

The London Beach Country Hotel & Golf Club Charity Scheme.

A hotel is leading the way with a pioneering scheme that has raised more than £582,000 for charities and local clubs in the last 5 years.

The charity scheme run by The London Beach Country Hotel & Golf Club in Tenterden in association with the Savannah Charitable Trust, donates back the full cost of the food purchased at a range of events held by the supporters of the charities and clubs. Over 600 events ranging from special dinner dances and shows, lunches, Sunday carvery, afternoon teas to golf days and fishing competitions have been held in the last 5 years.

The scheme began in 2011 and many functions have been staged at the luxury Tenterden venue. A large number of charities and sports clubs have been involved and have benefitted from the scheme including the Ashford Mayor's Charities; Cancer Research; Tenterden Day Centre; local Churches and Schools; the Kent and Sussex Air Ambulance; the Wildlife Heritage Foundation; Hi Kent; Pilgrims Hospice and many more. Among the clubs that have taken part are Biddenden Bowls; Rolvenden Football Club; Tenterden Bowls Club; Tenterden Cricket Club; Tenterden Angling Club; Tenterden Scouts; Brewmasters Football Club and many others.

Hotel owner Pierre Edmonds says that he believes the London Beach has a role at the heart of the Tenterden Community, offering sporting and social activities, as well as a wonderful place to relax and enjoy good food with friends. The Hotel, Health Club and Golf Club promote good health and a real sense of community among residents, it is especially valuable for older people who may feel isolated in their own homes.

One of the causes close to Mr. Edmonds' heart is the Tenterden Day Centre, which has received more than £136,000 over the last 5 years through the scheme.

Mr. Edmonds said: "I think it is very important to look after our old people. They have worked all their lives and many of them suffer as society puts them aside." It is something the businessman is keen to address and he is full of praise for the Day Centre's activities put on for elderly, frail or disabled people, both young and old. They include assistance with transport, home cooked meals, laundry, hairdressing and chiropody services.

Tony Horton, a former Tenterden Day Centre trustee said that the golf days, tea dances, lunches and barbecues held at the London Beach are greatly appreciated by the Centre's Members.

He said: "Pierre is very strong on looking after the elderly and has been a fantastic supporter of the Day Centre as well as doing a lot for the town. The money donated by London Beach via Savannah Charitable Trust to the Centre has been a lifeline."

Tenterden Bowls Club in Recreation Ground Road has also seen some good results from the London Beach scheme. Former secretary and member Linda Harper said: "The money we have received from London Beach has been a significant help to us. It enabled us to get a new kitchen and improve our clubhouse - it's been a real boost to our finances."

To find out more about the scheme you can call the hotel on T: 01580 766279 or go to

www.londonbeach.com/charity If you would like to see what type of events have been used within the scheme and who has benefitted you can visit the London Beach Charity Blog

<http://www.londonbeach.com/Charity-Blog/>