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# Government recognition for Bespoke chairman Sheppard

By **George Sell**  
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**Robin Sheppard**

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UK: Robin Sheppard has been recognised by the government's Office for Disability Issues as a hotel sector champion.

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UK: Robin Sheppard has been recognised by the government's Office for Disability Issues as a hotel sector champion.

Minister for Disabled People, Work and Health Penny Mordaunt has selected Bespoke Hotels chairman Sheppard to join her campaign to improve access to products and services, drive equality and provide equal opportunities for disabled people.

A Bespoke Hotels statement said: "As a founder of the UK's largest independent hotel group, Robin's wealth of experience and outstanding contribution towards hospitality, make him an ideal champion for the hotel sector. Whilst personally, disability is an issue close to Robin's heart, having experienced its frustrating and limiting effects, as well as his fair share of 'joyless' hotel rooms, first hand. This catalyst led Robin to launch the inaugural [Bespoke Access Awards](#) in 2016, partnership with the Royal Institute of British Architects to create the first competition of its kind to address accessibility in hotels through design and innovation. The awards were a resounding access and achieved Robin's ultimate aim of drawing attention to the issue of access, whilst changing hearts and minds along the way. The second Bespoke Access Awards will launch in Autumn 2017."

Sheppard joins a network of industry champions across various sectors, including fashion, hospitality, technology, media, leisure venues and transport, who will "combine their passion and ambition to create momentum for change".

Shepard says he is "immensely proud to be a public advocate for improving access and experiences in hotels so that disabled people can enjoy life to the full, without fear or frustration". He is "humbled and honoured to have been bestowed the opportunity to put his leadership, entrepreneurial and business skills towards an important movement so close to his heart," he added.

[access.bespokehotels.com](http://access.bespokehotels.com)



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