

A photograph of a modern Travelodge hotel building with a wooden facade and a sign that reads "Travelodge" and "travelodge.co.uk". The building is set against a clear blue sky. A red graphic overlay is on the left side of the image.

CASE STUDY TRAVELODGE

Client: Travelodge Hotels UK

Industry: Hospitality / Leisure

Service Provided: Fractional Internal Communications Officer (Contract)

Timeline: September 2025 – December 2025



OVERVIEW

The Challenge: Maintaining comms amid resource strain

Travelodge, one of the UK's leading budget hotel brands, faced a sudden reduction in internal communications (comms) capacity following the departure of a team member. The team was temporarily just two people - the Internal Comms Manager and one colleague - with no option to recruit until after the busy holiday period.

This resource gap coincided with several high-profile initiatives:

- Celebrating Travelodge's 40th anniversary
- Rolling out a new estate-wide EPOS system
- Planning the annual Big Event for staff in January 2026

ISSUES

With limited capacity, the team were struggling to balance day-to-day business as usual (BAU) communications with strategic planning, resulting in:

- ! LOW BANDWIDTH**
Routine communications such as the monthly newsletter and internal social posts risked being deprioritised or diluted.
- ! PROJECT RISK**
Major initiatives lacked dedicated comms support, threatening visibility and engagement.
- ! MANAGER FIREFIGHTING**
The Internal Comms Manager was unable to focus on a longer-term strategy due to the execution of BAU.

Without additional support, staff engagement, operational continuity, and strategic capacity were at risk during a crucial period.

THE SOLUTION

Fractional support, maximum impact

Vikkie Richmond, CEO and Founder of Red and White Media Limited, was engaged on a fractional retainer, two days a week, as a temporary Internal Communications Officer.

THE GOAL

Maintain critical BAU comms whilst introducing innovation to strengthen engagement

- ✓ **Communications audit**
Rapid review of channels, audience needs, and process to identify the most impactful opportunities.
- ✓ **BAU optimisation**
Developed a plan to maintain newsletter and social content quality, while easing the workload on the core team.
- ✓ **Content innovation**
Launched 'Colleague Corner', a feature spotlighting colleagues across hotel and HQ sites, connecting a geographically dispersed workforce of over 13,000.
- ✓ **Multi-channel execution**
Produced high-quality copy for newsletters and internal social platforms, ensuring continuity and engagement.

THE RESULTS

Immediate and measurable impact

This fractional approach allowed Travelodge to maintain visibility, progress strategic projects, and also gave the Internal Comms Manager critical headspace for longer-term planning.

- ✓ **Qualitative impact**
 - **More strategic focus:** The Internal Comms Manager shifted from firefighting to planning and leadership.
 - **Consistent presence:** The team maintained a visible, professional, and engaging presence despite reduced staffing.
 - **Stronger engagement foundation:** Features like 'Colleague Corner' fostered community and improved newsletter readership.
- ✓ **Measuring success**
 - **Activity doubled** on the internal social media channel, with regular posts.
 - **The Comms team saved 10%** of their working week on proofreading.
 - **Seamless translation and execution** of ideas into publication-ready copy.

If your team needs fractional expertise to maintain quality, engagement, and strategic focus, Red and White Media delivers results that scale with your business.

CLIENT TESTIMONIAL

"Vikkie quickly integrated into our team and got up to speed with our tone and processes. The fractional model gave us the expertise we needed, allowing me to focus on other business priorities. She hit the ground running and became an invaluable communications partner."

Kevin Lennon, Internal Communications Manager, Travelodge Hotels UK