

BE INCLUSIVE HOSPITALITY



Impact Report 2020 - 2022

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Foreword

I am delighted to introduce Be Inclusive Hospitality's first impact report. After two years of delivering a range of initiatives to accelerate race equity within hospitality, food, and drink, I felt that now was the right time to take stock of progress and lay out our plans for the future.

Our strategy for the future is to further develop programmes and initiatives to be delivered throughout the UK to support both underserved and underrepresented communities within hospitality. Our work is needed now more than ever before with the pressures that continue to put an extreme strain on the hospitality sector and the people within it.

The focus remains to ensure that both employees and entrepreneurs of colour, are able to access professional development, wellbeing, funding and build networks to help create an inclusive hospitality industry.

As we continue to collaborate, and work hard to bring our 2026 vision to reality, this impact report will provide the space and opportunity to reflect, scrutinise and develop for the future. I am immensely proud of what we, the Be Inclusive Hospitality community have built and achieved over the past two years. This community is made up of hospitality people – at all career levels, businesses, ambassadors, mentors, and an advisory board who are all collectively keen to build a better hospitality sector.



Lorraine Copes, Founder and CEO

We are heavily reliant on third parties for support to accelerate this change, whether grant funders, sponsors, volunteers, and partners. We must adopt a team effort to move the dial forward, and I am truly filled with optimism about the future. One of the many reasons that Be Inclusive Hospitality is a social enterprise and not-for-profit is I felt that transparency is so important, and this report is the very start of us being able to provide this transparency on an annual basis.

My hope is that you will now clearly see how you or your business can join us on this journey of accelerating change together. Thank you for reading and know that our door is forever open to discuss how you can join us on this journey forward.

About



Be Inclusive Hospitality CIC is a not-for-profit and social enterprise which launched in June 2020. The business was founded by Lorraine Copes, who is a multi-award-winning social entrepreneur, hospitality consultant, business coach and speaker. Lorraine held senior executive commercial roles for the past two decades for global and national hospitality businesses including Gordon Ramsay Restaurants, Corbin & King, and Shake Shack.

Lorraine was compelled to form Be Inclusive Hospitality due to her experience of a consistent lack of representation of people of colour in positions of influence and the supply chain throughout her career. Be Inclusive Hospitality now holds the prime position in igniting much-needed conversations and the delivery of a range of initiatives to advance change within hospitality, food, and drink sectors.

Be Inclusive Hospitality is a community of people of colour and ally companies who are keen to accelerate race equity throughout the sector.

Vision

To create a hospitality sector that is equitable and inclusive for ethnic minorities at all levels.

Values

Authenticity, Respect, Integrity, Collaboration

Goal

Support the upward social mobility of 10,000 employees and 2,000 business owners from within the Be Inclusive Hospitality community by 2026.

Professional Development & Wellbeing

Mentorship, programmes, workshops, scholarships, awards, and events

Educational Tools and Resources

Research & Insights, reports, workshops, advisory, membership community and consultancy

Partnering to Deliver Equitable Outcomes

Consultancy, delivery partner, marketing campaigns and collaborations

The Community

8000+

Digital community

Social media and newsletter subscribers



Location

86% - United Kingdom

6% - USA

8% - Rest of World



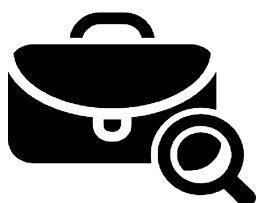
UK-wide

Members located in
10+ cities across the
UK



Global

Members across **9**
countries



Occupation

26% - Operational roles

25% - Chefs

23% - Founders

17% - Head office roles

9% - Drinks professionals



Gender

46% - Female

54% - Male



Age

28% - 18-24

35% - 25-37

12% - 35-44

13% - 45-54

7% - 55-64

5% - 65+

The Community

400 Community members

The community is a professional network for ethnic minorities, at all career levels within the hospitality, food and drink sectors.

80 Ambassadors

Be Inclusive Hospitality ambassadors contribute flexibly in support of the achievement of our mission. This includes volunteering, fundraising, event contributions and public advocacy.

75 Mentors

Mentors are senior industry leaders, who volunteer their time to support the Elevate Mentorship Scheme mentees.

50 Partners

Partners include ongoing sponsors, collaborators, funders and members of our corporate community.



[Join the community](#)

Professional Development and Wellbeing

The initiatives that we deliver to support professional development and wellbeing are the foundations of our organisation.

Be Inclusive Hospitality is the only business within the UK with dedicated resources to combat the issues that negatively impact ethnic minorities within the sector. Our very own 2022 Inside Hospitality Report revealed that ethnic minorities in the industry feel less supported and are less likely to access qualifications or development schemes. A statistic even more alarming, is that up to 39% of the ethnic minorities surveyed have witnessed or experienced racism in the workplace.

We use insights to inform action for the wider sector, and to inform our community services which to date have included the Elevate Mentorship Scheme, Club Thrive, Workshops and a series of events including the inaugural Spotlight Awards.

All our initiatives are funded or sponsored by third party organisations.



Mentorship

The Elevate Mentorship Scheme is the first scheme of its kind to be launched within the hospitality sector. Initially launching in 2021, this scheme supports the personal and professional development of the community by providing 6 hours of mentorship over a 6-month period.

The Elevate Mentorship Scheme for 2022 has recently come to an end, positively resulting in mentees being able to step change their careers and/or business from participating in our scheme. Both our schemes have been sponsored by hospitality jobs platform, Caterer.com.

Feedback

"Since meeting my mentor I have been promoted 4 times in my previous job and have recently moved to a new role. Great personal growth from a supportive friend."
Restaurant Manager, London

"My mentor coached me to have that abundance mindset and empowered me to move into a bigger and better new role."
Change Officer, London

"Having a mentor helped to accelerate my career from manager to cluster manager and now Director of HR!"
Director of HR, London



[Enquire - Elevate Mentorship Scheme](#)

438

Hours of mentorship

23

Mentees in 2021

45

Mentees in 2022

40%

Of mentees achieved their career or business goal



"With advice from my mentor, I felt empowered to start looking for new employment, and started my new job in September."
Sommelier and FOH, London



Club Thrive

In May of 2022 we launched **Club Thrive**, a paid membership club which supports the education and professional development of its members.

With **58 members**, this initiative is funded by the Gerard Basset Foundation, who fund educational and professional programmes focused upon diversity & inclusivity in wine, spirits & hospitality globally.

Member benefits include:

- Access to funded qualifications
- Networking
- Educational events and trips
- Peer to peer network



33 Scholarships awarded

Thrive in Food

15 Places on Leith's School of Food and Wine courses, including Food Styling, Food Photography, Knife Skills and more.

Thrive in Wine

9 Places on Wine & Spirit Education Trust levels 1-3 in wine.

Thrive in Spirits

9 Places on Wine & Spirit Education Trust levels 1-3 in spirits.

Feedback

"Joining this peer-to-peer network, with people who share my ambitions is a real source of encouragement."

"Being able to meet one of my role models, and ask questions about their career obstacles was motivational and enlightening."

"Accessing the scholarship to complete the knife skills course, as given me confidence and improved my efficiency at work."



"So refreshing to hear honest first hand accounts from a great panel on their respective career changes and paths that have led to the varied roles they hold today at the thrive in food event."

Events

Our events are designed to create a space that hasn't previously existed, whilst inspiring and empowering our community on career and business possibilities.



"Getting to see people who look like you who are into the same thing as you, means more than I can ever put into words."

"Life affirming"

13

Sold out events

557

Attendees

71

Panellists

7600

Virtual attendees

Feedback

"Expertly curated event bringing exciting voices within the industry to the forefront."

"So happy to be in an inclusive, supportive environment meeting new people."



"The best networking event I have ever been to."

"Inspiring, informative and engaging"

BIH Spotlight Awards

Founded in 2022, the Be Inclusive Hospitality Spotlight Awards celebrate and recognise exceptional talent and achievement from Black, Asian, and ethnic minorities working within hospitality, food, and drink. The glitzy awards ceremony was held in London at Percy's Kensington on the 24th October and hosted by TV presenter, author and pastry chef, Ravneet Gill.

The headline sponsors were Caterer.com and Campari Group.

450

Nominations

44

Finalists across 13 categories

13

National winners from Edinburgh, Brighton, Birmingham, Glastonbury, London

200

Attendees



Award Categories

- Chef of the Year
- Caribbean Food
- Middle Eastern Food
- African Food
- South Asian Food
- ESEA Food
- People's Choice Awards
- Writer
- Rising Star
- Head Office Impact
- Bar/Pub
- Drinks Professional



Judges

- Andi Oliver
- Jay Morjaria
- Ian Burrell
- Monica Berg
- Adele Oxberry
- Des Gunewardena
- Shelina Permalloo
- Mallika Basu
- Shane Jones
- Mike Reid



BIH Spotlight Awards

60

Press features

16.6M

Total circulation audience

Evening Standard

THE REVEALER | RESTAURANTS

BIH Spotlight: Finalists announced for 'hospitality's most diverse awards'

London leads the way at the inaugural BIH Spotlight Awards, with winners revealed on October 24



olive

SUPPORT INCLUSIVITY
Celebrating diverse hospitality talent



The Be Inclusive Hospitality Spotlight Awards – the first ever awards to celebrate diverse talent within UK hospitality – was held in London last month (bihospitality.co.uk). The ceremony, hosted by presenter, author and chef, Rameet Gill, celebrated winners across 11 categories selected by industry leaders and peers from a shortlist of 44 finalists. There were also two People's Choice Awards, chosen by the public.

Set up in 2020 by Lorraine Copes, Be Inclusive Hospitality is a not-for-profit organisation and social enterprise which aims to advance racial equality in hospitality, food and drink through initiatives including mentorship schemes, scholarships and events. She says: "When launching these awards, my mission was to shine a much-needed spotlight for our community and to celebrate the brilliance, dedication and passion that exists in our industry."

The Guardian

Jay Rayner

Sun 28 Aug 2022

There is still time to nominate candidates for the first Be Inclusive Hospitality Awards, launched by Be Inclusive Hospitality, a not-for-profit organisation founded to advance diversity within the business by industry veteran Lorraine Copes. The categories celebrate food from across the world, including Africa, East and Southeast Asia and the Caribbean. Among the judges are Andi Oliver, diversity consultant Mallika Basu, and chef and *MasterChef* winner Shelina Permalloo. Nominations close on 9 September and the winners will be announced in London on 24 October. To nominate anyone in the various categories, including yourself, visit: bihospitality.co.uk/nominate/

"Winning Writer of the Year is amazing recognition for the people who I have given a voice to over the past year. Awards like this recognise the effort writers of colour go through to tell these stories and hopefully alert commissioning editors and media owners to their importance. I will be forever grateful for this recognition." – **David Jesudason, Writer of the Year Winner**



"It's an honour to be chosen as a finalist amongst such incredible company. I'm so grateful for the opportunity to showcase the food I adore, and to receive recognition for it is a wonderful feeling. I refuse to conform to stereotypes with my food and with who I am, and this nomination is proof that it's been worth it." – **Ayesha Kalaji, Middle Eastern Food Award winner**

"I am proud to be among the finalists for this award, let alone win. Winning an award for African Food is important. Africa is the final frontier of food, our ingredients, suppliers, and our chefs have so much potential. So, we must advance racial equity and this event, this award is an important step towards that goal." – **Maria Bradford, African Food Winner**



Sponsor the BIH Spotlight Awards

BE INCLUSIVE HOSPITALITY

www.bihospitality.co.uk

Workshops

12

Personal and professional development workshops, funded by the Savoy Education Trust

190

Attendees from the BIH community

Topics included:

- Creating your Own Lane
- Cooking Food & Writing About it
- Turning Numbers into Action
- Your Personal Brand
- Building a restaurant brand
- Boundaries & Wellness
- Eating for Health
- Buying and Growing Food Sustainably



Feedback

"This was the most informative, useful and honest workshop I've attended. Kudos to Melissa for being so real, it was much appreciated."

"I took away advice on how to recognize the signs of stress as well as ways to manage and reduce it, and implemented the ways with my team."

"Alison's workshop was excellent, she has simplified understanding and using P&L's brilliantly. I was able to use what I learnt at work the following week."

"Since attending the personal branding workshop, I am now actively using social media to build my personal brand, and am already receiving positive feedback from my peers."

[Fund our initiatives](#)



Educational Tools and Resources

Be Inclusive Hospitality was born out of the need to bring attention and focus to race inequality that exists within the sector. The business has never aimed to prove or disprove that there is a problem to address, but more to examine the nuances and raise awareness to the continued barriers that ethnic minorities face within the hospitality sector.

With no previous research conducted examining pay disparities, career progression, education, inclusion, and racism within the workplace, we saw the opportunity to close the gap in knowledge - using insights to educate and upskill business leaders who wish to accelerate change.

The first report produced by the think tank, the Resolution Foundation, in 2020 used government census data to explore disparities in positions held, salaries and length of employment for different ethnic groups. In the same year, we launched the Inside Hospitality Survey, delivered on an annual basis, with aims to gain insight on the views and experiences from hospitality people from all backgrounds and career levels in order to capture the status quo in the industry.

The insights from the research has been used to create a series of educational workshops, and develop a hospitality membership community who commit to embark upon 12-months of education, learning, collaboration and form part of a peer to peer network.

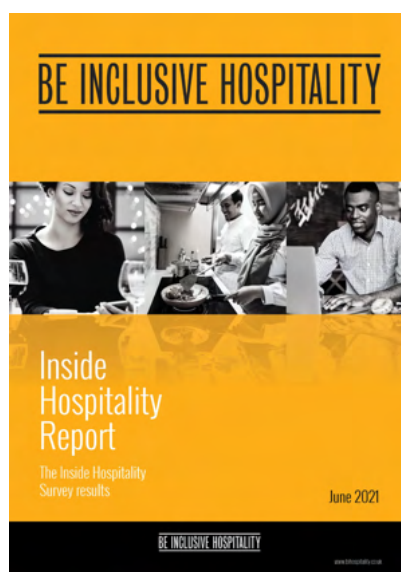
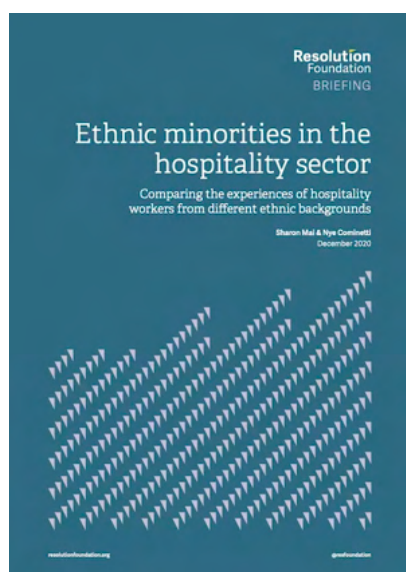


Research and Insights

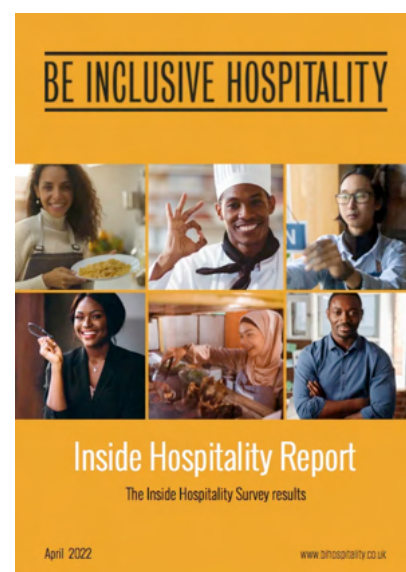
Despite Black, Asian, and ethnic minorities accounting for **17.83%** of the hospitality sector in 2020, there is a consistent lack of representation in roles of influence, in the boardroom and the supply chain.

Having commissioned three reports to date, we are now building a comprehensive account of the views, experiences, and realities of hospitality workers from ethnic minority backgrounds.

The Inside Hospitality Survey explores in more depth the experiences and barriers faced by Black, Asian and other ethnic minority backgrounds – with four key areas of focus, career progression, racism, Diversity & Inclusion, and education.



387 respondents



1017 respondents

17%

Of the hospitality workforce identify as Black, Asian and ethnic minority backgrounds



12%

Of the UK population identify as Black, Asian and ethnic minority



UK hospitality does not have a diversity problem, it has an equity and inclusion problem.

Source: Ethnic minorities in the hospitality sector report, 2020. Commissioned on behalf of Be Inclusive Hospitality

Research and Insights



45%

Respondents work in restaurants



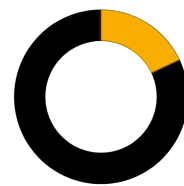
22%

Work in hotels



22%

Work in bars



18%

Work in pubs



38%

Asian Senior Leaders feel well supported by their employers

39%

Black Senior Leaders feel well supported by their employers

Compared to

65%

of White senior leaders

43%

Black respondents feel their race / ethnicity has hindered their career progression



37%

Asian respondents feel their race / ethnicity has hindered their career progression

Just **7%** of White respondents feel this way

Percentage of respondents that have witnessed or experienced racism in the workplace

39% Mixed



37% Black



28% Asian



[Download the reports](#)

Just 1 in 5 respondents have attended a course or workshop about anti-racism, race or language



But **5 in 10** would like to



Source: 2022 Inside Hospitality Report

Diversity and Inclusion

Workshops

The Be Inclusive Hospitality team has delivered workshops nationally for restaurants, hotels, brands and manufacturers. Topics include Talking About Race, Inclusive Leaderships and Allyship.

To-date we have delivered workshops throughout the UK, for restaurants groups, hotels, brands, and producers.

59

Educational workshops delivered

949

Hospitality leaders in attendance

112

Hours of learning

Services

We offer the following services:

- Workshops
- Education
- Corporate membership
- Diversity & Inclusion consultancy
- Research
- Advisory services



Feedback

"Ask the questions to myself about my prejudices and biases. Thinking about the words used to describe people and what they really mean."

Work with us

"Looking into our own biases to better understand how we can challenge them and others in the future."

"The workshop gave me the confidence to talk about race more comfortably, when appropriate."

Partnering to Deliver Equitable Outcomes

We partner with businesses who share our aims and goals to move towards an equitable hospitality sector. From ideation, marketing, and execution we work in collaboration with a diverse range of businesses to accelerate change. Our partners extend to the hospitality supply chain including brands, delivery platforms and event companies.

The objectives for each collaboration have varied, and the common thread has been to support upward social mobility for employees and entrepreneurs within the community.

The support has included the provision of financial assistance, funded scholarships, amplified marketing, and paid work experience.

"If you want to go fast, go alone. If you want to go far, go together."

African proverb



Collaborations

Imbibe - September 2021, July 2022

Curating and hosting panel discussions exploring diversity within the supply chain, and the emergence of **Black-owned drinks brands**. Both panels attracting full occupancy auditoriums to listen to the **8 founders** views and experiences. The purpose of the panel was to raise awareness and amplify voices of underrepresented founders.



Black Business Fund - December 2021, November 2022

Partnering with **UberEats** and **Enterprise Nation** to deliver the Black Business Fund, which has provided **£300,000 of funding** and mentorship to **35 Black restauranteurs** over a 2-year period. Ten of the restauranteurs were paired with mentors from our community, offering 6 hours of mentorship.

We joined a panel of judges to review hundreds of applications received over the two years, and supported with the delivery of the marketing campaign. The purpose of this initiative is to give Black-owned restaurants support to thrive, due to significant barriers Black-owned businesses face in accessing finance.



Collaborations

Veuve Clicquot Sunny Side Up Cafe - March 2022

Partnered with **Veuve Clicquot** for a 1-week pop-up in Soho, London. Consulting the Veuve Clicquot team to refer **2 of our ambassador sommeliers** for **paid** sommelier duties over a **9 day period**.



Taste of London - June 2022

Consulted for the Taste of London team to create and deliver the daily special restaurant, expanding cuisine diversity at the event. The stand featured **4 West African and Caribbean restaurants** over the 5-day festival, cuisines which have not previously had any presence. The festival attracts **46,500** visitors over the 5-day period.



Collaborations

Black-owned drinks cocktail menu – October 2022

Curated an initiative on behalf of **The House of St Barnabas** to replace all spirits featured on the cocktail menu with **Black-owned spirits** throughout Black History month. This initiative featured **4 African spirits** listed within a range of five cocktails. The products performed so well that the products have gained permanent listings within The House of St Barnabas bar because of this initiative. The purpose of this initiative was to provide education, raise awareness and support black businesses through product sales.



Seat at the Table Fund – August 2022

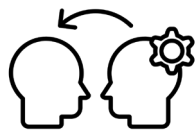
Partnered with **Mars Foods Ben's Original** brand to consult, design and deliver the seat at the table fund. The programme provides **15 funded scholarships** and mentorship to Black chefs on selected professional courses and qualifications via education providers Leiths School of Food and Wine. The purpose of the programme is to help advance diversity in the food industry, with an investment of **£50,000** for the first year of the programme.



Collaborate with us

Timeline

Independent projects & initiatives.



April 2021
Elevate Mentorship
Scheme 2021 launch



August 2021
Workshop series
commencement



October 2022
BIH Spotlight Awards

November 2020
Inside Hospitality
Survey 2021



June 2021
Inside Hospitality
Report 2021 release

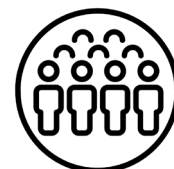


November 2021
Inside Hospitality Survey
2022

April 2022
Elevate Mentorship
Scheme 2022

Inside Hospitality Report
2022 release

May 2022
Club Thrive 2022 launch





Press

Both our work and initiatives have attracted regional, national, digital and printed press.

the **drinks** report
Design | Marketing | Packaging

THE CATERER

HARPERS

BigHospitality

CODE
HOSPITALITY

**FOODSERVICE
EQUIPMENT** JOURNAL

THE Inspiration for Pub Success Since 1794
**MORNING
ADVERTISER**

Evening Standard

Birmingham
living

FOOTPRINT
SUSTAINABLE RESPONSIBLE BUSINESS

**The
Guardian**

SOUTH EAST
BUSINESS

olive

Waitrose
weekend

delicious.
MAGAZINE



HOSPITALITY & CATERING NEWS

**THE
VOICE**

**DINE
OUT.**

THE BRITISH
GUILD OF
BEER WRITERS

**Birmingham
Business**

**THE STAFF
CANTEEN**

Decanter

METRO

Shropshire Star

CambridgeshireLive

yahoo!life

Express & Star

BE INCLUSIVE HOSPITALITY

Recognition

NatWest SE100 list, July 2021
Trailblazing Newcomer



GQ Food and Drink Awards, May 2022
The Veuve Clicquot Innovator Award

NatWest SE100 list, June 2022
Top 100 Social Enterprises



CODE Hospitality, July 2022
100 Most Influential Women in Hospitality &
Most Influential Entrepreneur

Precious Awards, November 2022
Entrepreneur of the Year



Collaborators



Uber Eats

imbibe
live



FAT MACY'S

CAPRICE
holdings limited



Ben's
Original



MONMOUTH
COFFEE COMPANY

LEITHS
SCHOOL OF FOOD AND WINE



The House of
St Barnabas
LONDON

Turtle Bay
Caribbean social

ALLPRESS
ESPRESSO



HAWKSMOOR

WATERSHED

Resolution
Foundation



Sponsors



harri



sky



BELU



NYETIMBER
PRODUCT OF ENGLAND



Moët Hennessy
UK LIMITED



TIBARD
Uniform in our Expertise

Tilda

Enotria&Coe®



mum.

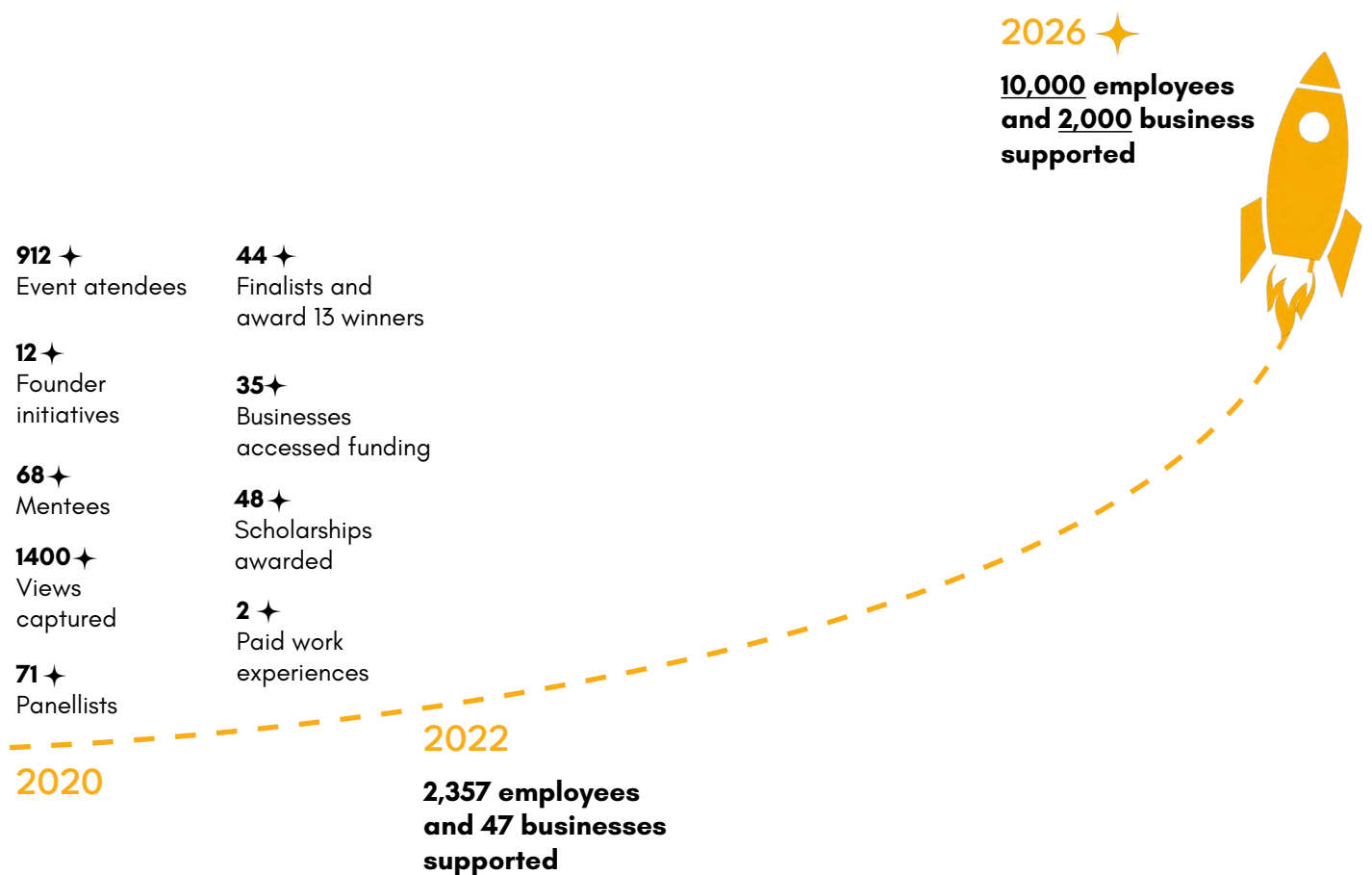
CAMPARI GROUP

Funding partners

GÉRARD
BASSET
FOUNDATION



Be Inclusive - Be Involved



Help us achieve our 2026 goal

Professional
Development &
Wellbeing



Educational Tools
and Resources



Partnering to
Deliver Equitable
Outcomes



Get in touch - lets accelerate change together



Get in touch: contact@bihospitality.co.uk

www.bihospitality.co.uk

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