

**STANLEY HOUSE**  
HOTEL & SPA**OVERVIEW****Customer Profile**

Stanley House & Spa is located on 54 acres in Mellor and boasts an array of resort-standard facilities and a full service spa. The hotel opened in 2004 following a conversion of the ruins of a 17<sup>th</sup> century manor house.

**Business Situation**

In 2012 Stanley House opened a new Spa. In researching competitors in the area, Stanley House discovered that some facilities offered Pilates Mat-based classes, but none offered Pilates classes utilizing equipment. They felt the time was right for the north area of England to have a premium, full-service Pilates studio with equipment that would work well with their vision for their Hotel and Spa, which opened in November 2013.

**Solution**

Premium full-service studio

- 6 x V2 Max Plus<sup>™</sup> Reformers
- 1 x Cadillac
- 2 x Stability Chairs<sup>™</sup>
- 1 x Ladder Barrel
- A variety of small accessories

**Benefits**

- Variety of equipment expands studio offering
- Association with leading global brand
- Top-of-the-line customisable equipment strengthens hotel brand
- Differentiate hotel from competitors

**Stanley House introduces a premium full-service STOTT PILATES<sup>®</sup> studio from MERRITHEW<sup>™</sup>**

*"We were surrounded by a supportive, experienced and passionate team. We are very happy with the equipment and our relationship with MERRITHEW and will continue to explore our relationship in the hope that we can grow our business further."*

— Wendy Hope, Hotel Sales & Marketing Manager

**SITUATION**

Stanley House is an award-winning hotel and spa, located on 54 acres in Mellor in Lancashire, England, and boasts an array of resort-standard facilities and a full service spa.

Carolyn Glassbrook, daughter of the owners of Stanley House, had expressed an interest in offering Pilates. Having participated in and benefitted from Pilates herself, she felt that this method of exercise would complement hotel customers who would be able to take part in Pilates sessions, and would also help the property differentiate from competitors and become a true destination in the North of England.

The studio itself is attached to the main spa facilities and is purpose built with Pilates equipment in mind. It is fully glassed on three sides and overlooks the beautiful Ribble Valley countryside with maturing trees and a lake.

**SOLUTION**

Through their research, the staff at Stanley House noticed that many hotels in the North of England offered only Mat-based Pilates' programs and that they could give Pilates a higher priority and a superior profile. They felt that the north was desperate for a premium Pilates equipment studio which would dovetail nicely with their new enhanced spa facility.

*"Pilates is fast becoming one of the most popular forms of exercise in the UK, not only does it develop strength and flexibility, it also provides inner calm and agility."*

— Jo Bullock, Spa Director

Stanley House initially looked at two suppliers but ultimately went with MERRITHEW. After meeting with Nick Cunningham, the local MERRITHEW representative, they felt reassured by the high level of support in the UK and impressed by the business plans, and also with the fact that the equipment could be customised with different vinyl color choices to create a unique style to their studio.

*"MERRITHEW brought a level of experience and professionalism that exceeded our expectations and made the installation process smooth. With a large capital investment it was really important to us that this project was done correctly from the start.*

*We really wanted the support (of MERRITHEW) offered to us from the beginning and we were keen to exploit that resource."* — Wendy Hope



*"Working with the right supplier to help you plan your mind-body offering is key to your success. Whether you have a permanent or a multi-purpose space, MERRITHEW will help ensure you make the best decisions for your facility to maximize space, increase profits and build a consistent clientele for years to come."*

Sandy Gardner,  
VP Sales & Customer Service  
MERRITHEW

## BENEFITS/IMPACT

Stanley House has realized many benefits from creating a dedicated Pilates studio in their facility.

### Variety of equipment purchased allows for wider spectrum of potential clientele

With an array of equipment in the studio, Studio instructors can work with hotel clients that simply want to add mindful movement to their stay and also serve weekend warriors trying to avoid injury, post-rehab clients who want to return to healthy activity and mature adults who want to make getting out of bed easier.

*"It is a delight to teach at a studio which is equipped with custom-designed V2 Max Plus™ Reformers, Arc Barrels, Stability Chairs™ and a Cadillac. In essence, a luxury location, quality-equipped studio and dedicated staff make my working day an enjoyable experience!"* — Samantha Bruce, STOTT PILATES Certified Instructor

### Association with well-respected global company and brand

Stanley House is thrilled to be associated with MERRITHEW™ and STOTT PILATES which are known as The Professionals Choice™ by studios, fitness facilities and fitness professionals around the world.

*"We are proud to partner with MERRITHEW and its premier brand STOTT PILATES as it is globally recognised as being the safest and most effective method available for this form of exercise. Working with MERRITHEW was seamless. Flexibility and adaptability are important in any customer driven business and are key to keeping our business fresh and exciting!"* — Jo Bullock, Spa Director

### Top-of-the line customisable equipment

Working with an Interior decorator and Nick Cunningham, Stanley House was able to customise their equipment to match the aesthetics of their studio.

*"The purpose-built Pilates studio at Stanley House Hotel and Spa uses the latest and best equipment available, perfectly complementing its philosophy in the provision of health and well-being for its guests"* — Nick Cunningham, MERRITHEW UK Sales Rep

### Position Hotel as a five-star property, differentiate it from competitors

The Pilates Studio has been in operation for 10 months. The studio opening drove extensive media coverage online, and in print with an AVE (advertising value equivalency) of almost £20,000 in the first 11 months.

*"Media visits played a key role in the first few months of opening. The interest was and still is extremely high for journalists to 'try' and review the equipment."* — Wendy Hope

**Leaders in Mindful Movement™** MERRITHEW™ was co-founded by Lindsay and Moira Merrithew in 1988. The company is dedicated to enriching the lives of others by providing responsible exercise modalities and innovative fitness brands across the globe. MERRITHEW fitness brands include its premier brand, STOTT PILATES®, ZEN•GA®, Total Barre™ and CORE™ Athletic Conditioning & Performance Training.™ MERRITHEW has trained more than 40,000 students in over 100 countries. Quality, commitment and innovation drive the development of our fitness products found in elite athletic clubs, hotels, spas and professional studios the world over.



**For more information about MERRITHEW products and services, contact the commercial sales team:**

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