

HOSPA salutes Chris Cows



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Chris has been a voluntary non-executive director/trustee for 27 years at St Martin-in-the-Fields, the iconic church on Trafalgar Square. He also has other voluntary roles including coordinator of the Hospitality Leaders' network, fiftytwenty. Additionally Chris is visiting professor at the School of Hospitality & Tourism Management at the University of Surrey.

Chris was appointed to the role for a three-year term in 2015. During that time he was involved in several projects including a major ESRC funded study on hotel productivity as well as teaching Hospitality undergraduates. The most recent work Chris instigated was on the impact of Brexit on hotel staffing which he and Professor Andrew Lockwood presented at HOSPACE in November 2017 and 2018.

Early in 2018 the term of Chris's honorary professorship was extended for a further three years. Chris said: "I am delighted to be able to continue my work with the school at Surrey which is the UK's number one and world's number five hospitality educator. I see my main role there as helping to bring Hospitality operators and academics together through meaningful projects which help the sector as a whole."

Commenting on the MBE, Chris told us: 'I have been very fortunate in my hospitality career and it's been good to give something back

through volunteering in different ways, especially all the years I have been a non-executive director of the commercial activity at St Martin-in-the-Fields on Trafalgar Square. I received the news of my MBE appointment in a letter a few weeks before it was announced - it's a great honour and one that I will always cherish'.

Jane Pendlebury, HOSPA CEO, said: "Chris has created a remarkable networking event fiftytwenty for senior UK hospitality leaders - he ensures it's success by keeping his involvement personal and constantly producing an amazing speaker for each event.

"Through his company Eproductive and their work with the charity sector, Chris and his team pioneered use of the Gift Aid scheme in charity shops, a programme that we are now all familiar with.

"His recent inclusion in the honours list is well deserved and he joins other 'greats' of the hospitality industry, such as HOSPA's president Harry Murray and Springboard's CEO Anne Pierce as MBEs.

"HOSPA is proud to have worked with Chris and Eproductive for many years. At our recent conference HOSPACE he expertly delivered some of his knowledge - from research - about the impact of Brexit on staffing in hospitality. It perfectly set the scene for the audience before Chris introduced a panel debate on Brexit led by BDO and included KPMG, Watson Farley & Williams Lawyers and ETOA.

"What a great bloke."