

**CAROLINE 00:12**

Hi and welcome to the Mind Your P's podcast, The Purposeful Leader's Guide. We believe in all the P's, people, purpose, planet, philanthropy, even pizza and prosecco and today's guest is Josh Littlejohn MBE, co-founder of Social Bite - a brilliant social enterprise that I've been following for a long time. It's helped thousands and thousands of people dealing with homelessness to get into employment and some other amazing things Josh, it's an honour to have you with us, how you doing?

**JOSH 00:40**

Thanks Caroline, thanks for having me I'm very well.

**CAROLINE 00:43**

Good tell us a little bit by how Social Bite is right now, and what's happening for you.

**JOSH 00:50**

Yeah I mean things are going well really with the charity I think when the lockdown first came about, you know just over a year ago it was very much of a crisis for us really you know as it was for a lot of organisations. Social Bite are underpinned by like our social enterprise model which we have five city centre cafes and we have a big central production kitchen facility in Livingston where normally were making lots of like corporate catering platters and things for businesses, so pretty much overnight about a year ago all of that income kind of a went away. So we you know we're kind of thinking what on earth are we going to do an obviously thinking about, do we have to make people redundant and and so on and because such a large proportion of our work force of people that have come from backgrounds of homelessness then the consequences of redundancy and potentially you know really terrible, but we thankfully we sort of hatched a bit of a plan to repurpose that infrastructure over the duration of the pandemic to do a big free food provision program, and and you know we reopen the cafes to give out free food and repurpose the kitchen to make it and yeah, we've just been really generously supported in that from the Scottish public, and from lots of businesses and that's enabled us to kind of trade our way through the whole thing and produce and hundreds of thousands of these foodpacks and hopefully as a charity come out the other side in a strong position to continue our work.

**CAROLINE 02:20**

And so Josh you have to repurpose like a lot of organisations, have as a result of the pandemic, but where did you start with that was it was it get the team together on a zoom and say what the hell we're going to do with the spaces? What, you know how did that all come about?

### **JOSH 02:35**

Yeah there was a few of us I think meeting in the office and we were thinking okay we've got sort of two options really, one kind of batten down the hatches and just trying to turn the taps off as much as you can in terms of cost and and look at things that redundancies and so on, but as it developed in the early stages of of the pandemic it became clear that food poverty was going to be a particular issue for homeless people. Obviously there would be no longer the same kind of facilities, they might have previously accessed free food so we knew that was going to be a real live issue for the community that we serve but also it became apparent that it was going to be families struggling, and kids not accessing free school meals and all these kind of things. So you know we kind of felt and we had a responsibility really to think about the issue and how we could respond to it. So it was almost instant, it took us a day or two and we just decided to kind of go for it and run into the fire almost rather than trying to shut everything down. And yeah we put out a video on Facebook at we got in touch with the Scottish government through Nicola Sturgeon's office and asked if they could support which they did and then yeah, we were totally blown away by the level of generosity in terms of public donating and and so on and so forth so yeah within a few days in a few weeks we're kind of up and running in this kinda new plan and absolutely we're still doing it to this day so it's been over a year and we've been delivering food in place of opening the way we traditionally would.

### **CAROLINE 04:07**

And Josh you make that sound so simple right, but I know the challenges in repurposing your business and and what that must've meant for for you in the team but you know, the pandemic's one thing but before that what what would you say your biggest challenge has been?

### **JOSH 04:24**

I mean that to be honest since we started Social Bite in 2012 should be about nine years and yeah it's just been like a series of ever evolving challenges really, and you know initially it was kind of survival with a big challenge for many many years. You know it was a it was stressful many weeks whether we'd be able to meet payroll or meet rent and so on in the early days so that was kind of a big challenge and then as we grew and developed into a you know, we've been really well supported in doing so, a whole new range of challenges come through that. I suppose from the social enterprise perspective it's always been a recurring challenge to try and balance our aspirations to like the deliver the social impact with trying to operate as commercially as possible and exist in kind of a trading environment we're round the corner from Pret a Manger and Starbucks and trying to compete from a commercial perspective while inviting homeless people into the cafes and some of that challenging dynamics that brings are employing people that have come from this background who have all kinds of challenges and barriers to employment and that brings its own challenges of trying to sort of balance the commercial with the social it has always been a big challenge that we wrestle with.

### **CAROLINE 05:45**

Yeah it's not not an easy one but am I suppose a lot a lot of fun and in trying to make it all happen yet so I am I right in saying the initial plan was you were going to donate the profits to support people with a homeless background and then evolved into something bigger is that the way it worked?

### **JOSH 06:07**

To be honest initially didn't really have anything to do with homelessness particularly and we wanted to set up like a social enterprise kind of structure and the background to it was I had left last university and I set up an events company and I was organising different events which were just to try to make a profit in organising different events and myself and Social Bite's co-founder Alice we decided to open up this cafe and at the time I read this book by a guy called Professor Muhammad Yunus and he described the idea that he called a social business where he talked about having his native Bangladesh he set up over fifty different companies and some of the most going on to become a really big billion dollar businesses but he'd never owned a single share in any one of them and so every time he was setting up a business it was always a with a view to try and tackle some social challenge in Bangladesh I thought well this is a really exciting idea it really kind of chimed with me and some of my aspirations, so we decided to set this cafe in line with this kind of ethos of trying to solve some social challenges but originally homelessness wasn't the focus. And yet we want to try to make a profit and then we selected three different charities to try and donate the profits to but what happened was we met this young guy who was nineteen years old his name is Pete and he was homeless he was selling the Big Issue magazine on the street corner just outside the front door of the cafe and after a couple weeks of us being woken Pete kind of wandered in one day any kind of plucked up the courage and he asked us if we could have a job and we sort of thought, why not it seemed like quite a nice thing to do so we gave him a job in the kitchen and he basically just worked really hard and we saw the employment was quite transformative for him and and we thought well maybe try again and we asked if we knew anybody else that was homeless and he suggested his brother Joe who was also selling the Big Issue so we said okay we will give Joe a job and he will also worked hard and then we said you know anybody else guys? Well there's a guy down the street called John might be quite good so he gave John a job, and then at this point I think we realised we were kind of soft touches and you could maybe get some jobs for some other friends and they suggested another guy called Colin so that's how it all got started really almost by accident we start to offer these jobs in the cafe two people from a situation of homelessness and we just got more immersed in the issue and it kind of went from there.

### **CAROLINE 08:40**

And Josh, when you look back on on that am I when you started it it was probably a big gamble is it right to speak in terms of you know, not having run a business before per-se, and having the social impact as your core purpose no not about making money necessarily,

was that the biggest risk? Was starting your own business the biggest risk or or you know what that been?

### **JOSH 09:15**

Yeah I mean prior to as I said set up an events company, so I had been used to set up my own business for the last few years and we're taking risks but around creating these events and so on and so forth, but yeah like it was that we were extraordinarily naive when we decided to open up a cafe and thought it can't be that hard you know it's just making sandwiches and coffees. But yeah like operating a food business even the little cafe is such a very very difficult business to run and you really need to know what you're doing in terms of your food margins and your label margins and you know there's all this kind of stuff that so we had to really learn on our feet and just take away anything to do with homelessness it's an extraordinarily labor intensive kind of business to run so. Yeah it was definitely a big risk I don't think we protect the perceived it to be so much of the time it was just pure naivety like I had managed to sail one of the events that I created as part of my events business for forty thousand pounds and so I put all of that forty thousand pounds into opening this cafe on Row Street and yeah we didn't really really view it as as the rest of the time but certainly yeah in hindsight it was really we were very naive and I we're really lucky so many lucky lucky breaks, and little miracles along the way to kind of keep us from not folding and going bust yeah I think there's been some kind of higher power looking out for us to keep us on the tracking keeps going, because I think in all reality we probably shouldn't have it should have worked out and given some of that the risk of the lack of knowledge we had up until the time.

### **CAROLINE 10:58**

It's amazing really you know when I think about Social Bite when I first heard about it you know a good few years ago, and and watching not journey and and being part of the Big Sleep Out which was just awful right because it was so cold you know and and all the time just kept thinking with my colleagues you know this is just one night you know, so it was keeping all that in perspective and it was such an amazing feeling of camaraderie and coming together and and you can created that that Josh tell us a bit about how the idea came from and and why it took off and why it was so well received?

### **JOSH 11:36**

Yes I am so like after several years of doing Social Bite and we expanded to the cafes and at we were distributing lots of free food by this stage to homeless people and offering quite lot of jobs. We had decided to try and get involved in the accommodation issue you know and and try and go beyond jobs and and food and see if we can develop different models around providing restore people's heads really to try and make a more a significant impact in the issue so we could come up with this plan to try and do the Social Bite Village Project and approached Edinburgh Council and asked them if they had any vacant land and we had a plan to try and build accommodation and start to house people so to do that we felt okay we're gonna need to try and raise some significant funding to make this happen, and I had

been running this business dinner for several years called the Scottish Business Awards and where I had developed a really good networking people in the business world and chief executives of different companies and different entrepreneurs and so on. So I decided to put on this event in 2016 December two thousand sixteen called the CEO Sleepout where I wrote off to all these top business people and invited them to come and sleep out normally I would invite them to this fancy dinner with celebrity speakers and so on so, I thought I would you know be interesting to see if we can turn that on its head and getting to sleep on a cold Scottish winter's nights that was back in December two thousand sixteen and we had two hundred and seventy five business leaders so it was a very small event it was in Charlotte Square we got Nicolas Sturgeon to come in get a bacon rolls in the morning to people and we had two hundred and seventy five people and told them all we had a plan to build this village and ask them to raise money to sleep out and because because they were from like kind senior position in the business world that quite like affluent friendship groups and and networks in those two hundred and seventy five people ended up raising over half a million pounds and so it was an amazing kind of fundraising success and it really that goes on our way to mobilising the village project and start to make that happen and then I start to think about it and you know this this fundraising idea of having people sleep out and what we took that from a very small business orientated thing to more much more mass participation. And in doing so, you know, not just try and raise lots of money but also try and make a big noise a big political statement about the issue, really focus this the national spotlight on the issue really. Try and elevate the conversation about it and try and promote this idea that Scotland could ultimately ultimately be a country where we could end homeless homelessness and why should we be a country where that couldn't create a society where no one should have to be homeless. So it evolved into this event called Sleep in the Park where we took on Princes Street Gardens and we start to just write off to everyone under the sun that we could think of that to invite him to come and sleep so back to the business community in this at this time bring all your staff and then we went to the high schools and universities and the churches and the mosques, and ended up with eight thousand people and on this night which as fate would have it turned out to be the coldest night of the whole year and where temperatures dropped to minus six, and yeah those people collectively raised around four million times and that kind of put us in a position where we can develop some really ambitious projects and programs. We managed to complete the Social Bite Village project and launch other big housing initiatives and hopefully move the political dial a bit on this issue, yeah so kind of as with everything we've done media okay starts with a small seed and grew arms and legs.

#### **CAROLINE 15:34**

I love it and it seems to me that you're just not afraid to ask does she know you talk about your network of business lead- two hundred seventy five business leaders and you know just asking and and seeing what that response is and I think it's something that I really learned over the years is that you know it's amazing what people will do to support a cause that they believe in, and someone like you who delivers against that. So you know we can't we can't go through this interview without talking about all the famous people that you you go involved but was that question of just asking?

#### **JOSH 16:15**

Well to an extent, like we as I said before Social Bite said this event events company one of the events that we had was called the Scottish Business Awards and and yeah well that that I start to organise these big business dinners at the ICC so that first happened it predated Social Bites the first one to place in February 2012 and yeah I just created this event from scratch basics of came up with all these different awards categories whether it was like entrepreneur of the year our green business of the year or employer of the year and I put together a judging panel and roll off the list of companies encouraging to participate and put themselves forward for awards to nominate them for awards and the first year we had eight hundred people confirmed to come to that dinner and and they were all just buying a table for like two thousand pounds so we had a bit of a decent budget that we could try and make a speaker and a comedian and so on so we ended up booking Bob Geldof to come and speak at this dinner in two thousand twelve and it was a big success also people emailed me and said well done good great night and so on so we get to two thousand thirteen and Social Bite had just launched in August twenty twelve sure like running this sandwich shop basically and employing these guys from homeless background, and then I thought I'm you know I should really try and put on this Scottish Business Awards dinner again and I think we've got a good event there and we can start to use as a as a fundraising mechanism to try and open more Social Bites kind of advance the cause. I start to think about it potential keynote speakers we could invite to that and for some reason I decided to approach Bill Clinton and and got in touch with his office via the Clinton Foundation website and invited them to be the speaker and because we knew we were able to sell tables at this dinner we were able to pledge a donation to the Clinton Foundation so somewhat miraculously we managed to get Bill Clinton and yeah we had a dinner then grew and it was like sixteen hundred people and then so we're on a bit of a track then of inviting really high profile people to come and speak at this dinner so the following year after that we had Richard Branson, and then we were thinking about speakers so we always try to get a speaker who was affiliated with a particular charity and so we're looking at speakers who hadn't charity affiliation and we were suggested by the it asked George Clooney so yeah we wrote off to George Clooney by this point we can name drop and say which had Bill Clinton's and so forth and we can make a big donation to your charity would you be interested in coming? So they came back positively and we started engaging in dialogue with hated his charity basically and yet once we start to develop that conversation we started to say well we also have this little cafe social enterprise thing called Social Bite you thing if he was to come with him interested in popping into the cafe for ten minutes so they they ended up saying yes to that. So yeah it was wasn't a case of just purely just ask but you know, it it wasn't a million miles from that and then obviously when he did come. It felt like the whole city kind of grind to a screeching halt and yes suddenly like our little charity got a big profile and that's been of amazing value to us to capitalise on that and develop these more ambitious fundraising plans an ambitious projects.

#### **CAROLINE 19:58**

Yeah it's brilliant and you had Leonardo DiCaprio the following year did you?

#### **JOSH 20:06**

Yeah exactly so then you know it's just a case of but again he's got his own foundation called Leonardo DiCaprio foundation's we wrote to them and said and you know we tried George Clooney, Bill Clinton you know you can join this club of big big speaker so again looking back it's really surreal that all happened and it all happened you know it all happened in such succession but at the time we were kind of just rolling rolling with it and and yeah it was totally amazing experiences and things I'll definitely remember for the rest of my life I'm sure.

### **CAROLINE 20:39**

Brilliant and then and it's just it just as you say it just really you know, of course it's it's newsworthy and everyone loves it and you know they're celebrities we all know and that's great but absolutely the the key was around elevating Social Bite and the reach I suppose that awareness.

### **JOSH 20:57**

Definitely, hundred percent, you know and I think would we have as a charity been able to to sleep in the park and have eight thousand people raising four million pounds, or would have been able to build the Village or developed you know that some of these other big major kind of nationwide housing programs if it wasn't for those celebrity visits? I don't think we would have, because you know people wouldn't have heard of us or known about what we're doing we wouldn't have had that and momentum in that profile to develop these things so yeah I think it is it's amazing, what that kind of thing can do for small charity and it certainly made a big difference to us and hopefully to a lot of the people that we've gone to help.

### **CAROLINE 21:39**

And so Josh she have met some of the biggest stars, you've raised millions for charity for for charity and of course you've been awarded an MBE out of these achievements or any other what which ones do you think your family and friends and most proud of?

### **JOSH 21:54**

I don't know my mum, my mum loved the MBE. Yeah I think she that was she was on cloud nine with that one. Yeah I was a bit unsure really whether to accept it or whatever because obviously like when you working with homeless people they're very, they couldn't be more disenfranchised really from the system and the establishment and stuff so I did sort of say to my mum, you know I'm not sure. And she goes don't be so stupid of course you're going to accept it so. Yeah I don't know like when we did the world's big sleep out campaign and we kind of took it to different cities internationally and part of different charities all over the world to make that happen, we had an event in Times Square in New York have people sleeping out and all my family came and slept out in the middle of Times Square so that was a pretty

special kind of like in surreal moment but yeah they've been totally supportive of me because it's quiet it's been an amazing kind of journey but it's come is being very like stressful times and also very all consuming so at times it kind of probably lost me as a you know a good son, my friends probably lost a good friend and stuff because of just being totally immersed in a lot of this stuff so you know I feels very well supported and they have been able to do it so much focus and energy energy into it all.

### **CAROLINE 23:26**

Josh you know does she see you always strike me as a really humble person, you know you talk about you know the purpose of Social Bite I suppose. How would you describe the purpose of Social Bite and does that align with your personal purpose, so does one come before the other, are they both aligned, where does it come from?

### **JOSH 23:53**

I suppose personally since I was a teenager like it was always kind of my ambition to change the world in some way, or make a difference. That was always what was kind of drove me when I was younger and then I went to uni and studied politics and economics and that's always been can my ambition is to make a difference in the world in some way and so I think with Social Bite once Pete came in and asked us for that job and you start to get involved in this path, that for me which is something I could just grip on to and think you know this is it for me now, like if I've managed to find a purpose that I'm really passionate about and. So yes I think the last for me went for any person in life or young person think about what they want to do if you can manage to align who you identify yourself as being and what you're passionate about with what you do day today for a living then is something that is very powerful, because it's no longer a job to you. You no longer think 'Oh God it's a Monday, or thank god it's Friday' because you just kind of living very much aligned with what you're passionate about it so I think yes myself in and Social Bite's purpose of very much intertwined. Which I think to be one of the big big drivers off it.

### **CAROLINE 25:18**

Yeah and Josh you talked about businesses coming on board and the value of that for you obviously you know we speak to lots of business leaders and we try to connect you know causes like yours with employees who use their skills for good, but you know talk to me about by the business's you've approached, what you look for what's what's the most valuable to you when you when you're working with a business? What type of business are they the ones that have a clear purpose above profit? Or is it just any business to support you? Do you have a particular type of business, I suppose?

### **JOSH 25:55**

I think less-so a type of business I think it's more comes down to the people and and you know them kind of sharing a passion for for for what we're doing, and again I have consistently been bowled over really by the support from the business community and this sort of energy that people into different things we've been doing and you know for example, when we did the village project we, again we were completely naive to how that was going to work you know obviously it started we'd only ever really run this little sandwich shops. What did we know about trying to you know build this infrastructure projects these houses and productions and so forth? And we ended up meeting this lady called Gill Henry who who was seconded to us from a big house builder called Cruden Homes and she became sort of our project manager for the village project and again she quickly cottoned on to just how naive we were to do this and she said look Josh you're really gonna need engineers here to help you gonna need architects you gonna need you know this specialty, and you know ten different fields of expertise that we realistically needed and so she started to ask one or two people is she near the architects engineers they said okay we'll come and get some time in and they ask people they knew. Before we knew it we had about ten people you know from across the construction industry around the table Hey and then when we start to get into the process of actually building the houses we were trying to keep our costs as low as we could and so I I knew a guy called Tony Hackney, who who ran a big timber company. So I said that we're putting these houses into production and they're made of timber do you think you could donate the timber that we need and will give the quantity so he said 'yeah absolutely we'll will give you the timber' and then he said 'do you need windows? I know a guy with a window company' said yeah we do and then he said 'you don't need roofs do you? Because I know a guy with a roofing company', so it was like this little snowball that grew and grew and grew and we gave a little wooden plaque to everyone that supported in the Village next walls like covered in the wooden plaques because all these different companies kind of were able to rally rally round it. And that experience has been really consistent year on year will regards the project to the fundraising event you know you're always taking a bit of a risk and a leap of faith and I've always been a blown away by people from across the society including the business community getting behind it.

### **CAROLINE 28:32**

Brilliant. And you know we I suppose in Social Bite village it's not just about housing though is it? You you you go above and beyond you offer cooking classes and yoga why it's important to provide those things?

### **JOSH 28:49**

Well I think we were suppose one of the things that we've learned and you know along this way is that it's a bit of a jigsaw of different responses required to try and tackle the homelessness issue and you can you can never be one dimensional with it so it won't solve the problem just to provide the housing. Typically if a person you know maybe has different and maybe experience trauma in their childhood, maybe has had addiction issues, mental health challenges, maybe just like practical things like they don't have a bank account or they've never cooked for themselves or they've never had a job before or they've never manage their money before then just trying to tick one box isn't enough you need to try and have have a more holistic view point. I suppose the village it is around trying to do that and

this one project is trying to give someone a beautiful home to live in and but also provide them on-site with the support they might need welcome to foster different relationships and friendships and a sense of community and help them build skills in link in to jobs and so on and so forth, you know to to really give this to a range of of support and and you know ,and I think that's consistent across the different interventions that we do, so take the employability stuff, again one of the things we learned is it's not really enough just to give someone a job. That will work for a while maybe, but then you know there's certain issues they may have started to come into play and you realise they actually need some support alongside the job and that again might be a counselling therapy or addiction support or it might be practical things like getting a bank account open or you know any other kind of practical areas they may need so yeah I think like offering people support employment and housing it's important to try and think about the the full range of things.

### **CAROLINE 30:48**

Yeah the full picture absolutely. You know Josh I was just thinking about this wall you talk about this wall of plaques that you have with all these businesses on it. Do you think it's important that that businesses do things to support the community and they've that they've got a purpose that's more than just profit?

### **JOSH 31:07**

Yeah I mean I think this is really really important you know and I think typically you're pushing against an open door really in my experience when you try and encourage people to do that because again, you know, I I think like Sleep in the Park and as you say with the one you did it was actually amazing sense of camaraderie and I think what was really special about that is that because everyone was in their winter gear and wrapped up warm and run their sleeping bags lined literally side by side like sardines and you didn't really know who was just for someone from the local high school are you a university student or a business leader, you know we had chief execs of some of the big banks and you know other kind of corporate people all participating in that. I think what's special in that event is that it just providing a sense of community, and I think we can be a bit quick in society to kind of categorise people and almost presuppose motivations and I think with the business community, you know it's easy to kind of say ugh they just care about profit and so on and so forth but ultimately it's just made up those businesses are just made up of people the same as any of us. And we all share similar motivations and desires and everybody else and he wants to make a difference in to do things that matter, along side trying to make profit and make money and provide for families and so on and so forth. So I think yeah it is certainly and in my experience always been pushing against an open door when asking businesses to get involved.

### **CAROLINE 32:44**

Yeah and that's that's a really great point Josh you know it's all about people isn't it, we're all people regardless of which organisation we work for it and if you combine those people

who want to do good in the right culture then they do you've got a wonderful combination really. What I didn't account for Josh is people snoring beside me I have to say that was a that was a new revelation for me, is the noise level, I've only got my husband normally but ten ten colleagues snoring around you was an interesting one. Don't put that in your marketing strategy.

### **JOSH 33:15**

Yeah for sure well I'm a bad snorer myself so it might have been me you were overhearing.

### **CAROLINE 33:25**

Josh let's just talk about people, because that's the P's that are are so important tell me about your staff your people, what sort of culture that you create and you drive in Social Bite?

### **JOSH 33:40**

Yeah I'm I'm so lucky and at the moment to have such a such a fantastic team of people around me many of whom have worked for Social Bite for in many years now and just to you know really really trust in and they're just all equally passionate and vocational about the work that we do. So yeah we've kind of got a really ambitious strategy over the next three years that we want to try and deliver on, and I think that's only going to be possible because of this team that's being created in is super motivated in and so on and so forth. I think it's like fundamental they eat whenever you're trying to do anything in business or charity or whatever it is, like, all the all you can really do is share the vision and what you want to try and achieve unless people kind of rally were behind that you know in terms of your team and take that on as their own mission, then you're not gonna get very far so yeah I definitely feel that Social Bite are very blessed to have such a strong team of people. And also a big network of volunteers you know that cross what we do whether it's giving out the free food from the cafes or some of the different events and campaigns we do, we have always have a long queue of volunteers wanting to get involved an again without that kind of support we we wouldn't get very far so definitely extremely lucky in that respect.

### **CAROLINE 35:03**

Brilliant and what's next for what's next for you? What's next for Social Bite?

### **JOSH 35:09**

Well for Social Bite we want to start to try and take some of the work out with Scotland now, and so we want to take the cafe model and the eatery model needs and take that to England. We want to try and open up a cafe maybe in London, we've got maybe opportunities in other cities and countries and to sort of take the model and establish partnerships for people to set something up in their kind of geographies. We want to try and replicate the Village project so we're working in discussions with different councils, with Glasgow councils but also with some of the London boroughs and one of the country's right in south coast of England about maybe trying to replicate the Village project and identify some land to build two more villages is our plan. So yeah that's kind of I think the next phase for us is to try and take some of the work and begin to develop and replicate it out with Scotland and in doing so hopefully grow our fundraising capacity and build a sort of supporter network out with Scotland as well and just as the next big phase for Social Bite in terms of me personally and hopefully Covid dependant I'm getting married in October so that that's gonna be things for the next few months.

### **CAROLINE 36:29**

That's amazing Josh and you know I think it's just so interesting, I've loved of following your story and I'm sure people that, which you know just there's so many things that resonate you know, if there are people listening how can they help? What can we do we we actually find it more if I had to get involved and support your vision and your purpose?

### **JOSH 36:49**

Yeah I mean obviously you can visit our our website and Social Bite the big thing that we've got the moment friend wants to do it is a big campaign called Break the Cycle and which is all focused on us building these two new village projects and it's big fundraising campaign which is being led by Sir Chris Hoy and so there's a physical event which is a going to be a sixty mile bike ride and that's starting at the Sir Chris Hoy velodrome in Glasgow, sixty miles across the central belt and finishing just close by to the Social Bite Village project in Edinburgh and so we're looking for a thousand cyclists to come and take part in that and we're encouraging to try and raise a thousand pounds each and it would with a target a million pounds and as well as the physical event we're encouraging lots of people to get involved in more virtual events and and that could be going on a bike ride is a challenge for you or it could be doing a sixty minute jog every day for a week or whatever is this physical challenge to you so and yet that's kind of a big focus of ours which culminates in this event in early September this year and then hopefully that's gonna help us raise the funds that we need to build these two new villages so I encourage everyone to get involved in that M. and yeah you know more more widely than in Social Bite you know I think coming out of this pandemic, homelessness is going to be a big big challenge for society and we would make big inroads in the rough sleeping numbers but there's more people currently living in homelessness temper temp accommodation because of the pandemic than anytime it on record so I think it's gonna be a big issue so I'd encourage people wherever they are in their local areas to try to start looking into the issue and how they might get involved with local charities and and get all kind of come together to to try and make sure that we address it.

**CAROLINE 38:48**

Amazing thanks Josh it's been an absolute pleasure to speak to you and thanks for everything that you've you've done and continue to do a to to support this social issue.

**JOSH 39:01**

Thank you Caroline and thanks for everything you're doing in your support of us and a Social Good Connected it's an amazing thing and I wish you all the luck in the world with it as well.

**CAROLINE 39:14**

Brilliant thanks and congrats on the wedding and hopefully you can get more than two people there!

**JOSH 39:14**

Yeah hopefully hopefully.