

RECOVER

hotels to hospitals

NHS



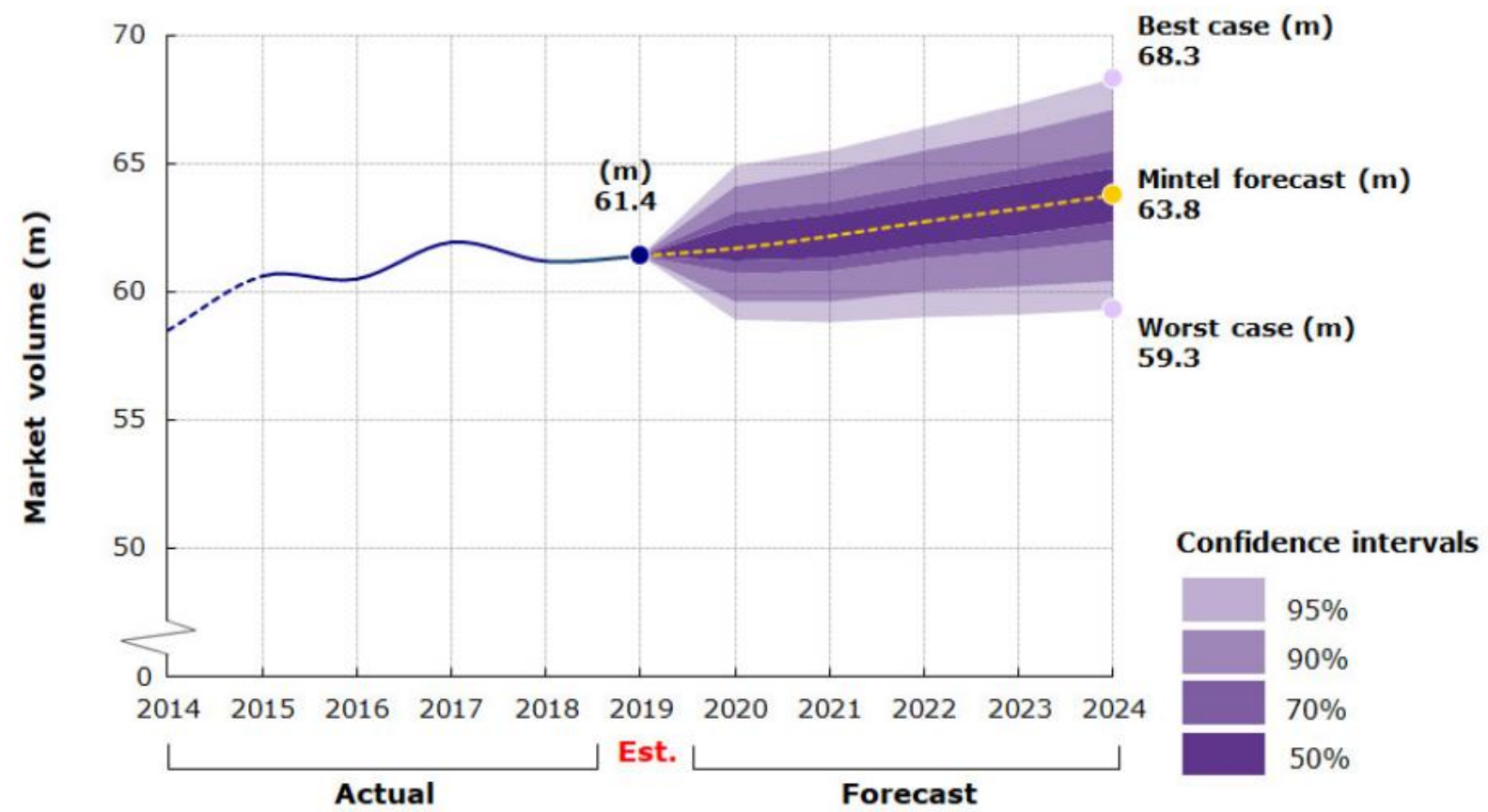
HAPPY!

andrew denton mbe

2020 PREDICTIONS

TRAJECTORY TAKEOFF

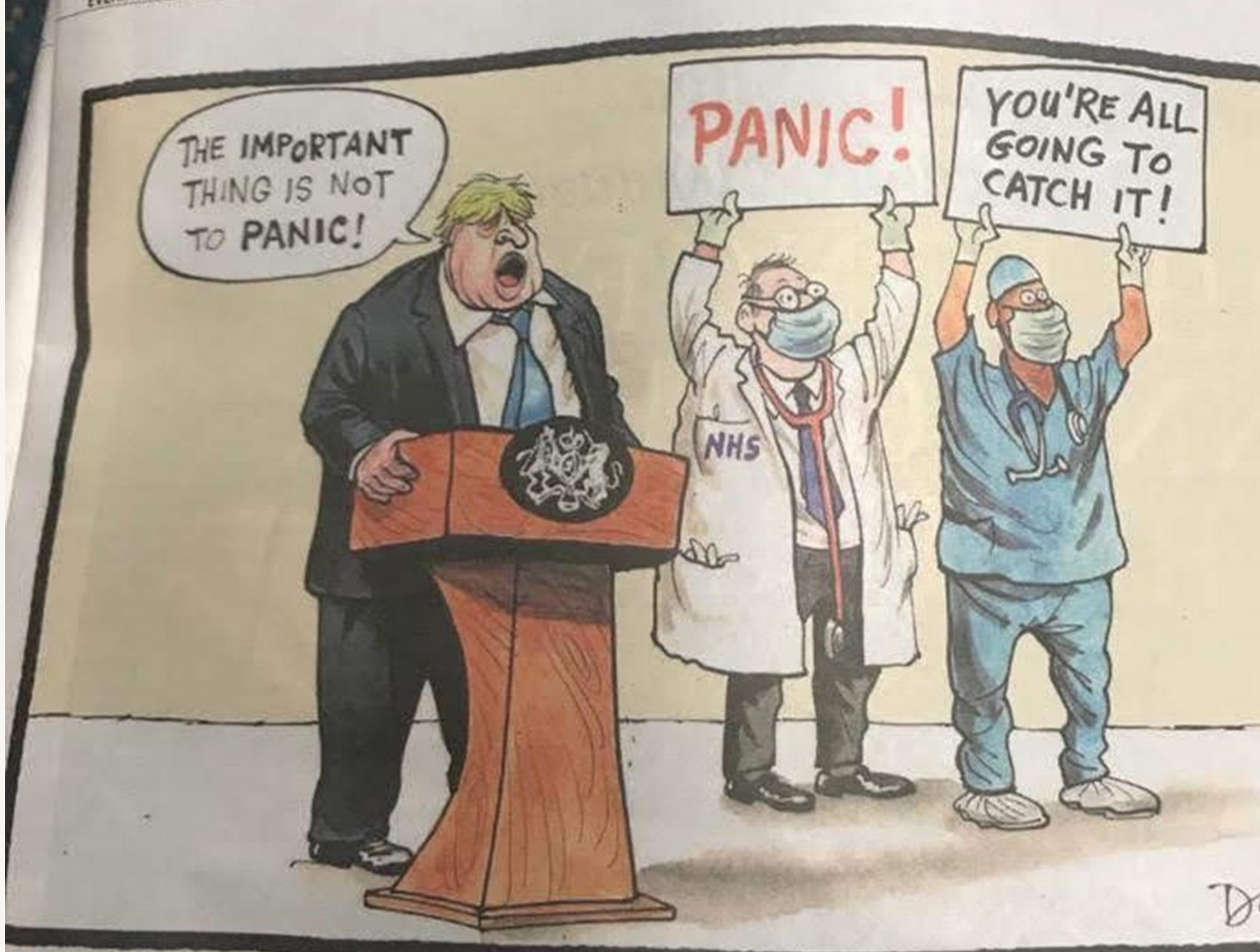
FIGURE 1: TOTAL VOLUME FORECAST OF HOTEL/MOTEL/GUESTHOUSE STAYS (DOMESTIC AND INBOUND), 2014-24



Source: GBTS/Office for National Statistics/Mintel



2020
REALITY





Best
Western®

Mores Central

Sorry!!
We are closed
until further notice



**HOW RIGHT WE WOULD BE,
BUT ONLY WHEN EVERYTHING WENT WRONG**

FANDEMIC



TikTok



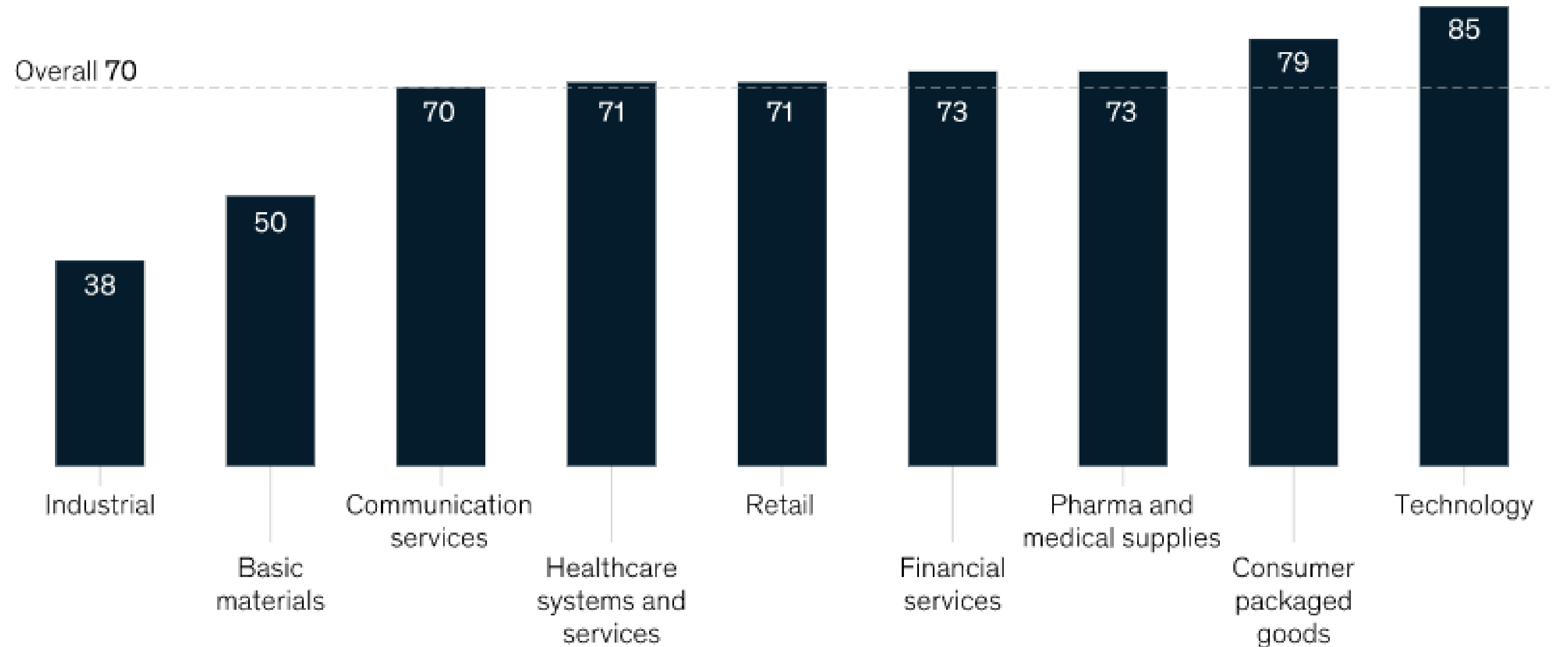
JUST EAT

TIGER TIME



Nearly three of four executives agree that changes brought about by COVID-19 will be a big opportunity for growth, with variation across industries.

Share of executives who expect the COVID-19 crisis to be 1 of the biggest opportunities for growth in their industry, %



Source: McKinsey Innovation through Crisis Survey, April 2020

unleash the
inner
underdog

unleash the
inner
underdog

1

own the crisis

#INNERUNDERDOG

CREATIVITY
ENERGY OF NEW IDEAS



CREATIVITY
ENERGY OF NEW IDEAS



CREATIVITY
ENERGY OF NEW IDEAS

**OOH LA LA
X
EE BY GUM
=
WORLD'S
GREATEST
CYCLE RACE**

[← BACK TO NEWS](#)

NEWS



**French President gives support to Yorkshire's
Tour de France bid**

2

gather your vipas

#INNERUNDERDOG

VIPAS WERE EVERYWHERE



Monday 11th May



Jon Matson decided to try and 'lift spirits' during the lockdown (Pictures: North News/NCJ Media)



VIPAS WERE EVERYWHERE

BEST WESTERN GREAT BRITAIN
@BestWesternGB



BEST WESTERN GREAT BRITAIN
@BestWesternGB

Today:

20.04

To be bagged

50 x Charlotte-district nurses

50 x Marie Curie

50 x Dangelish ward-melton
hospital

Deliveries-mon

~~80~~ x ~~Glenfield~~ ICU ✓

~~50~~ x ~~Smiths~~ Pharmacy ✓

~~50~~ x ~~Precious-Care~~ Community ✓

40 x Egerton Care home ✓

VIPAS WERE EVERYWHERE



At home the whole street has added green paper to their windows. If it changes to red it's means they require assistance, shopping, medication or transport. THIS IS AMAZING 🍀 #coronavirus



3

**don't play safe,
safe is risky**

#INNERUNDERDOG

**IN 1778 WILLIAM CLARK FINDS A DRAPERS BUSINESS IN LONDON
EXTENDS TO CHELTENHAM AND HARROGATE
GROWS ACROSS BRITAIN AND DENMARK
IT WAS A HUGE SUCCESS
178 LOCATIONS OVER 243 YEARS OF TRADING
AT ITS HEIGHT IT WAS VALUED AT OVER £1.7BN**

#INNERUNDERDOG



**BRAND BECAME IRRELEVANT
STOPPED INNOVATING WITH DESIGNERS
IT DIDN'T REACT ONLINE
TOO LITTLE TOO LATE**

#INNERUNDERDOG



unleash the
inner
underdog

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hotels to hospitals

#INNERUNDERDOG

£50
SEE PAGE 70

...AS YOU'VE NEVER SEEN THEM BEFORE
SEE PAGES 14 & 19

radical plan to shake-up football
SEE PAGE 11 and SPORT

REVEALED: Inside story of fight for life
Carrie's love letter with scan of unborn baby
He was 30 when that all No10 staff could do was pray

VENTILATOR SEDATIVE SHOWS
WE'RE RUNNING OUT OF DRUGS

MILLIONS FACE DRASTIC NEW SHUTDOWN TO SAVE THE NHS

CHIEF'S CORONA...
WORLD EXCLUSIVE
Message from...
toll jumps 87 to 422



NATIONAL HELP SERVICE

BRITAIN'S 1st DAY IN LOCKDOWN
SEE PAGES 2 TO 14

By MARK MCGHEEHOFF
117 Brits were last night urged to sign up to a 200,000-strong National Help Service.
Health Secretary Matt Hancock wants voluntary delivery workers and cleaners to 1.4million vulnerable patients looking after at home from Covid-19.
It comes as 400 centres are being overrun by victims. Yesterday the UK death toll climbed 87 to 422 - the highest daily total so far - with 8,177 confirmed cases.
NHS leaders warned last night that the toll could rise to 1,000 by the end of the week. Hancock said the health secretary last night said there was a "Continued on Page 2"

SUNDAY MIRROR
SUNDAY NEWSPAPER OF THE YEAR
MARCH 29, 2020 £1.70
Magical Disney
AS UK DEATH TOLL PASSES 1,000



PROTECT OUR DOCTORS AND NURSES

Virus patients more likely to have ventilators taken away









Caroline Quentin
How phone hackers stole my life

TV's guilty secret
to Death in Paradise

The Guardian

Patients sent to hotels to free up beds for Covid care

Exclusive

Dennis Campbell
Robert Booth

Thousands of hospital patients are set to be discharged early to hotels or their own homes in order to free up beds for Covid-19 sufferers needing life or death care, the Guardian has learned. Hospital chiefs in England intend to start discharging patients early on a scale never seen, as a urgent measure to create "extra emergency contingency capacity" and stop parts of the NHS collapsing, senior sources said. Documents seen by the Guardian also reveal that the NHS is asking care homes to start accepting Covid patients directly from hospitals without a recent negative test, as long as they have been in isolation for 14 days and have shown no new symptoms. Under the "home and hotel" plan, patients discharged early into a hotel will receive help from voluntary organisations such as St John Ambulance and the British Red Cross, armed forces medical personnel and any available NHS staff. The London

Hotel Group (LHG), which owns the Best Western chain, has started taking Covid-positive patients from King's College Hospital in south London and is looking after them in its hotel in Croydon. It is in talks with 20 other NHS trusts and says it could provide 5,000 beds. Families will be expected to play a key role in monitoring and caring for loved ones who are sent home days or weeks before they would otherwise have left hospital, with support from health professionals where possible. The glass cover amid growing concern that hospitals will soon be overwhelmed and that the crisis may not peak for several weeks. More than 35,000 Covid patients are in UK hospitals, with that number rising by 4,210 in the last week. NHS leaders fear that the Covid variant, which has fuelled infection rates in London, south east and east England, leaving many hospitals struggling to cope, will soon do the same in the south west and north west. Second levels of sickness absence in the health service and its central role in the government's mass vaccination drive led NHS bosses to want that few staff will



Coronavirus: Four...
From bbc.com - delivered b
it's making sure that the equipment and the trained staff are there as well."

More about coronavirus

- EASY STEPS: What should I do?
- A SIMPLE GUIDE: What are the symptoms?
- CONTAINMENT: What it means to self-isolate
- LOOK-UP TOOL: Check cases in your area
- VIDEO: The 20-second hand wash

Hotel chain Best Western said it was considering turning some of its properties into temporary hospitals to help the NHS. Chief executive Rob Paterson said Best Western would discuss the idea this week and "would be willing to take unprecedented steps to support the national effort". The chain reported an increase in cancellations over the last month as a

Is this lunch for five days?

Hotel chains in talks to turn properties into NHS hospitals

Logistics of giving rooms to vulnerable groups or medics under discussion

- [Coronavirus - latest updates](#)
- [See all our coronavirus coverage](#)



23m ago 15:10

A hotel chain has said it could turn its properties into temporary hospitals if the NHS needs additional bed space during the coronavirus outbreak, PA reports.

Best Western Great Britain said it will discuss the move this week and would be willing to take "unprecedented" steps to help.

The chain, which is the largest independent hotel group in Britain, said it had seen a significant increase in cancellations over the last month due to the outbreak.

Rob Paterson, chief executive officer of Best Western Great Britain, said: "We are in unprecedented territory so we would be willing to take unprecedented steps to support the national effort."

"If the NHS wants additional bed space, and we can partner with other companies to provide the right medical equipment and supplies, and we can do it safely, then we would be willing to start having those conversations immediately."

"Whatever we can do to help."

Coronavirus news...
independent.co.uk

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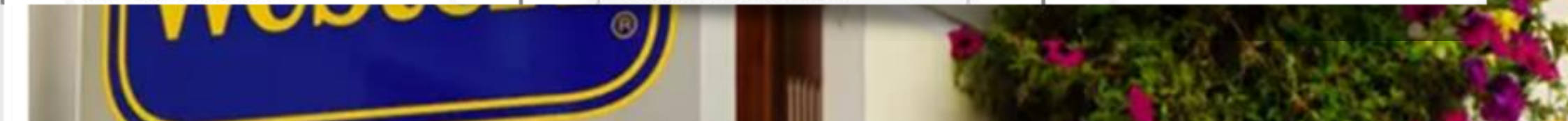
INDEPENDENT

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Fred Sirieix  @fredsirieix1 · 17h

We got beds [@MattHancock](#) where are the ventilators?



Fred Sirieix  @fredsirieix1 · 17h

Well done [@BestWesternGB](#) you are showing the example and leading from the front. That is exactly what we all need to do to defeat the virus. I am so proud of you. Thank you.



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Process C-19

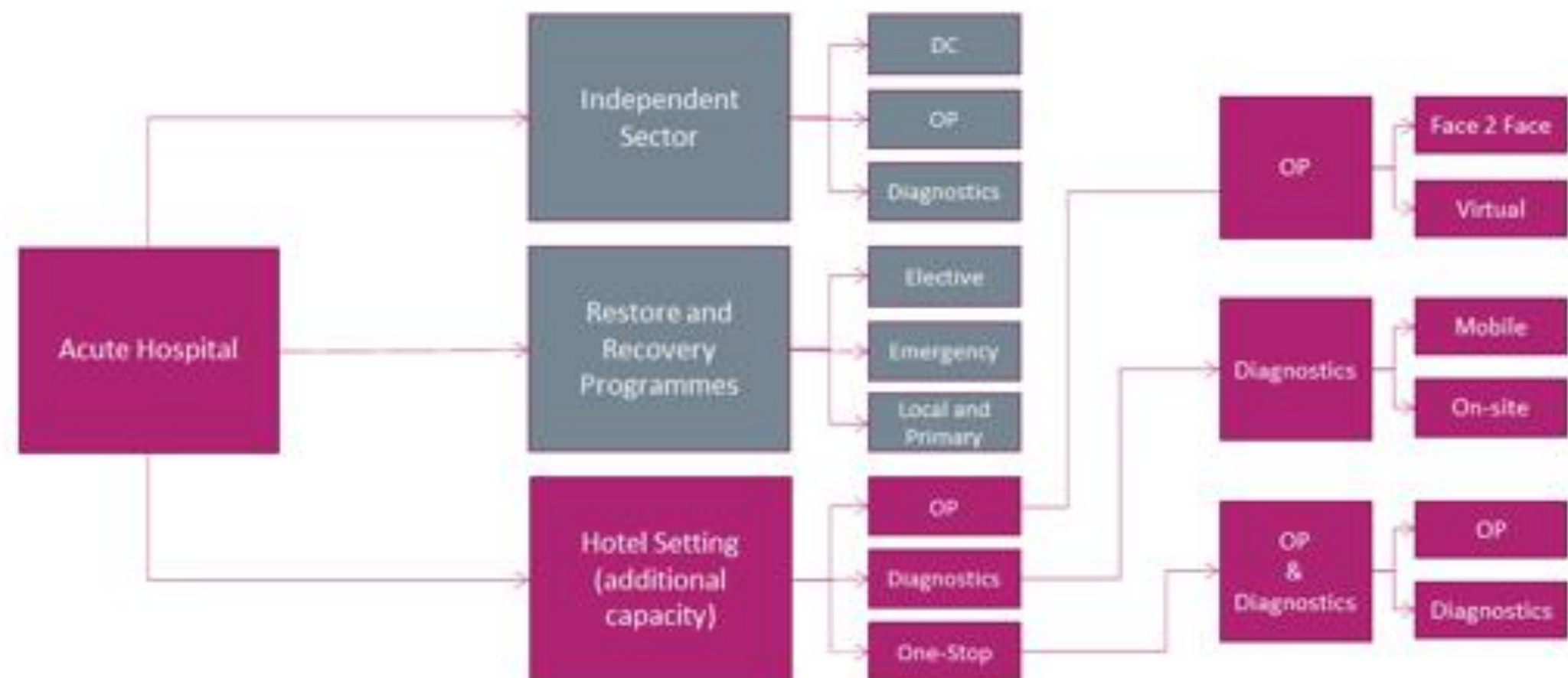
HERE TO HELP

Emergency Department (A&E)

Process C-19 was established as a not-for-profit organisation to help NHS hospitals with capacity constraints during the Covid-19 pandemic crisis. It was founded by medical, hospitality, infrastructure, legal, insurance and logistical leaders and organisations, emphasising governance and oversight.

Our **extensive medical team** comprises a number of the UK's leading specialist practitioners and organisations involved with medical and surgical care, rehabilitation, infectious disease, intensive care, virology and immunology and includes experts from University of Oxford Medical School, University College London, the Royal Free Hospital and Professor Hugh Montgomery, director of the Centre for Human Health and Performance at University College London and an expert in lung injury. The outpatient solutions developed by Process C-19 are based on a **detailed modelling and feasibility** study with Medway Innovation Institute. All plans have had CQC guidance and comply with guidelines.

Potential Hotel Model: Outpatients, Diagnostics and One Stop Shop Concept



BOOKING GOOD

HERE TO HELP

BOOKING



Where are you going?

GB ▾

Hotel, place, postcode, attraction ✕

Check in

Tue Apr 19



Check out

Wed Apr 20



Guests

1 adult, (1 room)

HERE TO HELP



at NHS Foundation Trust was created
the merger of Somerset Partnership
Foundation Trust and Taunton and
at NHS Foundation Trust



Good morning Charlotte & Andrew,

I just wanted to drop you a quick line to express my gratitude for your offer to assist in this incredibly difficult time. The need to support our most vulnerable adults and children remains a priority for us and having options and contingencies to continue with this service is vital.

Again, many thanks and I hope you keep safe and well

Nick Glister

Detective Chief Inspector 4645 | PVP Buckinghamshire |
Aylesbury Police Station, Wendover Road, Aylesbury, HP217



9 June 2020

Best Western Hotels

Sent via email to:

Offers of accommodation provided to Somerset NHS Foundation Trust

On behalf of all my colleagues at Somerset NHS Foundation Trust, I would like to take this opportunity to thank you for the generous offer of accommodation and support you have provided. As you may be aware, from 1st April 2020 our Trust includes our acute hospital at Musgrove Park and our Community Hospitals and Mental Health sites across the county.

Over the last few months, the generosity and kindness that we have been shown by all Somerset communities including many local businesses, organisations and individuals has been overwhelming. It has meant a great deal to all of us and made a difference to the morale of colleagues who have all worked hard in either delivering or supporting services to patients and families who we have cared for during this very difficult time.

Thank you so much for your generosity which has meant so much to all of us, bringing a smile to our faces during what have been rather long and arduous days. Your kindness will not be forgotten.

HERE TO HELP

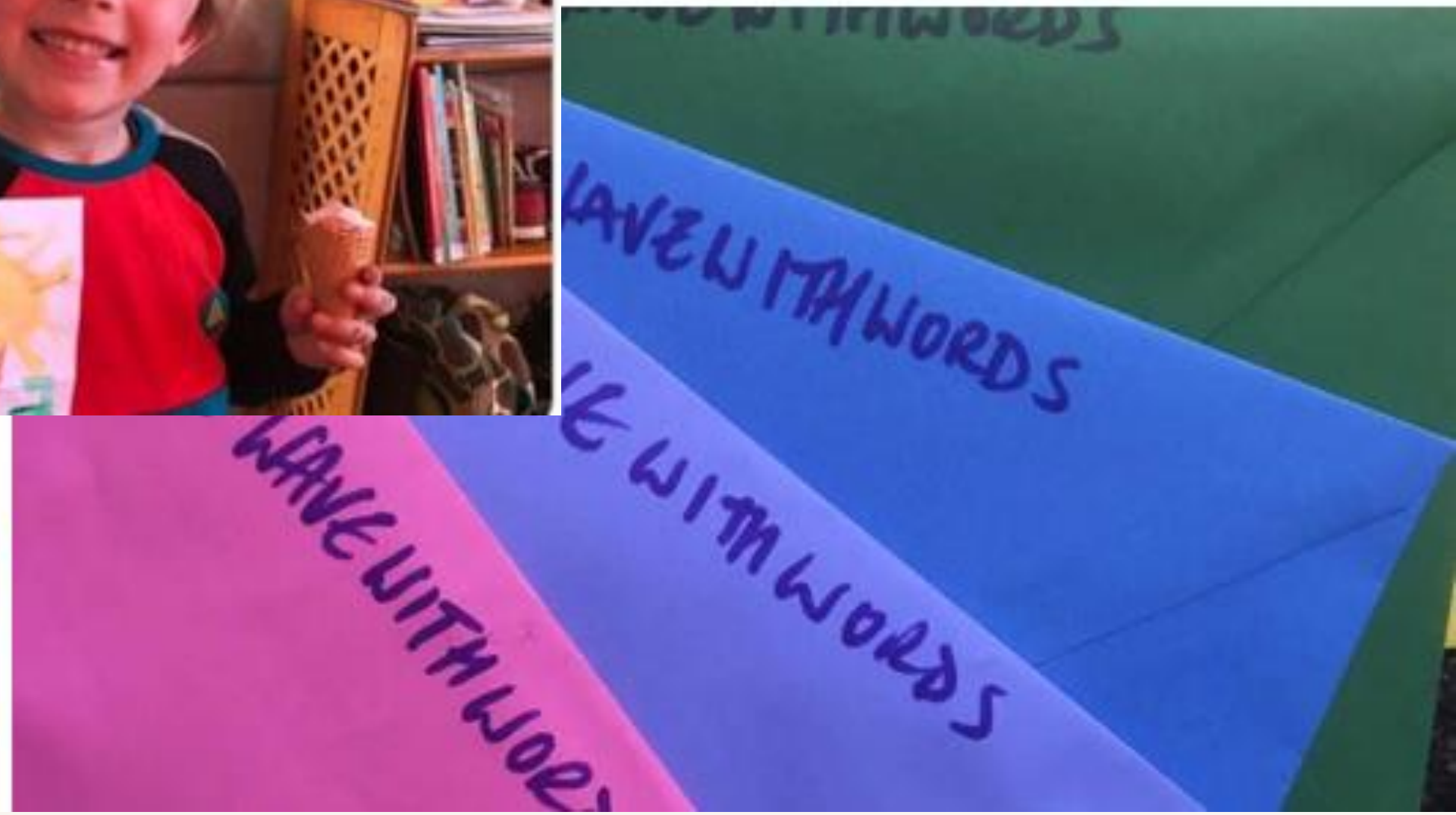


HERE TO HELP



A
WAVE

Louise Mitchinson @Lou_mitchinson · May 4
Many thanks to Olivia & William @bestwesterngb in York for my sons card and painting. It's really cheered him up, especially as his Easter holiday to see family was cancelled! #wavewithwords ❤️



HERE TO HELP



BBC NEWS

Coronavirus: Hotels as hospitals

Two hotels in Dorset are the first to undertake new scheme

▪ Nurse from Kent aged 39 dies after testing positive for coronavirus

16:48



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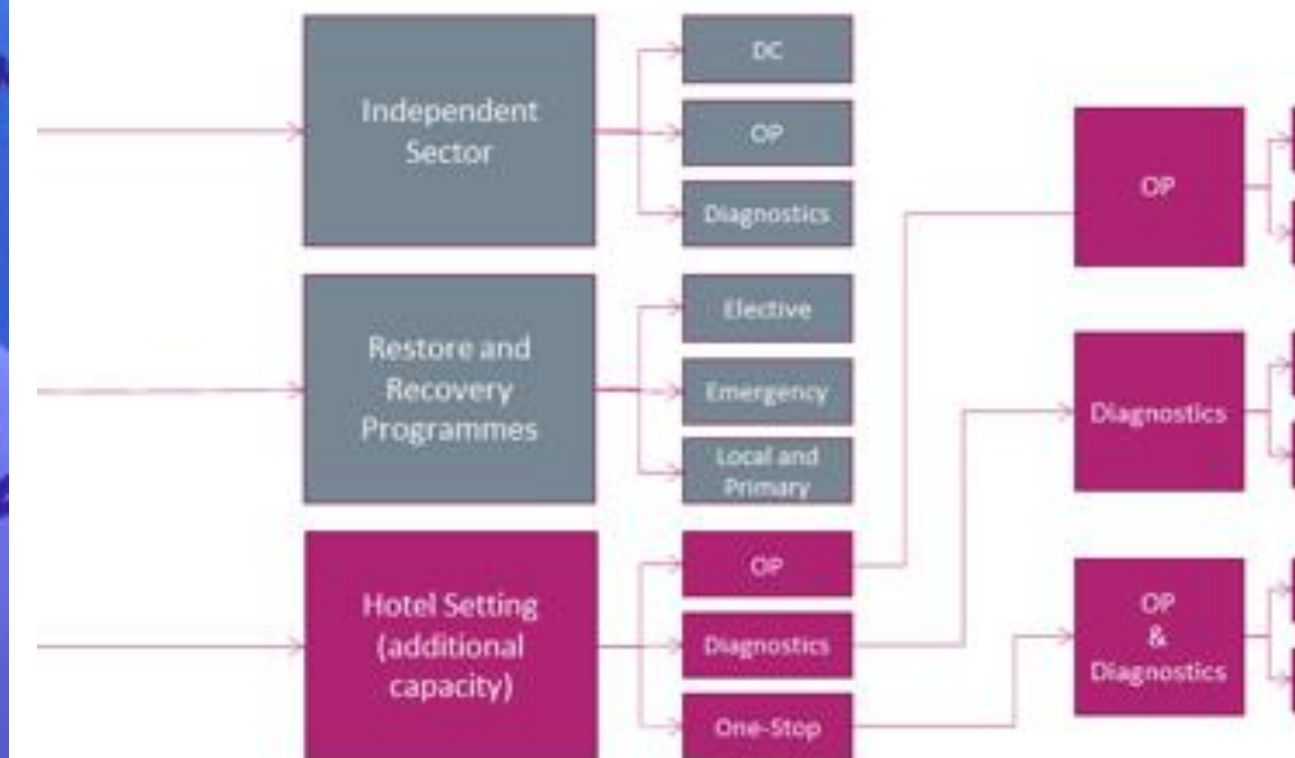
Again, many thanks and I hope you keep safe and well

Nick Glister

Detective Chief Inspector 4645 | PVP Buckinghamshire |
 Aylesbury Police Station, Wendover Road, Aylesbury, HP217

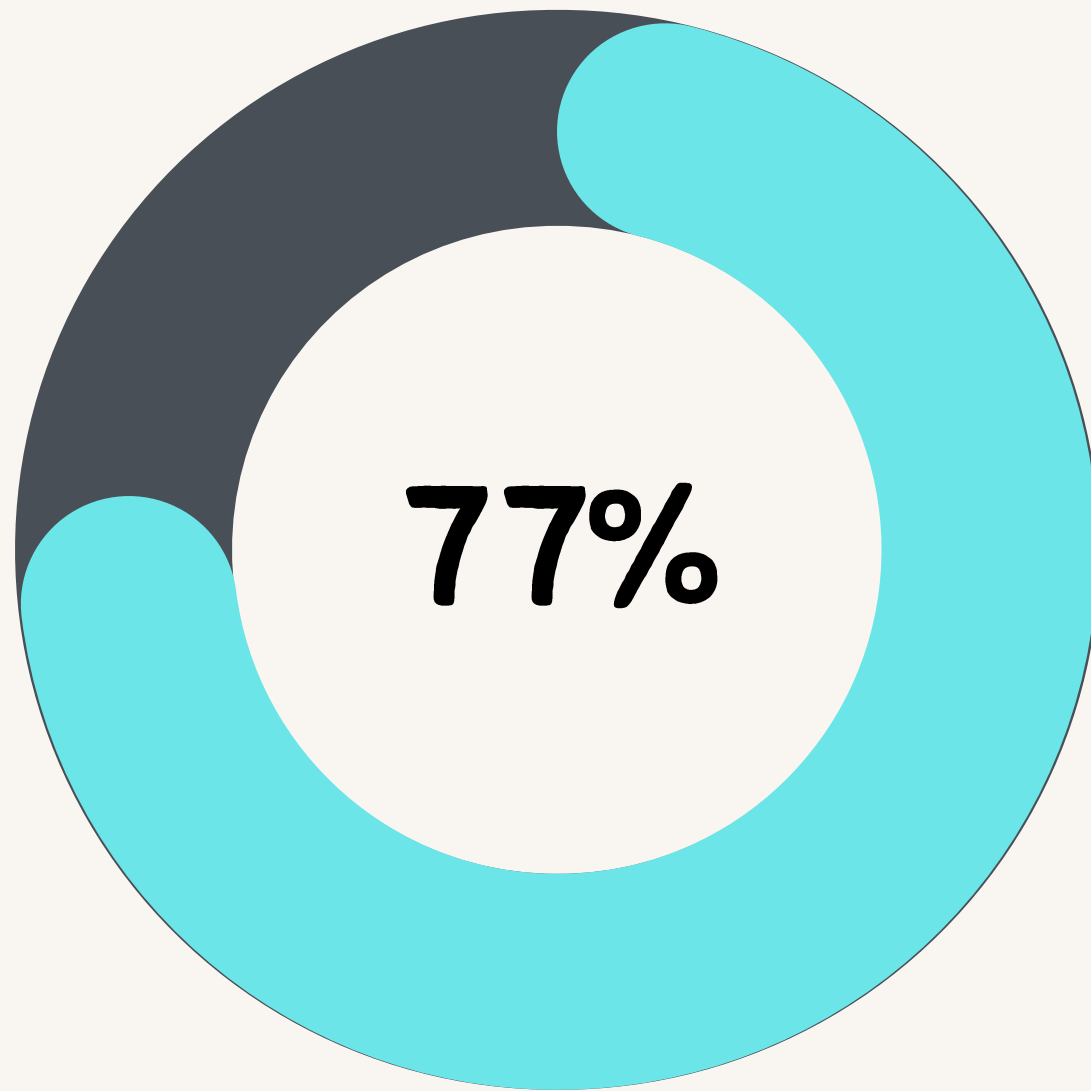


el: Outpatients, Diagnostics and One Stop Shop Concept



**go beyond what you
thought was possible...
when faced with
the impossible**

#INNERUNDERDOG



reduction in brand rejectors



16% positive swing in consideration

#INNERUNDERDOG

RECOVER

hotels to hospitals

NHS



HAPPY!

**unleash the
inner
underdog**

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2

gather your vipas

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1

own the crisis

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3

**don't play safe,
safe is risky**

#INNERUNDERDOG

thank you

 **@andrew denton mbe**

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