- Between 2007 and 2010, with various partner organisations, we delivered two large government contracts working for the Departments of Education (Youth Sector Development Fund) and Health and Social Care (Health and Social Care Volunteering Fund).
- In 2012 we invested in Eastside Consulting Ltd to develop a dedicated consultancy service to the charity and social enterprise sector. This company is recognised in the NatWest SE100 Index of the UK’s top 100 Social Enterprises for 2025.
- In 2015, we began supporting small charities funded by the Lloyds Bank Foundation’s Enhance programme, providing specialist expertise to help them grow and develop. Since 2015, we have delivered over 250 projects.
- In January 2020, we convened a national conference focused on the ‘Future of Work’ in the charity sector – and then along came Covid and the world of work changed!
- In 2022 we started our Social Action Support for Schools project working with the students at Seven Kings School in Ilford.
- In 2023 we partnered with the Centre for Charity Effectiveness at Bayes Business School who are part of City St George’s, London University, to create a scholarship to fund students undertaking the Masters in Charity Management course.
- In 2025 we started a pilot to support refugees with professional and managerial experience to relaunch their careers in the UK.

**Will you help shape the next
chapter of our story?**

Our current Trustee Directors

Catherine Tollington (Chair) - Catherine's career spans the private, public, and not-for-profit sectors, with senior experience in operational management, business and product development, and stakeholder engagement. She holds an MA in Social Enterprise Management. For over 20 years, she has supported charities and social enterprises of all sizes — from start-ups to established national organisations. An experienced trustee and non-executive, Catherine currently also serves as Chair of the City and East London Bereavement Service as well as the Eastside Primetimers Foundation.

Brent Thomas - Brent's career has split almost equally between the business and not for profit sectors. As one of the founders of Primetimers in 2004, his last 20+ years have been spent working with charities and social enterprises in a variety of voluntary, governance, operational and consultancy roles. He remains a social activist at heart with a mission to ensure that regardless of age, there are always creative ways of making an impact and following your passions for change.

Bernice Rook – Bernice is the Deputy CEO at Eastside People, where she leads on recruitment services and workforce and culture consultancy. With a first degree in Psychology, followed by a master's degree in Occupational Psychology, Bernice has a genuine passion for helping organisations find exceptional candidates from underrepresented backgrounds. As an example, she is a founding trustee at Board Racial Diversity UK, an organisation that seeks to address the under-representation of people from minoritised ethnic groups on trustee boards.

James Alexander – James has spent the last 20+ years in the social sector. After leaving a career in public affairs with an international company, James worked for the groundbreaking charity, Community Action Network (CAN) supporting new social entrepreneurs. Alongside his role in CAN, he worked with Brent to found Primetimers. During his career James has helped to found many small charities and social enterprises and has been on the boards of many of them, most recently as Chair of the charity School and Family Works.

Trustee Director – what's involved

Role description

- In our small organisation, Trustee Directors not only provide strategic oversight but also lend practical help to ensure the organisation thrives. The roles are both strategic and hands-on, providing practical support in areas such as governance, communications, finance & fundraising, project delivery and attracting volunteers.
- Use personal and professional expertise to strengthen organisational capacity.
- Help open doors to networks, contacts, and partnerships.
- To champion/lead on one of the current projects that EPF is developing.
- To take part in the selection of new social entrepreneurs and their projects (and the mentoring of those selected).

Time commitment

- Varies according to the range of responsibilities undertaken.
- As a guide, the equivalent of between 0.5 and 1 day a week spread over a year.
- The role can be done on a fully remote basis.

We require help in the following areas

- **Fundraising** for existing projects and to replenish EPF's cash reserves.
- **Impact assessment** so we are confident in the difference we are making.
- **Marketing and Communications** keeping beneficiaries, funders, and supporters updated (website, social media), annual report.
- **Governance and infrastructure** including a potential change in legal status from company limited by guarantee to charity or CIC, and key policies and data management.
- **Sourcing Volunteers and Mentors** for existing projects (with the Project Lead) and new ones.
- **Finding our next Social Entrepreneurs.**

Who we're looking for

- Commitment to our passion for nurturing talent especially those who face barriers to learning, volunteering and employment.
- Willingness to give time, energy, and skills to support a small but ambitious organisation.
- Ability to think strategically, while being ready to get involved practically.
- Openness to teamwork and collective decision-making.
- Ideally, experience in one or more of the following: governance, finance, fundraising, communications, HR, community engagement, or organisational development.



Ready to apply?

[Eastside People](#) is supporting the [Eastside Primetimers Foundation](#) in the recruitment of these roles. [Please click here](#) to apply by submitting your CV and a cover letter **both in Word doc format**.

Please use the cover letter (max 2 pages) as an opportunity to add to the information you have shared in your CV and ensure that you cover the following:

- Why are you interested in a Trustee Director role at Eastside Primetimers Foundation?
- Having read the information pack, what relevant experience and skills do you feel you would bring to this role? This might come from paid work, study, community or voluntary work or other experience.

You are welcome to send your cover letter in writing, or as a video or audio clip, alongside your CV. Any video or audio submissions should be emailed to brent@eastsidepeople.org.

If you would like a call to discuss the Eastside Primetimers Foundation and the role in more detail, please email brent@eastsidepeople.org to arrange a convenient time. Having a call of this kind will not influence the success or otherwise of your application.

We want everyone to have a fair opportunity to demonstrate their skills, ability and potential. If you have a disability or require reasonable adjustments during the application or interview process, please contact us so we can support you appropriately.

The closing date for applications is Monday 13th April. Shortlisting interviews will take place shortly after.

We believe better decisions come from broader perspectives and we actively welcome applications from individuals of all backgrounds, cultures, beliefs, and lived experiences.

Finally

We understand AI can be a helpful tool, but please use it with caution and ensure your application is personalised and accurate.



Eastside People

**Eastside People
Canopi
82 Tanner Street
London
SE1 3GN**

**0203 821 6174
eastsidepeople.org**

**Eastside People is the trading name for Eastside Consulting Ltd. Company number:
4958922.**