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Master Innholders 5 Year Plan

September 2018



Vision & Purpose

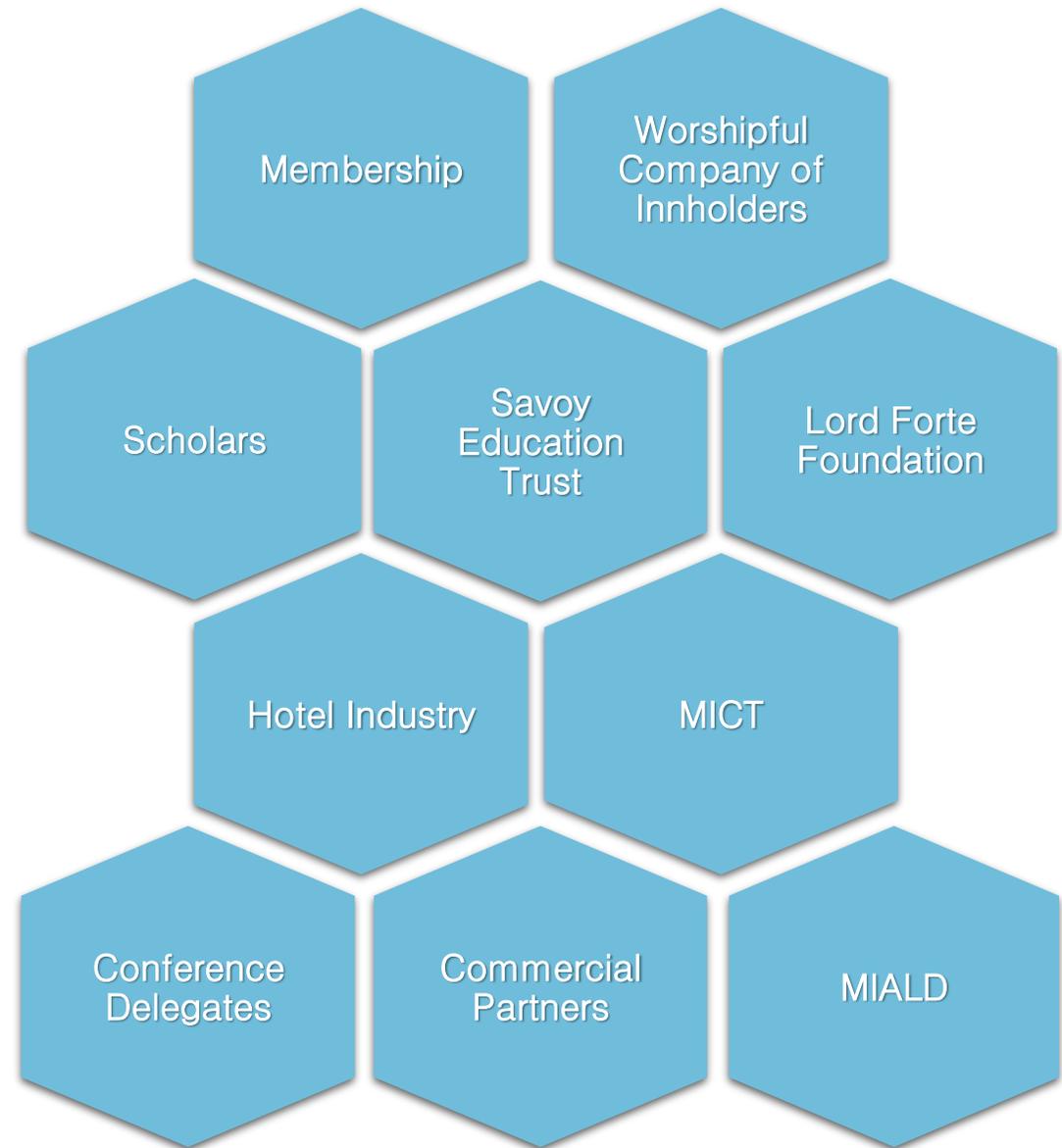
VISION

To be recognised as the progressive and influential organisation for the UK's leading Hoteliers.

PURPOSE

Committed to inspiring, developing and engaging with hotel professionals.

Stakeholders



Core Focus

Education and
development

Facilitate
discussion

Charitable
activities

Finance and
Governance

The Hotel
Industry Leading
Association

Objectives

Education and development to:

- Provide and promote accredited and recognised qualifications
- Promote accessible education and development opportunities to the broader hotel community
- Provide opportunities for personal development
- Actively support the retention of professionals in the industry

Objectives

Facilitate discussion to:

- Ensure alignment with Worshipful Company of Innholders
- Engage effectively with key stakeholders
- Ensure continued engagement and networking
- Provide opportunities for MI members to share and highlight matters of relevance

Objectives

Charitable Activities:

- Generate funding for the Innholder Scholarships
- Champion, support and actively participate with industry charities

Objectives

Finance and Governance to:

- Provide a compliant and legal framework
- Provide membership services
- Provide sustainable investment in personal development and education
- Contribute to the charitable causes

Objectives

To be recognised as industry leading hoteliers:

- Representative of the UK hotel industry
- Celebrate excellence and best practice

Delivery

Actions

Provide Education and Development

- Create education opportunities to support the needs of the industry for aspiring managers
- Provide 15 scholarships each year to hotel professionals seeking personal and leadership development
- Provide minimum of 16 MIALD places to aspiring leaders
- Promote for consideration advanced diploma programme
- Attract interest for education programmes beyond MI membership
- Celebrate examples of success within the Master Innholders and MIALD and Scholarship alumni
- Provide and encourage mentoring opportunities
- Invest in MI Website and digital services to ensure timely and relevant communication



Facilitate Discussion

- To create alumnae for all MI education programmes
- Create opportunities to unite experts with operators
- Promote discussions to the wider industry
- Highlight industry issues and challenges
- Create an expert programme through the annual conference to tackle 'issues of the day' and provide opportunity for discussion and networking
- Develop new opportunities for sharing best practice and discussion
- Generate thought leadership
- Be present at industry events as Master Innholders and share thoughts/opinions at industry events



Charitable Activities

- MICT
- Industry charities (Hospitality Action, Springboard & The Clink)
- Events
- Awareness i.e. in-kind support to The Edge Hotel School



Finance and Governance

- Financial management/budgeting to remain compliant and viable
- Generating income to support the future of the Master Innholders and activities
- Achieve a financial surplus for the MICT
- Secure funding for education from WCI, SET, MICT & LFF
- Grow an active membership
- Promote the value of the hotel industry within the UK economy



Recognised as leading hoteliers

- Promote best practice to the industry
- Celebrate examples of excellence
- Cement relationships with the media, associations, events, education and influencers within the community (National and Local Government)
- Create opportunities for Master Innholders to share their expertise and professionalism at industry events
- Deliver an annual conference to attract hoteliers across the industry, beyond MI membership and GM status

