

Water Babies Targets Four Centres in 2018

Infant swimming school Water Babies has set itself an ambition of building four new swim centres in the UK, Germany and China this year.

The Devon-based franchise business reached a landmark weekly client base of over 50,000 in 2017 with a business model that has depended heavily on hiring pool space.

But they are now looking to expand their reach by building and operating their own facilities to house Water Babies, lessons, as well as aqua natal classes from sister company WaterBumps.

Water Babies are working with globally-renowned Italian pool building firm Myrtha Pools, who have constructed pools for the most recent Olympic Games, World Championships and Commonwealth Games.

The first centres will both be in China in Shenzhen and Zhuhai, closely followed by Stirling

in Scotland and Munster in Germany where the business has recently purchased land for development. Facilities have also been earmarked in Exeter and Bristol, close to their existing West Country base in Honiton.

Steve Franks, Managing Director of Water Babies said: "This is a game-changing development for Water Babies and the infant swimming industry. As ever, our aim is to deliver the best possible customer experience.

"So our award-winning lessons will take place in premium facilities. In collaborating with Myrtha, we are confident we will be in a position to offer a level of baby swimming lessons unrivalled in the world."

Water Babies

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