



THE
SHIP



RELAUNCHED

FREE HOUSE



HOSPITALITY

IS

RISING



THE INDUSTRY IS IN CRISIS.

The challenges are immense. Intensified by the pandemic, people have left the hospitality industry and have looked elsewhere for jobs.

We need a fresh approach. One that will bring lasting change and kickstart a whole new era of untapped talent. We need people like you to be part of the change, not the problem.

- **Currently, there are 400,000 UK hospitality vacancies**
- **Hospitality is the third biggest UK employer**
- **42% of current workers are considering leaving the sector**
- **Only 1 in 5 adults would consider a job in hospitality**



WE ARE HOSPITALITY RISING.

We are a collaborative movement within the hospitality industry.

Our goals are to address the chronic labour and skills shortage that has left the UK hospitality industry reeling in its worst ever crisis. But before we can do that, we have to change perceptions of working in hospitality.

We need to engage young people. And we need to get them to stay.

Established in 2021 and led by former Pret a Manger and Yo Sushi marketer Mark McCulloch, Hospitality Rising has raised over £700K. That money is needed to fund a massive advertising campaign to attract new people to the industry.

As well as support from UKHospitality, the BII and BBPA, we have the backing of the Hospitality & Tourism Skills Board.

Support also comes from industry figures such as Kate Nicholls OBE, hotelier Robin Hutson OBE and Soho House founder Nick Jones MBE.

We need to raise more money. And we need your help.



WE ARE FIGHTING BACK.

We are not prepared to let the industry die. Unless we act quickly and decisively, drinks will sit in the cellar. Food will stay in the kitchen. Opening hours will be further reduced. Pubs and Bars will close forever. And hospitality becomes Click and Collect. If we're lucky.

Join this nationwide recruitment campaign and support the sector in its hour of need. This is your chance to do something and be remembered as one that stepped up to the plate to save hospitality.

Pledge just £10 per employee as an initial payment to join the campaign. It doesn't matter if that's £50 or £500.

This will help fund a new nationwide recruitment campaign designed by the creative minds behind the British Army campaign. In return for your support, you will have access to a new hospitality jobs board and bank of interested CVs.

Pledge today: www.hospitalityrising.org





STEVE IS ON BOARD

“

The BII are delighted to be supporting Hospitality Rising, joining forces with hospitality businesses from our incredible sector to showcase the fantastic opportunities available across the whole of the UK.

Hospitality is an exciting, vibrant and fun place to work, but also offers so much in terms of development and numerous rewarding career pathways. Join us as we rise together and support this campaign, bringing the much needed talent into our pubs.

”

Steve Alton
CEO, British Institute of Inkeeping



ROBIN IS ON BOARD

“

We at The Pig and LimeWood hotels were early supporters of the Hospitality Rising campaign.

For £10 per employee, we are helping fund the very first national advertising campaign to encourage engagement and help combat the prejudice and outdated myths surrounding careers in hospitality. I would urge any hospitality operator who can possibly afford to do the same, to back this enterprise.

”

Robin Hutson OBE
Chairman, Limewood and The Pig Hotels



TOM IS ON BOARD

“

Hospitality recruitment is in crisis and it needs a bold response. Hospitality Rising is that response and it's an opportunity to show the world the amazing benefits and opportunities it offers.

We've invested because without staff there is no hospitality sector, they are your greatest asset and we need to future proof the industry we love.

Tom Kerridge
Chef and Restaurateur

”



WHERE IS YOUR PUB RIGHT NOW?

- Are you struggling to stay open?
- Are you laying off staff?
- Are you giving your business the best possible chance?

WHERE IS YOUR PUB IN TWO YEARS TIME?

- Do you want to see your business thriving again?
- Do you want to have access to people who want to work?

WHERE ARE YOU?

Please invest now. **Let's Rise Together.**

Please click below to invest today.

INVEST NOW

Thank you.

JOIN THE

**BIGGEST
EVER DEAL**

IN HOSPITALITY
RECRUITMENT

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HOSPITALITY
RISING

LET'S RISE TOGETHER