

OUR PLACES

OUR GOALS:

1. Increasing our charity initiatives and volunteering
2. Contributions and investments with our local community
3. Engagement with our local community

SUSTAINABLE DEVELOPMENT GOALS:



2019: Engaging and supporting the local communities that our properties call home.

The Group is committed to supporting and making a positive contribution to the communities in which we develop, own and operate hotels, resorts and campsites, restaurants, bars and spas.

As well as supporting central corporate charities, each of our hotels operates its own unique community activities throughout the year. They do this in a number of ways including fundraising, volunteering and in-kind giving.

At a hotel level, we support a variety of charities in our local communities. This includes helping disadvantaged children and their families, elderly people, homelessness, and promoting arts and culture.

Although our combined activities continue to make positive local level impacts, we have identified a need for better reporting of our inputs, outputs and impacts. In 2020, we have committed to developing a strategic community plan aligning to our core business purpose. In the fourth quarter of 2019 we also signed up to the London Benchmarking Group in order to effectively report on our community activities in 2020.

“I grew up in South London and did what most guys my age do, got into trouble, didn’t fulfil my potential and missed opportunities. I was quite immature and carefree with my lifestyle and attitude, which led me into serious trouble. Park Plaza Hotels looked past my circumstances and saw my potential and enthusiasm and gave me a chance. For that I’m really grateful for. I had been in contact with Lambeth Working, who supported me to get back into work and find a company who would give me a chance”

MICHAEL
CHEF APPRENTICE

Working in our local communities 2019 Review

Employing team members who live near our properties is not only good business sense, but supports our objective to be part of our local communities. In 2019, we worked with over 60 local partners, including charities, community groups and social enterprises.

Not only are we committed to providing work opportunities for our local communities, we are also an advocate for empowering everyone, no matter what their background, to reach their full potential. We aim to support disadvantage and underprivileged people into careers. In 2019, we continued to work with charities and organisations to support people back into work.

This year in the UK we recruited five team members from The Clink and six team members from Action on Disability. We also support and employ team members through The Passage, Galvin’s Chance, the Prince’s Trust, Springboard and House of St Barnabas. In Croatia, we continued our partnership with the EduTurizam project together with the Institute for Labour Market Development to provide hospitality skills for unemployed individuals.

Local food and culture

Local gastronomy is an important part of the culture, heritage, and customs of our destinations. Not only is cuisine an increasingly important motive for travel, but also a key element in evaluating the overall experience and guest’s satisfaction.

In Croatia, Arena Hospitality Group has created a programme called ‘days of local cuisine’, which enables our guests to enjoy traditional Croatian dishes and experience national costume, as well as promote local cultural and artistic organisations through the procurement of local food and crafts.

The quality and offering of food we serve to our customers is important and many of our restaurants source local produce direct from markets, and menus are being developed to give more choice to vegans, vegetarians and other diets. Where we have roof space, some of our hotels have taken to growing their own – producing fresh herbs, spices and vegetables. Park Plaza London Waterloo, has welcomed 150,000 bees onto their roof, and their honey is now a key ingredient in our menus.

This year, we launched Carsten’s Restaurant at Park Plaza Victoria Amsterdam with Dutch celebrity chef Maik Kuijpers. The concept of the restaurant is on local quality, appreciating seasonal menus and the quality of the local food heritage and culture with the ethos that food is at its best from around the corner.

2019 Communities initiatives led by our hotel teams

As part of our 2019 Communities programme, we asked our team members to chart our path by selecting local causes and activities to support their causes. A selection of our team members’ initiatives within our local communities are set out on page 87.

Our 2020 Communities programme

To ensure we invest clearly and with purpose, the Company expanded our Responsible Business team this year. An in-house team was created, consisting of at least one team member from all leadership levels within the Company.

The team’s progress will be reported to the Board, with individual Directors making themselves available to advise and take an active role in our Responsible Business initiatives. To implement our Responsible Business initiatives, the Company further pledged the funding for each property across all five regions, to appoint a Responsible Business Ambassador from within the workforce, who will spend a set number of hours per month reviewing local communities activities, arranging for

opportunities to engage and support local causes and keep record of the hotel’s efforts.

The formal structuring of the team has allowed the Company to manage consistency and efficiency in embedding its core values and improve the overall reporting of our responsible business activities across our portfolio.

Art in our communities

Sharing art is a simple way for us to welcome people into our property and make art accessible to all. In 2019, we continued our tradition of displaying art in public areas across our hotels with the creation of the Verudela Art Park in Pula.

The new park behind Ambrela Beach in was designed by local architects, who created a base for an installation of the ambient sculptures. The sculptural installations,

underline the idea of mobility and travel, as well as clouds as synonyms and symbols of modern tourism. Seven local artists were selected for the realisation of this demanding and valuable project and the project debuted in June 2019.

The planning of the art park ensured a pedestrian approach from all directions to provide free and welcoming access. Names of the world oceans and seas will be printed along the cor-ten steel line which exists at the highest elevation of the park, as symbols of the location, but also the theme of the park – travels.

The 2020 aim is to focus the energetic support of our team members in their local communities initiatives and structure our efforts across the Responsible Business programme to ensure our values are embedded across our business.

Team members from across the Group also organised fundraising activities to celebrate the month which raised €6,000 for the World Childhood Foundation.

HRK 75,000 WAS DONATED TO THE GENERAL HOSPITAL IN PULA

PARK PLAZA BERLIN KUDDAM PREPARED 70 (HEALTHY) CHILDREN’S LUNCH BOXES

CLOTHING DONATIONS 

PARK PLAZA VICTORIA AMSTERDAM SUPPORTS YOUNG DESIGNERS (LICHTING, AMSTERDAM FASHION WEEK & HTNK)

SUPPORTING NOTTINGHAM CHILDREN’S HOSPITAL



BAKE & CAKE SALES

YEARLY UPGRADE OF THE GARDEN AT ELDERLY HOME VONDELSTEDE

PARK PLAZA AMSTERDAM AIRPORT DONATING 30 LITRES OF FRESHLY MADE SOUP TO ITS SOUPBUS IN AMSTERDAM



PARK PLAZA LONDON WATERLOO ‘WRAP UP LONDON’ DONATE COATS AND DRESSING GOWNS TO OUR LOCAL CHARITY

PARK PLAZA UTRECHT SUPPORTING THE HOMELESS WITH DONATIONS OF FURNITURE AND BED LINEN

ARENA HOSPITALITY GROUP WITH UNICEF PROGRAMME ‘FOR A STRONGER FAMILY’ HELPS TO ENSURE BETTER LIVING CONDITIONS AND A BETTER FUTURE FOR VULNERABLE CHILDREN.



HOTEL FOR BEES

Bees play a critical role in healthy ecosystems and through their pollination, they are essential for food production. Sadly in recent years, changes in our environment have meant that bees are significantly declining in numbers.

This year, Park Plaza London Waterloo partnered with Dr. Luke Dixon – an expert in rooftop beekeeping and a member of the British Beekeepers Association – to create a safe haven atop its fourth floor, giving the bees an opportunity to form colonies and produce local honey, leaving the bees with ample honey to thrive. London’s mild climate and wide range of food has provided a welcome environment and our rooftop is now home to 150,000 honey bees.

Fresh honey collected is used in the menu of our all day dining restaurant, Florentine, where 10% of the sales go to the Bee Friendly Trust charity.