

A background featuring a sunburst design with numerous yellow rays radiating from a central point on the horizon line. The rays extend across the entire width of the image, creating a bright, energetic feel.

WOMEN IN HOSPITALITY

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A SEAT AT THE

*Table*

ONLY A  
PAVEMENT  
AWAY

On International Women's Day 8th March,  
Only A Pavement Away are launching  
their Women In Hospitality Campaign.

*#aseatatthetable*



why?

# The stats - women facing homelessness

## Because...

- The average age expectancy of a female rough sleeper is just 42
- 61% of women facing homelessness have experienced domestic abuse
- Sexual violence is a very real threat for women on the streets. According to Crisis, nearly 1 in 4 female rough sleepers have been sexually assaulted, with nearly 6 in 10 women reporting being intimidated or threatened with violence
- The Centrepont Databank found that last year more than 46,000 young women were homeless or at risk of homelessness

# The stats - women in hospitality

- Only 25% of Only A Pavement Away members are women
- Less than 1 in 5 chefs are female in the UK (ONS 2021)
- Women accounted for just 30% of all hospitality leaders (Castell Project study 2021)

*The purpose of the campaign?*

1

**START A  
CONVERSATION  
AROUND REALITY  
OF WOMEN FACING  
HOMELESSNESS**

2

**TO CHAMPION THE  
INDUSTRY AS  
INCLUSIVE + A  
GREAT CAREER  
PATH FOR WOMEN**

# more about the campaign

Our mission is to champion the hospitality industry as inclusive and a great career option for women facing homelessness as a stable solution to a brighter future.

Women facing homelessness are often referred to as the 'hidden homeless' - we are raising awareness of the specific issues women experience such as domestic violence/ sexual abuse/children being taken away and sex trafficking.

On #IWD we will be announcing new partnerships with domestic violence charities and the launch of a new mentorship programme specifically for women to further support our members

As part of the campaign, we are inviting our supporters to share content of the inspirational women in their businesses and how they make their work place inclusive.





**This year we plan to support at  
least 250 women into stable roles  
in the hospitality sector**



# Join our social campaign

How to support our campaign and raise awareness of women facing homelessness:

## WHEN?

International Women's Day - Wednesday 8th March

## HOW?

- Take a photo or video of the inspirational women behind your business
- Tag @only\_a\_pavement\_away
- Share the facts around women facing homelessness and what Only A Pavement Away is doing
- Share how you are championing women in the hospitality industry and your business

**CLICK FOR ASSET + COPY BANK**



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mim.mason To celebrate International Women's Day we are supporting Only A Pavement Away's Women in Hospitality Campaign [#aseatatthetable](#).

We are joining their mission to champion the hospitality industry as a good career option for women facing homelessness and a stable solution for a brighter future.

Their mission this year is to get 500 women facing homelessness into stable employment in hospitality.

They are doing this by partnering with domestic violence charities and launching a mentoring scheme for their female members.



# Calling all women in hospitality

**WE ARE LOOKING FOR FEMALE HOSPITALITY LEADERS**  
who are passionate about what they do.

**Want to get involved?**

**We would like you to share your story by sending us  
a video testimonial to be featured in our campaign?**

## **FEMALE MENTORSHIP PROGRAMME**

**We are also looking for mentors for our women in  
hospitality mentor programme - you must be able to  
commit to 6 X1hr sessions a year (online or in person)**

**Email [hello@mimmason.com](mailto:hello@mimmason.com) to find out more**



Please do **share** this with any other  
hospitality businesses  
who will be interested to join  
the campaign



# THANK YOU

