

THE COCKTAIL LOVERS

INGREDIENTS FOR MORE THAN GREAT DRINKS

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BLACK PRIDE

Celebrating people
of colour in the
drinks world



SIX QUESTIONS FOR...



LORRAINE COPE

*Founder & CEO of Be
Inclusive Hospitality*

ONE When and why did you set up Be Inclusive Hospitality?

Be Inclusive Hospitality (BIH) was founded in 2020 due to the lack of representation of people of colour in leadership positions and the supply chain. We encourage action through research, empower our community with funded professional development programmes, and provide consultancy services to businesses committed to fostering inclusion and equity. I have worked in the sector for 22 years and know the industry well. I love it, but with the representation of people of colour at 18%, we need to do better, and I hope to support this progress.

TWO How, if at all, has BIH changed in the few years since it was founded?

We have been consistent with our approach, and each year, our impact has been greater due to business, team and partnerships growth. We launched during the pandemic, so initially, many of our initiatives and services were

online. However, we are now very much an in-person community organisation.

THREE What's the biggest change that you've seen in the industry in the past few years?

Nothing can top the aftermath of the pandemic. Businesses are reducing their capacity compared to pre-2020, which has had an adverse effect on revenue and their ability to invest in important areas, including people. That said, this industry is incredibly agile and has adapted, adjusted and continues to push forward.

FOUR Tell us about some of the ways BIH has impacted the Black and Brown communities.

We have supported more than 2,000 people across the industry through mentorship programmes, delivering over 600 hours of mentorship to date. We have supported professional development through funding, qualifications, courses, networking opportunities and an awards ceremony. Throughout my career, I have often

felt lonely being 'the only one'. Our community is designed to build social capital and pull the levers that support people of colour to succeed in their respective careers. We are doing this year on year, and I hope to continue expanding our support through funding, collaboration and sponsorships.

FIVE What are you most proud of? Continuously, we take pride in the community we have built over the past four years, comprising 700+ community members, 120 ambassadors, 100 mentors and well over 60 partners. Our community consists of individuals and businesses, all united by our shared values and the common goal of fostering a more inclusive and equitable hospitality industry.

SIX What are your biggest achievements to date?

Definitely the community growth and development; 65% of people who have accessed our development programmes have gone on to achieve notable personal and professional goals. bihospitality.co.uk