



swim!

Landlord Information Pack

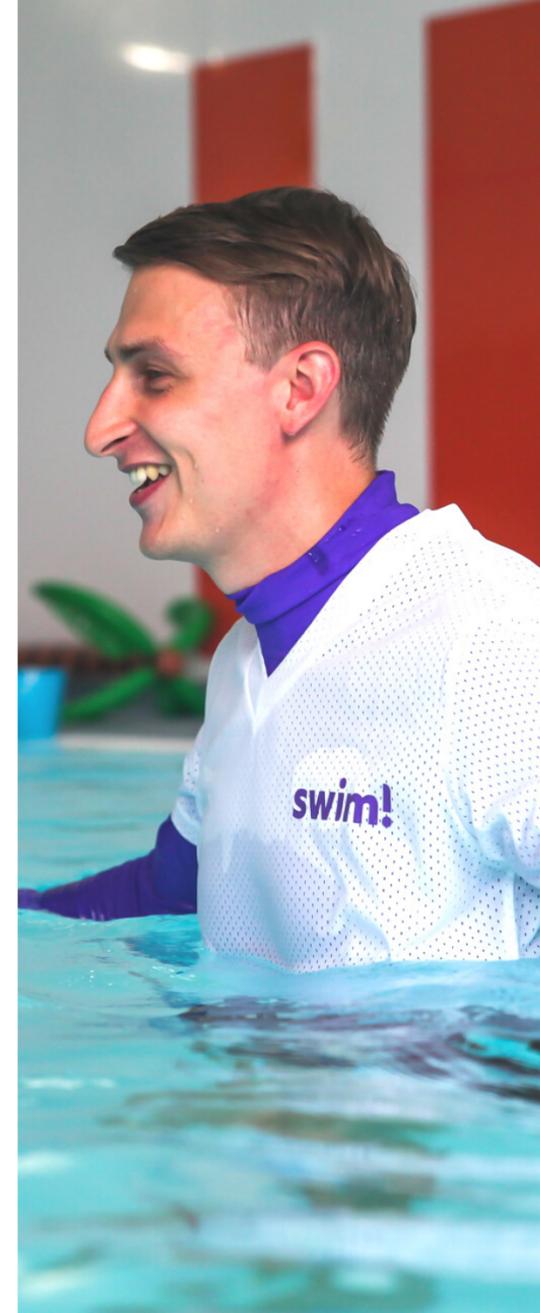


swim! are here to revolutionise swimming

swim! is a joint venture between Total Swimming Limited and Total Fitness Health Club Limited; both management teams are industry leading experts in building modular swimming pools, operating leisure facilities and delivering exceptional Learn to Swim programmes across the UK to over 25,000 children a week. Landlords can be confident in facilitating our roll out plan as we transform sites across the UK into award winning swim! centres.

Currently in the UK, only one in three children are able to swim by the time they go to secondary school. We're here to change this. With best in class tutoring in an innovative, family first environment, we're out to redefine the way children learn to swim, forever! In locations selected to match our customer profile, swim! is a premium service designed for 0-11 year olds in a family friendly centre.

In the last five years, the number of swimming pool closures have outweighed the number of openings in both the public and private sector. This has led to a 3% drop in the number of pools over this time. Additionally, as a result of the Covid-19 pandemic, 11% of public swimming pools in the market remain closed whilst demand for lessons has increased.



property requirements

- 5,000 – 8,000 Sq. Ft
- Minimum 5m High Eaves
- Gas 250kw
- Electric 100kva
- Water Supply 2lt per second | Discharge 4lt per second | Pressure 1.5Bar
- Floor loading 15kN/sqm
- Generous free parking | minimum 30 spaces
- High Footfall Areas
- Lease 10+ years
- Generous Free Parking
- Lease 10+ years
- No permanent alterations will be made to the slab or fabric of the building
- The pool sits above the slab
- Fully reinstated at end of tenancy

key metrics

Ages
0-11

Investing
£850k in each
swim! centre

11 new sites
by end of
2022

Open 7
days a week
8am - 9pm

190,000
annual
footfall



current centres



new sites





areas of interest

North West

Greater Manchester, Stockport, Liverpool, St Helens, Leigh, Preston, Chorley, Blackpool

Yorkshire & Humber

Leeds, Pudsey, Horsforth, Huddersfield, Barnsley, York

North East

Newcastle, Sunderland, Middlesbrough, Durham

East Midlands

Milton Keynes, Northampton, Bedford, Peterborough, Leicester

West Midlands

South Birmingham, Sutton Coalfields, Solihull, Walsall, Dudley, Stoke-on-Trent, Stafford, Telford

South West

Bristol, Gloucester, Swindon, Bath

locations of interest

- Cities
- Large towns
- Retail/leisure parks out of town
- Large footfall sites





contacts

North West

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All other regions

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