

Business model for pools



There are many different business models for commercially run pools, here are a few of them:

Baths Clubs

Arlington and Western Baths clubs situated in and close to Glasgow are both centred on pools. Their models, which were introduced in 1871 and 1875 respectively, include membership for between 650 and 750 members and contain features such as overhead trapezes and rings which swimmers can swing on.

Click on <http://www.arlingtonbaths.co.uk/>

And <http://www.thewesternbaths.co.uk/html/index.htm>

Another example, Drumsheugh Baths Club in Edinburgh, founded in 1882, is the oldest privately owned club in Edinburgh. The Baths were designed in Victorian times in the Moorish style. Historic Scotland grant aided a refurbishment and the facility now includes a 70 x 35 feet pool with individual poolside changing rooms, saunas, gym, a hot tub and lounge. Senior membership for 2010/11 costs £869 for the year. Details can be found at

<http://www.drumsheughbaths.com/>

Private swimming club with dining

The Lido at Clifton, Bristol is an example of what can be achieved with a pool originally built in 1850. The pool, which is mainly heated by solar panels, has been converted as an affinity pool and spa with the restaurant situated next to it and with over 600 members. The pool was sold by the council to a private business and the restaurant was good enough to be included this year in the Good Food Guide. Their web site is well worth a visit as an exemplar from the private sector:

<http://www.lidobristol.com/>

Differentiating your pool

A privately operated pool can therefore differentiate itself and provide either a niche or main service to a succinct customer group.



Spa model

Increasingly private pool operators are offering a spa model with allied health facilities making the visit to the pool a treat for the customer. A typical example of this is the Laboratory Spa and Health Club in Hendon which offers a 25 x 12 metre pool which includes twin spa baths and relaxation area. Click here:

<http://www.labspa.co.uk/>

Hotel pools

Many privately run pools are those run by hotel groups and, in recent years, these have proved to be the most rapidly expanding part of the market place. Increasingly these offer a mix of guest opportunities to swim, leisure club membership and private swimming lessons to young people.

Company pools

There is also room for private company pools within the privately run pool landscape. For instance, Shell UK has a pool at its Embankment Offices in London which was built as a state-of-the-art operation in 1961, the building having been designed by Sir Howard Robertson.

Community and health issues are key

Within the private sector pools which are available to the wider public, two of the biggest drivers are the community benefits and the reduction of the cost of the national health bill. Pools operated along these lines are much more likely to receive external funding from agencies seeking to support Government agendas for social inclusivity and participation.