

FOR IMMEDIATE RELEASE

New Operations Director Joins Charles Hope, Bringing Two Decades of Hospitality Expertise

5 April 2024 - Charles Hope, a leading name in the serviced apartment industry, is thrilled to announce Faye Ford's appointment as the new Operations Director. With over 20 years of experience in the hospitality and operations sector, Faye brings a wealth of knowledge and a proven track record of success to the Charles Hope team.

In her previous roles, Faye has held key positions at prominent organisations such as Native and LaplandUK. At Native, she spearheaded client management and operations, working with esteemed clients, including PwC, Atos, CGI, BT, Tesco, and JPMorgan. Her most recent role as COO at LaplandUK saw her orchestrating and operating an immersive theatrical experience, welcoming over 175,000 visitors annually, including senior British Royals.

When asked about her decision to join Charles Hope, Faye expressed excitement about the company's growth plans and transition into a medium-sized business. She believes in the potential to significantly impact operational standards and processes alongside a dedicated team of professionals.

Regarding her vision for the operations department, Faye emphasises a commitment to excellence and guest satisfaction. She plans to enhance the guest experience by implementing a rigorous maintenance and refurbishment program and partnering with top facilities management companies to ensure consistently high standards across the expanding portfolio of serviced apartments.

"I am thrilled to be part of the Charles Hope team," said Faye. "The opportunity to contribute to the company's growth and enhance the guest experience is incredibly exciting. I look forward to collaborating with the talented team at Charles Hope to achieve our shared goals."

In addition to ensuring consistency and high standards, Faye emphasises the importance of cross-departmental collaboration to achieve overall success, stressing clear and inclusive communication as a key factor.

"We are delighted to welcome Faye to Charles Hope," said Richard Maurin, CEO at Charles Hope. "Her vast experience and innovative approach will undoubtedly drive our operations department to new heights, further solidifying our position as a leader in the serviced apartment industry."

For more information about Charles Hope and its services, please visit
For bookings, call (0) 203 983 6300 or email reservations@charleshope.co.uk.

For more information, please email marketing@charleshope.co.uk.
www.charleshope.co.uk

About Charles Hope Apartments:

Charles Hope Apartments prides itself on providing exceptional accommodation solutions to corporate and leisure travellers. It has key locations in Aberdeen, Birmingham, Brentford, Canary Wharf, Hounslow, Kew Bridge, Croydon, Greenford, Manchester, Plymouth, Reading, Salisbury, Staines, Southampton, and Swindon and continues to expand its presence across the UK and Europe.

Apartments are meticulously designed and furnished to offer a luxurious and welcoming atmosphere to all guests, with comfort and convenience to guests being of the utmost importance. Charles Hope Apartments goes above and beyond to ensure that every aspect of their guest's stay exceeds expectations.