

UK POOL AND SPA INDUSTRY DELIVERS THE 'WOW' FACTOR

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Indulgent wellness suites, bespoke moving floors and hidden automatic covers are all on the wish list of the 21st century luxury swimming pool owner.

From tailor-made water features to smart technology and integrated pool management systems – the UK's pool and spa industry is at the forefront of stylish design and modern technology.

Highly desirable and considered to be the ultimate status symbol, home swimming pool design is now more exclusive than ever before – as owners seek new ways to impress the neighbours.

"There are generally three types of pool customers; those that want a pool to swim in for exercise, those that want it for the social side and those that are interested in the whole home wellness concept. And then there's the fourth group – the luxury pool customers who want all of the above," explains Christina Connor, editor of Pool & Spa Scene (<http://www.poolandspascene.com>) magazine, the leading trade industry publication.

"Not only are today's pools more luxurious and sophisticated than ever before, they are also leading the way in energy efficiency. Prospective home pool owners now have an even greater choice when it comes to designing a totally unique swimming experience."

Showcasing the very best examples of pool and spa design from across the country, the annual UK Pool & Spa Awards (<http://www.ukpoolandspaawards.co.uk>) recently celebrated the water leisure industry's 2015 achievements at a special prize giving event.

Winners across 25 categories were presented with trophies at the business networking and promotional evening, held at the Vox Conference Centre within the new Resorts World in Birmingham.

"The pool and spa industry is a booming sector and the outstanding entries received in this year's UK Pool & Spa Awards (<http://www.ukpoolandspaawards.co.uk>) exemplify that," says Christina.

"The jury of judges unanimously expressed their praise for the outstanding range of projects and venues that speak volumes for the high standard of swimming pool and spa provision, not only in this country but also overseas."

Stand out projects recognised in the 2015 awards included a contemporary residential pool by Southport-based Portrait Pools, which was named overall winner in the Residential Indoor Pool of the Year category, and a glass bottom swimming pool by Guncast Swimming Pools, which scooped Commercial Pool of the Year.

Now in their seventh year, the UK Pool & Spa Awards (<http://www.ukpoolandspaawards.co.uk>) celebrate the outstanding achievements of the country's leading companies and organisations that are involved in the multi-million provision of water leisure, both at home and across a variety of public sectors from hotels and health clubs to schools and public pools.

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NOTE TO EDITORS:

- The awards are organised by the publishers of Pool & Spa Scene (<http://www.poolandspascene.com>) magazine.
- The 2015 UK Pool & Spa Awards (<http://www.ukpoolandspaawards.co.uk>) were held at the Vox Conference Centre within Resorts World in Birmingham on 23rd November, to coincide with the of the UK Pool & Spa Expo.
- More information on the awards can be found at www.ukpoolandspaawards.co.uk

PIC CAPTION: A selection of some of the winning pool projects from this year's UK Pool & Spa Awards, including Portrait Pools, Aqua Platinum Projects and Guncast Swimming Pools.

For further information about featured projects or for images, please contact Ashleigh Mackenzie at Waterland Media on Tel. +44 (0)1353 666 663 or email ashleigh@thewaterlandgroup.com