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COMMUNITY ENGAGEMENT

THE WESLEY HOTEL

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Introduction

Community engagement is the strategic process with the purpose of working with specific groups of people, whether they are connected geographically or with special interest, or affiliation to identify and also addressing the issues affecting their well-being. This report will demonstrate a strategic assessment of TheWesley Hotel with the information regarding the current position, trends and future prospects of TheWesley Hotel. It also explains the roles of employees, trainings provided to them and skills required to fill a position. This will help to have a better understanding about the organization.

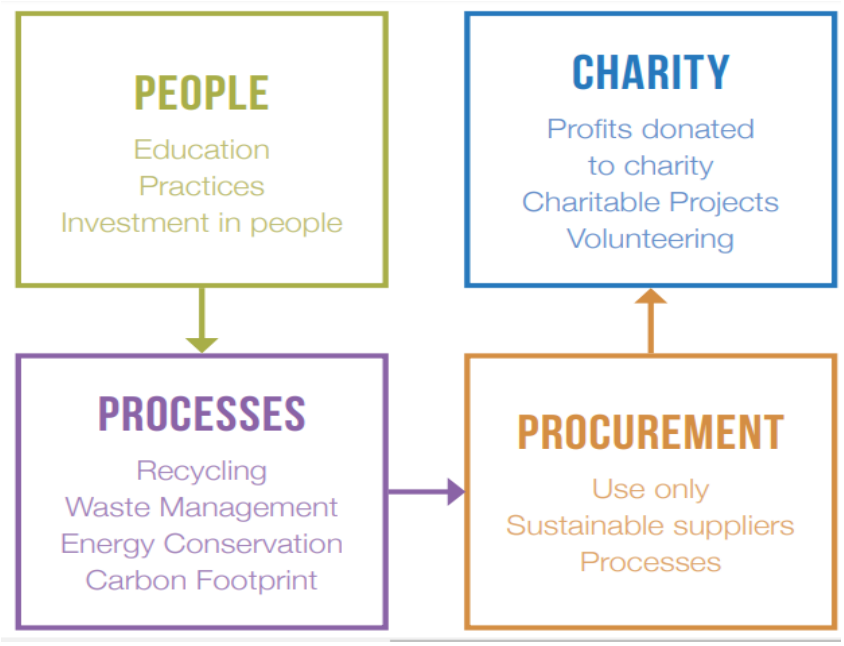
About TheWesley Hotel

The Wesley is the first social enterprise hotel in the UK awarded Social Enterprise Mark. It was established in 1950 as Methodist International House which's located in Bayswater London and other UK sites. It moved to Euston House in 1998, renamed Methodist International Centre and adopted self-funding sustainable ethos. After all these it rebranded itself to TheWesley in May 2013 to reflect the pride in Christian & Methodist heritage. TheWesley features 100 air conditioned guest rooms and 15 fully-equipped conference rooms. The reception is staffed 24 hours. Since 1 Aug 2007 it has been welcoming Booking.com guests.

Sustainability is at the core of their development strategy, some of their sustainability achievements includes -Reductions over the last 7 years in carbon footprint by turnover, by their employees and customers, non-chemical based cleaning methods to avoid water contamination, no food waste to landfill since 2012, installation of a range of measures to reduce energy consumption within the premises & energy sourced from 100% renewables.

Mission & Values

As the first ethical hotel in the UK, The Wesley is mainly dedicated to the sustainable business practices by maintaining a steadfast commitment to a 'greener' way of operating. Their innovative eco-friendly programmes and initiatives are basically designed to protect the surroundings and minimise carbon footprint. They believe that social responsibility is a way of life which they hope to see breed throughout the industry as well as others. [Thewesley.co.uk. (2019). [online] Available at: https://www.thewesley.co.uk/propeller/themes/propeller/assets/pdf/the-wesley-brochure.pdf [Accessed 21 Nov. 2019].



The mission of The Wesley hotel is to sustain its business through ethical and greener way of operating. Though there is no clear mission statement in its official website.

Their way of running business explains what the brand stands for. It mainly focuses on two aspects of its business- hospitality and Ethics. It also makes a very generic statement about the rest aspects of the business.

Stakeholder Analysis

According to Carter et al., (2017) Stakeholder analysis is a useful technique for stakeholder identification and analysing their needs. It is used to identify all the stakeholders who have a

vested interest in the issues with which the project is concerned. Analysis of stakeholders concerning The Wesley hotel using power-interest matrix and PESTEL analysis is given below:

Power-Interest Matrix

Stakeholders	Power	Interest	Explanation
Shareholders	High	High	They are the owners of the hotel. Their primary interests are always profit maximization.
Managers	High	High	Managers are the head of employees. They control various departments, guide and oversee the employees.
Employees	High	High	Employees are the backbone of the organization. They always work together towards achieving the organizational objective along with their personal goals.
Customers	High	High	They are the heart of the hotel. They are the source of revenue and eventually income. They take services from the hotel and provide feedback and review about the service.
Government	High	Low	Government always keeps on checking if the hotel is doing something illegal. They impose regulatory acts and intervene in the business.
Suppliers	Low	High	They provides products to the hotel. They mean a lot to the hotel because a good vendor can help the hotel get competitive advantages over others.
Media	High	Low	Media is the way of advertisement and information. Now-a-days, social medias are ruling the advertising market.
Creditors	High	Low	They provide with the money be lending loans or investing money share in the business.

PESTEL Analysis

According to Yüksel (2012), PESTEL analysis helps to analyse and monitor the macro-environmental (external marketing environment) factors that have an impact on an organization.



Figure 1-PESTEL Analysis

Source- Business-to-you.com (2018)

A PESTEL analysis on The Wesley hotel follows by-

Political: Political stability is necessary for doing any sort of hotel business as it influences the number of visitors in the country. According to Hotel Designs (2018), terrorist attack at London Bridge (3rd June, 2017) or Finsbury attack (18th June, 2017) resulted into a dip in occupancy of the hotels. The Wesley worldwide actively engages in lobbying in order to be able to influence certain political factors that affects business to a certain extent.

Economic: National macroeconomic situation impacts a lot in the hotel business. Currency rate, overall global economy recession and depression play a major role in the revenue of The Wesley hotel. Adverse currency movement of UK after Brexit has seen a downfall in the number of visitors. Sometimes, a major event can significantly upgrade the scenario of visitors and tourists. For example, during London Olympic 2012, most of the hotels were occupied during the whole period.

Social: Different wide range of social factors affect The Wesley hotel such as emerging trends in consumer lifestyle, consumer demographic variables etc. Also, there has been a big shifting of consumer preferences towards travelling. For instance, increasing number of young consumers from emerging economies like China visiting the UK for various purposes can be seen as an important social factor that affects The Wesley hotel.

Technological: An overall development in technological infrastructure related to catering industry has great impact here. Accommodation and halls can be booked easily through the internet in The Wesley hotel. Customer experience has been revolutionized by digitalization.

Environmental: Hotels often become a point of criticism for polluting the environment. But Wesley here will have the advantage here for being the green one. They have environmental achievements including - Carbon footprint reductions by turnover over the last 7 years, non-chemical based cleaning methods, no food waste to landfill since 2012 and many more.

Legal: Procedures of getting a UK visa and immigration rules are becoming stricter which is resulting into less visitors. Also, The Wesley's performance is directly affected by consumer protection, anti-trust law, health & safety law, copyright or intellectual property law, & employment laws etc.

Strategic Analysis

Johnson et al. (2011) argued that it is the process of developing strategy for a business by researching the business and the environment. Strategic analysis of The Wesley hotel using the SWOT analysis is done here.

SWOT Analysis

It is a useful technique for understanding The Wesley hotel's strengths and weaknesses, for identifying both the opportunities open to the hotel and the threats the hotel faces.

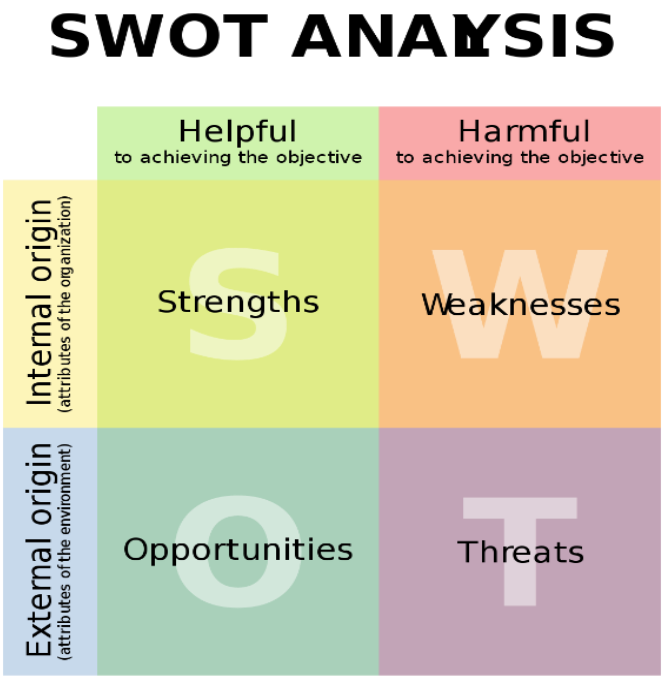


Figure 2-SWOT Analysis

Source- Wikipedia.org (2018)

Strengths:

Location is the biggest advantage also withholding the status of being the first ethical hotel in the UK.

Having online presence both on Facebook and Tweeter apart from their website.

Using local suppliers rather than outsourcing.

Having solid provider's relationship with the customer and a good employee retention rate.

Weaknesses:

Limited amount of market share despite having a good brand reputation.

Hotel operations are affected globally due to different government policies.

Not having a good online presence. Having outdated pictures and posts, and a YouTube channel with only 10 subscribers shows how weak their online presence is.

Opportunities:

It can focus and invest on R&D to make better use of technology. Global hospitality sectors are looking at a boom which is a good news. The Wesley should make innovation in customer services and grab most of the markets.

The Wesley can form some strategic alliances with the local businesses which will help them to catch the market easily also can establish presence in the mid-level budget hotel sector.

With just a better online presence it can easily grab more customers due to its location.

Threats:

There are always threats of terrorism and political instabilities where The Wesley operates in. Adverse changes in global macroeconomic climate causes problem in gaining revenue. Threats of losing key talent is always there which stagnates hotels overall growth.

Hotel industry is highly competitive and emerging which indicates towards threats of new entrants in the market.

Employee Roles

The Wesley hotel has different level of employees working in their respected position to help Wesley accomplish its organizational goals. In brief description of different roles of employees are given as follows-

Concierge: A concierge interacts directly with customers, providing them with various service operations. These includes the positions Hotel Receptionist, Front Desk Supervisor and Hotel Clerk.

Event Planner: The Wesley has different conference rooms that they rent out for various events. An event planner works with a company, or an individual, to arrange the event and then ensures it runs smoothly. Events Manager oversees this responsibility there.

Executive Chef: Executive chef oversees the food operations in restaurants. It's a managerial role in Wesley.

Hotel General Manager: The General Manager is responsible for everything at the hotel. In Wesley the hotel manager is hired based on fulfilling required educational degree in hotel management also through evaluating strong business skills, management skills, and interpersonal skills.

Director of Maintenance: He is responsible for maintaining a standard of cleanliness throughout a hotel or other hospitality venue.

Porters: They are tasked with handling baggage for guests. Bringing luggage up to guests' rooms or taking baggage down to the lobby is their responsibility.

Waiter/Waitress: They interact directly with customers taking orders, serving food and beverages, and take payments from patrons. No educational degree is needed this job at Wesley but they are hired based on their interpersonal skills.

Employee Training

The Wesley Hotel conduct employee training session trough out the year. They believe the more they invest in people the greater their motivation to succeed becomes. They inspires loyalty in their employees because they feel as though they are a part of the family and this helps to reduce staff turn around and helps with the wellbeing of the hotel.



They preserve On-the-job and Off-the-job training methods for their employees is to provide employee with task-specific knowledge & skills in work area or other than actual workplace. On-the-job training methods mostly seen in the Staff section where juniors learn from the senior members. Off-the-job training methods are basically for managerial body members. This training includes Lecture, Computer based training and so on. As from some of the hotel reviews I've got to know that they are quite good at preserving their quality but there are still many places for improvement in the managerial level.

Selected Role & Its Importance

I've selected the role of Hotel General Manager for discussing its importance in a brief as I had an opportunity to meet the Hotel General Manager of The Wesley personally**.** Basically he oversees everything in the hotel. He makes sure that the hotel is running smoothly. This role involves interacting with guests, managing staff, handling the finances of the property, and much more. In the Wesley the responsibility of the GM are mainly-

Overseeing, managing and dealing closely with department heads, Provide effective leadership, Lead all aspects of business coming up with, Ensure full compliance to edifice in operation controls, SOP's, policies, procedures and repair standards, Handling complaints, and superintend the service recovery procedures, Responsible for the preparation, presentation and resultant accomplishment of the hotel's annual budget, promoting & Sales set up and Capital Budget,

Monitor the hotels business reports and take measurements consequently, Helping within the procurements of in operation provides and instrumentation, and getting with third-party vendors for essential instrumentation and services, and Act as a final judgment maker in hiring.

Conclusion

This report goes to show stakeholder analysis (Customer perspectives) and the overall business of The Wesley hotel goes by through their sustainable and green business policy. The Wesley hotel has many factors from internal and external environment influence decisions where The Wesley operates. They need to look out for more improvement regarding online presence and technological sectors because of recent technological advancements by the competitors. Though, The Wesley quite a lot weaknesses, they are still going strong and have more strengths in them and opportunities in front of them.

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