



STRATEGY

2022-23

ABOUT US

We are membership-led, not-for-profit consortium of hospitality venues across the West Midlands. Our aim is to create a space where members can offer each other support, knowledge and gain valuable insight into their industry, and to assist their businesses whilst working together to promote hospitality as a career with the goal of promoting our region as a destination. With members across the city centre and the wider Birmingham region, the association acts in the interest of its members and as a unified voice for the hospitality industry in the region.



Aims & Objectives

IDENTITY

Association Brand:

Create an identity for the association and increase exposure for it's members through a comprehensive social media and marketing plan.

Recruit Members:

Grow and establish the association through growth of membership to promote Birmingham's hospitality industry.

GROW

ESTABLISH

One-Stop Shop:

Establish the association as a one-stop shop for all things hospitality in Birmingham, including networking opportunities where members can work towards a common purpose, industry related talks and collaborative partnerships with local associations and councils.

Promote Hospitality As A Career:

The association will work to create strong relationships with local colleges, and collaborate to create educational initiatives across the Birmingham region to promote hospitality as a career for all.

RECRUIT

Aims & Objectives

UPSKILLING

Shared Best Practices:

Identify opportunities for upskilling, additional training and help to update knowledge for all members of staff within the industry.

Representation Of Venue Types:

The association will seek to incorporate and represent all types of accommodation and venues available in the Birmingham region. To ensure this, the executive committee will have a representative for each accommodation or venue type across the Birmingham region. This will ensure fair representation for all and guarantee all concerns for each venue are addressed.

REPRESENT

CONSTRUCTIVE FORUM

Networking Opportunities:

Members will be able to connect with other hoteliers at General Manager meetings and social events to share successes, any new learnings and key updates. Regular updates which are relevant to the Birmingham region and the hospitality industry will be circulated to members.

Association Structure

The Birmingham Hospitality Association is a membership-led organisation where the group's activity will be led by the needs of its members. The association is managed by Bonner & Hindley, an independent body, giving each member an equal voice, irrespective of property size and location. Each association member will have equal voting rights and the opportunity to influence the direction of the membership.

An executive committee, that is representative of all accommodation and venue types will be formed to act as a voice for members and help to make decisions on behalf of the group. This includes but is not limited to:

CONFERENCING AND EVENT SPACE	CITY CENTRE VENUES
OUT-OF-TOWN VENUES	FOCUS SERVICE SECTOR
FULL-SERVICE SECTOR	SERVICED APARTMENTS



The Executive Committee will meet in-between association meetings to ensure the comments from the previous meeting are actioned and to set agenda items for the following meeting.

General Managers meetings will take place bi-monthly depending on school holidays, and a yearly calendar will be set to ensure members have diary dates in advance. Meetings will alternate between the city centre and out-of-town venues where availability allows.

West Midlands Growth and various representatives of the BID will be given permanent slots at the meetings to update hoteliers on any events or planned action across the city. There will also be one additional slot for a guest speaker at each meeting. All association members can request guest speakers and agenda items.

Activity

- Agree a strategy and continue to recruit members to grow the association.
- Create opportunities for introductions and establish relationships with key partners and organisations within the Birmingham region.
- Provide a one-stop shop to support the Council, DMOs and BID to promote the visitor economy and business tourism.
- Organise a programme of meetings and key speakers, agendas, minutes and follow up on any actions.
- Plan social media and PR activity.
- Establish a campaign to promote hospitality as a career.
- Work with Higher education to support hospitality courses through placements and guest speakers.





MEMBERSHIP

1st April 2022 - 31st March 2023

£750+VAT

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