



HOTELIERS'  
CHARTER  
HOSPITALITY  
REIMAGINED

# PARTNER PROGRAM

The Hoteliers' Charter is a group of progressive hoteliers working together to improve the reputation of the hotel industry and advocate working in hotels as a great career choice.



*"Supporting the Hoteliers' Charter shows the industry stands together, supporting our colleagues through what has been a difficult time for everyone. It is now more important than ever to recognise the value of not only looking after, retaining and developing people already in the industry but also attracting new talent into the fold."*

*We welcome support from across the industry to help us showcase the incredible career opportunities that exist in hotels in the whole of the UK."*



*"We are grateful for the incredible support and endorsement we have received so far. Bringing together likeminded businesses will secure the success and impact of the Charter."*

**SALLY BECK**  
FOUNDER

# Hoteliers' Charter

## Hospitality Reimagined

Founded by Sally Beck, general manager of the Royal Lancaster London Hotel, in 2020, the Hoteliers' Charter has secured the support of industry bodies, including UK Hospitality, Master Innholders, St Julian's Scholars and The Institute of Hospitality.

Together with its supporters and partners, The Hoteliers' Charter aims to promote a sustainable business culture that not only benefits employees and the industry, but also each hotel's community and the wider environment.

### What are the aims of The Hoteliers' Charter?

- ✓ To raise standards across the hotel industry, so it is seen as an industry of choice for future careers.
- ✓ To raise standards across the industry.
- ✓ To improve the perception of working in the hospitality industry so it is no longer regarded as somewhere offering 'low pay for long hours' and instead seen as somewhere careers can progress.
- ✓ To gain widespread support across the hospitality industry. Anyone associated with the hospitality industry – from recruitment agencies and training companies, to apprenticeship providers and associations.



# The Charter

## *Our pledge:*



1

Commit to developing team members through training, apprenticeships, coaching and mentoring, positioning hotel roles as careers, not just jobs.

2

Support The Hospitality Commitment to respect team members' work/life balance, rotas and working hours, providing sufficient notice for changes and requests.

3

Support the ambition to end low pay, believe passionately in giving people opportunities to develop their careers, and give access to financial and pension guidance.

4

Champion a fair and transparent service charge/tronc/gratuities system where all monies are distributed with only agreed costs retained.

5

Offer colleagues access to an employee assistance programme, to provide confidential support across all facets of their physical and mental wellness, both in and outside the workplace.

6

Provide a positive and nourishing workplace environment and culture for colleagues, nurturing social networks around their teams and facilitating social activities to build cohesive workplace communities.

7

Support industry charities, and other charities relating to the community they serve, respecting and encouraging colleagues' commitments to additional community endeavours.

8

Drive environmentally sustainable businesses with a commitment to reduce, reuse and recycle, and champion the government's commitment to be carbon neutral by 2050.

9

Advocate diversity, inclusion and equality, offering English lessons to colleagues where required 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 core values of the Hoteliers' Charter and The Hospitality Commitment.



# Charter Hotelier Partner Program



The Hoteliers' Charter Partner Program is fundamental to the growth of the Charter and in helping it achieve its aims. In exchange for financial support, the partner program options offer valuable opportunities to reach Charter Hoteliers and market their products and services to a committed and engaged community.



## Charter Supporter

Charter Supporters are fundamental to the growth of the Charter and in helping it achieve its aims. In exchange for financial support, Charter Supporters gain valuable opportunities to reach Charter Hoteliers and market their products and services to a committed and engaged community.

All Charter Supporters receive a listing on the Hoteliers' Charter website, are issued with a Supporter logo and have the option to share relevant news through social media channels. Additional, bespoke packages can be created to extend Charter Supporters' reach with Charter Hoteliers, through enhanced website listings, sponsored roundtables, webinars and emails.

Charter supporters include hotel suppliers, hotel brands, training providers, colleges and universities



## Charter Partner

Charter Partners play a vital role in promoting the Charter to a wider audience and are an integral part of the movement. Charter Partners' logos are featured on the Hoteliers' Charter website alongside spotlight features and other promotional opportunities.

Charter Partners make a commitment to supporting and promoting the Charter and in exchange gain access to exclusive events, such as roundtable discussions and have their own work promoted to Charter Hoteliers.

Charter Partners include hotels suppliers and hotel groups who want to work with our advisory forums and hotels to further benefit the goals of the Charter.



## Charter Hotelier Supporter

*£500 per annum*

Listing on the Hoteliers' Charter website

Use of Supporter logo

Sharing of relevant news across social

### + Supporter - Add ons

*POA*

Enhanced listing on website

Spotlight feature

Enhanced feature in bulletin

Bespoke email to database

Speaking / Hosting webinar

Sponsored roundtable

Sponsored survey / polls



## Charter Hotelier Partner

*from £2,500 per annum*

Logo on the Hoteliers' Charter website

Use of the Partner logo

Spotlight feature on website

inclusion in one bulletin

Sharing of relevant news across social

Invitations to roundtables and events

Invitation to provide a video testimonial

*For more information about the  
Hoteliers' Charter and to discuss these  
opportunities please email  
**[hello@hotelierscharter.org.uk](mailto:hello@hotelierscharter.org.uk)***



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# HOTELIERS' CHARTER

## HOSPITALITY REIMAGINED