

Impact Report 2024



Welcome, and thank you.

At Hospitality Action, we're here to support the hospitality industry, and those who work within it, through thick and thin.

2024 was a record-breaking year for the charity as we supported more hospitality households facing hardship than ever before — and you made it possible. Whether you chose us as your Charity of the Year, joined our Employee Assistance Programme or participated in Walk for Wellbeing, your support changed lives.

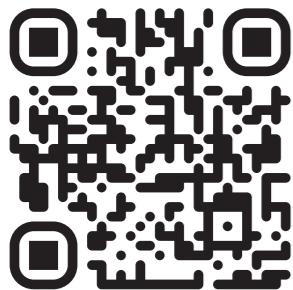
Thank you!

Our Impact Report demonstrates how we supported the industry in 2024, celebrates our milestones and outlines how we intend to respond to the challenges 2025 will present. It also explains how you can join us in our mission to leave nobody behind.

Supporting Hospitality Action isn't just good for your industry — it's great for your business too. Show your team you care about their wellbeing and the health of the hospitality sector by supporting us in 2025.

Mark Lewis
Chief Executive
Hospitality Action

Scan to learn more:



#wevegotyou

About us.

We're Hospitality Action and for the last 188 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.

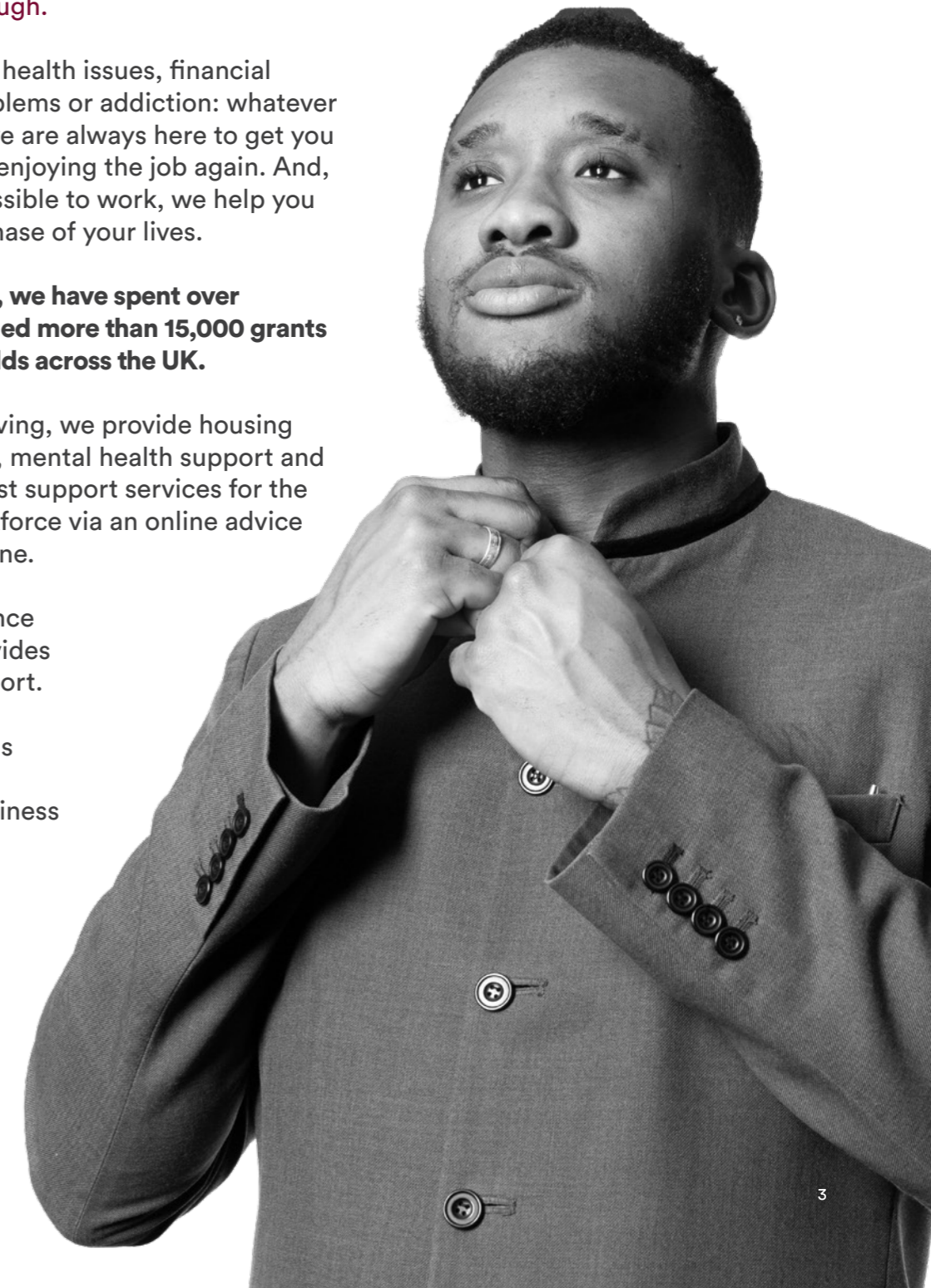
Serious illness, mental health issues, financial difficulties, family problems or addiction: whatever challenges you face, we are always here to get you back on your feet and enjoying the job again. And, when it's no longer possible to work, we help you prepare for the next phase of your lives.

Since the start of 2020, we have spent over £5,000,000 and awarded more than 15,000 grants to hospitality households across the UK.

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

Our Employee Assistance Programme (EAP) provides 24/7 wraparound support.

And our Golden Friends befriending scheme is designed to keep loneliness and isolation at bay.



Our support in numbers.

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

During the last five years we have grown significantly to respond to the unique challenges faced by hospitality workers.

Since the start of 2020 we have...



Spent **£5,000,000** in grants.



Awarded more than **15,000 grants.**



Answered more than **38,000** helpline calls.



Provided wraparound support to **approximately 200,000 EAP members** each year.



Delivered **11,306 counselling sessions.**



Issued **1,786 Winter Fuel Grants** to alleviate extreme fuel poverty in the coldest months.



Supported more than **2,000 Golden Friends** each year.

Tatiana's story.

Behind every statistic there's a person with a story to tell.

Restaurant manager Tatiana initially applied to us to fund a dishwasher for her home.

When we contacted her, it quickly became clear that her needs were far greater than just a new dishwasher, and that we could do much more to help.

Tatiana contracted blood poisoning while on holiday. She became terribly ill and nearly died. The operation to save her life resulted in the amputation of all four of her limbs.

Tatiana loves working in the restaurant sector... and she loves to dance.

But her standard-issue NHS prosthetic limbs simply wouldn't give her the mobility and independence she longed for.

Tatiana is a go-getter and set up her own crowdfunding campaign to buy her more advanced prosthetics, but it ended with a shortfall.

We covered the gap, so that Tatiana could claim back her mobility, her independence, and her freedom, return to work - and start dancing again.



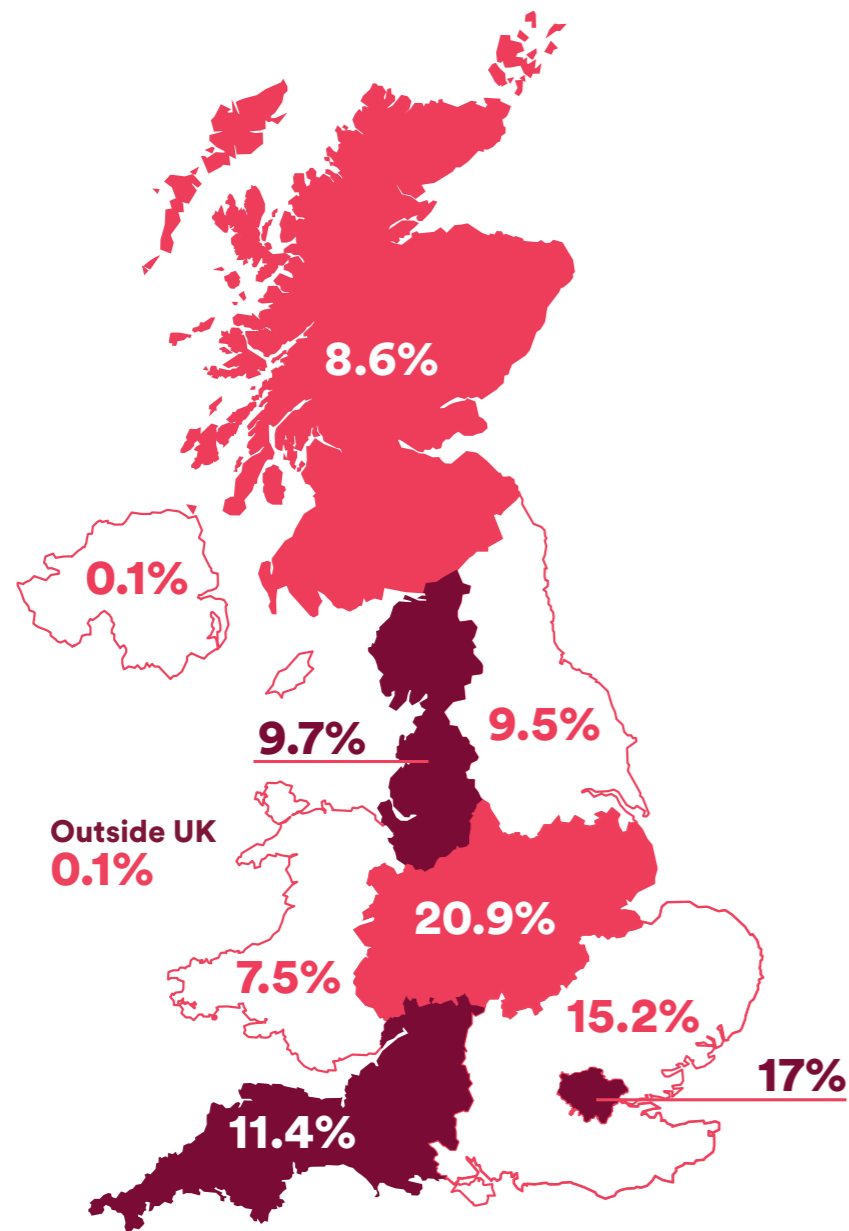
Scan to watch Tatiana's story:



2024 impact statistics.

Our support reaches every corner of the UK. From the Outer Hebrides to the Channel Islands, we've got you.

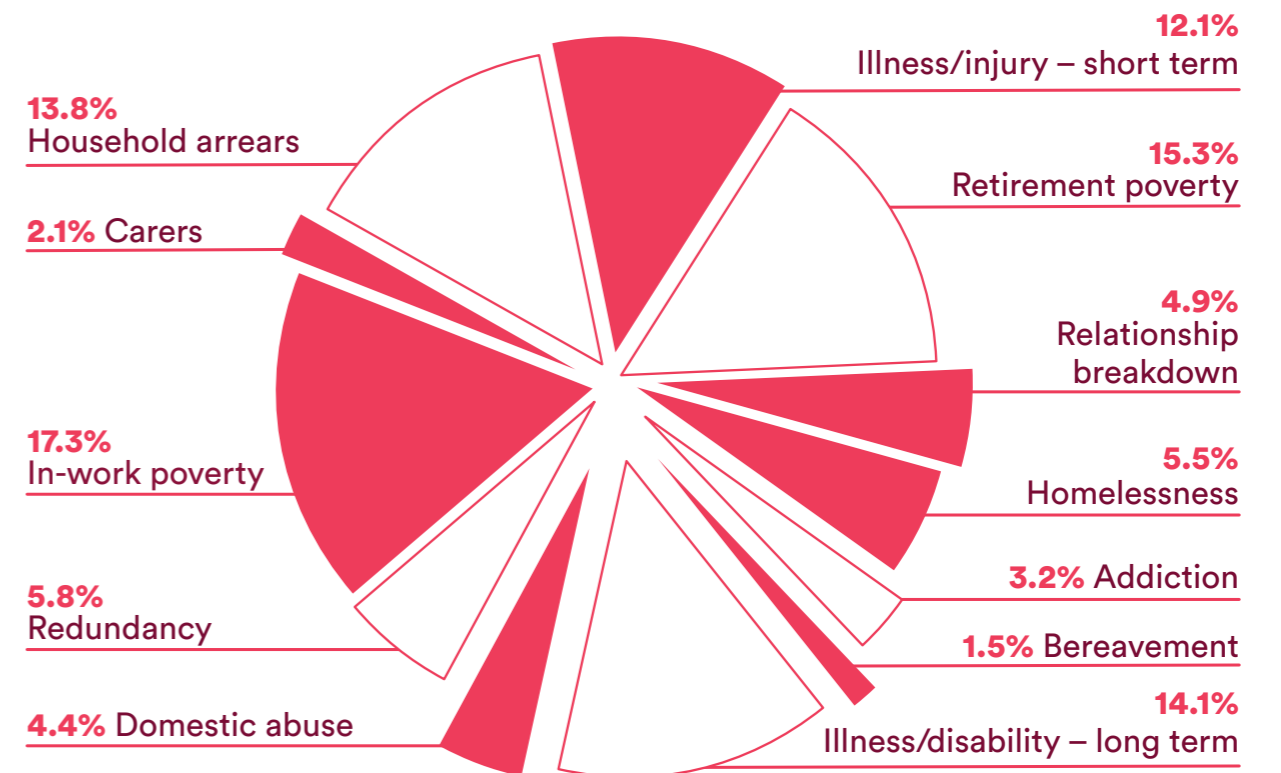
Our support nationwide



Age range of beneficiaries



Primary reason for application*



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

Golden Friends.

For some people, retirement can bring loneliness and isolation. The loss of a partner and worsening mobility can exacerbate this. Our Golden Friends retiree outreach programme helps keep loneliness and isolation at bay for the people who laid the foundations of today's hospitality industry.

We send out a bi-monthly newsletter to more than 2,000 Golden Friends. For some of them, contact with the outside world is rare, and just hearing the thud of post on the doormat is a pleasure in itself.

We also send birthday and Christmas cards and gifts; and we give Winter Fuel Grants to retirees struggling to make ends meet. We also offer 'in the moment' emotional support via our dedicated Golden Friends helpline.

And we run a befriending scheme that matches volunteers with Golden Friends through befriending calls.

In 2024, we...



Spent **£13,985** on Christmas vouchers.



Posted **6,384** newsletters.



Posted **4,000** personalised Christmas and birthday cards.



Sent **241** flowers to recognise milestone birthdays.



Made over **750** befriending calls.

The challenges we faced and how we met them.

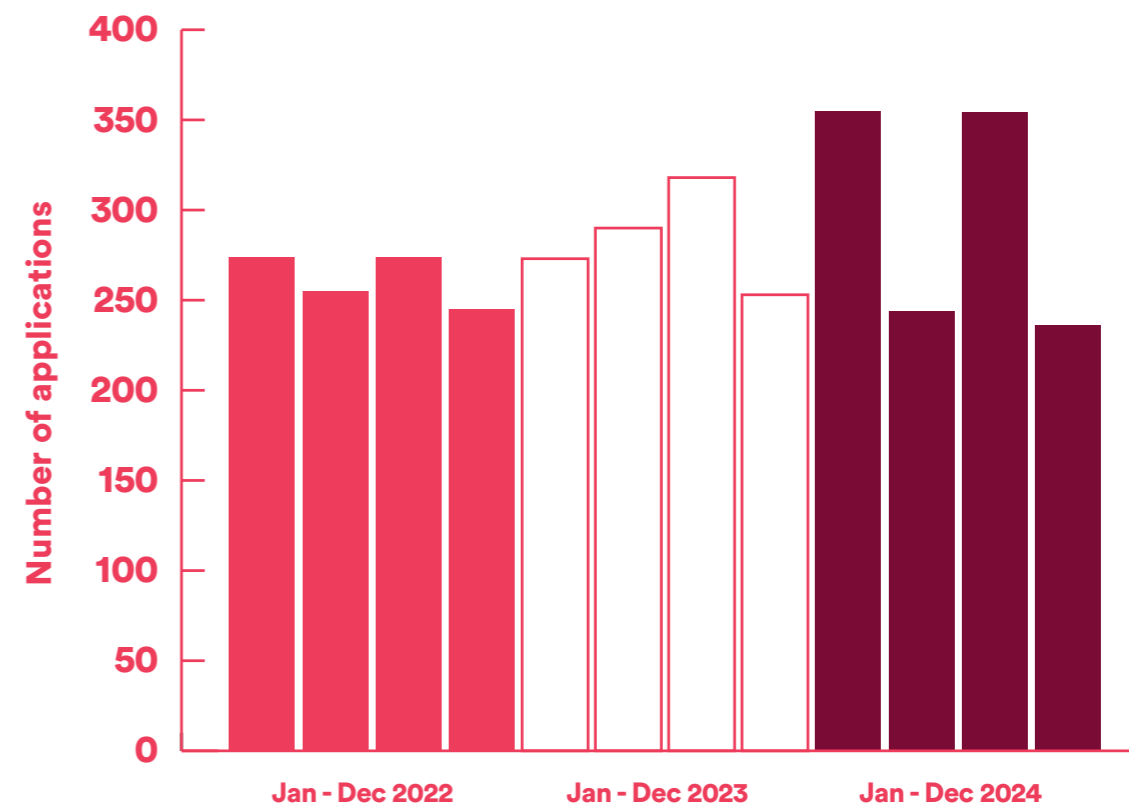
Since 2020, we've experienced unprecedented growth in applications for our support, which intensified further in 2024.

Rising debt, increased living costs and unstable work triggered a surge in mental health and financial struggles for thousands of hospitality workers. This resulted in an exceptionally high number of complex 'Red Flag cases,' where the threat of imminent homelessness due to unpaid rent, or an urgent need for re-housing, became the new normal.

To meet this demand, we prioritised the most acute cases, which resulted in more emergency 'same day' payments in 2024 than in the past two years combined. Enhanced triage processes allowed us to quickly identify cases ineligible for financial grants and provide alternative support and referrals.

Grant applications

2022-2024

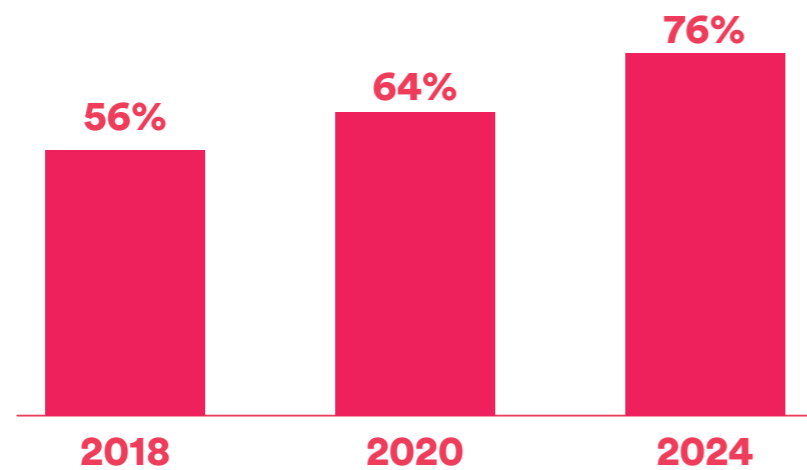


Taking the Temperature survey.

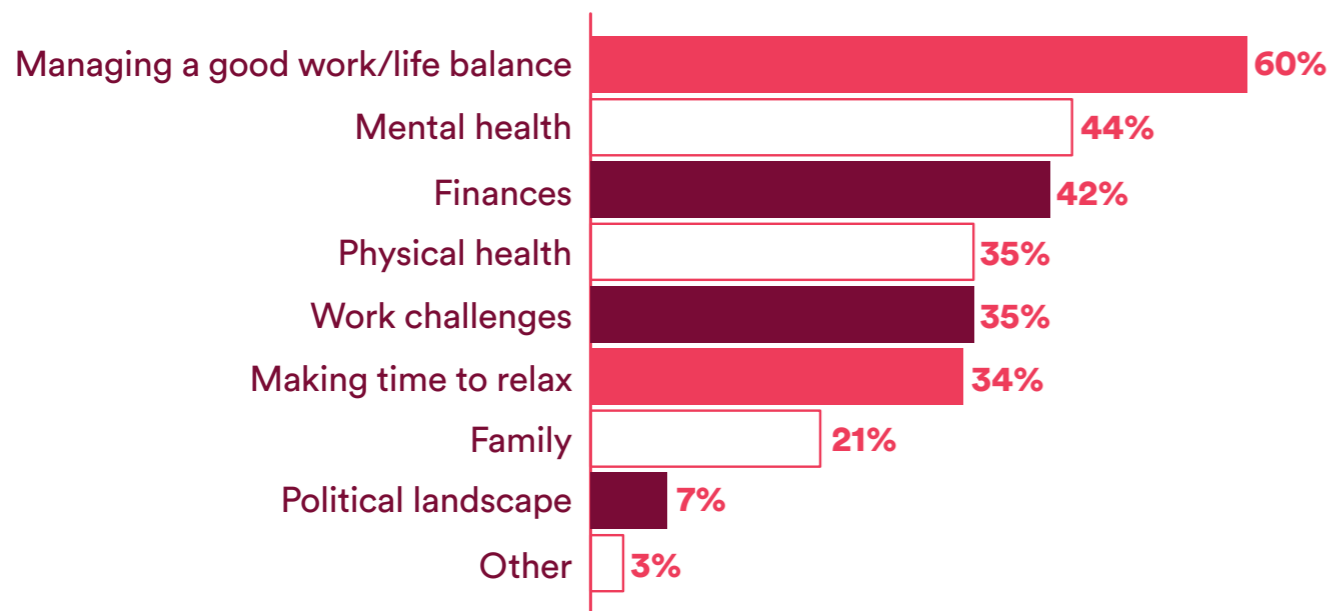
To mark Mental Health Awareness Week in May 2024, we relaunched our Taking the Temperature wellbeing survey.

Alarming, the percentage of hospitality workers reporting mental health issues in their careers was 76%, 12% higher than it was in 2020. There are complex reasons behind the rise, but the legacy of Covid-19 and the cost-of-living crisis have inevitably exacerbated the issue, with 69% of survey respondents claiming they had experienced mental health challenges since the pandemic and 49% linking bad mental health to recent financial pressures.

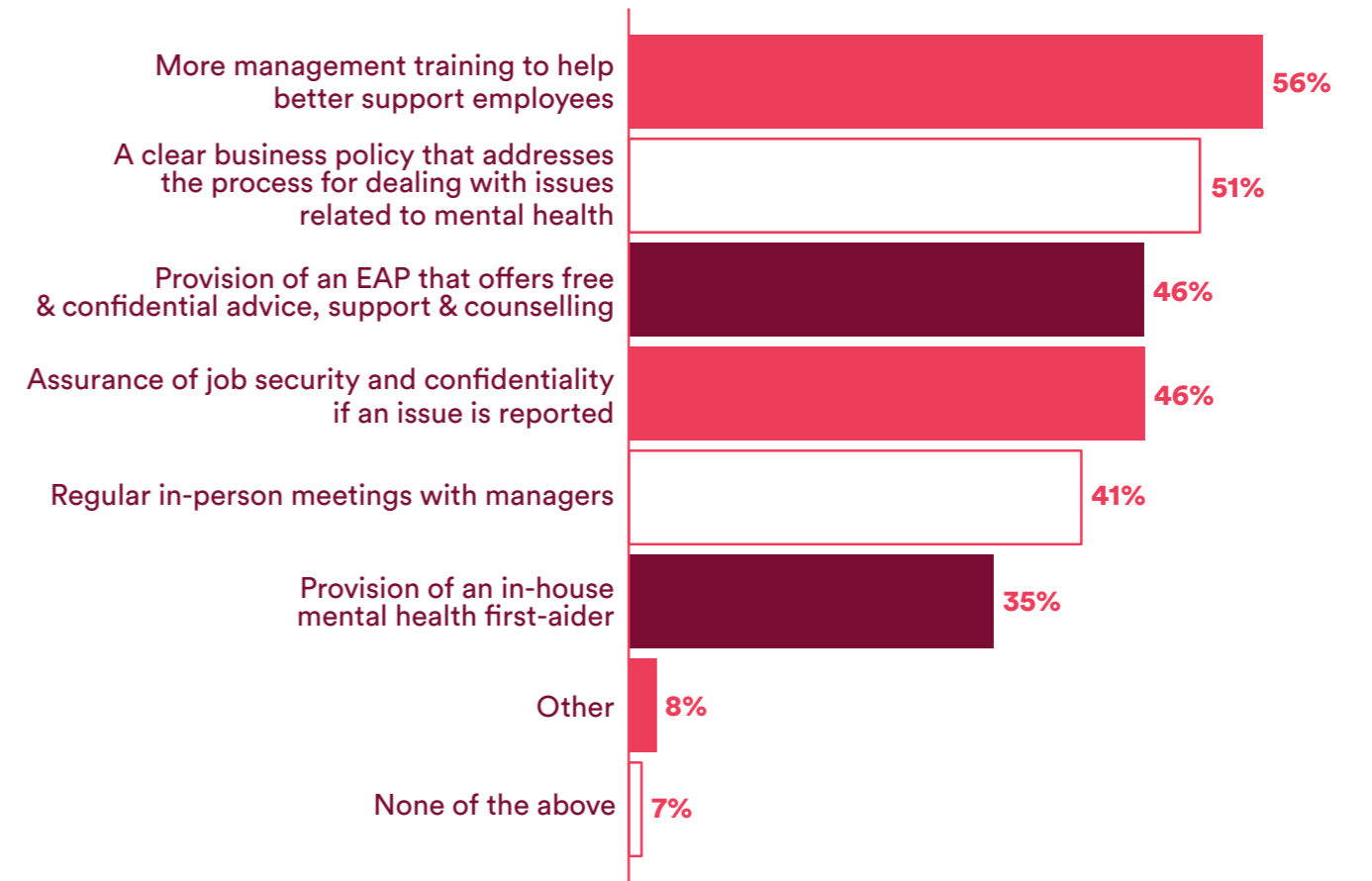
The survey also found that a proportion of those indicating they have had a mental health issue in their career is increasing and has grown around a third since 2018.



When asked to identify the top three challenges hospitality workers were personally likely to face in the next 12 months, “managing a good work/life balance” was cited by 60% of respondents with “mental health” and “finances” cited by 44% and 42% respectively.



What employees want.



The results are clear. Employees demand more training, supported by robust policies and the provision of a high-quality EAP like ours.

What employers can do.

In recent years employers have made huge strides to address employee wellbeing challenges by providing a scaffolding of support.

Managers continue to play a pivotal role in many hospitality business as they are at the frontline of implementing policy and delivering employee care.

More mental health training for managers in particular, supported by robust policy frameworks and a comprehensive EAP service like ours, will help further improve employee wellbeing in years to come.

Increasing our advocacy support.

Our experience, the data gained from our grant making and our Taking the Temperature survey all show the strong link between poor finances and mental health.

In 2024, we widened the scope of our support by introducing three new advocacy services.

Helping beneficiaries maximise their income was an untapped area of support we are now able to provide, thanks to the generosity of the Savoy Educational Trust.

Our newly recruited Benefits Advisor with her deep knowledge of the UK benefits system and the discretionary grants landscape has **unlocked more than £194,000 in unclaimed state benefits**, which hard-pressed beneficiaries were not able to access on their own, providing long-term support to deserving families for years to come.

“You’ve been so good helping me get to grips with my council tax arrears. You have made a big difference to my life.”

“The calculations you made have really relieved my anxiety, and going forward I feel in control when I communicate with regards to pension and DWP changes.”

Many applicants are struggling with severe levels of household debt, which places them at risk of court action. In 2024 we made **72 referrals to our specialist debt partner PayPlan**, ensuring beneficiaries were supported with debt solutions, payment plans and write-offs to enable them to get back in control of their finances.

In 2024 we formed a partnership with Shelter, to provide access to expert housing advice through its Helpline Plus service. **We funded 88 referrals to their specialist advisors** to ensure our beneficiaries had the advocacy support to either keep them in their current home or secure new accommodation.



Unlocked more than **£194,000** in unclaimed state benefits.



Made **72 referrals** to our debt partner PayPlan.



Funded **88 referrals** to specialist housing advisors.



PayPlan®



Employee Assistance Programme.

For hospitality businesses that truly care about their teams, our EAP provides a modern, all-in-one solution designed for the fast-paced nature of today's workplace.

Our service has been developed over the last ten years to provide a gold standard of care that's built specifically to meet the unique demands of the hospitality sector.

Our Wellbeing Foundations, Wellbeing Plus and Total Wellbeing packages provide comprehensive care to 195,000 employees from nearly 500 businesses from across the sector.

All packages include 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.

Users can also access the 24/7 service on the go via our digital wellbeing platform and app and have access to Hospitality Essentials, our rewards and discount platform, which allows hard-pressed families to access savings on everyday essentials and treats.

An employer's perspective on our EAP

James Hiley-Jones, Managing Director, Greenclose Hotels Ltd, says: "I think Hospitality Action's EAP is a great service, allowing employees to access a range of information and advice that they might otherwise struggle to access. They are so far-reaching and incredibly well connected and offer cutting edge, relevant advice to anyone that reaches out to them."

Usage trends and expanding support.

2024 saw a significant increase in service usage from 2023. Calls to the EAP advice line increased by 25% to 7,938 with concerns around stress, anxiety, finance and relationship issues continuing to drive usage of the advice line and our range of support services.

In response to the increase in complexity and volume of calls to our EAP we invested heavily in our 'Wellbeing Series', a monthly webinar that can be viewed live or on demand via our app, exclusively for EAP subscribers.

Industry leaders join mental health experts in our studio to unpack some of the burning issues for the sector. Topics include household finances, diversity and inclusion, self-harm, women's health. Viewers can interact live, and HR leaders can use the content as part of their wellbeing programmes.

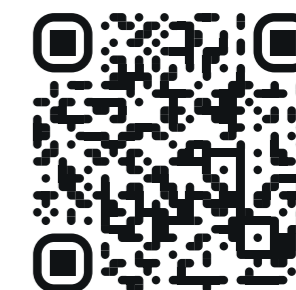
Our Taking the Temperature survey found that 67% of employers would signpost their employees to an EAP, indicating the significantly important role they play in mental health support and the benefits of having an EAP tailored for hospitality employees and their managers.

Employees' perspectives on our EAP

"The counsellor on the line was amazing and really helped me because I was going through a very bad time, thank you so much for the support."

"The counsellor I spoke with today was very kind and understanding and it helped contextualise how I was feeling. I appreciate it, thank you."

Scan to learn more:



To find out more about how the EAP could support your people, please email: eap@hospitalityaction.org.uk

How we fundraise.

We receive no government funding, thus every penny we award to beneficiaries is only possible thanks to the generosity of our wonderful supporters. We 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

Here are just some of the events we ran in 2024.



Back to the Floor saw over 80 of the UK's most iconic hoteliers test their silver service skills for 500 eager guests. The event took place at Park Plaza London Westminster Bridge, and raised a record-breaking **£265,000**.



Cotswold Cycle Challenge marked a triumphant return after a five-year hiatus. The event, hosted by Calcot & Spa, brought together 100 intrepid cyclists from every corner of the hospitality industry to raise **£26,000**.



Chef's Dinner at the Lowry Hotel, Manchester, saw a team of the North's finest chefs, including Simon Shaw and Shaun Rankin, cook up a storm to raise an incredible **£18,000**.



Bike to Care Gala Dinner, marked the 2024 Bike to Care Burgundy cycle challenge. A glorious fundraising gala took place at Nobu London Portman Square, where more than **£100,000** was raised.



The South West Polo Day returned to the renowned Beaufort Polo Club in Gloucestershire, where eight award-winning regional chefs raised over **£50,000**.



The Summer Challenge continued to invigorate the industry's competitive side. We called on supporters to rise to the occasion and collectively travel 40,000 miles in 11 days. Their incredible efforts raised over **£40,000**.



Chefs' Dinner at Rudding Park, Harrogate, saw Tim Allen, Nigel Haworth, Ruth Hansom and Adam Jones dazzle guests and raise over **£10,000**.



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. Over 1,000 participants took part and raised **£140,000**.



Spirit of Hospitality, the 3,000-mile journey across the Atlantic taken on by HA Ambassadors Chris Mitchell and Robbie Laidlaw was complete in January 2024. For 38 days the pair battled 20 foot waves and extreme heat to win their class in the World's Toughest Row and raise more than **£250,000**.



Winter Chefs' Dinner in association with Icelandic Glacial Water, saw eight of London's finest chefs cook up a gastronomic feast at our exceptional fundraising dinner at Raffles London at The OWO. A tremendous **£93,000** was raised in the process.



Winter Online Auction in association with Square, raised over **£20,000** thanks to the generosity of 51 prize donors from the likes of the Ritz London and The Waterside Inn, as bighearted supporters placed their bids just in time for Christmas.

Explore our exciting 2025 events programme at:
www.hospitalityaction.org.uk/events

Your support.

Brands, businesses and institutions play a vital role in our fundraising success, from consumer-facing campaigns to generous private donations in our honour.

Whether you choose us as your charity of the year, sponsor or attend our events, or add £1 to the bill, you're standing shoulder to shoulder with us to make the industry a better place for everybody. To get involved and make a positive difference email: fundraising@hospitalityaction.org.uk

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.

To mark their upcoming launch into the UK market, US casual dining giant Chick-fil-A awarded HA a £100,000 'True Inspiration Awards®' grant, while Philanthropist Lenore England's foundation generously donated £100,000.

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.

Corporate support

Our corporate partners not only 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. Heartfelt thanks to Apex Hotels, Dakota Hotels and Imperial London Hotels, just some of those who nominated us as their Charity of the Year in 2024.



Fundraising campaigns.

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



Invisible Chips

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? Notable stockists in 2024 included Elite Bistros, the Coaching Inn Group, Hilton, Gleneagles and Iconic Luxury Hotels.

Fundraising on your menu

In 2024 D&D, Greenclose Hotels, Gusto, sketch and THE PIG were among those who invited their guests to add an optional small donation to HA as part of their final bill.

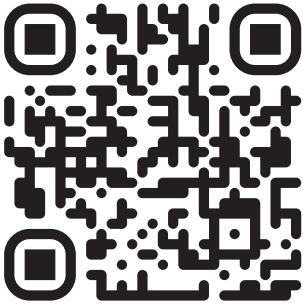
Inviting customers to do so proved to be an easy and effective way to make a charitable difference and raised tens of thousands of pounds. Some establishments showed their support by choosing to add an optional donation to a specific dish or afternoon tea, while others got creative, contributing a portion of proceeds from bespoke cocktails.



Miracle Mince

Following the success of 'Chefs at Home', 2024 saw the release of our second bestselling cookbook, in which the nation's favourite chefs shared their recipes for mince, transforming the frugal kitchen staple into delicious and affordable recipes. The book reached number one in the Amazon book chart and 100% of the royalties were donated to HA. Copies are available to purchase online and at your local bookstore.

Visit our website:



For support, email
grants@hospitalityaction.org.uk

To get involved, email
fundraising@hospitalityaction.org.uk

For EAP enquiries, email
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