

THE VOICE OF UK WATER LEISURE

# POOL & SPA SCENE

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THE RISE OF THE FAST-TRACK INSTALL

## Covers For All Seasons

ALL-YEAR ROUND SALES STRATEGIES

## Making Waves

STATE OF THE INDUSTRY REPORT

## Pool Sector Drowning?

EXPERT INDUSTRY INSIGHT

## Power-House Refurbishment

WINNING WAYS FOR POOL UPGRADES

RECORD BREAKERS: UK POOL & SPA AWARDS 2025 FINALISTS

AUTUMN 2025

VOLUME 16 ISSUE 04



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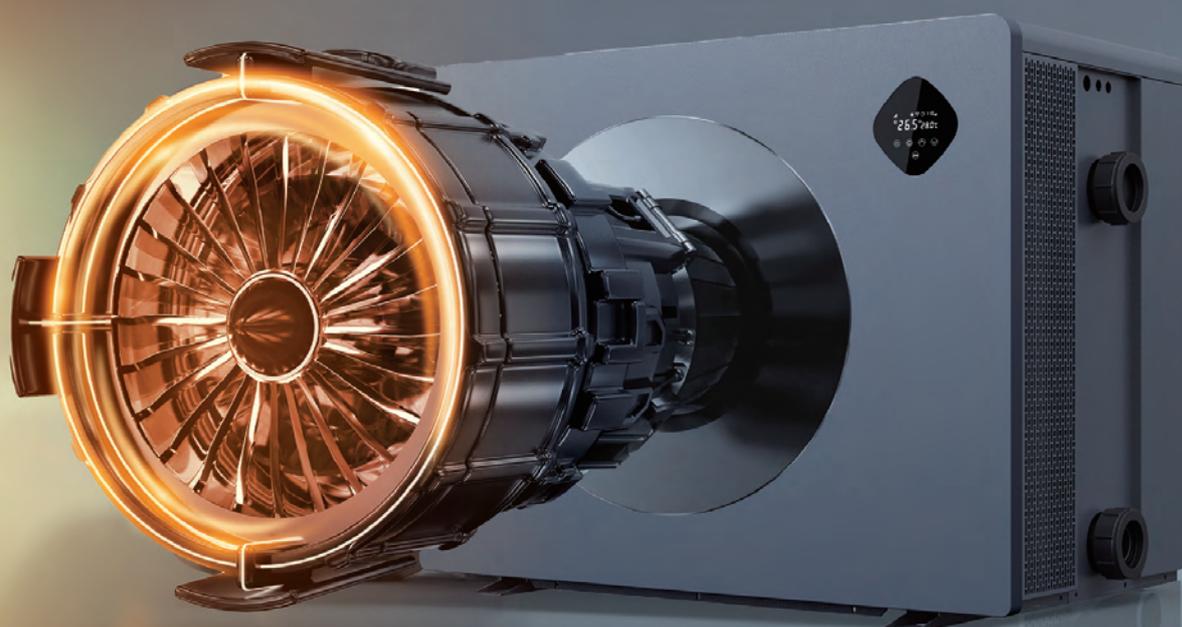
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**NEW!**

# What happy pool owners and professionals say about Jolly Gel...

“Just wanted you to know that having recently watched your video I purchased your Jolly Gel and have found it to be the most effective water clarification product I have ever used in the last 22 years of pool ownership so congratulations on a wonderful product.”

**Mike Butcher, Mallorca**

“I have to say that I've seen a lot (hundreds) of products touted for swimming pools claiming all sorts of miracle short-cuts. But, having had an issue with a persistently cloudy pool that normal floc was not sorting out, I tried Jolly Gel for the first time. I haven't stopped using it since and the clarity of the water it gives is honestly incredible. I'll never clean the pump basket again without putting a cube in!”

**Justin Orton, Javea**

“This is the first time I have used Jolly Gel in my pool. Within a few hours the water was “crystal clear”. If it was not for the jets making ripples in the pool, you would think there was no water in it! The most clear and clean our pool has ever been. I have no hesitation in recommending Jolly Gel.”

**Richard Allan, Torrevieja.**

“I've only been using Jolly Gel a short time and the effect is noticeable when the pool light is on at night and there is no beam visible in the water! Lovely clear water!”

**Julian Lucock, Coín**

“This stuff is brilliant. Pool nearly spotless and only been in three days. Will definitely be getting some more. Thanks.”

**Karen Clements, Casares**

“Since we started to use Jolly Gel the pool is so clean that we only need to backwash the filter every 6 weeks. This saves a lot of water!”

**Anthony Ailsbury, Murcia**

“Just used our first Jolly Gel!!! AMAZING..... afraid we didn't take photos.... we are amazed!!! It's a small plunge pool and looks fantastic!!!”

**Cathy Dodd, Nerja**

“Have been using this brand since it was suggested to me by my pool shop many years ago. Makes quite a difference and people comment on the sparkling water in my pool”  
:-) T.J.

“Hello I need to write to you as my pool water has always been a problem to maintain mainly not helped by high levels of dust from the Sahara desert. A friend gave me a packet of your Jolly Gel. I was told to put one cube in the pump basket and run the pump overnight, wow, what a surprise in the morning, the water was brilliant. What a great product.”

**Jack Ward, Cartagena, Spain**

“I was having problems with a cloudy pool a few weeks ago, I tried Jolly Jell, started seeing the difference within about four hours, clear in about 16 hours.”

**Mark Ellison**

“I was having problems with a cloudy pool a few weeks ago, I tried Jolly Jell, started seeing the difference within about four hours, clear in about 16 hours.”

**Kris, Salobreña**

“Brilliant product. Cleared the pool in a couple of days.”

**Lorraine Steele**

“I have been using Jolly Gel now for several years and I have found it to be invaluable not only as a day to day maintenance product to keep my pool sparklingly clear, but also on occasion in other pools which have a hazy cast to the water. The use of one Jolly Gel block clears the pool overnight, ready for backwashing the next day, to leave a clear pool ready for use. A simple to use product I would recommend to anyone who has a pool.”

**Barry B, Velez Malaga**

“Great product. Does exactly what it says. My pool is looking crystal clear.”

**Susan Prange**

“I already use Jolly Gel, I purchased it from the Over Fifty's Show, and am very pleased with the results, hence the re-order.”

**Elaine, Velez de Benaudalla**

“Can't believe how well this stuff works, I had a cloudy pool and thought I would give this a go as the reviews seemed quite good. The pool is 38,000 litres and as per the instructions I dropped one cube in to the pump basket - wasn't expecting over much as I found it hard to believe that a small cube like that could have any effect on that amount of water, well, 4 hours later and the water was almost perfectly clear and today, 24 hours later, every trace of cloudy water has gone, it's now crystal clear.”

“Got cloudy water? got a sand filter? just buy this stuff and get it sorted quickly.”

**Chris Nicholls. (UK)**

“Jolly gel did it again. Pool is clear. Yiiiipppppeeee!”

**Pat J, Alhaurín el Grande**

“Tried it for the first time.... from green and cloudy to crystal clear!”

**Silvan Xuereb, Malta**

“We have found Jolly Gel to be invaluable in our professional maintenance of 50+ pools on the Costa del Sol, Spain. Every one of them is as clear as water can possibly be, and we don't need to backwash the filters very often. This saves a lot of water!”

**Andrew, Coín**

“I rarely leave reviews. Have been battling to keep my pool clear for years. These little cubes are literally magic. Amazing water clarity like I've never had before within 24 hours.”

**Mark Copeman**

“If you need to know the bad points of Jolly Gel I can only think of one, and that is running out of it! It has worked absolute marvels on my pool. The clarity is crystal clear, as if the water drained out overnight.”

**Nikki B, Alora**

“We had been told about it... Tried it... perfect! We have had a swimming pool for 18yrs and never have we had the water this clear.”

**Stuart**

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# The original.. Jolly Gel



## Jolly Gel is available globally, order yours now!

The new Jolly Gel slimline Flat Pack designed specifically to post, enables you to simply and easily slide the flat pack into an envelope. As an extra bonus the post cost is 46% cheaper than the standard Jolly Gel display carton.

So where ever your customer is in the world Jolly Gel can be there working fast and efficiently. Recent turbidity tests carried out on Jolly Gel, overseen by directors of the ISPE indicate close to a 50% turbidity improvement over the standard set by PWTAG.

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# POOL & SPA SCENE

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## COPY DEADLINES:

We are already working on the winter edition of Pool & Spa SCENE. Please ensure all advertising and editorial requests reach us by November 20th.



# WELCOME

I have often likened running a business to running up a down escalator. You have to keep moving to maintain steady progress and if you stop, you end up back where you started.

Businesses today face a complex array of challenges and I don't just mean the irrational dictatorship of current political decision-makers.

Rapid technological change demands constant adaptation, while cybersecurity threats grow increasingly sophisticated. Economic uncertainty, from inflation to supply chain disruptions, complicates planning and investment. Talent acquisition and retention remain difficult amid shifting workforce expectations.

Meanwhile, environmental concerns and sustainability goals require strategic transformation. Consumer behaviour evolves quickly, driven by digital trends and social values. Together, these challenges require agility, resilience, and forward-thinking leadership to thrive in an unpredictable and fast-paced business landscape.

The Pool & Spa SCENE team present a packed Autumn issue featuring the people, the products and performance ideas that we hope will inspire and influence your current and future business decisions.

We bring you a review of the commercial pool sector performance in *Making Waves*. We hail the opportunities of the bulging one-piece pool sector in *Stampede For the One-Piece* and urge you to devise and sustain an all-year-round cover sales strategy in *Covers For All Seasons*. Don't miss a heap of tips and winning ways in Powerhouse Refurbs – our seasonal look at maximising the potential of repair and maintenance.

Please take note all the runners and riders in the exciting UK Pool & Spa Awards in *Record Breakers!* The competition looks set to bring a major marketing boost to the biggest number of companies in the competition's 15-year history.

We also offer the inside track on industry news and views including a new spa and wellness distributor, new showroom launches and the return to the county show circuit for companies proactively seeking extra customers and sales.

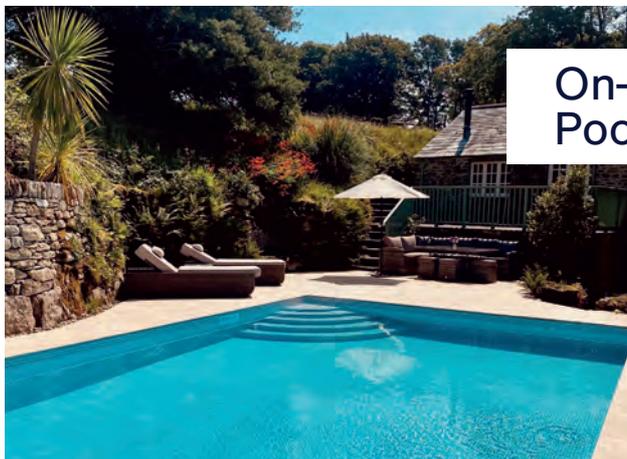
Take a deep breath as you dive into your latest issue of Pool & Spa SCENE. We hope you will use it to fast track your future business planning. Just make sure you keep running up that escalator!

Take Care,

CHRISTINA CONNOR | Editor

## ON THE COVER

With thanks to our friends at Compass Pools by Waterstream for our front cover picture. You can read more about them in our focus on one-piece pools that starts on page 38.



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AUTUMN 2025

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## Best hot tub dealers wanted



O-Care Spa Water Care extends not only the life of every hot tub sold but also the relationship with the end customer because O-Care usage protects their investment.

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Interested? Please visit [www.o-care.com/become-a-dealer](http://www.o-care.com/become-a-dealer)

# WATER LEISURE RALLIES

The water leisure industry was shocked and distressed to learn of a devastating accident involving charismatic Hydropool Devon owner David Hayes.

His friends in the Hydropool family and the wider UK water leisure sector have rallied to show their support for David and his wife Elly, who herself is currently undergoing treatment for breast cancer.

Described as 'dynamic, determined and go-getting' by business associates, both David and Elly have worked hard on their multi award-winning Devon-based hot tub retail and decking businesses.

People have reacted by wanting to make a positive difference. A Go Fund Me campaign has already exceeded £41k of the initial £30k target with nearly 1,000 separate donations. Those funds will be boosted by a fundraising effort at the forthcoming UK Pool & Spa Awards – an event where the couple have often previously featured.

The funds will go towards continuing David's rehabilitation and the adaptation of the family home including investing in the latest wheelchair and other supportive technologies.



STILL MANAGING that trademark smile, David is now able to sit in a wheelchair for up to an hour.



"I first met David and Ellie in 2012 at the Ideal Home Show. He was looking for a Hot Tub supplier to enhance his Riviera Decking business," said Lloyd Burden, Vice President International Sales for Hydropool Inc.

In 2013, the couple opened their first showroom just outside Newton Abbott, Devon

"David's energy for life makes him super dynamic in everything he does, as well as building a super successful business, he has renovated three large houses since I have known him."

It was in mid-July that David sustained a life-changing spinal cord injury whilst on holiday in Ibiza with his wife Elly and their two children. Whilst diving in the sea with the children, David broke the C5 vertebrae in his neck, damaging the C4-C6 section of his spinal cord.

← THE HAYES FAMILY have been overwhelmed by the support of friends in the water leisure sector.

David has been diagnosed as a quadriplegic meaning he is permanently paralysed from the chest down and has no use of his limbs.

Due to the immediate paralysis after the neck break, David was unable to swim to the surface and ingested significant amounts of salt water. This later developed into pneumonia and a collapsed lung and David needed help with breathing.

After nearly three weeks in an induced coma at a Spanish hospital, David was transferred to an ICU in the UK. Now in the care of a specialist rehabilitation centre in Salisbury, David has been able tolerate transfers to a wheelchair for up to an hour at a time.

Although the prognosis is challenging, David, his friends and his family have been buoyed that small miracles can happen such as encouraging signs of small movement in his left hand. ■

# BUSY COUNTY SHOW CIRCUIT

**E**nergetic pool and spa retailers took a pro-active approach to the summer season of outdoor shows this year with a strong presence for them and the industry.

The Wensum Pools team have been exhibiting at the Royal Norfolk show for 15 years and took a strong six strong team to the two-day event, strengthened by support from their Jacuzzi suppliers.

"We start to prep a year in advance, always looking for the best spots to exhibit and having conversions with customers and potential customers as well as our team as to what we feel will work best," shares Wensum's Kimberley Halton-Farrow.

"Jacuzzi supply the stunning tent and surround and essential amenities to keep the tubs running, warm and bubbling.

"We have posters to promote our award-winning showroom, swimmers in the Jacuzzi SwimSpa, customer and potential customers braving the chill tub, bbq for brunch and lunch, plenty of drinks and a warm welcome with comfy sociable garden furniture!"



Kim reports that key interest this year was the new Jacuzzi Hot Tubs and huge interest in the Jacuzzi Swim Spa. "We concentrate on promoting our Summer Sales Weekend that follows the Royal Norfolk show so we can welcome potential customers to our award-winning showroom, let them enjoy our wet test room,

explore our outdoor show site and our brand new sauna showroom," Kim says.

"With over 150 leads across the two days, we are communicating back and forth with the office so we respond to customer enquiries quickly and professionally with a warm and inviting tone," she adds. ■

# HEATSTAR CELEBRATES DOUBLE DATES

**H**eatstar has acknowledged not one but two special anniversaries this year. The company is celebrating 45 years of delivering highly energy efficient environmental control systems for swimming pools.

Heatstar has also celebrated a special anniversary shared with Astralpool UK with the 25th anniversary of two companies sharing a successful long trading partnership together.

The two companies story started back in 2000 when a working relationship was forged which would see Astralpool UK develop an integral role in the sales and distribution of Heatstar systems to the UK swimming pool market.

Joe Venables, Commercial Director at Heatstar comments: "Celebrating 25 years was a great opportunity to come together and reinforce our

long standing and successful collaboration, it is rare these days to find time in our busy schedules to meet on mass." ■



→ THE TEAMS from Heatstar and Astralpool UK celebrate a 25 year collaboration.

# NEW HOME FOR WELLNESS TEAM

**F**orced to move from their 18-year-long home at Ruxley, near Sidcup, due to site redevelopment plans, The Hot Tub & Swim Spa Company has bounced back with an even bigger and better showroom base.

An exhaustive search helped them to decide on their new home at Dobbies Garden Centre in Gillingham.

The new site allows the team to display 25 hot tubs from £4,495 to £22,500, eight swim spas from £16,495, nine saunas from £2,295, two ice baths from £395, three gazebos and steam rooms. Three swim spas, four hot tubs and two saunas are available as try before they buy opportunities. A fully working spa and wellness area is

available for private hire.

"It took eight months and 27 showroom visits with views of over 100 online before we found our ideal location," shares Managing Director, Christina Mantoura-Gough.

"We want to continue to be a superstore showroom with a broad range of products in sizes and specification as well as features," she continues and adds: "This means the customer has a choice they can touch and feel with combined indoor and outdoor supplies to help people buy that outdoor good feeling – there is nothing like a wellness showroom on a sunny day."

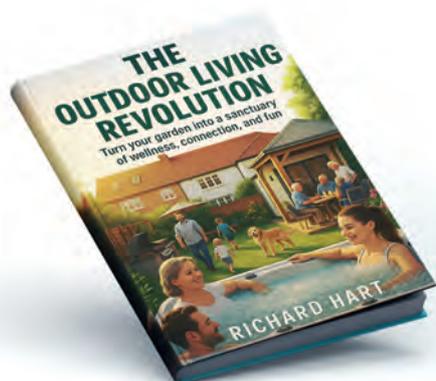
Says Christina: "We plan on being

the UK's largest sauna and steam room display. We are more than just a showroom – we are an experience and lifestyle specialist." ■



↑ THE NEW HOME for The Hot Tub & Swim Spa Company was given a VIP opening by England rugby star Chris Robshaw who even bought a Hydropool hot tub to take home.

# BOOK LAUNCH FOR INDUSTRY EXPERT



↑ THE OUTDOOR LIVING Revolution is available to download from Amazon.

**W**ith over 20 years in the hot tub industry, Richard Hart from Aqua Warehouse decided it was time he used all his knowledge and experience to write a book.

Created to help readers at the start of their journey into hot tub ownership and outdoor living The Outdoor Living Revolution has quickly become an Amazon best-seller.

The book offers a transparent, educational approach which guides buyers through the practicalities and

lifestyle benefits of spa ownership.

Richard is proud of his efforts and has already had customers mention the book when visiting their Chelmsford showroom. "The book positions Aqua Warehouse not just as a retailer, but as an authoritative voice in the wellness sector," says Richard, who is positive this will lead to an increase in customers and revenue. "It provides clarity by simplifying the buying process and allowing the reader to make an informed decision." ■

# NEW ROLE FOR INDUSTRY STALWART

**G**PM Manufacturing, a fast-growing hot tub and swim spa manufacturer and distributor, has appointed well known industry personality James "Jim" McClure as Executive Vice President.

With more than 40 years of leadership experience in the industry, James will play a pivotal role in driving strategic initiatives and operational excellence across the organization.

Greg Carrell, President of GPM Manufacturing comments: "Jim's extensive track record of building high-performing teams and delivering results in complex market environments makes him an invaluable addition to our organisation. The depth of



↑ JIM MCCLURE has been appointed Executive Vice President of GPM Manufacturing.

experience and strategic vision he brings will be instrumental as we continue to expand our market presence and pursue new growth opportunities."

Jim joins GPM Manufacturing at a time of significant momentum for the company. "The founders of GPM have their roots in decades of successful retail ownership and management, and as such, they have a keen understanding of the voice of customer.

"I look forward to using that understanding to underpin GPM's continued success and to shape its future direction with a heavy focus on innovation and product excellence." ■

# SEEING IS BELIEVING

Seathery, pronounced “sea-ther-nee”, is a word intended to evoke a sense of calmness and peace likened to the sound of birdsong.

Behind the scenes, the rise of Seathery, the UK market’s newest hot tub, wellness and outdoor living wholesaler has been the polar-opposite of serene.

Like a must-read thriller, with page-turning plot twists and turns, Seathery is developing into its own best seller.

For George Clarke, the creation of Seathery Outdoor Living and now Seathery Wholesale, has been a battle with endless challenges, even he sometimes cannot believe he has overcome.

“Somehow, despite all the pitfalls, because of your self-belief, you find the strength and courage to keep moving forward through all the blood sweat and tears,” George reflects.

“We spent five years as retailers; watching, learning and listening before we took the leap to go wholesale,” he continues.

“I am still too busy to step back and perhaps realise what we have achieved because we are still developing and still growing as we build and sustain the levels of business Seathery is aspiring to.”

Already supplying 16 dealerships

around the country it was only after repeated visits to China that George has designed and developed Seathery’s bespoke ranges of hot tubs, swim spas and everything in between.

The company recently took the wraps off its new Chesterfield showroom, stock and parts stores, with a spectacular opening event.

“It was torrential rain and I stomped off to my office to hide my disappointment because after all the effort, I thought nobody would turn up,” George confesses. “A little while later, I got called back down to the showroom to lend a hand because it was cram-packed – I could not believe my eyes more than 160 people turned up.”

Very much hands-on, it was George and a good friend who had personally created the showroom which proved to offer the wow factor to both end-user and trade visitors.

“I guess it is a case of seeing is believing,” says George. “People are blown away by the showroom. When they see something as good as this and see this is a complete package offering, I guess they warm to you.”

Several dealerships have already restyled their showrooms mimicking the Seathery displays. Crucially though, the presentation is backed by strength of product. Split into six



↑ GEORGE CLARKE AND HALEY are pictured in Seathery’s recently opened showroom in Chesterfield.

ranges of energy-efficient hot tubs, swim spas and ice baths, the attractively priced but quality product offers retailers the opportunity for wellness retailers to build their own businesses with a fresh approach.

“We have not had a set plan,” George shares. “We just reacted to opportunities that have presented themselves. But one thing we want to be sure about is that Seathery must be unique by offering a business that, in our minds, always puts people first.”

He concludes: “We do not want Seathery to be run of the mill. We want the products, the showroom and our marketing to create a look that people can invest in, recreate and profit from themselves. I guess they call that the wow factor.” ■



ALREADY BEING COPIED, the Seathery showroom design offers instant appeal to both end users and trade visitors alike.

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# ROBUST ELECTRICAL INFRASTRUCTURES

In any pool or spa environment, operational and safety-critical systems rely on robust electrical infrastructure.

From water treatment and circulation systems to emergency and mood lighting, HVAC panels, and surveillance and access controls, even a brief disruption can compromise safety, damage reputation, and lead to financial loss.

Yet, venue operators often take a product-first approach - selecting components based on immediate availability, cost, or familiarity - which can mean the broader advantages of a comprehensive, long-term approach are less visible.

Modern leisure venues are complex ecosystems, where electrical systems do far more than keep the lights on. They can enhance sustainability, reduce operational costs, improve efficiency, and support the delivery of a seamless visitor experience. The question for operators is - how can they ensure their electrical infrastructure is not only fit for today, but adaptable and resilient enough to meet future challenges?

Martin Heaward, UK Head of Sales (Projects and Specification) at Gewiss, believes the answer lies in strategic partnerships: "It's no longer enough to rely on a product alone. Leisure operators need to work with electrical partners who understand their operational priorities and can design integrated, scalable solutions that support long-term performance.

Tailored solutions start with understanding the unique demands of different areas within a venue. Indoor pools, spa treatment rooms, changing facilities, and spectator areas each have specific lighting, power, and control requirements. A standardised, one-size-fits-all system risks inefficiency, poor integration, and higher lifecycle costs. In contrast, a holistic approach ensures that systems work together seamlessly, are easy to maintain, and



TODAY'S ELECTRICAL systems reduce operational costs, improving sustainability and efficiency.

can adapt as the venue evolves or expands.

Emerging technologies also offer opportunities for venues to improve sustainability and operational efficiency. Smart lighting controls, energy monitoring dashboards, and predictive

**"Leisure operators need to work with electrical partners who understand their operational priorities."**



- Martin Heaward, Head of Sales, Gewiss

maintenance tools can cut energy usage, extend equipment lifespans, and reduce downtime. These systems not only deliver cost savings but also help

operators meet growing environmental expectations, enhancing their venue's credentials in an increasingly eco-conscious market.

Ultimately, the aim is to create a safe, welcoming, and enjoyable environment for everyone - guests, staff, and partners alike. By focusing on intelligent, future-ready electrical solutions rather than a purely product-driven approach, operators can enhance safety, improve operational performance, and make confident, long-term investments in their venue.

Electrical systems go beyond simply powering the facility -- they shape the entire experience. When designed strategically, they give leisure operators the freedom to concentrate on what truly matters: delivering a consistently exceptional environment for every visitor, every time - now and in the future." ■

**Gewiss**

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UK

# COMMERCIAL POOL SERVICES GUIDE

An at a glance guide to specialist swimming pool suppliers across the UK...



## AQUASCAPES NATIONWIDE

Aquascapes has been creating world-class swimming pools and wet leisure facilities for over 20 years. What sets us apart is our ability to uniquely design and build every project, providing a single, expert team to guide clients seamlessly from vision to reality.

Working across both commercial and residential schemes worldwide, we follow the RIBA framework to ensure every stage—from concept to completion—is delivered with precision and care. Our multi-disciplinary

team of skilled specialists enables us to execute complete, high-quality fit-outs, perfectly integrating design and construction for even the most ambitious leisure environments.

This unified approach not only simplifies the process for our clients but also guarantees results that are innovative, sophisticated, and enduring. It's why Aquascapes has become a trusted, recognised, and highly sought-after name in the global leisure industry.

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sales@aquascapes-uk.com  
www.aquascapes-uk.com



## AQUALITY LEISURE NATIONWIDE

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Aquality Leisure offers both pro-active

and reactive servicing and repair works at very competitive rates.

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01307 490171  
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- Specialist SEN hydrotherapy pools

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info@hydrospec.co.uk

www.hydrospec.co.uk

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- Balance Tank Cleaning
- Pool & Plant Surveys
- HSE Qualified Diving Underwater

Repair Services

at Competitive Rates

- Automatic Chemical Dosing Systems
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- Wellness, Saunas, Steam
- Rooms and Hydrotherapy
- Training
- Full Plant Room Servicing
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- FGas Registered Air Handling & Air Conditioning Installation and Servicing

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 rgpoolsandleisure@gmail.com  
 www.rgpoolsandleisure.co.uk



## STERLING HYDROTECH

NATIONWIDE

Established in 1988, Sterling is a swimming pool filtration and water treatment specialist. We design, supply, install and service Filtration & Water Treatment equipment throughout the UK.

With a focus on commercial leisure facilities, we offer a comprehensive range of equipment to create a cleaner, safer and healthier pool environment.

Whether you need spare parts or maintenance or a complete turnkey project - we will provide a quality solution that you can depend upon with confidence. Our services include:

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- Service and Maintenance Contracts
- Filter Replacement

- Emergency Breakdown Cover
- Filter Media Replacement
- Balance Tank Cleans
- Pumps and Inverter Drives
- HSE Diving Services
- Heat Exchangers
- Spare Parts
- Pipework Repairs
- Sauna and Steam Room Service
- UV Systems
- Leak Detection

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- EASY GLIDE
- LOCKABLE SEGMENTS
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- FREE SITE VISIT



# AWG

Aqua Warehouse Group

## The Home of Trusted Brands

Since 2003, Aqua Warehouse has supplied the UK hot tub industry with innovative products from premium brands. Our success is based on creating genuine relationships with our dealers.

Looking to expand your range of outdoor living products? Contact AWG to find out how we can help your business grow.



**Aqua Warehouse Group**

Unit 1-9 Signals Lane

Chelmsford, Essex, CM2 8RF, England

01245 477 400

[sales@aquawarehouse.co.uk](mailto:sales@aquawarehouse.co.uk)

[www.aquawarehousegroup.co.uk](http://www.aquawarehousegroup.co.uk)

# THE PERSONAL TOUCH

**H**aving a strong partnership with your supplier is the key to success.

For many businesses in the UK hot tub industry, that partner is the Aqua Warehouse Group (AWG). With an astonishing 95% of UK-based companies buying products from this Essex based company.

Richard Hart, Managing Director of AWG, explains: "Since 2003 we have grown from a small, family-run business into a leading supplier of trusted brands and innovative products.

"While the company has expanded significantly over the past two decades, our core values remain the same: great customer care, supported with first class marketing and technical support, plus a genuine desire to helping our dealers succeed."

Richard continues: "AWG is well-established as a trusted supplier in the hot tub and swim spa sector, distributing well-known brands like Vita Spa, Covana and Reef Spas, but we are constantly looking to innovate. We now offer a comprehensive portfolio of new and exciting products".

This philosophy led AWG to expand into the world of luxury outdoor living. Its portfolio of brands now includes Remanso pergolas, Modulux outdoor



↑ AN AWARD-WINNING showroom in Chelmsford serves as a vital resource for Aqua Warehouse Group training

kitchens, and it's latest addition, Yakia Saunas.

"Today's customers are looking for a full suite of outdoor living products to create their own garden retreat," explains Richard "It's essential our dealers can offer this, as it makes a huge difference to their revenue potential."

At the heart of AWG's success is its exceptional team. With extensive industry knowledge and a commitment to customer service that elevates AWG to the next level in dealer support.

According to Martin Rigby, Head of Sales and Marketing: "Having worked in retail, I know first-hand that

communication and trust is the key to a strong distributor relationship. Quick responses to technical questions are invaluable. What makes a great partnership thrive is knowing your supplier wants to help, not hinder."

Martin adds: "We prove our commitment to our dealers with an extensive support programme that provides essential sales and marketing assistance.

"Our award-winning showroom in Chelmsford serves as a vital resource for training, with more than 20 hot tubs and swim spas for dealers to learn from. This commitment to education and building a long-lasting partnership is what truly sets AWG apart".

After 22 years of significant growth, AWG has managed to retain the personal touch of a smaller company. They believe in building genuine relationships, where dealers become personal friends, not just clients. For any business looking to expand its outdoor living portfolio, AWG's reputation as the go-to distributor is well-earned. ■



AQUA WAREHOUSE GROUP distributor, Richard Hart, has a genuine desire to help his dealers succeed.

Aqua Warehouse Group  
Tel. 01245 477 400  
E. sales@aquawarehouse.co.uk  
www.aquawarehouse.co.uk



Scan to download the Aqua Warehouse book - The Outdoor Living Revolution

# POOLING RESOURCES

A year-round home swimming experience...

**A**lukov was recently approached by trade partners, Mermaid Pools, to pool resources on a special project for a client in Kent.

The homeowner had purchased a new property with an old, lined pool that had suffered years of neglect and damage.

Passionate about outdoor living, the client envisioned transforming the pool into the centrepiece of their garden – a place for family and friends to gather and enjoy quality time together.

To achieve this, they wanted more than just a renovation: their wish was for a luxurious, tiled pool with a full warranty, complemented by a bespoke, cast-in-place spa tailored to their exact dimensions. Both the pool and spa were to feature fully automatic, insulated covers.

Recognising the limitations of the old structure, Mermaid Pools recommended a complete rebuild.





Concrete-tiled pools are their true passion, and they began crafting a design that would be both unique and enduring.

**ALL YEAR ROUND**

Part of the client’s brief was clear: the pool needed to be enjoyed all year round. With increasingly hot summers and cooler winters, the solution required both protection and flexibility. Quality and aesthetics were paramount. For this reason, Mermaid Pools turned to a trusted partners, Alukov.

Mermaid commented: “Alukov have always been the most professional, courteous, and dedicated team we’ve worked with. When we choose to put our trust in a trade partner, we are also placing our reputation in their hands – and Alukov never let us down.”

For this project, Alukov proposed the OLYMPIC pool enclosure, a truly unique design that combined functionality with style. Measuring an impressive 8metres in width and 20.2 metres in length, the enclosure featured seven sleek tunnel segments and a striking rounded end section.

This design not only allowed for excellent insulation but also gave the pool the flexibility of an open-air experience during summer and a protected, indoor feel during cooler, windier days. The rounded section could be opened to allow fresh airflow,

ensuring comfort in all seasons.

“Installing such a large structure was no small feat,” shared Alukov’s Alzbeta Murray. “The enclosure was delivered on two articulated trucks, with most segments pre-assembled for efficiency.

**SEAMLESS PLANNING**

“One segment, along with the rounded end, was carefully constructed on-site,” she explained.

“Thanks to seamless planning, logistics, and coordination between the teams, the installation was completed in just three days – two days ahead of schedule.” The client was delighted with both the process and the end result, praising how smoothly the entire project unfolded.

Alzbeta added: “At Alukov, we welcome challenges like this one. Projects of this scale showcase not only the craftsmanship of our enclosures but also the strength of our partnerships with companies like Mermaid Pools.

“Together, we delivered a pool and spa that is not only visually stunning but also practical, durable, and ready to be enjoyed throughout the year.” ■

**Alukov**  
Tel. 01189 099 844  
E.info@alukov.co.uk  
www.alukov.co.uk

**Mermaid Pools**  
Tel. 01580 753031  
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**oasis**  
outdoor living



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- Heater stones included
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**UNDER 5 HOURS\***

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Maximum COP (air and water 26°C)	14.35
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Noise level at 10m	<32dB
Wifi controlled	Yes

Other sizes and models of heat pumps are available.  
\*For more information speak to our sales team.



## SKYLIFT

### NEW & IMPROVED DUE DEC 2025

- Fits hot tubs up to 2.3m
- Fits to customers existing cover
- No damage to cover

# ONWARD & UPWARD

As a previous winner, Oasis Outdoor Living is delighted to have once again been nominated for the 2025 UK Pool & Spa Awards Trade Supplier of the Year Award.

Oasis has continued to expand its family of dealerships, both large and small, all around the UK.

“Our sustained growth can be attributed to our excellent, hardworking team, whose skills and experience are recognised across the industry, and sought out by discerning dealerships and forward-thinking holiday park owners nationwide,” says Oasis’ Wayne Green.

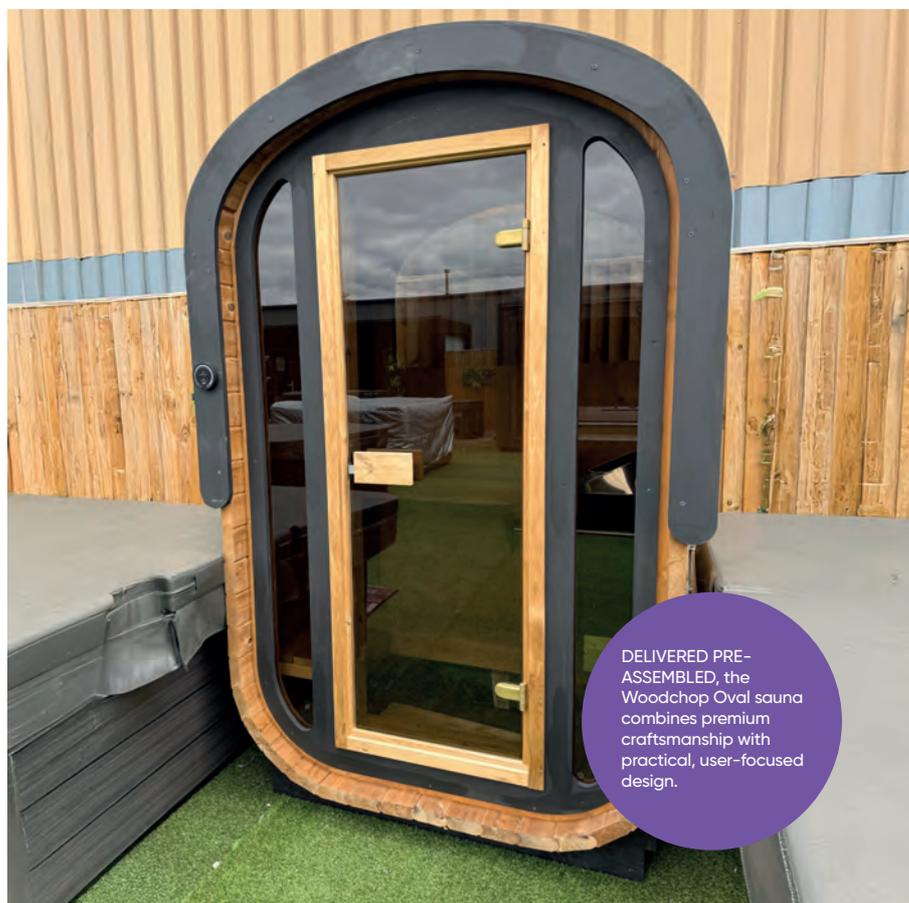
He adds: “The sustained expansion is in no small part due to our brand new range of products and our ever-increasing dedication to our energy-saving philosophy.”

An impressive range of saunas has grown to include pods for people with smaller gardens, or who just want to reduce their energy usage but giving up none of the luxury.

The Woodchop Oval two-person sauna redefines outdoor wellness by combining premium craftsmanship with practical, user-focused design.

“The Woodchop Oval isn’t just another wellness product – it is a reimagined sauna experience that removes obstacles, enhances enjoyment, and delivers everyday luxury to the spaces where people live,” says Wayne.

“Our research shows that the majority of sauna owners use their sauna solo



DELIVERED PRE-ASSEMBLED, the Woodchop Oval sauna combines premium craftsmanship with practical, user-focused design.

or with one partner,” says Wayne. “So, the Woodchop Oval was designed in the UK to appeal to that market, providing an intimate, energy-efficient environment without unnecessary bulk.

“Its compact size means faster heat-up times, lower running costs and a more eco-friendly sauna experience.”

Unlike flatpack saunas, the Woodchop Oval arrives fully assembled. It is compact enough

to be manoeuvred into place with standard spa-moving equipment – no cranes, no heavy construction and no costly extras. This dramatically reduces installation complexity and cost, making premium sauna ownership accessible to more customers.

Consistently moving forward, an updated dealer website option can be personalised for individual companies by the in-house Oasis Outdoor Living team.

These websites include all the products from the Sunbeach, Oasis, Equinox and Riptide ranges built-in, meaning dealers don’t need to worry about finding suitable product images, nor risk showing incorrect or outdated product specifications.

One of the new features is a Hot Tub/Swim Spa Finder which intelligently provides the visitor a curated selection of spas from across the full available range, based on criteria they select from a short questionnaire. ■



Oasis Outdoor Living  
Tel. 01623 354663  
E. sales@oasis-odl.co.uk  
www.oasis-odl.co.uk

↑ TRADE VISITORS are welcome to visit the Oasis showroom and headquarters in Nottinghamshire.



# LANDMARK INSTALLATION

**KLAFS has been creating places of relaxation for body and soul since 1928...**

**K**LAFS, the world leader in sauna and thermal wellness solutions, continues its strategic expansion into the UK's commercial hospitality sector with a landmark installation at the newly opened art'otel London Hoxton.

The project represents a strategic advancement in KLAFS' commercial growth across the UK hospitality sector, highlighting the brand's capability to deliver technically complex and fully bespoke wellness solutions for high-end developments – including luxury hotels, spas, health clubs and leisure suites.

As part of the project, KLAFS and Guncast have delivered:

- 12m indoor Guncast swimming pool
- Custom built, commercial-grade KLAFS sauna
- Bespoke, ergonomic KLAFS steam room

A central component of the art'otel London Hoxton spa, KLAFS has delivered a fully bespoke thermal suite comprising both a sauna and steam room, each meticulously designed to meet the spatial, functional and

aesthetic demands of art'otel.

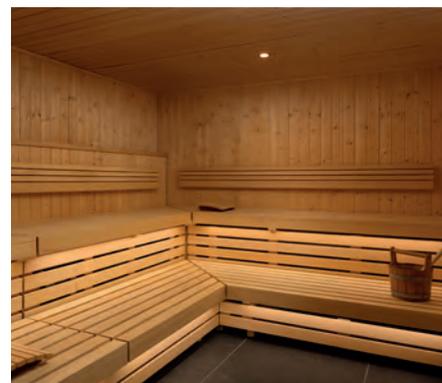
The sauna features a distinctive U-shaped, two-tier bench configuration that maximises comfort and guest capacity. Its interior is clad in warm, high-quality spruce, selected for its natural aesthetic and traditional sauna appeal. The benches and backrests are crafted from Obeche, a softwood renowned for its low thermal conductivity, ensuring guests can sit comfortably even at high temperatures.

Echoing this tailored approach,

the steam room also adopts a U-shaped layout that creates an open, ergonomic environment. Finished in large-format dark porcelain tiles, the space delivers a sleek, minimalist aesthetic with a luxurious, spa-like feel. Seamless surfaces and contemporary lines complement the hotel's broader design while integrated LED lighting under the benches provides a subtle glow.

Both cabins are engineered with KLAFS' advanced wellness technologies. The sauna incorporates





a high-performance fan-assisted ventilation system that ensures continuous airflow for optimal heat distribution and air quality. Meanwhile, the steam room features

KLAFS' OPTISTEAM technology, which produces a rich, enveloping steam while operating with exceptional water and energy efficiency. These innovations ensure the installations are not only visually striking but also operationally sustainable.

Situated at the heart of the spa is a 12-metre indoor swimming pool, delivered by Guncast Pools & Wellness.

Set within a minimalist, monochrome space defined by striking modern lines, the pool reflects the hotel's creative identity while offering guests a calming environment. A key design consideration was the retrospective adaptation of the existing building envelope to support a fully water-retaining swimming pool structure.

The Guncast engineering and design teams were challenged with reworking a complex first-fix layout to ensure structural integrity, watertightness and long-term durability. The pool was formed using a spray concrete shuttering method (shotcrete), followed by the application of a high-performance Steuler waterproofing membrane. Premium porcelain tiles were specified for the finish, providing both a refined visual effect and lasting resilience in a commercial setting. To elevate the sensory experience, the pool incorporates four seamlessly integrated underwater lights that enhance the ambient visual tone.

Gilles Darmon, Director of KLAFS UK, comments; "The wellness industry continues to experience exceptional growth across the UK, both within residential settings and the hospitality



sector.

"At KLAFS, we're proud to be partnering on premium commercial projects like art'otel London Hoxton, bringing our industry-leading thermal experiences to the capital.

Our focus is always on precision, performance and delivering wellness environments that are as functional as they are beautifully designed."

Andy Carr, CEO of Guncast Group (KLAFS UK), comments: "It's a privilege to collaborate with hotels of this calibre, that place real emphasis on craftsmanship, guest experience and design integrity. Installing a pool like this one at art'otel London Hoxton requires deep technical expertise, close coordination with the wider project team, and an understanding of how to deliver luxury and longevity in equal measure. We're incredibly proud of the result."

Unlike residential wellness products, KLAFS commercial installations are specifically engineered to prioritise

durability, ease of maintenance and seamless operation under continuous use.

Each component is designed with high-traffic environments in mind. The benching structures, for instance, are reinforced to endure frequent and heavier usage, ensuring stability and longevity over time. Ventilation is supported by fan-assisted systems that maintain a steady circulation of fresh air, which is essential for optimal heat distribution, comfort and hygiene in both the sauna and steam room. Energy efficiency is also a key focus, with double-insulated ceilings and advanced control systems working together to minimise heat loss and reduce energy consumption.

**KLAFS**

[klafs.co.uk](http://klafs.co.uk)

**Guncast**

[www.guncast.com](http://www.guncast.com)



← THE HEALTH AGENDA represents a major opportunity for sport and physical activity to help tackle a huge societal issue.

**“82% of children with high family affluence can swim, dropping to just 39% of children with low family affluence.”**



Andy Salmon, CEO, Swim England

# MAKING WAVES

VIP access to the annual State of the UK Swimming Pool Industry report...

“Swimming pools aren’t a luxury – they’re vital community infrastructure,” declares Paul Woodford, Strategic Engagement Director at Alliance Leisure in the recently published State Of The Industry Report.

“They offer far more than a place to swim,” says Paul. “Pools are safe, structured environments where children and adults alike can learn life-saving skills.

“They are vibrant hubs where families connect, friendships are formed, and memories are made.” Paul continues: “They [swimming pools] provide inclusive, accessible exercise opportunities for people living with disabilities or long-term health conditions. In many areas, they remain the only viable way for people to stay active.

“Yet despite this undeniable social value, the number of swimming pools across the UK is in steady decline,” Paul continues. “The latest industry data shows a net loss of pool sites year after year, a trend we must urgently reverse.

Rising operational costs, ageing infrastructure, energy pressures

and staffing shortages are driving operators to make difficult choices.

Paul adds: “Understanding these challenges and designing pool spaces that are efficient, flexible and commercially viable, is key to ensuring a sustainable future for aquatics.

“We know commercialising pool space isn’t about compromise, it’s about creating more opportunities for everyone. Through intelligent design, sustainable technology and strategic programming, we maximise usage, boost revenue and extend the life and value of each facility. “Of course, challenges remain. But with increasing recognition of the role physical activity plays in health, wellbeing and prevention, now is the time to reframe how we think about swimming pools, not as cost centres, but as pillars of public health and community life.

Paul was quoted in the annual report on the performance of the public swimming pool sector. Published by Leisure DB. The report provides robust market intelligence and analysis across the full scope of an increasingly diverse sector.

For over 30 years, Leisure DB have provided UK commercial operators, suppliers and government bodies with invaluable analysis of sector performance and trends.

The data and insight gathered by Leisure DB provides businesses across the sector to make strategic decisions with precision and confidence – suppliers and operators, independents and multi-site operations, public and private, direct and through leisure consultancies.

“Those still operating are working hard to do more with less water,

	2019	2022	2023	2024	2025	% vs 2024
Total number of sits with pools	3,170	3,008	2,955	2,896	2,882	-0.5% ▼
Total number of pools	4,559	4,386	4,351	4,272	4,257	-0.4% ▼
Public centres with pools	1,702	1,664	1,646	1,613	1,603	-0.6% ▼
Private clubs with pools	1,468	1,344	1,309	1,283	1,279	-0.3% ▼

↑ NO DATA 2020 & 2021 DUE TO COVID 19. In the 12 months to the end of March 2025, the total number of UK sites operating a pool fell to 2,882 (-0.5% since 31 March 2024).

→ ENGLAND STILL DOMINATES the lion's share of the UK pool stock

meeting demand through innovation, collaboration and determination," says David Minton, the Founder of Leisure DB.

David points out how swimming pools are a sanctuary, supporting mental wellbeing, social connection and physical activity.

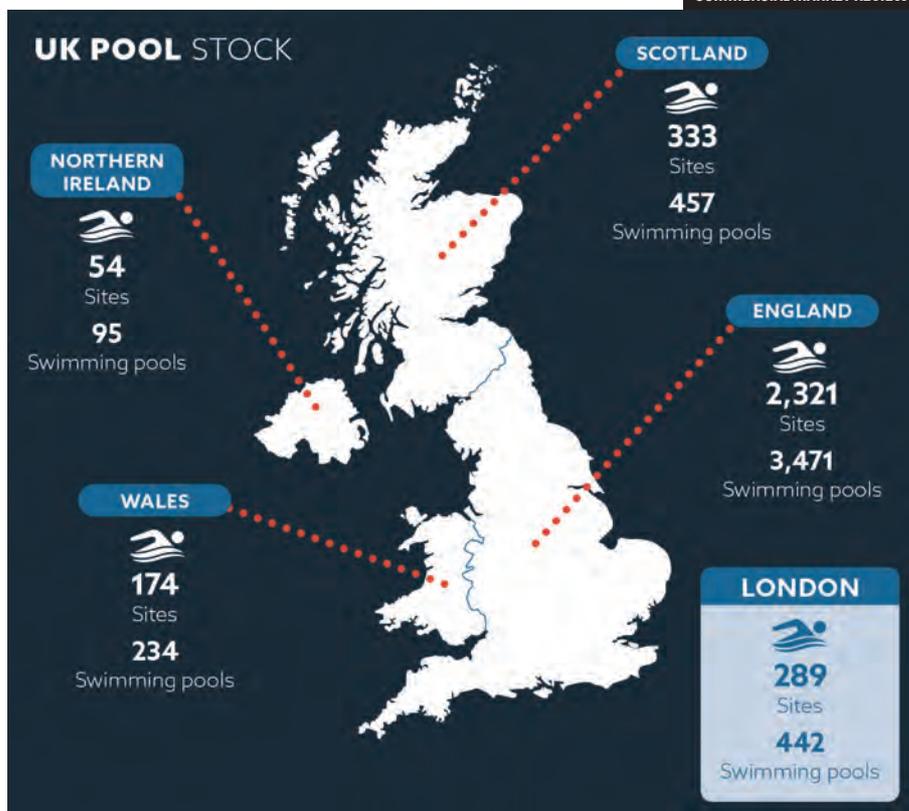
David highlights a Local Government Association report, which found 72 per cent of schools use public pools to deliver their statutory swimming lessons and 85 per cent of young people learn to swim in public pools.

David emphasises: "This echoes Community Leisure UK data, whose members report more than one million people a year learning to swim in their pools."

The continued net losses in pool provision highlighted in the report shows there is no hiding from the fact this remains a sector in need of far more support.

In the report, Andy Salmon, CEO of Swim England, reveals: "Analysis we conducted with ukactive shows that 76 per cent of the publicly accessible water space lost in the past 15 years has been lost since 2020.

"Equally concerning is that of the 10 local authorities with the biggest declines in pool space, 70 per cent have higher than average indices of



deprivation, risking an exacerbation of health inequalities."

### WATER VOLUME

In the 12 months to the end of March 2025, the total number of UK sites operating a pool fell to 2,882 (-0.5% since 31 March 2024). This makes the fall less dramatic than in the previous year, when we saw a 2% overall fall in the number of sites operating pools.

Breaking it down by sector, both public and private sectors experienced a drop in the number of sites with pools this year. However, the decline was more marked in the public (-0.6%) than in the private sector (-0.3%). This contrasts with the previous year's data, when both sectors saw the same percentage fall (-2%).

Yet although the decline in total pool numbers has slowed, the overall trend remains concerning, as reported by a number of this year's interviewees.

On the plus side, the 2025 State Of The Industry report shows lidos and outdoor swimming have experienced a revival, with innovations including open-air cinema, Christmas Day swims, poolside restaurants, moonlight sessions, wild swimming and even naked swims.

Leisure Energy is an award-winning renewable technology company, ▶

↙ GLL AND EVERYONE ACTIVE, the UK's leading public sector pool operators, operators report continued strong demand for swimming, yet both have worked hard to sustain growth.



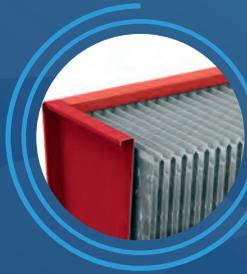
REGULAR SWIMMING is proven to save the NHS and social care system around £357 million per year.

Public centres	Pools	Openings	Closures	Average fee (pay-per-swim)
1,603	2,646	9	16	£5.80

# An energy efficient hybrid heat recovery solution with the Heatstar **Phoenix EC**



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FAN TECHNOLOGY



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HEAT RECUPERATOR



DEHUMIDIFICATION  
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**Heatstar**   
Energy Technology Systems



← CONCERN CONTINUES to grow about the declining swimming ability and water safety awareness amongst children and young people.

## POOL LOCATIONS

Regional Breakdown	Number of centres with pool
East Midlands	124
Eastern	139
London	139
North East	60
North West	161
Northern Ireland	39
Scotland	214
South East	208
South West	172
Wales	119
West Midlands	113
Yorkshire & Humber	115

↑ 76/3% OF THE UK POPULAR live within two miles of a public sector swimming pool.

► energy consultancy and principal contractor, who specialise in identifying and delivering energy and sustainability solution for all leisure facilities.

“The drive toward net zero by 2030 has brought more urgency to this work, and for many operators, attention is rightly turning to swimming pools,” says Leisure Energy Director, Mike Worsnop.

Most of the UK’s 2,900 public and private pools still rely on fossil fuels for heating, and many are over two decades old. Until recently, carbon reduction measures were limited to lower-cost improvements with shorter paybacks such as LED lighting, pool covers, better controls and staff training. These are all valuable steps, but they only get us so far.

“In recent years, we’ve seen a real shift, particularly thanks to the Public Sector Decarbonisation Scheme. This funding has allowed public sector organisations to go much further by replacing outdated fossil fuel systems

with heat pump technology and other renewable solutions.

“We’ve supported over £100 million worth of successful applications, helping local authorities and leisure operators across the country make the move away from gas,” Mike reports.

### WATER SAFETY

There has been growing concern about declining swimming ability and water safety awareness amongst children and young people. This worrying trend has serious implications for their safety in, on, and around water.

Without the confidence to swim, knowledge to self-rescue and the ability to identify and respond to risks, many children are left vulnerable in potentially life-threatening situations.

Recent data shows a significant decline in the number of children who can confidently swim 25 metres by the end of primary school. In 2017/18, it was reported that 76.8% of children met this standard. By 2023/24, it had dropped to 70.2%\*\*. This decline signals a serious and growing risk to child safety.

“In the last five years, the number

of children who have lost their lives to drowning in England has doubled; “ points our Jo Talbot, Commercial Director of the RLSS. “Our sector can help to change this trajectory, but we need to protect the number of swimming pools and prevent more closures.

“Swimming pools provide safe environments for children to learn to swim, gain essential water safety skills and enjoy the water safely. This data highlights the urgent need to protect the sector’s swimming pools and allow everyone the chance to use them.”

Rising operational costs, ageing facilities, and persistent staff shortages mean the UK’s swimming sector stands at a crossroads. But, Lara Morgan, co-owner and founder at at SCENTERED says. ►

## TOP 10 POOL OPERATORS

Rank	Operator	Centres with pool
1	GLL	142
2	Everyone Active (SLM)	139
3	Freedom Leisure	73
4	Places Leisure	67
5	Parkwood Leisure	44
6	Serco Leisure	34
7	Fusion Lifestyle	26
8	Halo Leisure	16
9	High Life Highland	16
10	Wiltshire Council	16

↑ 76/3% OF THE UK POPULAR live within two miles of a public sector swimming pool.



↑ LIDOS AND OUTDOOR SWIMMING have experienced a revival, with innovations including open-air cinema, Christmas Day swims, poolside restaurants, moonlight sessions, wild swimming and even naked swims.

# Leisure DB - tracking UK swimming pools for 30 years

## UK POOLS 2025

Total sites with pools 2,882

Total pools 4,257



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## TOP 30 PRIVATE POOL OPERATORS

Rank	Operator	Centres with pool
1	GLL	109
2	David Lloyd Clubs	105
3	Bannatyne	66
4	Everlast Gyms	45
5	Village Gym	33
6	Virgin Active	30
7	YouFit	22
8	Spindles Health & Leisure	22
9	LivingWell	18
10	Total Fitness	15
11	Vital Health & Wellbeing	14
12	Delta	13
13	Spirit	13
14	Fitness First	12
15	Third Space	10
16	HarSpa	10
17	Juvenate Health & Leisure	8
18	Spa Naturel Fitness	8
19	The Club	7
20	Gymetc.	6
21	Champneys	6
22	Rena Health & Leisure	6
23	Pace Health Club	5
24	Marriott	5
25	Golds Gym	4
26	De Vere	4
27	Feel Good	4
28	TruGym	3
29	Choices Health Club	3
30	Reynolds Fitness	3

↑ THE TOP 10 PRIVATE OPERATORS have 465 clubs with a pool, which between them feature 657 pools. This represents 36% of all private sector clubs with pools, and 41% of all private sector pools.

“I believe swimming pools can and should serve as the health hubs our communities urgently need.

“Swimming isn’t just about sport or leisure. It’s a frontline tool in tackling inactivity, mental health issues, and preventable disease. Over 14 million adults in the UK swim each year, making it our second most popular activity.”

Lara emphasises: “Regular swimming is proven to save the NHS and social care system around £357 million annually by helping to prevent conditions such as dementia, stroke, cancer, and depression. These are real, measurable outcomes.”

### TEACHER SHORTAGE

The ongoing shortage of swimming teachers in the UK has become a critical issue, impacting operators, swim schools and local communities. Lifeguards and Swimming Instructors continue to be among the most in-demand roles out there. In 2024 alone, there were 4,721 job postings for Lifeguards and 2,734 for Swimming Instructors, the second and fourth highest in the sector.

While demand remains high, recruiting and keeping people in these roles is still a real challenge. Lifeguard job postings have fallen by 12.6% since 2022, and Swimming Instructor roles by 9.2% since 2023. “Like many parts of our sector, swimming is feeling the knock-on effects of broader issues, from changes in policy to shrinking public funding,” says Tara Dillon of CIMSPA.

“Such is the scale of the challenge, that some operators have been forced to abandon waiting lists all together,” reports Lou Crossland, Chief Commercial Officer at CoverMe.

“The lack of available swimming teachers means they simply can’t meet demand. With recent figures showing that child drownings have doubled\*

CoverMe’s research shows that swim school managers typically spend between four to eight hours per week arranging cover, which equates to approximately £5,200 in staff costs per site annually. The costs for multi-site operators can run into hundreds of thousands of pounds.

Platforms like CoverMe are proving that technology can play a critical role in transforming the way swim schools manage staffing.

Lou continues: “Swimming isn’t just about sport or leisure. It’s a frontline tool in tackling inactivity, mental health issues, and preventable disease. Over 14 million adults in the UK swim each year, making it our second most popular activity.”

Regular swimming is proven to save the NHS and social care system around £357 million annually by helping to prevent conditions such as dementia, stroke, cancer, and

**“Swimming isn’t just about sport or leisure, it’s a frontline tool in combating inactivity, mental health, and preventable disease.”**



Lara Morgan, Co-Owner and Founder at SCENTERED

► depression. These are real, measurable outcomes.

**OVERCROWDED LANES**

Yet despite the benefits, access remains uneven. "Too many pools are undersized or under-resourced, especially in underserved areas," Lou points out. "Chaotic changing rooms, overcrowded lanes, unpredictable timetables and outdated facilities deter families, older adults, and people with additional needs. To fix this, we need innovation, investment, and a clear focus on accessibility.

"We must rethink how we staff and support our facilities. Strategic staffing models and lifeguard training are essential to tackle shortages.

"We need community-based funding and deeper partnerships with local authorities and health providers. Just as importantly, booking systems must be upgraded to support flexible, user-friendly access."

Stuart Martin is an industry consult and also a school governor. "Learning to swim is not a luxury; it's a fundamental life skill," he says. "Yet nearly one in three children leave primary school unable to swim 25 metres unaided."

Stuart continues: "But swimming's impact doesn't stop at childhood. It helps people live longer healthier lives, supports physical rehabilitation, and combats social isolation in older adults.

"Regular swimmers have a 28% lower risk of early death and are 41% less likely to die from heart disease or stroke. He adds: "There's a powerful economic argument too. Every £1 invested in sport and physical activity returns £4 in social value through reduced NHS costs, stronger mental health, and increased productivity."

Andy Salmon Swim England CEO

**INDEPENDENTS & MULTI-CLUB OPERATORS: NUMBER OF CLUBS WITH POOLS, 2015-2025**

↓ THE INDEPENDENT SECTOR has seen a 15% growth in the number of clubs with a pool: up from 398 clubs in 2024 to 404 clubs in 2025



**"We know commercialising pool space isn't about compromise, it's about creating more opportunities for everyone."**



Paul Woodford, Strategic Engagement Director, Alliance Leisure

agrees: "Ill health is estimated to cost the economy £150bn a year, which is 7 per cent of GDP. The health agenda therefore represents a major opportunity for sport and physical activity as a whole to help tackle a huge societal issue – and within this, swimming is particularly well placed.

"We know, through our research and our partnership with Mental Health Swims, about the huge benefits of swimming for mental health. We also know that among people with a long-term health condition or

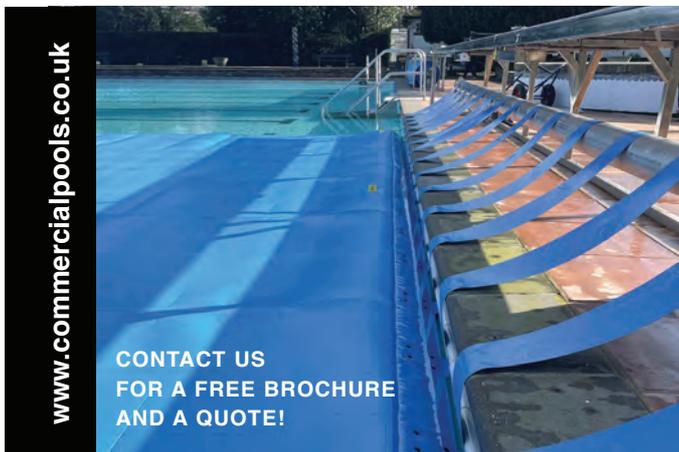
disability, participation in swimming is far higher than participation in other forms of physical activity. Even among individuals with up to three health conditions, swimming participation sits just below 20 per cent.

"As a result, swimming already contributes £2.4bn of social value to the UK economy every year, primarily in NHS savings through the prevention of 80,000 cases of ill health. With our agenda of lifelong participation, we can do even more.

"But we need to keep banging the drum. We need to emphatically make the case that our nation – and with it, our economy – will be healthier if we get people in the water.

"We're already seeing the big public sector operators focusing on the health and wellbeing agenda, tuning in to the needs of their local authority partners." ■

To download your free copy of the State Of The UK Swimming Industry Report simply log on to [www.leisuredb.com](http://www.leisuredb.com)



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# Ocea UK Autumn B2B Offer: EXTRA 10% DISCOUNT

## Secure Your Projects, Guarantee Your Margins



This Autumn, streamline your project pipeline and delight your customers with our fully stocked inventory and free, fast delivery.

As a valued Ocea UK partner, you can now receive an additional 10% discount on our full range of vertical heat pumps and inverter dehumidifiers. By choosing Ocea, you're not just getting market-leading products; you're gaining a logistical advantage that keeps your projects on schedule and your clients' bills down.

### Why Partner with Ocea this Autumn?

**Ready-to-Ship Inventory:** We have our full range of **Vertical Heat Pumps** and **Inverter Dehumidifiers** in stock and ready to go. No delays, no waiting.

**Free, Fast Delivery:** We offer free delivery on all orders, ensuring your products arrive on site when you need them, helping you stay on top of your project deadlines.

**Unlock Client Savings:** Our advanced technology provides significant energy savings, dramatically cutting down on running costs for the end-user. This is a powerful selling point you can use to win more business.

**Complete Climate Solution:** Offer your clients a premium, comprehensive solution that manages both pool heating and humidity, protecting their investment for years to come.

**This exclusive, limited-time offer helps you maximize your profits and deliver superior value to your clients.**



### Offer Details:

**Exclusive B2B Discount:** An additional 10% off the standard price for your trade purchases.

**Offer Period:** The offer is valid from September 1st through to November 30th.

**Eligibility:** This discount applies to all orders placed by swimming pool builders and trade professionals during the specified period.

**To take advantage of this offer and learn how our products can help you grow your business, please contact your Ocea UK account manager.**

Sales: 01993 707910 | Email: [sales@oceacovers.com](mailto:sales@oceacovers.com)

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# STAMPEDE FOR THE ONE-PIECE

Quick-build one-piece pools offer a win, win for the trade and their customers...



A PIVOTAL new collaboration between HTP Group, Sterck Pools and Ocea UK, looks set to boost the already exciting one-piece pool market in the UK. Pic. Sterck

One-piece, prefabricated swimming pools are surging in popularity across the UK.

Their streamlined production and installation processes cater to homeowners seeking quicker, cleaner, and more cost-effective alternatives to traditional concrete or tiled pools.

While concrete and even block and liner pools require months of onsite construction, one-piece pools can be installed in as little as a week, meaning homeowners enjoy their pools far faster than with traditional concrete builds that stretch to several months.

The non porous, gel-coated fibreglass or composite surface of one-piece pools resists algae and bacteria with owners and operators spending less time and money on cleaning and chemical treatments.

While initial investment might be comparable to other types of builds, the long-term savings from lower maintenance, less frequent chemical use, and no resurfacing or re-lining, make one-piece pools more economical over time.

Homeowners benefit from a wide array of shapes, sizes, colours, steps, built-in seating, tanning ledges, lighting, and spa jets, offering



↑ ENERGETIC MARKETEERS like Waterstream have helped boost one-piece pool sales. Pic. Waterstream

## KEY ONE-PIECE POOL TRADE BENEFITS

For Installers:

- Faster turnaround = increased throughput.
- Fewer complications = smoother projects.
- Lower ongoing service demand.
- Premium materials (e.g. graphene composites) = ability to offer high-end options

both functional customization and visual appeal. Some models also integrate energy-efficient features like insulation, heat pumps, and automated covers.

Insulated shells help retain heat more effectively than concrete, decreasing heating costs. Despite overall challenging market conditions, high maintenance costs and energy bills causing some caution among homeowners.

A pivotal new collaboration between HTP Group, Sterck Pools and Ocea UK, looks set to redefine the exciting development of the one-piece pool market in the UK.

The strategic partnership unites

→ STERCK POOLS brings additional peace of mind by using exceptional German materials made to the highest grades of durability without compromising on quality. Pic. Sterck

Sterck Pools' renowned expertise as a trusted polypropylene pool manufacturer with HTP Group's robust UK network for sales, distribution, and aftercare.

The cooperation will also benefit from for all associated pool industry goods supplied through the consistently emerging Ocea UK.

Sterck Pools [pronounced sterick] and Ocea UK are part of the CF Group, one of Europe's leading pool suppliers. This extensive group also includes industry-established manufacturers.

"This powerful affiliation ensures we're offering products built with the highest quality materials and precision engineering," comments Lewis Salvidge, founder of the Bristol-based HTP group.

"How we build swimming pools has changed and the modular era is upon us," Lewis says. "It cuts down labour, wet trades and weather dependent building works, meaning we can install a one-piece pool and have it full of water in as quickly as five days."

Lewis says that during his 27 years in the water leisure sector, he has witnessed massive changes from remote and AI controlled plant rooms to robot cleaners that all ease the strain of swimming pool maintenance.

Lewis adds: "The trick is using the right product and you know that we



get what we pay for, therefore buy from the knowledge and experience not from the price."

### PEACE OF MIND

"Our new product range from Sterck pools brings additional peace of mind by using exceptional German materials made to the highest grades of durability (higher than the competition) without compromising quality."

Fully recyclable, Sterck's Polystone® pools are UK resistant offering protection from weathering and chlorine and are easy to clean with very little maintenance required.

Out of the same stable as Starline, Sterck's motivation is to offer people a life full of luxury, fun, sportsmanship and freedom by producing a solid, luxurious and sustainable Dutch product. The polystone® PG material, has a long lifespan and can be sustainably recycled after use.

## KEY ONE-PIECE POOL HOMEOWNER BENEFITS

- Quick swim-ready results
- Minimal maintenance and long-term cost savings
- Stylish, customisable designs
- Better energy performance
- Durability backed by warranties
- Environmental friendliness
- Monetisation opportunities and potential value boost

Together, Ocea UK, HTP Group and Sterck Pools are committed to delivering the next level in one-piece pool supply to the UK market.

"HTP has the experience, why not 'tap' into us and see how the Sterck pool system can change your business and your customers' lifestyle."

One-piece pools arrive factory-made and are delivered as a complete unit. Once the site is excavated, installers simply drop the pool into place, connect plumbing and electrical systems, backfill, and finish-cutting installation from what can take months (for concrete) to just days or weeks.

Because fabrication happens in a controlled environment, the product quality is consistent and not impacted by weather conditions. This minimises onsite complications and uncertainties that installers commonly face with concrete builds

Installation requires fewer labour and less specialised construction onsite, leading to reduced labour costs and more efficient use of crew time—beneficial for both installers and clients. ▶

← SPEEDY BUILDS, without compromising on quality, is a win, win for the pool trade and for home owners. Pic. Niveko

**"Cutting down on labour, wet trades and weather dependent building works, means we can install a one-piece pool and have it full of water in as quickly as five days."** – Lewis Salvidge, HTP Group



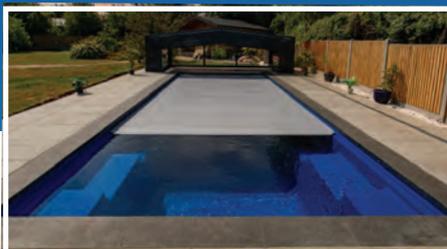


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SECURING YOUR EXCLUSIVE DEALERSHIP AREA FOR THE WORLD'S  
No. 1 ONE-PIECE POOL BRAND**



← AQUA TECHNICS' dealers can secure exclusive geographic territory rights. Pic. Aqua Technics



shaped pools require alternative solutions or sectional builds.

**PRICING TIERS**

A recent estimate from Checkatrade (via The Sun) puts the overall installed cost of a typical garden swimming pool in the UK between £85,000 and £220,000, with smaller plunge pools starting around £7,500 to £25,000. Maintenance is usually £45–£85 per month. A well-kept pool could boost your home's value by about 4.5% (~£12,000), while poor upkeep can drop value by nearly 20%.

The UK one-piece swimming pool market is on the rise, driven by homeowners' desire for convenience, durability, and modern aesthetics.

For installers, these pools offer streamlined, risk-reduced projects. Homeowners enjoy a fast, stylish pool with lower upkeep and running costs.

What is more, with added revenue platforms, like pool rental for swim schools, home investments in one-piece pools can be both pleasurable and profitable. ■

**COMPANY CONTACTS**

**Aqua Technics**  
Tel. 03300437061  
E. dorian@aquatechnicsuk.com  
www.aquatechnicsuk.com

**Sterck Pools**  
**Ocea UK**  
Tel. 01993 707910  
E. sales@oceauk.com  
www.oceauk.com

**HTP Group**  
Tel. 01774 037839  
E. sales@htpgroup.co.uk  
www.htpgroup.co.uk

▶ With fewer days on site and less mess, installers can deliver excellent customer experiences with less disturbance to homeowners—strengthening reputation and satisfaction.

Fibreglass or composite shells are durable, smooth, and resist algae and chemical damage. Installers face fewer callbacks for repairs or resurfacing.

Manufacturers like Aqua Technics now offer graphene-reinforced one-piece pools—stronger, lighter, and longer lasting—allowing installers to position premium, durable options to clients.

Manufactured in Australia by the same family business for over 49 years, Aqua Technics' dealers can secure exclusive territory rights.

Plentiful stocks of the most popular models in the most popular colours are held in stock at the Aqua Technics UK distribution centre in Ashford, Kent. This means very rapid delivery and installation times for UK dealers can be achieved.

Pools are fitted out in Ashford with a choice of options the consumer has specified. The pools are then tested before being shipped out.

**PRE-FAB PLANT ROOM**

Similarly, prefabricated plant rooms are manufactured and comprehensively tested and shipped out on the same purpose-built, crane-equipped truck as the pool. The pool installers simply have to run an electricity supply to the plant room and connect pipe runs between the pool and plant room as part of the delivery process.

Aqua Technics Pools UK dealers benefit from a comprehensive programme of dealer sales and marketing support, and product training; as well as a consumer PR campaign, to help dealers get as

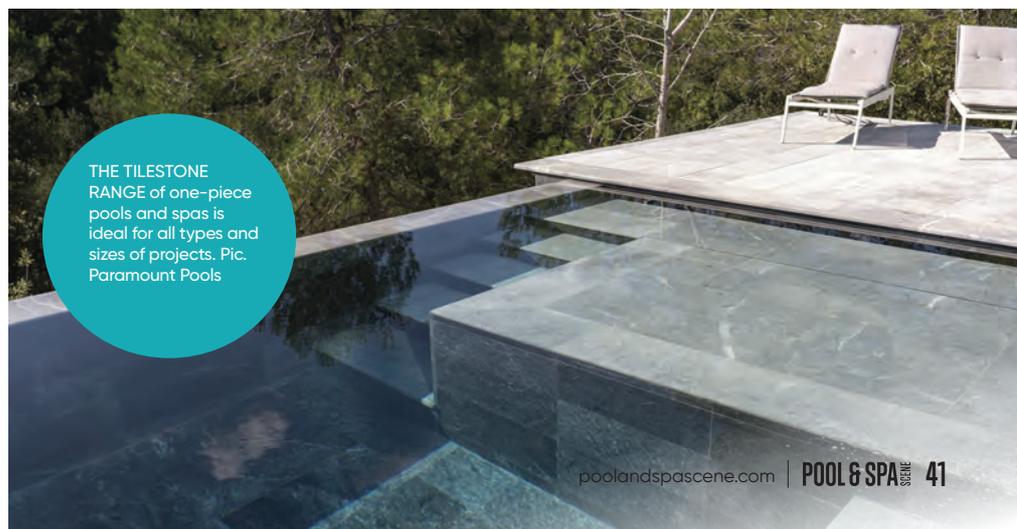
many sales as possible.

With some remaining territories available, applications from prospective dealers across the UK and ROI are welcomed by the Aqua Technics UK team.

**ONE-PIECE POOL PRICE GUIDES**

Pool Type/Size	Typical Cost Range
Basic plunge pool	£7,500 – £25,000
Standard one-piece fibreglass (6 × 3 m)	£15,000 – £25,000
Larger one-piece fibreglass (8 × 4 m)	£20,000 – £45,000
Extensive one-piece pools (10 × 4 m)	£40,000 – £60,000
Full installation (incl. groundwork)	£45,000 – £80,000+
Premium custom installations	£85,000 – £220,000

Because one-piece pools require crane delivery and adequate access, homes on narrow streets or tight gardens might find logistics challenging, limiting feasible size choices. Although there's diversity in models, bespoke designs (unlike fully custom concrete pools) aren't feasible. If unique geography or size is needed, options may be limited. Transport limits mean pool dimensions are capped (often around 10 m × 3.7 m × 1.5 m), so very large or uniquely



THE TILESTONE RANGE of one-piece pools and spas is ideal for all types and sizes of projects. Pic. Paramount Pools

# AMBASSADOR PROGRAMME LAUNCHED

Compass Pools UK, the country's largest installer of one-piece swimming pools with over 700 successful installations, has launched its new Ambassador Programme – a straightforward way for pool and spa businesses to unlock additional revenue.

Instead of managing complex design, installation, or aftercare, Ambassadors simply pass qualified enquiries to Compass Pools. For every lead, partners receive a fee – and if the project converts, they also earn a commission on the sale. It's a hassle-free way to generate extra income without taking on additional staff, overheads, or risk.

Compass Pools is recognised nationwide for delivering luxury ceramic-composite pools that combine style, efficiency, and durability. Backed by strong marketing, an expert installation network, and a proven track record, the brand continues to drive demand in the UK's premium pool market.



"This programme is designed to reward companies that connect us with new customers," says Alex Kemsley, Managing Director of Compass Pools UK. "With our scale, reputation, and industry-

leading product, Ambassadors can confidently offer Compass to their clients and share in the profit."

The Ambassador Programme is now open, with Compass actively seeking motivated partners across the UK. ■



## Pool Building Without Lifting a Shovel

*A new way for pool and spa businesses to unlock additional revenue.*



Find out more at [compass-pools.co.uk/ambassadors](https://compass-pools.co.uk/ambassadors)

**COMPASS**   
*enjoy the moment*

# A SPACE FOR POOL JOY

**M**any families dream of an ideal swimming pool - a place where the parents can relax after a busy day and the children can have fun in the water.

This is what the owners of this beautiful house had always envisaged. They yearned for a modern and stylish pool that would blend in nicely with their garden while offering perfect

comfort and endless fun.

For their garden, the owners opted for a 10 × 3.6 × 1.5m Niveko Advance pool in timeless white. The paving links the space together wonderfully - the same tiles cover both the terrace and the overflow edge of the ADVANCE, creating a mirrored effect so that the pool blends seamlessly into the surrounding terrace. The most eye-

catching feature is the stairs along the pool width, which accentuate the clean design. The pool also includes a PC Transparent Aquadeck slats cover, cleverly hidden away in the slatted cover pit. It is sited outside the pool space and so does not detract from the swimming experience in any way.

The three underwater lights mean a swim in the evening takes on a unique atmosphere, adding a touch of intimacy and luxury.

The owners chose Berle Pool to install the pool, prompted by recommendations from friends, the company's professional expertise and the valuable advice they provided. The result is a swimming pool that is more than just a place for the family to have fun and relax; it's also an aesthetic feature that naturally complements the design of their home.

The swimming pool has added a whole new dimension to their home and garden, and has become a place where they enjoy spending time together by the water. ■



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# HIGH-END POOL SOLUTIONS

Key partnership seals UK one-piece pool deal...

Plastica has become the exclusive UK distributor of Diamant, one of Europe's leading manufacturers of high-end one-piece pools available in stainless steel and polypropylene.

Diamant Pools is positioned as a compact, high-end pool solution, making it suitable for professionals targeting clients who desire luxury and style in limited spaces.

Known for innovation and exceptional build quality, Diamant has completed over 30,000 projects since 1994 without resorting to mass production.

The outstanding quality of all Diamant pools is the result of many years of development and the company's ongoing efforts to maximise the degree of innovation.

## TAILORED OPTIONS

Diamant do their best to adapt their pools to meet the customer's requirements. Diamant are able to manufacture pools tailored to the customer's desired pool shape and dimensions. They offer a selection of pool types and colours, locations and types of steps and a wide variety of accessories and features.

Diamant one-piece pools provide a premium, efficient, and reliable solution for businesses looking to upgrade their amenities with a luxurious and modern aesthetic. The reduced downtime during construction or renovation is ideal for businesses needing a quick turnaround to start generating revenue. Long product lifespan saves money on replacement costs. Built to withstand



NOW AVAILABLE through Plastica, Diamant's one-piece pool offering includes stainless steel finished.

heavy use, makes Diamant One-piece Pools perfect for high-traffic leisure businesses. Their Minipool range is particularly suitable for compact urban spaces or boutique leisure venues.

Says Plastica's Fraser McCallough: "Plastica liked that Diamant never resort to mass production of inferior quality products.

"All stainless-steel pools are welded on a state-of-the-art robotic line, guaranteeing a unique quality and aesthetics of their welds. Their Polypropylene Pools come in a range of shapes and sizes and a 10-year warranty on the shell."

"Any builders, installers and designer

in the pool industry would benefit from adding Diamant Pools to their portfolio. Garden, hotel or wellness professionals, looking to incorporate one-piece pools into their residential or commercial projects."

Diamant Unipool offer a mix of theoretical and practical training tailored for dealers and installers. This training typically covers pool product lines, installation procedures, quality control, and troubleshooting. As a leading manufacturer operating since 1994, Diamant support dealers with catalogues for each of their ranges, a selection of quality images and brand guidelines for consistent visual identity. ■



www.plasticapools.net

**DIAMANT**

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Plastica



Exclusive UK Distributor of Stainless Steel & Polypropylene **Diamant Unipools**

01424 857802 quotes@plasticapools.net

# Ocea UK Partners with HTP Group for exclusive UK launch of Sterck Polystone® Pools

Ocea UK is excited to announce a strategic partnership with HTP Group, making them the exclusive UK distributor for Sterck Polystone® Pools.

This collaboration unites:

- Sterck's precision European manufacturing of Polystone® pools.
- HTP Group's extensive UK installation expertise.
- Ocea UK's comprehensive lifetime sales, support, and aftercare.

Alan Thorne, Ocea Company Director, highlights that this partnership:

*"Sets a new standard for quality, precision and comprehensive support in the UK swimming pool industry, offering B2B customers a truly superior one-piece pool solution."*

## KEY HIGHLIGHTS FOR B2B PARTNERS:

**Unrivalled Quality:** Pools are crafted from Polystone® PP-C PG, known for exceptional structural integrity, durability, and resistance to UV and chlorine.

**Superior Aesthetics:** Seamless surfaces and meticulously crafted stair designs with invisible welds.

**Flexible Customization:**

- **Standard (CTO):** Quick lead times for common sizes and features.
- **Engineered (ETO):** Full personalization for complex projects, including lengths over 12m, sloping floors, and custom designs.

**Expert UK Installation:** HTP Group's 15+ years of experience ensures precise delivery and commissioning.

**Comprehensive Lifetime Support:**

Ocea UK provides full after-sales service, including annual maintenance, remote support, and readily available spare parts.

**Advanced Features:** Seamless integration of Roldeck covers, flush-mounted inlets/lighting, and Starline swim jets with smart controls.

This partnership is set to redefine quality, efficiency and aesthetics in the UK swimming pool market, managing the entire pool journey from start to finish.

**HTP  
GROUP**

POOLS & HOT TUBS

**sterck.**

**OCEA UK®**

Contact for More Information:

Ocea UK

Email: [sales@oceauk.com](mailto:sales@oceauk.com) | Tel: +44 (0)1993 707910

[www.oceauk.com](http://www.oceauk.com)

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[www.htpgroup.co.uk](http://www.htpgroup.co.uk)

# WITHOUT COMPROMISE

Paramount's Tilestone range delivers lasting impact...

From luxury spas to high-performance trainer pools, with the delectable Tilestone one-piece pool and spa range, Paramount is able to offer unrivalled innovation, quality, and peace of mind, all designed and built to deliver lasting impact.

Truly unique in the market, the self-tile option is available through Paramount exclusively.

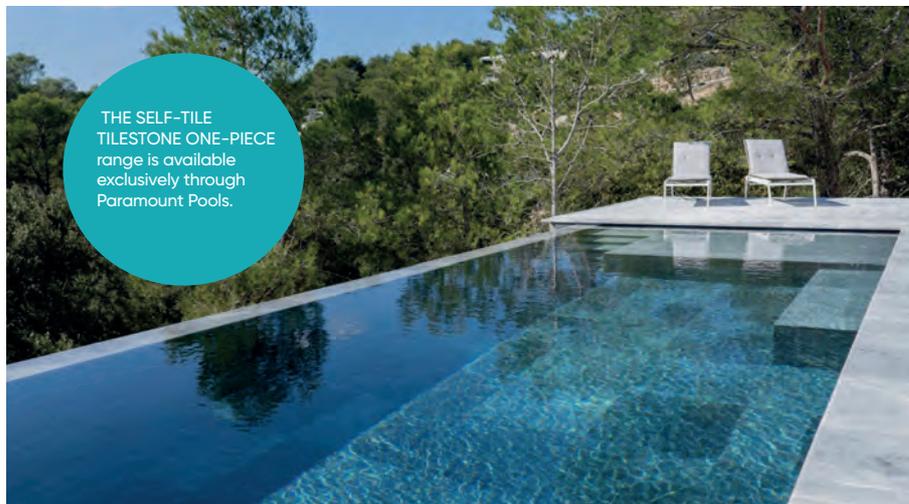
"Through Tilestone, Paramount, don't just offer pools and spas – we are able to create bespoke wellness experiences that combine craftsmanship, performance, and innovation," says Paramount's Lewis Martin.

"Thanks to their exclusive shell fitting system, untiled shells can be transformed with a seamless, leak-free tile application," Lewis continues. "This gives clients unlimited creative freedom in finishes, without compromising structural integrity."

Stand out selling points on the Tilestone range include:

- 100mm Carbon Steel Frame – unrivalled strength and durability.
- 50mm Polyester Framework – precision-engineered stability.
- High-Performance Insulation – better energy efficiency, lower running costs.
- Bespoke Hydrotherapy Solutions – designed to match client wellness goals.
- New 50mm Tiles – recently launched.

Proven recent case studies blend beauty with efficiency at locations including the prestigious Nirvana Spa and with projects, both big and small,



THE SELF-TILE TILESTONE ONE-PIECE range is available exclusively through Paramount Pools.

showcasing bespoke craftsmanship.

Rye Holiday Park sought a distinctive upgrade to transcend the typical 'holiday park' aesthetic and deliver an elevated experience to their guests. The transformation executed by Paramount's Cresta Leisure dealer, centred around creating a holistic wellness and spa experience with a new Tilestone Overflow Sesame Spa, along with a pool and steam room refurbishment.

Cresta Leisure, was tasked with installing a 5m x 2.5m x 1.05m Untiled Overflow Sesame Spa using a bespoke installation method for applying the pool fittings after the pool has been tiled. This installation method enables the pool contractor to install the shell without concern for potential damage occurring upon delivery in restricted access areas and with the benefit of tiling at a time convenient to them and has the added bonus of procuring tiles to match other tiles used on existing

wellness pool applications.

The hydrotherapy pool specifications left no detail untouched, with premium Paramount Pool factory-fitted stainless steel wall fittings, 12 massage side wall jets, low-side suction and vacuum point.

## FINISHED PRODUCT

In less than 12 weeks, the entire process from filtration and pipework installation to the final touches was successfully executed. This efficient approach ensured the seamless integration of the spa within a much bigger construction project. As a result, Cresta Leisure's client now boasts a versatile spa experience built for longevity and outstanding performance.

Lewis again: "No project is too big or too small for Paramount Pools and we'll always have the right product for the job.

"We believe every hydrotherapy pool should be tailor-made to suit your needs. Above or below ground, massage stations, air therapy, glass windows, are all options that can be accommodated for," he assures.

To join Paramount's network of Tilestone dealers contact the team to find out how you can raise the bar on all sizes of outstanding one-piece spa and pool projects. ■



↑ RECENT PROJECTS showcase the blend of beauty with efficiency at multiple locations throughout the UK. Pic Paramount

Paramount Pools

(Trade only) Tel. 01256 748380

Email: sales@paramountpools.co.uk

www.paramountpools.co.uk



**PARAMOUNT**  
POOL PRODUCTS



TILESTONE POOLS

# CUSTOM UNTILED POOL SHELLS

Complete flexibility in  
design and finish



Unique Shell Fitting System enabling leak-free,  
easy title application for all spa/pool shells.

Speed up your project without compromising on quality. Delivered as fully insulated, structurally sound, bespoke one-piece or sectional formats – making installation swift, smooth and stress-free.

## WHY CHOOSE TILESTONE UNTILED SHELLS?

- ✓ Fast delivery and quick installation
- ✓ One-piece or sectional formats available
- ✓ Fully insulated (0.25 W/m<sup>2</sup>K thermal conductivity)
- ✓ 100mm self-supporting carbon steel frame
- ✓ Unique shell fitting and jointing system
- ✓ Custom-made to suit your design
- ✓ 10-year warranty for peace of mind

## OPTIONAL UPGRADES

- ✓ Floor air plates
- ✓ Round spa shells
- ✓ Bespoke spa installations
- ✓ Carbon steel beach sections

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**HAVE YOU  
SEEN OUR  
2025 PRICE  
LIST?**



[www.paramountpools.co.uk](http://www.paramountpools.co.uk)

# POWER-HOUSE REFURBS

Winning tips and products for pool upgrade success ...

Refurbishment continues to dominate the attention of the home swimming pool sector with owners eager to upgrade for greater efficiency and sustainability as well as all-round enjoyment.

Typically, priorities include reducing running costs, enhancing sustainability, adding new features and delivering a more modern design.

By combining innovative products and industry know-how, leading suppliers help their trade partners unlock opportunities in the refurbishment market.

Plastica encourages its trade customers to respond promptly to refurbishment enquiries and to follow-up with irresistible tenders.

Starting with site surveys to evaluate the current pool's condition, first steps involve identifying potential issues and assessing the scope of work.

"Determine the goals of the refurbishment, whether it's addressing safety concerns, improving energy efficiency, upgrading aesthetics, or a combination of these," Plastica's Fraser McCallough advises.

"Establish a realistic budget and timeline for the project, factoring in potential delays and unexpected issues," Fraser adds. "Performance and safety should be a priority."

When it comes to advice, Plastica's



**"Consider enhancing energy efficiency, improving water quality, and updating the pool's overall aesthetic"**

dedicated Technical Team on hand with over 50 years of industry experience to draw on. The team also offers a surveying service for prospective work relating to its

products, such as domestic liners, airdomes, and commercial cover systems. They send out free samples of materials, to share with customers.

"When refurbishing a swimming pool, key considerations include assessing the pool's structural integrity, identifying necessary repairs (like leaks or cracks), and choosing suitable materials for finishes, liners, and equipment upgrades," says Fraser.

"Also, consider enhancing energy efficiency, improving water quality, and updating the pool's overall aesthetic," he continues.

"Safety should be of paramount importance. Do a full inspection before starting and ascertain what your customer is expecting. Don't overlook other potential pool equipment – such as pumps, filters, skimmers and lighting, when visiting a site for a refurbishment, Fraser continues.

"Finally, consider what time of year to commence your work. Weather can be detrimental to success. We advise establishing a regular maintenance schedule to keep their pool in optimal condition and obtaining a strong relationship with your customer.

Fraser emphasises: "Communication is key, make sure you and your customer are on the same page. Don't scrimp on cost when it comes to materials or contractors! You have your businesses reputation to uphold, and Plastica are here to help you



PLASTICA'S EXTREME bag liners are ideal for heavy usage pools such as hotels, schools and leisure centres, and can be fitted at any time of year – so ideal for off season.

→ A PERFECT UP-SELL or a service to offer on its own, positioning DEL liners, from Ocea UK, allows the trade to tap into a bigger market of existing pool owners.

along the way if required."

Typically, customer wish-lists will include heat pumps, variable speed pumps, counter current units and improved appearance.

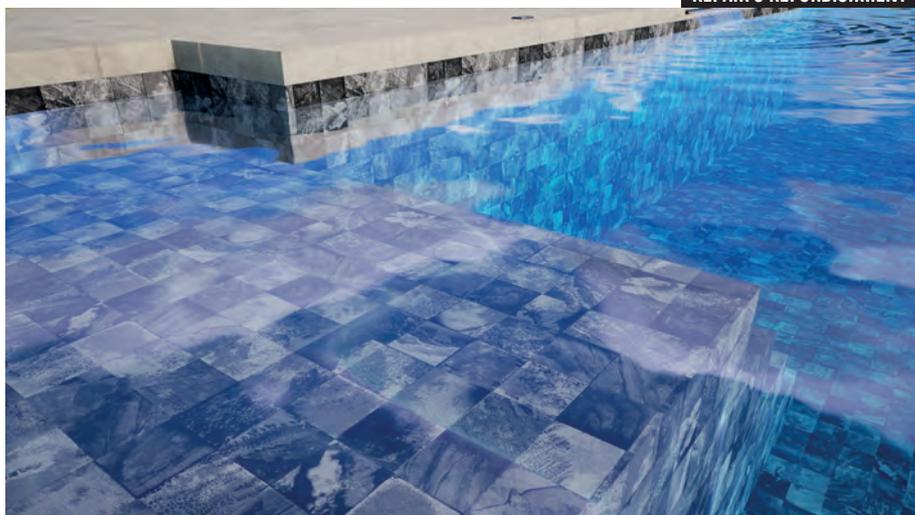
### TAILORED APPROACH

"By focusing on customer motivations, installers can tailor proposals that resonate and inspire," advises Golden Coast General Manager, Adam Clark.

"We reinforce the customer-first approach by equipping our trade partners with knowledge and tools to succeed," he adds.

From bespoke training days and GC Academy sessions to in-house marketing support, the Golden Coast team ensures its customers are ready to deliver solutions that stand out.

"Accounts are not only allocated to the team by geography but also by expertise, ensuring that our customers always get advice from the right



person," explains Adam.

"This combined approach allows Golden Coast to offer support that goes far beyond distribution, from technical training and on-site guidance to design and marketing assistance."

### SLASHING COSTS

In an era of rising energy prices, the operational costs of a swimming pool can be a significant concern for end-users.

"Our innovative, energy-saving technologies are designed to drastically reduce annual running costs, providing a swift return on investment and a more sustainable solution for every pool owner," says Ocea UK's Alan Thorne.

"The pool pump is the single largest energy consumer in a typical swimming pool setup," Alan continues. "A traditional single-speed pump operates at full power 100% of the time it is running, regardless of the filtration needs.

"This is like driving a car in first gear on the motorway—highly inefficient and wasteful."

Ocea's Inverhero, Inversmart, and Invermaster pool pumps use super-efficient Permanent Magnet Synchronous Motors (PMSM). Unlike traditional induction motors, these fully controllable pumps adjust their speed and power output to match the precise flow and time required for your pool's filtration cycle. The results is a dramatic reduction in energy consumption and a whisper-quiet operation.

For a standard 75m<sup>3</sup> pool, Ocea UK compare the running costs of a typical 1kW single-speed pump against its high-efficiency Invermaster pumps.

Variable-speed pumps, such as the Invermaster, can achieve energy savings of up to 80% compared to traditional single-speed models. This is due to the 'pump affinity law' which dictates that a small reduction in pump speed leads to a massive reduction in energy consumption.

With an assumed pump cost of £650 (ex VAT), the Invermaster pays for itself in just under a year. (£650/£794.24≈0.82 years). This is a compelling return on investment that clients cannot afford to ignore. ▶



↑ GOLDEN COAST'S EVAstream Move elevates the atmosphere and usability of any refurbished pool.

## PLUG & PLAY COUNTER CURRENT

At the top of Golden Coast's impressive refurbishment product list is the EVAstream Move, the latest generation in counter-current systems.

This 'plug & play', fully wireless swim machine transforms a standard pool into a state-of-the-art training environment.

Whether for fitness, physiotherapy or family fun, the EVAstream Move provides a powerful and stable flow suitable for everyone from beginners to triathletes. Combined

with EVA Optic lighting, it elevates the atmosphere and usability of any refurbished pool, offering both performance and style.

To help installers make the most of these innovations, the GC Academy has hosted specialist training events with EVA experts such as Allard de Graaf. These sessions combined practical installation and troubleshooting of the latest EVAstream systems with in-depth guidance on EVA Optic's lighting solutions for pools and spas. ■



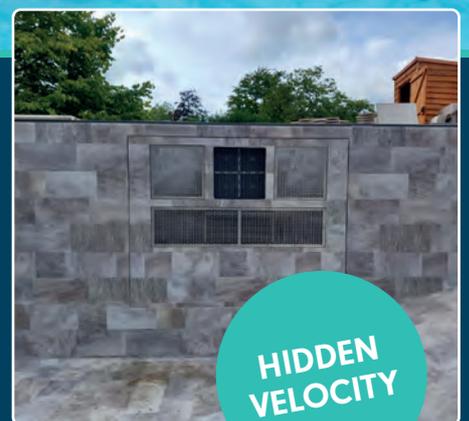
# Dive into the future of fitness

with the Velocity Swim Jet by HeatForm.

Designed using the latest patented technology to provide the ultimate swimming experience for the modern athlete.

Whether you are training for gold or just want to chase your own bubbles, Velocity transforms any pool into a boundless swim zone. No flip turns, no limits – just pure aquatic adrenaline. Ready to make every swim session a personal best?

Jet, set, go with the Velocity counter current system.



**MADE IN BRITAIN** 

- Beyond the pump, heating is another major cost for pool owners. Older or inefficient heating systems can eat up huge amounts of electricity. Upgrading to an Ocea Vertical Outlet Air Source Heat Pump offers a smart and eco-friendly solution.

Developed and optimised specifically for the UK climate, Ocea UK's Vertical X heat pumps extract free heat from the ambient air, transferring it to the pool water with incredible efficiency.

With a Coefficient of Performance (COP) up to 16.3, our heat pumps can produce up to 16kW of heat for every 1kW of electricity consumed. This translates to substantial energy savings, allowing your clients to extend their swimming season for a fraction of the cost of traditional electric heaters.

### BUILT TO LAST

The pool pump is the heart of the swimming pool and for decades people have been using single-speed pumps, which have high energy consumption and generate significant noise.

InverSilence technology has been developed to address these problems and it is this intelligent technology which features in the new Certikin Inverter Pool Pump.

Engineered for performance, designed for sustainability, and built to last – this game-changing pump redefines what's possible in pool circulation: powerful performance with whisper-quiet operation and



GALA POOLS carried out this award-winning refurbishment of an existing indoor holiday park pool, upgrading to variable speed filtration and Kuntze neon controllers, available through Golden Coast.

unmatched energy savings, all in one sleek, robust unit.

Unlike traditional single-speed pumps, the Certikin Inverter Pool Pump with its InverSilence technology automatically adjusts its speed to meet demand – using up to 90% less energy. That means lower running costs and a more environmentally friendly pool all year round. While many inverter pumps use IE3 motors, Certikin's IE4 motor offers superior energy efficiency for even greater peace of mind.

Thanks to its precision engineering and variable-speed operation, the pump runs at 36dB, a 40% reduction on traditional on/off single speed pumps. Whether it is filtering or backwashing, the inverter technology provides consistent water flow, adapting intelligently for optimal performance and longevity of your

entire pool system.

With a user-friendly digital interface and rugged, corrosion-resistant components, the Certikin Inverter Pump is built for hassle-free operation and years of reliable use – even in tough pool environments.

Ideal for eco-conscious pool owners, this pump significantly reduces carbon footprint whilst meeting the latest energy-efficiency regulations.

### LEAPING FORWARD

Velocity, from Lighthouse Pools, represents a leap forward in home fitness technology, bringing professional-grade swimming experiences to personal spaces.

A high-quality, pioneering product, the Velocity Swim allows swimmers endless laps without ever having to make a tumble-turn.

The first of its kind to be designed and manufactured in the UK, the Velocity was brought to market in 2022.

Velocity is a hydraulically driven counter current system which uses the latest in inverter drive technology and composite engineering. This innovative energy-efficient design keeps costs low whilst compromising nothing on power output. It boasts an impressive flow capacity of 1000m/h for the standard unit, which is the equivalent of 58 seconds for 100 m, suitable for an elite swimmer.

Dan Phillips, Managing Director at Lighthouse, comments: "Since its launch we have continually upgraded and improved Velocity and we are confident, in terms of quality, performance and price that this the ►

**“Ocea UK's Vertical X heat pump extracts free heat from the ambient air, transferring it to the pool water with incredible efficiency...”**



▶ best and most powerful jet on the market.

"We were proud to achieve the patent for its unique inverter drive system. This crowning accomplishment was due to our development team who collaborated with swim coaches and professional swimmers to refine the jet," continues Dan.

"We placed particular emphasis on noise reduction and optimising flow sensation. The collective process resulted in a current that is deep, broad and exceptionally smooth, closely resembling that of a natural river."

Importantly, with ten customisable speed and intensity options, the jet caters for everyone—from competitive swimmers or triathletes looking for resistance training to leisure users desiring a gentle current for relaxation or low-impact exercise. Its versatility extends the functionality of a pool, making it a space for both rigorous workouts and serene aquatic therapy.

Designed with flexibility in mind, Velocity is easy to install and fits on almost any pool. It can also be set up behind a bespoke cover panel, hidden away and maximising the main swim area.

John Whiteside, the Business Development Manager at Lighthouse, notes: "The hidden Velocity has become very popular recently with many customers preferring an unfussy and clean finish to the pool.

"Following recent feedback, we have been actively developing new accessories, including a robust swim mirror designed for users aiming to improve their technique and body positioning in real time, as well as an advanced pace display board." ■



## COMPANY CONTACTS

**Certikin**  
www.certikin.co.uk

**Golden Coast**  
www.goldenc.com

**Lighthouse Pools**  
www.lighthousepools.co.uk

**Ocea UK**  
www.oceauk.com

**Plastica**  
www.plastica.net

◀ HEAT PUMPS like the Fairland X20 heat pump from Golden Coast are an obvious choice for the upgrading of pools.



# INTRODUCING

## THE FUTURE OF POOL EFFICIENCY



### THE ALL NEW CERTIKIN INVERTER POOL PUMP



Ultra-efficient inverter technology



Easy to use, built to last



Eco-friendly & future-ready



Consistent flow, maximum performance



Quiet, even at full power



Ultimate value for money



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**Certikin**  
FLUIDRA

EVASTREAM MOVE

# Rediscover your pool.

EVAstream Move is the perfect solution for existing pools - no cables, no installation, no construction work.

Simply place the EVAstream Move in the water and start swimming instantly - plug & play in just minutes.



reddot winner 2025



# COVERS FOR ALL SEASONS

Taking the all-year-round approach to cover sales...

Creating a successful promotional campaign for swimming pool covers, from debris to slatted, requires a strategic blend of market understanding, targeted messaging, and multi-channel promotion.

Before you dive off the sales starting block you need to focus on specific target groups with different approaches for homeowners with pools compared with hotels, schools and leisure centres.

A successful communication strategy will be founded on compelling return on investment propositions that highlight the key benefits of pool covers: safety for children and pets, reduced maintenance costs and energy conservation.

Consider testimonials or case studies from already satisfied customers to build trust while offering seasonal promotions or limited-time discounts, you will help to create urgency.

## CALENDAR PLAN

To maximise cover sales and revenue throughout the year, Ocea UK help its trade clients to strategically plan sales of pool covers.

"Instead of viewing pool covers as a single-season product, a year-round approach can generate consistent sales opportunities and turnover," advises Ocea UK's Alan Thorne.



↑ AVAILABLE THROUGH Golden Coast, the Aquadeck® range is supported by the Poolcover App and advanced Aqua DCB Digital Control Box, making pool cover management easier than ever.



CUTTING DOWN energy costs and minimising maintenance make Paramount's Aquamatic pool cover unmissable. Pic. Simplex Pools

"We have come up with a seasonal guide for B2B clients to effectively market and sell Ocea and DEL pool covers all year round."

## Winter (December - February): The Planning and Protection Season

- **FOCUS:** Winter is the ideal time to focus on pool protection and planning for the upcoming season.
- **KEY PRODUCTS:** Ocea DEL Debris Covers and DEL Bubble Covers.
- **SALES STRATEGY:**
  - » **Early Bird Offers:** Encourage clients to offer special "Winterization Packages" that include a debris cover to protect the pool from leaves, snow, and ice. This is a practical, low-barrier entry point.
  - » **Planning for Spring:** Work with clients to sell the idea of 'future-proofing' their pools. This is the perfect time for them to discuss and order Ocea automatic slatted covers for spring installation. Emphasise the benefits of getting a head start on a major project before the busy season begins.
  - » **Target Audience:** Pool maintenance companies and homeowners looking to protect their investment during the off-season.

## Spring (March - May): The Upgrade and Installation Season

- **FOCUS:** Spring is the prime time for new installations and upgrades as clients prepare for the summer swimming season.
- **KEY PRODUCTS:** Ocea Automatic Slatted Covers and DEL Slatted Covers.
- **SALES STRATEGY:**
  - » **Installation Incentives:** Clients should promote installation services for new slatted covers. Highlight the quick turnaround times and the energy-saving benefits of an automatic cover as the pool is heated for use.
  - » **"Pool Ready" Packages:** Create attractive packages that bundle a new slatted cover with other pool opening services (e.g., cleaning, equipment check).



↑ PLASTICA HAS ADDED to their Geobubble™ range with the new Sol+Guard™ Gen2.

- » **Target Audience:** New pool owners, homeowners with older pools, and commercial clients (hotels, leisure centers) preparing for high season.

**Summer (June - August):  
The Energy Efficiency and  
Convenience Season**

- **FOCUS:** During the peak swimming season, the focus shifts to convenience, safety, and energy savings.
- **KEY PRODUCTS:** Ocea Automatic Slatted Covers and DEL Winder Bubble Covers.
- **SALES STRATEGY:**
  - » **Highlight Running Costs:** This is the best time to sell the 'return on investment' of a slatted cover. With pools being heated, clients can show how the cover dramatically reduces heat loss, saving on energy bills.
  - » **Safety First:** Promote the safety aspect of robust slatted covers, especially to families with young children.
  - » **Quick Solutions:** Offer quick-to-deploy solutions like bubble covers and winders for pools that are in constant use. These are excellent add-on sales.
  - » **Target Audience:** Homeowners with high usage pools, families, and commercial clients with high footfall.

**Autumn (September - November):  
The Maintenance and Replacement  
Season**

- **FOCUS:** As the swimming season winds down, the focus turns to maintenance, repairs, and planning for winter.
- **KEY PRODUCTS:** DEL Bubble Covers and DEL Debris Covers, as well as repair and replacement parts for Ocea covers.
- **SALES STRATEGY:**
  - » **"End-of-Season" Deals:** Offer deals on bubble covers for winter storage and debris covers to protect pools from autumn leaves.
  - » **Service and Maintenance Contracts:** Encourage clients to offer service plans for automatic covers. This creates a recurring revenue stream and a reason to engage with customers even when the pool is closed.
  - » **Assess and Replace:** This is the perfect time for clients to visit existing customers to assess the condition of their current covers. If a cover is damaged or aging, they can propose a new Ocea or DEL cover for installation before the winter sets in.
  - » **Target Audience:** Existing pool owners, especially those with covers nearing the end of their lifespan, and pool service companies.



↑ THE BENEFITS OF A HIGH-QUALITY, Automated safety cover like Aquamatic, from Paramount, are undeniable.

Alan again: "By adopting this four-season strategy, Ocea UK's B2B clients can transform pool covers from a seasonal product into a year-round revenue driver.

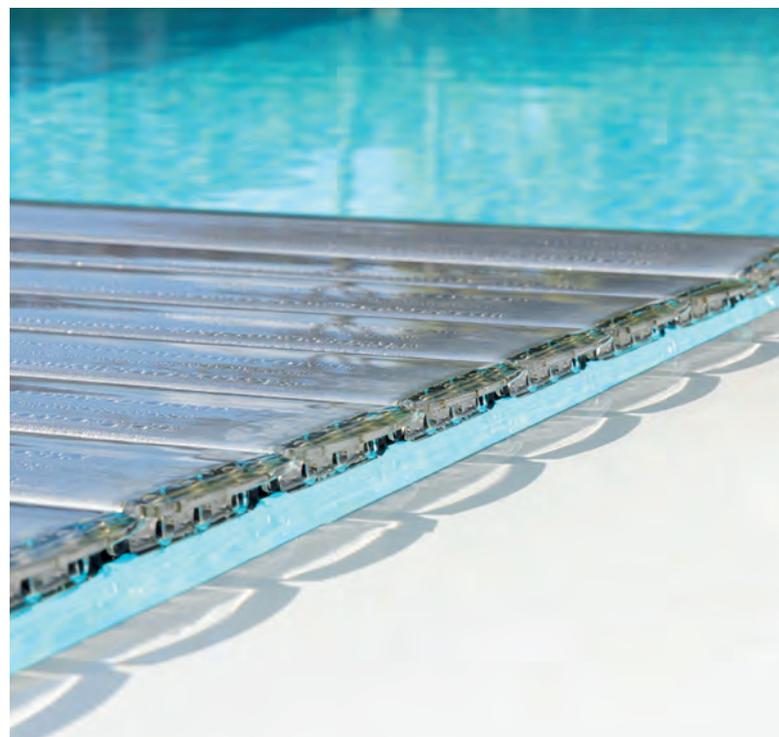
"This approach not only smooths out sales fluctuations but also helps them build stronger, long-term relationships with their customers by providing timely and relevant solutions throughout the entire calendar year."

**FOUR SEASONS**

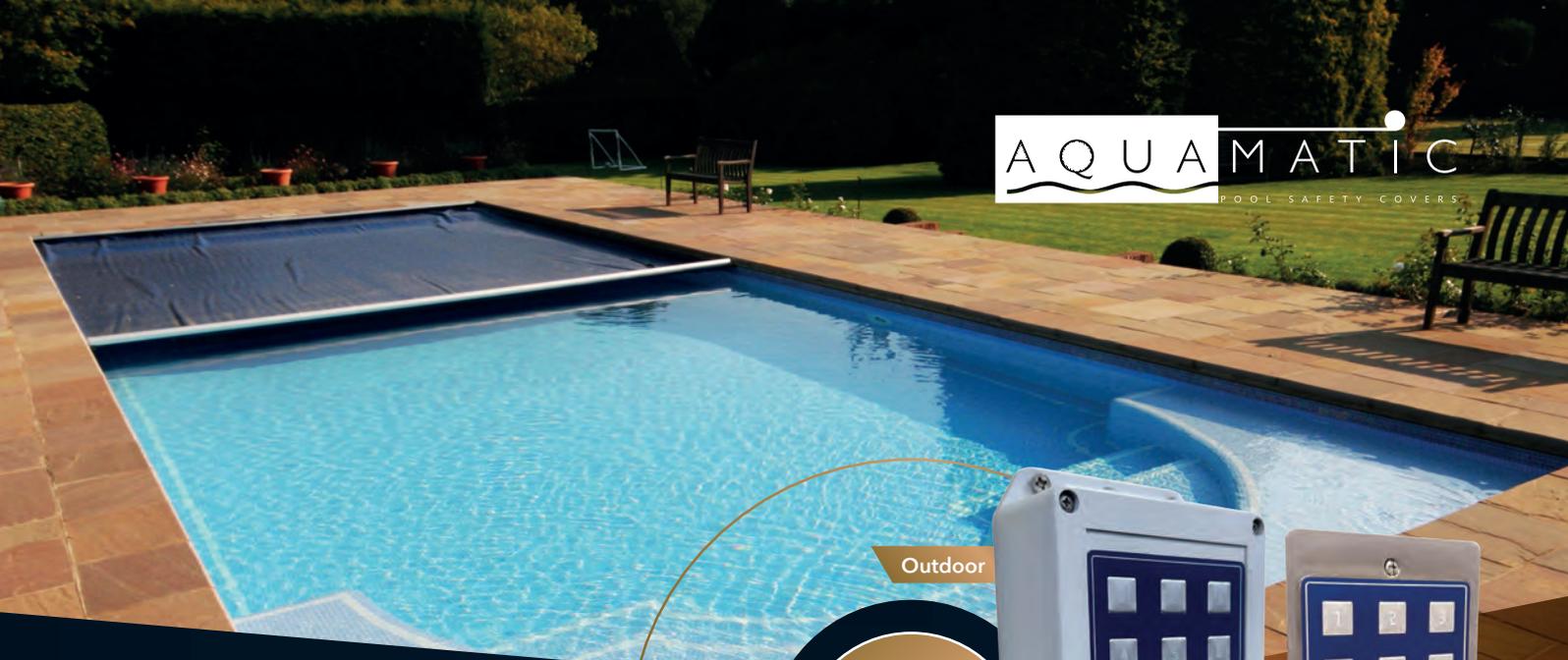
With over 50 years of expertise, Plastica truly has every season – and every pool – covered with a common sense, four season approach to cover sales. ▶



↑ THE COVERSTAR system features unparalleled strength and is ideal for both new builds and retrofitting to an existing pool. Pic. Falcon Pools



↑ WITH AN AQUADECK® pool cover, from Golden Coast, you can count on additional advantages alongside aesthetics.



AQUAMATIC

# Safety Covers

All Aquamatic safety covers are assembled and tailor-made to your specific requirements here in the UK including the fabric material!

Along with four dedicated service and installation crews we believe that we offer a service that is unparalleled in the industry. Please contact us for a quotation or scan QR code to access online quotation form.

## ASSEMBLED IN THE UK

Each cover is assembled to order here in the UK. In addition, the fabrics are also manufactured under licence here in the UK. Having all the component parts in stock and a fleet of installation crews enable us to offer an expedient and reliable service that we believe is unmatched within the industry.

## ACCREDITED

The Aquamatic cover system complies with the Conformity Assessed (UKCA) conformity certificate within the scope of the Supply of Machinery (Safety) Regulations and making sure it meets all of the essential health and safety requirements which is applicable for products sold within Great Britain replacing the CE mark.

## EXTENSIVE WARRANTY

One of the most reliable and quickest covers on the market and with a 20 year limited warranty on the drive mechanism, you can see why Aquamatic is the popular choice.

WORLDWIDE LEADERS

Outdoor



Indoor

NEW



DIGITAL KEYPAD CONTROL FOR NEW OR EXISTING INDOOR & OUTDOOR AQUAMATIC COVERS

## PARASAFE DIGITAL KEYPAD

**Four-digit PIN code access** — prevents unauthorised use and enhances safety.

- ✓ **Safety stop function** — cover halts instantly if control buttons are released.
- ✓ **Auto re-lock after 180 seconds** — ensures system security if left unattended.
- ✓ **Built-in hydraulic toggle** — no need to swap hoses, saving time for engineers.
- ✓ **24V digital key switch operation** — secure, controlled cover activation.



### DEDICATED STAFF

Installation, service and assembly staff are all employed by Paramount.



### TRAINING SEMINARS

We offer training to enable your engineers to learn all the service requirements for the system.



### SHOWROOM

We have a dedicated showroom facility at our head office based in Hampshire.



Scan QR code to access online quotation form.



Scan QR code to read our Aquamatic brochure

THE HEATFORM TIDAL covers are a range of in-ground, submerged covers which are elegantly designed and engineered to last as a little extra luxury in the pool design.



► “Looking after a pool doesn’t stop when summer ends – and that’s where a year-round calendar of pool covers makes all the difference,” says Fraser McCallough.

“From protecting against frost in winter to cutting energy costs in summer, the right cover keeps your pool clean, safe, and efficient every season,” Fraser continues. “By following a simple seasonal routine, you’ll extend the life of your cover, reduce running costs, and enjoy sparkling water whenever you’re ready for a swim.

“With rising energy concerns, more pool owners are looking for ways to reduce their carbon footprint.”

Plastica’s innovative range includes covers made with Geobubble™ technology – a solar material proven to be stronger, more durable, and longer lasting than traditional options. These covers cut evaporation by 98%, save over 60% on water treatment, and are fully recyclable at the end of their life. Popular domestic choices include the Sol+Guard 500™, EnergyGuard™ Selective Transmission, and Apollo 400, all backed by warranties of up to six years.

In colder months, the Plastica Winter

Debris Cover offers reliable frost protection while keeping out leaves and dirt. Made from abrasion-resistant materials, it features a permeable mesh, rot-proof stitching, anti-chafing straps, and comes with a 10-year pro-rata warranty.

For added peace of mind, the Poolsaver™ Safety Cover is designed to prevent children or pets from entering the pool when not in use. Built to support up to 100kg, it’s available in five colours and secured with strong stainless ratchet straps for easy tensioning.

### SMART THINKING

Paramount’s Lewis Martin joins the cover sales discussion. “Owning a pool is a luxury, but it also comes with responsibility,” he says.

“An Aquamatic safety cover is not just a smart accessory—it’s a year-round necessity. From safeguarding loved ones to cutting down energy costs and minimising maintenance, the benefits of a high-quality, automated safety cover are undeniable.

So, whether it’s the heat of summer or the chill of winter, make covering your pool a part of every season. Your time, and most importantly, your

peace of mind will thank you.”

Lewis points out that in the world of pool ownership, few investments are as crucial, versatile, and overlooked as a high-quality pool safety cover. Among the many options available, a safety cover stands out as a superior choice—not just for its ease of use and durability, but for the year-round protection it offers.

Lewis again: “While many homeowners see pool covers as a seasonal accessory, typically reserved for winterising a pool, the truth is very different: a safety cover is essential in every season of the year.”

Weather is unpredictable. Summer storms can blow in debris, while autumn brings falling leaves and spring often carries pollen and dust. A safety cover acts as a shield against the elements, protecting your investment.

Pools are expensive to maintain, especially when left uncovered. Evaporation is the number one cause of heat loss in pools. An uncovered pool can lose up to 70% of its heat through evaporation alone.

Lewis points out: “Using an Aquamatic cover consistently—whether it’s spring, summer, fall, or winter—drastically reduces evaporation, which means less money spent heating the pool and topping it off with water.”

Lighthouse has been expanding its portfolio of pool covers to support the UK trade, now offering a carefully selected range of automatic covers to suit a variety of needs and end user budgets.

Daniel Phillips explains: “Following industry feedback we decided that by expanding our cover offer and not ►



◀ THE HEATFORM WAVE, from Lighthouse, was principally created to offer an entry level slatted cover system and can be bought separately for use with bubble or foam covers.

► only designing but making the covers in house at our factory in Plymouth, we knew that we could provide an excellent product with excellent lead times,"

The HeatForm Tidal and Wave pool covers are high end, slatted cover systems engineered to the most exacting standard and designed with the highest quality components.

"We've been delighted with the response to the launch of the HeatForm cover systems. Going forward, we are looking to expand the range to cater for a wider audience, playing around with different designs and functions' John Whiteside, Business Development Manager

The new HeatForm 'Wave' retro-fit, above-ground slatted cover system, HeatForm Tidal, the in-ground slatted cover system range and the discreet and versatile Coverseal material safety cover are outlined below :

Lighthouse are the UK's trade importer and distributor for the unique pool safety cover system from Coverseal, which is designed and manufactured in Belgium. It is fast becoming the safety cover of choice in the UK. "It's an unashamedly high end piece of kit which not only looks super slick but which performs faultlessly" Comments Daniel.

This cover system is the ultimate offering in pool safety. The specially formulated material pulls tight across the surface of the water and locks into tracks either side of the pool. The look is undeniably modern, crisp and unfussy. There are no unsightly creases or folded material, no cover pump or hose required, no puddles of dirty water, just a smooth, flat, clean surface ensuring the pool is locked away, safe and free of debris until it's time to be used.



OCEA UK'S B2B clients can transform pool covers from a seasonal product into a year-round revenue driver.

Importantly, the patented Coverseal system is the only safety cover to work using solar and batteries, rather than hydraulics and electrics, making it an ideal hassle-free solution for pools perhaps at the end of a long garden by avoiding having to run down long power cables and hoses.

The solar panels are positioned on the top of the housing, ensuring the battery is kept topped up and ready for use.

Fully customisable and suitable for all shaped pools, both the membrane and casings are available in a wide range of colours enabling the end user to choose a look which best suits their garden environment.

Furthermore, the cover is available in three options, manual, semi automatic and automatic to cater for varying budgets.

All cover systems can be viewed at the Lighthouse Technical Training Centre in Witney where Lighthouse's Technical Sales Co-ordinator, Phil Bean, can offer in-house installation training on the Coverseal system.

Golden Coast fly their significant cover sales flag to the Aquadeck. With an Aquadeck® pool cover, you can count on additional advantages

alongside aesthetics.

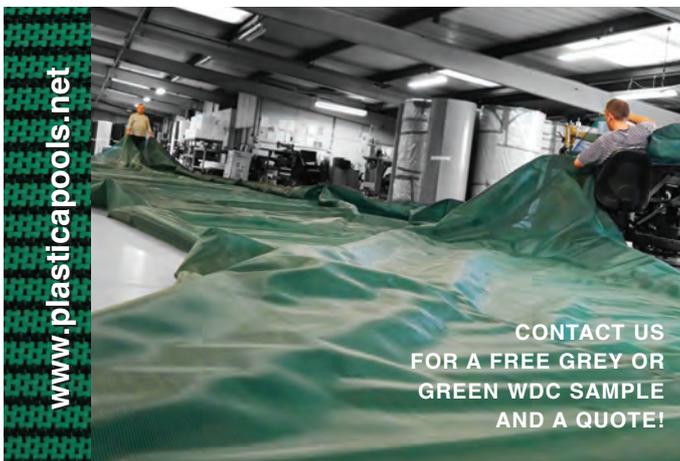
"When you choose Aquadeck®, you choose top quality," says Golden Coast's Adam Clark. " We're so confident of our quality that we offer longer warranty terms with a five year guarantee on equipment and on the white and grey PC and PVC slats.

Leading the Aquadeck® product range is The Edge, a revolutionary top-mount cover system that blends innovation with architectural beauty. Available in sleek black, silver, or umbra gray, The Edge, adds a striking visual element with its integrated LED effect lighting. Controlled remotely, both the cover and lighting bring convenience and atmosphere to your poolside experience.

Engineered for pools up to 17m long, The Edge is versatile, easy to install, and customisable with 10 premium Aquadeck® slats. Bespoke solutions ensure your pool always fits the Aquadeck® standard: perfection.

**ANTI-ALGAE**

Aquadeck has come up with an innovative solution to deter algae build-up with an anti-algae slat specially designed to prevent algae growth rather than hide it. ►



www.plasticapools.net

CONTACT US FOR A FREE GREY OR GREEN WDC SAMPLE AND A QUOTE!

Plastica



50 Years of Experience goes into The Manufacture of Our Winter Debris Covers

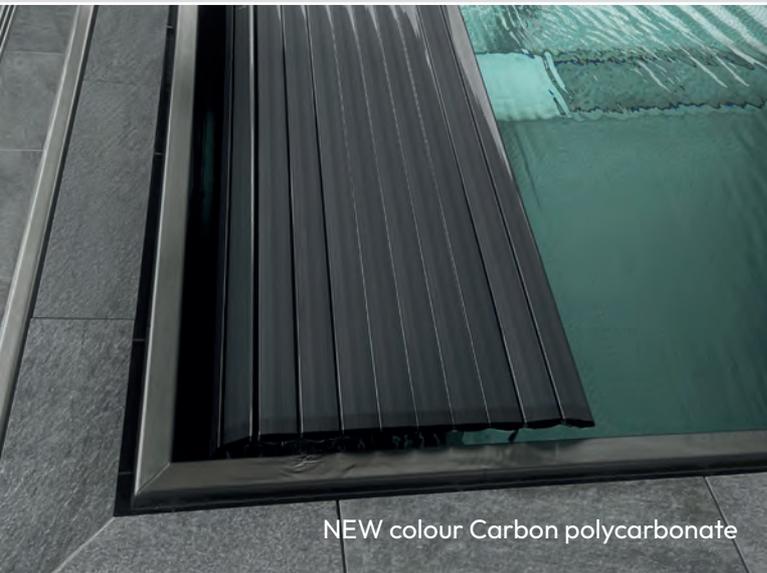
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# OCEA UK<sup>®</sup>

# has it covered...

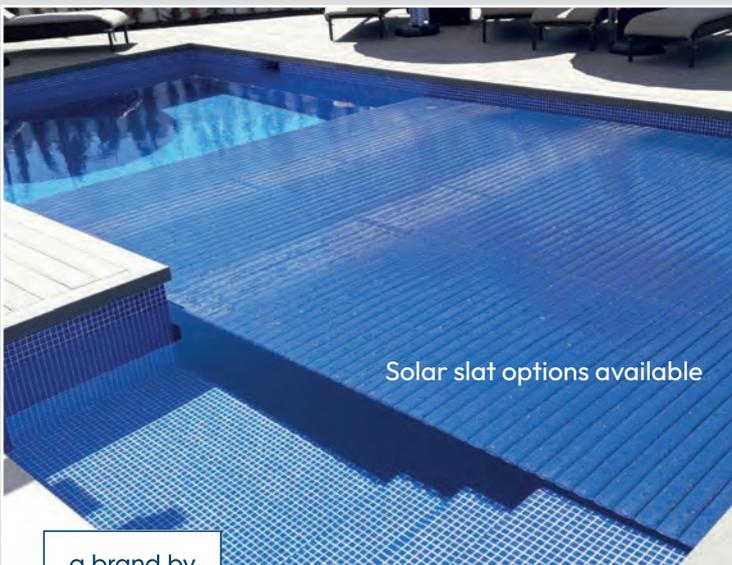
## Your one stop shop for all your cover needs

**ocea**<sup>®</sup>  
automatic pool covers



NEW colour Carbon polycarbonate

- Above ground and immersed Automatic Slatted covers
- Handmade in the UK
- Manufactured in a controlled environment to eliminate condensation in the slats
- Delivery in as little as 4 weeks

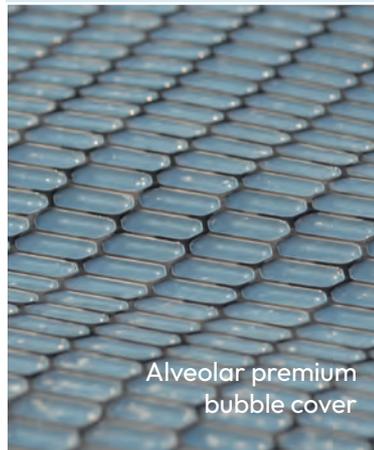


Solar slat options available

**DEL** 



Contura above ground system



Alveolar premium bubble cover

- Above ground and immersed Automatic Slatted covers
- Bubble covers
- Bar covers
- Winter covers
- Debris covers



The DEL range sits alongside our longstanding successful Ocea Automatic Covers Range.

a brand by



[www.oceauk.com](http://www.oceauk.com)



@oceapoolcovers



@oceapoolproducts

Sales: 01993 707910 | Email: [sales@oceacovers.com](mailto:sales@oceacovers.com)

The team look forward to welcoming you to Stand C2 at Spatex 2026

► “Thanks to our smart slot technique, every time the cover is opened or closed, a disinfecting stream of water is directed through the slot.,” explains Adam. “This flow dislodges dirt and initial algae formation from the coupling chamber and flushes it away. This keeps the slats clean and prevents algae from getting a foothold. The result? A self-cleaning system that truly makes a difference.

Aquadeck® incorporates a variety of safety provisions in the slat system. The three-chamber compartment increases the buoyancy of the slats. Additional safety can be provided by a handle directly below the waterline.

Adam again: “An Aquadeck® cover is an elegant complement to a swimming pool.

“ Our production department uses an innovative automated sealing method. This minimises the humidity in the slat chambers, reducing condensation when the cover is in use. In addition, our slats are ultrasonically welded and coated with silicone to make them 100% watertight.

**GOLD STANDARD**

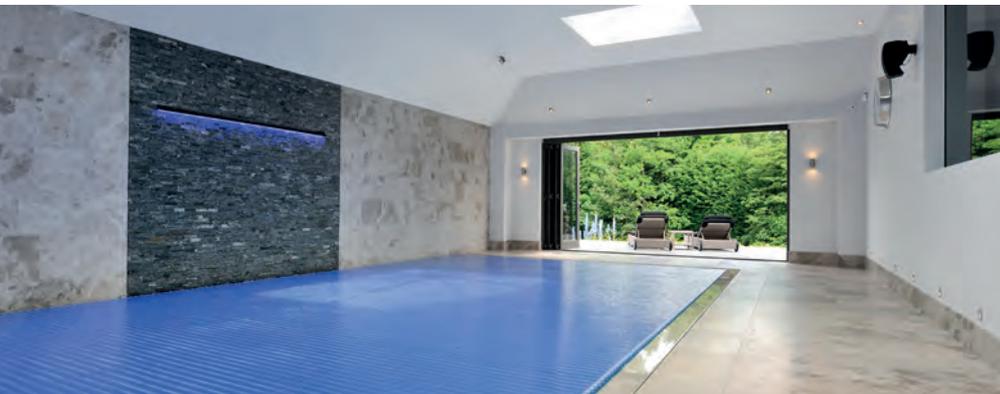
Distributed exclusively in the UK by market leaders Certikin, Coverstar is a seamlessly integrated cover system that is super-easy to operate and

provides maximum safety without comprising the pool’s appearance.

The Coverstar system features unparalleled strength and is ideal for both new builds and retrofitting to an existing pool.

Supporting the weight of children, pets and even adults, it uses the exclusive Ultra Guard III vinyl composite, rather than the industry-standard vinyl, popular with other manufacturers.

The high level of UV resistance offered by Ultra Guard III considerably reduces the level of colour fading compared to standard vinyl, plus it has high resistance to chlorine, acid, ozone, and other pool chemicals. Instead of using sewn webbing (which often proves to be the weak area of the cover), Coverstar uses an exclusive patented process to heat seal the webbing, prolonging the cover’s life and improving the overall operation. Independent tests show this process is more than twice as strong as competitors’ webbing sewn to the cover. The heat-sealed webbing is also colour matched to the fabric to create a beautiful finish. ►



↑ BESPOKE OASE POOL covers can be placed on every type of swimming pool.

**OASE**  
automatic pool covers  
**GOLD**

YOU ARE AT THE RIGHT PLACE FOR **Quality that floats®**

**SEE YOU AT SPATEX!**

**MORE INFORMATION**  
www.oase.be - info@oase.be

AQUADECK

Now you can judge  
a pool by its **cover.**

Aquadeck covers work flawlessly,  
provide safety, save money and  
look great.

→ FOR COMMERCIAL POOLS, Plastica provides manual and motorised reel systems alongside tough 5mm Supercovers.



Furthermore, there are a variety of pit toppings to choose from, including composite decking and heavy-duty pit trays in which stones can be laid. Plus, the Coverstar is supplied with a low profile-leading edge bar, UK sourced power pack and UK sourced touch button key switch too.

**PEACE OF MIND**

For total peace of mind, factory-trained engineers are available for the installation of Coverstar covers.

With both quality and quantity available, those added value sales are just a sales campaign away by showing the practicality and value of pool covers.

Train your sales team to focus on consultative selling. Equip them with brochures, comparison charts, and warranty information to close deals confidently.

Finally, remember to measure and monitor by tracking campaign performance using key performance indicators like conversion rates, website traffic, and ROI.

A successful sales campaign is not

just about pushing a product—it's about solving problems, building relationships, and delivering long-term value. ■

**COMPANY CONTACTS**

**Certikin**  
Tel. 01993 777200  
E. info@certikin.co.uk  
www.certikin.co.uk

**Golden Coast**  
Tel. 01271 378100  
www.goldenc.com

**Lighthouse Pools**  
Tel. 01752 253525  
E. sales@lighthousepools.co.uk  
www.lighthousepools.co.uk

**Oase Automatic Covers**  
Tel. +32 (0)57 33 33 66  
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www.oase.be

**Ocea UK**  
Tel: 01993 707 910  
Email: sales@oceacovers.com  
www.oceauk.com

**Paramount**  
Tel. 01256 748380  
E. sales@paramountpools.co.uk  
www.paramountpools.co.uk

**Plastica**  
Tel. 01424 857500  
E. quotes@commercialpools.co.uk  
www.plasticapools.net

*We make it strong. We make it easy.™*  
**COVERSTAR**  
Automatic Safety Covers

A Coverstar safety cover is by far the best solution for preventing children and pets from entering the pool. Fully automatic, it is the best protection for your family and your pool investment.

📞 01993 777200 ✉ info@certikin.co.uk  
www.certikin.co.uk



# Tide

Automatic Pool Covers



# Wave

Automatic Pool Covers



MADE IN  
BRITAIN 

Experience uncompromising filtration with a more efficient and cost-effective filtration.

### Benefits:

- Bicoque tank made of polyester, heavily reinforced with fiberglass, UV-resistant, and anti-corrosive.
- Oil-filled pressure gauge is more reliable and accurate than a standard pressure gauge.

### Practical:

- Wide transparent lid to more easily view the filter during operations.
- Easy to grasp handles for the lid.
- 6-way valve included.



### Easy maintenance:

- Maximum pressure: 2.8 bars
- Low tank drain is easy to use for winterising and maintenance
- Compatible with sand/gravel or filter glass



### GOOD TO KNOW:

Ocea UK's **InverHero Pool Pump** is the perfect companion for your filter.

# REDEFINING POOL WATER TREATMENT

In a significant move set to redefine the standards of water management across the UK, Ocea UK is excited to launch Dinotec's revolutionary PC Dynamics product.

As a key member of the global CF group, Ocea UK is leveraging the collective strength and expertise of its sister companies to confidently expand its product range. This launch is a direct result of the CF group's commitment to bringing world-class engineering to the UK market.

"By choosing PC Dynamics, our UK customers are not just buying a product; they are investing in the combined strength, expertise, and reliability of the entire CF group," Ocea UK's Alan Thorne says. "This is the new standard for swimming pool dosing—intelligent, efficient, and impeccably engineered."

For decades, Dinotec, another proud member of the CF group, has been synonymous with precision and innovation in the global water treatment industry.

Hailing from Germany, a nation celebrated for its unwavering commitment to engineering excellence, Dinotec's reputation is built on a foundation of rigorous research and development, culminating in systems that are not only effective but



THE DYNAMICS system's intuitive interface provides facility managers with comprehensive data and control at their fingertips.

also exceptionally reliable and durable.

The PC Dynamics is the pinnacle of this expertise—a testament to a legacy of quality that Ocea UK is now able to share with its clients.

Alan Thorne says: "What sets PC Dynamics apart is its sophisticated yet user-friendly approach to swimming pool dosing.

"Unlike traditional systems that rely on a patchwork of disparate components, PC Dynamics offers a fully integrated, centralised solution.

The PC Dynamics system doesn't just treat water; it intelligently manages it, continuously monitoring key

parameters such as pH, chlorine levels, and temperature. Using advanced, real-time data analysis, it makes precise, automated adjustments, ensuring optimal water chemistry around the clock with minimal human intervention.

"The unique selling propositions of PC Dynamics are compelling. First is its unparalleled precision," says Alan.

The system's high-sensitivity sensors and intelligent dosing pumps ensure chemicals are added in the exact quantities needed, preventing overdosing and reducing operational costs. This leads to a significant reduction in chemical consumption, making it an economically and environmentally sound choice.

Secondly, the system's intuitive interface provides facility managers with comprehensive data and control at their fingertips. This includes access via a dedicated app, which empowers operators to maintain perfect conditions effortlessly from anywhere, while also providing detailed reporting for compliance and peace of mind. ■

Ocea UK

Tel: 01993 707 910

E: sales@oceacovers.com

www.oceauk.com



↑ NOW AVAILABLE through Ocea UK, PC Dynamics is setting a new standard for swimming pool dosing – intelligent, efficient, and impeccably engineered.

# STAYING AHEAD ON POOL SAFETY

As summer fades and the busy peak season winds down, many pool and spa operators might be tempted to ease off on testing routines.

Yet autumn presents its own unique set of challenges. Unpredictable weather, fluctuating usage and reduced staffing levels can all put additional pressure on water quality management.

For operators, maintaining high standards at this time of year is not just about compliance, it's about ensuring safety, protecting pools and spas and preparing for the seasons ahead.

This is where the Lovibond® MD150 photometer proves its worth. Compact, reliable and designed for real-world conditions, it gives operators the peace of mind that comes with fast, accurate testing, all in the palm of your hand.

The MD150 provides precise results in seconds, allowing teams to carry out more checks, more often. In an autumn season when staff numbers may be lower, efficiency becomes crucial, and the MD150 helps bridge the gap by making testing quicker and easier for everyone.

## TOUGH CONDITIONS

Durability is another factor that matters as the weather turns. The MD150 is IP67-rated waterproof and built to withstand tough conditions, so whether it's rain, wind or damp environments, you can be confident it will keep delivering. Thanks to its high precision optics, every reading is reliable and repeatable, an essential feature when safety and compliance are on the line.

Record-keeping is also simplified with the MD150. NFC and USB connectivity enable seamless data transfer, making it easy to maintain accurate logs and meet regulatory standards without piles of paperwork.

LOVIBOND'S MD150 GIVES OPERATORS the peace of mind that comes with fast, accurate testing, all in the palm of your hand.



In a sector where accountability is critical, this streamlined approach saves time and reduces the chance of human error.

Ultimately, the MD150 is about more than just testing. It's about giving operators confidence, ensuring guests enjoy safe, inviting pools and spas and making the day-to-day running of a facility smoother. By keeping

up testing standards through the autumn and winter, operators can set themselves up for success next spring, avoiding costly issues and ensuring a seamless reopening.

With the Lovibond® MD150, pool and spa testing becomes easier, reliable and efficient, whatever the season. Because safe water can't wait for summer. ■

# Lovibond®

## Experts In Water Testing



**Reliable results, whatever the weather - The MD150 has you covered all year round!**



Autumn can bring new challenges for operators, from unpredictable weather to reduced staffing, but water quality can't be compromised.

That's where the Lovibond® MD150 comes in. Designed for year-round use, it gives you fast, accurate results in seconds, so you can test more often with total confidence.

### Why choose the MD150?

- Built for the elements – IP67 waterproof and robust design, perfect for outdoor use in any season.
- Quick, accurate testing, rapid results let you carry out more checks, more often.
- NFC and USB-C connectivity make data transfer and record-keeping effortless.
- User-friendly, simple operation for busy park and spa teams.

**Request a quote or information today:**



01980 664800  
support@lovibond.uk

# RECORD BREAKERS!

UK Pool & Spa Awards raises the bar again with its 2025 finalists...

The UK Pool & Spa Awards has once again set new records in the water leisure sector with a stragging 250 entries in this year's contest.

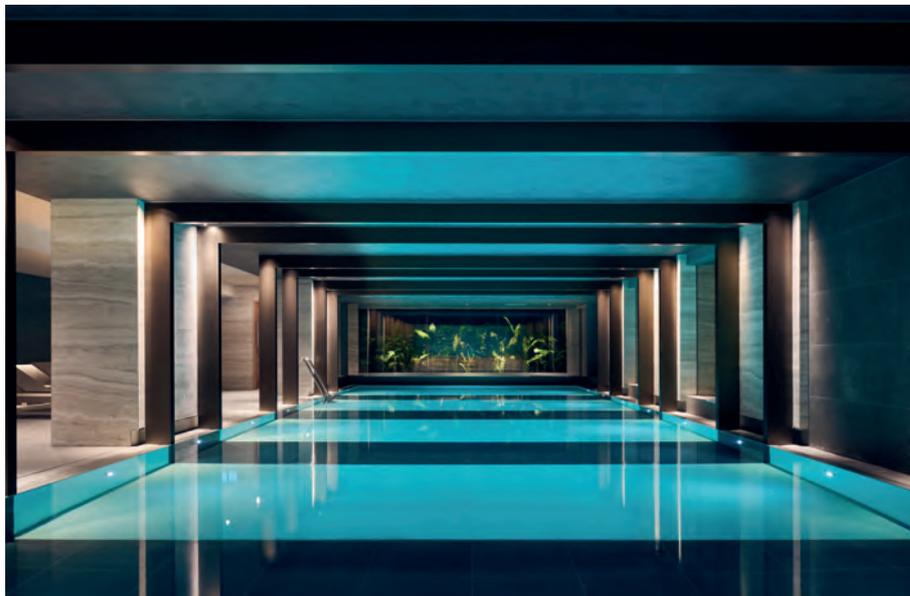
Well over 100 companies have thrown their caps into the competition ring – nearly double last year's total with the biggest number of first time entrants in recent years.

The hottest contested category attracted 113 entries from 55 different companies in the business awards section. This year, Residential Pools saw 78 entries from 24 different businesses, Commercial Pools attracted 19 entries from 12 companies and Hot Tubs saw 36 entries from 18 companies.

Tickets for the awards party at Birmingham's National Conference Centre on Thursday December 11 are selling fast. Many companies are opting to book whole tables so their entire team can join in the celebrations at the Xmas themed party celebration.

The tried and tested format begins with a drinks and networking reception followed by a sit-down Xmas themed dinner and a sensational band. The awards will include a host of prizes, surprises and giveaways to ensure everyone enjoys the party spirit.

"The UKPSA team is very humbled



by the sustained support for an event that was devised to promote individual companies and collectively, the water leisure industry as a whole," comments Christina Connor, Managing Director of the organisers, Waterland Media.

"The public voting has seen a stampede this year," she adds. "The contest has certainly not just met but exceeded its founding goals."

The UK Pool & Spa Awards event is only possible through the generous sponsorship of the industry supplies who recognise this is an unrivalled marketing opportunity for themselves

and their customers.

More than 20 judges, including the sponsors, have the opportunity to mark each of the entrants. The combined results are then presented to a jury who make the final placement decisions with contestants allocated bronze, silver and gold standard all hoping for the prestigious category win.

If you have not already secured your tickets then we urge you not to delay as the event looks set to be a sell-out. Just log on to [www.ukpoolandspaawards.co.uk](http://www.ukpoolandspaawards.co.uk) to register and choose the Tickets button.

A selection of awards include a short-list of nominated companies such as the Pool Contractor Of The Year and Trade Supplier Of The Year. With special awards and some category winners being announced on the night, we have pleasure in presenting year's finalists:



## XMAS PARTY NIGHT OUT

Want to treat your team to a xmas party night out and see what all the fuss is about? Check for ticket availability without delay at [www.ukpoolandspaawards.co.uk](http://www.ukpoolandspaawards.co.uk)

# 2025 AWARD FINALISTS

## HEALTH & WELLNESS PROJECT OF THE YEAR

1. **1 Stop Spas**  
- American Whirlpool & Luksus Sauna
2. **Aquascapes**  
- Third Space, Battersea
3. **Beyond Swimming Pools**  
- Keston Park Steam Room
4. **Buckingham Pools**  
- Homewood Hotel
5. **Concept Spas**  
- Vida Sauna and Ice Bath
6. **Hot Tubs Oxfordshire**  
- The Mill, Buckingham
7. **One Pool & Spa**  
- HUB26 Infinity Spa
8. **Your Leisure**  
- Full Strength Wellness



## RESIDENTIAL INDOOR POOL £175K+ OF THE YEAR

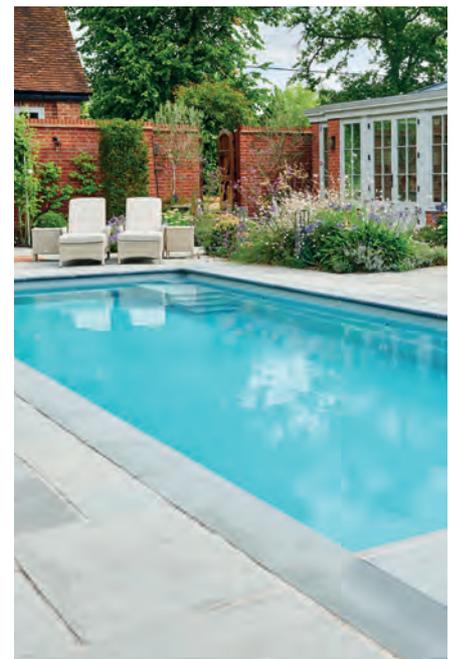
1. **Buckingham Pools**  
- White Cross Farm
2. **CB Pools**  
- Lilley
3. **Cspas**  
- Starlight
4. **Lifestyle Pool & Leisure**  
- Bespoke Mountain Retreat
5. **Origin Leisure**  
- Wellness Retreat
6. **Pipeline Leisure**  
- Westbourne Villa
7. **Origin Leisure**  
- Hydrotherapy Pools
8. **Tanby Pools**  
- Woodlands

## MARKETING INITIATIVE OF THE YEAR (POOL & SPA)

1. **Aqua Warehouse Group**  
- The Outdoor Living Revolution
2. **Aquascapes**  
- Website Showcase
3. **Hot Tubs Oxfordshire**  
- Website Revamp
4. **Johnsons Leisure**  
- Spa Connect Live
5. **Oasis Outdoor Living**  
- The Spa Finder Website
6. **Pool Buyer Publishing**  
- Pool Buyer Magazine
7. **Recotherm**  
- Breathe the Difference
8. **Starview Hot Tubs & Outdoor Living**  
- Diabetes UK Support
9. **Superior Wellness & Platinum Spas**  
- Building the Future
10. **Wilton Bradley & Lay-Z-Spa**  
- Multimedia Marketing.

## COMMERCIAL POOL PROJECT OF THE YEAR

1. **Newson Pools**  
- Kelling Heath Holiday Park
2. **Aquascapes**  
- Third Space, Wimbledon
3. **One Pool & Spa**  
- Tregoad Holiday Park
4. **Guncast/Klafs**  
- Art'otel London Hoxton
5. **Castillo Pools**  
- Parknasilla Resort
6. **Pipeline Leisure**  
- Oxford Health Club



## POOL & SPA TECHNICIANS OF THE YEAR

1. **Callum Haworth**  
– Your Leisure
2. **Shaun Small**  
– Wensum Pool & Leisure
3. **Kenny Massey**  
– Hot Tubs Oxfordshire
4. **Murray Clark**  
– Advanced Pools & Spas



## POOL PRODUCT OF THE YEAR

1. **Automated Environmental Systems** –  
Poollex Jet Pro
2. **Golden Coast**  
– Evastream
3. **Lovibond Tintometer**  
– MD150 6 in 1 Photometer
4. **Lighthouse Pools**  
– Bayrol Pooltester 2
5. **Lighthouse Pools**  
– PAL Lighting
6. **Oasis Outdoor Living**  
– Forever Swim Counter Current
7. **Ocea UK**  
– Aquagem InverMaster
8. **Paramount Pools Ltd & Ocea UK**  
– Aquagem InverJet
9. **Paramount Pools**  
– The Aquark Mr Perfect
10. **Polypool**  
– Fully Insulated Panel Pool System
11. **Safety Cope**  
– SafetyCope Pool Edging
12. **Wilton Bradley & Bestway**  
– APX 365 Above Ground Pool



## RESIDENTIAL INDOOR POOL UNDER £175K OF THE YEAR

1. **Compass Pools by Waterstream**  
– The Tarporley Project
2. **Gala Pools**  
– Oxencombe
3. **Gala Pools**  
– Cricklehaze Project
4. **HTP Group**  
– Basement Pools
5. **JB Elite Services**  
– Feature Glass Wall
6. **Lifestyle Pool & Leisure**  
– Bespoke Quality Pool
7. **Lifestyle Pool & Leisure**  
– Stunning Hideaway
8. **One Pool & Spa**  
– Langton Hall Pool
9. **Origin Pools**  
– Serene and Charming
10. **Tanby Pools**  
– Glendale
11. **Panoramic Pools**  
– Bespoke Luxury
12. **Wensum Pools**  
– Under The Sea
13. **Wensum Pools**  
– Energy Efficient Wellness



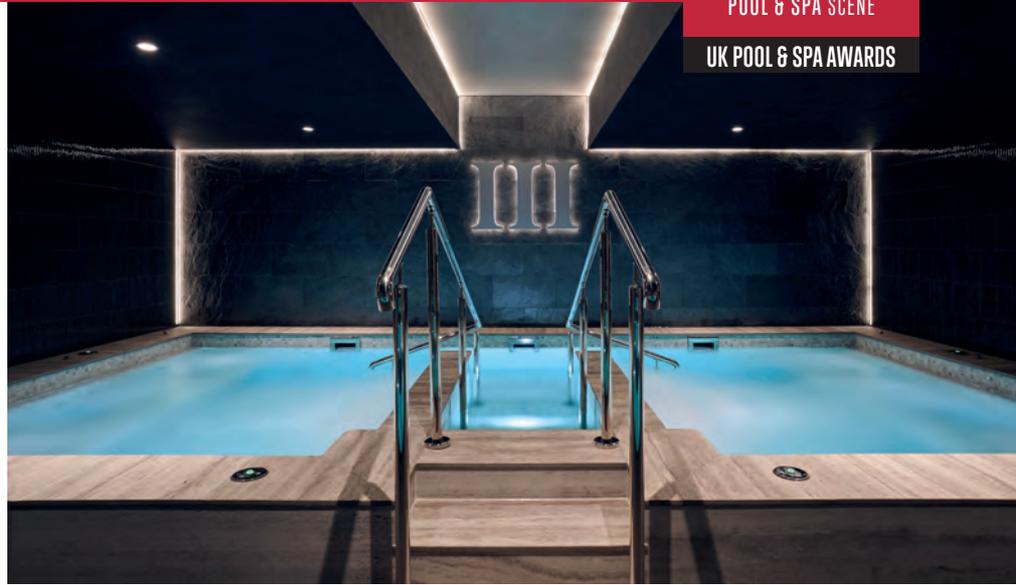
**UK POOL & SPA  
AWARDS**

**HURRY VOTING ENDS...  
31<sup>ST</sup> OCTOBER 2025**

Vote for your favourites by scanning the QR code  
or visit [www.ukpoolandspaawards.co.uk/vote](http://www.ukpoolandspaawards.co.uk/vote)

## BEST SWIMMING POOL IN AN HOSPITALITY SETTING IN A HOTEL, HEALTH CLUB OR HOLIDAY PARK SETTING

- Buckingham Pools**  
- Homewood Hotel
- Buckingham Pools**  
- Selsdon Park Hotel
- Newson Swimming Pools**  
- Kelling Heath Holiday Park
- One Pool & Spa**  
- Tregoad Holiday Park
- Costello Pools**  
- Parknasilla Resort
- Pipeline Leisure Ltd**  
- Oxford Health Club
- Aquascapes**  
- Third Space Richmond



## LUXURY POOL PROJECT OF THE YEAR

- Buckingham Pools**  
- Homewood Hotel
- Buckingham Pools**  
- Lytham, St Annes
- Buckingham Pools**  
- Gresham Drive
- Buckingham Pools**  
- Woodfield Farm
- Aquascapes**  
- Third Space, Wimbledon
- C Spas**  
- Starlight
- Beyond Swimming Pools**  
- Keston Park Project
- Beyond Swimming Pools**  
- Sutton Project
- Lifestyle Pools**  
- Boughton
- Lifestyle Pools**  
- Hideaway

## SPA PRODUCT OF THE YEAR

- AquaCare**  
- Chlorine Free Multifunction Water Treatment
- Aquavia Spa**  
- Serenity Spa
- Lay-z-Spa**  
- 4-in-1 Hot Tub Accessory Tray
- Oasis Outdoor Living - EyeFlow**  
- AI-powered current control system
- Oasis Outdoor Living**  
- Skylift Lite
- One Pool & Spa**  
- One piece spa
- Platinum Spas**  
- Positano Hot Tub
- Poollex**  
- Spawer Ice Spa
- Superior Wellness**  
- AquaSolus Harmony
- Wave Adriatic**  
- WaveFlow™
- Wilton Bradley & Lazy Spas**  
- 4 in 1 accessory tray

## RESIDENTIAL OUTDOOR POOL OF THE YEAR - UNDER £90K

- Gala Pools**  
- Deep Meadow Project
- Hamilton Pools**  
- Fareham Project
- Home Counties Horsham**  
- Cascade Pool
- HTP Group**  
- A Somerset Swim
- JB Elite Services**  
- Setting The Benchmark
- My Pool Direct**  
- Delta Swimming Pools
- One Pool & Spa**  
- All Rounder
- Opulent Pools**  
- Bromley Project
- Tanby Pools**  
- Sapphire House
- UK Swimming Pools**  
- Stunning Remodelled Pool



## ENERGY EFFICIENT / ECO PROJECT AWARD

- Aquasolous**  
- Eco Mode Magnificence
- Golden Coast**  
- Fairland X23
- Lay-Z-Spa**  
- EnergySense® thermal insulation
- Oasis Outdoor Living**  
- Forever Swim
- 4Polypool**  
- Fully Insulated Panel Pool System
- Wensum Pools**  
- Energy Efficient Wellness

## RESIDENTIAL OUTDOOR POOL £90K - 150K PROJECT OF THE YEAR

- Blue Cube Pools**  
- The Entertainer's Oasis
- Buckingham Pools**  
- Innage Close
- Clearwater Swimming Pools**  
- Country Side Barn Escape
- CB Pools**  
- The Chiltern Retreat
- CSPAS**  
- The Meadow
- Compass Pools By Waterstream**  
- The Bishop's Waltham Project
- Compass Pools By Waterstream**  
- The Hook Project
- Compass Pools By Waterstream**  
- The Chard Project
- Compass Pools By Waterstream**  
- The Stock Project
- Compass Pools By Waterstream**  
- The Upper Woolhampton Project
- Compass Pools By Waterstream**  
- The Kings Lynn Project
- Gala Swimming Pools**  
- Wembury Project
- HTP Group**  
- Ben Fogle's Swimming pool
- JB Elite Services**  
- Field House
- Opulent Pools**  
- Mayfield Project
- Panoramic Pools**  
- Totteridge Common Project
- Tanby Pools**  
- Meadowbrook
- UK Swimming Pools Ltd**  
- Irregular Shape Pool Transformation
- UK Swimming Pools Ltd**  
- Contemporary Rectangular Pool
- Wensum Pools**  
- Newmarket Road Project

## POOL & SPA TEAM OF THE YEAR

- Aquascapes**
- Golden Coast**
- Hot Tubs Oxfordshire Team**
- Starview Hot Tubs & OutdoorLiving**
- Superior Wellness**



## BEST INDOOR RESIDENTIAL REFURB POOL PROJECT OF THE YEAR

- Beyond Swimming Pools**  
- Keston Park
- Cspas**  
- The Pool House
- Panoramic Pools**  
- Two-in-One Design
- Pipeline Leisure**  
- Westbourn Villa
- Tanby Pools**  
- Coghill
- Wensum Pools**  
- Winding The Clock Back

## ABOVE GROUND HOT TUB £10K+ PROJECT OF THE YEAR

- All Weather Leisure**  
- Virtus)
- All Weather Leisure**  
- Jacuzzi 435
- Concept Spas**  
- Bespoke Stainless Steel
- Cornish Hot Tubs**  
- Platinum
- Eden**  
- Hot Tubs & Swim Spa Centre
- Johnsons Wellness**  
- Palmero)
- Starview**  
- Hot Tubs & Outdoor Living
- Spaflo**  
- Bespoke Stainless Steel)
- The Hot Tub Man**  
- Artesian)
- The Hot Tub & Swim Spa Company**  
- Hydropool)

## SWIMMING POOL TRADE SUPPLIER OF THE YEAR

- Certikin**
- Golden Coast**
- Heatstar**
- Lighthouse Pools**
- Ocea**
- Paramount Pools**
- Plastica**
- Sprayed Concrete Solutions**

## HOT TUB TRADE SUPPLIER OF THE YEAR

- Aqua Warehouse Group**
- O-Care**
- Oasis Outdoor Living**
- Superior Wellness**

## ABOVE GROUND HOT TUB UNDER £10K PROJECT OF THE YEAR

- 1 Stop Spas**  
- American Whirlpool 270
- All Weather Leisure**  
- Sun & Soul 550 under pergola
- Cornish Hot Tubs**  
- Holiday Let Hot Tub
- Johnsons Leisure**  
- Prague Hot Tub
- Starview Hot tubs and outdoor living**  
- First Time Buyers
- Tanby Pools**  
- Maryam Spa
- The Hot Tub and Swim Spa Company**  
- The Garden of Serenity
- Wensum Pools**  
- Aquasolus

## OUTSTANDING TECHNICAL SWIMMING POOL DESIGN AWARD

1. **Buckingham Pools**  
- Woodfield Farm
2. **Aquascapes**  
- Third Space Richmond
3. **J B Elite**  
- Indoor Glass Window
4. **4 Panoramic**  
- Bespoke Luxury
5. **CSpas**  
- The Pool House
6. **Hydrospec**  
- Diss Swim Centre

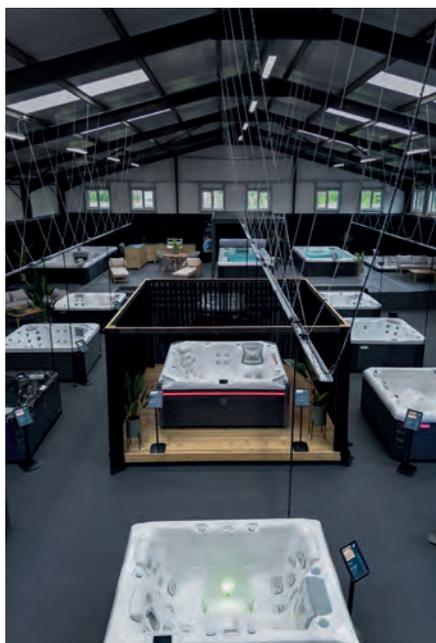


## SUNKEN OR SEMI-SUNKEN HOT TUB PROJECT OF THE YEAR

1. **Cornish Hot Tubs**  
- Holiday let
2. **Gala Pools**  
- Cricklehaze Spa Project
3. **Johnsons Leisure**  
- Lugano Hot
4. **One Pool & Spa**  
- The Old Inn Vitality Spa
5. **One Pool & Spa**  
- Manor House Hotel Vitality Spa
6. **Premier Pools**  
- In -Ground Spa
7. **Spaflo**  
- Bespoke Stainless Hot Tub Derby
8. **Tanby Pools**  
- Glendale Spa
9. **The Hot Tub & Swim Spa Company**  
- The Sunken Sanctuary

## POOL CONTRACTOR OF THE YEAR

1. Aquascapes
2. Buckingham Pools
3. Crystal Leisure
4. Specialist Pools
5. Tanby Pools
6. Wensum Pools



## POOL & SPA SHOWROOM OF THE YEAR

1. 1 Stop Spas
2. All Swim
3. Cheshire Swimming Pools & Spas
4. Seatherny
5. Starview Hot Tubs & Outdoor Living
6. Hot Tubs Oxfordshire
7. Hot Tubs Rock
8. Wensum Pools



## COMMERCIAL POOL REFURBISHMENT OF THE YEAR

1. **Buckingham Pools**  
- Kings School Worcester
2. **Newson Pools**  
- Kelling Heath Holiday Park
3. **Aquateq**  
- The Time Capsule
4. **JB Elite Services**  
- Commercial Spa Pool
5. **Aquascapes**  
- Third Space City
6. **Hydrospec**  
- Diss Swim Centre

## HOT TUB RETAILER OF THE YEAR

1. 1 Stop Spas
2. Advanced Hot Tubs & Swim Spas Ltd
3. Concept Spa
4. Hot Tubs Oxfordshire
5. Hot Tubs Rock
6. Johnsons Wellness
7. Starview Hot Tubs & Outdoor Living
8. Outdoor Living

## OUTDOOR LIVING & WELLNESS PRODUCT OF THE YEAR

1. Chronos Mini Pools
2. Foam Steam Bath
3. Oasis Skylift Lite
4. Porta Sauna
5. Sauna Pod
6. The Signature 200
7. Luksus Saunas
8. Yakia Sauna

# RESIDENTIAL POOL REFURBISHMENT OUTDOOR PROJECT OF THE YEAR

1. **Abstract Pools**  
- Holly Willoughby Pool
2. **Alukov UK** – Enclosure Project
3. **Beyond Swimming Pools**  
- Langley Project
4. **Beyond Swimming Pools**  
- Sutton Project
5. **Blue Cube Pools**  
- Basement to Bespoke: A Manor House
6. **Blue Cube Pools**  
- A 90-Year-Old Lido Pool Transformation
7. **Gala Pools**  
- Coach Road Project
8. **JB Elite Services**  
- Deck Jet Pool
9. **Opulent Pools**  
- Ivy Hatch Refurbishment
10. **Panoramic Pools Ltd**  
- Bushey Project
11. **Poolgenix**  
- Entertainment Pool
12. **Tanby Pools**  
- McIntyre Project
13. **Tanby Pools**  
- Hindmarsh
14. **UK Swimming Pools**  
- 1970s Pool Modernisation



# ONE-PIECE POOL PROJECT OF THE YEAR

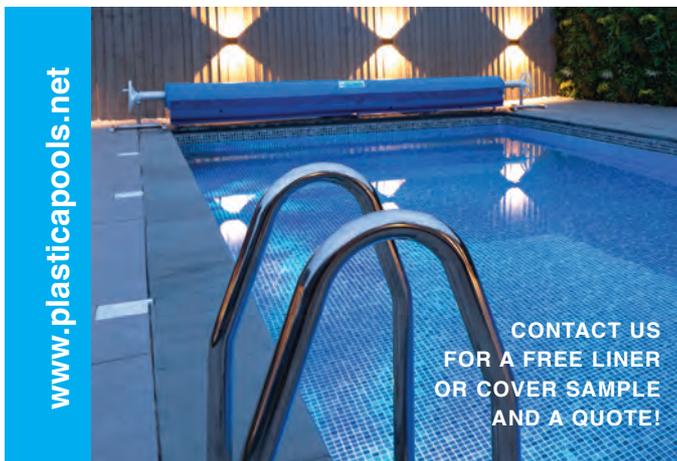
1. **CSpas**  
- Riviera Pool
2. **Compass Pools by Waterstream**  
- The Tarporley Project
3. **Compass Pools by Waterstream**  
- The Bishop's Waltham Project
4. **Compass Pools by Waterstream**  
- The Hook Project
5. **Compass Pools by Waterstream**  
- The Chard Project
6. **Compass Pools by Waterstream**  
- The Stock Project
7. **Compass Pools by Waterstream**  
- The Upper Woolhampton Project
8. **Compass Pools by Waterstream**  
- The Kings Lynn Project
9. **My Pool Direct**  
- Delta Swimming Pools
10. **One Pool & Spa**  
- Langton Hall Pool
11. **One Pool & Spa**  
- Perfect All Rounder

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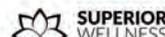
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# SPATEX

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FEBRUARY'S SPATEX exhibition is already sold out prior to the event's 30th anniversary event.

# SPATEX 2026 ALREADY SOLD OUT!

**S**old out of exhibition space some five months early, the 30th anniversary SPATEX 2026 on Tuesday to Thursday February 3rd to 5th at the Coventry Building Society Arena is set to be a one-off industry extravaganza.

Open to all and free to attend, this is the UK's biggest gathering of the water leisure industry ever staged.

Responding to an unprecedented demand, the exhibition's floorplan has been expanded to accommodate more stands than ever before. Amongst the 120 plus companies participating, there's international representation from France, Germany, Belgium, USA, Spain, Czech Republic, Switzerland, China, Italy, Denmark and Netherlands.

Companies making their SPATEX debut include: Abrisud, Aquaservice UK, Envirotech Group, Gruppo Tres, Hydrodif Products, Inducon, Sundance Spas Ltd, Livin' Company BV, Mobility LS, Odyssey Plunge Ltd, Seatherny

Outdoor Living, Watkins Europe BV, Yakia Saunas. New spas, saunas, enclosures and pipes and fittings will be amongst the never seen before products.

"Three decades of representing this remarkable industry is a milestone to celebrate in style," says Organiser, Michele Bridle. "Wednesday post-show – there's an invitation with your name on it to join the SPATEX family for a BIG evening of entertainment. A fun-themed interactive networking party, for all visitors and exhibitors, includes free drinks, canapes and a fantastic



↑ THE NEW SPATEX INDUSTRY HUB will see a combined presentation from key water leisure associations including SPATA and BISHTA.

anniversary gift you will want to keep and use on repeat."

2026 sees the introduction of an informative Industry Hub, adjacent to seminar Arena 2, with combined water leisure associations all conveniently situated on one large stand

"The Hub provides an opportunity to connect directly with professionals," says STA's Chris Bateman. "Not only to address individual queries, but also to share our expertise on best practice and highlight STA's portfolio of pool plant qualifications."

A double seminar programme provides access to the UK's most authoritative source of free learning. ISPE's Luke Griffiths comments: "Planning is underway to introduce a fresh line-up of topics to the CPD accredited workshops in Arena 1.

Speakers confirmed to date include Jimmy Lamb, Alex Kemsley, Howard Gosling, Amanda Thompson-Smith, James Lee, and Mike Burnham, with many more to be announced shortly. ■

## SPATEX

Visit [www.spatex.co.uk](http://www.spatex.co.uk) for up-to-date information including the exhibitor list.

# IS THE INDUSTRY DROWNING?

Dash Ganeson considers the challenge to keep business heads above water...

The UK's pool industry, once riding a wave of unprecedented domestic demand, is now navigating a perfect storm.

Soaring costs, economic uncertainty, and shifting social priorities are creating relentless challenges for every link in the supply chain – from the manufacturers and distributors to the builders on the front line.

Meanwhile, the public faces a parallel crisis as public pools vanish at an alarming rate.

In the US, Leslie's Inc, operating as Leslie's Swimming Pool Supplies, is the largest retailer of swimming pool supplies and related products. The stock has declined 87% over the past year citing weaker earnings challenging macroeconomics with

high leverage.

Poolcorp Inc, the largest Distributor of outdoor supplies for swimming pools had seen its share price peak at \$582 in Nov 2021. Recently, the price has been fluctuating around \$310 to \$318.

For pool builders, the theoretical threats of the last year have become daily realities. The overwhelming pressure comes from rising inflation, particularly the soaring costs of materials and labour which are squeezing margins to breaking point. Pricing projects competitively has never been more difficult.

Compounding this is a significant shift in consumer confidence. The industry's lifeblood – high-net-worth individuals – are now subjecting

six-figure projects to unprecedented scrutiny and hesitation. Builders are seeing longer sales cycles, delayed start dates on sold projects, and a need to pivot quickly from a model reliant on new construction. Cash reserves and flexible operating models are now key to survival.

## RIPPLE EFFECT

The anxiety felt by builders is doubly troubling for those who supply them. The market is currently rife with tariff rumours; inflation, interest rates, spurring deep concern amongst manufacturers and suppliers. Market confidence declines further, largely attributed to fears over the macro-economic impact. This trend threatens a ripple effect across the entire outdoor living and wellness sector.

While the private market grapples with affordability, a silent crisis is unfolding in the public sector. According to Swim England, 500 public pools have been lost since 2010, amounting to roughly 35,000 square metres of water space—with almost half of these closures occurring since 2020. This erosion of community infrastructure has a devastating long-term impact on public health, accessibility, and swimming proficiency.

The situation is so dire that Swim England warns 75 per cent of councils will face a swimming pool shortage by 2030.

## SURVIVAL INSTINCTS

In the private sector, the key to resilience lies in strategic diversification. The industry's inherent seasonality is a critical vulnerability. Businesses are now compelled to evolve from purely construction-focused operations into



BUILDERS ARE SEEING LONGER SALES CYCLES, delayed start dates on sold projects, and a need to pivot quickly from a model reliant on new construction.

→ SWIM ENGLAND WARNS 75 per cent of councils will face a swimming pool shortage by 2030.

comprehensive lifestyle and service providers. This means expanding into year-round revenue streams like pool servicing, maintenance contracts, refurbishments, and the sale of ancillary products like hot tubs, saunas and all wellness related ancillaries.

Furthermore, market trends are shifting. With middle-market buyers seeking more affordable options, we may see increased interest in plug-and-play spas, pre-cast or modular pools, and DIY-friendly above-ground setups.

Retailers who stock these alternatives could find a new stream of customers wanting a slice of the outdoor good life, but for a lower price tag and with less commitment.

Successfully navigating the contemporary business environment requires a deliberate and strategic approach. The following pillars are critical for sustainable growth and resilience.

- Embrace Innovation and Efficiency Staying abreast of product innovation and technology is imperative. The heightened focus on energy efficiency and ecological consciousness is undeniable, driven by both environmental advocates and government policy, which is increasingly being codified into mandatory compliance.
- Invest in People & Planning Treat employees with total respect and consider offering competitive compensation or valuable alternatives. Employee turnover represents a significant hidden cost that many employers overlook. This is particularly acute in specialized industries like ours, where technical and product knowledge is a scarce commodity. Years of investment in



an employee can be lost instantly. Rehires are costly, and replacements can take months, if not years, to fully integrate and deliver equivalent value. Acquiring deep product knowledge, understanding priorities, building customer relationships, and assimilating into the company culture is a protracted process.

- Prioritise After-Sales Support After-sales support is the key to longevity and customer retention. Investing in comprehensive training and providing end-users with robust support is essential for securing repeat business. The objective is to build unwavering trust and maintain exceptional responsiveness.
- Ensure Financial and Operational Strength Businesses are run on profits and cashflows. It is essential to know your operating costs down to every line item, maintained through consistent monthly reporting. This process becomes streamlined once a tailored template is established. Understanding these financial mechanics is vital, and monitoring the health of the business through

key performance indicators is a non-negotiable discipline.

- Leverage Social Media Embrace social media as a core component of your strategy. In today's world, effective social media marketing is a cornerstone for expanding reach and elevating brand profile. This medium is not a transient trend but a permanent fixture, continuously evolving into one of the principal channels for market engagement and customer acquisition.

The longer-term forecast to 2035 projects that the global outdoor living and wellness sector will maintain a Compound Annual Growth Rate (CAGR) exceeding 3% from 2025 to 2033 (Source: Market Report Analytics 2025).

Population demographics, evolving lifestyles, emerging markets, and leisure spending are expected to remain at the forefront of consumer-led demand. The successful growth of businesses and the industry over the last few decades has been achieved despite previous challenges.

Going forward, proactively managing environmental impact and adapting to evolving regulations will be crucial for the market's sustainable development. ■



**Dash Ganeson**  
Honorary Treasurer (SPATA)  
EDI Committee

Dash is available to assist in operational and financial advice with a health check for your business. Contact him in strictest confidence via email: [ganesondash@gmail.com](mailto:ganesondash@gmail.com)

← CASH RESERVES and flexible operating models are now key to business survival.





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- 7 colour LED Chromotherapy
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- Canadian Spruce Cabin



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- Quartz + Magnesium emitters
- Carbon wall
- Air purifier
- LED colour chromotherapy
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- Stove + stones included
- Spruce & cedar finish

# THE VALUE OF FACE-TO-FACE EVENTS

In an increasingly digital world, where webinars and online training have become part of everyday life, the value of face-to-face events remains as strong as ever. Within the pool and spa industry, seminars, workshops, exhibitions, and specialist training courses continue to play a vital role in knowledge-sharing, networking, and professional development.

Events such as the ISPE One-Day Seminars, the ISPE Filtration Workshop, and exhibitions like SPATEX provide delegates with more than just technical insights. They offer the chance to hear directly from industry experts, ask questions in real time, and take part in open forums and discussions where shared challenges can be tackled collaboratively. This immediate and interactive exchange of ideas simply cannot be replicated on a screen.



ISPE ONE-DAY SEMINARS, the ISPE Filtration Workshop, and exhibitions like SPATEX provide delegates with more than just technical insights

## 134<sup>TH</sup> ISPE ONE-DAY SEMINAR THURSDAY 9<sup>TH</sup> OCTOBER 2025

Including The 45th Annual General Meeting, and 2025 ISPE Awards.

Featuring presentations by:

- Amanda Thompson-Smith, MISPE – AstralPool
- Cath Saunders, MISPE – Lighthouse Pools
- David Ramsden – Complete Pool Controls Ltd
- James Lee, MISPE – Hydro Finesse
- Jimmy Lamb, FISPE – Dryden Aqua
- Matt Roberts, MISPE – Recotherm
- Mike Burnham, MISPE – Pool Logic

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- Students: £55
- Members: £75
- Non-Members: £105

For many ISPE members, the opportunity to step away from the day-to-day demands of their business is invaluable.

"A day spent at a seminar is not just about sitting through presentations; it's about sparking new ideas, broadening perspectives, and coming away with practical solutions that can be applied straight back into the workplace," says Luke Griffiths, ISPE's General Manager.

"Whether it's learning about the latest innovations in plantroom design, updates on filtration standards, or best practice in preventative maintenance, these sessions keep professionals at the cutting edge of industry knowledge."

Practical workshops, such as the ISPE Filtration Workshop, provide an even more focused environment. Delegates gain hands-on experience and can engage directly with equipment, media, and processes under the guidance of seasoned professionals. The result is deeper understanding, stronger confidence, and higher levels of competence – benefits that extend not just to individuals, but to their

employers and customers too.

Equally important is the networking element. Luke adds: "Meeting suppliers, exhibitors, and fellow professionals in person allows delegates to build lasting connections and strengthen the sense of community within the industry. Informal conversations over coffee breaks or lunch often lead to collaborations, partnerships, and friendships that enrich both professional and personal lives."

For students and new technicians, these events can be especially inspiring. ISPE's October seminar also features the ISPE Awards for 2025. Collecting certificates or receiving awards in front of peers highlights the value of hard work and achievement, while giving them the encouragement to continue their professional journey.

Luke concludes: "As the pool and spa industry continues to evolve, the importance of coming together in person remains clear. Face-to-face events not only transfer knowledge but also build trust, confidence, and community – vital ingredients for a thriving and forward-looking sector." ■



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# **PWTAG Conference**

## **'World Class Pool Water'**

**Thursday 6 November 2025**  
Holywell Park, Loughborough



Book online at [www.pwttag.org](http://www.pwttag.org)



# MASTER CLASS IN POOL WATER



**T**his year's annual PWTAG conference is effectively a master class on best practice in achieving optimal pool water quality.

World-class Pool Water is on Thursday November 6, once again at Loughborough University's splendid Holywell Park conference centre. For the first time, schools will be able to participate online in the last afternoon session.

Nationally and internationally renowned speakers will share their wealth of knowledge and experience over four sessions, with every session concluding with a 15-minute question and answer session.

## SESSION 1

**Changing pool chemistry chaired by Janice Calvert of PWTAG.**

PWTAG technical adviser Ian Nicks will explain why it is important to attend to the precise effects of pH and alkalinity on coagulation; included will be results from an operational experiment in Barnsley. Chris Lyon from Barr & Wray will talk about chemical delivery and storage requirements. Dr Sonia Guri, an engineer with Air Products UK, but based in Barcelona, will focus on the

advantages of using of carbon dioxide in pH control.

## SESSION 2

**The impact of poor pool water chaired by Martin Wood of Pool Sentry**

Rob Johnston of the Health Security Agency (UKHSA) will discuss how report and investigation of pool water incidents can assist organisations' responses and encourage prevention and mitigation. John Lee (Leegionella Ltd and PWTAG technical adviser) will interrogate microbiological standards: where do they come from and what do they really mean? Finally Martin Wood will scrutinise a traditional basis for pool water treatment – bather load. Do we get it right?

## SESSION 3

**Future methods chaired by Amanda Creswell of the UKHSA**

Dr Alexander Kämpfe leads the pool water department of the German Federal Environment Agency. He will describe the legally enforced DIN standards that European pools must follow; should we? James Coombes of Devin Consulting will share his experience of how pool design can

bring both energy efficiency and water quality. Colin Day and Jessica McKenna from Lovibond will look into their crystal balls at the future of water testing. Finally Ahmed Abdalla of Xylem Water Solutions will describe the world of innovations like self-diagnosing sensors, intelligent controllers and adaptive dosing logic.

## SESSION 4

**Temporary pools chaired by Rachel Chalmers of Public Health Wales**

PWTAG treasurer Richard Lamburn will give Swim England's viewpoint on this sometimes controversial phenomenon. Mike Shuff of Palm Academy (and PWTAG's vice chair) will look for answers to some important questions that schools in particular ask about training and responsibility. Finally, Amy Gilluley and Andy Heald of Swim:ED talk about their pop-up pools in primary schools. This session will be open to participants from schools to join online for a moderate fee.

Up to date details and booking for the PWTAG Conference can be found at [www.pwtag.org](http://www.pwtag.org)



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Aqua Warehouse is actively seeking new dealers who want to get into the sauna market for the first time or those just looking to add something fresh and exciting to their current offer. Please contact AWG for trade pricing.

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# PROJECT PIPELINE

## APPLICATIONS

### LEICESTERSHIRE

Wood Lane Greetham Rutland  
LE15 7SN

Extension of clubhouse and associated alterations to provide an indoor swimming pool and spa.

**Planning authority:** Rutland  
**Planning reference:** 2025/0831/FUL  
**Applicant:** Greetham Valley Golf Club  
**Agent:** Mr. J. Hancock  
Hancock Town Planning Ltd, Hope Cottage, The Green, Claverdon CV35 8L

### ESSEX

Warley Hall Magpie Lane Little  
Warley CM13 3DT

Construction of pool house with indoor swimming pool.

**Planning authority:** Brentwood  
**Planning reference:** 25/00648/HHA  
**Applicant:** Mr. B. Robertson  
**Agent:** Ms. C. Newell  
Corrie Newell Historic Building Consultancy, 90 Highfields, Great Yeldham, Halstead CO9 4QH

### KENT

The Chapter House School Lane  
Wingham CT3 1BD

Construction of a single storey extension to outbuilding with glazed link and solar panels to roof, for use as a pool house with 12.5m x 4m swimming pool to the east elevation

**Planning authority:** 25/00707  
**Applicant:** Mr. A. Pryce  
**Agent:** Miss. E. Mitchell  
Lee Evans Partnership LLP, St. John's Lane, Canterbury CT1 2QQ

### LONDON

Vernon Rise Greenford UB6 0EQ

Construction of a new build hydrotherapy centre for John Chilton School for pupils with Special Education Needs (SEN).

**Planning authority:** Ealing  
**Planning reference:** 252319FUL  
**Applicant:** London Borough of Ealing  
**Agent:** Ms. I. Salinas  
London Borough of Ealing, Parks Operations, Percival House, 14-16 Uxbridge Road, Ealing W5 2HL

### CORNWALL

Tregarrick Trebetherick Wadebridge  
PL27 6SE

Construction of an extension to the dwelling and installation of an outdoor swimming pool.

**Planning authority:** Cornwall  
**Planning reference:** PA25/04734  
**Applicant:** Sir H. Sants & Lady C. Sants  
**Agent:** Mr. J. Hughes  
Jon Hughes Architectural Services Well Park Barn, Edmorton, Wadebridge PL27 7JA

### PERTH & KINROSS

Shanwell House Milnarthort Kinross  
KY13 0RG

Alterations and extension to outbuilding to form ancillary leisure/games facilities, swimming pool and associated works.

**Planning authority:** Perth & Kinross  
**Planning reference:** 25/00757/FLL  
**Applicant:** Mr. D. Hynd  
**Agent:** Mr. R. Geddes  
CRGP Ltd, 145 North Street, Glasgow G3 7DA

### NORTH YORKSHIRE:

Home Farm York Road Sutton On The Forest York YO61 1EP

Change of use, alteration and conversion of the redundant farm building to holiday / guest accommodation, a studio / gym and multi-functional space, construction of a nature swimming pool

**Planning authority:** Hambleton  
**Planning reference:** ZB25/01145/FUL  
**Applicant:** Mr. R. Sheffield  
**Agent:** Ms. G. Edwardson  
Edwardson Associates, Paddock House, 10 Middle Street, South Driffield YO25 6PT

## CONSENTS

### NORFOLK

Church Farm Docking Road Fring  
PE31 6SE

Construction of outdoor swimming pool and associated hard landscaping within existing yard.

**Planning authority:** King's Lynn & West Norfolk  
**Planning reference:** 25/00617/F  
**Applicant:** Oykel Farms Ltd  
**Agent:** Mr. F. Bootman  
Principle Planning Ltd, Bankside, 300 Broadland Business Park, Norwich NR7 0LB

### NORTHUMBERLAND

Dipton House Corbridge NE45 5RY

Reconfiguration of driveway and installation of new swimming pool on Western side of house.

**Planning authority:** Northumberland  
**Planning reference:** 25/00678/FUL  
**Applicant:** Mr. E. Pybus  
**Agent:** Ms. S. Singh  
Adam Architecture, West Wing, Somerset House, Strand, London WC2R 1LA

### CHESHIRE

The Homestead Homestead Road  
Disley Stockport SK12 2JP

Demolition of existing outbuilding and construction of an underground swimming pool.

**Planning authority:** Cheshire East  
**Planning reference:** 25/0559/HOUS  
**Applicant:** Mr. T. Johnson  
**Agent:** Mrs. C. Fowler  
Laroz Planning Ltd, Colony, 5 Piccadilly Place, Manchester M1 3BR

### EAST SUSSEX

Braysland Farm Furnace Lane  
Warbleton TN21 9AY

Outdoor heated swimming pool.

**Planning authority:** Wealden  
**Planning reference:** WD/2025/1187/F  
**Applicant:** Mr. & Mrs. Stotesbury  
**Agent:** Miss. M. Exell  
XL Pools Ltd, Unit 5 The Glenmore Centre, Orbital Park, Ashford TN24 0TL

### DEVON

The Bramblings Kiln Road Marldon  
TQ3 1SH

Demolition of the carport and outbuildings and creation of a swimming pool.

**Planning authority:** South Hams  
**Planning reference:** 0947/24/FUL  
**Applicant:** Mr. N. Carr  
**Agent:** Miss. M. Masters  
Acorus Rural Property Services Ltd Addepool Business Centre, Woodbury Road, Clyst St. George, Exeter EX3 0NR

### STAFFORDSHIRE

The Garth Roman Road Little Aston  
Sutton Coldfield B74 3AA

External works including new terrace and swimming pool.

**Planning authority:** Lichfield  
**Planning reference:** 25/00716/FUH  
**Applicant:** Mr. J. Foulsham  
**Agent:** Mr. J. Chidwick  
Format Architects, Studio 28, 50-54 St Pauls Square, Birmingham B3 1QS

### WEST YORKSHIRE

The Barrowbys 170 Barrowby Lane  
Garforth Leeds LS25 1NG

Conversion of the garage to a wet room to house a hydro pool spa, shower and toilet facilities.

**Planning authority:** Leeds  
**Planning reference:** 25/02847/FU  
**Applicant:** Acting By His Deputy D J Lumb of Stonegate Legal Ltd  
**Agent:** Mr. R. Bottomley  
Summers Inman LLP, First Floor, 4335 Park Approach, Austerhorpe Leeds LS15 8GB



This is a small sample of up to 100 new planning applications and consents for swimming pools picked up every month by BDS Marketing. These vary in size from private pools to large schemes associated with local authorities, hotel, leisure and other facilities. The report is available on subscription for national coverage or individual regions. Subscribe and get all the information (including contact telephone numbers) you need to gain new sales leads. For a free copy of the latest full monthly report, contact BDS Marketing Research (QMJ) Ltd on 01761 433035 or contact@bdsmarketing.co.uk



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