

The Salfordian Trust Co Ltd  
27 Park Road  
Southport

Report to Salford City Council

26<sup>th</sup> August 2020.

Covering the trading period April 2019 – March 2020.

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

The hotel has continued to trade all though the period up until March 2020 in a challenging environment for the hotel and leisure industry.

As always the Trustees continue to seek new clients and are currently discussing the use of the hotel with the city Clinical Commissioning Group (CCG) to assess its suitability of the hotel for socially prescribing respite and recovery for patients.

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.

The Trust were delighted to welcome the Elected City Mayor to a number of functions including a stay over in early February following the Trustees annual dinner. The support of The City Mayor can only enhance our profile and raise awareness of the hotel to the audience in Salford and beyond.

Sadly in March the hotel was forced to close due to the COVID 19 epidemic. Although the staff were furloughed this obviously had a negative affect as many bookings have been cancelled or deferred.

The hotel has only just reopened on the 1<sup>st</sup> August. The staff with the help of Mr George Blagden (trustee) did a fantastic job in preparing the hotel for reopening preparing risk assessments and changing working practices to suit the post COVID environment.

During the lockdown period Mr Blagden also raised more than £5,000.00 by virtually walking from The City of Salford to Narbonne (twin town to Eccles) in France 732 miles walking an average of 12 miles per day for 61 days a magnificent achievement.

It is difficult to assess the impact of the closure on the bookings for the hotel with clients and customers naturally nervous of the pandemic. We have lost 5 months of our best months of trading for this year, however a campaign through social media is planned 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 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  
25<sup>th</sup> August 2020.