

Mentoring with Homeless Link

Meet our mentors!

Ensuring a good match with your mentor is important so that you can build a trusting relationship that allows for open conversations. Here is a bit more information about our mentors to help you find a mentor who can support you best.



Ben Richardson

With over 20 years in the housing and homelessness sector, Ben has led teams through complex transitions, most recently as CEO of a homelessness charity. Recognised for his expertise in navigating systemic dynamics that affect team cohesion and morale, Ben now works as an independent consultant and as an associate for Homeless Link, supporting organisations across the country. He helps leaders and teams establish clear roles, develop cohesive strategies, and connect individual challenges to broader organisational goals. Ben's mentoring style is collaborative and grounded in practical insights, making him an ideal guide for experienced and emerging leaders alike—especially those finding their feet, developing resilience, and seeking to strengthen their impact. He holds an MA in Consulting and Leading in Organisations from the Tavistock and Portman NHS Trust/University of Essex.

Specialisms:

- **Communication**
- **Strategy Development**
- **Partnership Working**
- **Building Culture / Values**
- **Fundraising / Marketing**
- **Change Management**
- **Youth Homelessness**
- **Co-Production**
- **Campaigning**



Ingrid Tennessee

Ingrid is CEO of Quo Vadis Trust Housing Association, winner of the 2021 CBCA Regional (London) Employer Award and been highly commended as a Woman Achieving Greatness in Social Care at the 2022 Great British Care Awards. Her leadership experience spans 25 years in the Health and Social Care Sector.

Specialisms:

- **Communication**
- **Strategy Development**
- **Partnership Working**
- **Building Culture / Values**
- **Change Management**

Ingrid is passionate about fostering collaborative, creative, diverse, equitable, inclusive, and high-performing work environments. With a MSc in Clinical and Public Health Aspects of Addiction and an accredited BACP Counsellor, she is dedicated to creating a culture that values people, innovation, and individual growth.

Ingrid is a serving Trustee at the National Council for Voluntary Organisations (NCVO) and recently completed the year-long SOLARIS Senior Executive Black Female Leadership Course.



Malcolm Smith

Specialisms:

- **Strategy Development**
- **Partnership Working**
- **Fundraising / Marketing**
- **Change Management**
- **Social Enterprise**
- **Youth Homelessness**
- **Governance**

After spending 18 years working in the voluntary sector Malcolm stepped out of leading charities to become a full-time coach. A youth worker by profession, Malcolm spent 8 years working within and leading charities which engage with young people in the community and through supported accommodation always seeking ways to encourage them to be the best version of themselves, despite barriers that had been put in their way.

As a Coach, Malcolm now uses his skills to actively listen to individuals, from solicitors to support workers, small business owners and charity leaders to help them identify the answers to their own questions, agree solutions and then provide accountability.

Away from life coaching Malcolm is an active triathlete, marathon runner and sports coach all of which help to give him a drive and focus to continuously learn in order to be the best he can be.



Natalie Allen

Natalie has worked in the homeless sector since 2014 and joined SIFA Fireside in October 2022 as CEO. She is an experienced Senior Leader with a demonstrated history of working in the charity sector within Birmingham and nationally. Committed to ending homelessness and rough sleeping,

Specialisms:

Homeless Link

- **Strategy Development**
- **Partnership Working**
- **Change Management**
- **Co-Production**
- **Impact Measurement**
- **Fundraising – Trusts & Grants**

Natalie joined SIFA Fireside from Homeless Link, where she worked as the Head of National Partnerships, working to improve local responses to homelessness and strengthen partnership working.

Natalie also led Birmingham Changing Futures Together, a strategic partnership led by BVSC focussed on achieving local systems change in the design, delivery and commissioning of services for people experiencing multiple disadvantages.

As part of this work, Natalie led her team to develop a set of quality standards for Exempt Accommodation in partnership with Birmingham City Council and co-authored the West Midlands Combined Authority (WMCA) Commitment to Collaborate Toolkit to design out Homelessness.



Petra Salva

Petra is a dedicated professional with over 28 years' experience of managing large scale teams and projects aimed at tackling rough sleeping and homelessness.

As an accredited Strategic Intervention Coach, she is passionate about empowering individuals and teams to achieve results and transform themselves and the world around them.

She brings a wealth of sector experience and specialises in Leadership coaching.

Specialisms:

- **Communications**
- **Strategy Development**
- **Partnership Working**
- **Building Culture / Values**
- **Change Management**
- **Women's Homelessness**
- **Impact Measurement**
- **Conflict Resolution**
- **Staff Development, Retention and Growth**

Rachael Williams



Specialisms:

- **Strategy Development**
- **Financial Management**
- **Partnership Working**
- **Building Culture / Values**
- **Fundraising / Marketing**
- **Change Management**

Rachael is currently Chief Executive of Streetwise Opera, an arts organisation working with the homelessness sector to empower people to realise their creative potential.

Prior to this, Rachael was Executive Director and Joint CEO of Park Theatre, Executive Director for theatre company Improbable, and has also worked at the Gate Theatre Notting Hill, English National Opera and Oxfordshire based outdoor theatre company Creation Theatre.

Rachael was previously Chair of the Board for Metta Theatre and is currently a Trustee of the National Centre for Circus Arts, the Idlewild Trust and The Running Charity (who work with young people who are experiencing homelessness). She also writes the leadership blog The Art of a Leader on Substack.



Roger Clark

Specialisms:

- **Communication**
- **Strategy Development**
- **Financial Management**
- **Partnership Working**
- **Building Cultures / Values**
- **Fundraising / Marketing**
- **Change Management**
- **Commissioning**
- **Social Enterprise**
- **Youth Homelessness**

Roger worked at the Passage for 9 years and more recently, for the last 6 months Roger has worked as an Associate Consultant with Homeless Link on a range of projects including developing new services, strategic reviews and service risk assessments for several organisations.

Roger has two young daughters and is passionate about improving education. He is a school parent governor for his local primary school, Archdeacon Cambridge Church of England Primary, and trustee for St Mary's University Students Union in Twickenham where he lives.

Roger is a qualified football coach working with girls' junior teams to develop future lionesses and enjoys regular trips to Devon & Cornwall to pursue his love of bodyboarding.

- **Housing First**
- **Women's Homelessness**
- **Impact Measurement**



Steve Coles

Steve has 20 years' leadership experience in the charity and social enterprise sector. He currently has a portfolio of governance, interim and advisory roles, including as a Non-Executive Director of Compass Wellbeing CIC and an interim CEO role in the homelessness sector.

Specialisms:

- **Strategy Development**
- **Building culture/values**
- **Governance**
- **Social Enterprise**

Formerly, Steve was the CEO of Spitalfields Crypt Trust (SCT), an addictions recovery and homelessness charity with a team of 75 staff and an annual income of £2.6 million.

Prior to leading SCT, Steve founded and ran Intentionality CIC, a social impact consultancy, which worked with over 600 charities and social enterprises, helping them describe, measure, report and increase their social and environmental impact.

Steve has now held four Trustee roles (three as Chair) and has served on the Advisory Councils of Social Enterprise UK and the RSA.



Tanya English

Tanya brings 20 years of third sector leadership experience - including over a decade within homelessness, as an Executive Director leading on Fundraising, Communications and Policy at St Mungo's. She's worked across service provision, policy, fundraising, communications and campaigning – for organisations small and large. She has substantial experience of Boards, line management and team building. Most recently she spent 5 years as a transformative Chair for Anti-Slavery International.

Specialisms:

- **Career**
- **Communication**
- **Confidence**
- **Executive/Board**
- **Group**
- **Life**

Tanya is informed by a pioneering professional qualification from UEL. We all have different outlooks on life and different work challenges. Integrating from a suite

of proven coaching theories and methods means she can find approaches to suit you.

As a qualified counsellor, Tanya can confidently explore any issues holding you back. Naturally empathetic, Tanya enjoys working with clients from a wide range of jobs, ethnic, gender, sexuality, and mental health backgrounds.

If you'd like to be matched with a specific coach from the list above, please let us know. Alternatively, we're happy to help you find the right match. **For more information, please contact Kitty Ellison at kitty.ellison@homelesslink.org.uk**