

HA Summer Newsletter

Sending caring wishes to our HA community and all our friends especially during these times of change.

Caring takes centre-place

As an industry we are passionate about what we do, especially when it comes to caring for people which is at the very heart of everything. The industry is dynamic, resilient and flexible and we are moving forward together pro-actively and positively to a different, smarter and happier future, always with care at the centre of all that we do.

Putting into practice the principles that underpin HA; excellent internal customer service, the way we serve and care for each other, and the continual quest to provide a high-quality working environment contributes to the highest levels of employee satisfaction. We have seen how fundamental these practices are in addressing the current staffing crisis and enhancing our industry reputation. We are pleased to see how they have built resilience into our community.

Change - whose responsibility?

Although the staffing crisis is not new, the pandemic has exacerbated the issue. The long-term reputation and lack of confidence in the hospitality sector is having a damaging effect on recruitment efforts. UK Hospitality has unveiled a 12 point plan to tackle the staffing crisis, read more [here](#). This is fantastic news, especially regarding government involvement, nonetheless businesses also need to accept their responsibility. Successful proactive businesses focus on what they can do and can influence as opposed to reactive businesses where the energy focus is on things beyond their control. In following the HA framework, we know our community is able to maintain a clear and effective direction.

Of course, quality always plays a key role in your overall strategy and in business objectives and during 2021 its role continues to expand, driven by consumer safety considerations. Transformation sums up the 2021 outlook on quality, too.

We are changing, too, so what's new at Hospitality Assured?

We have undertaken research to inform and evaluate our business plan and have reviewed what has been achieved. Here are some of the results to share with you:

- A new logo (*thanks to stakeholders for their input*). We hope you like the new design to convey confidence whilst also looking professional as well as progressive.
- A new website – (*thanks to Karen and Mi-Hi Digital who have been busy*). The back end is still WIP with the aim of making it easier for you to work with us; tell us what you think. We are very receptive to ideas from you, particularly at this stage e.g. what works well for you, have we missed anything or do you have suggestions for any changes?



- A new database – nearly complete (*thanks to Sue for her unstinting work so we can more closely meet your needs and expectations*)
- New documentation – guidelines, assessor guidelines, introduction pack, self-review pack
- New processes – going digital (*for submissions of Self- Assessment and reference links with a year-end target date*)
- A new process for the Interim Review
- A new model for small businesses is being developed. (*Dorset House - a husband & wife team operating a small boutique B & B in Lyme Regis recently gained accreditation as part of our market extension*)
- A new modernized Hospitality Assured Standard has been completed to ensure our traditional standard is as applicable as ever
- New HA Explainer video - watch it here on our home page [Hospitality Assured - the customer service quality standard](#) and please share
- Increased social media activity

Our fresh approach makes it easier to collaborate, share and do business together. Our aim is to raise the profile of HA so that your customers, together with potential customers, will increasingly recognise and seek you out as dynamic, trusted businesses that deliver service and business excellence. Through this partnership we will have a shared vision and shared values. By sending us your case studies, articles, press releases, good news stories we are able to share and promote your successes through our channels to increase market coverage for you and, of course, please do refer us to your suppliers and customers. A win/win for all.

It's all change at the Institute of Hospitality too

A very fond farewell to Peter Ducker FIH the outgoing Chief Executive with sincere thanks for the fantastic support he



gave and a huge welcome to the incumbent Robert Richardson FIH, who has a wealth of hospitality experience and a lot of inspirational energy. Take a look at his introductory letter [here](#). We wish him well and look forward to working together. We have been sad to see some colleagues go and would like to extend a warm welcome to new members who have joined the team. We have talked with Robert about developing a closer working relationship with the Institute, stakeholders and partners to form a more cohesive and inspired way of working. The Institute's purpose 'to promote professionalism through lifelong learning and inspire hospitality professionals to perform at their very best and earn the recognition they deserve' is perfectly aligned with that of HA's 'to promote professionalism and competitive advantage through business and service excellence'.

This closer partnership will bring all of us more access to resources, events and networking opportunities.

A few areas for consideration on change and caring in Hospitality



Natasha's Law will come into effect in October 2021 to allow a transition period for businesses to properly implement the new regulations. The Food Standards Agency will ensure businesses take the right steps to make labelling both accurate and fully effective. Read more [here](#)

Food waste and a move towards a circular economy are current areas of focus. The **Guardian of Grub** food waste reduction campaign aims to tackle the £3bn of food thrown away at hospitality and food service outlets. The campaign is aimed at empowering professionals from across the hospitality and food service sector to reduce the amount of food thrown away. Watch this [video](#) to find out more. A further best practice approach by **WRAP** (circular economy and resources experts) has produced a Food Waste Reduction Roadmap. Watch the webinar [here](#). And finally, the **Sustainable Restaurant Association (SRA) - Food Made Good** is their main programme for driving and sustaining positive change across foodservice in the UK.



Welcome

We welcome Majella Taylor of Pavlova and Cream to our team. Majella recently got married so many congratulations Mr & Mrs Taylor! Majella operates her own business, Pavlova & Cream, and has joined us as a Social Media Specialist as well as working for the Institute of Hospitality. We look forward to her being a valuable part of our team.



We are really excited to welcome into our community Dorset House who have recently achieved accreditation of Hospitality Assured with a very commendable first-time score. Jason and Lyn, the owners of this unique 5-bedroom boutique bed and breakfast business in Lyme Regis, are passionate about creating a relaxing environment for their guests, with the focus on local foods, products, sustainability and health and fitness. This multi award winning enterprise is the smallest business to achieve full Hospitality Assured in our history, proving that Hospitality Assured is relevant to small and large organisations dedicated to quality and consistency. Dorset House has also been voted the fourth best bed and breakfast in the world, in TripAdvisor's Travellers' Choice Best of the Best Awards for Hotels, having ranked in third place in both Europe and the UK. They are also very proud of their Green Tourism Gold Award, the Trip Advisor Green Leaders Award and took Gold for B&B/Guesthouse of the Year in the South West Tourism Awards. We highly recommend a visit! Take a look [here](#),

Community News - coming soon; however, we just had to include this:

TLC Care Achieves 'World Class' Hospitality Assured Accreditation



We have loved receiving news from you and hope that you have enjoyed our summer round up. We regularly update our social media channels, which we hope you find both informative and relevant. Please stay in touch and take a look at our [News](#) on the website, which includes interesting articles on best practice. A massive thank you to all who have already contributed case studies, articles or blogs - please keep them coming. We love to hear about *exceptional service, amazing cuisine, brilliant examples of good practice, awards achieved or anything that's innovative or quirky!*

We wish you a fantastic rest of the summer and look forward to being back in touch after the summer season!

We continue to support the following nominated charities by promoting their valuable work through the [Hospitality Assured Network](#). Hospitality Action offers vital assistance to all who work, or have worked, within hospitality in the UK and who find themselves in crisis. The Springboard Charity helps young, unemployed and disadvantaged people launch their career in the hospitality, leisure and tourism industry, then provides ongoing support.