

HILTON BIRMINGHAM METROPOLE INTRODUCES: **A PLACE FOR EVERYONE**

IN PARTNERSHIP WITH
THE POWER OF EVENTS

A Place for Everyone: How our hotel is working to give everyone a chance for a career in events.



A PLACE FOR EVERYONE

In 2021, our hotel underwent an extensive refurbishment.

At the time, we not only wanted to breathe new life into the new facilities, but also use the opportunity to create a legacy of inclusion, care and openness within our team.

Our team has always personified our culture; diverse and welcoming of every area of society, and we take great pride in our many differences.

Therefore, as we entered a new era for our hotel, we wanted to do something a little different. To share this commitment to diversity with our peers, and to create a platform where we could use our experiences to motivate further change within our industry.

A 'Place for Everyone' was born.

The campaign has seen us forge new partnerships with charities and NGOs who support diversity, equity & inclusion and who help us create new opportunities, across society, to secure job opportunities within the hospitality industry.

We're delighted to already see the impact, with two work experience placements from Newlands Bishop Farm, who worked in both C&E and F&B, as well as a part time Team Member from WorkFit and a full-time employee from Aurora Foxes.

Every day we learn from the incredible work of our partner organisations as they continue to change lives. We hope that by sharing some of our work we can help the wider industry to better understand the opportunities that are open to them too.

NICOLA UNDERHILL, GENERAL MANAGER



A PLACE FOR EVERYONE

The Power of Events (UK) is a not-for-profit company established in 2022 to deliver a much needed comprehensive platform that for the first time provides an overview showcase of the UK events Industry, its seven core sectors, the four core communities that support them as well as signposting to related trade media and an industry events calendar. It will also provide event analysis and data evaluation to support the UK events community in conjunction with our University Research Partners.

The Power of Events is a campaign aimed at raising the awareness, the opportunities and the value of the events industry. From festivals to conferences, sporting events to exhibitions, this is about the power of 'live'.

Live experiences are delivered for people, by people, and the acquisition of diverse, dynamic and interesting talent stands at the center of our mission to grow the events industry.

As part of this, we're working with education organisations across the UK and are highly supportive of any initiative that fosters new talent, regardless of where they are from.

We're delighted to be collaborating with A Place for Everyone on this project.

A PLACE FOR EVERYONE

For the very first time we are providing a one stop showcase for the UK events Industry that allows everyone to explore all the elements that make up this diverse industry. The platform maps out the sectors, signposting to the key support organisations, the multiple trade associations, the online networks, industry media and the UK universities working as research partners to support the data needs of the industry.

The Power of Events is supported by a wide range of businesses and organisations from across the seven core event industry sectors. The mission that The Power of Events is committed to delivering is simple – to showcase, respect and value the world leading UK events industry in a way that leads to supporting future and current event professionals to gain greater engagement with multiple internal and external stakeholders, supported by credible and current content alongside robust data.

POWER OF EVENTS



OUR PARTNERS

NEWLANDS BISHOP FARM

Newlands Bishop Farm in Solihull is a fun, positive work-based learning centre set in beautiful surroundings.

The site is part of the Family Care Trust, which has provided professional care and support services throughout Solihull and the West Midlands for 25 years, supporting people with mental health conditions, learning disabilities and physical disabilities to live their lives with dignity, choice and independence. The farm provides unique work experiences in horticulture, woodwork, gardening, horse care, catering, retail and animal husbandry.

Hilton Birmingham Metropole began working with the farm in 2022 and has hosted two work experience placements via the partnership.

Find out more about the farm:

Website: www.newlandsbishopfarm.co.uk

Phone: 0121 711 2939

Email: danny.adams@familycaretrust.co.uk





OUR **PARTNERS**

AURORA **FOXES**

Aurora Foxes is a specialist college and training hotel for young people with learning disabilities aged 16 - 25. Established in 1996, it's part of The Aurora Group, the UK's sixth largest provider of education, care and support services for children and young adults with special educational needs and disabilities.

Foxes Hotel is a delightful Victorian seaside building in Minehead on the Exmoor coast. It's the UK's only fully operational training hotel for young people with learning disabilities.

In addition to their work experience at Foxes Hotel, students also benefit from external placements with local businesses, as well as partnerships with Hilton Hotels and Sodexo. Aurora Foxes offers a comprehensive learning experience that encompasses real work in the hospitality industry and community, plus functional skills. They're dedicated to transforming lives and ensuring that its graduates are 'work ready, life ready'.

Hilton Birmingham Metropole has been working with Aurora Foxes since 2015 and recruited one of its full-time members of staff via the partnership.

Find out more about Aurora Foxes and the work they do:

Website: www.theauroragroup.co.uk/foxes

Phone: 01643 708529

Email: Fox-Admin@the-aurora-group.com



OUR PARTNERS

WORKFIT

WorkFit is the Down's Syndrome Association's employment programme which brings together employers and job-seekers who have Down's syndrome. It is a tailored service dedicated to training employers about the learning profile of people who have Down's syndrome so that they can be supported in the workplace. They focus on finding the right employment opportunities for people who have Down's syndrome and ensuring that they have the support they need to be successful in the workplace.

Hilton Birmingham Metropole currently has two full time members of staff on board through the WorkFit scheme.

Find out more about WorkFit and the Down's Syndrome Association and the work they do: www.dsworkfit.org.uk

CASE STUDY

SIMRAN HOONJAN F&B TEAM MEMBER

Simran joined Hilton Birmingham Metropole at the beginning of 2022 via the Workfit scheme. For the first six months she worked in the GILD Bar as a Food & Beverage Team Member, before joining the staff in the Arbor Restaurant buffet style breakfast/lunch offering.

The Arbor team serve between 400-1,000 guests on a regular basis and sometimes the volume of guests can be a little challenging for Simran but she has a saying “I can do this.” The team repeat it regularly to Simran to boost her confidence during busy service.

Simran says: “I enjoy coming to work and meeting the customers at breakfast. I like talking to them and helping them which makes me feel good. I love being part of the team. They are really supportive and help me to do my job properly and make me feel confident.”



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