



Hilton Bankside

Invisible Chips with Action Aid at Hospitality Action

Splendid Hospitality Group's own Hilton London Bankside have kickstarted their efforts to take action for hospitality workers who have been made redundant during the pandemic; one of the worst-affected industries since the epicentre of the virus hit Europe in March.

Hilton London Bankside teamed up with their restaurant, The Distillery Bankside and have joined forces with Hospitality Action in a campaign that appeals to almost every Briton.

Chips.

Not just any old chips, the world's first 0% fat, invisible chips, selling for only £3.50 per portion. While the product itself is 0% fat, 100% of the proceeds go to Hospitality Action, a service offering support to those who work within the hospitality industry.

MCA Insight, a market intelligence platform for the Hospitality and Catering industry launched their latest Weekly Hospitality Leaders poll focusing on the next stage of the Government's Job Retention Scheme.

From 1st August, employers are required to meet part of their furloughed workers' minimum salary payments, however almost a third of operators say they're unsure if they will be able to pay this employer contribution to support the Job Retention Scheme (JRS) when required, according to Big Hospitality.

The poll also includes businesses claiming they will also be forced to make redundancies from August, with 20% of operators letting go of between 20% - 50% of their staff, and a further 12% of operators claiming they will need to make 50% of their workforce currently on JRS redundant. Lastly, the results also predict 3% of businesses will need to let go of all of their staff on the JRS come August.

This is where Hilton London Bankside comes in. Alongside The Distillery, the Splendid family at Bankside understood something needs to be urgently done in light of these figures. Something that would appeal to the good nature of every Briton, something that can grab anyone's attention, no matter their priorities, something that can bring people together.

Chips.

Marc Saunders, Group Head of Marketing & Communications said "We're proud supporters of charities as a group, and we're certainly not one to do half a job. I'm incredibly proud of how Hilton London Bankside has reacted to the urgency of the crisis we face in the industry, in supporting an idea that's entirely original. Their enthusiasm for the cause is inspiring, and we actively encourage other hotel groups to tackle the crisis alongside us and Hospitality Action."

Hospitality Action was established in 1837 and has since offered critical assistance to all who work, or have worked within hospitality in the UK. "We're here for the chefs, waiters, housekeepers and managers. Concierges, receptionists and kitchen porters, every sommelier, bartender, catering assistant and cook across the UK."

Hospitality Action helps those in need across any area from physical to mental health issues, financial difficulty, addiction and family problems. Even if it's no longer possible to work, they strive to help prepare those who need it for the next phase of their life.

Come down to Hilton London Bankside and pick up your very first portion of invisible chips!