

Impact Report 2023



Introduction.

Since the world turned upside down in 2020, hospitality people and businesses have had it tough. At Hospitality Action, we've been working tirelessly to catch a sector in freefall, providing financial support to hospitality households struggling to cope with the spiralling cost of living and its knock-on effect on their mental health.

Hospitality Action receives no government funding, and we have to earn every pound we spend helping hospitality people in crisis. We're proud of what we've achieved, and how we've innovated to provide the support we've been able to.

This document outlines our journey to date and gives a flavour of how you can help us continue to find new ways of helping some of the most vulnerable people in society.

About us.

We're Hospitality Action and for the last 187 years we've been here for the hospitality industry.

We're here for the chefs, waiters, housekeepers and managers. We're here for the concierges, receptionists and kitchen porters. And we're here for every sommelier, bartender, catering assistant and cook throughout the UK. From hotels, restaurants, pubs, bars and cafés to schools, hospitals and event venues, we're here to give everyone in hospitality the help, advice and support they need whenever times get tough.

Serious illness, mental health issues, financial difficulties, family problems or addiction: whatever challenges you face, Hospitality Action is always here to get you back on your feet and enjoying the job again. And, when it's no longer possible to work, we help you prepare for the next phase of your lives.

Hospitality Action.
We've got you.



How we've helped.

Hospitality Action has a strong heritage supporting the hospitality sector, and we've been well-placed to quickly mobilise in response to the shocks it has endured in the past four years.

We help hospitality people by providing financial assistance and advice to those in extreme poverty or dealing with physical or mental health challenges.

Since the start of 2020, we have spent some £4,000,000 and awarded more than 12,500 grants to hospitality households across the UK.

Alongside our grant giving, we provide advice, mental health support and signposting to the whole hospitality workforce via an online advice hub and 24-hour helpline.

Deteriorating finances can lead to poor mental health as the daily struggle to make ends meet becomes too much for people. We produce **campaigns to educate people** and to challenge the stigmatisation of poor financial or mental health. **Webinars, help pages, posters and awareness campaigns** are regularly deployed to reach vulnerable people who often fall through the cracks.

Since the start of 2020.....



Spent
£4,000,000.



Awarded more than
12,500 grants.



**30,000 helpline
calls.**



Delivered
**8,775 counselling
sessions.**



Issued **1,413 Winter
Fuel Grants** to alleviate
extreme fuel poverty in
the coldest months.



Awarded **2,011
Emergency Grants** in
just 10 weeks at the start
of the pandemic.



Experienced **2m
website visits.**



Provided **wraparound
support to 200,000
EAP members.**

Our **Employee Assistance Programme (EAP)** is the **gold standard in employee care**, providing comprehensive wraparound support with access to counsellors and experts in areas such as parenting, legal matters and debt management. Developed specifically for the industry, the scheme also features specific managerial resources and trauma support in the event of a critical incident. Our EAP currently protects more than 200,000 employees.

More than 2,000 older beneficiaries have membership of our **Golden Friends scheme**, a befriending and contact scheme designed to keep loneliness and isolation at bay. Members benefit from a dedicated helpline, and receive birthday and Christmas cards plus quarterly newsletters designed to help them get the best out of life and to stay connected to the industry.



The challenges we faced in 2023.

Against a background of increasingly insecure work and ever-rising living costs, an alarming number of hospitality households fell into the most serious categories of debt. In **2023** we awarded **2,322 grants** valued at **£914,432**.

The threat of eviction or court action for unpaid utility or council tax bills quickly became the main driver of applications for our support. For working families, the very real threat of homelessness often had a catastrophic impact on their mental health sometimes resulting in periods of absence from work.

The summer of 2023 saw a surge in ‘high risk’ applications for support not experienced since the early days of the first Covid lockdown. What started as a spike simply became the new reality with applications at far higher levels than at any time in our almost 200 year history.

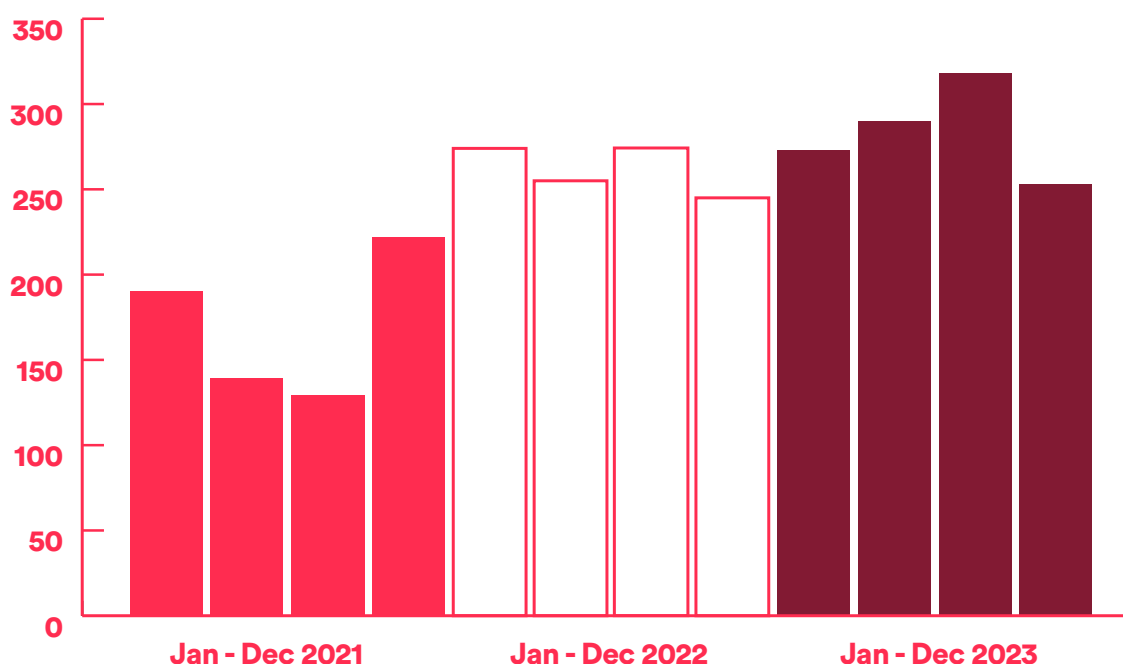
We awarded **235** of our newly developed Household Arrears Grant with an average payment of **£857**. This grant combines financial assistance and supports in negotiations with creditors to ensure our beneficiaries can alleviate some arrears and stay in their homes.

When the Household Arrears Grant wasn't possible an **additional 55 grants** were awarded towards rehousing, often supporting with rent deposits or advances.

We also upgraded our online advice provision, **referred 91 cases** to debt restructuring partners and we **increased our helpline capacity** to ensure we were able to provide a listening ear and in-the-moment support to beneficiaries.

Grant Applications

2021-2023



Upgrades to our Employee Assistance Programme.

2023 marked the **10th anniversary** of our Employee Assistance Programme, which was developed specifically for the needs of the hospitality sector. The scheme now protects more than **200,000 people** working across **more than 500 employers**.

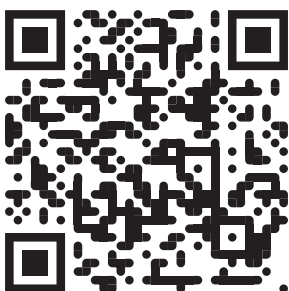
In 2023, calls to the EAP advice line **increased by 20% to 4,354 calls** with issues around work/life balance and stress due to poor personal finances driving the surge in activity.

Our upgraded service now includes an App that allows users to access the 24/7 service on the go, we also launched Hospitality Essentials our rewards and discount platform which allows hard-pressed families to access savings on everyday essentials and treats.

For the first time employers can also access open-ended therapeutic services including coaching and counselling support as an enhancement to our core EAP with the introduction of our Total Mental Health package.

Employees are presenting at work with ever-more complex and severe mental health problems and we're developing new services to enable employers to offer increased levels of support and highly specialist services for every life stage of their workforce.

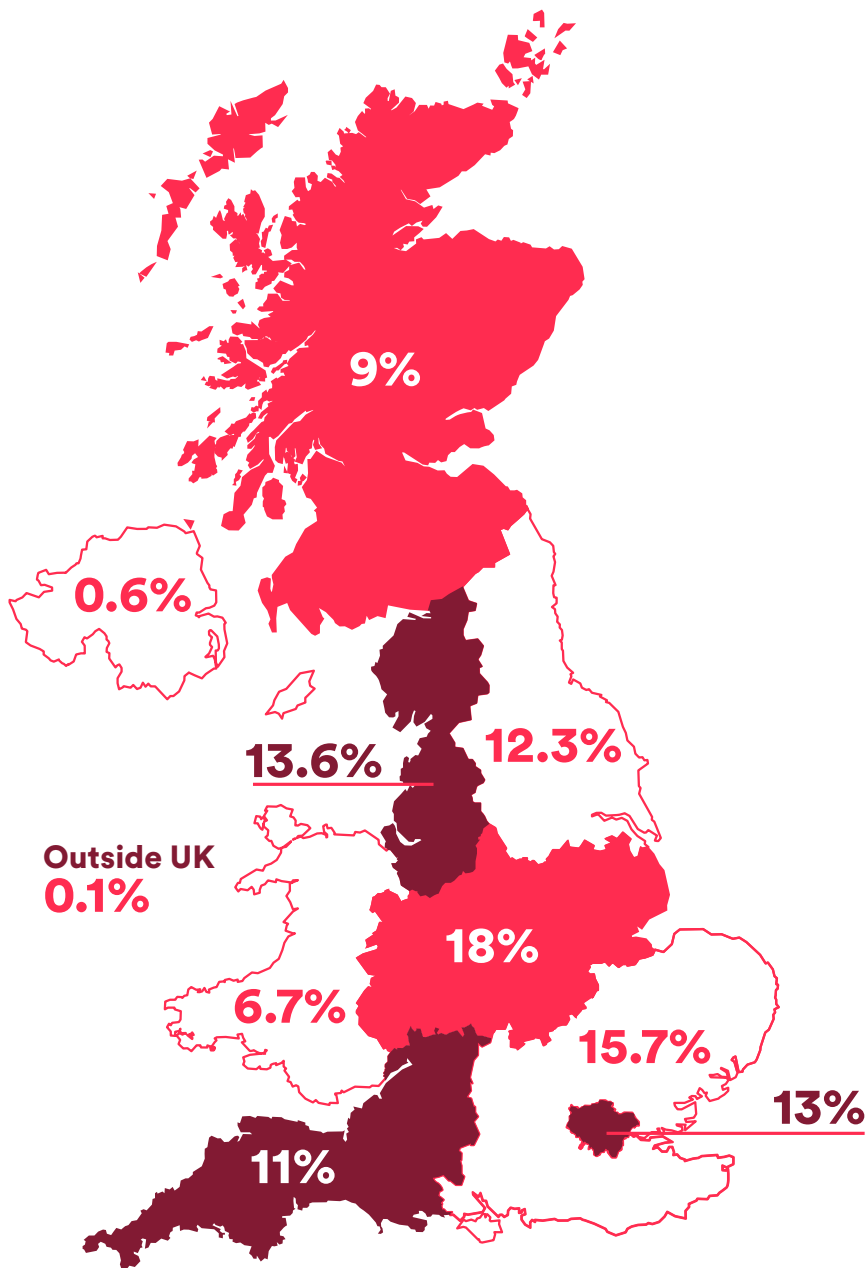
Scan to learn more



Impact statistics.

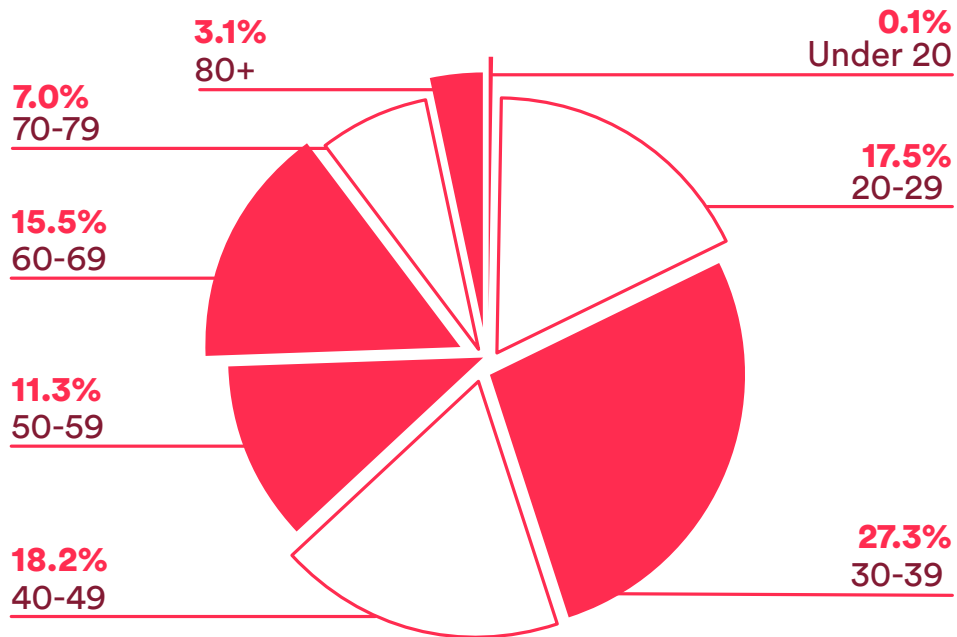
Since the start of 2020 we have awarded hardship grants with a value of over £4,000,000.

Regions 2023



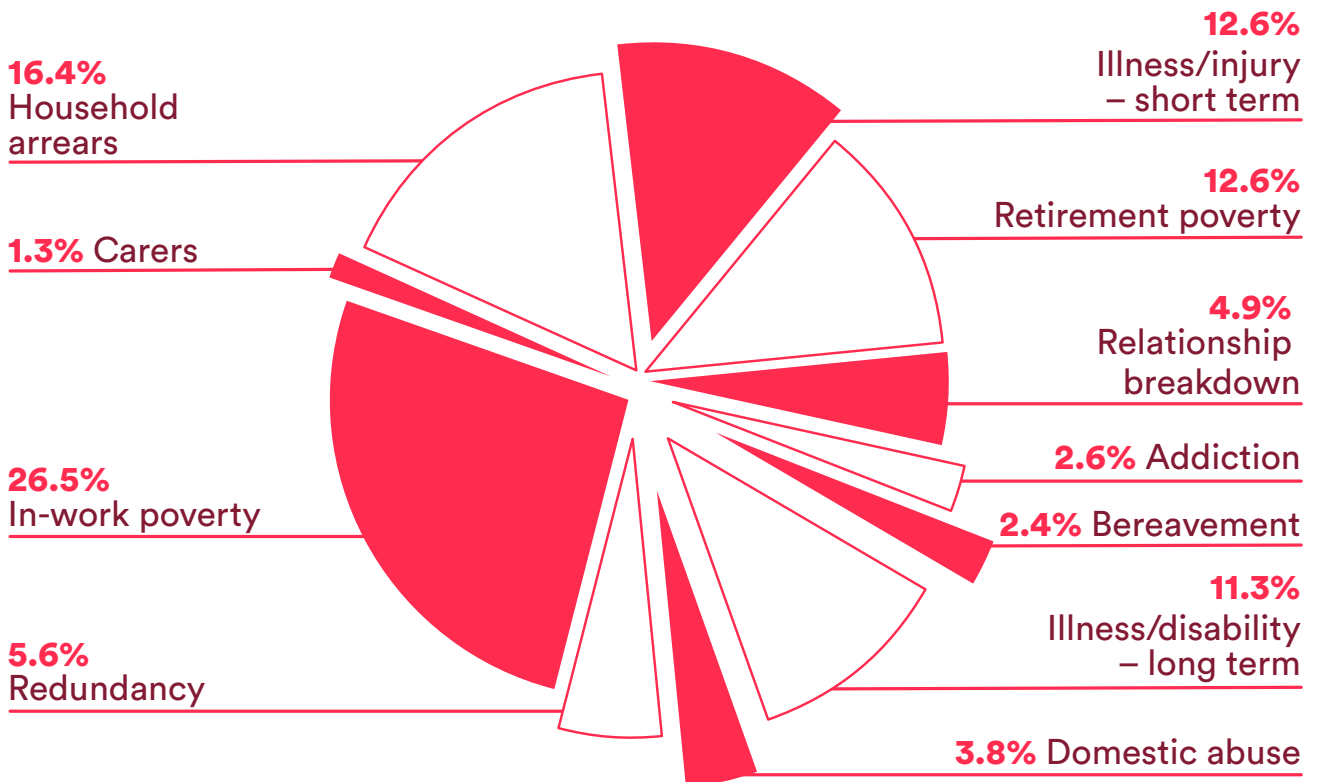
Age range

2023



Primary reason for application*

2023



*Most applications for help report multiple issues, such as ill health and poverty, therefore we report the primary reason.

How we fundraise.

Every penny Hospitality Action awards to beneficiaries is only possible thanks to the generosity of our wonderful supporters. We're fortunate to host a variety of outstanding fundraising events across the UK and collaborate with hundreds of operators, suppliers, institutional funders, and individuals who recognise the joy hospitality brings to their lives and want to support it during challenging times.

Events



The Summer Challenge, initiated at the peak of the pandemic, continued to unite our industry. We called on supporters to rise to the occasion and collectively travel 75,000 miles in 11 days. Their incredible efforts raised £85,000.

South West Polo Day

The South West Polo Day was the last of our flagship events to return post-pandemic. Eight award-winning regional chefs gathered at Beaufort Polo Club in Gloucestershire, and raised over £57,000.

walk for wellbeing.

Walk for Wellbeing powered by UK hospitality talent partner mum invited the nation to take strides towards promoting better wellbeing whilst raising funds to support our vital work. 800 participants took part in 2023 and raised over £100,000.

Winter Chefs' Dinner

Winter Chefs' Dinner Eight of London's finest chefs cooked up a gastronomical feast at our exceptional fundraising dinner at Nobu Hotel London Portman Square. An incredible £85,000 was raised in the process.

Corporate support

Our corporate partners are the backbone of our fundraising. Not only do they help us raise vital funds, they also advocate for our brand. We partner with businesses of all shapes and sizes and work with them to achieve their CSR, ESG, communication and philanthropic goals.



The Spirit of Hospitality Ambassadors Chris Mitchell and Robbie Laidlaw of The Genuine Dining Co. undertook a gruelling feat of endurance, competing in the ‘world’s toughest row’, a 3,000-mile journey across the Atlantic. The pair were at sea for 38 days, battled 20-foot waves and guided their boat through extreme heat to raise more than £250,000.

Fundraising campaigns

In a rapidly changing world, we continued to embrace creativity and develop core fundraising innovations.



0% Fat, 100% Charity. Invisible Chips are an award-winning delicacy available on menus nationwide. Who knew buying a portion of nothing could change everything for hospitality people in crisis?

Institutional fundraising

We work closely with Corporate Trusts, Worshipful Companies, private individuals and wealth managers to create bespoke funding opportunities for targeted support to a particular remit or beneficiary cohort.

We provide detailed case studies on how funds are deployed communicating with stakeholders across multi-year projects to ensure transparency and demonstrate impact. We’re proud of our notable long-standing partnerships with organisations including The Savoy Educational Trust, the Worshipful Company of Innholders and the Worshipful Company of Cooks.

The case for support.

During turbulent times Hospitality Action has stood firm to support the most vulnerable in the sector and to act as a beacon of hope for those in crisis.

To meet the needs of the industry we serve, we have been quick to innovate in both how we support those who call for our help and how we fund our charitable operations.

As we move through 2024 and beyond it remains clear that financial hardship and the risk of homelessness will continue to be a threat to the wellbeing of thousands of hospitality workers.

Sadly, no third sector organisation can resolve the extreme poverty many in society experience today, but we are determined to leave nobody behind. We work tirelessly to build the resilience, knowledge and confidence of everybody who reaches out for our help.

Supporting Hospitality Action is good for the sector and great for your business too. By fundraising for us, or subscribing to our EAP, you are sending a clear message to your teams that you value their personal wellbeing and are playing your part in the wider wellbeing of our beloved industry.

Whether you choose us as your charity of the year, sponsor or attend our events, or sign up to our wellbeing services you're standing shoulder to shoulder with us to make the industry a better place for everybody.

We love working with partners who share our passion for the industry and want to see it thrive, drop me a line at mark@hospitalityaction.org.uk or call me on **07919 324978**.



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If you need our support, email
grants@hospitalityaction.org.uk

If you would like to get involved, email
fundraising@hospitalityaction.org.uk

We've got you.