



Room to Reward

NEWSLETTER

December 2021

Inspirational couple treated to hotel break

[@roomtoreward](https://www.instagram.com/roomtoreward)

www.roomtoreward.org





Greetings and welcome to the 2021 Christmas newsletter from Room to Reward.

Since re-launching in June, I'm delighted to say that we have been all systems go at R2R. We have had over **150 nominations for inspiring volunteers**, people whose dedication and commitment to helping others has been needed more than ever. The majority of these nominations were for our **Pandemic Volunteering campaign and told incredible stories of Hidden Heroes stepping up to make a difference** when it really mattered. You can read more about this campaign here: roomtoreward.org/pandemic-heroes/

Once again, we have received wonderful support from the hotel and hospitality industry. Our hotel partners are the foundation the rest of R2R is built on and to have such commitment and engagement after such a difficult time for everyone is just amazing. **We fully expect to end the year with more than 600 hotel partners** and are hugely grateful for the support of each one.

Finally, a special thank you must also go to our sponsors and supporters. **Their fantastic generosity enabled us to get back up and running and focus on reaching more hotels, communities and Hidden Heroes.**

I wish you all a very Merry Christmas, a Happy New Year and a successful 2022.

Thanks as always,

Adam Terpening
Charity Director



550+
Hotel
Partners

600+
Charities &
Community Groups

1100+
Hidden Heroes
Nominated

£525k+
Breaks
Donated



Pandemic Hidden Heroes

We've received some amazing nominations for our Pandemic Volunteering campaign. Find out more at www.roomtoreward.org/pandemic-heroes/



“During the pandemic, Nigel has spent hours upon hours travelling far and wide across Dorset making much-needed deliveries to our service-users. Each week, Nigel travels to the MYTIME Headquarters to collect emergency food packages for some of the most vulnerable families in Dorset, and delivers them all over the county. For Nigel, no job is too small and no distance too far.”

Nigel – Hidden Hero – MyTime Young Carers



“GFS is a charity powered by volunteers and Pam has been a volunteer for almost 50 years. Throughout the pandemic, she has helped out at virtual sessions at a neighbouring group, offered guidance and support to both staff and volunteers and helped to steer our organisation into the future. In short, Pam is a legend at GFS.”

**Pam – Hidden Hero – Girls Friendly Society
Break Taken at Cedar Manor**



“From lockdown right through to today, Martin has been there volunteering on the front line. He has been working tirelessly to support our cancer patients, their families and the wonderful NHS staff at the Beatson West of Scotland Cancer Centre in Glasgow. He upped his volunteering contribution significantly in newly-established COVID emergency volunteering roles and did it selflessly, with great kindness and a smile.”

Martin – Hidden Hero – Beatson Cancer Charity





Hotels & Hospitality

www.roomtoreward.org/room-to-reward-hotel-partners



We are hugely grateful to Harbour Hotels who raised over **£12,000** for R2R with their brilliant Fish & Chip donation campaign. **It's a simple way of raising significant, vital funds and has made a huge difference to our financial health.** [Read more about it here.](#) Huge thanks also go to **Bromley Court Hotel, Celtic Royal and Rothay Garden** who are running similar campaigns.

Could you arrange some dish donations for R2R? [Let us know!](#)



VALOR
HOSPITALITY
PARTNERS

We are delighted to welcome **Valor Hospitality** as the **latest major group to join our journey.** 34 properties will be added to R2R, giving nominated Hidden Heroes even more fantastic choices for their break. See our other fantastic new partners on the next page.

HOTEL
360
MARKETING • TECHNOLOGY • OPERATIONS • BUSINESS GROWTH

**INDEPENDENT
HOTEL SHOW**
4-5 OCTOBER 2021
OLYMPIA LONDON

HOSPACE 2021
The Next Generation
Brought to you by HOSPA & HTNG



We were delighted to exhibit at **HOTEL360, The Independent Hotel Show** and **HOSPACE** this year. We also had the pleasure of being the charity partner of the fantastic **Boutique Hotelier Awards.** Coming up in January, we look forward to the **Master Innholder's Conference.**



Listen to Vice-President of Park Plaza Hotels, 2021 Hotelier of the year and fantastic supporter of R2R Daniel Pedreschi talk about why they are involved and the benefits of being a hotel partner of **Park Plaza** Room to Reward.



Park Plaza
Hotels & Resorts



2021 – New Hotel Partners

www.roomtoreward.org/room-to-reward-hotel-partners

Iconic Luxury Hotels

Mayfair Townhouse

Legacy Hotels

Courtyard by Marriott Heathrow

Hampton by Hilton High Wycombe

30 James Street

The Priest House Hotel

The Quays Hotel

The O'Callaghan Collection

The Alex

The Green

The Mont

The Davenport

Ashdale Hotels

Hazlewod Castle

Dower House

Champneys

Champneys Forest Mere

Champneys Eastwell Manor

Kaleidoscope Collection

Bishopstrow Hotel & Spa

Homewood

Residence Apartments

The Retreats Group

Valor Hospitality

Individual Hotels

The Dorchester

The Savoy London

Nobu London Portman Sq.

The Atlantic Hotel Jersey

Celtic Royal

Rothay Garden

The Savoy Bournemouth

Springkell

The Oaksmere

Cottage Lodge Hotel

West Park Hotel

Ethos Hotel

Hampton by Hilton Exeter

Airport

*Thank you for
your wonderful
support*

In March 2022, Adam Stanton-Wharmby is taking on a John O'Groats to Lands End wheelchair marathon to raise money for R2R partners Whizz-Kidz. Adam aims to complete the journey in 20 days – and set a new world record – and is looking for accessible accommodation for himself and the support team on route, specifically Dornoch, Dingwall Ross-Shire, Newtonmore, Pitlochry, Edinburgh, Melrose, Durham, Harrogate, Manchester, Stafford, Birmingham, Evesham, Banbridge, Lynton and Newquay.

[Find out more and Adam's contact info if you're able to help here.](#)



Room to Reward - 2021

www.roomtoreward.org/r2r-impact/

50+

New Hotel Partners



100+

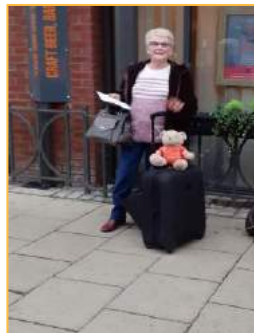
New Charity & Community Group Partners



150+ Nominations

50+ Breaks Booked

£25k+ Breaks Donated





Get Involved

www.roomtoreward.org/get-involved

From spreading the word and getting fellow hoteliers involved in R2R to raising vital funds through events, challenges and initiatives, there are all sorts of ways you can get involved and help support the Room to Reward mission.

Events & Challenges

Could you and your team take on a run, a swim, a cycle – or even all three at once! – an abseil, a trek, a skydive or anything else to raise money for R2R? **Every penny raised helps us make a real difference to charities, communities and the Hidden Heroes who do so much for them.** Need some inspiration? Check out <https://www.thegivingmachine.co.uk/fundraising-ideas/>



Initiatives & Campaigns



Could you implement a **dish donation campaign** in your menus? Harbour Hotels, Bromley Court Hotel, Rothay Garden and Celtic Royal have raised significant funds for R2R through this simple, eye-catching initiative. **The more we raise, the more Hidden Heroes we can reach and say 'thank you' to.** We also have collection tins, or, alternatively, [QR code displays for simple, impactful donations](#) that raise awareness of our work as well as generate vital funds.

Fundraising Resources

You can find more fundraising ideas, examples of previous campaigns and various supporting materials on our website – www.roomtoreward.org/get-involved. Whatever you're able to do, **we are always hugely grateful of your wonderful support** and will do everything we can to help. For more information, contact Joe on joe@roomtoreward.org.





Corporate Sponsors

www.roomtoreward.org/corporate-sponsors



Enotria&Coe is the UK's leading wine and spirits distributor. We pride ourselves on delivering exhilarating drinks experiences through an industry-leading supply chain and a highly trained network of dedicated account managers. **E&C is the UK's only distributor to service all channels of the drinks industry.** Our expertise spans both national and regional on-trade (our traditional heartland), off-trade and direct-to-consumer channels (through specialised e-commerce retailers The Great Wine Co. and Spirits Kiosk). **Our direct-to-consumer offer aligns a physical store presence, online editorial content and curated events.** Our portfolio boasts some of the leading lights of the winemaking world, including icons like Maison Trimbach, d'Arenberg, Fontanafredda and Sierra Cantabria. Our portfolio is sourced with vitality and verve, embracing provenance, history, sustainability and innovation to offer our customers the most memorable drinks experiences. **Enotria&Coe offers a comprehensive package, delivering unrivalled consumer and customer data which enables us to forecast superior trend information.** www.enotriacoe.com



Splendid Hospitality is a family-owned business that has been operating over the last 20 years. They have built, designed, and now operate an impressive portfolio of 21 hotels across the UK, including York, Edinburgh, and London. Their ever-growing portfolio combines both independent and globally respected brands comprising Accor, Hilton, and IHG, from budget to luxurious hotels offering something for everyone. **Creating extraordinary experiences that lead to long-lasting memories is at the heart of what Splendid Hospitality do.** This is due to the people throughout the hospitality group who are committed to The Splendid Hospitality Way providing a genuine service to every one of their guests. **Splendid Hospitality is delighted to support Room to Reward in celebrating Hidden Heroes with one of their renowned extraordinary experiences.** www.splendidhospitality.co.uk



Perched high above the village of Broadway lies Farncombe Estate – a glorious sprawl of forest and field, riddled with rambling trails and cycle routes, and home to **Dormy House, Foxhill Manor, and The Fish.** Whether you are looking to get the gang together for a getaway with a difference or enjoy a marvellous mini break with a loved one, this 400-acre playground is waiting for you. **At Farncombe, our aim is simple but ambitious: we want to be the most memorable hill in the world.** For some, we are a country playground for extraordinary events, for others, we are a place to escape from the rigours of the everyday world. **Whether you come to Farncombe Estate for the sublime scenery or the fabulous food, to get out and about or to rest and rejuvenate, you can be sure you'll cherish your time here for many years to come.** www.farncombeestate.co.uk



Focus Hotels Management Ltd are one of the UK's leading independent hotel management companies focused on creating owner value and a sustainable business platform. Established in 2007 and with over 50 years of experience within Hospitality Management, **Focus is dedicated to driving business's performance and the long-term success of hotels under management.** On behalf of our owners, Focus successfully operates a range of full service ,focused service, branded and independent hotels across the UK helping to guide all aspects of the hotel's operations from stakeholder liaison, design and build, financial planning, performance and of course operational excellence! Partnering with some of the leading Hotel brands to include Hilton, Marriott and Accor, **Focus is at the forefront of Hotel operations and delivers exceptional returns for its owners.** www.focushotelsmanagement.co.uk



Savills is a leading multi-sector global property advisor with an international network of more than 39,000 professionals across over 600 offices and associates throughout UK, Europe, Middle East, Africa, Asia Pacific and the Americas. **We know that real estate decisions depend on accurate insight.** With a strong client focus, commitment to our people, and unrivalled market insight and expertise, we will provide you with the **highest quality advice and competitive advantage** to help you make well informed, insightful decisions. **Commercial, Residential or Rural, local, national or global, we have more than 160 years of history to help with your future.** www.savills.co.uk

www.roomtoreward.org/get-involved



Corporate Sponsors

www.roomtoreward.org/corporate-sponsors

4Couture is a creative, boutique agency with over 18 years experience in supplying stylish corporate clothing, workwear and branded promotional merchandise. We're **passionate about how your brand looks, how it looks and feels to your staff and most importantly, how it's perceived by your guests and clients.** With our forward thinking, in house design & production teams we're responsible for supplying some of the largest household brands in the UK and EMEA. **Off the peg promotional clothing, field team uniforms, hospitality and retail wardrobe right through to fully bespoke designs.** Management, warehousing and the running of client inventories are all part of our service. **Good with the smallest details, great with the big ideas and always fun to work with!**

www.4couture.com

Comax is the largest independent wholesaler on the South Coast, specialising in cleaning, catering and PPE products and equipment. With thousands of items in stock, **shop from top brands across janitorial, kitchenware, food packaging, tableware and more!** Browse the broad product range online, contact the dedicated customer services team for product advice or book an appointment to view the extensive showroom. **When you choose Comax you get more than quality products,** you get a professional and experienced team, committed to meeting customer needs. **Find out more on the website or call our customer service team on 01202 684111. www.comaxuk.com**

Starboard Hotels is an award-winning owner and operator of franchised and independent hotels. Starboard manages properties under various global hospitality brands including **Accor, Best Western, IHG and Wyndham.** Starboard recently expanded the range of brands represented in their portfolio through the opening of the Hampton by Hilton London Park Royal in October 2020. Starboard's vision, mission and values place a particular emphasis on **investing in the personal and professional development of the hotel teams at the heart of its delivery of exceptional customer service and guest experience. www.starboardhotels.com**

Tolchards are a leading drinks wholesaler covering the South of England. Since 2010, we have built a strong reputation for supplying customers on time coupled with an exceptional level of service. **'Delivering quality drinks with a quality service' has become the ethos of the company** and is at the forefront of how we move forward as a business. Whether you are a new or long-standing customer, it is vital for us to combine our ability to source exceptional wines, spirits, beers and soft drinks that suit your individual requirements with a tailored service. **By going beyond what is expected and what has gone before we set a new standard for a delivery service within the drinks trade. www.tolchards.com**

The financial support of our wonderful sponsors enables Room to Reward to continue to grow and deliver well-deserved breaks to the Hidden Heroes. Every penny donated makes a real difference to charities, communities and the inspirational volunteers who do so much for them.

For more information on our corporate sponsorship partnerships and opportunities, [contact us.](mailto:info@roomtoreward.org)

www.roomtoreward.org/get-involved



Supporters

www.roomtoreward.org/supporters/



The Temple Spa story began almost two decades ago. After many years of creating businesses and products for others, we really wanted to have our own brand and infuse it with joy, passion and excellence. We're a British brand with a Mediterranean soul. Our luxurious results-driven skincare and spa experiences are a tool in the hand to "spa wherever you are" and most importantly to live, breathe and love who you are. Life can be stressful and we truly want Temple Spa to be a positive metaphor, whether you browse and use our products, enjoy a spa treatment, host a class or even work with us!



Filer Knapper LLP. is an accountancy firm based in Christchurch, Dorset. Whether you are in business, a private individual or run a large company, at Filer Knapper we understand that it is all about you. We've been successfully helping businesses and individuals make the most of their finances for over 60 years. We believe in the importance of meeting you personally and offering a level of service that goes beyond ordinary.0



Gallagher is one of the world's largest insurance brokerage, risk management and consulting firms, working with companies of all sizes across a wide range of industry sectors including hospitality and leisure. We sit right at the heart of our local communities with our dedicated teams offering expertise, advice and support to our clients at a personal level. For more information, contact our team by emailing nina_bourner@ajg.com.



The Institute of Hospitality is the professional body for managers and aspiring managers working and studying in the hospitality, leisure and tourism industry. We have members working in every sector of the industry and in over 100 countries around the world. Our primary purpose is to promote professionalism through lifelong learning. This is achieved through engagement with hospitality educators around the world, our knowledge library resources and through a programme of professional development events.



We've been inspecting and recommending hotels for over a century. When you join a scheme, we'll work with you to provide the support you need to make your establishment reach its full potential, including a great range of membership benefits. We are the only organisation that works across the UK and Northern Ireland with hotels, guest accommodation, self-catering, serviced accommodation, restaurants, caravan and camping sites and catering colleges.



The Independent Hotel Show is the only industry event dedicated entirely to the need of luxury and boutique hoteliers. They strive to deliver a guest experience above and beyond that of the typical trade show so whether you're looking for inspiration from our sublime designers, innovation from leading technology suppliers, or simply to discover something new for your hotel, we're confident you'll discover the solutions you are searching for! The Independent Hotel Show returns to Olympia London each October.



HOSPA – The Hospitality Professionals Association – is the association helping hospitality's Finance, Revenue Management, IT, Marketing and Asset Management professionals develop their careers and network, as well as keep up-to-date with industry trends and developments. We offer a wide and growing range of opportunities for members, from meetings addressing specific topics to webinars; from extensive professional resources to the latest industry data through HOSPA's monthly magazine 'The Overview'.



The Master Innholders is a well-respected, prestigious force within the hotel industry – an elite corps which is publicly recognised as a standard bearer for the industry. It aims to influence standards and extend professionalism within the industry; to promote consideration, study, discussion and research in the areas affecting hotel management including management development, training, education and recruitment.



Room to Reward

Thank you & Merry Christmas!

Inspired by the people treated to hotel break

[@roomtoreward](https://www.roomtoreward.org)

www.roomtoreward.org

