

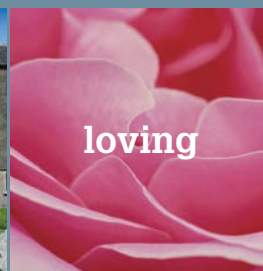
# The Company Annual Review 2017



heartfelt



responsible



loving



pioneering

## Celebrating 10 years



# Welcome



We are pleased to present the annual review 2017. The past year has been marked by the Company celebrating ten years of running a sustainable, ethical and Quaker business. We also reached a milestone as our sales reached the £4m threshold, which resulted in a record Gift Aid contribution to Britain Yearly Meeting (BYM) and Quaker work.

We have continued to build on our services, after gaining a Meetings Industry Association Silver accreditation. We have maintained our customer satisfaction rate and improved our results on the quality of services provided. Our London venue and staff were recognised by peers when we won Bronze in the Best New or Refurbished Venue category at the London Venue Awards 2017. We were also winners of the Sustainable Restaurant Association's Support the Community award for our programme supporting ex-offenders in the workplace.

As a company, people and planet have always been the driver for running a successful sustainable business, so we're pleased that we have been able to reduce the carbon footprint of Friends House by 29 per cent since 2009.

The Company manages a number of activities on BYM's behalf. This includes facilities across all sites and the historic house and guest accommodation at Swarthmoor Hall in Cumbria. In 2017 we added the management of the Quaker Centre Bookshop at Friends House to this service.

As an ethical company, our values of being loving, heartfelt, responsible and pioneering will continue to guide us through uncertain social and economic times. A combination of our values and experience in running a successful Quaker business will enable us to deliver our expanding range of services and provide quality, responsiveness and good communication to our customers.

Paul Grey  
Chief Executive Officer

Val Brittin  
Clerk to the Board of Directors



# Ten-year timeline

Friends House (London) Hospitality Ltd was registered in April 2007. It is responsible for running the commercial activities at Friends House, London, the centrally managed offices of Britain Yearly Meeting. It is tasked with making a surplus each year to cover the running costs of the building, and to Gift Aid any residue to Britain Yearly Meeting to contribute towards the work it does. This is a combined sum of £16.8m to date.

The Company is also responsible for providing a fully managed facilities service at Friends House. Over the past ten years we have carried out a number of renovation programmes and been presented with several awards.



**2008**

Upgrade of Friends House Restaurant servery and dining room, creation of a new hospitality kitchen to service the meeting rooms.



**2009**

Opening of the Quaker Centre, encompassing a café, bookshop and worship space. We received the 'Good Chicken Award' from Compassion in World Farming.



**2010**

Refurbishment and redecoration of the Large Meeting House and ground floor meeting rooms.



**2011**

Major works were undertaken across the lower-ground, second and third floors to create nine new meeting rooms and modern staff offices.



**2012**

Friends House Restaurant received the 'Food For Life Gold' accreditation from the Soil Association. The accreditation has since been renamed the 'Food For Life Served Here Award', which the restaurant has retained.



**2013**

The Sustainable Restaurant Association awarded Friends House Restaurant 'London Sustainable Restaurant of the Year'.



**2014**

Launch of The Light, transforming the Large Meeting House into a 21st-century venue.



**2015**

The Company took on the management of Swarthmoor Hall in Ulverston, Cumbria. The Light auditorium received a regional RIBA award for its unique architecture.



**2016**

Garden landscaping completed and renovation of the first floor meeting rooms and facilities.



**2017**

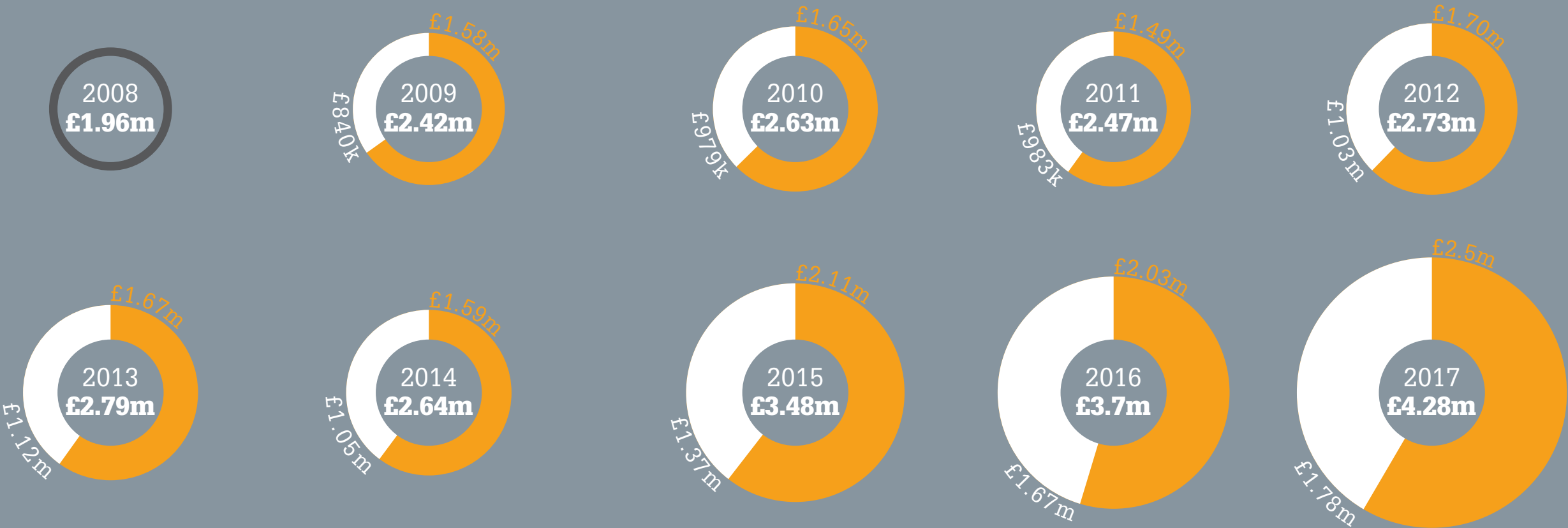
In February the Company was awarded the 'AIM Higher Silver' accreditation by the Meetings Industry Association.

# The Company

## Income\*

- Income from conferencing
- Income from catering
- 2008 total income

\* Figures do not include Swarthmoor Hall or the Quaker Centre Bookshop



## Gift Aided income to Quaker work\*\*

\*\*Major refurbishment was undertaken at Friends House between 2011 and 2015



# Friends House achievements

## The Light sales



## Café sales



## Visitors to Friends House



## Customer satisfaction

Consistent rating for 2015, 2016 and 2017

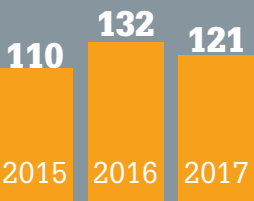


# Swarthmoor Hall achievements

## Visitors to the Hall



## Course attendance



## TripAdvisor

Consistent rating for 2015, 2016 and 2017



## Accommodation sales



## Barn Café sales



# Quaker Centre Bookshop achievements

2017 compared to 2016 saw a:



growth in Quaker book sales



growth in books on spirituality



growth in sales of children's titles

In 2017 we held 9 events in the Quaker Centre Bookshop. Our event videos on Facebook gathered 2.5k views.



# Loving towards the community

As a Quaker business, we are loving towards the community.

We help disenfranchised groups and offer work opportunities to people for whom it might be difficult to find a job.



## Suspended soup

On the same principle as suspended coffee, we launched our ‘Suspended Soup’ scheme in 2017. A suspended soup is a pre-paid soup that has been purchased in our Quaker Centre Café. A soup voucher is then held, to be claimed by anyone that needs it for whatever reason, no questions asked. To claim a soup, people can just ask at Friends House reception if a voucher is available. Soups are served in the café, Monday to Friday, 12pm - 6pm.



For every suspended soup purchased, we will match it like for like. Anyone is entitled to a suspended soup.



## Support the Community award

Friends House Restaurant was rewarded with the Support the Community award at the Food Made Good Awards 2017, organised by the Sustainable Restaurant Association. Friends House helped Douglas House Project set up a social enterprise bakery for people with personality disorders and now offers them employment opportunities.



Their goods, including tray bakes and fudge, are sold in the Quaker Centre Café.



## Work placements

In 2017 we started offering work placements to ex-offenders. They were given the opportunity to learn, further their skills or simply go back to work after a long period of time off work. They worked in the Friends House Restaurant and in our Cleaning and Facilities teams. Most of them successfully completed their work placement and received a certificate of achievement.

# Pioneering and heartfelt to our customers

Our team goes the extra mile to create a great event experience.

In 2017 their hard work was recognised by leading organisations in the events industry.



## London Venue Awards

On Friday 20 October 2017 Friends House was presented with the Bronze award for 'Best New or Refurbished Venue' at the London Venue Awards. Entering for the first time, Friends House was one of seven venues to run for this award. It was also shortlisted for 'Best London Event Venue – 500 to 1,000 attendees'. More than 400 event professionals attended the ceremony. The London Venue Awards' panel of judges included event professionals from venues, agencies and the media.



## AIM Higher Silver accreditation

In February 2017 Friends House earned an AIM Higher Silver accreditation, one of the highest levels of accreditation given by the Meetings Industry Association (MIA) to event and conference venues. It is an assurance of excellence for customers and event buyers.



## The miaList 2017

A few months later the MIA shortlisted our team for a 'Venue Team Award' at its annual miaList celebration. Staff have embraced the Company's values and have been proactive in putting faith back into business.





# Being environmentally responsible

In 2017 we continued our work on sustainability and reached several milestones.

We focused on green energy sourcing –including purchasing green gas– procurement and performance monitoring.



## Carbon Smart Gold Certification

In 2011 Quakers decided to become a low-carbon community and to encourage each other to live sustainably. In March 2017 Carbon Smart awarded us, a Gold Certification, for reducing our carbon footprint by 29 per cent since 2009.



## Case study - Looker Energy

The Looker family has been farming in Cambridgeshire for more than 200 years. Those currently running the business have backgrounds in science and engineering and know that global warming is probably the greatest threat we face. They decided to use their skills and resources to play a part in mitigating it and, in 2015, the 500kW capacity wind turbine on their farm started generation. Through a scheme to match renewable energy production with organisations opting to buy only renewable energy, Looker Energy has been consistently matched with Friends House.



## Sustainable Business Award

We were highly commended for our excellence in water resource management at the Camden Business Sustainability Awards 2017. The awards ceremony was organised by the London Borough of Camden and the Camden Climate Change Alliance, of which we are a member.



Since 2009 we have reduced our water usage by 47 per cent. This achievement has been made possible by modernising and replacing all the toilets and wash basins at Friends House.



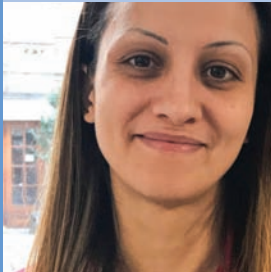
# Living our values

“Work fills a large part of our lives. The most amazing thing we can do is enjoy it and make our job beneficial to others. This is what I’ve found working at Swarthmoor Hall.”



**Fabrizio Bernacchi**  
Food Service Team Leader,  
Swarthmoor Hall

**Fatima Sarwar**  
Food Service Assistant,  
Friends House



“Since I started working at Friends House, I have had customer-facing roles in the café, restaurant and Hospitality catering team. This enabled me to greatly improve my English. The support of other staff also really makes me feel valued in my work.”

“Kingdom Coffee has a mutually beneficial business relationship with Friends House. They are a pleasure to work with and have a very good ethos to customers, staff and suppliers.”



**Roland Norman**  
Director,  
Kingdom Coffee Ltd.

**Sou Manhsinh**  
Sales and Events Coordinator,  
Friends House



“When I started working in the Sales and Events Team, my team members welcomed me with open arms. My manager also helped me develop my skills. Two years later and I am still receiving the same support as I did when I first started.”

“I wake up every morning looking forward to working at Friends House. Not only do I get to do what I love in selling books, but their commitment to sustainability, equality and peace inspires me every single day.”



**James Newman**  
Quaker Centre Bookshop Manager,  
Friends House

**Tony Richards**  
Head of Facilities and Property Services,  
Friends House



“I joined the Facilities team just over a year ago. I love our wonderful listed buildings and interacting with colleagues and visitors every day. I’m particularly proud to be part of an organisation with such a strong commitment to sustainability.”

“I’ve held my events at Friends House for five years now and they never disappoint me. They take really good care of you before, during and after the event. I love the fact that most of their catering is Fairtrade, organic, and comes from local suppliers.”



**Sonia Gill**  
Founder and Director,  
Heads Up Ltd.

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



“I’ve been working at Friends House for four years now and it is a unique workplace. With the support of my line manager and the Company, I’ve been given opportunities to do various training courses such as a NVQ in Team Leading.”

“I am very proud to be a supplier to Friends House. I admire greatly their ethos both to their staff, their suppliers and the environment. I applaud that they check that we are paying our staff fairly. It is so refreshing in this age of greed to be treated fairly as a supplier.”



**Tara Roche Schiavon MD,**  
Media Services Ltd.

**Frank Clifford**  
London School of Astrology



“With its spacious rooms, excellent location, friendly staff and a positive, all-inclusive ethos, Friends House has been the best choice to host our classes since we launched in 2000.”

# Our goals for 2018

As a Quaker business, we have achieved a lot in the last ten years. We have been true to our values: heartfelt, loving, responsible, and pioneering. People, the planet and the services that we offer will continue to be our priorities for 2018.

## Our priorities:



To retain, train and develop our staff to meet their full potential.



To offer opportunities to all by growing our work with disenfranchised groups and to recruit where possible from within the local communities where we work.



To build on and improve our service offers to enhance the customer experience.



To plan for the future to ensure we have the correct resources to meet the growing expectations of both the market and customers.



To offer fairly priced, fairly traded services to all.



To ensure we continue to reduce our environmental impact by measuring and reporting.



To continue to raise awareness of our Quaker heritage and values among current and potential customers, guests and visitors.



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.



FRIENDS HOUSE

[www.friendshouse.co.uk](http://www.friendshouse.co.uk)

SWARTHMOOR HALL

[www.swarthmoorhall.co.uk](http://www.swarthmoorhall.co.uk)

Quakers

[www.quaker.org.uk](http://www.quaker.org.uk)