

BaxterStorey Extends British Airways Partnership to 2035 and Appoints Kirsty Hurst-Worth to Lead UK Lounge Operations

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[BaxterStorey](#) has announced the strengthening of its partnership with British Airways through a new agreement extending to 2035, alongside the appointment of Kirsty Hurst-Worth as regional director for its British Airways lounges business.

Under the renewed agreement, BaxterStorey will continue delivering food and beverage, housekeeping and hospitality services across British Airways' UK lounge estate, serving guests at lounges in Aberdeen, Edinburgh, Glasgow, Gatwick and Heathrow airports.

Operating across 13 lounges, BaxterStorey serves as many as 14,000 guests per day during peak periods, supporting British Airways in delivering a premium hospitality experience for travellers across the UK.

The extended partnership reflects British Airways' confidence in BaxterStorey's operational delivery and the success of the relationship to date, with the airline partnering with the hospitality business since 2013.

Hurst-Worth has been appointed regional director following more than a decade leading operations across the British Airways UK lounge estate, where she has overseen service delivery, operational performance and client partnerships.

In her new role, she will lead BA lounge operations across the estate, with responsibility for client relationships, commercial performance, people strategy and service development, overseeing a team of

more than 700 employees.

Hurst-Worth said: “I’m delighted to step into this new role and even more pleased that we are extending our relationship with British Airways. I’m looking forward to continuing to work alongside our team to ensure the guest experience across the lounges continues to go from strength to strength.”

Matt Callard, head of lounge experience, British Airways said: “Our shared commitment to excellence and world-class standards makes this collaboration especially meaningful, and the longevity of our relationship is a true testament to the strength of the partnership and the outstanding team behind it.”

Ronan Harte, CEO BaxterStorey said: “We are truly delighted to be strengthening our long-standing partnership with British Airways, and to be looking ahead to delivering even more innovation and memorable hospitality experiences to the thousands of customers we welcome every day”.

The partnership renewal and leadership appointment form part of BaxterStorey’s continued investment in its travel division and long-term growth strategy within the aviation hospitality sector.