



In The Hospitality Zone with SDA

Improve your hospitality with
Stephen Donald Architects Ltd.



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architects + design consultants

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What is Hospitality Action? Penny Moore Explains...



Penny Moore

Our Background

Since 1837 Hospitality Action, the hospitality industry benevolent organisation, has been at the forefront of the industry providing vital employee assistance. Our specialist Life Support Programme has been developed to offer specialised support to all who work, or have worked within hospitality in the UK.

We are the safety net for the vulnerable, be they old, young, alone or a family, who through unforeseen circumstances find themselves in crisis.

Financial Aid & Support

We are supported entirely by donations from individuals and organisations helping over 1600 beneficiaries each year.

Essential Needs Grant: These are one-off grants and are awarded for assistance towards the cost of an item or need considered essential for the well being or improving the quality of life of the applicant, e.g. medical equipment, domestic appliances, clothing, or heating.

Crisis Grant: These grants are awarded to applicants of working age who have suffered a sudden loss of income due to bereavement, illness or injury, to help with their general living costs for a set time period. Awards are usually made for a maximum period of one year.

Family Members Scheme: HA provides vital communication and assistance for our retirees who over the years often find themselves becoming more isolated and lonely

The Ark Foundation: Offering seminars to catering college students on the dangers of alcohol and drug misuse

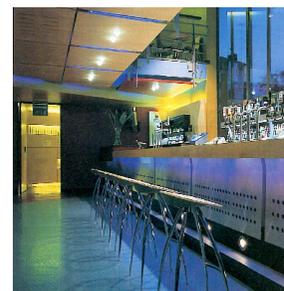
Architect In The Hospitality Zone

Stephen Donald Architects' initiative is a great way to get on board with our charity. We feel it provides an excellent incentive to all hospitality operators to improve and upgrade their facilities by utilising the professional services of an RIBA chartered architect practicing at the top of their profession. The initial 1 hour preliminary consultation in lieu of the nominal £50 donation to Hospitality Action represents outstanding value for money and an excellent way to both pump prime and resuscitate your hospitality venue whilst at the same time making an extremely valuable and welcome donation to our charity.

What is the Architect In The Hospitality Zone Initiative? And How Does It Work?



Stephen Donald



Have you got a project you've been keeping on the back-burner – an idea to improve your hospitality venue that you've mulled over, but never looked into?

Architect In The Hospitality Zone offers you an hour-long consultation with an RIBA chartered architect, who is giving their time in exchange for a suggested donation of £50 to Hospitality Action.

It's the perfect opportunity to speak to an expert about bringing your ideas to life and creating the type of space you have always wanted. As RIBA chartered architects, SDA will help you consider the whole picture, from designing and planning, to 'managing' the builders and ensuring your hospitality premises are energy efficient + DDA compliant.

What you can expect from an Architect In The Hospitality Zone consultation

- SDA will listen to your ideas, helping to pin down what you want to achieve, and how you will re-use the space.
- As RIBA chartered architects, SDA are not just great designers, they can also advise on planning, building regulations and environmental health legislation. SDA can also administer the building contracts and/or project manage the entire construction operation. SDA are also skilled in providing a comprehensive interior design service, specifying all fixtures, fittings and furnishings and can suggest energy saving + environmentally friendly options.
- Stephen Donald Architects designed The Garden Room at The Lanesborough.

**Bob Cotton, President of Hospitality Action
endorses Stephen Donald Architects'
"Architect in the Hospitality Zone Initiative" 2009**

