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Tourism key economic driver

In his Commons speech, the Chancellor of the Exchequer said that his Budget would "build on the strengths of the British economy and its people, speed the recovery, providing jobs and spreading prosperity." One of the strengths of the British economy is the tourism, hospitality and leisure industry. It attracts over £16bn annually in overseas earnings. [more](#)

NEWS DETAILS

12 May 2009

Hospitality Action to benefit from new Architect in the Hospitality Zone Initiative

London based firm Stephen Donald Architects (SDA) have recently announced the results of their 2008 fundraising initiative 'Architect in the House' which is run annually by the Royal Institute of British Architects (RIBA) and Shelter, the housing and homelessness charity.



The firm ranked Number 1 in the UK for raising the most money for a single architect's practice, securing over £3,000 in donations. The nationwide total raised by RIBA Architects reached £92,500.

Architect in the House has traditionally been a unique opportunity for homeowners to discuss design changes and improvements to their home with a RIBA architect. These RIBA chartered architects give their time free of charge for a suggested donation of £40 to Shelter.

Following the success of this scheme, SDA have previewed a similar initiative for the hospitality sector entitled 'Architect in the Hospitality Zone' which is aimed at the hospitality business sector. The preview took place on Monday 20 April at The Lanesborough Hyde Park in London and coincided with the soft opening of The Lanesborough garden room project which was also designed by SDA.

The new campaign offers hospitality businesses an hour-long consultation with a RIBA Chartered Architect for a suggested donation of £50.

All proceeds raised from Architect in the Hospitality Zone will be received by Hospitality Action, the hospitality industry's benevolent charity.

The initiative will be launched to coincide with Hospitality Action week which takes place 18 - 24 May 2009.

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Bahrain
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LA Fitness
Various, United Kingdom
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Front of House Manager
LA Fitness
Various, United Kingdom
[more](#)

Junior Pub Manager
Hasan Mansouri Group
Bahrain
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Spa Receptionist
The Spa at Mandarin Oriental
London, United Kingdom
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Spa Concierge
The Spa at Mandarin Oriental
London, United Kingdom
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Industry diary

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To sign up for a free Architect in the Hospitality Zone consultation and participate in this worthwhile initiative, log on to www.sda-net.com or call Stephen Donald Architects on Tel: 020 7490 0665.

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