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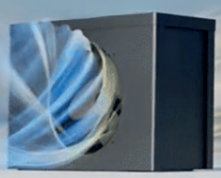

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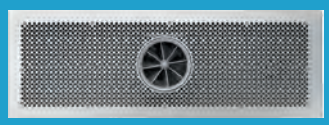

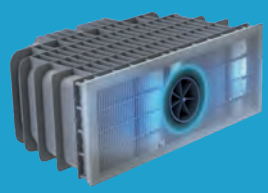

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We are already working on the summer edition of Pool & SPA SCENE. Please ensure all advertising and editorial requests reach us by June 1st.

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WELCOME

Running a water leisure business today can feel like a high-wire act — part strategy, part stamina — as you juggle cashflow, pricing and workforce pressures in an increasingly volatile market.

That's why this Spring issue of Pool & Spa SCENE is designed to be more than just a read — it's a working resource to inform and inspire you. Keep a notebook close, because we have worked with the sector's leading suppliers to bring you pages packed with practical ideas, fresh perspectives and value-adding initiatives to strengthen both your short and long-term business goals.

Inside, we take a deep dive into the rapidly expanding sauna market, where greater choice is driving more competitive pricing—without compromising on quality or design. We shine a spotlight counter-current machines, a category primed to unlock new revenue streams, particularly through the growing range of retrofit options for existing pool owners.

Elsewhere, we celebrate the enduring charm and resurgence of the great British lido, an icon enjoying a well-deserved renaissance and applaud the organisers of SPATEX 2026, whose milestone 30th show drew record crowds to a packed Coventry Arena.

Our latest instalment of Business Briefing delivers essential guidance for navigating tougher trading conditions, while we explore how to fully capitalise on success at the UK Pool & Spa Awards. There's also exclusive insight from the new global head of Fluidra, alongside a comprehensive round-up of product innovations and industry news.

Against a backdrop of geopolitical uncertainty, including ongoing tensions in the Middle East, economic confidence remains fragile. For many consumers, discretionary investment in pools and hot tubs is being delayed, extending sales cycles and softening demand.

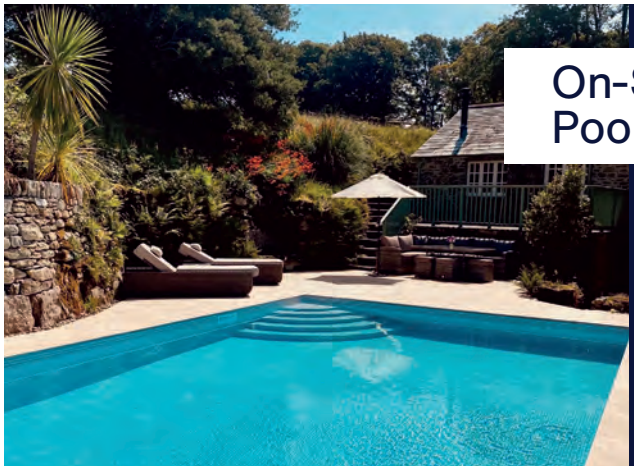


And yet, opportunity remains. For those ready to adapt, innovate and think creatively, there are still plenty of opportunities to seize — and we're proud to help you find them.

Keep in touch!

Christina

CHRISTINA CONNOR | **Editor**



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SPRING 2026

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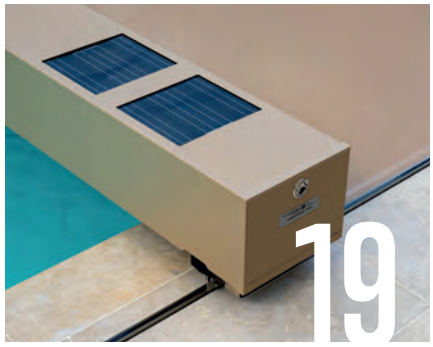



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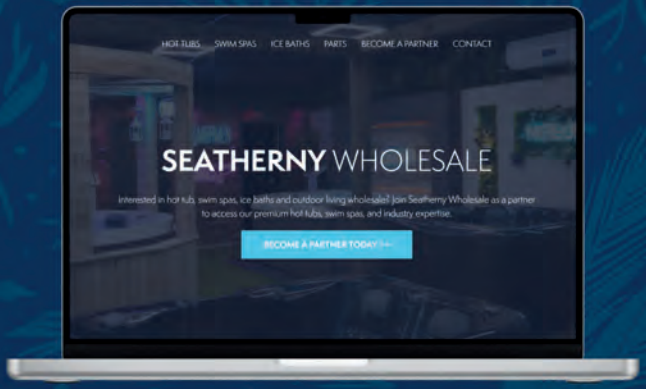



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POOL GIANTS PREDICT STEADY SALES 2026

The global leader in pool and wellness equipment, Fluidra is predicting a positive outlook for the sector in 2026, anticipating steady sales, despite the current economic turmoil

The predicted figures follow strong 2025 results with sales up 7% to €2,184 million with volume growth across all regions.

With a portfolio of some of the most recognised brands in the industry, including Jandy®, AstralPool®, Polaris®, Cepex®, Zodiac®, CTX Professional® and Gre®, Fluidra continues its acquisition trail.

The company purchased 100% of Variopool, a recognised specialist in the design, production and installation of movable swimming pool floors and walls (bulkheads), as well as aquatic playgrounds and underwater windows.

Fluidra has acquired 100% of BAC and Powerplastics, manufacturer and distributors of pool cover systems.

Fluidra has also signed an agreement to purchase 100% of the NCWG group, a leading distributor of swimming pool equipment in Portugal, in a deal that will enable Fluidra to expand its product offering and customer portfolio, and to strengthen its geographical presence in Portugal.

FUTURE TECHNOLOGY

With an eye on future technology, Fluidra has added 100% of Pooltrackr, a best-in-class Software-as-a-Service (SaaS) platform that streamlines every aspect of operations for pool and spa retail and service professionals. The acquisition reinforces Fluidra's commitment to digital innovation and marks another key milestone in delivering on the company's strategic plan.

Fluidra holds 30%+ market share in the UK pool market, ranking the nation in the top 10-15 of its global markets.

Waterland Group Managing Director, Christina Connor, who has worked in the sector for three decades, met with the CEO of Fluidra as part of his recent fact-finding tour of the UK. Before joining Fluidra as CEO in 2024, Jaime A. Ramirez held various executive positions at The Black & Decker Corporation, spearheading its expansion across Latin America. Jaime has a proven track record and extensive experience in global consumer and industrial products, bringing over 30 years of P&L responsibility and a wealth of leadership expertise to the role.



POOL & SPA SCENE met with Fluidra CEO Jaime A Ramirez on his recent fact-finding tour of the UK.

Commercial pools represent 25-30% of Fluidra's UK business while the residential market dominates with 80%.

The pair discussed the niche UK pool and wellness markets, with its lack of reliable statistics but estimated 1,500 new pools a year and a 300,000 pool installion base. They also recognised the Chinese manufacturers increasingly disrupting the market with improved technology, attractive prices and strong relationship-building.

Jaime agreed refurbishment and service are the main growth and profit drivers, not new construction but believed: "Relationships and personality in sales and support are seen as critical for success in the industry."

Jaime confirmed that commercial pools represent 25-30% of Fluidra's UK business while the residential market dominates with 70-75%, saying the commercial market is a strategic focus for Fluidra's growth and innovation.

"The sector's future is strong across both residential and commercial markets, but success will depend on specialisation, technical capability, and the ability to adapt to rising expectations around wellness, sustainability, and performance," Jaime added. ■

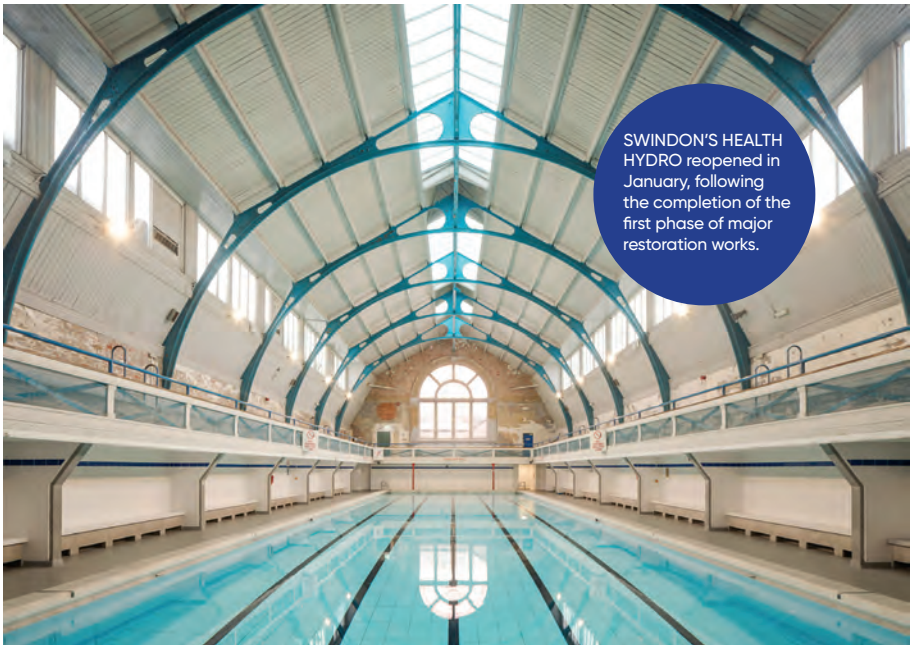
UK POOLS MAKING HISTORY

Recently marking its 10th anniversary, Historic Pools of Britain (HPB) shines a spotlight on the nation's much-loved swimming heritage — raising awareness, championing campaigns, and uniting communities.

One of HPB's greatest strengths lies in the connections it forges between community groups, campaigners, pool operators, heritage experts, and passionate individuals across the UK. These relationships have enabled knowledge-sharing, moral support, and collective action.

Recent successes include Swindon's Health Hydro that reopened in January, following the completion of the first phase of major restoration works. The longest continually operating Victorian-style Turkish Baths in the UK, it features an exposed timber roof structure and glazed brickwork walls, including moulded cornices, dado rails, and skirtings, as well as a terrazzo floor.

As perhaps one of the earliest experiments in socialised healthcare, the Health Hydro inspired the architects of the NHS, who visited Swindon after World War II. Built by the Great Western Railway Medical Fund Society in 1891, the Health Hydro, as it is now known, sought to provide affordable access to both preventative and medical care. It was funded by subscriptions from GWR employees, who recognised that good health is not just the absence of disease, but a process influenced by hygiene, diet, environment, physical activity, and community support.



SWINDON'S HEALTH HYDRO reopened in January, following the completion of the first phase of major restoration works.

The impressive Queen Anne-style building extends over a whole block. Its materials (metal roof trusses, red bricks, and external and internal joinery, etc.) were produced almost entirely within the GWR Works.

COMMUNITY FACILITIES

Two Victorian swimming pools sit alongside a complete and pioneering medical service, including consulting rooms for doctors and dentists, as well as ophthalmology, chiropody, psychology, and physiotherapy services, a dispensary, and an X-ray room.

Further phases are being planned to restore the Victorian splendour of the Health Hydro, realise its vision, and "give a contemporary expression to its original ethos and intent."

Meanwhile, Birmingham's Moseley Road Baths has appointed a main contractor, Galliford Try, to work on Phase One of the building programme, which is set to complete in 2027.

While the building team is focusing on work that includes replacing the steel beam in the basement, reconfiguring visitor spaces, and installing renewable energy systems, the fundraising team has been just as busy as they seek to close the funding gap for Phase Two. They have also been working with a muralist to design and install a striking mural, bringing colour and vibrancy to the exterior of the building.

The Phase One works at Moseley Road Baths have been funded by the UK Government, Birmingham City Council, and The National Lottery Heritage Fund. ■



← BIRMINGHAM'S MOSELEY ROAD Baths has appointed a main contractor, Galliford Try, to work on Phase One of its building programme.

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OPPORTUNITIES FOR TRADE PARTNERS

Catalina Spas has confirmed its new partnership with Aquavia Spa, becoming the official UK distributor for its commercial spa range.

With high-quality European manufacturing, competitive trade pricing, and simple, installer-friendly systems, the Aquavia range has been designed to make commercial spa projects more accessible and more profitable for trade partners.

Manufactured in Spain, Aquavia spas combine premium build quality with modern design and robust engineering. The commercial range includes a wide selection of in-ground spa solutions, from semi-commercial acrylic models to fully commercial overflow spas, making it suitable for everything from holiday parks and hotels to high-end residential developments.

A standout feature for installers is Aquavia's Compact Skid Pack systems. These pre-assembled units integrate key plant components into a single, streamlined solution. Reducing installation time, minimising plant room complexity, and removing much of the guesswork from commercial projects. This allows spa and pool companies to confidently take on work that may have previously felt out of reach.

In addition to the core acrylic ranges, Aquavia also manufactures tiled spas and stainless-steel spas, offering further flexibility for bespoke or high-specification projects where required.

Stephen Crabb, Managing Director at Catalina Spas Ltd, commented: "We know that many spa and pool companies are keen to move into commercial projects but are often put off by complexity.

"This range changes that. With strong margins, high-quality products, and simple installation via the Compact Skid Pack systems, it's a really accessible way for trade partners to grow their business." ■

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WATERSTREAM CELEBRATES 20 YEAR ANNIVERSARY

Specialist supplier, Waterstream was founded two decades ago by Alex Kemsley and Simon Dickson, two ambitious entrepreneurs who saw a gap in the UK market for premium swimming pools.

Waterstream is the exclusive UK distributor of Compass Ceramic Pools and are renowned for their innovative designs, energy-efficient solutions, and exceptional customer service.

They take a one-piece carbon ceramic shell from Compass and, using over 20 years of expertise and experience, fabricate, install and maintain each pool from their headquarters in Sussex to deliver a best-in-class pool ownership experience.

Alex Kemsley, Managing Director of Waterstream, comments: "Marking two decades together at our headquarters was incredibly special.

"From our earliest installations to today's award-winning projects, none of this would be possible without the dedication of our team, the trust of our customers, and the support of our partners across the UK and Europe.



THE MULTI-AWARD WINNING Waterstream team has grown to a team of 50 people with over 750 swimming pools installed to date.

"We wanted to pause and thank all of these people for being part of the journey, and we're excited for what the next chapter holds."

Since becoming the sole UK distributor of Compass Pools in 2010, the company has helped hundreds of customers choose the perfect location, style, and features for their dream pool. One of their stand-out features is offering ongoing customer support even after the pool is in place.

From humble beginnings, setting up from a spare bedroom, Waterstream has expanded to its current 1.6 acres site with a 10,000sq ft warehouse and bespoke production facilities.

The state-of-the-art engineering hub allows the company to maintain full control over every aspect of production, from initial design to final installation, ensuring excellence in every project. The team has now grown to a team of 50 people, with over 750 swimming pools installed to date.

The Waterstream team and their guests celebrated their 20-year milestone in business with a special anniversary party held at the newly renovated headquarters in Coolham, West Sussex. The event brought together the founders and their families, Waterstream team members, including many long-standing colleagues, international partners and many others who have played a part in the company's impressive growth over the past two decades. ■



← WATERSTREAM FOUNDERS Simon Dickson and Alex Kemsley pictured at December's UK Pool & Spa Awards.

PACKING PROMOTIONAL PUNCH

Entries for the much-anticipated UK Pool & Spa Awards 2026 open in May, promising to be the biggest and best in the event's 16-year history.

Last year saw an impressive 75 companies submit a combined 272 entries across 28 categories – clear evidence that the sector is not only thriving but fiercely competitive.

Beyond the glamour of the awards night, winning is about far more than a trophy on a shelf. For businesses that understand how to influence recognition, the UK Pool & Spa Awards can become a powerful engine for growth.

Awards provide something money can't easily buy – credibility. They act as independent, third-party validation. Instead of a company claiming excellence, an external authority confirms it. For newer or lesser-known businesses, this can be a game-changer in building trust and standing out in a crowded marketplace.

"Doing nothing after winning is wasting most of the potential value to a business," advises Christina Connor, Managing Director of Waterland Media, organisers of the awards and publishers of *Pool & Spa SCENE* magazine.



THE BIGGEST EVER audience gathered for last year's UK Pool & Spa Awards at Birmingham's National Conference Centre.

Awards are not just recognition– they're marketing, sales, branding, and recruitment tools rolled into one!



↑ LAST YEAR'S BIGGEST WINNERS, Buckingham Pools shared their victory with their stand-out team members.

"Awards are not just recognition– they're marketing, sales, branding, and recruitment tools rolled into one," she continues. "The businesses that benefit most are not necessarily the ones that win the most awards—but the ones that leverage them the best."

COMPETITIVE EDGE

In sectors like water leisure, where competition is intense, a recognised industry 'gong' can make all the difference.

The UK Pool & Spa Awards:

- Help win contracts
- Simplify customer decision-making
- Support premium pricing



→ COMPANIES LIKE NORFOLK'S WENSUM POOLS took the opportunity to praise outstanding team member Shaun Small, winner of the Swimming Pool Technician of the Year.

They also significantly boost visibility. The UK Pool & Spa Awards entrants gain valuable exposure, increasing brand awareness without the need for paid promotion.

From press coverage to social media buzz, recognition across projects, people, and products creates ongoing marketing opportunities. Participation in pre and post-event features guarantees exposure in Pool & Spa SCENE magazine, while the awards ceremony itself offers valuable networking opportunities.

"The team at Waterland Media goes beyond simply hosting the awards. They provide marketing and publicity support to help entrants transform their win into a fully realised marketing strategy.

"Ultimately, the true value of an award isn't just in winning it—it's in what you do with it next."

The benefits of winning an award like the UK Pool & Spa Awards aren't just external. Recognition energises teams, boosts morale, and reinforces a sense of pride in the work being delivered. Employees feel valued, retention improves, and businesses become more attractive to top-tier talent.

Being recognised also signals that a company is 'one to watch'— opening doors to:

- New clients and contracts
- Supplier partnerships
- Speaking engagements
- Investor interest

"Winning is just step one," Christina emphasises. "The real impact comes from what you do next. Don't assume people know — tell people repeatedly about your victory."

→ WINNERS SHOULD NOT UNDERESTIMATE the value of publicising their UK Pool & Spa Awards victories.



↑ MANY COMPANIES NOW BOOK ONE OR MORE tables for the UK Pool & Spa Awards as a memorable Xmas celebration for the team.



Maximising PR is critical. Businesses should go beyond announcing a win and instead communicate:

- Why they won
- The problems they solved
- The results delivered for clients

To fully capitalise on an award, visibility is key. Successful companies integrate their achievement across every platform:

- Website homepage ("Award-Winning Company")
- Email signatures
- LinkedIn and social media profiles
- Sales materials and proposals
- Packaging or physical locations

One award can fuel weeks — if not months — of content, including:

- Blog posts
- Case studies
- Behind-the-scenes insights
- Customer success stories

The UK Pool & Spa Awards help define and reinforce brand identity in the water leisure sector and what the winning businesses are renowned for. Businesses can align their messaging around these strengths, creating a clearer and more compelling market position.

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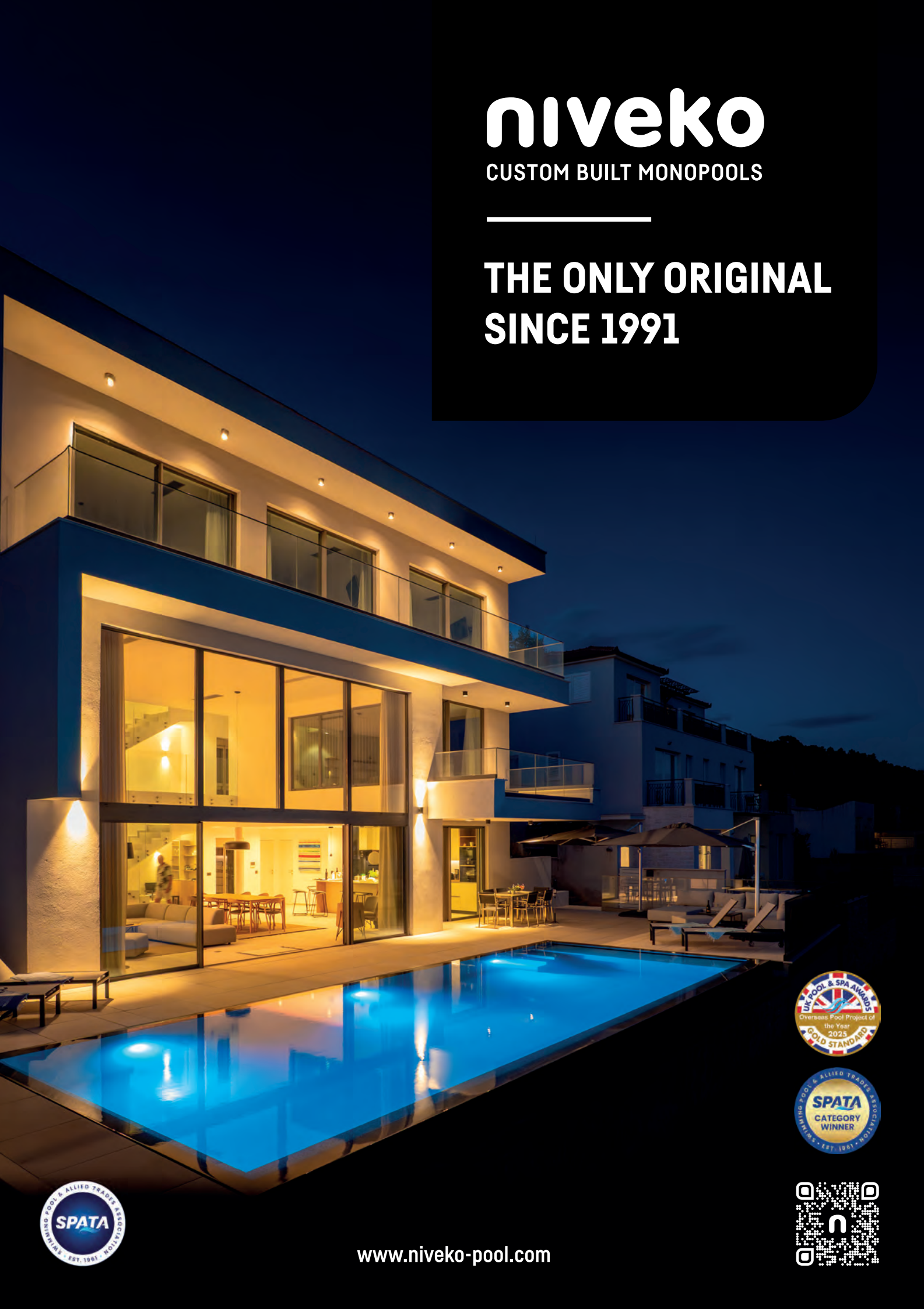
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FRESH UK APPROACH FOR NIVEKO

Premium one-piece pool manufacturer NIVEKO is strengthening its commitment to the UK market with the introduction of a new model of direct local representation – a move designed to enhance technical support, streamline communication and further elevate service standards for its growing network of partners.

The UK market will now be supported by James Brown, appointed as NIVEKO Pool UK's official local representative. Working directly with NIVEKO headquarters, James will provide dedicated support to dealers across the United Kingdom, ensuring closer collaboration between manufacturer and installer.

Bringing more than 15 years of experience in project management and operations, James has delivered numerous high-end indoor and outdoor swimming pool projects throughout the UK. His in-depth understanding of the local market, combined with a strong focus on quality execution and client alignment, positions him as a key asset in supporting NIVEKO's continued growth.

"The company is laying the groundwork for sustainable growth built on trust, clarity and shared ambition."



↑ NEWLY APPOINTED NIVEKO SALES MANAGER James Brown will provide dedicated support to dealers across the UK.

"This is not about adding another layer to the sales chain," explains NIVEKO CEO Simon Janca. "James is not a reseller or intermediary. His role is to provide technical and project support, coordinate processes and ensure seamless cooperation between our headquarters and local partners," Simon continues. "The result is faster communication, greater efficiency and stronger support on the ground."

NIVEKO's product philosophy remains firmly centred on bespoke design and technical precision. Each pool is fully customised, offering extensive configuration options and meticulous attention to detail – hallmarks that have defined the brand for more than 35 years.

By establishing direct representation in the UK, NIVEKO reinforces its long-term commitment to the market and its dedication to building transparent, collaborative partnerships. Simon emphasises: "With James Brown acting as a direct link to the manufacturer, the company is laying the groundwork for sustainable growth built on trust, clarity and shared ambition."

Manufactured using advanced technologies and high-performance polymer materials, every NIVEKO pool combines precision craftsmanship with enduring durability and timeless aesthetics. Each project is uniquely tailored to complement the architecture and lifestyle of its owner – ensuring that every installation is as individual as the environment it enhances. ■

NIVEKO POOLS UK
James Brown
E. brownj@niveko-pools.co.uk
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An official UK Coverseal distributor, Alfresco Pools is unveiling the latest innovation in the leading pool cover range with its Bluetooth-enabled Coverseal app.

The app allows owners to control their cover directly from their smartphone. Opening and closing the pool is simple and intuitive, while built-in security features such as biometric access and a personal code provide added reassurance.

"With the Bluetooth-enabled cover, securing a pool has never been easier," explains Alfresco's Alistair Johnston. "From the app to the pool, a single gesture is all it takes to open or close the cover instantly and safely.

"No compromises," Alistair continues. "Just a smarter, more elegant and more reliable way to enjoy home pools every day."

The Coverseal app also gives owners greater visibility and confidence. They can check the status of their cover, receive notifications if attention is needed, and share access with family members or guests. Updates can be carried out easily through the app, keeping everything running smoothly.

As an official distributor of Coverseal in the UK, Alfresco Pools continues to deliver one of the most elegant and effective pool covers available today. Designed for year-round use, Coverseal features a sleek, tensioned membrane that sits neatly across the pool, providing outstanding protection while reducing heat loss, debris and evaporation.



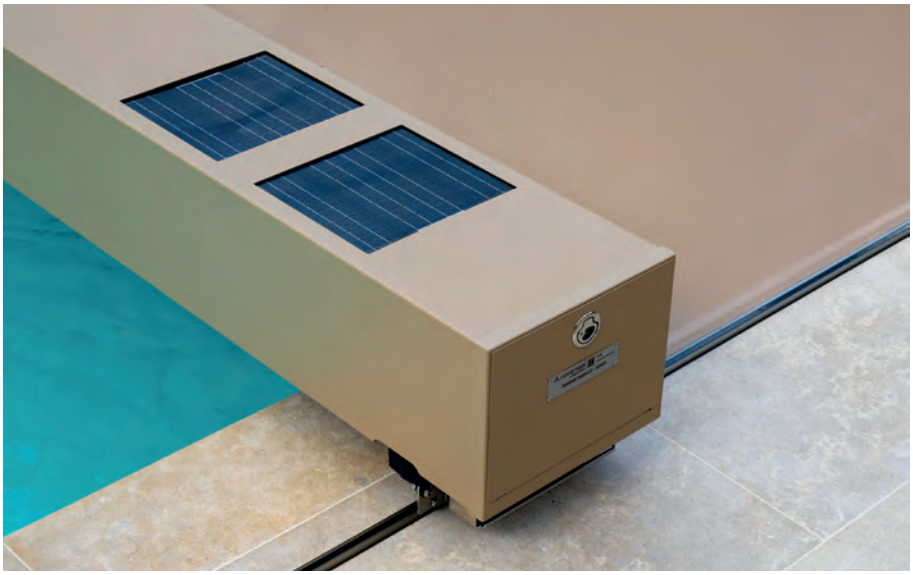
POOL OWNERS can now control their Coverseal from their smartphone.

"This new level of connectivity marks an exciting step forward for Coverseal, because true peace of mind starts with control at your fingertips."

Created to meet the daily challenge of keeping pools secure and well maintained, the Coverseal stretch membrane helps save energy and preserve water quality, all while maintaining a flawless aesthetic finish. Fully compliant with the most stringent safety standards, Coverseal offers complete peace of mind for families and commercial environments alike, ensuring the pool remains properly secured whenever it is not in use.

Each model is fully bespoke, offering complete customisation of both the membrane and the casing. With a wide choice of colours available, Coverseal integrates seamlessly into any indoor or outdoor setting, combining performance with understated design. Whether installed within a contemporary indoor spa environment or as part of a landscaped garden scheme, the cover enhances rather than interrupts its surroundings.

Alistair adds: "This new level of connectivity marks an exciting step forward for Coverseal, because true peace of mind starts with control at your fingertips." ■



Alfresco Pools
07407 700 195
info@alfrescopools.co.uk

← COVERSEAL FEATURES A SLEEK, tensioned membrane that sits neatly across the pool,

REDEFINING COVER EFFICIENCY

In 2026, the conversation around pool ownership has shifted from pure aesthetics to sustainable performance.

As energy costs and environmental impact remain top-of-mind for owners, the automatic slatted cover has emerged as the most logical investment for any modern pool.

In the absence of confirmed statistics, informed estimates put the number of residential pools in the UK over 200,000 with about 10 per cent boasting a slatted style pool cover. At upwards of £15,000 per installation, automatic slatted pool covers are mainly installed in high-end residential pools with a small number of luxury hotel pools.

Ocea UK aims to meet this demand by providing a dual-brand portfolio that combines high-end engineering with versatile design. The logic behind a slatted system is undeniable: it acts as a thermal barrier that drastically reduces heat loss and chemical evaporation.

"Through our Ocea and DEL ranges, we offer solutions that turn these efficiency gains into a stylish, effortless experience," explains Ocea's Alan Thorne.

"Whether the priority is reducing a pools carbon footprint or ensuring a sleek, automated finish, Ocea UK's 2026 lineup ensures that 'going green'; is both a financially savvy move but a design-led choice.



OCEA'S DEL RANGE provides an outstanding breadth of choice to integrate perfectly into any project footprint.

Ocea Automatic Covers continue to set the benchmark for bespoke, high-performance installations, offering the structural integrity and seamless automation that discerning clients expect.

Ocea's DEL range provides an outstanding breadth of choice, from innovative slatted designs to safety-focused systems that integrate perfectly into any project footprint.

"With more brands entering the sector than ever before, the value of working with a specialist like Ocea UK lies in our technical expertise and the reliability of our curated range," Alan emphasises.

"For the professional installer, Ocea UK remains the definitive partner for a more efficient, safer, and more stylish pool season", he adds.

Slatted automatic covers don't just deliver large energy savings, improved safety, cleaner water, and easier operation, which is why they're increasingly required in modern pool builds.

Evaporation can be reduced by 90–95% while heating costs can drop 40–70% with the added attraction of turnkey operation meaning they can open or close in about 40 seconds. ■



↑ OCEA AUTOMATIC COVERS continue to set the benchmark for bespoke, high-performance installations.



The Ocea Signature: British Craftsmanship, Global Standards.

Cotswold-Bespoke Tailoring: Every Ocea system is meticulously cut and tailored within our dedicated facility in the heart of the Cotswolds. By maintaining total creative control on British soil, we ensure a level of artisanal finish that mass-market imports simply cannot replicate.

In-House Stainless Steel Engineering: Our commitment to longevity is forged in our in-house fabrication suite. Using premium-grade stainless steel, our engineers create structural components designed to perform flawlessly for a lifetime, regardless of the project's complexity.

Unrivaled Responsive Delivery: We respect the rhythm of a luxury build. While the industry accepts months of delay, Ocea's localized supply chain delivers a bespoke, factory-tested system within a 2–4 week window.

Complexity as Standard: We believe that every vision deserves a solution. Where others see "difficult" projects, we see an opportunity for innovation. Ocea is the only specialist capable of specifying any configuration for any build as a standard offering—ensuring your design intent is never diluted by technical limitations.

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POOL UPGRADE IN SAFE HANDS

Brean Splash Waterpark is a family-owned facility located in Somerset. Comprising an indoor complex that opened in 2011 and an outdoor splash pool that opened in 2014, the site has built an excellent reputation as the place to go for some serious water fun.

Inside the centre, you will find a 25m, six-lane indoor swimming pool, along with an indoor splash zone made up of a small pool and fun slides. Both swimming pools were installed by Dorset-based Cresta Leisure.

Cresta Leisure has worked closely with the waterpark over the years and was recently tasked with replacing the outdated and inefficient dehumidification systems currently in place. With a 30-year working relationship with Heatstar behind them, the centre could be confident that the two companies would find the right solution.

Simon Bareham, Managing Director of Cresta Leisure said: "With the importance of specifying the correct units for the application, Cresta looked to Heatstar's professional support. Heatstar attended preliminary meetings with Cresta and the client, and between all parties, the XF EC 12000 units were designed and delivered.



↑ CRESTA LEISURE was tasked with replacing the outdated and inefficient dehumidification systems.

Careful planning and a clear understanding of what was required from everyone involved ensured that the units were delivered, positioned, and installed within a tight timeframe, allowing the park to be up and running quickly with minimal disruption to operations.

The client is delighted with the smoothness of the installation, experiencing an improved environment and reduced running costs – a great result for Heatstar, Cresta, and Brean Holiday Park."

Heatstar has long been established as a market leader in the design and manufacture of modern, highly energy-efficient environmental control systems for swimming pools, ensuring that, alongside Cresta, this project was in safe hands.

The units chosen to handle the environmental control requirements within the indoor complex were three Heatstar XF EC 12000 Super+ systems. These high-efficiency heat recovery ventilation systems utilise fresh air introduction to provide natural dehumidification and incorporate a cross-flow recuperator to maximise heat extraction from the expelled pool hall air.

As is often the case, the main challenge Heatstar faced was fitting these large units into the footprint of the existing plant room. To overcome this, Heatstar's sales and design team created a specially adapted XF EC 12000 for the indoor splash pool.

This unit was modified to accommodate a fresh air duct positioned on the side. To enable this adjustment, an internal redesign was required to reposition some of the larger components within the unit. The system was also manufactured as a split unit, allowing it to be manoeuvred into position through restricted site access, and configured horizontally to achieve the required fresh air spigot size. This marks the first time Heatstar has manufactured a unit in this configuration. ■



HEATSTAR'S SALES and design team created a specially adapted XF EC 12000 for the indoor splash pool.

Heatstar
Tel. 01983 521 465
www.heatstar.com

ON THEIR MARKS

Buckingham play key role in community pool build...



Buckingham Pools embarked on the multi-million-pound development with Bouygues UK, the main contractor behind Pentre Awel, which will co-locate leisure, health, research, businesses and education in Llanelli, Wales.

As part of the local council's ambition to bring together life science and community healthcare, Buckingham Pools was delighted to be awarded a comprehensive Design and Build contract for state-of-the-art wet leisure facilities to be delivered within Phase One of the scheme.

The project was a joint winner in a hard-fought category for Commercial Pool Projects in the 2025 UK Pool & Spa Awards.

The 25m pool filtration system has been designed for 286,000 bathers per year, with the learner pool filtration system designed for 168,000 bathers per year and the NHS Hydro pool designed for 118,000 users per year.

Handed over in July 2025, the 25m pool structure was installed with reinforced sprayed concrete to BS EN 1992-3:2006 Eurocode 2. All pumps were mounted onto inertia bases and











installed with flexible couplings to minimise vibration and noise from the pumps to the surrounding area.

The finishes to the pool are from the Agrob Buchtal Chroma Pool range supplied by Spectile. These include white glazed tiles to the walls, anti-slip tiles to the floor in the shallow water zone and white glazed in the deeper water, finger grips and ribbed backing tiles with integrated channel support span the overflow channel with HDPE channel gratings. Lane lines in the floor and wall targets are dark grey, as are the demarcation to the finger grip tiles and step edges.

COMPETITION SWIMS

As the pool is used for competitive swimming, starting blocks, turning boards, lane ropes, backstroke warning flags and false start flags are also installed.

The pool has a fully electronic timing system installed for competitive swimming events using the Colorado system supplied by APG Leisure. This includes timing pads to each swimming lane at the deep end of the pool and a 3.5m long and 2m high video and graphics screen that not only displays the times of swimmers but can show images and videos controlled by computer connected via fibre optic cables.

The pool has a fully independent, user controlled PoolPod disabled platform to allow disabled swimmers to lower themselves into the swimming pool without needed to wait until pool staff to assist them.

All pumps are mounted onto inertia bases and installed with flexible couplings to minimise vibration and noise from the pumps to the surrounding area.

The heat exchanger is located in the air handling unit to benefit from additional heating from the heat losses. ■

TECH SPEC

Pool Pumps and Filters:
Certikin

Tiling:
Spectile

Cover:
Hydro Pool Cover, Forge

Water treatment:
Prominent and Gaffey

UV: ATG

Electronic Timing System:
Colorado

Disabled Access:
Poolpod



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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.

01268 768555
sales@aquascapes-uk.com
www.aquascapes-uk.com



AQUALITY LEISURE

NATIONWIDE

Aquality Leisure is a widely experienced company specialising in a design, supply and installation service to suit individual requirements.

From relatively modest domestic swimming pools and hotel spa developments to commercial swimming pools, spa and hydro pools, saunas and steam rooms, the company's aim is to provide a quality comprehensive service that is second to none within the swimming pool industry.

Aquality Leisure offers both pro-active and reactive servicing and repair works at very competitive rates.
Their proactive service contracts are designed to minimise breakdowns and keep your facility running at the optimum level; these can be tailored to suit individual requirements.

Aquality Leisure also offer a reactive call-out service that is available 24/7 and a wide range of technical informationregarding design and construction for architects and specifiers.

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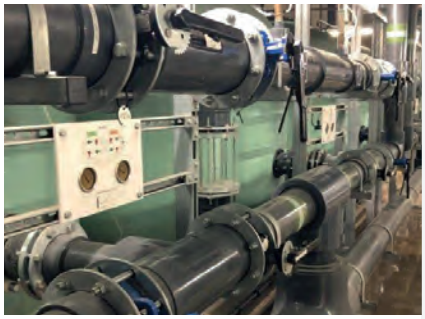

CORRECT FLOW ENGINEERING

NORTHERN ENGLAND

With over 35 years experience in swimming pool operations, Correct Flow offer a complete range of professional and comprehensive pool services covering all your needs throughout the north of England from installation, service and aftercare.Our expertise covers both domestic and commercial clients specifically:

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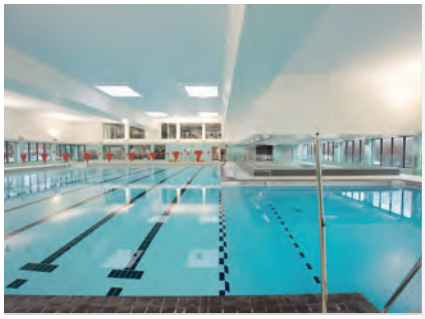

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ENGLAND & NORTH WALES

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- Balance Tank Cleaning
- Pool & Plant Surveys
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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:

- Plant Room Design and Install
- Service and Maintenance Contracts
- Filter Replacement
- Emergency Breakdown Cover
- Filter Media Replacement
- Balance Tank Cleans
- Pumps and Inverter Drives
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Adopting a problem solving approach, Sterling Hydrotech provides a bespoke and quality solution to suit the requirements of each individual project.

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WHEN **BIOFILMS** BUILD UP...

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Hydro Dioxide quickly destroys and prevents the formation of biofilms, obliterating pathogens & parasites.

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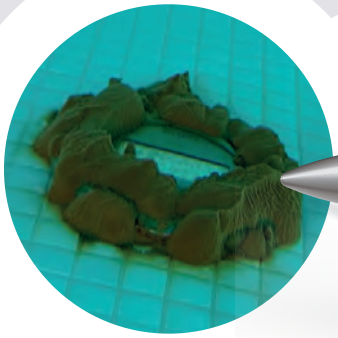




"Hydro Dioxide offers the 'silver bullet' solution for biofilms."

GreenTech INTERNATIONAL LTD

LICENSED TO KILL

The hot tub and spa-pool markets are quickly understanding the pro-active benefits chlorine dioxide provides compared to traditional chlorine biocides, giving significant advantages in efficacy, safety, and operational stability and security.

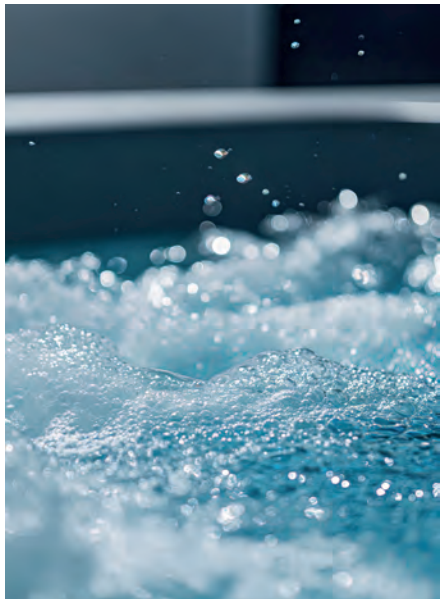
The unique capabilities of chlorine dioxide (Hydro Dioxide) perfectly target one of the most common but hard to treat bacteria in hot tub and spa-pool systems: pseudomonas aeruginosa. The NHS consider pseudomonas aeruginosa a "Super Bug"; it secretes its own biofilm as a protective survival mechanism and is particularly hard to effectively kill.

Hydro Dioxide (chlorine dioxide) from Greentech International is one of the very few disinfectants capable of addressing the persistent issue of biofilm formation in water systems. Unlike traditional chlorine, which struggles to penetrate the protective biofilm layer. Hydro Dioxide unique molecular structure allows it to break down the biofilm and eliminate the micro-organisms housed within, reducing the risk of recontamination in swimming pools and hot tubs.

> "Hydro Dioxide offers greater stability, remaining effective across a wide range of pH levels."
>
> - James Lee, Green Tech International

Poor biofilm management is often the cause for Legionaire's disease outbreaks, these biofilms offer a survival mechanism for legionella bacteria. HSG 282: The control of Legionella and other infectious agents in spa-pools systems specifically identifies the dangers of these pathogens and resistant protozoans.

Chlorine dioxide is valued for its broader spectrum of efficacy and higher oxidative potential,



↑ HYDRO DIOXIDE IS ONE of the very few disinfectants capable of addressing the persistent issue of biofilm in water systems.

allowing it to effectively eliminate pathogens that traditional chlorine often misses, including resistant protozoans like Cryptosporidium and Giardia.

A major advantage of chlorine dioxide lies in its safety profile: it does not produce harmful by-products such as trihalomethanes (THMs) and haloacetic acids (HAAs) and are commonly formed by traditional chlorine biocides reacting with organic matter.

"Hydro Dioxide provides the silver bullet solution for biofilms and pseudomonas aeruginosa in hot tubs and spa pool systems," says Green Tech International's James Lee.

"Likewise, Hydro Dioxide offers greater stability, remaining effective across a wide range of pH levels, whereas traditional chlorine's efficacy decreases at higher pH," he continues.

"This, combined with its ability to achieve the same biocidal effect with as little as 10% of the dosage compared to chlorine, makes Hydro Dioxide a more reliable, cost-effective, and sustainable pro-active disinfection solution."

Hydro Dioxide tablets are easy and safe to use and uniquely formulated. Recent technical advances in the formulation have lowered Hydro Dioxide tablets classified away from a 5.1 oxidiser; unlike many 5.1 oxidising chlorine biocides which are commonly used in hot tubs and spa-pool systems.

The Hydro Dioxide innovation continues, later this year a revolutionary automatic dosing system will be launched; built on the expertise Scotmas Group have gained in markets such as drinking water and extensive water treatment industries. And finally, a completely new and unique Hydro Dioxide tablet perfectly suited for the hot tub and spa-pool systems is earmarked for development, demonstrating the long-term commitment between Greentech International and Scotmas Group. ■

Green Tech International
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E. sales@greentech-international.com



THE UNIQUE CAPABILITIES of Hydro Dioxide perfectly target one of the most common but hard to treat bacteria in hot tub and spa-pool systems.

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NEW For 2026: MD150 13in1 Photometer



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REDUCING RISK OF HUMAN ERROR

Pool operators know the challenges of maintaining safe, balanced and crystal-clear water.

Accurate monitoring of water chemistry is essential, not just for regulatory compliance, but for protecting swimmers, equipment and overall pool performance.

The Lovibond MD150 13in1 photometer is new for 2026 and builds on the trusted performance of the MD150 6in1, retaining its proven capabilities while expanding functionality to cover 13 critical parameters in one compact, easy-to-use instrument.

Accurate monitoring of water chemistry is essential, not just for regulatory compliance, but for protecting swimmers...

Among its key parameters as seen on the MD150 6in1, the 13in1 expands to 7 further parameters including sulphate, phosphate and a lower pH range. Sulphates, increasingly present in source water and common pool chemicals, are aggressive and attack concrete, corroding metals, and degrading plastics.

Phosphates, introduced through debris, rainwater, or swimmers, fuel algae growth even at low concentrations, threatening clarity and increasing chemical use. pH is important for pool chemistry: it ensures chlorine is effective, protects surfaces and equipment, and prevents swimmer irritation. The MD150's expanded lower pH range ensures it remains aligned with evolving operational and regulatory standards, keeping pools compliant and safe while providing flexibility for future changes.

Ease of use is at the heart of the MD150's design. Its intuitive interface allows operators to select tests, view results, and record data quickly, reducing the potential for human error. Combining 13 essential tests in a single instrument also eliminates the need for multiple devices, reducing costs, saving storage space, and simplifying workflow.



UPDATED FOR 2026, the MD150 expands water testing functionality to cover 13 critical parameters in one compact, easy-to-use instrument.

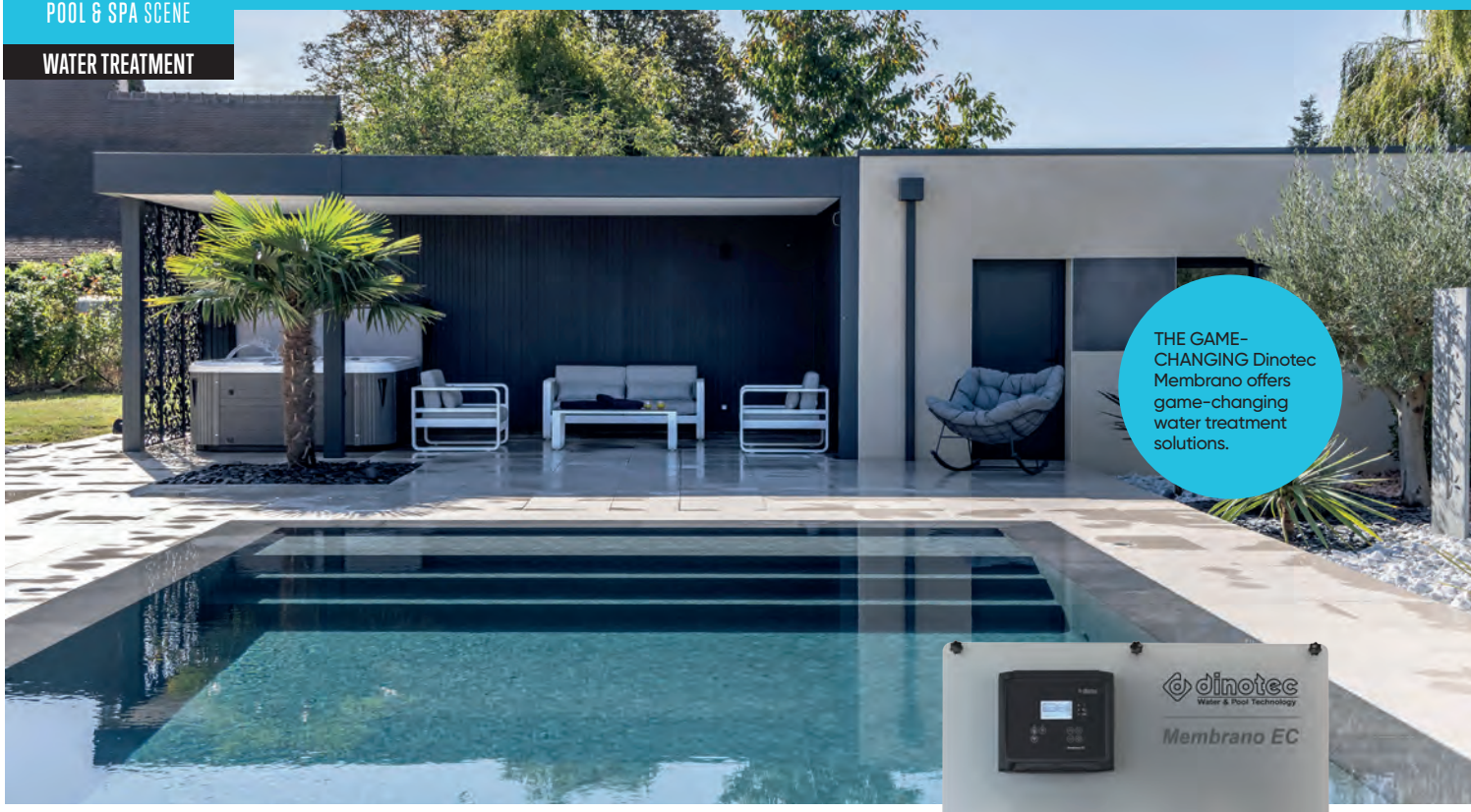
Durability and reliability make the MD150 ideal for demanding poolside environments. Waterproof and robust, it delivers consistent, accurate results day after day, whether for routine monitoring or addressing unexpected water chemistry challenges. By building on the proven 6in1 platform, the MD150 13in1 balances familiarity with innovation, giving operators confidence that every measurement is precise and actionable.

With its combination of accuracy, versatility, and forward-looking functionality, the Lovibond MD150 13in1 Photometer empowers pool operators to maintain safe, clear, and balanced water while protecting infrastructure and optimising operational efficiency. ■

Combining 13 essential tests in a single instrument also eliminates the need for multiple devices...



→ DURABILITY AND RELIABILITY make Lovibond's MD150 ideal for demanding poolside environments.



THE GAME-CHANGING Dinotec Membrano offers game-changing water treatment solutions.

POOL MAINTENANCE GAME CHANGERS

The future of water treatment is automated, sustainable, and incredibly precise, says Ocea UK as it welcomes Dinotec to its top-drawer pool trade product offering.

Based in Hesse, Germany, Dinotec has spent more than 40 years pioneering water purification.

"We understand the pressures on the UK pool and spa industry, which needs products that are 'plug-and-play', reliable, and backed by a name you can trust," says Ocea UK's Alan Thorne.



↑ THE DINOTEC DYNAMIC is the smart way to monitor water values.

"By bringing Dinotec into the Ocea UK family, we are giving the trade a competitive edge – combining our local expertise and support with world-class German innovation.

"This isn't just about dosing; it's about a 'Made in Germany' philosophy that ensures every component is built for longevity and precision.

"For the UK pool market, this means fewer call-outs, simplified maintenance, and a level of water quality that speaks for itself."

Offering intelligence in every drop, the flagship of the Dinotec range is the PC Dynamic.

ALL-IN-ONE SYSTEM

Alan continues: "In a market where energy efficiency and remote management are now essential, the PC Dynamic stands alone. This isn't just a controller; it's the brains of the pool."

The PC Dynamic is a true all-in-one system, offering intuitive measurement and control of pH, chlorine and redox, alongside integrated management for filtration and heating. With features such as "Party Mode" for high-load periods and "Eco Mode" for energy saving, the PC Dynamic offers clients a high-end experience that balances safety with effortless operation.

Plus, with the dinoAccess app, you can offer secure, worldwide remote monitoring – transforming how you manage service contracts.

Ocea UK is also introducing Dinotec's Membrano membrane cell electrolysis systems. This technology is a game-changer for the UK market. Unlike traditional salt chlorinators, Membrano produces a fresh, ultra-pure and highly active disinfection solution on site using only salt, water and electricity – without any salt ever entering the pool water.

"This makes it the perfect solution for stainless steel basins or indoor environments where corrosion is a concern," explains Alan. "By eliminating the need to transport and store hazardous liquid chlorine, you're providing a safer, more sustainable and 'marathon-durable' solution that carries a five-year guarantee." ■

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The era of inefficient 'on/off' dosing is over. This season, Ocea UK is empowering the trade to lead a nationwide technology migration. With lowered RRPs and enhanced early-season margins, there has never been a better time to upgrade your clients to Mr Pure.



KEY FEATURES

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- **Low-Salt Optimisation:** Operates at salinity levels as low as 1g/L.
- **2-in-1 Intelligent Cell:** Integrated electrode, acid injector, and sensor holder.
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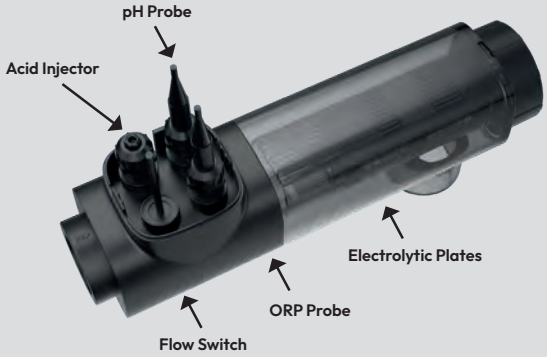
Innovative OneCell



Specification	Mr Pure Inverter Series
Cell Life Expectancy	12,000 Hours
Standard Warranty	3 Years (Unit & Power Center)
Sensor/Pump Warranty	1 Year
Operational Range	0% – 130% Automated Output



A STRATEGIC RETROFIT FOR 2026

REDUCED RRP:
Making the upgrade an easy "yes" for the end-user.

INCREASED TRADE DISCOUNTS:
Maximising profit for the installer.

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UPGRADE THE STANDARD. GROW YOUR MARGINS.

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FRESH APPROACH FOR PLASTICA

Buoyed by of an extremely successful SPATEX presence, Plastica is catapulting into the main 2026 season with a host of new look products and a fresh face.

The appointment of Robbie Long as UK Business Development Consultant, further strengthens the company's commitment to expanding its water treatment division.

With over 25 years' experience in the swimming pool industry, Robbie made his debut with Plastica at this year's SPATEX exhibition and has already begun promoting the company's purpose-built water treatment plant.

Robbie will focus on growing Plastica's water treatment business while raising awareness of the company's in-house printing facility and Own Label branding services. Working closely with the team and in-house design department, he will help deliver tailored solutions for both new and existing customers.

Robbie will focus on growing Plastica's water treatment business while raising awareness of the company's in-house own Label branding services.

With many more new products launching in 2026, Plastica continues to deliver innovative, practical solutions that keep pools pristine and maintenance simple.



↑ THE RELAX 2KG STABILISER CONDITIONER Stabiliser Conditioner will protect against chlorine loss as a result of UV rays.



THE PLASTICA TEAM is catapulting into the main 2026 season with a host of new products and own-label opportunities.



↑ PLASTICA'S MR CRYSTAL SALT CHLORINATOR will deliver consistent sanitisation and crystal-clear water with minimal maintenance.

Don't miss the Relax 2kg Stabiliser Conditioner to protect against chlorine loss by the sun's UV rays. This new product prevents cloudy pool water and is also available in Own Label.

Look out also for the Mr Crystal Salt Chlorinator smart salt chlorination system with touchscreen controls, self-cleaning electrodes, and Wi-Fi connectivity, delivering consistent sanitisation and crystal-clear water with minimal maintenance.

Most of the trade know the company's in-house manufactured favourites – such as the Slidelock Reel System, Slidelock Max, Argonaut Pumps, Bag Liners and GeoBubble™ Solar Covers. Plastica also introduced a carefully selected range of competitive new products for the year ahead.

If you would like any information relating to Plastica's products, please contact the Customer Services Team. ■

Plastica
Tel 01424 587802
E. orders@plasticapools.net
www.plasticapools.net



↓ ROBBIE LONG will expand Plastica's water treatment division.

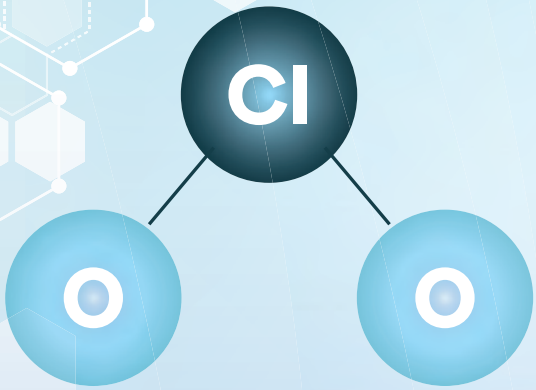
Plastica are the UK Distributor for Klarolaks™

Relax WITH Klarolaks™ LX

A HIGH PERFORMANCE BIO FILM REMOVER & SANITISER

Developed over two decades and refined through extensive global testing, Klarolaks™ represents a breakthrough in oxidising biocide chemistry.

Its unique formulation enables in-situ generation of chlorine dioxide and active chlorine directly within water systems, creating an exceptionally durable and effective disinfectant.



Chlorine Dioxide

Unique Liquid Chlorine Dioxide with an extended release mechanism for improved performance over a longer period.

Relax Spa Speciality

DISCOUNT CODE/ PRODUCT CODE		DESCRIPTION	UNIT PRICE	PACK QTY.	PACK PRICE
T10	KLARO01	Klarolaks Sanitiser & Bio Film Remover - 1Lt - Box of 6	£40.00	6	£240.00

Simplified dosing. No hazardous chemical mixing. Just a single, stable, ready-to-use product.

Relax with Klarolaks™

A Powerful Alternative to Traditional Water Treatment Technologies

Contact Customer Services for a **free 500ml sample** on orders@plasticapools.net

WELLNESS THAT WOWS!

Don't miss a beat on the sizzling sauna sales drive...

The UK sauna sector forms a significant part of the broader wellness and spa market, with total sector revenue hitting around £588.9 million in 2025. This includes both commercial and residential sales channels.

Market research forecasts the broader UK sauna market to grow at about 7.3% from 2025 to 2033, reflecting rising demand across both residential and commercial end-users.

External analysts also project long-term expansion: one commercial forecast suggests that UK sauna market revenues could approach £1 billion by the mid-2030s, driven in part by increased commercial installations and wellness tourism growth.

Infrared saunas are growing fastest among commercial buyers due to lower operating costs and perceived health advantages, making them attractive to wellness centres and corporate wellness programmes.



AVAILABLE FROM AES, the compact, elegant, and high-performing, the 2-seater Cocoon outdoor sauna is specially designed to fit terraces and urban spaces.



UK LEISURE BUSINESSES are urged to get fully informed on the multiple benefits of regular sauna use.

Traditional saunas still dominate overall revenues, particularly in luxury spas and hospitality installations seeking authenticity and premium positioning.

LOW ENERGY

Energy efficiency and sustainability are emerging priorities; commercial buyers are increasingly interested in lower-energy designs and renewable heating solutions to control operating costs and align with corporate ESG goals.

Wellness supplier heavyweights, Aqua Warehouse Group (AWG) is certainly embracing the current demand for outdoor saunas.

Martin Rigby, Head of Sales and Marketing says: "Saunas are nothing new. Having been in the wellness industry for almost 30 years I've seen many a sauna stood gathering dust in retail showrooms, but saunas are back and are firmly at the forefront of consumers' minds."

Over the last few years AWG has expanded its portfolio of outdoor living products including the popular Remanso Pergola, Telluria Garden Buildings and Sizzler Outdoor Kitchens. It's a strategy that has seen it become one of the leading suppliers to the UK pool and spa trade. Of course, AWG remains a major force in the hot tub industry, recently winning Hot Tub Trade Supplier 2025 at the Pool and Spa Awards.

Martin continues: "I wasn't convinced about us offering saunas as I'd seen numerous attempts to convince the UK public of the benefits of saunas without success.

"This time customer interest and requests from our existing dealer network has demanded it," Martin continues. "We are known for our innovation and with that in-mind we created the Yakia Outdoor Sauna range."



↑ AN EMERGING GENERATION of wellness warriors are looking to invest in home sauna retreats.

> "Become an expert in all things sauna - quickly!"
>
> 
>
> Martin Rigby, Aqua Warehouse Group

Launched last year with just two models, Yakia was developed by AWG with a clear focus on style and functionality. Martin believes if a sauna is going to sit in the garden, it needs to look exceptional.

STRONG FEEDBACK

Following strong early feedback, the range has now expanded to eight models in a variety of sizes. Two of these, branded Ultima, are factory-



↑ FOR A MOMENT OF PURE RELAXATION or a space dedicated to resetting the mind and body after a long day, Holl's has applied its expertise to the Canopee line of infrared cabins, available through AES. The system allows for a multitude of custom treatments focusing on the detoxification of the body and deep relaxation of the mind.

Holl's

MOON

NEW



A LUXURIOUS SETTING FOR YOUR WELLNESS MOMENTS

- Hemlock wood *first-grade*
- Rounded design
- Infrared technology
- Touch LCD screen with Wi-Fi

Holl's

COCOON



NEW

A MOMENT FOR YOURSELF, SUSPENDED ABOVE THE CITY

- Thermo-treated wood *(Canadian pine)*
- LED strip chromotherapy
- Steam technology
- Fits small spaces

AES
Automated Environmental Systems

PROUD DISTRIBUTORS OF THE HOLL'S SAUNA RANGE, ALL TRADE ENQUIRIES:

01284 658770

Holl's

HESTIA

NEW



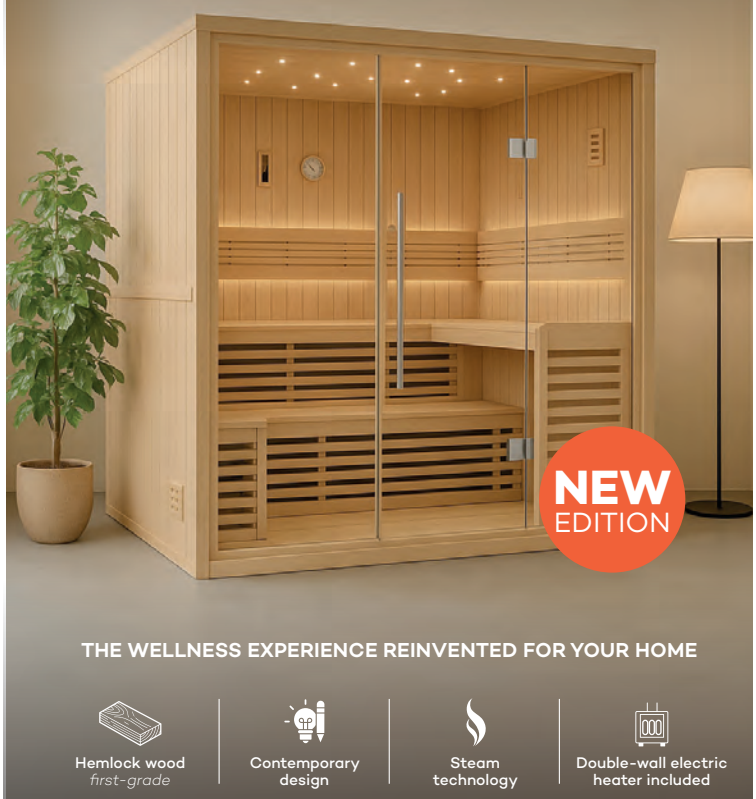
WHEN ELEGANCE MEETS CONVIVIALITY

- Thermo-treated Canadian spruce
- 5 to 6 seated places
- Steam technology
- Available with or without terrace

Holl's

NEW EDITION

UTOPIA



NEW EDITION

THE WELLNESS EXPERIENCE REINVENTED FOR YOUR HOME

- Hemlock wood *first-grade*
- Contemporary design
- Steam technology
- Double-wall electric heater included



→ SAUNAS ARE GREAT to experience on your own but can also be a pleasurable shared experience.

built, pre-assembled units, while the remaining models are supplied flat-packed for dealer on-site construction. Retail prices start from £5,995 (excluding installation).

Martin's advice to retailers is clear: "Invest in display models. The internet is flooded with generic outdoor saunas. To compete, it's essential to showcase the design, build quality and features in person. Become an expert in all things sauna – quickly!"

Looking ahead, he sees demand growing even faster. "I'm confident the demand for outdoor saunas will reach an all-time high in 2026. With social media and influencers driving awareness, and with consumers more focused than ever on personal wellbeing, saunas are set to be one of the standout products of the year."

Guiding enquirers with confident and knowledgeable advice on sauna use will help build winning relationships. Hydration with water and electrolytes is recommended throughout sauna use.

MUSCLE RECOVERY

After workouts, sauna use can help reduce soreness and promote relaxation for muscle recovery. Users should wait between 10–20 minutes after exercise before entering especially to allow heart rates to come down first. The session length target should be between 10 and 20 minutes repeated, three to four times per week.

With dim lighting and complete silence, saunas are excellent for calming the nervous system and unwinding mentally. If this is the aim, users should go slower and stay longer with 15–25 minutes at a comfortable temperature. Users should focus on slow, deep breathing to shift into a relaxed state. A great way to decompress after work, even two to three sessions weekly can noticeably reduce stress levels.



↑ THE MOON SAUNA, from AES, is available in two bold finishes, natural wood or deep black and offers an innovative curved design enhances the sense of immersion and promotes more uniform peripheral air circulation for a superior sauna experience.

An emerging generation of wellness warriors are looking to create home wellness retreats.

DEEP SLEEP

Sauna use can help improve sleep quality with users saying they fall asleep more quickly. General advice is to use the sauna one to two hours before bed. For this purpose, users are recommended to keep to ten to 20 minutes so the body is not overstimulated. Regular evening sauna sessions can train the body to wind down while the drop in body temperature afterwards promotes drowsiness.

With a stagnant property market, many home-owners are looking to invest in their existing homes by creating their own home leisure experience. By offering a range of options including traditional infrared, and combination saunas, businesses can appeal to a wider audience while enhancing their overall wellness offering."

RAVE REVIEWS

The Suffolk based AES team received rave SPATEX reviews for its Holl's range of



ENERGY-EFFICIENCY AND SUSTAINABILITY are emerging priorities for commercial sauna buyers.

innovative sauna solutions designed to integrate seamlessly into any home.

The compact and high-performing two-seater Cocoon outdoor sauna is specially designed for terraces and urban spaces, using thermo-treated Canadian pine for exceptional weather resistance.

For indoor luxury, the Moon sauna features a unique circular architecture in natural wood or deep black finishes; its rounded walls and glass create a perfect curvature that enhances immersion and promotes uniform air circulation.

Meanwhile, the Canopee line of infrared cabins combines tailor-made design with "Triple Care" technology. By utilising the full range of long and short infrared waves, these cabins offer a "Reset & Restore" effect.

Cleverly arranged carbon emitters relax the mind, while specialized quartz or magnesium emitters allow users to choose between deep muscle relaxation and detoxification.

Whether opting for the steam technology of the Cocoon or the advanced infrared treatments of the Canopee, these designs provide a dedicated space to reset the body and mind, offering a multitude of custom well-being moments for you and your loved ones.

Despite positive growth, the sector faces headwinds: rising energy costs have pressured operational margins for sauna facilities and slowed investment in some cases. Checking on available stock and lead to delivery times would be a smart move as long lead times can deter sales.

Overall, the UK B2B sauna market is on a growth trajectory underpinned by the expanding wellness economy, diversification of product formats, especially infrared, and robust demand from hospitality, fitness and community wellness operators.

Switched-on suppliers can capitalise on innovative, energy-efficient solutions, and the increasing importance of sauna experiences in both traditional and emerging wellbeing spaces. ■

AES
Tel. 01284 658770
E. sales@aquatomatedenvironementalsystems.co.uk
www.automatedenvironmentalsystems.co.uk

AWG
Tel. 01245 477400
E. sales@aquawarehouse.co.uk
www.aquawarehouse.co.uk

BASED ON RESPONSE, AWG has increased its Yakia range offering from two to eight models





YAKIA SAUNAS

Welcome to Yakia Saunas where wellness begins

Yakia - The Outdoor Sauna Experience

Introducing Yakia Saunas, inspired by Nordic tradition, Yakia seamlessly blends authenticity and elegance, bringing the ultimate sauna experience to any garden with a breath-taking design.

Manufactured in Europe using premium materials throughout and designed for year-round outdoor use, each Yakia sauna delivers a wellness experience like no other.

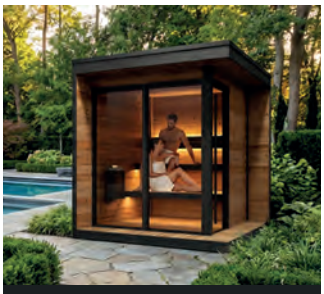
Three ranges and eight models available:



Ultima L - £14,995 RRP



Ultima S - £12,995 RRP



400 L - £9,995 RRP



400 S - £7,995 RRP



200 XL - £9,995 RRP



200 L - £7,995 RRP



200 M - £6,995 RRP



200 S - £5,995 RRP

Join the Wellness Revolution

Please contact AWG to become a Yakia dealer and elevate your outdoor living offering with our new line of luxury wooden saunas.

www.Yakia-Saunas.co.uk

For more information please contact:
Aqua Warehouse Group
Phone: 01245 477 400
Email: sales@aquawarehouse.co.uk

AWG
Aqua Warehouse Group

QUICK FIT SAUNA SOLUTION

With many retailers reporting a notable spike in enquiries and sales during the first quarter of the year, one area currently experiencing strong growth is saunas.

For retailers, this shift represents a clear opportunity to expand their offering within a fast-growing segment of the wellness market.

"At HiLife Essentials, we understand the practical realities retailers face. Installation time, labour availability and the risk of warranty call-backs can all impact profitability, particularly during busy periods," comments HiLife's Laura Wroot.

"Retailers increasingly need products that deliver not only strong consumer appeal, but also reliability and installation efficiency.

This is the thinking behind the introduction of IceSauna to the UK market. Designed in the Netherlands, IceSauna combines contemporary design with robust engineering. Constructed from premium Thermo-wood and built around a durable stainless steel frame system, the sauna offers excellent longevity and structural integrity for both indoor and outdoor settings.



The modular design allows a two-person team to complete installation in as little as three hours, meaning two installations in a single day is entirely achievable. With adjustable stainless steel feet allowing installation on uneven surfaces, retailers can avoid costly groundwork objections while delivering a sleek, watertight structure where no timber sits directly on the ground.

The HiLife Signature Specification also includes an app-controlled heater system and removable benches, allowing the space to adapt for wellness activities such as yoga, Pilates or spin training.

Retail partners interested in learning more about display opportunities and dealership availability are encouraged to contact HiLife Essentials Company Limited for further information. ■

HiLife Essentials
Tel. 07818 249067
E. hello@hilifeessentials.co.uk



EXCITING TIME FOR SAUNA



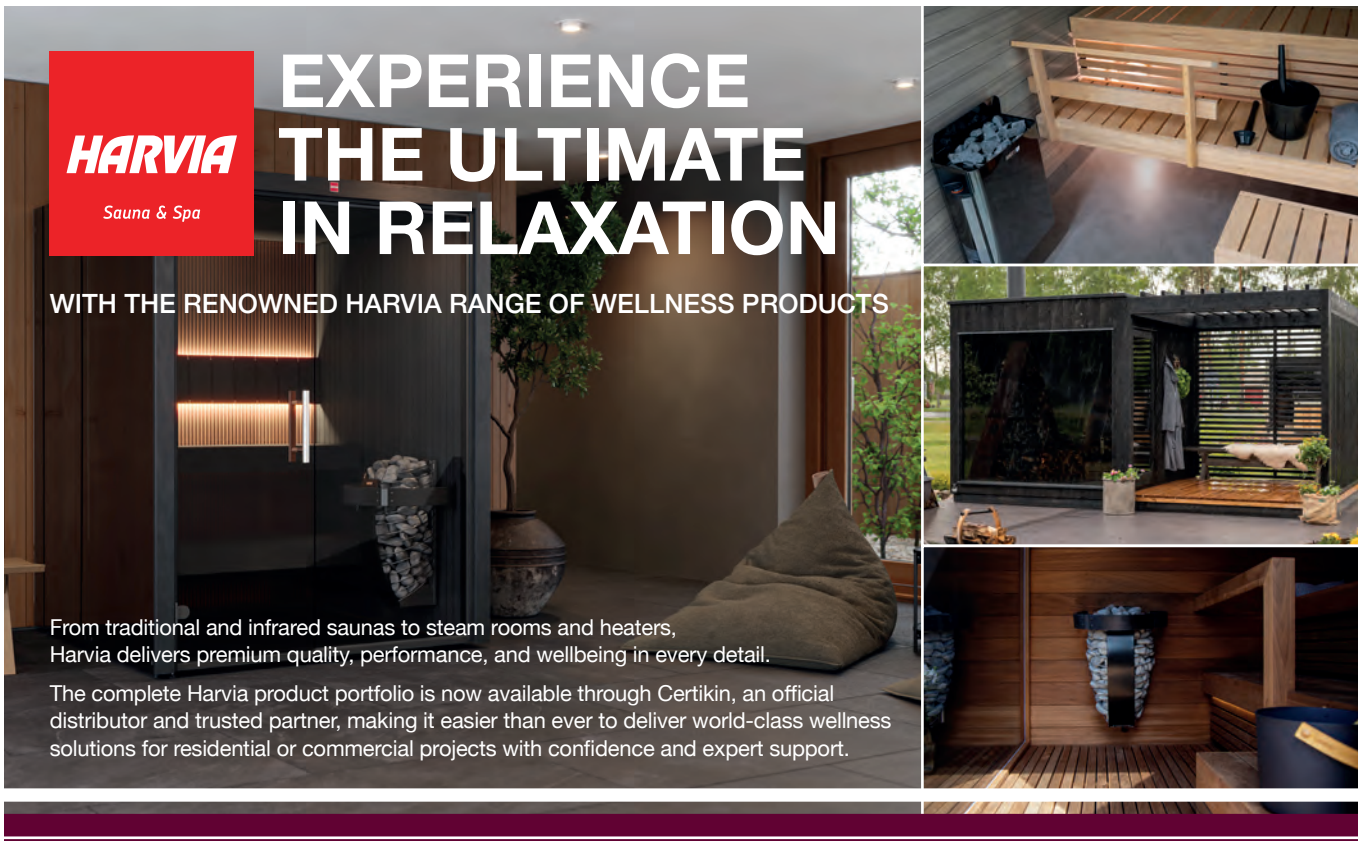
Having worked closely with Harvia for many years, Certikin continues to bring their full range of products to the UK, offering pool and leisure professionals unrivalled access to premium heat and cold therapy solutions.

Certikin's long-standing relationship with Harvia ensures that the entire portfolio from traditional saunas and heaters to advanced infrared cabins, steam rooms, control units, and accessories is readily available through a single, trusted distributor. Combined with Certikin's extensive technical knowledge, this means faster lead times and seamless integration for both new-build and refurbishment projects, whether in a commercial or residential setting.

Among Harvia's most sought-after technologies is infrared heat, which has rapidly gained momentum across the wellness sector. Recognised for these benefits, as well as its ease of use, infrared heat offers a contemporary alternative to traditional sauna bathing, and with interest in heat therapy experiencing a notable surge, it represents a significant growth opportunity for the UK trade.

"We're seeing a real shift in how people approach wellness, with heat and cold therapy becoming an increasingly important part of everyday wellbeing," says Sally Laver, Certikin's Commercial Sales Manager.

"Our partnership with Harvia allows us to offer beautifully designed, high-quality sauna and infrared solutions that make it easier for our customers to create spaces where people can truly relax, recover, and recharge. With growing interest in wellness across both residential and commercial settings, it's an exciting time for the sector."



THE PERFECT FIT

Golden Coast counts the growing sauna sales surge...



WELLNESS IS CONTINUING to gain traction across residential and hospitality sectors say Golden Coast.

With wellness continuing to gain traction across residential and hospitality sectors, Golden Coast believes the category presents a clear growth opportunity for retailers prepared to expand beyond traditional pool and spa offerings.

The continued surge in consumer interest in home wellness makes saunas one of the most compelling opportunities for pool, spa and hot tub retailers looking to expand their offer, Golden Coast believe.

"Demand for wellness is growing rapidly," confirms Erik Söderlund, Wellness Manager at Golden Coast. "Sauna is an obvious addition for existing retailers wanting to expand their product range."

He adds that saunas sit naturally alongside existing spa and pool categories. "Adding complementary products to hot tubs or pools should certainly include saunas, helping retailers diversify their appeal and broaden their sales opportunities."

For retailers considering entering the market, Söderlund believes the most effective starting point is investing in a display model.

"The obvious first step is to invest in a display cabin for the showroom so customers can experience the product first-hand," he explains. "In-person demonstrations remain one of the most powerful ways to communicate the benefits of sauna."

At the accessible end of the market, Golden Coast distributes the awardwinning Porta Sauna, designed to introduce consumers to sauna culture through a portable format. The pop-up sauna tents have already built a strong following, with growing interest in flexible wellness products that can be used in gardens or outdoor spaces.

"Very similar to the hot tub experience and products like inflatable spas, Porta Sauna is helping to increase sauna interest in the UK," Söderlund says. "The Porta Sauna provides an entry point that can convert first-time buyers into customers for permanent sauna installations later."

At the premium end of the indoor market, Golden Coast maintains its long-standing partnership with Swedish manufacturer Tylö, whose products are widely recognised for high-end residential and commercial wellness environments.

Golden Coast's new outdoor sauna range from NN Saunas, comes with retail prices starting from around £20,000. "We are very impressed with the manufacturing calibre shown by the NN team at its Northern Slovenia factory," Söderlund says.

"We are able to offer exclusive distribution through selected UK dealers." Delivered fully assembled from the factory, the units require only a suitable base and electrical connection on site, eliminating the need for complex installation.

"We offer a complete range of sauna solutions and components to support both domestic and commercial installations," Söderlund says.

He adds: "Whether retailers are working on a home sauna or a large wellness facility, Golden Coast can provide the sauna that is the perfect fit."



↑ GOLDEN COAST Wellness Manager Erik Soderland confirms demand for wellness is growing rapidly.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We have the sauna you want.
Everything from portable saunas to luxury indoor and outdoor sauna rooms.
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WELLNESS BOTH INDOOR AND OUT

Oasis Outdoor Living reinvests in sauna for UK dealers...

Oasis Outdoor Living has expanded its already impressive wellness trade offering with the addition of several premium saunas.

The new additions focus on delivering efficient heating, premium materials and versatile wellness experiences, offering solutions for homeowners with limited space as well as those seeking larger architectural statement pieces.

Designed to bring modern wellness into both outdoor and indoor spaces, the new designs include:

- A compact two-person thermowood sauna
- A striking mirrored cube sauna
- Two indoor full spectrum infrared saunas

"Saunas are a natural extension of the wellness experience," says Oasis Outdoor Living's Wayne Green. "Whether it's a compact garden sauna, a striking architectural cube design, or an advanced infrared therapy cabin, the goal is always the same – helping people relax, recover and reconnect with the benefits of heat therapy."

Designed for customers who want the sauna experience without requiring large garden space, the new two-person sauna delivers authentic Finnish-style heat in a compact and efficient design. Constructed from durable thermowood timber, the sauna offers excellent insulation and weather resistance while maintaining a natural, premium aesthetic.

Because of its smaller internal volume, the sauna heats up more quickly than larger units, meaning users can enjoy their sauna sooner while also benefiting from lower running costs and improved energy efficiency. Key features include a 4.5kW Harvia electric heater, bronzed safety glass panels, LED lighting and high and low-level bench seating designed to optimise heat circulation within the cabin.

MIRROR, MIRROR

Oasis Outdoor Living is also introducing a new mirrored cube sauna, designed for customers seeking a visually striking and luxurious outdoor wellness feature.

Built from premium thermowood construction, the cube sauna combines durability with contemporary design. The distinctive mirrored front glass panel allows the sauna to reflect its surroundings, helping it blend naturally into gardens and landscapes while maintaining a bold architectural presence.



↑ OASIS OUTDOOR LIVING sauna purchasers benefit from lower running costs and improved energy efficiency.

Inside, the sauna features an L-shaped bench layout for comfortable social seating and is powered by a Harvia Cylindro heater, delivering powerful, authentic sauna heat.

Additional design features include a rear half panoramic glass panel, creating a bright and open interior while maintaining privacy.

The mirrored cube sauna is available in two sizes – 1.6m and 2m versions, offering flexibility for both compact outdoor spaces and larger luxury installations.

Oasis Outdoor Living has also launched two indoor infrared saunas, designed to deliver the benefits of full spectrum infrared therapy. Unlike standard infrared saunas that focus on a single wavelength, these models combine carbon and halogen infrared heaters, producing a balanced mix of near, mid and far infrared heat for a more comprehensive therapeutic experience.

Constructed using PEFC-certified Canadian hemlock timber, the indoor models also feature tempered glass doors, stainless steel hinges, touch control panels and ozone sterilisation systems for hygiene and ease of use. ■



THE NEW MIRRORED cube sauna, from Oasis Outdoor Living is designed for customers seeking a visually striking and luxurious outdoor wellness feature.

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

oasis outdoor living



Cube Sauna

Size: 1.6 and 2m Depths
Heater: Harvia 7kw Cylindro heater
Layout: L-Shaped Bench With Low Bench

- Thermowood Exterior Timber
- Mirrored Glass
- Half Panoramic Window
- Full Height Panoramic Front Windows
- Katepal Roof Tiles
- LED Lighting
- Fusebox
- Flat Pack or Pre-Assembled



UK POOL & SPA AWARDS
Outdoor Living & Wellness
2025
GOLD STANDARD

Mini Cube Sauna

Size: 1200D x 1450W x 2240H mm
Power: 20A
Capacity: 2 persons
Heater: 4.5kW Harvia Electric Heater

- Thermowood Timber
- Bronzed Safety Glass Door & Panels
- High and Low Bench Seats
- Remote-Controlled Under-Seat LED Lighting
- Durable Katepal Roof Finish



FULL SPECTRUM Infrared Saunas

- PEFC-certified Canadian hemlock timber
- 6 mm-thick transparent tempered glass door
- Stainless steel hinges
- Touch control panel
- Ozone sterilisation



SRA200

Size: *1600×1100×2000mm*
Power: *3210W*
Capacity: *3-4 persons*
Back Heater: *2 x 300W*
Side Heater: *2 x 300W & 2 x 150W*
Leg Heater: *2 x 500W*
Floor Heater: *1 x 110W*



SRA100

Size: *1300×1100×2000mm*
Power: *2710W*
Capacity: *2 persons*
Back Heater: *2 x 300W*
Side Heater: *2 x 300W & 2 x 150W*
Leg Heater: *1 x 500W*
Floor Heater: *1 x 110W*

Oasis Outdoor Living LTD | Unit 9-10 Albert Martin Business Park | Kirkby Road | Sutton-in-Ashfield | Nottinghamshire | NG17 1GZ
sales@oasis-odl.co.uk www.oasis-odl.co.uk 01623 354663

AGAINST THE FLOW

The evolving market on counter current ...

If you are looking for a role model to sell the benefit of counter current swimming to your customers, then let us introduce Daphne Belt.

A household name in the world of triathlon, Daphne, from West Sussex, has proved age really is just a number by successfully completing 85 triathlons to celebrate her 85th birthday.

Daphne, an ambassador for the counter current as her preferred swim training method, has been competing in triathlons for 35 years and is still lining up at international events at the ripe old age of 87.

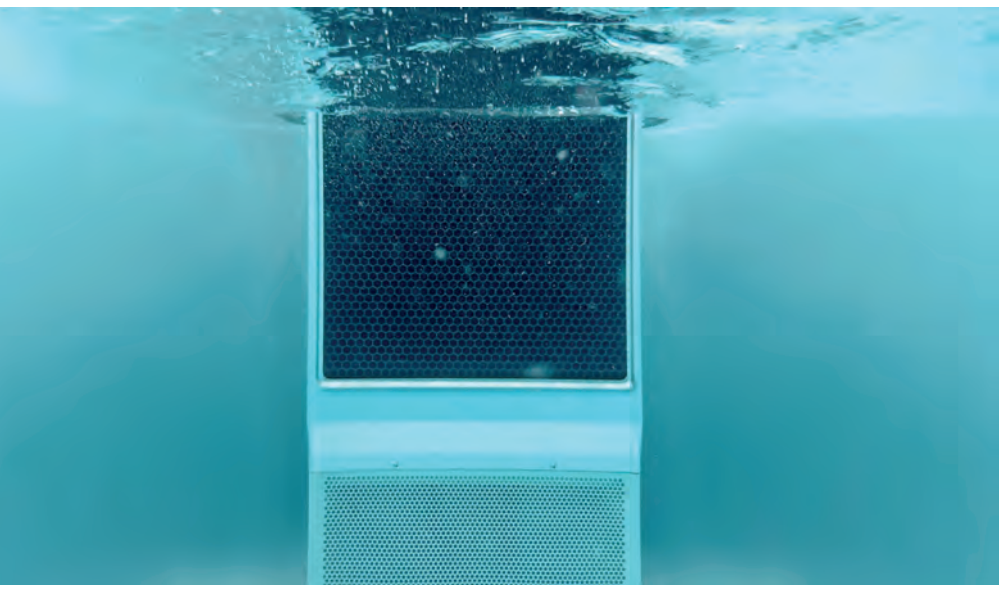
With the help of enthusiasts like Daphne, the counter current swimming market has seen steady growth in recent years largely driven by an increasing awareness of health and fitness, along with innovations and developments in swimming pool technology.

"With demand being fuelled by home fitness trends, triathlon training, and the ability to maximise smaller pool footprints, this is clearly an area where leisure and pool businesses can unlock significant value," advises Steve Marti of Paramount Pools who offer the Aquagem range to its trade customers.

"From our perspective, pool dealers can maximise the potential of this growing sector by positioning counter-current systems not simply as an add-on, but as a lifestyle and performance solution.



OASIS OUTDOOR LIVING offer the Forever Swim™ is an advanced counter current swim machine offering a fully adjustable endless swimming environment.



"Educating customers on versatility—fitness, rehabilitation, family use, and space efficiency, is key to widening appeal and increasing average project value."

DISPLAY ESSENTIAL

Steve believes the role of a display product is absolutely critical. "Seeing and where possible, experiencing a counter-current system in action builds instant understanding and confidence," he points out.

"Wet displays, demo pools, or even well-executed video and in-store visualisation tools can dramatically shorten the sales cycle and increase conversion rates."



← SEALING THE DEAL on counter-current sales is often about timing and clarity advise Paramount.

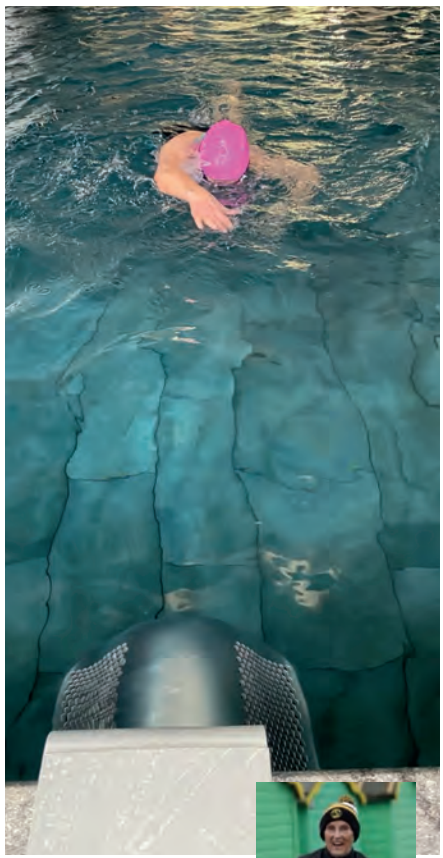
Ensuring best value from suppliers goes beyond headline pricing. Reliability, flow performance, energy efficiency, ease of installation, warranty terms, and aftersales support all play a decisive role in long-term customer satisfaction and brand reputation. Partnering with suppliers who offer consistent quality and technical backup ultimately protects both margins and customer trust.

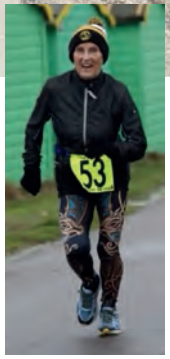
Steve adds some valuable advice: "Sealing the deal on counter-current sales is often about timing and clarity. The most successful outcomes come when the system is introduced early in the pool design conversation, clearly costed, and aligned to the customer's fitness or lifestyle goals.

"Demonstrations, clear ROI explanations, and confidence in installation timelines help move customers from interest to commitment."

Modern counter current systems are designed to be energy efficient, providing a powerful current without consuming excessive amounts of electricity. This makes them environmentally friendly and cost-effective for long-term use.

Overall, the counter current swimming market is positioned for sustained growth as it meets the increasing demand for home fitness and versatile exercise solutions.





↑ PARAMOUNT POOL AMBASSADOR Daphne Belt is a world record breaking triathlete.

The market has seen innovations in counter current systems, with products that offer adjustable current speeds, quieter operations, and energy-efficient designs. Smart technologies that allow users to control the current through mobile apps or integration with home automation systems are also emerging.

According to industry reports, the global market for counter current swimming systems is expected to grow at a CAGR (Compound Annual Growth Rate) of around 5% over the next few years.

GLOBAL FITNESS

The growth of the global fitness industry, which is projected to exceed $100 billion by 2027, contributes directly to the rising demand for counter current systems.

Counter current swimming systems allow swimmers to train in a small space, without the need for large pools or constant lap swimming.

Overall, the counter current swimming market is positioned for sustained growth as it meets the increasing demand...

So, no surprise that Oasis Outdoor Living has launched its Forever Swim™, an advanced counter current swim machine designed to transform almost any swimming pool into a fully adjustable endless swimming environment.

Engineered to suit swimmers of all abilities, Forever Swim™ delivers a smooth, broad and natural swimming current that allows users to swim continuously without turns or interruptions. Whether used for relaxed family swimming, structured fitness sessions or serious endurance training, the system adapts instantly to the swimmer's pace.

oasis outdoor living



MAX POWER: 3KW

ELECTRIC REQUIREMENTS: 220 ~ 240V, 13Amp

SIZE: Swim machine - 69 x 58 x 101.5cm

UK POOL & SPA AWARDS
Pool Product of the Year
2025
GOLD STANDARD

FOREVER SWIM

SWIM MACHINE

With speeds from 0.62 to 2.0 m/s you can transform any pool into an endless swimming system



FREE WEARABLE WATCH CONTROL

Now even easier to customise your swim experience. The sleek, waterproof watch allows you to adjust the swim current, start or stop your session, and fine-tune the speed instantly – all without leaving the pool. It's the perfect addition for anyone looking to maximise performance, comfort, and ease when using the Forever Swim system.



Also Available As A Full In-Ground Pool

The Forever Swim system powers our Forever Swim In-Ground Pool Collection, available in:

6m • 7m • 8m lengths

Creating a sleek adjustable counter-current swimming pool in your garden.

Oasis Outdoor Living LTD | Unit 9-10 Albert Martin Business Park | Kirkby Road | Sutton-in-Ashfield | Nottinghamshire | NG17 1GZ
sales@oasis-odl.co.uk www.oasis-odl.co.uk 01623 354663

Unlike traditional swim jets that produce narrow, turbulent streams of water, Forever Swim™ creates a wide, river-like current, offering a far more natural and comfortable swimming experience.

The system features a 44 cm wide water outlet, significantly larger than the 18–20 cm outlets typically found on conventional swim machines. This wider flow keeps swimmers centred in the current while maintaining proper body position and technique.

The Forever Swim has been enthusiastically endorsed by Oasis Outdoor Living dealers: "What stands out is the versatility. The same system can create a calm flow for beginners or a powerful resistance current for serious swim training," say Elite Spas and Leisure while Cumbria Hot Tubs add: "The width and smoothness of the flow makes it feel far more natural than traditional swim jets. It's a completely different swimming experience."

OLYMPIC PACE

Forever Swim™ has been engineered to accommodate swimmers of every ability, offering a wide adjustable current range from 0.62 m/s up to 2.0 m/s.



THE FOREVER SWIM™ from Oasis Outdoor Living,has been engineered to accommodate swimmers of every ability.



AS MORE PEOPLE PARTICIPATE IN TRIATHLONS, marathons, and fitness competitions, counter current swimming offers a convenient training tool.

As the UK pool industry continues to mature, we are seeing a definitive shift in consumer expectations...

At the lowest setting, 0.62 m/s, the system produces a calm, gentle flow that can create a lazy-river style current, ideal for younger swimmers, light exercise or relaxed movement in the pool. The mid-range setting of 1.3 m/s delivers a strong, steady pace suited to regular fitness swimming and endurance training. At its highest setting, Forever Swim™ generates a powerful current of 2.0 m/s, approaching the pace achieved by elite swimmers during Olympic-level racing.

Forever Swim™ also introduces smart watch control, allowing swimmers to adjust the current directly from their wrist while remaining in the water. This allows speed adjustments to be made instantly without stopping swimming or reaching for a control panel, ensuring uninterrupted training sessions. The system's direct-drive motor technology provides instant response, meaning the water flow reacts immediately to changes in speed settings or swimming pace.

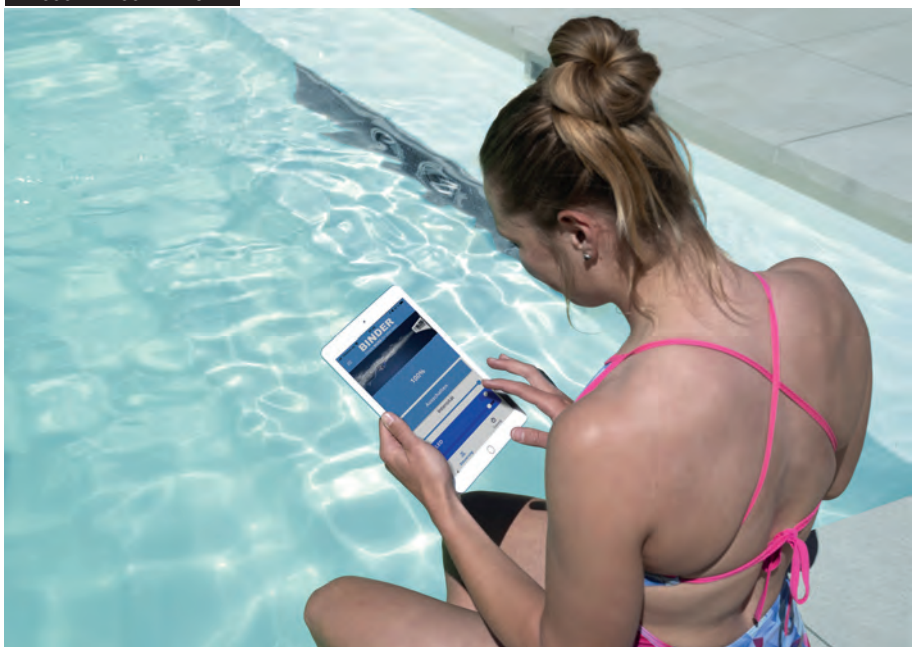
RETRO FIT

Forever Swim™ has been designed as a smart retrofit upgrade, allowing pool owners to unlock the full potential of their existing pool without expensive reconstruction.

Installed directly into the pool structure without the need for complex pump and pipe systems, the machine quickly converts almost any pool into a dynamic training, exercise and wellness environment.

As more people participate in triathlons, marathons, and fitness competitions, counter current swimming offers a convenient training tool, allowing swimmers to simulate the conditions of open water swimming in a controlled environment.

"As the UK pool industry continues to mature, we are seeing a definitive shift in consumer expectations," says Ocea UK's Alan Thorne distributors of the Binder and Aquagem counter current brands.



← THE BINDER TURBINE swimming system, available through Ocea UK, is easy to install and is extremely energy-efficient

"Our clients are no longer just looking for a place to cool off; they are looking for high-performance wellness environments. For the trade, this presents a unique challenge: how do we provide a "professional-grade" swim experience that fits within the footprint of a domestic project?

Ocea UK is particularly proud to showcase two systems that I believe represent the pinnacle of their respective technologies: the Binder HydroStar and the Aquagems P & H Series.

TURBINE TECHNOLOGY

BINDER GmbH & Co. KG celebrated its 20th anniversary in 2023 but it was in 2014, the company launched the revolutionary HydroStar turbine swimming system, which offers users a natural swimming experience.

Available in the UK from OCEA UK, unlike pump-controlled counter-current systems, HydroStar generates a broad, even flow that covers the entire body.

The turbine swimming system is easy to install and is extremely energy-efficient. HydroStar inspires pool lovers all over the world and has already been awarded numerous prestigious prizes. For installation in existing pools, BINDER has developed the EasyStar retrofit system.

"When I first encountered the Binder system, it was clear that this wasn't just another counter-current; it was a complete departure from the status quo.

Traditional jet systems rely on high-pressure pumps that often create a turbulent, "choppy" current. Binder's patented turbine technology moves a massive volume of water at a lower pressure. The result is a broad, deep, and laminar flow—mimicking the natural resistance of a river.

For your high-end clients—those training for triathlons or those who simply want the most authentic swim possible—the HydroStar is, in my view, the undisputed market leader. It's quiet, incredibly energy-efficient, and because it lacks complex internal pipework, it's a dream for our installers to integrate into bespoke builds.

INTELLEGENT SWIMMING

While Binder represents the peak of turbine tech, the Aquagems P & H Series is where we see the future of the 'intelligent' pool.

"We know that versatility is a major selling point for UK families. The P & H Series utilises full-inverter technology, which allows the swimmer to regulate the flow with "stepless" precision. Whether it's a child learning to swim against a gentle current or a fitness enthusiast looking for a high-intensity workout, the system adapts instantly.

From a trade perspective, the Aquagem range is incredibly compelling. The inverter drive reduces mechanical wear, which means fewer call-outs and greater long-term reliability for your customers. It's a "fit and forget" solution that delivers "wow-factor" results. ■

COMPANY CONTACTS

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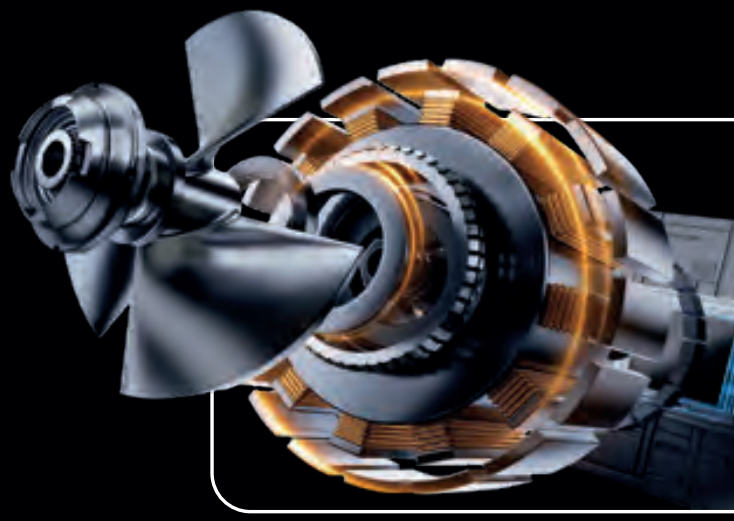
Tel. 01993 707910
Email. sales@oceacovers.com
www.oceauk.com

Paramount Pools
01256 748380
E. sales@paramountpools.co.uk
www.paramountpools.co.uk



AVAILABLE THROUGH OCEA UK, the HydroStar turbine swimming system offers users a natural swimming experience.

With INVERTURBO TECH technology



Class-Leading Swim Jet Technology

The patented Flow Channel design boosts water velocity to 4.2 m/s with flow rates up to 240 m^3/h, reducing drag and delivering powerful propulsion. Compatible with all pool construction types.

- Underwater control
- Remote Control
- Mobile App Control
- Touchscreen Panel Control



RRP £4950

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UK POOL & SPA AWARDS
Pool Product of the Year
2025
WINNER

TOP OF THE RANGE POWERHOUSE

Oase has over 50 years' experience in the swimming pool sector and continue to be committed to innovation.

So, take note of the top of the range OASE Swim Swimmer counter-current swimming system that is ideal for transforming a traditional pool into an intensive training or active leisure space.

Water moves through the grid into the counter current unit. The turbine then pushes the water towards the swimmer.

The powerful SwimSwimmer is unrivalled with the electric counter-current system operates at 410 m^2 per hour offering an against the flow solution suitable for all levels. The SwimSwimmer mimics a river current, and it can generate a strong or gentle current.

Although it can be retrofitted, the SwimSwimmer is more typically included as a key ingredient in new build projects. It is worth noting that it is possible to install the turbine within the cover pit.

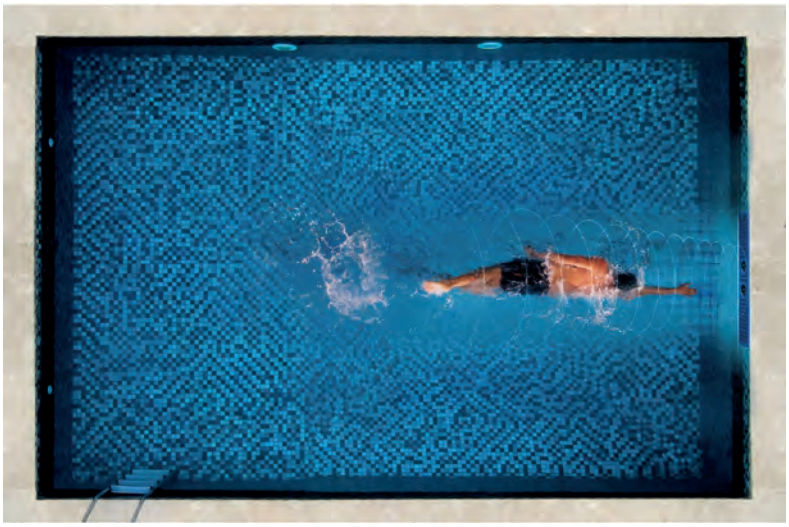
"The OASE SwimSwimmer stands at the top of the class when it comes to counter-current systems," says Frederic Claeys of OASE.

"You can easily buy systems that fall short in places because of low quality materials, low water displacement or just bad after sales service.

"But when you focus on the key specifications you will have a long-lasting counter-current systems with enjoyment for years," he continues.

"Although opting for counter-current systems is increasing, people still have a lot of misconceptions about the technology.

"The best way to get overcome these misconceptions is a demonstration model that shows the practicality available in a smaller pool with a SwimSwimmer." ■



↑ THE POWERFUL SWIMSWIMMER offers an unrivalled counter-current performance.



HIGH PERFORMANCE SWIMMING

The Velocity Swim Jet by HeatForm by Lighthouse Pools turns any pool into an exciting, high-performance swim space.

Lighthouse's inhouse brand HeatForm focuses on smart, energy-efficient products that are gentle on the planet.

Velocity, launched in 2022, is the first hydraulically powered counter current system designed and built in the UK. Thanks to its clever, patented inverter technology, you get a powerful swim with low energy costs—the standard unit can move an incredible 1000m² of water every hour that's the equivalent of 100 metres in just 58 seconds, suitable for an elite swimmer.

Velocity was developed alongside professional swimmers and coaches and delivers a deep, smooth current that feels just like a natural river current. With ten different speed and intensity settings, there's something for everyone: whether you're training for a triathlon, enjoying a low-impact workout, or just relaxing in the water, Velocity adapts to fit your needs and turns your pool into a flexible space for fitness and fun.

Velocity works with almost any pool, installation is simple and you can even keep things tidy by hiding it behind a custom cover panel. Listening to customer feedback, Lighthouse has recently introduced handy extras like a swim mirror for technique checks and a new pace display board to keep you on track.

If you want to try Velocity for yourself, the Lighthouse Technical Training Centre in Witney offers a warm welcome and hands-on trials in their HeatForm pools.

The system's reputation is growing internationally too, with new launches in India and South America. ■



← THE VELOCITY is the first hydraulically powered counter current system designed and built in the UK.



REIMAGINE A POOL CAN DO

Easily adapting to new or existing pools, the Fastlane Pro, exclusively available from Certikin, transforms the typical pool into a multi-use experience.

What sets the Fastlane Swim apart from other units is that the turbulence-free water stream is wider than the swimmer's body and deeper than any swim stroke, yet it is narrow enough not to impinge on other swimmers.

Unlike jetted alternatives, the Fastlane generates a wide block of crystal clear, bubble- free and completely adjustable water flow, delivering the fastest, smoothest swim current (a necessity for any serious swimmer) available in any swimming machine.

The app lets customers control the Fastlane Swim from any smart device. Set the pace and duration of the swim current, use it as an easy-to-read display, or program advanced, multispeed 'interval' workouts.

By installing the kit to the Fastlane Swim unit and downloading the APP to a compatible tablet or smart phone, the user can fully control it remotely, allowing the pace and duration of the swim current to be set. Fit@Home also acts as a smart display allowing the user to see their swim speed and duration whilst in the pool.



For existing pools, the deck-mount model can be fitted to almost any pool structure, offering a straightforward retrofit solution. For a more integrated look, Fastlane Swim can also be mounted directly into the pool wall, making it an ideal choice for both new pool builds or renovation projects. ■

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THE EVOLUTION OF THE SWIM.



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Stop selling 'jets.' Start installing the future of aquatic resistance. Whether your client demands the raw power of a turbine or the intelligent precision of an inverter, Ocea UK delivers the ultimate trade advantage.

THE GOLD STANDARD	THE SMART EVOLUTION
BINDER HYDROSTAR	**AQUAGEMS P & H SERIES**
The Natural River Flow	**The Intelligent Inverter**
Technology: Patented Turbine Drive	**Technology:** Full-Inverter Pump
The Experience: A broad, deep, laminar current that supports the swimmer. No splashing, no turbulence – just pure resistance.	**The Experience:** 'Stepless' flow regulation. From a gentle rehabilitation pace to a high-intensity sprint at the touch of a button.
Trade Benefit: No complex pipework. Low maintenance. Whisper-quiet operation that sells itself during site visits.	**Trade Benefit:** 'Plug-and-play' simplicity. Inverter tech reduces mechanical wear, ensuring long-term reliability and fewer warranty claims.
Best For: Bespoke luxury builds and endurance athletes.	**Best For:** Family pools, retrofits, and multi-user versatility.

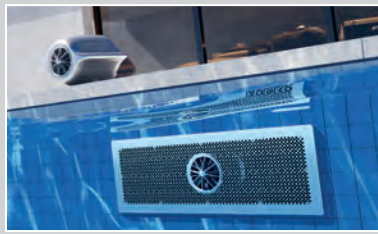
BINDER HydroStar®

AQUAGEM®









"At Ocea UK, we don't just supply boxes; we supply confidence. We've hand-selected Binder and Aquagems because they represent the most reliable, high-margin solutions for the modern UK pool builder."

Alan Thorne, Company Director, Ocea UK

ELEVATE YOUR NEXT PROJECT.

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OCEA UK®



THE EVASTREAM FROM GOLDEN Coast integrates technology, fitness, and design

PLUG & PLAY POOL TRANSFORMATION

Golden Coast take counter current control...

With Golden Coast's EVAstream range of counter-current swimming machines, any pool can be transformed into a professional training environment without structural modifications.

The EVAstream Move is a wireless, plug-and-play swimming machine designed to elevate your customer's pool experience instantly. Powerful yet energy-efficient, it creates a smooth, adjustable current that allows swimmers to train continuously without turning or reaching the pool wall.

For serious swimmers, it provides the resistance needed for intensive training, helping improve technique, endurance, and overall fitness. At the same time, its calm and stable flow makes it equally suitable for beginners and families. Whether you prefer relaxed endurance swimming, high-intensity workouts, aqua jogging, or rehabilitation exercises, the EVAstream Move adapts effortlessly to swimming needs.

"Swimming with EVAstream is more than just leisurely exercise—it's a powerful, at-home training experience," says Luke Honnoraty, Golden Coast's National Sales Manager. "As a full-body, low-impact workout, EVAstream helps you train harder, build strength, boost cardiovascular fitness, and increase endurance without stressing your joints."

"Coupled with synchronised multicolour underwater lighting, the experience becomes immersive and enjoyable," Luke adds. "The colour changing lights change with each swim cycle, keeping the user focused, motivated and turning every session into effective training you'll actually look forward to at home."

FULL CONTROL

Controlled through the EVA Experience app and compatible with smart lighting systems, EVAstream integrates technology, fitness, and design. With intuitive controls, powerful flow, and adaptable training options, it transforms an ordinary swimming pool into a complete personal fitness environment.

Full control of your swimming session is available through the EVA Experience web app. From your smartphone or tablet, you can easily adjust swim speed, set training duration, and monitor session intensity in real time.

Sessions can be scheduled anywhere from 5 to 120 minutes, while the app displays a live progress bar to track elapsed time and effort. Intensity is controlled as a percentage of the machine's maximum capacity, and the system remembers your previous settings, making it easy to resume your preferred training routine.

For those seeking even greater performance, the EVAstream Next takes pool training to another level. Designed to deliver exceptional power and reach, it creates a wider swim zone that allows swimmers to train further from the unit, providing a more natural swimming sensation.

Even compact pools—as small as 4.5 × 2.5 metres—can become high-performance training spaces. The strong, stable current allows swimmers to accelerate freely without feeling confined by pool walls, recreating the sensation of swimming in a public lap pool but within the privacy of home. ■



Golden Coast
Tel. 01271 378 100
www.goldenc.com

← THE EVASTREAM Move adapts effortlessly to swimming requirements.

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

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THE GREAT BRITISH LIDO

Lucie Lunn reports on our historic liquid assets...

The 2020s are witnessing a 'lido revolution'—an extraordinary resurgence of some of our most precious liquid assets.

It is five years since the creation of Future Lidos, a peer network spanning the UK and Ireland, working collaboratively to bring the joy of outdoor swimming to more people, in more communities.

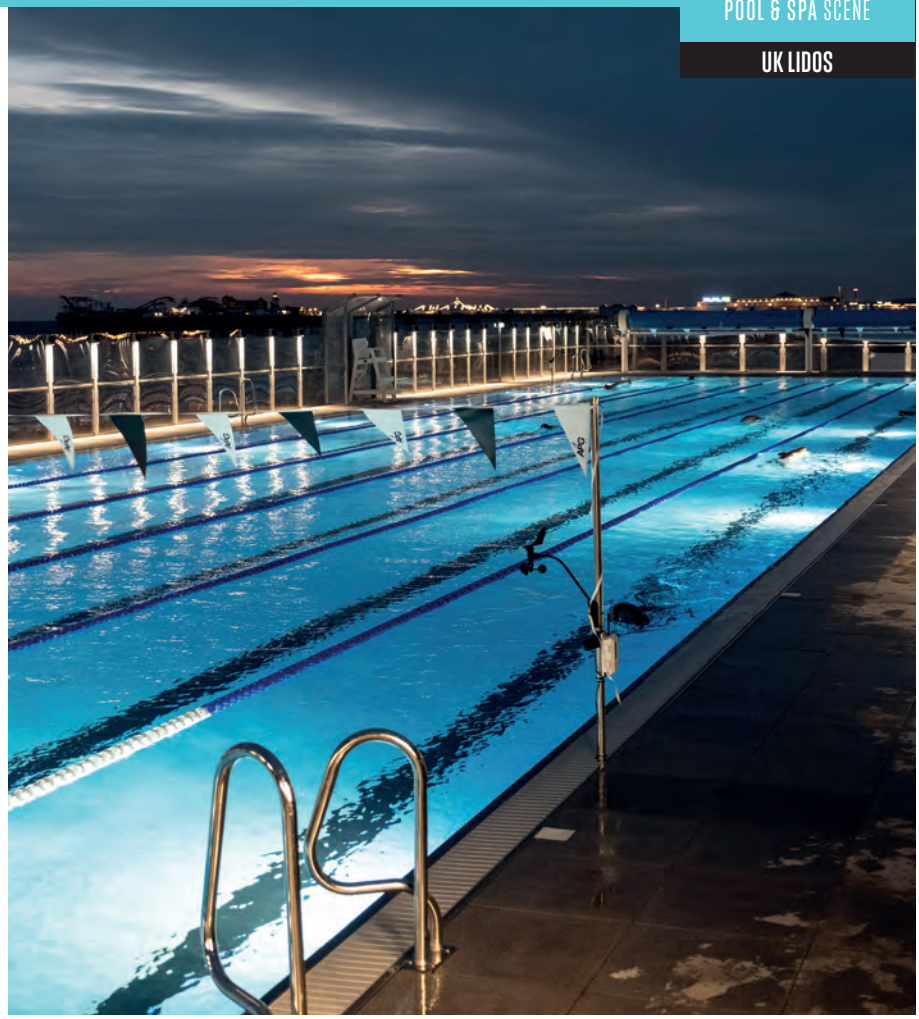
In February 2021, frustrated by the enforced inertia of Covid lockdowns, six passionate lido campaigners first met via Zoom. From that meeting has grown a vibrant network, driven by the innovation, expertise and powerful community spirit that characterise the entire lido sector.



LONDON FIELDS LIDO IS A 50M OLYMPIC SIZE, heated outdoor swimming pool open all year round and located in Hackney, central London.



CHELTENHAM LIDO is a Grade II Listed heated outdoor swimming pool in boasting a 50-metre main pool, a children's pool, and a paddling pool. Pic. SL Legge Photography



→ SEA LANES BRIGHTON is a seafront venue with a 50m outdoor pool operated by South Downs Leisure, sauna and panoramic sea views.

Future Lidos connects, represents and advocates for lidos across the UK and Ireland. With support from the National Lottery Heritage Fund, its members have developed a comprehensive Lido Toolkit—a vital resource for more than 30 projects working to revive or create lidos, and over 130 operators looking to secure the future of their pools.

The five years since Future Lidos' birth have seen the 21st-century lido renaissance gather remarkable momentum:

- What began as six campaigns has grown into 47 active projects.
- Sea Lanes—one of the original six, and the first new public lido since the 1990s—opened in 2023, with the team now developing a new site at Canary Wharf.
- Historic lidos such as Saltdean and Hull's Albert Avenue have been brought back to life at the heart of their communities, while many others have progressed through community engagement, feasibility studies and design development.
- Despite the pandemic, the energy cost crisis and rising inflation, lidos have kept their heads above water and continued to look ahead—thanks to skilled operators, committed councils and, most crucially, strong public support.
- Significant investment in future-facing upgrades has been made at sites including Northolt, Tinside, Hilsea and Tooting.

"It really demonstrates the power of heritage to regenerate—and to be valued by—the community"

- Seventeen lidos have made major strides in environmental sustainability, supported by the Swimming Pool Support Fund, the Community Ownership Fund and their own hard-won reserves.
- Increasingly, lidos are moving towards year-round opening in response to growing demand.

Recognition for the restoration of Saltdean Lido in Brighton continues, with R H Partnership Architects named Heritage Project winner at the AJ Architecture Awards 2025. As the judges noted: "It really demonstrates the power of heritage to regenerate—and to be valued by—the community."

Historically, the great lido building boom peaked in the 1920s and 1930s. At a time of deep economic recession, investment in public facilities and public health was seen as essential to the nation's future. Open-air bathing pools quickly became badges of honour for self-respecting municipalities, as well as key tourist attractions contributing to the prosperity of seaside towns.

The lidos that survive from this era hold significant architectural value in their tiles, brickwork and whitewashed concrete. Ranging from elegant functional simplicity to flamboyant



← HAMPSTEAD HEATH LIDO

→ TARLAIR SWIMMING POOL is a lido at the base of a sea cliff just outside Macduff in Aberdeenshire in Scotland that was built in Art Deco style. Pic. Chris Romer-Lee





expressions of Modernism and Art Deco, each tells a story of innovation, ambition and local identity.

More than this, lidos are reservoirs of social history. While they evolved from pioneering 19th-century pools in cities such as Liverpool, Southampton and Derby, they differed in two important ways.

First, they were deliberately classless. Emerging at a time when workers were gaining leisure time, these open-air pleasure palaces welcomed everyone—from mill workers and their families to the wealthy and fashionable. Many were built through job creation schemes during the Depression, and later became central to the holiday camp experience, celebrating working-class joy for decades.

Lidos are reservoirs of social history. While they evolved from pioneering 19th-century pools...

JESUS GREEN FESTIVAL OF CHILL



THE CENTENARY CYGNETS swimming team put on a display at the inaugural Festival Of Chill.

For 100 years, the Jesus Green Lido has been an important part of Cambridge life.

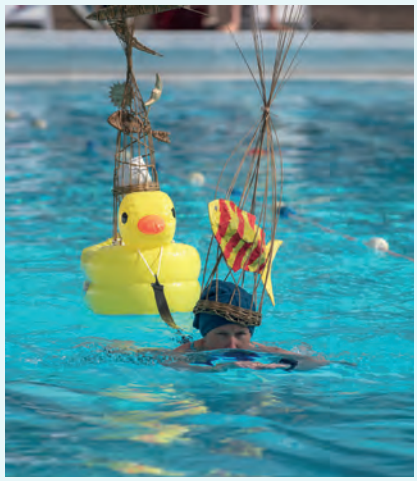
Now established as a charity, The Friends of Jesus Green Lido was formed in the late 1980s as a group of swimmers with a shared love of the pool to secure its future and its special environment.

The Friends work closely with Cambridge City Council, which owns the site, and Better (GLL), the social enterprise which manages the pool.

Set at the beautiful 100-yard Jesus Green Lido - Britain's joint longest outdoor swimming pool - the Festival of Chill brought together swimmers, spectators, and supporters for a lively morning of cold water swimming races, food and stalls, all celebrating the cold water swimming community.

More than 70 swimmers took part in a special community cold water swimming event at Jesus Green Lido to raise money for Arthur Rank Hospice.

A packed programme – held against a backdrop of water themed songs – included individual races of either one or two lengths, relay races for teams of four, and the option to race with or without wetsuits. There were prizes across a range of categories, including a relay for over-60s swimmers and a fancy-dress relay race, with a prize for the best costume.



↑ LIDOS HAVE A TENDENCY to bring out the best eccentricities of its swimmers.



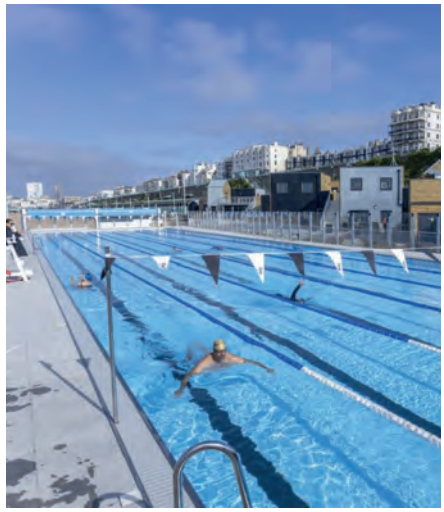
OPERATED BY LIVE LIFE ABERDEENSHIRE, Stonehaven Open Air Swimming Pool, in Aberdeenshire, was opened in 1934 and is one of the northernmost lidos in the UK

Secondly, they coincided with the rise of mixed bathing, offering equal leisure opportunities for women and men. Their popularity with children and holidaymakers cemented their place as a much-loved family pastime.

By the 1930s, open-air pools had become powerful symbols of municipal modernity and optimism—much like public libraries had been a generation earlier. At their peak, the UK boasted more than 300 public outdoor pools, including 11 on Merseyside and 68 in London.

Today, in a community-driven movement linked to the exponential rise of outdoor swimming, the revival of lidos has gathered real pace.

At their peak, the UK boasted more than 300 public outdoor pools, including 11 on Merseyside and 68 in London.



OFFERING A UNIQUE COASTAL EXPERIENCE, visitors to Sea Lanes Brighton can enjoy a vibrant mix of food and drink venues including FIKA, Bison Beach Bar, and Wood X Coal.



Community groups are leading the restoration of pools in towns across the UK, while councils—from Hackney to Hathersage—are responding to growing public demand with renewed investment.

Lidos are far more than swimming pools. No two are the same. Steeped in heritage, they offer a sense of accessible luxury—places of joy and freedom, cherished by the communities they serve.

With the right investment, lidos can continue to nourish our health, happiness, economies and communities long into the future. ■

THE WARE PRIORY LIDO underwent a £1m refurbishment programme before re-opening in June 2023.

GATEWAY TO THE WORLD

Registering a 14 per cent year-on-year increase in visitor attendance for the recent 30th anniversary edition of SPATEX - the UK's only dedicated water leisure exhibition recorded its highest number of exhibitors and visitors at its Coventry Building Society venue.

Drawing visitors from 25 countries and exhibitors from 13 nations, SPATEX this year added a significant milestone to its journey as the gateway to the UK market for Europe and the rest of the world continues.

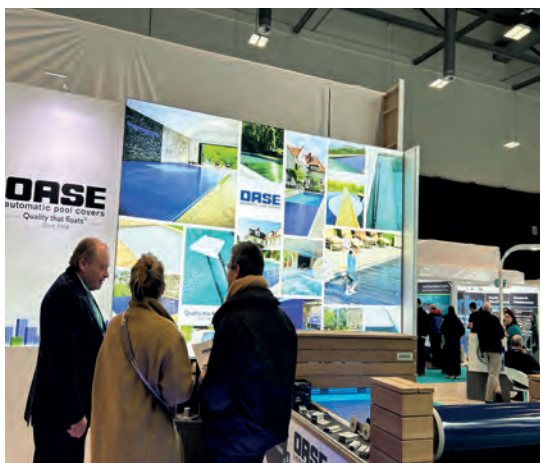
SPATEX Organiser, Michele Bridle, who has worked for 26 years of the events 30 year history commented: "This show proved to be the highlight of my career, not just in terms of the impressive number of visitors and exhibitors it attracted, but also the buzz and the feel good factor that it generated and which promises to carry the industry through the forthcoming pool and spa season.



SPATEX REPORTED a 14 per cent year-on-year increase in visitor numbers for its recent 30th anniversary event.

"The vibrant 2026 edition demonstrates just how integral water leisure has become to 21st century life, and its influence and importance are ever-expanding in this increasingly health-conscious world we live in.

"The exhibitors set the bar high regarding the quality of their stands – I am grateful for all their hard work which contributed to making the show so full of energy and colour. As an exhibition organiser, when twelve months of preparation comes down to just three show days, it is gratifying to see the industry's overwhelmingly positive response and be rewarded with such



LOVE YOUR HOT TUB - AND POOLS!

SPATEX visitors were encouraged to add Pennosan® to their regular pool and spa service regime with their Natural Pool Clarifier and Natural Spa Water Cleanser reducing chlorine demand by up to 38%.

Both specialist trade and end-users can save money with nature's 'dirt magnets' that are made from 100% natural ingredients; collecting up specs of dirt, sweat and oils for swift removal means fewer chemicals are needed to keep pool or hot tub water safe and clean.

Pennosan is a UK-based manufacturer and supplier of 100% natural products and formulations for a wide range of domestic, environmental and industrial uses. Quality management systems ensure customers always receive good quality products with consistent performance.

All Pennosan products are natural, biodegradable, safe and extremely effective, which makes them good for water leisure business and great for the environment.



Pennosan is committed to delivering the benefits of chitosan use across an ever-broadening range of customer applications, through new product innovations and working closely with customers.

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LESS IS MORE FOR PLASTICA

Plastica honed back approach to their usual stand at SPATEX this year, proved to be a smart move! It allowed more space to focus on customer contact, attracted more interest from business they hadn't spoken with before and was a success.

Most of the trade know the company's in-house manufactured favourites — such as the Slidelock Reel System, Slidelock Max, Argonaut Pumps, Bag Liners and GeoBubble™ Solar Covers. Plastica introduced a carefully selected range of competitive new products for the year ahead. More details on these can be seen in their Top Ten feature in this issue of Pool & Spa Scene.

Feedback from their visitors was positive with the fresh approach and Plastica are now poised to follow up many enquiries about their old favourites and what's new for the season.

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www.plasticapools.net





A NEW LOOK INDUSTRY HUB conveniently brought together key organisations representing the wet leisure sector.





a fantastic turnout of 1,742 unique visitors."

SPATEX's seminar programme featured many leading industry speakers who addressed current issues and delivered vital health and safety guidance. Attendance figures for the presentations were up by 23% to 737. This included a highly informative Pool Plant Theatre for commercial pool operators plus the ever-popular CPD accredited ISPE (Institute of Swimming Pool Engineers) technical workshops.

Another positive move was the new Industry Hub conveniently brought together a wealth of free advice from the BSPF (British Swimming Pool Federation) representing SPATA (Swimming Pool & Allied Trades Association) and BISHTA (British & Irish Spa & Hot Tub Association), RLSS UK (Royal Life Saving Society UK), IOS (Institute of Swimming), PWTAG (Pool Water Treatment Advisory Group) and STA (Swimming Teachers Association).

The LCA (Legionella Control Association) and WMSoc (Water Management Society) also brought their expertise to the table, giving keynote talks in the seminar arenas. And in











HEADLINE MAKERS

The Pool & Spa SCENE magazine team was the only media team exhibiting at this year's SPATEX.

They were kept busy on their colourful stand with varied enquiries from pool operators to would-be trade suppliers.

"We take our role as the sector's leading magazine team very seriously and like to think we work as an extension of our advertisers' teams with events like SPATEX," said Christina Connor, Editor and Publisher who has been present throughout SPATEX's three decades.

"It is terrific to see familiar faces and meet new contacts at SPATEX. We always come away with a host of story ideas.

"We were also overwhelmed with the number of enquiries for the UK Pool & Spa Awards which has built its unrivalled reputation as the industry's favourite Christmas party event," she added.

Pool & Spa SCENE
Tel. 01353 666663
E. info@thewaterlandgroup.com
www.poolandspascene.com

addition, SPATEX hosted a joint LCA and WMSoc all-day seminar and a STA and IOS Tutor CPD morning.

SPATEX hosted a special anniversary edition of the now famous SPATEX Networking Party. Visitors and exhibitors cheered on colleagues with a variety of interactive games and fantastic prizes. The fun continued with a Bandeoke Curry Night, with many taking to the stage, complete with a lively audience providing an exuberant support act.

"SPATEX once again proved why it's such a key date in our calendar," Chris Green, Marketing Manager for Certikin. "As always, the event was exceptionally well organised, creating the perfect environment for productive conversations and giving us the opportunity to showcase our products to both existing and new customers."

Antony Jackson of Panache Pools summed up the visitor response: "Good to get the lads out to SPATEX for the day. Always worth stepping away from site to see what's new, what's changing, and what's coming next in the pool & spa world. Plenty of good chats, new ideas, and a few sore feet by the end of it."

*The 31st edition of SPATEX will be back from Tuesday 2nd to Thursday 4th February. Coventry Building Society Arena. ■



THE ROAD TO ENTERING THE INTERNATIONAL POOL MARKET



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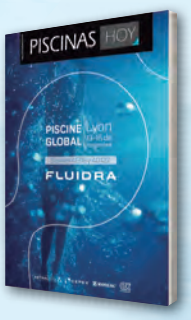

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STRONG START TO ISPE YEAR

ISPE has begun the year with real momentum, delivering a comprehensive programme of education and training initiatives designed to support both students and industry professionals across the wet leisure sector.

A Back-to-Basics Revision Seminar took place at the British Swimming Pool Federation (BSPF) offices in Andover in January. Designed to support students ahead of their forthcoming examinations, the seminar focused on the core disciplines of the ISPE syllabus and provided a structured, engaging environment for revision.

The day opened with Chris Carr FISPE, who delivered a detailed and practical session on filtration, revisiting key principles and addressing common problem areas. John Scott FISPE followed with the heating module, strengthening both theoretical understanding and practical application. Construction was covered by Luke Griffiths, who guided candidates through a mock multiple-choice paper, offering valuable insight into exam technique and question structure. The seminar concluded with Colin Day FISPE leading the chemicals session, concentrating on essential calculations, water balance and the areas where marks are most frequently lost.

Throughout the day, tutors shared practical strategies to maximise marks and highlighted common pitfalls. The interactive format encouraged questions and discussion, enabling students to clarify technical points with confidence. To further support candidates, all sessions were recorded and made available to those preparing for the ISPE examinations.



A BACK-TO-BASICS Revision Seminar took place at the BSPF offices in Andover at the start of the year.

FREE OF CHARGE

ISPE's commitment to professional development continued at SPATEX, where the organisation delivered an impressive 21 workshops across three days, from Tuesday 3rd to Thursday February 5th. Offered free of charge to visitors, the programme covered a broad range of technical and professional topics relevant to today's wet leisure industry. Attendance remained consistently strong, underlining the sector's appetite for accessible, high-quality training delivered in an industry setting.

Rounding off a busy period, Complete Pool Controls (CPC) hosted an ISPE Chemical Dosing Workshop at its premises in Cheltenham in February. Delivered by Lee Woods MISPE of CPC, the session was offered free of charge to ISPE members and focused on practical, hands-on learning.

The workshop explored the principles of accurate chemical dosing and its critical role in maintaining water quality, safeguarding bathers and supporting operational efficiency. Delegates received guidance on selecting appropriate dosing systems, along with advice on servicing, routine checks, maintenance and fault-finding. Safety and regulatory responsibilities were emphasised throughout, reinforcing the importance of compliance and correct installation. ■



↑ FREE OF CHARGE TO ISPE MEMBERS, COMPLETE POOL Controls (CPC) hosted an ISPE Chemical Dosing Workshop at its premises in Cheltenham in February.

ISPE
INSTITUTE OF SWIMMING POOL ENGINEERS
Membership, Education & Training for Swimming Pool & Wet Leisure Professionals
Tel. 0331 630 3301
info@ispe.co.uk
www.ispe.co.uk
The Institute of Swimming Pool Engineers (ISPE), Kildonan, Maypole Street, Wombourne, WV5 9JB.

BUILDING 2026 MOMENTUM

2026 is already shaping up to be a positive and productive year for PWTAG, with new initiatives, industry recognition and growing engagement across the water leisure sector.

The year began with a successful appearance at **SPATEX,** where the organisation welcomed a steady flow of visitors to its stand. The exhibition provided an excellent opportunity for friendly conversations with professionals from across the sector and generated strong interest in membership, reflecting increasing awareness of PWTAG's work.

Building on this momentum, the event also marked the launch of the Industry Hub—a collaborative initiative designed to bring PWTAG together with other water leisure experts and organisations. The hub aims to create a space for knowledge sharing, discussion and collaboration, helping to connect expertise and strengthen the sector.



PWTAG TOOK PART in SPATEX to improve awareness of PWTAG's work.

POOLMARK AWARDS

Recognising excellence remains an important part of PWTAG's work. Through its POOLMARK awards, the organisation highlights facilities that demonstrate outstanding commitment to pool water quality, safety and operational best practice.

Since the start of the year, POOLMARK has been awarded to Wychavon Leisure Community Association and Nottingham City Council. In addition, six centres were successfully re-assessed, having first gained the award in 2023. POOLMARK is reassessed every three years to ensure that high standards continue to be maintained.

Looking ahead, PWTAG will also expand its international presence with plans to attend the Asia Pool & Spa Expo, taking place 15–17 May at the China Import and Export Fair Complex in Guangzhou. The event is one of the region's leading gatherings for pool, spa and water leisure professionals and will provide an opportunity to connect with international experts while promoting best practice in pool water treatment and management.

PWTAG is also continuing its efforts to reach a wider audience through a programme of expert-led webinars, member forums, and opportunities for members to help shape future content. By inviting members to share ideas and highlight the topics most relevant to their work, the organisation aims to ensure its resources remain practical and aligned with the evolving needs of the industry.

These initiatives reflect PWTAG's continued commitment to supporting best practice and strengthening expertise.

For the latest news, updates and information about joining PWTAG, visit www.pwtag.org. You can also contact Debbie, Marketing Coordinator, at marketing@pwtag.org. Don't forget to follow PWTAG on LinkedIn and Facebook, and sign up for the newsletter. ■


↑ THE PWTAG POOLMARK has been awarded to swimming pools run by Wychavon Leisure Community Association and Nottingham City Council.

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Pool Water Treatment Advisory Group
chair@pwtag.org
www.pwtag.org

PUSHED TO BREAKING POINT

The Federation of Small Businesses (FSB) has sounded a warning shot ahead of a looming cost crunch from April that could push many small firms to breaking point.

In less than two months, rising energy bills, business rates hikes, spiralling employment costs and changes to Statutory Sick Pay will all rise at a record pace, due to Government decisions. This could lead to closures, stalled growth and fewer entrepreneurs willing to start up a business - unless urgent action is taken.

The FSB has written to the Chancellor, Rachel Reeves, calling for her to protect the UK's 5.7 million small businesses and self-employed people from these unparalleled cost hikes.

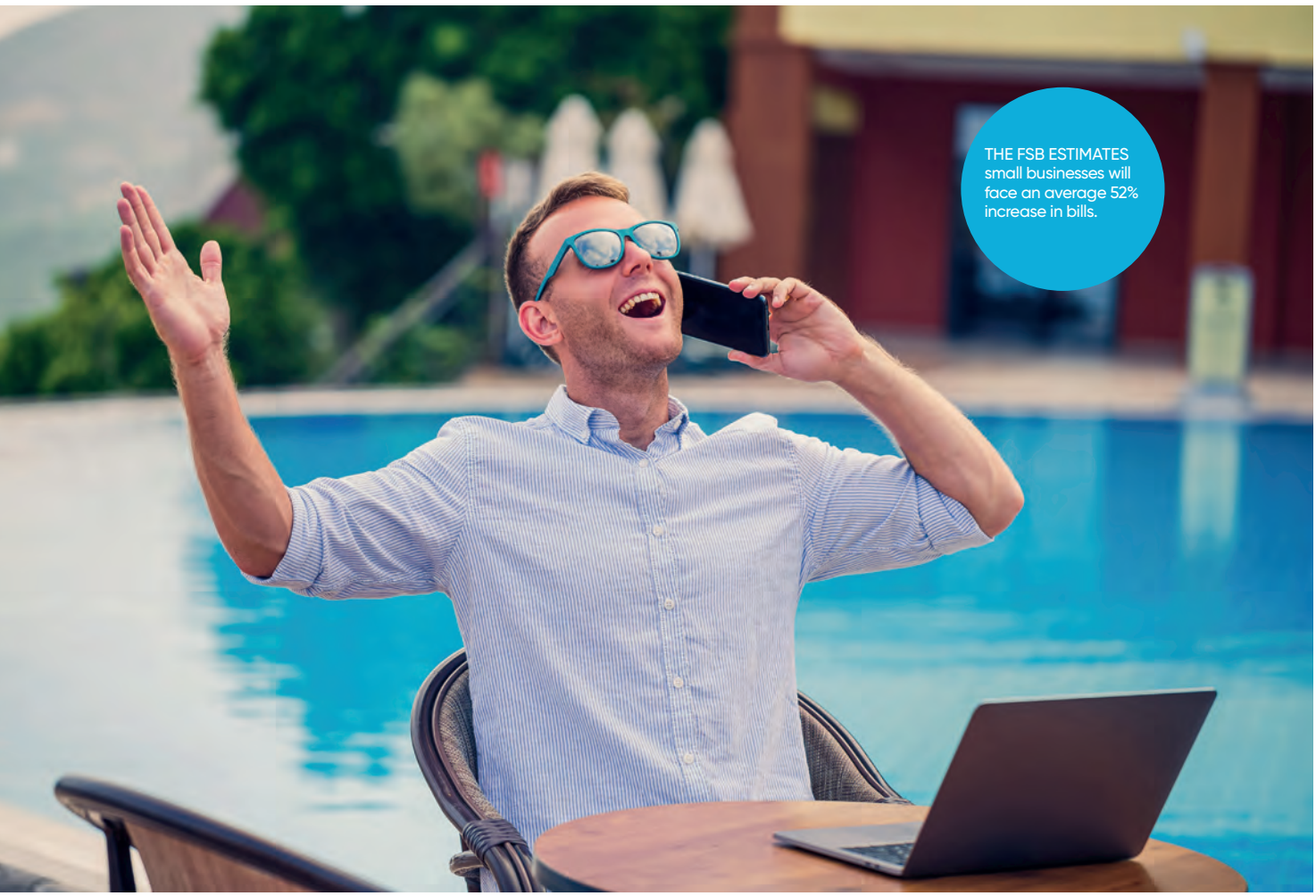
Latest research from FSB has revealed more than a third (35%) of small businesses are planning to close or contract over the coming year, rising to 41 per cent in the wholesale and retail sector, and 45 per cent in accommodation and food services.

RISING COSTS

Costs are already rising at a record pace, and more small firms are now seeing their revenues fall than rise. As a result, more businesses expect to shrink over the next year (35%) than grow (21%).

One of the biggest costs for small employers is the price of labour – driven by increases in the National Living Wage (NLW) and rising employer National Insurance contributions (NICs). Despite the increased Employment Allowance offsetting some of the cost, April will see further rises in the NLW, pushing up employers' National Insurance bills.

Costs are already rising at a record pace, and more small firms are now seeing their revenues fall than rise...



THE FSB ESTIMATES small businesses will face an average 52% increase in bills.

→ LATEST RESEARCH FROM FSB HAS REVEALED more than a third (35%) of small businesses are planning to close or contract over the coming year.



A small employer with nine staff on NLW has seen its annual employment costs rise by £25,850 between January 2025 and April 2026 - equivalent to the cost of an additional staff member. The same business's employer national insurance bill over that period would have increased by £4,400, or 46%.

Many small businesses in England will see their business rates bills rise from April, due to the commercial property revaluation and changes to multipliers – as well as the loss of the 40% discount for retail, hospitality and leisure firms, replaced by a new multiplier.

FSB estimates these changes mean small businesses in these sectors will face an average 52% increase in bills, phased in over the next three years. We're calling on the Government to extend the three-year support package for pubs to other small businesses in the retail, hospitality and leisure sector, and increase the Small Business Rate Relief threshold to £25,000. There is also a need for measures to protect small businesses from rising rates bills in Wales, Scotland and Northern Ireland, where similar revaluations and other changes are coming into effect.

Since the energy price crisis, energy costs have continued to rise. Small firms will see their annual standing charges increase by over 40% in April. A business with an annual electricity consumption of around 40,000kWh, typical for a gym, would see their annual standing charge rise from £3,680 to £5,283.

The FSB is calling on the Government to remove up to 75% of the Renewable Obligation costs from non-domestic energy bills, mirroring the support that has already been given for households.

SICK PAY

Statutory Sick Pay (SSP) costs will jump from April, with all employees becoming eligible and payments starting from day one of sickness. FSB analysis finds this will add around £110 a year for every worker on the minimum rate. Introducing a SSP rebate for small and medium employers would mitigate the cost impacts of changes.

Small firms will see their annual standing charges increase by over 40% in April.

From April, dividend tax rates will rise by two percentage points, taking the basic rate to 10.75% and the higher rate to 35.75%. For company directors, this means lower take home pay, as many rely on a mix of salary up to the personal allowance limit and dividends to withdraw income efficiently. We urge Government to defer the increase of the basic rate until April 2027.

Business owners will also face compulsory Making Tax Digital compliance and increases in fees from Companies House.

FSB Policy Chair Tina McKenzie said: "April's impending cost crunch will make running a small business in the UK more expensive - and that has real consequences.

"It will push already struggling small firms past breaking point, deter would be entrepreneurs from setting up in business as the numbers no longer stack up, and put the brakes on the small business growth the economy depends on.

"Small businesses are resilient - but they are not invincible. They simply cannot go on absorbing endless cost increases. The local greengrocer who has been serving the community for 60 years, the tech start up that wants to expand and the garage that employs dozens of staff including apprentices – they will all be feeling the pressure and have to make tough decisions off the back of it.

"Many of these hardworking businesses have already been forced to increase prices, lay off staff, or cancel expansion plans."

The FSB offer members a wide range of vital business services including advice, financial expertise, support and a powerful voice heard in government. **Log on to www.fsb.org.uk to find out more.** ■

MARKETPLACE

The latest water leisure products to boost sales for 2026...











1 THE HEAT IS ON

Designed in the Netherlands, IceSauna combines contemporary design with robust engineering. Constructed from premium Thermo-wood and built around a durable stainless steel frame system, the sauna offers excellent longevity and structural integrity for both indoor and outdoor settings. Retail partners interested in learning more about display opportunities and dealership availability are encouraged to contact HiLife Essentials as early as possible to secure orders in time for the peak outdoor living season.

HiLife Essentials
Tel. 07817 240
E. hello@hilifeessentials.co.uk

2 CLEAN SWEEPS

Plastica is reporting heightened interest in its MOVA Diver A10 and R10 robotic swimming pool cleaners. Leading the range is the MOVA Diver A10, a powerful cordless robotic cleaner featuring AI-driven navigation, 6,000 GPH suction, and a 210-minute runtime. Designed to clean floors, walls, and waterlines, it offers precision cleaning with a large debris basket and ultra-fine filtration. The Diver R10 provides a compact, entry-level wireless cleaning solution – ideal for our smaller Wooden Pool range. With one touch, it delivers reliable floor cleaning with minimal setup.

Plastica
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E orders@plasticapools.net
www.plasticapools.net

3 AGAINST THE FLOW

Engineered to suit swimmers of all abilities, Forever Swim™ delivers a smooth, broad and natural swimming current that allows users to swim continuously without turns or interruptions.
Forever Swim™ also introduces smart watch control, allowing swimmers to adjust the current directly from their wrist while remaining in the water.
This allows speed adjustments to be made instantly without stopping swimming or reaching for a control panel, ensuring uninterrupted training sessions.
The system's direct-drive motor technology provides instant response, meaning the water flow reacts immediately to changes in speed settings or swimming pace.

Oasis Outdoor Living
Tel. 016233 354 663
E. sales@oasis-odl.co.uk
www.oasis-odl.co.uk

4 PRICE AND QUALITY COMPARISONS

Ocea UK has published its Water & Pool Collection catalogue in time to help customers as they hit the peak selling season. As well as their core cover choices, Ocea UK now also offer a range of pool and water treatment options from counter current to heat pumps. Before you place your 2026 orders talk to the team to weigh up irresistible for price and product quality comparisons.

Ocea UK
Tel: +44 (0) 1993 707 910
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5 BREAK DOWN BIOFILM

One of the few disinfectants capable of addressing the persistent issue of biofilm formation in water systems, Greentech International will officially launch its Hydro Dioxide at SPATEX 2026.
Unlike traditional chlorine, which struggles to penetrate the protective biofilm layers. Its unique molecular structure allows it to break down the biofilm and eliminate the micro-organisms housed within such as legionella and pseudomonas, reducing the risk of recontamination in hot tubs and swimming pools.
A major advantage of Hydro Dioxide, is that it does not produce harmful by-products such as trihalomethanes (THMs) and haloacetic acids (HAAs.)

Greentech International
Tel. 01256 777272
sales@greentech-international.co.uk

6 V-FLOW HEAT PUMP

Aqua Spa Supplies, the UK's leading supplier of accessories to the hot tub trade, is pleased to offer the 7kW V Flow model, part of its ever-popular Energi Heat Pump range. The Energi V Flow features a compact vertical design with an upward exhaust airflow, requiring a footprint of just 53cm x 53cm. Ideal for installations where space is limited. Built for reliable year round performance, it comes in an attractive black ABS case and incorporates the latest Mitsubishi Inverter technology alongside a durable titanium heat exchanger for long term efficiency.For competitive pricing on bulk orders, early enquiries are recommended.

Aqua Spa Supplies
Tel: 01245 477 4005
www.aquaspasupplies.co.uk

7 SUPERCOVERS UPGRADE

Plastica has upgraded commercial heat retention covers from 5mm to a 6mm. The 6mm polyolefin closed cell foam on commercial Supercovers are available in either blue or grey. With a tough woven top and bottom sheet for heat retention and strength, they can withstand temperatures up to 29 degrees centigrade. See Plastica's dedicated website: www.commercialpools.co.uk for more information.

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www.plasticapools.net

8 ENERGY SAVER

The Poolex Spawer Ice Spa has finally solved the problem of heating a spa or hot tub with a heat pump. With energy savings up to 75% more than built-in heaters, the EVI compressor and patented defrost system maintains heating efficiency even at temperatures as low as -25°C, the Ice Spa is a true game changer. The Poolex Spawer Ice Spa is the most energy efficient way to fully enjoy your hot tub or spa in any weather conditions. With an EVI compressor and patented defrost system, it operates efficiently down to -25°C, maintaining an ideal water temperature even in extreme environments.

AES
Tel. 01284 658770
sales@automatedenvironmentalsys-tems.co.uk
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9 BLUE-TOOTH ENABLED

Alfresco Pools has unveiled the latest innovation in the leading pool cover range with its Bluetooth-enabled Coverseal app.
The app allows owners to control their cover directly from their smartphone. Opening and closing the pool is simple and intuitive, while built-in security features such as biometric access and a personal code provide added reassurance. The Coverseal app also gives owners greater visibility and confidence. They can check the status of their cover, receive notifications if attention is needed, and share access with family members or guests. Updates can be carried out easily through the app, keeping everything running smoothly.

Alfresco Pools
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10 VERSATILE POOL TESTING

With its combination of accuracy, versatility, and forward-looking functionality, the Lovibond MD150 13in1 Photometer empowers pool operators to maintain safe, clear, and balanced water while protecting infrastructure and optimising operational efficiency. Combining 13 essential tests its intuitive interface allows operators to view results and record data quickly, reducing the potential for human error.

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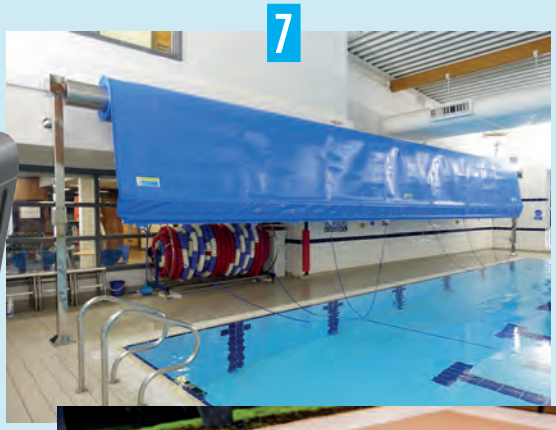







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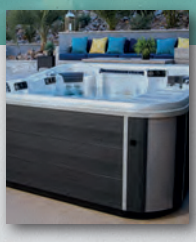

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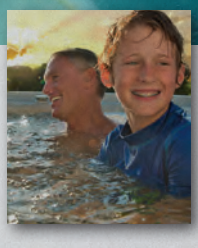

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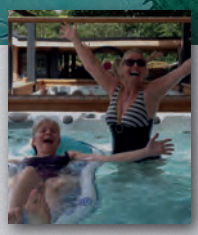

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PLANNING UPDATE Applications and consents for new swimming pool projects across the UK...

PROJECT PIPELINE

APPLICATIONS

EAST MIDLANDS
12A Grafton Road Brigstock NN14 3EY

Proposed 8m x 4m swimming pool with a foldable enclosure structure.

Planning authority: Northamptonshire
Planning reference: 25/02183/HFUL
Applicant: Mr. G. Campbell
Agent: Mr. L. Silvestrin, Oakwood Architecture Ltd, Bedford Heights, Brickhill Drive, Bedford, MK41 7PH

SUFFOLK
High Noon 38 Turnpike Road Red Lodge Suffolk IP28 8JZ

Installation of a swimming pool in rear garden

Planning authority: West Suffolk
Planning reference: DC/25/1998/HH
Applicant: Mr. S. Vijithra
Agent: Mr. M. Lockyer, That Design Co Ltd, 7 Short Lane, Willingham, CB24 5LG

LONDON
98 Evelyn Avenue Ruislip HA4 8AJ

Construction of an outbuilding to rear garden to be used for a games, gym, workshop, sauna and indoor swimming pool

Planning authority: Hillingdon
Planning reference: 10810/APP/2026/55
Applicant: Mr. K. Morbey
Agent: Jack Dusek & Co, Millhouse, 1 Soho Mills, Town Lane, Wooburn Green HP10 0PF

CORNWALL
St. Dellan St. Buryan Penzance TR19 6DH

Construction of an external swimming pool, a sun terrace and a subterranean pool house

Planning authority: Cornwall
Planning reference: PA25/09379
Applicant: Mr. & Mrs. D. Frusher
Agent: CAD Architects Ltd, Courtleigh House, 74-75 Lemon Street, Truro, TR1 2PN

WARWICKSHIRE
13a Walnut Tree Barn Main Street Willoughby Rugby CV23 8BH

Proposed stable block, garage, garden office, manège and swimming pool with biodiversity enhancements.

Planning authority: Rugby
Planning reference: R25/1121
Applicant: Mr. & Mrs. A. Hiscox
Agent: Mr. D. Coles, HB Architects, The Old Telephone Exchange, Albert Street, Rugby, CV21 2SA

SCOTTISH BORDERS
Gatehousecote Bonchester Bridge Hawick TD9 8JD

Renovation of barn to form swimming pool and associated facilities

Planning authority: Scottish Borders
Planning reference: 26/00081/FUL
Applicant: Mr. P. Shirley-Beavan
Agent: Miss. A. Macpherson, Gray Macpherson Architects, 106 Biggar Road, Edinburgh, EH10 7D

WEST YORKSHIRE
Brookside Farm Thorpe Lane Badsworth Pontefract WF9 1AA

Construction of a garage / annexe building and a gym / swimming pool building.

Planning authority: Wakefield
Planning reference: 26/00069/CPL
Applicant: Mr. N. Johnson
Agent: Mr. D. Bull, CODA Studios, Albion Works, 82 Countess Road, Sheffield, S1 4TE

CONSENTS

WEST YORKSHIRE
Former site of Springfield Complex Squire Lane Bradford BD9 6RA

Construction of single storey multi use leisure facility to include a main swimming pool, learner swimming pool, fitness suite, two studios, spinning studio, wet and dry changing areas and ancillary spaces with associated car parking areas

Planning authority: Bradford
Planning reference: 25/02087/REG
Applicant: Bradford Metropolitan District Council
Agent: Mr. A. Marques, Space & Place, 10 Orange Street, Haymarket, London, WC2H 7DQ

WORCESTERSHIRE
Sparrows Roost Dunley Stourport on Severn DY13 0UE

Construction of a single storey outbuilding to provide a home office and games room and formation of a swimming pool.

Planning authority: Malvern Hills
Planning reference: M/25/01911/CLPU
Applicant: Ms. V. Owen
Agent: Miss. J. Greybanks, APSE Building Design, 3 Roden Avenue, Kidderminster, DY10 2RF

MONMOUTHSHIRE
Glen Usk House Glen Usk Road Llanhennock NP18 1LU

Construction of a single storey swimming pool extension with a glazed link to the existing building through an enlarged existing window opening

Planning authority: Monmouthshire
Planning reference: DM/2024/01019
Applicant: Temple Properties Holdings
Agent: Mr. J. Williams, JDW Architects, 5 Goldtops, Newport, NP20 4PG

SOMERSET
Bathway Farm Bathway Chewton Mendip Radstock BA3 4LN

Construction of a two storey side extension with a balcony, a single storey front extension and a single storey outbuilding for a swimming pool.

Planning authority: Mendip
Planning reference: 2025/1888/HSE
Applicant: Mr. M. Spiller & Ms. T. Veater
Agent: Mr. J. Broadway, Studio PCM, 22 Beauchamp Avenue, Midsomer Norton, Radstock, BA3 4FX

BERKSHIRE
Elmlands Little Hill Road Hurst Wokingham RG10 0TG

Construction of gym/swimming pool outbuilding, external swimming pool with pool enclosure, changes to landscaping

Planning authority: Wokingham
Planning reference: 252662
Applicant: Mr. S. Williams
Agent: Mr. E. Wakeford, Creative Project Services, Devonshire Place, Crowthorne, RG45 6NA

SUFFOLK
Park Lodge Yoxford Road Sibton IP17 2LZ

Construction of wellness area including spa building, swimming pool and hot tub

Planning authority: East Suffolk
Planning reference: DC/25/4148/FUL
Applicant: Wilderness Reserve Suffolk
Agent: Mr. S. Henry, Meadows Ltd, Hardwick House, 2 Agricultural Hall Plain, Plain, Norwich, NR1 3FS

LINCOLNSHIRE
Firwood Wellsyke Lane Kirkby On Bain LN10 6YU

Construction of a detached indoor swimming pool for domestic use.

Planning authority: East Lindsey
Planning reference: 03587/25/FUL
Applicant: Mr. S. Clarke
Agent: Mr. F. Marshall, Core Architects, The Terrace, Grantham Street, Lincoln LN2 1BD



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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