



AQUA PLATINUM

THE LUXURY POOL & WELLNESS BRAND™



## COMPANY PROFILE

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### MISSION STATEMENT

“Our mission is to provide our employees with an honest and helpful working environment, where every employee, individually and collectively, can dedicate themselves to providing our customers with exceptional workmanship, extraordinary service, and professional integrity. Our commitment to this mission will allow Aqua Platinum Projects to become not only the premier aquatic leisure service provider and builders but also innovators within our industry setting standards beyond the reach of our competitors”.

## INTRODUCTION

Aqua Platinum Projects offer a unique approach to swimming pool design and construction and by employing highly talented individuals with vast knowledge and expertise Aqua Platinum are repeatedly completing projects to the highest standards to consistently exceed client expectations.

APP is at the forefront of the wet leisure industry producing and utilising the most detailed designs, highest quality materials and ever-evolving construction methods to ensure that the company is always one step ahead of the rest of the industry providing only the best quality and service available.

We pride ourselves on the strength of the team at Aqua Platinum, from our experienced engineers and project management teams to our designers and highly knowledgeable consultancy team.

## TESTIMONIALS

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“I looked at several companies to design and build the basement area of this property. APP’s unique approach and professionalism stood out from the crowd and the result is outstanding”

PAUL BRIGHT, INVESTOR & DEVELOPER OAKBOURNE LLP

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“Aqua Platinum has provided our luxury home in Cap Ferrat, France, with great quality installations and attentive customer care. They offer the personally tailored and unique creations that our premium clients here at Veyron Bespoke Developments require.”

VEYRON

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“We collaborated with Aqua Platinum to design and build 3 outdoor tiled pools that made the most of the spectacular view, incorporating a safe family environment for the pool cover.”

TIM BLYTHE QS, MILLGATE HOMES

“Aqua Platinum delivered a superb project, from extensive structural work through to the final decorative touches. Constructing a swimming pool with a movable floor in an 18th century heritage building was a particular technical challenge. Aqua Platinum’s relationships with fine Italian makers of fittings and furnishings were an added bonus. The working relationship was a pleasure throughout, and we are delighted with the outcome.”

CHARLES & RENATA JONSHER

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“Aqua Platinum provide a high quality design and installation service for bespoke swimming pools and we have worked with them on a number of exciting and successful projects.

As architects and interior designers it is refreshing to work alongside a creative pool company who can help realise our concepts with enthusiasm and technical design support to ensure that our vision is delivered on site.”

MAP ARCHITECTURE & INTERIOR DESIGN

## CLIENTS

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DESIGN &  
BUILD

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PROJECT:

9 Millbank

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CLIENT:

Berkeley Group,  
St. Edward

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PROJECT BRIEF:

9 Millbank features a deck-level lap pool and vitality pool with state-of-the-art filtration systems that constantly purify and maintain water quality.

This prestigious residential development is a collection of Grade II listed homes by Berkeley Group, St Edwards, with stunning views over London's most iconic landmarks. The vitality pool is equipped with bespoke stainless-steel beds designed to provide gentle support and relaxation. The pools also feature an energy-efficient design, incorporating the latest advancements in plant room equipment.





DESIGN &  
BUILD

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PROJECT:

Headland Hotel

CLIENT:

Headland Hotel

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PROJECT BRIEF:

The Aqua Club includes a 25-metre pool, hydrotherapy pool, children's pool complete with air pads, jets and mushroom, an outdoor vitality pool, outdoor spa pool and edge pool that over looks the Atlantic Ocean.

Several key architectural design features of the scheme have been integrated to the swimming pool designs, needing bespoke solutions based on precise design calculations to deliver the desired outcome.





DESIGN &  
BUILD

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PROJECT:

Auriens, Dovehouse

CLIENT:

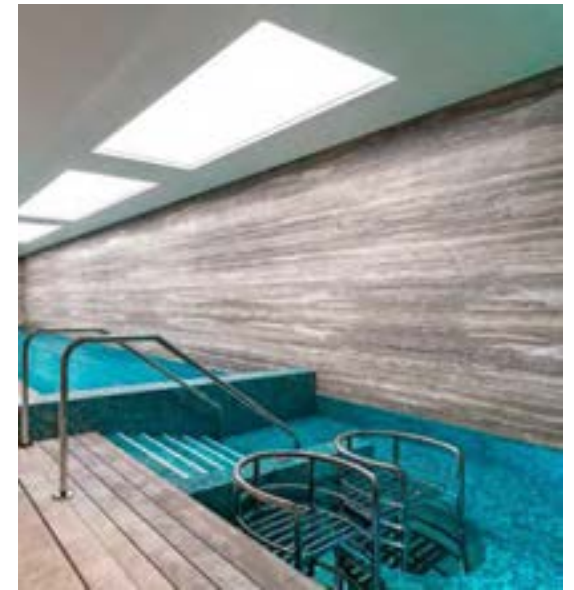
Multiplex

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PROJECT BRIEF:

The resident's wellness facilities include a 15m deck level swimming pool with a bespoke triple slot detail for the level deck trough, complete with parallel secondary drainage slots to pick up excess surface water.

Our designers thoroughly thought out the strategy to deliver this detail, including bespoke stainless steel supporting frames, ultimately achieving a crisp and clean linear aesthetic. The trough continues seamlessly through to the vitality pool which includes two air massage recliners and a large stainless-steel bench for residents to enjoy.





DESIGN &  
BUILD

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PROJECT:

Kings Road Park

CLIENT:

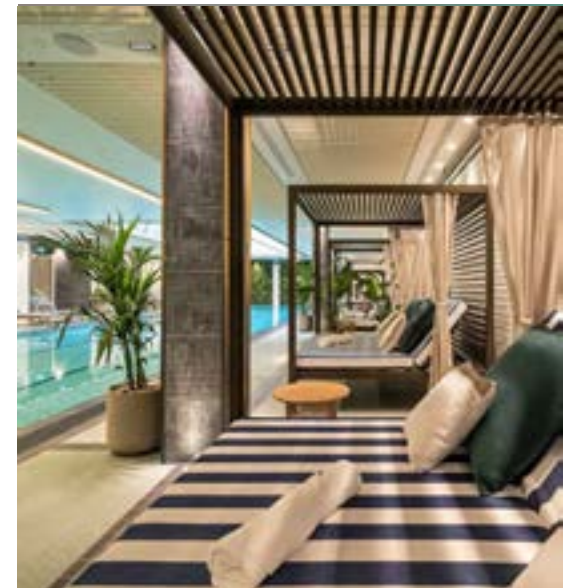
Berkeley Group,  
St. William

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PROJECT BRIEF:

Kings Road Park is a luxury pool development in Fulham. Working with high-end property developers, The Berkeley Group, St William, and Aqua Platinum were instructed to design and build the resident's basement amenities.

The world-class facilities include a 25m swimming pool, vitality pool with stainless-steel neck cannons, powerful back massagers and curved benches, a steam room finished in granite large format tiles and a bespoke sauna overlooking the pool and experience showers. The deck-level, 25m swimming pool includes lane demarcation and gold-coated stainless-steel handrails and ladders into the pool.







DESIGN &  
BUILD

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PROJECT:

Langley Park

CLIENT:

Multiplex

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PROJECT BRIEF:

Aqua Platinum have been appointed to design the deluxe wellness centre at what aspires to be the most exclusive hotel in Berkshire with the best spa facilities in the UK. Main features include a subterranean infinity edge swimming pool, infinity edge vitality spa with water features, VIP spa suite, female vitality suite, and outdoor pool with deluxe black granite finishing.





DESIGN &  
BUILD

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PROJECT:

Regents Crescent

CLIENT:

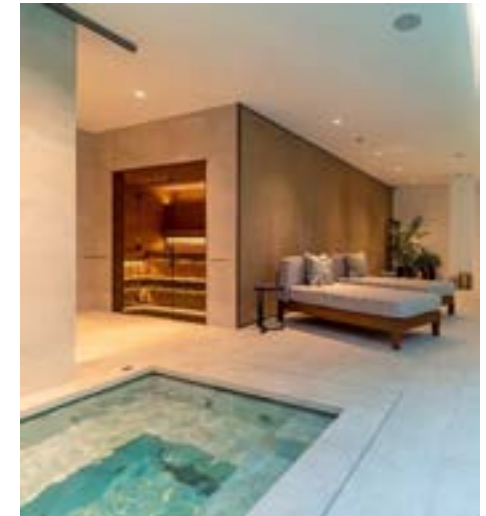
Midguard

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PROJECT BRIEF:

Aqua Platinum were appointed as the main swimming pool and spa designer for this prestigious London development. The property's spa and pool facilities boast an array of cool indoor lighting and plush furniture.

The pool hall includes an 18m free-board basement swimming pool, a sunken spa with massage jets, a traditional sauna and a bespoke steam room, to fit the initial designer's artistic mindset and fall peacefully in sync with the architecture of the listed building. Large format tiles flow through the spa area to the pool floor, posing a chic finish to the entirety of the open space.





DESIGN &  
BUILD

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PROJECT:

Prince of Wales Drive

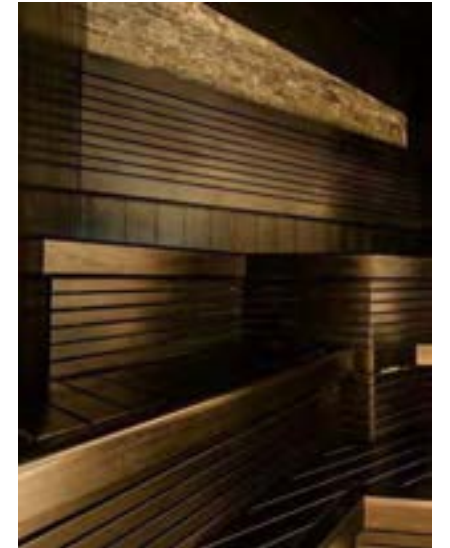
CLIENT:

Berkeley Group,  
St William

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PROJECT BRIEF:

Aqua Platinum were appointed to design, build and complete fit out of the resident's amenities spa complex to include a 17m basement swimming pool, sauna, vitality pool and steam room, complete with associated changing and treatment rooms as part of a £2m contract with the Berkeley Group.





DESIGN &  
BUILD

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PROJECT:

London Dock

CLIENT:

Berkeley Group,  
St George PLC

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PROJECT BRIEF:

Aqua Platinum were appointed for swimming pool design and build for an indoor swimming pool complete with glamorous mosaic feature wall and showers, bespoke vitality pool, two bespoke saunas and a steam room for a prestigious resident's amenities space in the St Katherine's Dock area of London.





DESIGN &  
BUILD

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PROJECT:

22 Frognal Way

CLIENT:

KSR Architects

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PROJECT BRIEF:

Aqua Platinum were appointed as the design and build contractor for a high-specification residential basement pool, spa and thermals in a prestigious area of London.

The luxury development includes a deck-level pool that has two different edge finishes; two sides with traditional level deck-level finish and two sides with a hidden infinity edge. We also provided a large luxury spa complete with massage jets and a lounge.





DESIGN &  
BUILD

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PROJECT:

Chelsea

CLIENT:

Finchatton

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PROJECT BRIEF:

Design and build a high-tech insulated panel pool structure that delivers seamless transition from interior wall to pool wall on 3 sides with internal massage jets.

Deep basement with limited access and limited plantroom space.





DESIGN &  
BUILD

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PROJECT:

Corniche

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CLIENT:

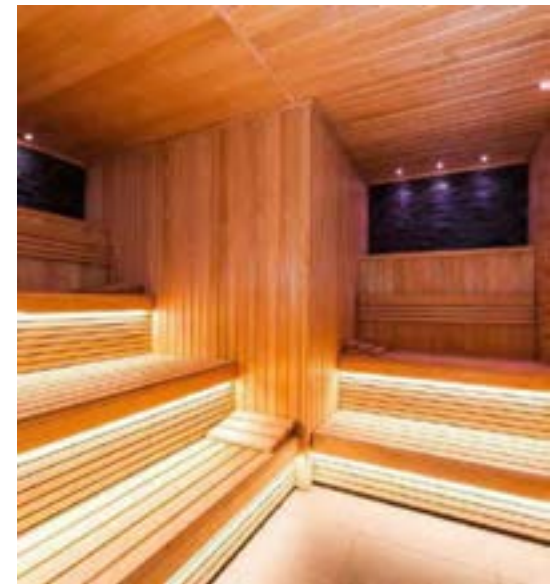
Berkeley Group,  
St James

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PROJECT BRIEF:

To design and build an infinity edge swimming pool and infinity edge vitality pool along with steam room and sauna within an incredible new property development with The Berkeley Group.

The swimming pools are situated on the first floor of this new property development with the plantroom based two floors below. APP have designed and built this project to the highest standard to utilise the state of the art dosing and filtration systems in this complicated build.





DESIGN &  
BUILD

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PROJECT:

The Strand

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CLIENT:

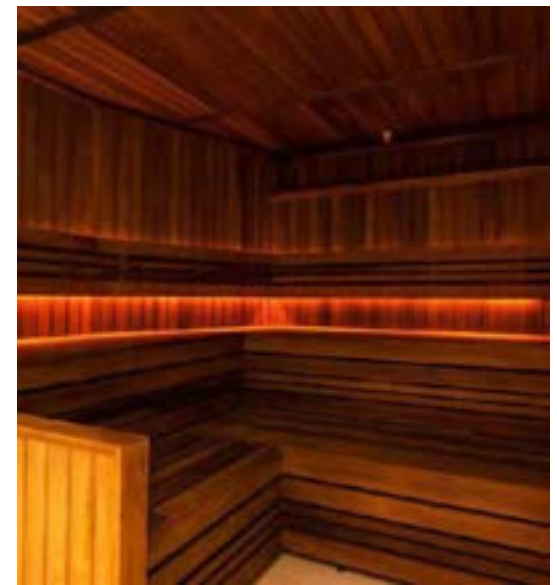
Berkeley Homes,  
St Edward

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PROJECT BRIEF:

We were appointed to design and build the luxurious wellness facilities for the prestigious residential development located on the world famous The Strand.

The scheme consists of a stunning indoor deck level swimming pool which has been constructed using sprayed concrete and finished in a high quality mosaic, in addition to a vitality pool, bespoke sauna and steam rooms and upper and lower level complex plantrooms to accommodate the balance tank and high-tech control systems.







DESIGN &  
BUILD

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PROJECT:

Belgravia

CLIENT:

Private

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PROJECT BRIEF:

Aqua Platinum were appointed to design and build a high-quality pool, spa, steam, sauna, plant room and pipework scheme for use within a luxurious property in Knightsbridge. The design features stunning marble interior used throughout the pool and spas, complimenting the magnificent property surroundings.

The design phase of this project became the most important as the full scheme was very complex and the design had to include a combination of elements to be coordinated within the plant room. The plant room section of this design plan involved many points to consider, such as; the initial building structure, water, gas, electrical points, air-conditioning & vents, communications and I.T.





DESIGN &  
BUILD

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PROJECT:

Knightsbridge

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CLIENT:

EE Smith

PROJECT BRIEF:

Aqua Platinum have been appointed for the design and build of this prestigious steam and integrated swimming pool. Working in collaboration with M&E Contractor EE Smith, the pool includes a luxurious deck level slot detail. The pool shell has been constructed from sprayed concrete and finished in the highest quality mosaic tiles. In addition, we have also constructed a stunning bespoke steam room for this particular scheme.





DESIGN &  
BUILD

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PROJECT:

South Audley Street

CLIENT:

McLaren Construction

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PROJECT BRIEF:

We are extremely proud to have designed and built the exceptionally high-end wellness complex within the prestigious development in Mayfair. The project consisted of a luxurious basement swimming pool with stainless steel facilities, in addition to a bespoke steam room and deluxe sauna.





**AQUA PLATINUM**  
LUXURY POOLS & WELLNESS™

**Ryan Fronda**  
CEO & FOUNDER

**Thomas Hodges**  
DESIGN MANAGER

**Holly Wylie**  
OPERATIONS DIRECTOR

**Dominic Searle**  
MANAGING DIRECTOR

**Kimberley Earle**  
FINANCIAL DIRECTOR

**Sam Baker**  
SERVICE MANAGER

DESIGN TEAM

PROJECTS TEAM

SALES TEAM

ACCOUNTS TEAM

AFTERCARE TEAM

**Jamie Gregory**  
QUALITY CONTROL MANAGER

**Giovanni Giovine**  
PROJECT DIRECTOR

**Will Blundell**  
SENIOR CONSULTANT

**Charlotte Ferrigan**  
SENIOR ACCOUNTS ADMINISTRATOR

**Emma Parkhouse**  
CLIENT MANAGER

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HEAD OF DESIGN CONSULTANCY

**Dave Hill**  
PROJECT MANAGER

**Edward Evans**  
SENIOR CONSULTANT

**Cherry Ayres**  
ACCOUNTS ASSISTANT

**Lewis Rooke**  
SENIOR SERVICE ENGINEER

**James Hoile**  
DESIGNER

**Danielle Hall**  
PURCHASING COORDINATOR

ENGINEERS

**Alicia Turner-Sales**  
SALES & MARKETING EXECUTIVE

**Craig Ivey**  
SENIOR SERVICE ENGINEER

**Charlotte Johns**  
DESIGNER

**Ellissa Whenham**  
PROJECT COORDINATOR

**Kirsty Bishop**  
COMPANY ADMINISTRATOR

**Shaun Green**  
SERVICE ENGINEER

**Jack Goodwin**  
DESIGNER

**Richard Hall**  
DELIVERIES & WAREHOUSE

**Luke West**  
TRAINEE SERVICE ENGINEER

**Jack Wise**  
DESIGNER

**Alex Bennett**  
DESIGNER

**James Whelan**  
SITE MANAGER

**Dave Hart**  
SENIOR ENGINEER

**Mark Bryant**  
SENIOR ENGINEER

**Rob Philips**  
TESTING ENGINEER

**Simon Murphy**  
ENGINEER

**Dan McPherson**  
COMMISSIONING MANAGER

**Daniel Goodall**  
COMMISSIONING ENGINEER

**Matt Croucher**  
ENGINEER

**George Bunting**  
SITE MANAGER

**Rohan Pixley**  
ENGINEER



AQUA PLATINUM  
LUXURY POOLS & WELLNESS™

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## AQUA PLATINUM AWARDS

*We specialise in creating the most stunning, premier pool and wellness facilities and understand the requirements that are necessary to create a high-quality feature – to the point where our work is multi-award winning, and industry-recognised.*

### 2024

LUX Leaders in Luxury – Leading Swimming Pool Design & Build Specialists 2024 – UK  
Pool Contractor of The Year  
Marketing Initiative of The Year  
Indoor Pool of The Year  
One Piece Pool of The Year  
Luxury Pool of The Year

### 2023

Commercial Pool Project of The Year  
One Piece Spa Project of The Year  
Pool team of The Year  
Luxury Pool of The Year

### 2022

Pool Contractor of The Year  
Luxury Indoor Pool of The Year

### 2021

UK Team of The Year  
Pool Technician of The Year

### 2020

Commercial Pool Project of The Year  
Health & Wellness Pool Project of The Year  
Residential Indoor Pool of The Year

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## AQUA PLATINUM ACCREDITATIONS

### HEALTH & SAFETY CERTIFICATES

Construction Line

SMAS

CHAS

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### STANDARDS OF REGULATIONS

PWTAG

ISPE

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### SITE SPECIFIC QUALIFICATION

SMSTS

SSSTS

CSCS

PASMA



AQUA PLATINUM  
LUXURY POOLS & WELLNESS™

HEAD  
OFFICE

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CONTACT

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Website: [www.aquaplatinumprojects.co.uk](http://www.aquaplatinumprojects.co.uk)

BANK DETAILS

HSBC  
Sort code: 40-04-09  
Account no: 92041499  
UTR Number: 83446 27301

INSURANCES

Professional indemnity: £5,000,000	Employers liability: £10,000,000
Policy Number: PI21F810749 / PX21F129824 / FI688921	Policy number: 100653791CSI / 25054165
Public Liability: £10,000,000	Contractors all risk: £2,600,000
Policy number: 100653791CSI	Policy number: 100653791CSI
Product Liability: £10,000,000	
Policy number: 100653791CSI	