

The Salfordian Trust Co Ltd
27 Park Road
Southport

Report to Salford City Council

6th September 2021.

Covering the trading period April 2020 – March 2021.

Dear Councillors,

On behalf of the Trustees I am pleased to provide the following report.

The hotel had very limited ability to trade during the period due to COVID restrictions, although we were able to begin to trade from July in October the Trustees decided to close.

We only recently reopened in May 2021. Sadly this meant the loss of our most busy Christmas period but given the circumstances we recognised our guests were in a vulnerable category and feedback from them supported our decision to close.

Thankfully a high number of guests agreed to defer their holiday break minimising the requirement for refunds..

The trustees used the government furlough scheme to help mitigate any losses and a number of other grants and fundraising initiatives helped to retain a small trading surplus for the period to March 21.

As always the Trustees continue to seek new clients and have revisited the initiative offer the hotel to the city Clinical Commissioning Group (CCG) in order to assess its suitability of the hotel for socially prescribing respite and recovery for those in need.

A visit was planned for August but needed to be postponed due to diary clashes and will need to be rearranged.

The trustees recognise that in these changing times they need to seek out new clients and customers. Again this is an ongoing effort.

The Trustees managed to raise almost £35,000 through grants and fundraising for the year end to March, this effort is critical to the continuation of the hotel and continues annually.

A social media campaign was launched with a new web sit to pass on the message we are open for business and a safe haven. Trustees have been active in fundraising wherever possible to help support the shortfalls.

The Trustees would as ever be grateful to any council members who are able to promote the use of the hotel through their city wide contacts.

Mr W A Lloyd
Chairman of Trustees
6th September 2021.

