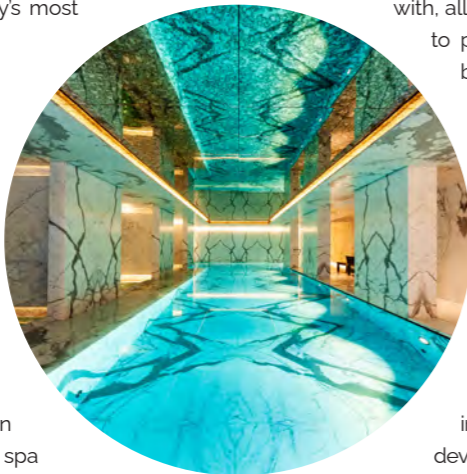


# Aqua Platinum Projects: The Swimming Pool & Spa Specialists

Based in Hampshire, Aqua Platinum Projects is a multi-award-winning swimming pool design and build company that utilises a unique approach, high-quality materials, and the most up-to-date construction methods to deliver first-class services to clients throughout London and the South of England. Here, we explore the company's work and the reasons behind its success in winning Leading Swimming Pool Design & Build Specialists, UK, in the Leaders in Luxury Awards 2024.

Incorporated in 2011, Aqua Platinum Projects was established to design, deliver, and maintain exceptional wellness facilities for residential properties, including bespoke indoor swimming pools, complex basement projects, infinity pools, movable floor pools, and luxurious spas. Working with world-class architects, high-end commercial developers, and main contractors, the company serves many discerning clients, including owners of some of the country's most impressive super-prime luxury homes.

Aqua Platinum Projects has also worked with commercial clients like The Headland Hotel, a renowned luxury hospitality establishment in Cornwall. The company is proud to have been involved in the creation of an incredible leisure facility for its spa and wellness centre. This multi-million-pound project featured a total of six pools, including a 25-metre lap pool, an indoor vitality pool, a traditional sauna, and a children's pool with jets, air pads, and a water mushroom feature. Outdoors, the team created an additional vitality pool, infinity pool and a sunset spa pool that overlooks the Atlantic Ocean.



Aqua Platinum Projects prides itself on its ability to capture the visions and aspirations of its clients, creating detailed designs that embody their ideas. Then, it uses best-in-class products and materials, sourced from around the world, to bring the design to life, transforming clients' dreams into reality.

In its work, Aqua Platinum Projects focuses on the user experience, envisioning their journey through the facility when it is complete. This helps the company to effectively tailor the smallest details to suit their individual needs. Dominic Searle, Managing Director of Aqua Platinum Projects, shares, "Our design philosophy cements the way that the final product will be enjoyed by the users, and maintained by our professional team, in the very first iterations of the design."

When working with Aqua Platinum Projects, clients collaborate with a brilliant team who are committed to creating bespoke solutions that perfectly fulfil their needs and requirements. The company's workforce is one of the largest of its kind, consisting of a multifaceted group of in-house employees. Its team of amazing designers are not only technically skilled but also visionary with their designs, striving to deliver a completely unique result. By minimising its need to subcontract work, Aqua Platinum

Projects maintains greater control of the quality and programming, enabling it to deliver excellence with consistency. As a result, the company has earned an exceptional reputation, forging long-standing relationships with its clients.

"We've got a really strong team of experts who are great to work with, all the way from our sales and design teams through to project delivery and aftercare, and everything in-between," Dominic comments. "We are dedicated to delivering perfection for our clients, striving to be better on every project. We have an ongoing commitment to our clients as they really only experience our hard work once they are using the facilities."

Considering the importance of its team, it is no surprise that Aqua Platinum Projects seeks talented and amazing recruits. At first, specific knowledge is not essential, since the company invests significantly in professional training and development. It is committed to equipping its employees with the skills they need to deliver their work in the best possible timeframe, to the highest quality, and within budget.

When it comes to its internal operations, Aqua Platinum Projects maintains five core values, selected based on their benefits for both clients and employees. These are integrity, teamwork, accountability, quality, and empowerment. By focusing on its values and fostering an environment in which staff are encouraged to learn, grow, develop, and prosper, the company creates a happy team who like their jobs, are committed to each other's success, and care about each other the future of the company.

Operating within a niche industry, Aqua Platinum Projects is relatively shielded from the impact of recessions and other macroeconomic factors. However, recent global events have placed significant cost pressure on supply, and a rise in the cost of borrowing has impacted the budgets of some commercial developers. Aqua Platinum Projects also faces the challenge of competition with other contractors. The company believes that it has been able to retain its leading position by continuing to deliver stunning projects and leveraging new technologies to provide the most efficient build methodologies.

For its outstanding work in designing and building the most beautiful swimming pools and spa facilities, Aqua Platinum Projects has been



awarded the title of Leading Swimming Pool Design & Build Specialists, UK, in the Leaders in Luxury Awards 2024. Currently, the company is working to develop processes through which it can improve its efficiency and further enhance the client journey. For example, it has been investing in new software and creating mentorship programmes designed to support the professional development of its team.

Dominic adds, "We are also looking at projects throughout the Middle East region and see this market as an enormous opportunity for high specification development for our design consultancy, but our priority for now is delivering the incredible schemes we have in our orderbook."

Anyone interested in adding a piece of luxury to their home in the form of a swimming pool, sauna, or steam room is encouraged to contact Aqua Platinum Projects to make an enquiry. Considering their success thus far, there is no doubt that Dominic and his team are well-equipped to bring your ideas to life.

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