



**Press Release**  
**For Immediate Release**

## **Important Changes at Cinnamon Network**

Cinnamon Network is entering into a new era with a refreshed focus to help churches meet the needs at the very heart of their communities. As an established and highly regarded charity in the UK and the Republic of Ireland, Cinnamon's model has attracted attention from across the world. As part of the developments at Cinnamon Network, Cinnamon's founder, Matt Bird, will be moving into a new role to establish Cinnamon International.

Amanda Bindon and Mike Royal, who are already on the leadership team at Cinnamon, will be leading Cinnamon UK into this new era, building on the foundations that have been established and supporting the work with even more churches across England, Scotland, Wales, Northern Ireland and the Republic of Ireland.

Of his new position Matt Bird said: "I am immensely proud of all that Cinnamon has achieved and am excited about being released to establish Cinnamon International whose purpose will be to set-up self-sustaining Cinnamon Networks in countries around the world. I will continue in a founder advisory role to Cinnamon UK supporting my leadership team colleagues as they take the helm."

Amanda Bindon has been Cinnamon's Communications Team Leader and brings with her extensive experience from the corporate world. Amanda has worked for Esso, Jacob's (part of Danone), Pizza Hut and subsequently led the Waitrose Marketing Department before joining Cinnamon. Amanda said: "Cinnamon has come such a long way and the need within communities across our nation is more acute than ever. I am excited about leading Cinnamon to develop the capacity of churches to respond."



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Mike Royal has been leading Cinnamon's Church Engagement Team to date and has been the national pioneer of TLG Alternative Education Centres, with vast experience of working across denominations. Mike said: "Having been part of Cinnamon's incredible growth, I am passionate about developing the knowledge and talents within our team to progress the work to support even more churches across the UK and the Republic of Ireland."

David Westlake will continue to chair the Board of Trustees and adds his support to the changes at Cinnamon UK saying: "We are deeply grateful to Matt for his vision in not only establishing Cinnamon Network, but in building such a capable team to support the continued growth of the work in the UK. As a Board we are looking forward to working closely with Mike and Amanda as we consolidate the great work that Cinnamon is already doing so we can be even more strategic in the support we give to churches across the nations."

**For more information about the work of Cinnamon Network, please visit:**

**[www.cinnamonnetwork.co.uk](http://www.cinnamonnetwork.co.uk)**

**END**

**For more information, contact:**

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**Editors Notes**

Cinnamon Network supports community transformation through the delivery of church-based social action projects. Cinnamon began in 2010 in response to growing social need, public sector reform, increasing recognition of the role of voluntary organisations and the economic cuts.



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Using volunteers and resources from local churches, Cinnamon's partnership model enables projects to be set-up at a very low cost, with projects being self-sustaining after the initial micro-grant, whilst resulting in outcomes that contribute to the wider priorities identified by local authorities.

Over the past eight years Cinnamon has developed a menu of more than 30 Cinnamon Recognised Projects, launched the Cinnamon Leadership Training scheme, Cinnamon Project Lab, Cinnamon Incubation programme, and Civic Prayer Breakfast initiatives.

Cinnamon has been instrumental in conducting research to explore how churches can support the work of both the police and health services in the UK most effectively.

Cinnamon Network has also established significant partnerships with local authorities, police forces, local housing associations and churches across the country to support community transformation.