

MIDLANDS SPA OWNER AWARDED MBE

From Chip Van - To Multimillion pound Spa Resort

Midland's entrepreneur Mr Stephen Joynes (71), owner of the renowned Hoar Cross Hall Spa resort, is to be awarded an MBE in the Queen's Birthday Honours recognising his services to the hospitality industry. Stephen Joynes' first business was a mobile fish and chip van which he bought as a teenager for £120. Today he is a self-made multi-millionaire.

Since it opened in 1991, the Staffordshire Spa Resort Hoar Cross Hall has gone from strength to strength with an array of celebrities including Girls Aloud, Clive Owen, Catherine Zeta Jones, Joan Collins, Robbie Williams and the Duchess Of York all staying at the resort.

This year the resort went under a £15m expansion The new extension added 24 bedrooms to the existing 86 rooms. Other new features include a 26-metre salt water pool with four spa pools, a relaxation cave, aqua massage centre, detox steam sauna, saunarium, rest areas, gym extension, new aerobic studio, yoga suite, squash court and softball games area.

Born to working class parents in a terraced house in Hart Street, Caldmore, Walsall Stephen Joynes has carved out an extraordinary life through sheer hard work and an incredible passion to succeed.

Steve's always had big ideas and set up many businesses from kitchen furniture, a tea shop, a restaurant before finally going into the hotel business with the purchase of a small guest house which he later turned into a 15-bedroom hotel and, later a private school which he turned into a 60-bedroom hotel.

From then on he didn't look back purchasing Baron's Court hotel in Walsall, converting it into a 100-bedroom hotel with a health hydro and conference rooms which he then sold for £8.5 million.

In 1989 Steve purchased Hoar Cross Hall for nearly £1.5 million and began a 3 year mission to restore the mansion to its former glory. The Grade II listed red brick mansion near Yoxall was built by Sir Hugo Meynell for his wife Emily, daughter of Viscount Halifax, in the 1860s. .

Hoar Cross Hall Spa Resort was launched a year later with 120 bedrooms and today, along with its recently launched adjoining £12 million Eden Day Spa, attracts 1,800 guests a week. It combines relaxation with fine dining, sumptuous surrounds, optional exercise, beauty treatments and hydrotherapy pools, and employs 500 people.

Son Steve Joynes Jnr is also in charge of Hoar Cross's Day Spa, Eden Day Spa and Eden Hall Nottingham.

www.hoarcross.co.uk