

Caring Ways Caring For Our Community



What we have done ...

The Caring for our Community programme has been running since 2023 and has raised over £100k.

Each year we work with a small number of charities that have been handpicked. We look for small London-based organisations where we can help make a big difference - through fundraising and direct volunteering opportunities.

FUNDRAISING

Highlights from the last year.

We launched our Fish & Chips £1 donation programme in all hotels, which to date has raised over £14,000.

We worked with our laundry partner to provide 500 new towels to one of our charities, Little Village - an item they were desperately in need of.

13 members of our team completed the 24 Peaks Challenge and raised over £12,000.

All unclaimed lost property is now collected by the charity Traid. In July 2025 alone, Traid collections of lost property from our hotels managed to divert 137kgs of unwanted clothes and shoes from landfill.



£106k
raised
since 2023

£330k
our total target
by 2030

VOLUNTEERING

Highlights from the last year.

In the last year our volunteers have given up their time to help out at Kentish Town City Farm, Social Bite, and Little Village.

1002
volunteering hours
FY24 + FY25



Where we are heading ...

Our target is to raise £330,000 by 2030.

Our target is to provide 6000 volunteering hours by 2030.

6000
our total target
for volunteering
hours by 2030



Spotlight on: Kentish Town Farm

Kentish Town City Farm is a local charity that helps city people connect with animals, nature and the environment. They provide an extensive educational programme to schools, work experience opportunities for students and farm and garden related activities for local children and families.



Spotlight on: Little Village

Little Village makes a big difference to families with babies and young children living in poverty across London. Via their network of baby banks they pass on loved goods from one family to another – clothes, toys and equipment – so that many more babies and young children have the essential things they need to thrive.

