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## The power of positivity



**D**espite the challenges Covid-19 continues to bring, I am constantly heartened by the stories of triumph over adversity that have been flowing in as the team here at *European Spa* gather the latest news, launches and expert insight.

In this issue such strength is well exemplified by a visit to Champneys' newly launched, £12 million spa at Mottram Hall in Cheshire (p32). That this significant project has been delivered despite the recent circumstances is a real testament to Champneys' leadership, teamwork and determination.

We also head to Scotland to meet the mercurial founder of PURE Spa & Beauty, Becky Woodhouse, whose team have worked to welcome back guests to its urban locations – even launching a brand new facility in the north-west of England as soon as lockdown ended (p62).

We find more empowering stories from spa directors across Europe as we journey north to catch up with Anette Ose at The Well in Norway (p88); south to the Atlantic coast of Portugal to hear from Maria d'Orey at Pine Cliffs Resort's Serenity (p68); and check in with Calcot & Spa's Cathy Ball in the Cotswolds, UK (p100).

To celebrate the coming of winter, Mark Smith rounds up this year's festive gifting collections and offers expert retailing tips for spas looking to boost their revenue (p50). Elsewhere, wellness expert Iain Bell discusses the industry's rapid shift to digital (p110); PR specialist Tracey Stapleton reveals the power of influencers (p84); and our Leadership Masterclass details how to encourage and sustain your spa team (p96).

Last but not least, *European Spa* is proud to support the launch of the Standards Authority for Touch in Cancer Care (SATCC), which is set to revolutionise spa access for those with cancer. We talk to its founder, spa pioneer Sue Harmsworth, MBE (p44).

We wish you success and staying power for the busy months ahead and don't forget to connect with us on social media, including @eurospamag on Instagram for our weekly sessions 'In conversation with...' spa leaders.

  
Sarah Camilleri  
Publisher & founding editor

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# Does your spa care for those with cancer?

Sue Harmsworth, MBE and Made for Life Organic's Amanda Winwood talk exclusively about a new initiative that is set to revolutionise spa access for those living with cancer

INTERVIEW BY SARAH CAMILLERI

One in two people in the UK is expected to experience cancer in their lifetime. This bleak statistic means that all of us, at some point in our lives, will be touched by the disease, whether we suffer from it ourselves or are supporting a friend or loved one through treatment and recovery.

You might assume that most spas appreciate the implications of this statistic on their guest intake and are prepared to welcome and provide beneficial therapies for those touched by the illness. Yet, despite many calls to make the spa industry more accessible, the majority have not trained their teams to serve those who arguably need them most.

Spa guests are still being turned away – often after they have arrived in anticipation of a wonderful day and because they have ticked the 'cancer box' on their consultation form. This is a humiliating experience for any guest to face, not to mention an uncomfortable situation for team members.

However, this situation is completely avoidable when there are plenty of professional, accredited cancer touch training and resources available to help

spas to upskill their teams – readily available and supported by insurers.

Thankfully, a force for good has arrived with the recent launch of the Standards Authority for Touch in Cancer Care (SATCC) – a new body of industry experts on a mission to revolutionise spa access

and treatment availability.

The brainchild of industry pioneer Sue Harmsworth MBE, creator of global brand ESPA, the SATCC brings together a notable board of 14 leading cancer training experts, assisted by industry partners Spabreaks.com and Thinktreehub.com, to advise both spas and their guests in the UK and Ireland.

The SATCC has two important goals: to help customers find spas that offer



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cancer-friendly treatments, and to raise industry standards through recognised and accredited cancer touch training.

Sue Harmsworth, MBE, tells us why the Board has been set up, and co-founder Amanda Winwood of Made for Life Organics explains what the initiative can do for spa guests, operators and therapists.

### ***Why has the SATCC been founded?***

It's time for the wellness, spa and beauty industry to whole-heartedly support those living with cancer and offer them treatments that positively impact their mental and physical wellbeing.

The rise of cancer has been meteoric and it's something that can't be ignored. It has taken time, but the medical profession has definitely improved its

whole approach to complementary medicine with many oncologists now recommending massage to help to reduce anxiety, improve sleep and provide people with much needed touch and connection.

People going through cancer are touched during their treatment but in a very different way to what spas can offer. The medical process can be lonely and isolating, so if they are able to enjoy a gentle, nurturing massage it can really make them feel human again.

### ***How does the SATCC work to address the issue?***

Our purpose is two-fold. Firstly, we are here to guide the consumer and help them find safe, properly trained and welcoming spas, salons and therapists who can offer treatments.

Our website is very easy to use – all you have to do is pop in your postcode and use our 'Find a Spa' list to access 120 spas with SATCC accreditation as part of the Spabreaks.com Safe Hands for Cancer Collection. We also help people to 'Find a Therapist' by offering details of 220 accredited wellness practitioners, salons and complementary health clinics,

supported by ThinkTreeHub.com.

Secondly, but very importantly, we are here to support the spa industry. The SATCC's mission is to raise



"I firmly believe that a national Standards Authority for Touch in Cancer Care is a revolutionary step for spas, therapists and most importantly consumers."

Sue Harmsworth, MBE



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standards and give spa teams the tools and confidence to deal with guests living with cancer – all the empathy, knowledge, training, protocols and skills they need to confidently deliver cancer touch therapies.

**What inspired you to launch SATCC right now?**

I have been touched by cancer, losing two of my best friends and also seeing my daughter-in-law go through the illness. But the thing that really galvanised me to take action was seeing people being turned away by spas when they needed us most. This is so psychologically damaging and ultimately quite unnecessary.

I also believe that this is the right time for us to step up. The Covid-19 pandemic has really brought to the fore that everyone in the wellness hospitality business needs to do everything they can for their guests.

For too long, hoteliers have hidden behind legal insurance excuses to say they can't train therapists to perform spa treatments for people with cancer. My argument is that if one in two people are going to face this illness in their lives then those people are already staying

in our hotels and using our spas. If you don't make them welcome now and ensure your teams have proper cancer-related training, then you are doing a great disservice to these guests.

**How will the SATCC's services help spas more generally?**

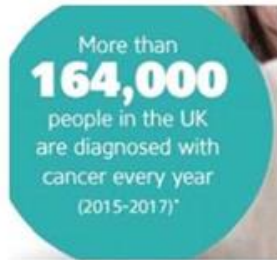
The rise in cancer cases creates an industry-wide need for more advanced therapists, but SATCC training can also help spa teams deal with the huge anxiety that has been catalysed by the coronavirus.

We are asking young therapists to deal with so much more than they have ever done before, so it's our duty to prepare them better.

As an industry we are

entering a new paradigm and the pandemic means everything is going to be exaggerated and changes will come faster. Even before it struck we were seeing increases in technology-induced anxiety and sleep deprivation as well as obesity, Type-2 diabetes and cancer.

People had already started taking more



After 10 years of lobbying to make spas more accessible to people living with cancer, I couldn't be more delighted to be partnering with the SATCC on this vital and much needed campaign.

Being able to create a consumer-facing shop window for this through the 'Safe Hands for Cancer Collection by Spabreaks.com', ensures everyone living with cancer can find a spa that will welcome them with open arms at any stage of their journey.

Abi Selby Founder, Spabreaks.com



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In the UK, breast, prostate, lung and bowel cancers accounted for **53%** of all new cancer cases in 2017\*

Almost **one in two** people will get cancer at some point in their lives (MacMillan.org)



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### It's time to throw those spa doors wide



Advisory board member Amanda Winwood, founder of Made for Life Organics, tells us what the SATCC can offer spas and guests

The SATCC has been set up to offer clarity for the spa industry and give confidence to consumers about the availability of safe treatments for those who have or are suffering from cancer.

It has taken well over a year to research and develop for launch. Our 14-strong advisory board has over 300 years of training experience in spa,

**"It's time to support people living with cancer by throwing our spa and salon doors wide open. It's a simple act of heartfelt humanity."** Amanda Winwood

hospitality, education and training. Our mission is to upskill our workforce as we believe that the spa and wellness industry will be needed more than ever to benefit people living with cancer.

Supported by Spabreaks.com and Thinktreehub.com, our new SATCC website gives consumers a fast postcode search for spas that welcome those with cancer.

For spas and interested wellness professionals, SATCC also provides access to accredited training so they can join the very best spas in the country making spa time accessible for all.

There has been no benchmark in the past – that is the simple truth. Therefore, there has been no consistency. This has been confusing for many spa and salon operators, as well as individual therapists.

In addition, it has been difficult for people living with cancer to access information about where they can be safely treated. We aim to change this.

The time is now to invest in your therapists and guests because the simple fact is that many more people will be diagnosed with cancer than Covid-19 in the coming months.

ownership of their own health, but the pandemic has really emphasised this and spas need to have the right tools to help them achieve improvements.

#### ***What are the ultimate aims of this initiative?***

I would like the UK spa and wellness industry to be regarded as a key support option for the NHS. The government has undervalued what we do and we need to change this perception.

Many people in our workforce are very young and would really benefit from training to develop their emotional intelligence and communication skills to be able to deal sensitively with guests who require a deeper level of awareness.

Every person diagnosed with cancer copes in their own way and our aim at the SATCC is to ensure that spa and wellness therapies remain an option for those dealing with what will possibly be one of the greatest challenges they'll face. Together as an industry, we have a duty to embrace those living with cancer and help enhance their lives. 🌈🌟

\* Statistics from Cancer Research UK

#### **Find out more...**

Spas can apply for training approval, check standards and find insurers by visiting <https://satcc.co.uk>