

Hearts and minds

Upfront

9

Top facilities

RELAX AND BE PAMPERED



© Photograph by Paul Kirby

Cowshed Spa comes to Cornwall

• The internationally renowned spa, Cowshed, will be opening within the St Moritz development this month, joining its sister locations in New York, London, Edinburgh and Babington House in Somerset.

A whole menu of varied pampering options, from specially developed facials and massages to manicures and pedicures using the Cowshed's luxurious product range, are available to both residents and non-residents.

The new Cornish Cowshed has six luxury treatment rooms, including a unique 'Cowgroom' room, where two therapists treat and pamper a client at the same time, as well as manicure and pedicure stations, and a relaxation lounge.

"There were many spa chains who were interested in becoming our spa provider, but St Moritz is all about bringing something fresh and different to Cornwall, with the optimum quality and service levels, and the Cowshed brand certainly reflects these values," says Hugh Ridgway. "Cowshed will be a huge asset to the hotel, which will bring more year-round jobs to the area and give visitors and locals alike another reason to enjoy the fantastic facilities we have here."

The first phase of completion of the St Moritz Hotel is on 10 September when the Cowshed opens its doors for business, along with all the leisure facilities, including a fully-fitted gym, a large restaurant with outdoor dining deck, a bar, lounge and coffee lounge. Membership of the leisure club is also available.

Info www.cowshedproducts.com/uk/

"Do you want to get up and go to some dreary place where you are just going to get complaints all day from your customers because you are not delivering? Or do you want to go somewhere that is driving forward and has got hundreds of happy customers who want to rebook next year? There is no point in doing it half-heartedly. We could probably have built St Moritz for 30 per cent less, but we decided not to do that. We have gone that extra 30 per cent to get it absolutely right. The people we are recruiting don't want to go into a half-hearted organisation. They want to go into something which has absolutely got the vision to be the best. We don't want to be the best in Cornwall or in the west country - we want to be the best in the nation."

Hugh and Steve Ridgway's vision of the future for St Moritz might be as a haven for the stressed super-rich, but it is also the kind of vision that we all want for ourselves and our children - spending time on beautiful beaches, walking the wild coastline to shake off some of our day-to-day worries and taking the time to enjoy all things Cornish. "Everyone comes back here," says Hugh. "The grandparents, the sons and daughters and the grandchildren. They all come and enjoy it equally. The 40-somethings, the baby boomers, of which I am one, who were dragged kicking and screaming down to Cornwall as kids, come back themselves. We get people here who could probably afford to go on holiday anywhere in the world, but they don't, they come here." <

Info St Moritz Hotel and Garden Villas, Trebetherick, Wadebridge. The hotel begins a phased opening from this month with all facilities available from November. 01208 862242 www.stmoritzhotel.co.uk



Carole

It seems quite upmarket, which is a good thing and should bring some prosperity to the area. It seems quite big, so we'll just wait to see what the finished building is like. It seems quite good so far and we'd be interested in using the facilities, if the price was right.

Carole Carter, Carter's Pub



Rob

Everybody accepts it is going to be a high-quality development there. The old place certainly needed knocking down. I think what they have done there is great.

Rob Mably, Trebetherick

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HOTEL
CORNWALL

ST MORITZ