

BaxterStorey named highest scoring hospitality business on Inclusive Employers Standard

10 months ago



BaxterStorey has been named the highest scoring accommodation and food services business on the Inclusive Employers Standard, achieving silver status.

To gain the accreditation, BaxterStorey was required to provide a detailed overview of its inclusion activities within an inclusion framework. This submission was then assessed against evidence-based criteria.

BaxterStorey's report highlighted a shift from 'reasonable adjustments' to more proactive 'workplace adjustments'; shared accountability for inclusion at all leadership levels; and a thoughtful, data-driven approach to employee engagement and diversity monitoring, with the investment in a new HR system described as "transformative".

The organisation was recognised for its drive to deepen understanding and expertise around inclusion, including a "proactive approach to sharing inclusion work with clients and collaborating with them on their own initiatives".

Lyndsey Oliver, head of EDI at BaxterStorey, said: "We're on a mission to be the most inclusive workplace culture in hospitality, and we're thrilled to be awarded silver status, it is a huge milestone for us as we continue our ED&I journey.

"When our teams feel respected and valued, they thrive - and that energy shapes the great hospitality experiences we deliver. We'll keep asking tough questions, encouraging curiosity, and pushing for

progress - because we all share the responsibility to lead and champion positive change in our industry.”

Emily Pattinson, senior Inclusive Employers Standard programme lead, Inclusive Employers, said: “We’re incredibly proud that BaxterStorey has shown a clear commitment to building and inclusive culture and has achieved a silver accreditation.

“In what can feel like an overwhelming time for inclusion and diversity work, organisations like BaxterStorey are part of driving meaningful change. By seeking to understand their inclusion development, BaxterStorey demonstrates to others in their sector that they are prioritising their people and creating a culture of impactful inclusion.”

In addition, the caterer was also awarded Menopause Friendly Accreditation (MFA), reflecting its commitment to employee wellbeing and gender inclusivity. The accreditation recognises employers that meet standards in menopause training, internal communication, and engagement, each assessed by an independent panel.

Deborah Garlick, CEO and founder of Henpicked: Menopause In The Workplace said: “It’s clear that EDI sits centrally at BaxterStorey, not just for its employees but also for its customers, communities and the wider world. Holding the Menopause Friendly Accreditation sends a very strong signal that women’s needs and support are prioritised throughout their career at BaxterStorey. I have no doubt the work they have done to gain the Menopause Friendly Accreditation will create a very positive ripple effect throughout the organisation and into wider society.”

The Inclusive Employers Standard is an evidence-based inclusion accreditation run by Inclusive Employers. Established in May 2011, Inclusive Employers was the UK’s first membership organisation for employers looking to build inclusive workplaces.

Through membership, training and consultancy, Inclusive Employers provides initiatives to build inclusive cultures, expertise in developing sustainable inclusion strategies, and help to harness the diverse talent within organisations of all sizes.