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Practical Report
Hotel business

England's nobel spa: Hoar Cross Hall

Saved at the last minute!

GOD SAVE THE QUEEN

Report & Photos:
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Already when you drive up to Hoar Cross Hall you forget the world outside the approximately 40 hectares large estate. Those who have money can, for a few days, feel like kings and breathe in the atmosphere of sparkling nobility and old English aristocracy. Already at the check-in, Queen Elizabeth gives visitors the feeling that, in the coming days, they are to be part of the aristocratic entourage and are just a fraction closer to the House of Windsor.





Regardless of whether you find yourself in the "Long Gallery" (photo above), in the library filled with classics (photo above right) or in one of the other feudal rooms (photo centre right) in the ancient Hoar Cross Hall: there is always a whiff of blue blood in the nose and, sometimes, it is even a little eerie, when you see figures wandering about in white, fluttering bathrobes and on soft soles. However, it becomes particularly ghostly if you proceed on an exploratory tour in the direction of the tower: in creaking stairways and gloomy corners come across a scary knight (photo below right) and from the walls laughing portraits of illustrious noblemen, who bring fantasy to such a pitch that Harry Potter appears to be not so far away.

Who doesn't know them – the pop stars [Robbie Williams](#) and [Lisa Stansfield](#), the actress [Catherine Zeta Jones](#) or the master of erotic photography, [David Hamilton](#)? As little as perhaps these celebrities really have in common they are, nevertheless, all united by one thing: they regularly recuperate from exhausting tours, stressful film shoots and time consuming photo sessions at the former country home of Sir Hugo Meynells in Staffordshire, in England – today's Hoar Cross Hall spa resort, which was almost the victim of a fateful planning error...



Strictly speaking it all started in 1956: Steve Joynes, at that time 21 year old son of a modest tile layer and a sales-girl in a leather goods shop from Caldmore in England's Walsall, was just back from British National Service in post-war Germany as he asked himself "What can I now make out of my life?" He did not have a lot to offer: no qualification, no experience, no money. Still, the young man with the winning smile possessed something that one could neither learn nor buy: enthusiasm, determination and an unbelievable will to succeed. He wanted to be someone!

His first business idea, a pen friend and matchmaking agency with the name "Friendships unlimited", however, was given up rapidly as almost only men showed themselves willing to be matched and newspapers described the insertion of his advertisements as dubious and refused them. Today Steve says with a smile "Even in those days I was just a little ahead of the time". Then, as one day the opportunity arose within his minute budget of acquiring a fish-and-chips van, he grabbed

the chance: borrowing £50 from his mother, he bought the mobile restaurant for £120 and became a businessman. And with this he laid the foundation stone for a passion which was never again to leave him:

gastronomy, the hotel industry and services.

Exactly thirty three years later in 1989, richer for a great deal of experience, fit in matters of marketing, finances and management and, through



From fish and chips salesman to multimillionaire: Steve Joynes is founder and owner of the Hoar Cross Hall Spa Resort

Anyone who doesn't fancy tennis, wellness or sun-bathing on the spacious terrace (photo left) of the ancient premises, passes their time in the games-room between historic panelling, mirrors and valuable statues, with billiards, chess or bridge. Ergo: at Hoar Cross Hall entertainment is taken care of perfectly everywhere and at any time (photo right).



his very many different business ideas and activities, no longer entirely without means, Steve Joynes fulfilled a dream. Together with his wife Janet he bought the aristocratic property Hoar Cross Hall, built around 1860 and standing empty since 1952, in England's Staffordshire, in order, with much engagement, love and a great deal of business acumen, to do it up and, in addition, to make it what it is today: a first-class spa resort for the rich, the beautiful and for those who wish they were.

The successive renovation and conversions to the more than 400,000 square metre property, with its castle-like but ramshackle manor house and aristocratic touch, took almost 15 years. Up to 2004 in total some 5,000 m² of interior surface were completely renovated, rehabilitated and, in part, even rebuilt. All the garden and park facilities were reworked, to a large extent recultivated and even redesigned. There was even a small electricity generating plant built – just for the supply of the unbelievably energy-hungry Hoar Cross Hall!

Welcome to paradise!

What resulted from this time can be seen today and corresponds exactly with the idea of "Welcome to paradise" of the agile man in his sixties: 100 luxury suites, fitness rooms, therapy and massage rooms, relaxation zones, therapeutic baths, whirlpools, fresh and salt water swimming pools, several restaurants, tennis, boule and croquet courts and a nine hole golf course with putting green and driving range.

That such a project produces an enormous quantity of highly loaded wastewater and – with discharge into the municipal sewer network - causes sheer astronomical charges - is absolutely obvious. But Steve Joynes would not have been Steve Joynes, if he had not also had a solution for this to hand, which made business sense and economically fitted completely into his concept. He had to have his own wastewater treatment plant!

The guests wrinkled their noses!

No sooner said than done! A British company was contacted, tasked and a wastewater treatment plant was built. However, contrary to the intended result, this project almost led to a catastrophe. The plant was neither dimensioned large enough nor did it maintain the treatment values demanded by the authorities. And, worst of all, the stench around the first-class resort was absolutely unbearable; the guests wrinkled their noses and threatened to stay away! Flexible as the passionate Bentley driver is, he then and there investigated a sensible solution to his problem – and, through the recommendation of a maintenance firm in Birmingham, finally came across the British ATB subsidiary ATB Environmental Technologies Ltd.

At short notice the engineers from the East Westphalian parent company made their way to England in order – together with their English col-



In addition to the some 100 luxury suites, over 100 different therapy and relaxing facilities on offer as well as several different restaurants there are various swimming pools providing for a high yield of wastewater in Hoar Cross Hall.

leagues – to assess the situation on the spot. And what they found represented a true challenge to their skills and their creativity....

The “motley” constitution of the wastewater – normal domestic wastewater from the hotel operation, “hot” laundry wastewater which flows in surges into the wastewater treatment plant, extremely fatty wastewater from the various restaurants and very greasy, emulsified wastewater from the spa area – as well as their tendency towards the excessive formation of foam, were for all this still the least problem. Even the extreme variations between a wastewater volume of over 1,000 PT per day at the weekends, a fraction of this during the week and the therefore necessarily large buffer volume gave the specialists no worries. Much more it was the existing plastic tanks which made the engineers fume. Mountings for the AQUAMAX®

floats had to be adjusted, a completely new guide mechanism for this had to be developed and many components had to be completely modified in order to be able to realise the assembly of the new plant as quickly as possible. Naturally, the resort

operation was to continue running through all this. While the English colleagues carried out the necessary excavations on site and erected an additional plastic tank for den SBR, in the German works the AQUAMAX® PROFES-

The pamper-strategy of Steve Joynes is to make it difficult for the visitors to leave Hoar Cross Hall. And in order that they return soon a sign at the exit reminds them that “Paradise is just behind them!”



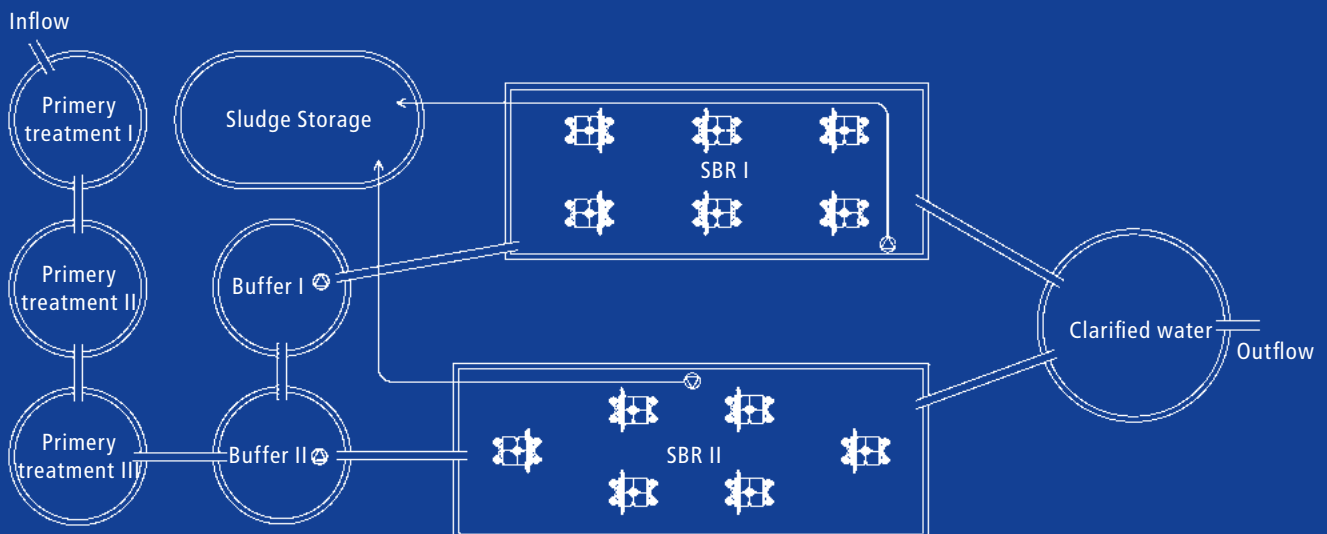
SIONAL treatment system for up to 1,000 PT with the necessary modifications and the plant control was built, assembled and subsequently shipped to England. ATB technicians were soon on their way to England and, within only one week, installed the complete plant technology and the control electronics and commissioned the wastewater treatment plant. And following the extremely successful test run they registered a cheerful sigh of relief from the man who has recorded the secret of his success in the book "Take Action" and who lives the famous "from-dishwasher-to-millionaire-myth" daily before our eyes: self-made millionaire Steve Joynes.



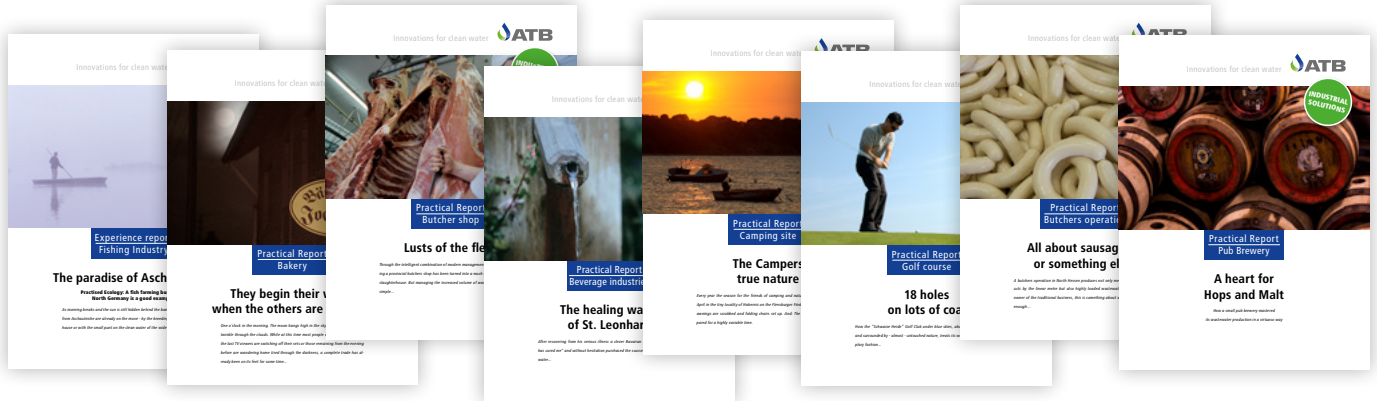
ATB staff regularly test and maintain the system in order to be able to guarantee a smooth process of the complete business operation.

The Hoar Cross Hall project at a glance:

Owner	Hoar Cross Hall Spa Resort, Hoar Cross, UK		
Project management & implementation	ATB Environmental (UK) Ltd.		
Plant technology	ATB Umwelttechnologien GmbH		
Plant size	AQUAMAX® XL-2 - 1000 PT		
Costs of plant technology	Ca. 65.000,- €		
Commissioning	October 2004		
Required treatment performance	BOD ₅	<	25 mg/l
	Suspended solids	<	45 mg/l
Effluent values	COD	<	58,5 mg/l
	BOD ₅	<	9 mg/l
	Suspended solids	<	13 mg/l



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