

“The impact we have on the world around us is of critical importance, and being a force for good is part of our Premier Inn DNA.”

*James Pitcher*

**Director of Sustainability  
Whitbread Group**



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I lead our sustainability programme, Force for Good, which is a fundamental part of our philosophy and the way we run our business. Our strategy is ambitious and comprehensive; our teams and guests raise an astonishing amount of money for Great Ormond Street Hospital and we give thousands of people great access to work through our apprenticeship and other employment programmes. We also work hard to protect the human rights of the people in our supply chain whilst improving the sustainability of our products and have an award-winning programme that reduces our impact on the environment.