



Nicola Williams Malmaison, Birmingham

Described as a perfectionist and troubleshooter, this year's winner has not only shown total commitment to the spas at both the Hotel du Vin and Malmaison Birmingham, but also continues to push herself to keep improving her skill set.

Nicola Williams joined Malmaison in 2003 as a senior therapist and was promoted to manager the following year. Since then, she has increased the spa's revenues and client base substantially through restructuring the spa, her team and the treatments offered.

While overseeing the refurbishment of the Hotel du Vin spa, she relaunched the products and services offered, as well as recruiting overseas staff to cope with the 36% increase in clients within six weeks of reopening.

Her implementation of flexible membership rates and treatment prices – as well as a strict cancellation policy, corporate discounts and promotional rates – all helped achieve her success at both spas. She also introduced “associate rates” for friends and family to create further awareness of the spa and also increase inter-departmental communication.

Nicola is also part of the hotel's health and safety committee and frequently works

“Nicola is a perfectionist, who wishes to be the best she can. Her commitment to developing her team is second to none. She truly wants everyone to be as good as her”

“duty manager” shifts with responsibility for the whole hotel.

Judges described her as having a “good background” and being “very committed”, while her nominator, Malmaison's general manager, Graeme Nesbitt, said: “Nicola's success is simple. She is a perfectionist, who wishes to be the best she can. Her commitment to developing her team is second to none. She truly wants everyone to be as good as her (if not better) and drives the team from the front. She is constantly pushing herself to learn new skills and Nicola's passion is plain to see.”

THE SHORTLIST

Susie Hall
spa manager,
Malmaison,
Newcastle upon Tyne

Lynsey Kettlewell
spa manager, Hotel
du Vin, Cheltenham

Annette Townend
(highly commended),
spa manager, Marriott,
Forest of Arden

Nicola Williams
Malmaison,
Birmingham