

**SOUTH PLACE HOTEL**

**Hospitality  
Action**

## South Place Hotel's Partnership with Hospitality Action

Our corporate partners are the backbone of our fundraising. Not only do they help us raise vital funds to support hospitality people in crisis, they also advocate for our brand spreading the message across the industry and raising awareness of the work we do.

Inviting your guests and customers to make a small donation to Hospitality Action as part of your billing process is an easy and effective way to support your industry charity. It enables them to say 'thank you' for an enjoyable meal, drink or hotel stay by contributing to the only charity dedicated to keeping hospitality people happy and healthy. Our experience is that they'll be only too happy to donate - and they'll leave feeling more engaged with your business.

**Dean Culpan, General Manager of South Place Hotel, shares the reasons behind their decision to partner with HA in this way.**



“At South Place Hotel, we recognise the unique challenges faced by professionals in the hospitality industry. Hospitality Action is a charity that directly supports individuals within our sector who are struggling, whether due to financial hardship, illness, or other personal difficulties. We chose to fundraise for Hospitality Action because it's a cause that hits close to home; it allows us to give back to an industry that we are deeply connected to and passionate about. By supporting this charity, we're helping to ensure that our colleagues and peers have the resources and assistance they need during tough times, reinforcing our commitment to the well-being of our industry community.

Setting up the £1 on the bill mechanism was a straightforward process, thanks to the cooperation between our management team and our service staff. The first step involved securing buy-in from all stakeholders, ensuring that everyone understood the importance of this initiative. Next, we worked with our POS (Point of Sale) provider to integrate the donation option seamlessly into our billing system. We also trained our staff to explain the initiative to guests, emphasizing that their contribution, while small, would make a significant impact. Clear communication and technical support were key in making the process smooth and efficient.

We wholeheartedly encourage others in the hospitality industry to support Hospitality Action. The challenges faced by our industry professionals are unique, and it's crucial that we, as a community, come together to support one another.

Fundraising for Hospitality Action not only helps those in need but also strengthens the bonds within our industry. It's an opportunity to give back in a meaningful way and to show solidarity with our peers. By joining this cause, other businesses can make a significant difference, fostering a culture of care and compassion throughout the hospitality sector."



The Team at South Place Hotel

**We partner with businesses of all shapes and sizes and work with them to achieve their CSR, communication and philanthropic goals. To learn more, contact:**

**Elice Davies, Corporate Partnerships Manager,  
0208 187 9055  
[edavies@hospitalityaction.org.uk](mailto:edavies@hospitalityaction.org.uk)**

Registered Charity No. 1101083.

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