



Welcome to Friends House the home of Quakers in Britain

Quakers share a way of life, not a set of beliefs. Our unity is based on silence where we seek a communal stillness. Beginning with stillness our faith begins.

The Quaker commitment to peace, equality, simplicity, sustainability and from the conviction that love is at the heart of existence and that all humans are unique and equal.

Sundays, 11.00am–12.00pm; Tuesdays, 12.30pm–1.00pm
Wednesdays, 12.00pm–12.30pm; Thursdays, 6.30pm–7.15pm

← Garden entrance
Meeting rooms, Offices, Restaurant,
Cafe, Bookshop, and Library

↑ Euston Road
THE L

Registered office for:
British Yearly Meeting of the Religious Society of Friends (Quakers)
Friends House Limited, Company number 01987491
Friends House Limited, Company number 01987491

The Company Annual Review 2018



Welcome

“As Chair, I am delighted to present our Company Annual Review 2018. The Board of Directors has spent time reflecting on what it really means to be an ethical and sustainable business today. We have been looking at how to continue being a beacon of best practice for our community of customers, staff and suppliers, but also how we can become a leader in the hospitality industry. To this end, our review this year includes reporting on gender pay and the ethnicity make-up of our staff.

Over the last year the Company has continued to flourish in what is becoming an extremely competitive market. Sales at Friends House grew by 10.5 per cent, an impressive figure given these challenging and uncertain times. We achieved this growth by providing a warm welcome and a consistently high quality of service to the 372,000 visitors to Friends House. This was recognised at the London Venue Awards 2018, when our team won the bronze award for ‘Best Customer Service’.

Our growth in sales – to which The Light contributed £1.09 million – allowed us to gift-aid a contribution of £1.27m to Britain Yearly Meeting (BYM), significantly higher than the £965k gifted in 2017. This will be used to support the work done on behalf of all Quakers in Britain, putting their values into action.

We continued to focus on sustainability and are delighted to announce that we reduced the combined carbon footprint of Friends House and Swarthmoor Hall by a further 24 per cent on the previous year. Both venues continue to be leading sustainable venues in their local communities.

In September we launched the Bake the Difference programme in collaboration with the London Pathways Partnership. The programme supports six people with a history of offending, who also have a diagnosis of personality disorder, by providing a paid craft training placement in baking. The aim is to give them the confidence and skills to reintegrate into society and prepare them for paid work. With their newly learned skills, they have been able to provide a wide range of bakery products for sale in the Café and Restaurant at Friends House.

The Board of Directors and I feel confident that our ethical Quaker enterprise – underpinned by the values of equality, peace, truth, simplicity, and sustainability – will continue to flourish in the coming years. We will continue to invest in our staff and our service offers, and in the communities in which we work, to the benefit of all.



Val Brittin

Val Brittin
Clerk to the
Board of Directors

Contents

- 4 **Company results**
- 6 **Our community of customers and clients**
- 8 **Our community of staff**
- 10 **Bake the Difference**
- 12 **A sustainable company**
- 14 **The future of the Company**

The Company consists of: Friends House, Friends House Restaurant and Quaker Centre Café.

Swarthmoor Hall and the Quaker Centre Bookshop are managed by the Company on behalf of BYM.

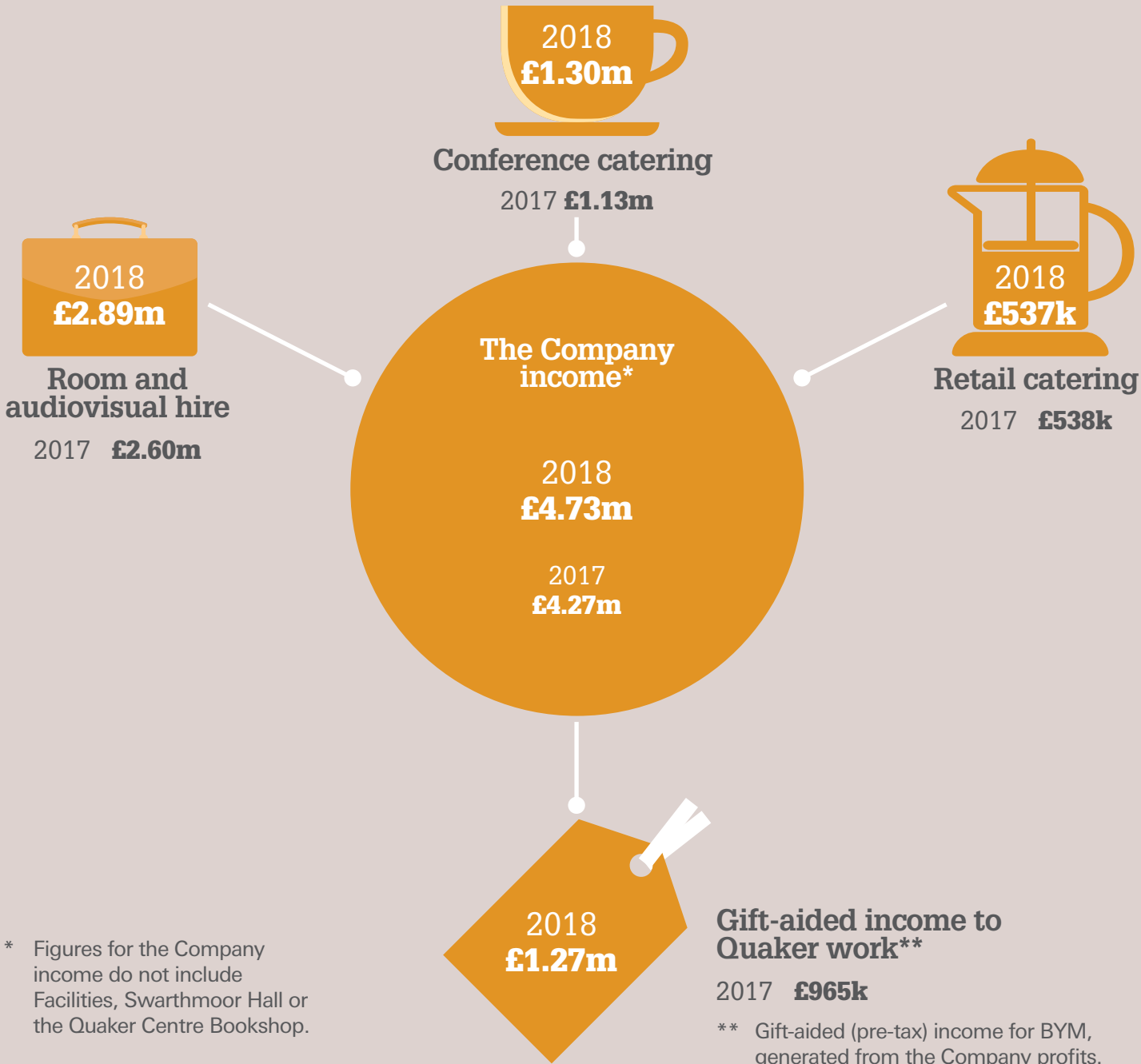
Suspended soup

Our Suspended Soup scheme enables Friends House customers to buy a soup for someone in need. For every soup bought, the Company matches it. Anyone can claim a voucher from the reception, no questions asked.

An overwhelming response led to over 2,000 vouchers being made available, and by the end of 2018 we were left with a surplus. To ensure the money went to help those in need, members of the team worked with a local homeless charity, providing food and cooking 50 meals for homeless people, and donating over 200 items to a local foodbank.



Company results



Managed services

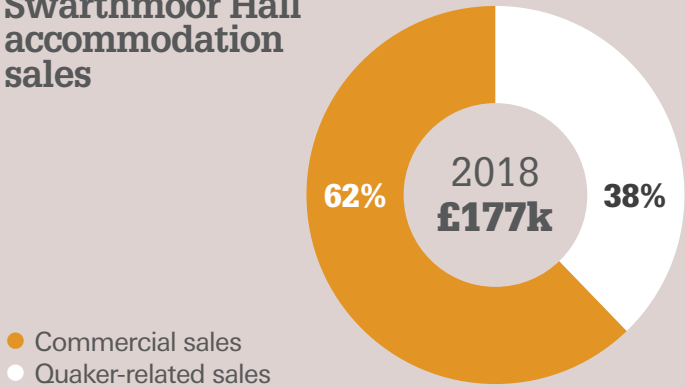
Swarthmoor Hall total sales



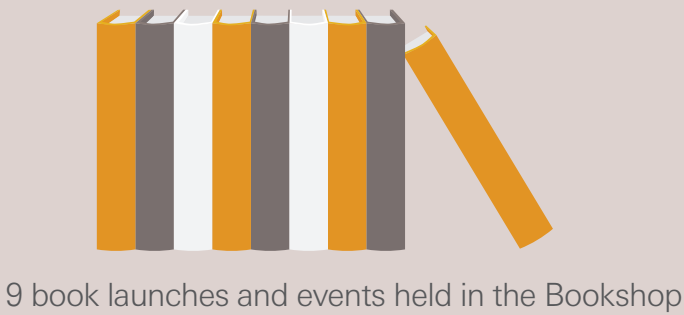
Quaker Centre Bookshop children's book sales



Swarthmoor Hall accommodation sales



Quaker Centre Bookshop book launches and events



Barn Café customers and sales

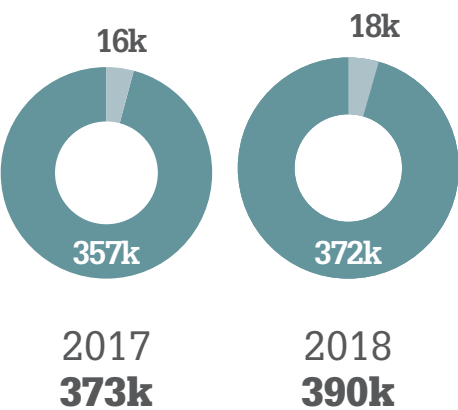


Quaker Centre Bookshop international book sales



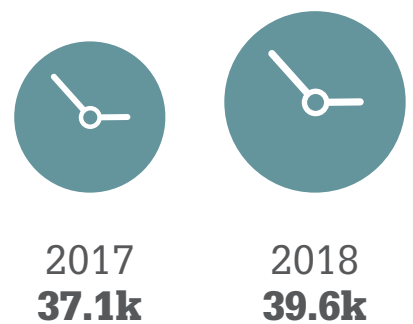
Our community of customers and clients

Visitors to Friends House and Swarthmoor Hall

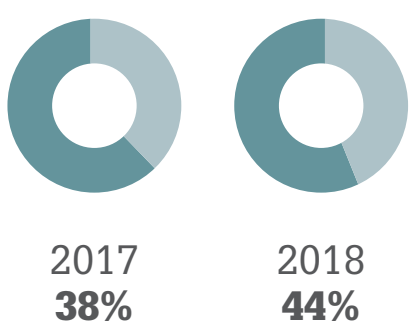


● Friends House visitors
● Swarthmoor Hall visitors

Hours of events booked at Friends House



Day Delegate Packages at Friends House



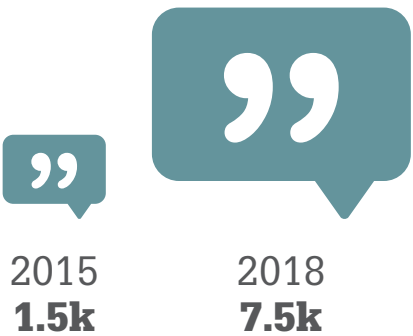
Percentage of events customers who booked using Day Delegate Packages

“Huge thanks for the excellent organisation, delicious food and bespoke technology support for our conference today.

“All of our delegates were impressed and we will definitely be booking with you again.”

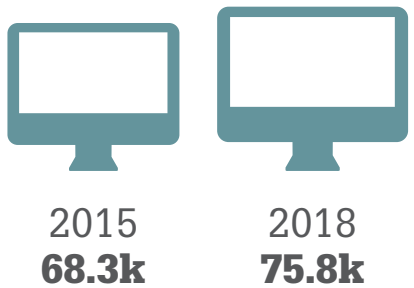
Natalia Kucirkova,
University College London

Social media followers



For all company and managed services social media channels

Website traffic



Unique visitors to the Friends House website

At Friends House we make sure all of our customers and clients feel appreciated and valued. This year we welcomed 372,000 visitors, our highest number ever. We maintained high levels of customer satisfaction – 93 per cent of visitors said Friends House is an excellent venue, while 90 per cent said that our facilities offer value for money.

We listen to the needs of our customers and clients to ensure that their time with us is enjoyable. Our team of Welcome Hosts is on hand for customers’ events, working with them throughout their time with us to help their day run smoothly. And our dedicated audiovisual specialists work with customers in The Light. They can help with anything from initial ideas to running a seamless event that leaves the best impression on delegates.

The majority of customers who use us for events represent educational and government institutes. However, we do have a large number of charities, corporate companies and religious groups who also choose to hold events at Friends House. With an increasing variety of customers, we work hard to constantly improve our customer services accordingly to exceed expectations.

Swarthmoor Hall has maintained high levels of customer satisfaction and has a rating of 4.9 stars on Facebook and has maintained a rating of 9.1 on Booking.com. Customers using the accommodation regularly comment on the peaceful atmosphere and the friendliness of the staff.

Almost 2,000 people toured the Old Hall in 2018, learning about the local history and its role in the Quaker movement.

Award-winning customer service

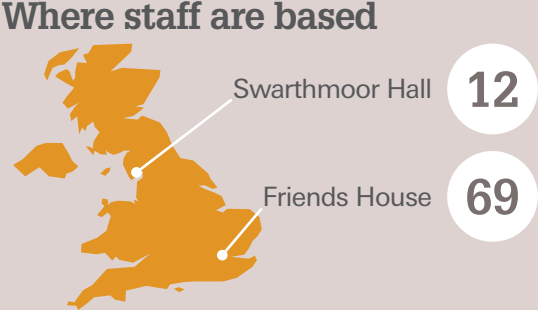
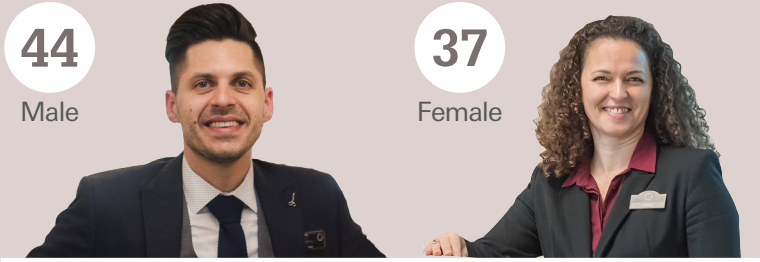
Friends House was awarded the Bronze award at the London Venue Awards 2018 for Best Venue Customer Service, 300+ Attendees. The ceremony took place in September at the Hurlingham Club in south west London. Our facilities team also won a Platinum Loo of the Year Award, for maintaining the high standards of our customer amenities.

Paul Grey, CEO of the Company, said:

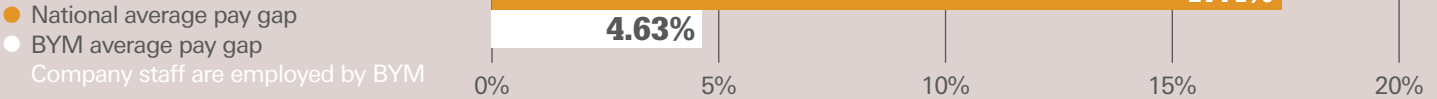
“Our Customer Service and Facilities Team have once again demonstrated their dedication to delivering excellent hospitality. I am proud of each and every one of them and want to thank them – their efforts make Friends House one of the leading event venues in London.”



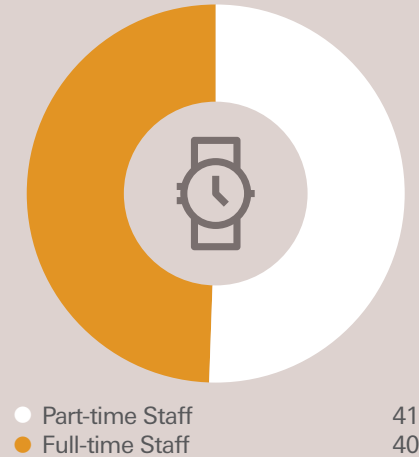
Our community of staff



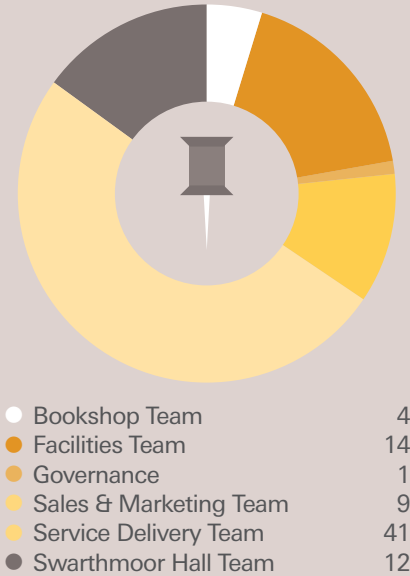
Mean gender pay gap



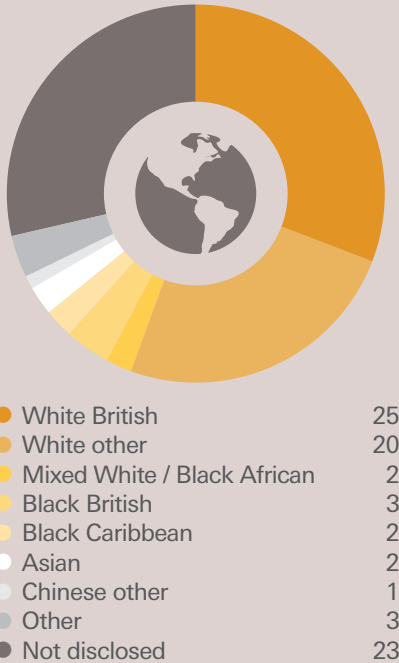
Employment



Areas where staff work



Ethnic origin of staff



Staff at Friends House and Swarthmoor Hall are the backbone of our company. All team members are treated like family, and we recognise and celebrate their many achievements. Their diligence and support is unfailing and is what makes Friends House and Swarthmoor Hall great.

We understand that our staff needs to feel as valued as our customers do. This is why we have a selection of training schemes available for them, in house and externally, to make sure they all reach their full potential. Not only has the training improved staff morale, but also in learning new skills they have been able to provide a higher level of customer service for all services run by the company.

“One of the best things about being at Swarthmoor Hall is the chance to meet and work with so many wonderful people – here in Ulverston and at Friends House, London. Whatever we are working on, we all take the time to support one another and connect both as friends and as colleagues.”

Jane Pearson,
Site Manager, Swarthmoor Hall

“I did a year-long BTEC Level 2 in Team Leading with the Hospitality Training Academy. It was really nice to have that course in-house – it made me feel like Friends House is taking care of me, and helping me to achieve my best at work.”

Ivan Kostov, Conference Support Assistant
and Duty Supervisor, Friends House

Volunteering

Our staff regularly volunteer in the local community. In 2018 several of our staff volunteered at the C4WS Homeless Project’s Friday Club. The staff served classic bangers and mash (meat and vegetarian) to local homeless people. Staff have also donated food to local food banks regularly throughout the year.

In the summer, two teams volunteered at OrganicLea, a community food project located in north east London. Our volunteers helped on the allotments and harvested seasonal, organic fruit and vegetables. OrganicLea has supplied Friends House with fresh salad and fruit for the last ten years.



Bake the Difference

The Bake the Difference programme at Friends House is run in conjunction with the London Pathways Partnership (LPP). Launched in September, the programme helps provide training and support to people with a diagnosis of personality disorder and a history of offending or antisocial behaviour. It aims to help participants reintegrate into society. The majority of the course is funded by the Company, with assistance from LPP.

The programme teaches practical and theoretical cooking and baking skills and lasts for a full academic year. Six participants have been studying hard and learning new skills. They have learned how to make different kinds of bread,

pastel de nata, a selection of tarts, cakes and other desserts. Baked goods produced on the course are regularly sold in our café and restaurant. Some round cakes have also been served as part of our event catering. But the biggest steps have been in personal development. Mauro Calheiros, Development Chef, has been working closely with the programme participants. He said:

“Bake the Difference has already produced positive results for those on the course. Probation officers working with participants have told us that they have seen a marked improvement during their assessments. In some cases, participants’ mediations have been reduced.

“There have been some difficulties, but we are working to overcome them. Outside of the kitchen I am a church minister, which has taught me how to listen and understand others. Through talking and patience, we are building open and trusting relationships. I am confident that Bake the Difference will continue to benefit those on the programme – and produce more good bakes!”

Bake the Difference is one of the ways we follow the UN’s Sustainable Development Goals: by providing inclusive and quality education. Programme participants are also paid for taking part, furthering their independence.

We are looking forward to seeing how the participants’ skills develop in 2019. If it continues to run successfully, we hope this will be the first of many Bake the Difference programmes at Friends House.



“From the first, scheme was something different from all the others. We started baking bread with Mauro and his attitude and his way of teaching us was a revelation. All the people involved have been so nice and non-judgemental, which has made me feel supported.

“Bake the Difference has, without a doubt, helped me enormously - it has given me confidence and I feel like a different person. The skills I have learned from Mauro will definitely help me find employment. I’m sure without the help from the Quakers and the Bake the Difference team, I would not be feeling the way I do today. Thank you to everyone involved for giving me another chance”.

Programme Participant

Meet Mauro!

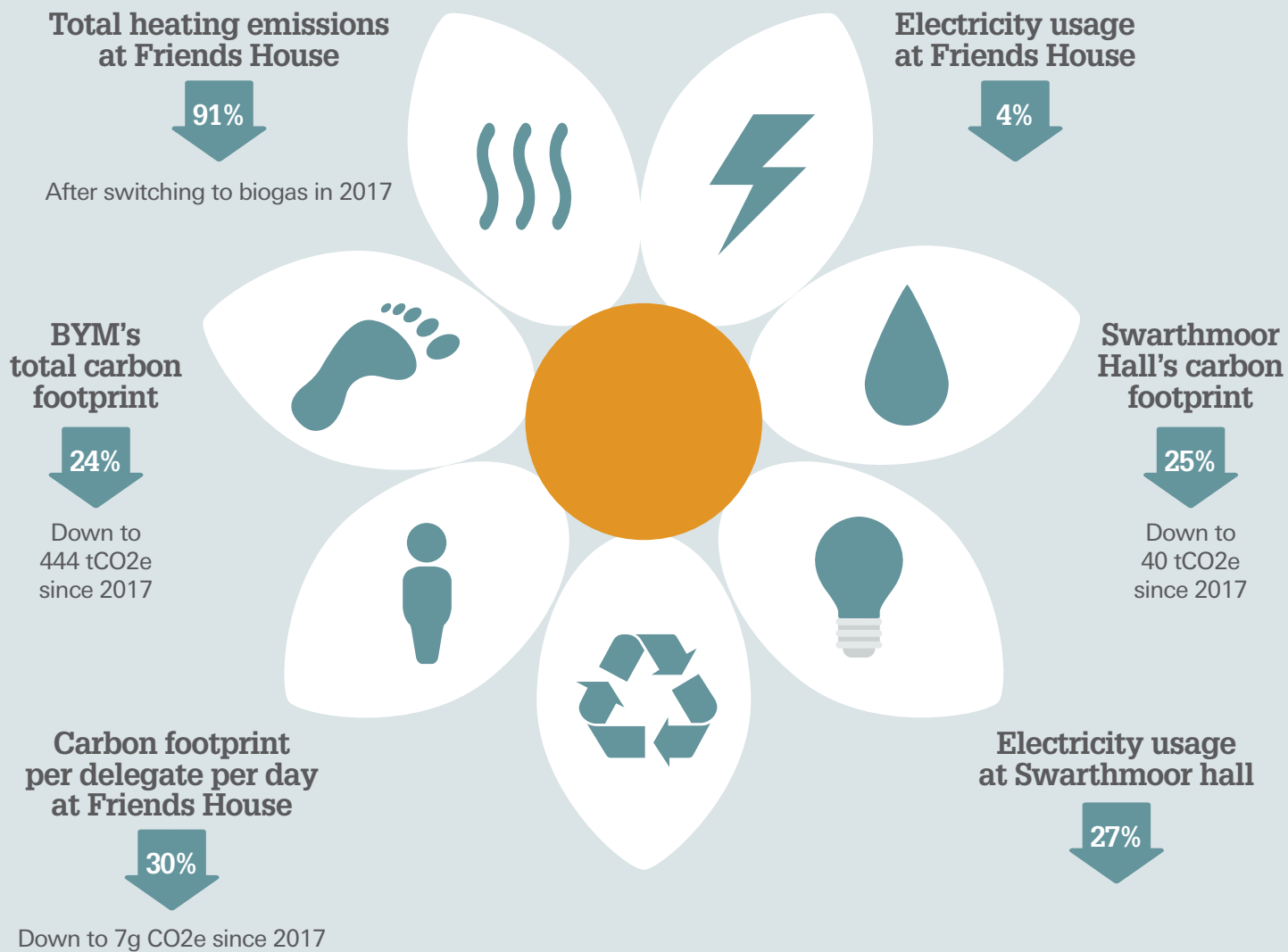
Mauro Calheiros is our Training and Development Chef. He has been working closely with the participants on the Bake the Difference programme, sharing his 20 years of baking experience. He has previously worked as a Head Pastry Chef, and has an advanced diploma in International Culinary Arts in Pastry from Thames Valley University. Mauro has taught the participants about creating baked goods for different dietary requirements, as well as how to cost ingredients and products for sale.

“Bake the Difference teaches skills hands on, focusing on teamwork and self-motivation. It has been a lot of hard work, both the participants and I have faced challenges along the way. But, when I see their faces full of satisfaction from the products they have made, I feel like we are all rewarded. I definitely believe the Bake the Difference programme can be run long term at Friends House.”

Outside of Friends House, Mauro volunteers at his local food bank. He enjoys cycling, playing chess and spending time with his family.



A sustainable company



The Company operates building facility services on behalf of BYM.
What is tCO₂e? Carbon footprints are measured in tonnes of carbon dioxide equivalent (tCO₂e). This is calculated by combining the six key greenhouse gases and multiplying them against their 100 year global warming potential.

Responsibly sourced energy

Since the Company began trading in 2007, we have worked hard to become a leading sustainable venue. To be as sustainable as possible, we use 100 per cent renewable electricity provided by Good Energy. At the end of 2017 we began using responsibly sourced biogas provided by Ørsted. Since then we have been able to reduce our heating emissions by 91 per cent.

Cruelty-free food

We make sure that our delegates can enjoy our event catering on every level. We strive to use organic, Fairtrade and locally produced ingredients. In February 2018 we were recognised as a CreatureKind Institution, encouraging others to think more deeply about farmed animal welfare issues. We are also working to reduce the number of animal products used in our food by 20 per cent by 2020. Eating less meat and dairy means the farming industry produces fewer greenhouse gases and protects the efficiency of antibiotics. Friends House is also a member of the Vegetarian Society, takes part in Meat Free Monday every week and serves at least one hot vegan meal daily.

“We are pleased that Friends House Restaurant has become a Creature-Kind Institution and committed to reduce the amount of animal products used in its meals by 20 per cent by January 2020. Consuming less meat, dairy and eggs helps care for the environment and combats climate change, and we encourage other Quaker venues to do the same!”

Thomas Bonneville,
Quaker Concern for Animals

Ten years of the Camden Climate Change Alliance

We take pride in working collaboratively with our local community to lower carbon emissions. Friends House has been a member of the Camden Climate Change Alliance since it started in 2008.

To mark its tenth anniversary, our CEO Paul Grey attended the celebrations and received an award on behalf of Friends House for reducing our overall carbon footprint by 30 per cent since 2009.



The future of the Company

Looking back on 2018, I am immensely proud of the achievements of the community of staff at the Company. And I'm excited to see how our work will continue to support our customers, staff and local communities in 2019.

In 2018 we began to consider whether our company name, Friends House (London) Hospitality Limited, adequately reflects what we do. We began to think of a new name that truly reflects the range of services, locations and the essence of what we are today. So I am pleased to announce that from 2019 we will be known as Quiet Company.

We feel this name reflects our values of being welcoming, pioneering and responsible – values that underpin our business ethic as a Quaker company. As Quiet Company, we will continue to build a strong and positive company with the spirit of hospitality at its heart.

Looking ahead, we aim to continue building strong communities – both among our staff and in the places we work – to ensure that we can provide quality services and a welcoming environment for all of our customers and guests.

Thank you for taking the time to read our annual review of 2018. I hope that you, like us, are looking forward to seeing what Quiet Company will achieve in 2019.



Paul Grey
Paul Grey
Chief Executive Officer

A new identity for our company



Our aims for 2019

Food and service

To be inventive in our thinking, use more local produce to ensure its provenance, and to introduce more seasonal produce in our menus. In 2019 Friends House Restaurant will be renovated, becoming a new vegetarian and vegan bistro. This is in response to our commitment to reduce animal-based products, and to a survey of our staff and customers.



Sustainability

To work with our supply chain to reduce the reliance on packaging and the need to use plastic. We are also looking to further improve our recycling streams and to continue to find ways to reduce our environmental impact.



Bake the Difference

To build on the success of the 2018/19 programme and use what we have learnt to deliver a second programme. We hope that this will enable a wider referral stream and increase the number of places on the programme, so that more people can work to reintegrate into the wider community.



Investment

To offer solutions and investment opportunities that will enhance customer experience, improve efficiency and increase our contribution to Britain Yearly Meeting. We will also continue to invest in our staff and expand their skill sets through our in-house training.



Governance

To identify and integrate the UN's Strategic Development Goals into our business planning. We will also consider the three P's – People, Planet, Profit – equally in our decision-making process.





FRIENDS HOUSE

Friends House
173-177 Euston Road
London, NW1 2BJ

020 7663 1100
events@quaker.org.uk
www.friendshouse.co.uk



FHhospitality



SWARTHMOOR HALL

Swarthmoor Hall
Swarthmoor Hall Lane
Ulverston, LA12 0JQ

01229 583 204
info@swarthmoorhall.co.uk
www.swarthmoorhall.co.uk



SwarthmoorHall

Friends House (London) Hospitality Ltd. is wholly owned by Britain Yearly Meeting of the Religious Society of Friends (Quakers) and is registered in England and Wales. Company number 06204129.

Printed on certified FSC (Forest Stewardship Council) paper.

