

walk for wellbeing.

in support of

Hospitality
Action



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Let's walk the walk and make a positive difference together

powered by

mum.

talent taken care of

Thursday, 10 October (World Mental Health Day) —
Sunday, 27 October

Walk it your way
Nationwide

Sunday, 13 October 2024

Hosted 20km Challenge
London, Bath/Bristol, Cardiff, Birmingham,
Liverpool, Manchester and Glasgow

Walk for Wellbeing 2024
Feel inspired

www.walkforwellbeing.org

Walk for Wellbeing is so much more than a fundraising walk.

When you support Walk for Wellbeing, you're enabling better mental health and wellbeing for everyone in hospitality, by raising funds to power the vital work of Hospitality Action.

You can join our 20km hosted walks on Sunday 13th October, or walk it your way by getting outdoors and walking any distance, in any location, any time from Thursday 10th October (World Mental Health Day) to Sunday 27th October 2024.

Teams and individuals can sign up to walk, free of charge, and access a bespoke fundraising page.

Read on to learn what inspired some participants to take part in the 2023 Walk for Wellbeing and how they did it.



Lorraine Jarvie

General Manager, The Royal Crescent Hotel & Spa

Why did you decide to take part in the Walk for Wellbeing?

“Over the years as a GM, I have relied on Hospitality Action to offer support and guidance to several members of my team and sadly this has only increased in recent years post-pandemic. They have been able to assist in a wide range of issues varying from drug and alcohol abuse, immigration support, legal advice as well as much-needed financial support.

Hospitality Action is our only industry-specific charity, so by getting involved and raising money it was our way of giving something back for all the work they do while also ensuring that they have the means to continue their great work into the future.”

How did The Royal Crescent Hotel & Spa take part?

“As a hotel we encouraged as many team members as possible to take part in the walk. We also promoted the Walk for Wellbeing on social media and liaised with our colleagues in other local hotels to get them involved. An example of this is Bath Hampton by Hilton who donated the money raised from a charity bike ride.

At The Royal Crescent, our Housekeeping Team hosted a staff raffle, collecting some great prizes from our suppliers. At reception, we sold raffle tickets to guests to win an overnight stay and our F&B Department added a discretionary £1 donation to all of our afternoon tea bills, which raised over £800. What was important was having a great day out with the team, in the fresh air, and getting gentle exercise to show how important this is for all of our wellbeing.”



Olajide Alabi

Equality & Inclusion Partner, Turtle Bay

How did Turtle Bay take part in Walk for Wellbeing?

“With our brand values of “Do The Right Thing” and “Recognise Differences and Celebrate Individuality” at heart, we embarked on a journey that transcended distance and promoted holistic wellness.

Our 50 vibrant restaurants and support centre laced up their shoes to join the “Walk It Your Way” initiative. This was a fitting tribute to World Mental Health Day on 10 October; and we encouraged each team member to collectively cover 1,625 miles—the distance from Turtle Bay Plymouth to Turtle Bay Newcastle.

The challenge was divided by restaurant size, uniting us in our stride toward better wellbeing. Smaller sites, a 40km stride; mediums, a 50km journey; and larger restaurants, a targeted 60km adventure. Using the Strava app, we synced our steps, tracking progress and propelling us closer to the finish line.

Step by step, stride by stride, Turtle Bay’s Walk for Wellbeing wasn’t just about covering miles—it was about forging connections, supporting one another, and embodying our brand values in every step. With a donation page for each restaurant, we were proud to raise £5,000.”



Liene Snukute

UK&I Marketing Executive, MONIN

What inspired MONIN to take part in Walk for Wellbeing?

“At the heart of MONIN are people, they are what keeps our industry alive, but times are tougher than ever. We’re dedicated to supporting the hospitality community however we can; whether through training, sponsorship or in this case, raising awareness. Walk for Wellbeing came along at a time when the MONIN team were reflecting on wellbeing and the walk was the perfect opportunity to support both the industry and MONIN team in a different, more engaging way.”

How did you take part?

“We chose to ‘Walk It Your Way’ on 9 October, the day before World Mental Health Day. Our 20km route started at the MONIN studio in Hoxton Square and walked us through central London, ending in Southbank, visiting some of our customers, keeping an eye out for any autumn/winter trends along the way for our next Drinks Trend Report. Most importantly, we used the walk as a time to be together as a team and raise awareness for wellbeing. During the build-up to the walk, the MONIN team spread awareness through different initiatives, such as our lemonade stand at our Hoxton studio.”



Profound thanks to everyone who took part in the Walk for Wellbeing 2023 and helped to raise over £100,000. To do the same this year [register for the Walk for Wellbeing here](#).

Get in touch

fundraising@hospitalityaction.org.uk



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About Hospitality Action.

Hospitality
Action

Help is where Hospitality Action is.

With mental health issues, the cost-of-living crisis and fear of homelessness at an all-time high, the money Walk for Wellbeing raises will help:

- Support one in two people with mental health issues that contact Hospitality Action for support
- Deliver in-person and phone counselling sessions
- Provide emergency grants to put food on the table
- Ease the pressure of rising food and fuel costs for those households forced to choose between heating and eating
- Clear arrears for households at immediate risk of homelessness, providing essential relief, security and ultimately improved wellbeing

To discuss event sponsorship, partnership and supporter opportunities, please contact:

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