

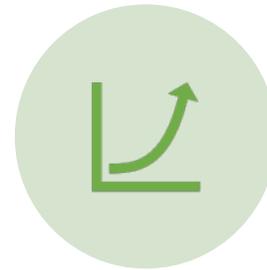


H O T E L I E R S '
C H A R T E R
H O S P I T A L I T Y
R E I M A G I N E D

About The Charter:



The Hoteliers' Charter exists to **raise the profile of our industry**, advocating working in hotels as a great career choice and that Charter Hoteliers are progressive and support the 10 commitments.



The Charter was created in 2020 to raise the profile of the hospitality industry and **promote hospitality as a profession of choice** to parents, schools, colleges, universities and careers influencers.



Founder Sally Beck, General Manager of The Royal Lancaster London and Hotelier of the Year 2019 and 2020, conceived the idea to promote hotels as best in class within hospitality.



The Hoteliers' Charter has **secured the support of industry bodies**, The Master Innholders, UK Hospitality, St Julian's Scholars and The Institute of Hospitality and The AA.



The Mission:

The Hoteliers' Charter embodies the values, behaviours and actions of a progressive hotel company.

Subscribing to The Charter demonstrates a commitment to providing a workplace environment built on the foundations of respect, fairness, equality, diversity and opportunity; and to placing colleagues' wellness and career development at the heart of operations.



The Commitments:



- 1.** Commit to developing team members & position hotel roles as careers, not just jobs
- 2.** Support The Hospitality Commitment to respect team members' work/life balance and ensure a range of shift patterns are available
- 3.** Support the ambition to end low pay and give access to financial and pension guidance
- 4.** Champion a fair and transparent service charge/tronc/gratuities system
- 5.** Offer colleagues access to an employee assistance programme
- 6.** Provide a positive and nourishing workplace environment and culture for colleagues
- 7.** Support industry charities, and other charities relating to the community they serve
- 8.** Drive environmentally sustainable businesses and commit to supporting local food and drink suppliers
- 9.** Advocate diversity, inclusion and equality and taking practical measures to make hotels accessible for all disabilities
- 10.** Commit to the Modern Slavery Act and ensure that all suppliers act in accordance with the values of the Charter

Hoteliers' Charter - Educators Forum



- Led by Adrian Ellis – Lowry Hotel
- Forum made up of:
 - Institute of Hospitality
 - Chair of PACE
 - Vice Chair of CH ME – representing NI
 - Industry Dir of City and Guilds
 - Edge Hotel School
 - College of Glasgow
- Local schools program, college graduate programmes placements and internships



How to get involved:

- Visit the Hoteliers' Charter website and click become a Charter Hotelier
- Fill in the form to say you agree to the 10 Charter commitments – you must be the general manager or owner of the hotel
- The Charter logo will be sent to you with in the week for your to add to your website
- You can now start using the resources of the Charter and start networking with like minded hoteliers and connecting with your local schools and colleges to enhance the reputation of your hotel



For more information on the Hoteliers' Charter or how to join, visit:

www.hotelierscharter.org.uk

Connect with us:

Twitter - @HoteliersChtr

Instagram - @hotelierscharter

LinkedIn - Hoteliers' Charter



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