

# Georgie Barnes, Vitality Day Spa receives Gold Endorsement Award 2026



Running a business has always been difficult but it's fair to say for women in the world of business it's an even more complex challenge. Following on from International Women's Day in March in this edition of the magazine we are celebrating the achievements of the women that have broken through those barriers and the glass ceiling they are often faced with to make an impact in the industries they work in. Celebrating women in business is not just a recognition of individual accomplishments, but a collective acknowledgment of the invaluable contributions women make to the business world.

One woman that has really made her mark over the years is the owner and founder of the award winning Vitality Day Spa, Georgie Barnes. We are delighted to announce that Georgie is the winner of one of our Influential Women in Business Awards for 2026. The award is well deserved and further cements her reputation as an absolute master of her craft. The award will come as no surprise to anybody that has worked with her and in this edition of the magazine we will try to give you an insight into the work that she does and the success that she has enjoyed.

Georgie Barnes is an experienced professional who has enjoyed a long and distinguished career in the industry that has spanned many years. It's fair to say her path has not taken the most conventional of routes having always intended to pursue her education by attending university. Her plan was to study business and economics at Bath University but due to health issues which resulted in her missing significant periods of her schooling she decided to take a year out of education to follow her passion of nails and make up.

She went on to study beauty at college which proved to be a pivotal moment in her journey discovering that she didn't enjoy beauty as much as she thought, finding that her real passion was holistic therapies. She spent time learning about the industry initially working as a spa therapist assistant at Thermae Bath Spa working her way up her way up to senior spa therapist. She felt that many of her colleagues did not share her passion with the focus being on the quantity of clients that they could get through the doors as opposed to a more personalised approach designed to help achieve their clients the most benefit.

An opportunity came along when her mother found a commercial property that was up for sale locally in Bradford on Avon and then the Vitality Day Spa concept was born. Of course stepping out of her comfort zone and starting her own business was a daunting prospect but with the steadfast support of her parents she began to build the business into what it has become today.

In the early days Georgie did the treatments with her mother working on reception so it has been a collective effort and the very essence of a family business. Today the business employs a team of eight people that share Georgie's unwavering determination to deliver outstanding results for her clients each and every time.

As with any new venture the success enjoyed by Vitality Day Spa has not come without challenges and it's certainly not been all plain sailing having to navigate things like the Covid pandemic which led to the business having to close its doors for nearly a year and a half. Despite the periods of turbulence she has come through the other side demonstrating incredible leadership, creativity and a work ethic that she credits her parents with instilling in her from a young age. Being a successful entrepreneur comes with new responsibilities like managing a team of young women and helping to nurture them from shy, timid teenagers to the exceptional, talented and strong young women they've become. She has cultivated a culture at Vitality Day Spa where the whole team feels valued and very much like a big family. Georgie makes sure she is available for her team both personally and professionally demonstrating genuine leadership qualities.

What Georgie has achieved is a reminder that anything can be achieved with the right mindset, knowledge and a determination to always provide a great service. Georgie embodies the spirit and actions of a modern female business leader. The fact that she has been able to work so effectively with such a diverse range of clients over so many years is something that is very rare and says a great deal about her unique skill set. She's showing no signs of slowing down anytime soon and it's clear that there are many chapters yet to be written in both the Georgie Barnes and Vitality Day Spa story.

