

Sponsored by Alacer



Kerry Hole

Spa manager, Stoke Park hotel

THE JUDGES

Debrah Dhugga, director, ghd Spa
Suki Kalirai, chairman, Spa Business Association
Lisa Knowles, spa consultant, the Spa Set
Andrew Onraet, creative director and group architect, Von Essen Hotels
Moira Paulusz, deputy editor, Health and Beauty Salon
Nicola Williams, spa manager, Birmingham Malmaison/ Birmingham Hotel du Vin
Nicki Kurran, spa consultant, Nicki Kurran Spa Consultancy

Spas are an important revenue earner in today's country house hotel scene. Just how important the spa is to Stoke Park is evidenced by the fact spa manager Kerry Hole oversees a small empire, including the spa, hair salon, spa front of house, tennis department, reservations, skin care department... and so it goes on.

What stands out about Hole is that she is more than qualified to do the job. Professional to the core, she has planned her career strategically, choosing blue-chip employers and taking advantage of training and development wherever she could.

Her acquired knowledge has stood her in good stead since joining Stoke Park in 2007. For instance, she has drawn on her experience of developing products with big US corporations to help grow and develop Stoke Park's own brand, SPC Skincare.

And she has played an integral role in developing the spa operation of SPA SPC and the launch of Salon SPC. Through implementing new initiatives, sales strategies and developing a higher standard of service, Hole and her team have also increased profit margin by 14%.

Many of her financial results, however, are down to the fact she is a motivational manager who gets the best out of her staff.

What's more, despite her already impressive experience, Hole continues to review service standards and seek self-improvement, enrolling herself on training courses, networking and attending conferences to ensure she is abreast of the latest trends.

What the judges said...

● "Kerry is a great example to up-and-coming managers, showing them how they can work their way to achieving a senior role by being flexible and willing to learn."

Lisa Knowles, spa consultant, the Spa Set

● "Kerry is a calm, business-minded, sensitive, hardworking and fun individual, who understands the importance of developing and supporting her team."

Nicki Kurran, spa consultant

● "The winner is a true professional, her knowledge extensive and her passion even greater. This is the role-model younger, newer therapists should be looking up to."

Nicola Williams, spa manager, Malmaison and Hotel Du Vin Birmingham

● "It is hugely important that you have a spa manager who can drive business and standards with care and consistency as well as networking in the industry to promote the facility. Kerry showed all of these."

Debrah Dhugga, director, ghd Spa

THE SHORTLIST

Maria Haggio, the Spa at Chancery Court/ Renaissance Chancery Court, London
Kerry Hole, SPA SPC, Stoke Park, Buckinghamshire
Mandy Meth, Cunard Line, Canyon Ranch Spa – Queen Mary 2
Maxine Turnock, Cliveden, Berkshire

FORMER WINNERS

2007 Nicki Kurran, Marriott Hanbury Manor
2008 Nicola Williams, Malmaison Birmingham