

Property Requirements 2026

BlueSpa.

Bringing Health and Wellness
to your Community.

Property Requirements

Problem – Gen Z and lower income over 50's can't afford local premium Hotel Spas

Solution – Membership and classpass based wet and dry spas on the high street at affordable prices

Background

BlueSpa is a new, blended approach combining wellness and relaxation under one roof. The concept is focussed on a hybrid model to support physical and mental well-being by simply using known wet experiences to maximise bodily health.

The facilities will be state of art, in strong footfall or demographically chosen phase 1 residential areas primarily and retail locations within a phase 2 roll out . With a major emphasis on aiding stress management, these purpose built facilities, complemented with their unique designs, are paramount to improving this new area of wet health!

Key Offering

- Innovation – BlueSpa is a new vertical in the wet leisure industry providing a focus on relaxation and wellness all under one roof.
- Lifestyle – A hybrid model combining physical and mental well-being to support the needs of today's hard working people at work and home.
- Healthcare – Utilising well know wet experiences to maximise bodily health.
- Information – Educating all members through content delivered through BlueSpa app.



Concept

BlueSpa is working to a design concept based on a generic 10-12,000 sqft footprint.

Members and customers would enter through the reception space. From there, members can access the gender-neutral changing facilities with private changing and showers pods. Members then enter the facility and look to choose wet activities to suit their personal requirements. These range from steam and dry saunas, ice baths and ice caves, cold plunge pools, hydrotherapy pools, salt rooms and warm relaxation slabs. Additionally, the swim lanes and private swim pods can be booked via the BlueSpa app for up to 30 minutes a session.

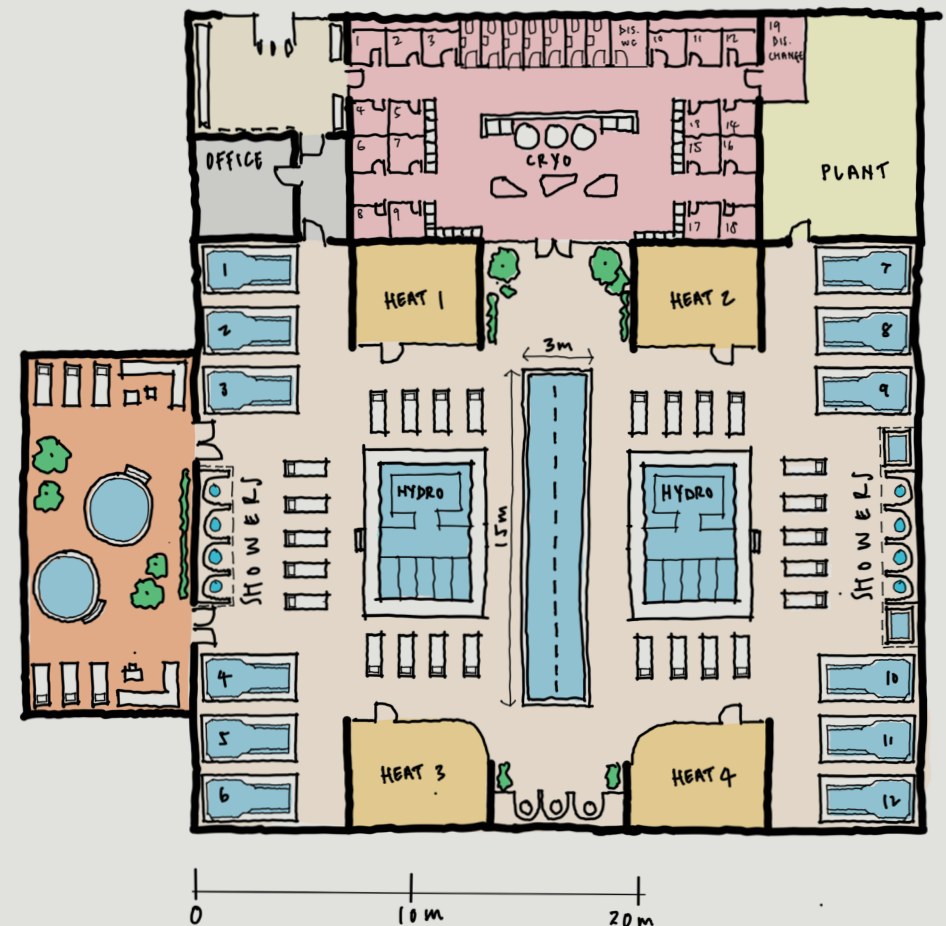
There is a simple physiological emphasis to what specific activities can provide for all members. Delivered in simple messages, the experience is meant to be informative and “eye opening” to the effects wet experiences can deliver and to align with the digital marketing and branding BlueSpa are delivering in recruiting its membership.

Membership

Our goal is to minimise the costs, delivering affordability to a space which ordinarily is expensive.

Our core price point is £120 per month with average visits being pre booked on the well-being app and based on 1.5 hrs duration.

- Easy to use - Accessibility through a booking app.
- Learning - Driving content to the membership regarding relevant information to improve experiences.
- Content - Prime goal to improve health through knowledge.
- Benefits - BTR residents to receive discounts through monthly service charge but delivering instant membership volumes.



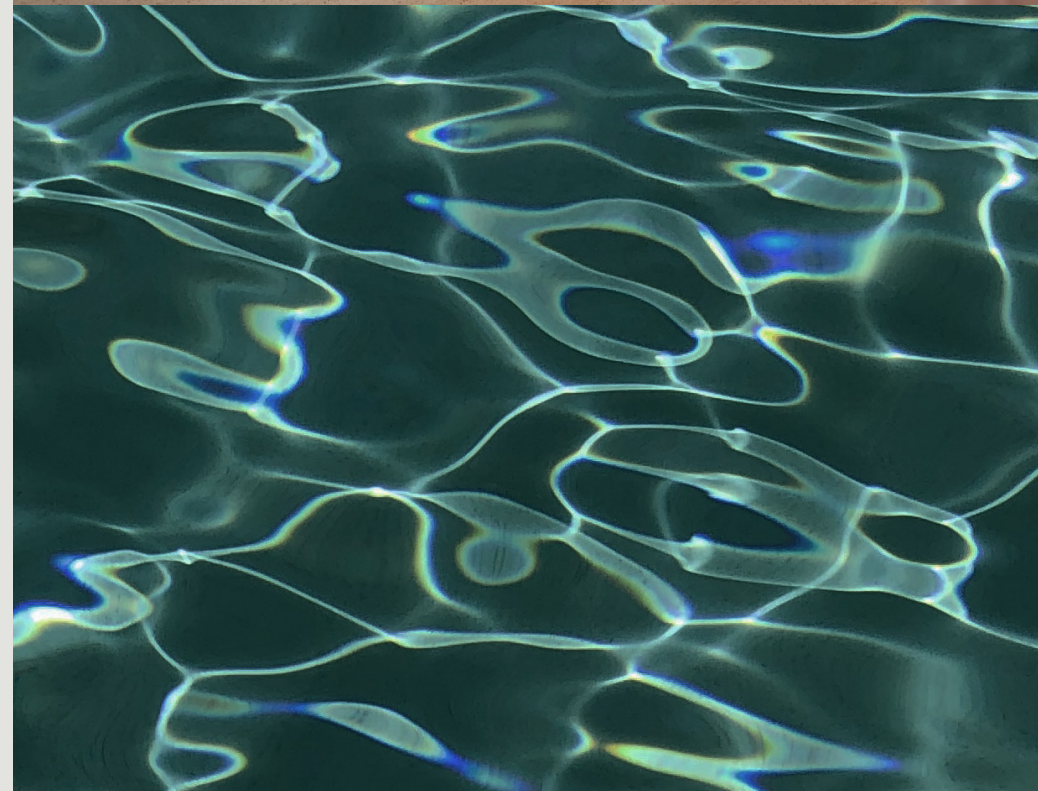
Sites

If you have underused retail location and would like them re-invigorated in terms of participation, footfall, revenue and linking in with the widespread view regarding individual well-being and mindfulness, then please contact us.

As well as bringing investment, we also bring jobs.

A 12,000 sq ft BlueSpa facility will employ 15 people by the end of year 2. We are looking for sites within the following sectors:

- Buy to Rent – BlueSpa can be part of a developers BTR scheme with a minimum of 750 units.
- House builders – as part of planning gain and replacing the traditional community gym offer.
- Local authority – old leisure sites being closed or moth balled.
- Development sites – we offer planning gain to many developers due to our well-being brand.
- Retail sites – where we offer developers planning gain and footfall. These can include redundant supermarkets and top floor department stores.
- Corporate – Redevelopment of corporate assets towards well-being as opposed to traditional corporate gym offer.
- Professional sports club – Stadiums looking to engage with fan based well-being business models.
- Education – Private schools focusing on student well-being and mindfulness solutions.
- Business Parks – a new developing area in 2023 bringing value and footfall back to distressed assets.



Demographics

Potential sites must meet specific property and area criteria. These are as follows:

- Minimum site area – 8,000 sq ft to 12,000 sq ft basement or ground floor locations.
- Retail units – mixed use developments or department stores with a well-being theme.
- BTR developments – minimum 750 units.
- Population – at least 250,000 within 20 minute drive of the facility if a retail focused model.

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SwimSpa.

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