SEA LANES®

SOCIAL IMPACT REPORT

JUNE 2025 – MAY 2026

ABOUT SEA LANES

Sea Lanes is redefining accessible outdoor swimming and wellbeing across the UK.

Since opening Sea Lanes Brighton in June 2023, we have grown into a multi-site organisation, expanding our mission to create exceptional outdoor swimming destinations that support healthier communities.

Today, Sea Lanes operates three unique locations:

Sea Lanes Brighton – the National Open Water Swimming Centre.

Hilsea Lido – the UK's oldest purpose built lido, brought back to life as a vibrant community destination.

Sea Lanes Canary Wharf – bringing open water swimming into the heart of London's docklands.

Across all three sites, we provide year-round opportunities for swimming, wellbeing, fitness, hospitality and community engagement. Supported by local partners and businesses, our venues are designed to be welcoming, accessible spaces where people can connect with water, nature and each other.

Our team continues to bring together expertise in outdoor swimming, regeneration, hospitality and sustainability. Working alongside local authorities, community organisations and commercial partners, we are committed to creating places that generate lasting social, environmental and economic value.

FOREWORD

Our vision has always been simple: to place outdoor swimming at the heart of healthier, happier communities.

Over the past year, Sea Lanes has evolved from a single destination into a growing family of venues, united by a shared purpose – to create extraordinary places where people can swim, socialise and improve their physical and mental wellbeing.

As we have expanded to Brighton, Portsmouth and Canary Wharf, our commitment to regenerative development has remained at the centre of every decision we make. We believe successful destinations should leave a positive legacy: reducing environmental impact, supporting local economies, creating inclusive spaces, and helping communities thrive.

This report celebrates the progress we've made during the last year. It highlights the impact of our people, our partnerships and our projects, while recognising there is still much more to achieve.

As we continue to grow, our ambition remains unchanged: to lead the future of outdoor swimming and demonstrate how hospitality, leisure and wellbeing can deliver meaningful social and environmental impact.

Thank you to our team, partners, customers, and communities

Andy White
Sea Lanes Director

GOALS

We are committed to creating a positive social impact

SINGLE-USE PLASTIC

All our facilities are now single-use plastic free.

ACHIEVED

DRY-SIDE NET ZERO

Our dry-side facilities are on target to be net zero by:

2030

DRY-SIDE NET ZERO

Our pools are on target to be net zero by:

2040

NATURE & BIODIVERSITY

Our ambition is for our impact on nature and biodiversity to be:

NET POSITIVE

ACCESSIBLE SWIMMING

We are committed to making swimming and water-based activity accessible to people of all abilities, with dedicated sessions, accessible facilities and appropriate support.

ONGOING

OUR ENVIRONMENT

Over the past year, we have demonstrated that high-quality swimming and wellness facilities can operate alongside ambitious environmental and social goals. By sharing what we learn and being open about both our progress and the challenges we face, we hope to contribute to a model that can be replicated and improved upon as we grow.

992502.50 kWh

of total gas consumption[1]

53.57%

reduction on design baseline to heat the pool

417830 kWh

of total electricity consumption[2]

100%

of electricity from renewable sources

6%

of total electricity consumption generated by onsite solar

99.7%

of solar-generated electricity used on site

180.9 tCO_2

Carbon Footprint[3]

15

species of vegetated shingle plants

9,764 m^3

Total Water consumption[4]

Source: DEFRA conversion factors

OUR ENVIRONMENT

Our ambition to achieve Net Zero is a long-term commitment that sits at the heart of how Sea Lanes continues to develop. We are committed to addressing the challenges we face through practical, measurable and continually improving solutions.

During 2025–26, we have continued to build on the foundations established since Sea Lanes opened. Energy consumption is monitored closely, enabling us to identify opportunities to reduce demand and improve efficiency. Measures such as the use of the pool cover, improved control of pool heating and the ability to reduce boiler use during quieter periods all contribute to lowering energy consumption. Solar generation also continues to contribute renewable energy to the site.

This philosophy extends beyond the pool itself. During the year, we have continued to work with our on-site businesses, suppliers and partners to reduce waste and improve resource efficiency. We have achieved our goal of making Sea Lanes single-use plastic free, demonstrating that meaningful environmental change can be achieved through collaboration and consistent operational standards.

As Sea Lanes develops as a company, we want sustainability to become increasingly embedded in the way we design, operate, invest and make decisions. The opening of new Sea Lanes locations also provides an opportunity to take the lessons learned in Brighton and apply them from the outset.

evidence key waste issues, support local policy change and help major city events using the same beach refine their sustainability practices.

BUILDING A CIRCULAR, CLEANER COAST

We are incredibly proud and grateful to have worked alongside Leave No Trace over the past six years. What began as a partnership has developed into a strong and valued collaboration, with Sea Lanes providing a home for their work and community for many years.

Our shared commitment to protecting the environment, encouraging responsible enjoyment of the outdoors and inspiring people to make positive choices makes this a particularly natural partnership. We look forward to continuing to work together and building on the impact we can create through our shared values.

"Our community beach-clean partnership with Sea Lanes plays an important role in creating meaningful change, beyond the beach. Together, we record our 'Dirty Dozen', the 12 most commonly collected beach litter items, and present this data to the council each year."

Coral Evans
Director of Leave No Trace Brighton

As part of our commitment to reducing waste and supporting a more circular approach to leisure, Sea Lanes Brighton takes part in the Leisure Loop recycling scheme. The scheme gives old and end-of-life swimming equipment a second life, helping to divert materials from landfill and reduce the environmental impact of leisure equipment.

We are proud that Sea Lanes Brighton was recognised as one of the Top 10 recycling sites in the Leisure Loop scheme in 2025. Together, our community recycled 63.95kg of end-of-life swimming equipment, preventing waste and helping to save an estimated 37.74kg of CO2. The initiative also generated £67 of social value, demonstrating how small actions by our swimmers, members and wider community can contribute to meaningful environmental

OUR COMMUNITY

Over the past year, Sea Lanes has continued to grow as a hub for swimming, health, wellbeing and connection. What began as a response to an already vibrant local sea swimming community has developed into a wider community bringing together people of all ages and abilities – from those training with a goal in mind, to those swimming simply for enjoyment, and those looking to build confidence and develop their connection with the water.

As we look ahead, we remain committed to developing our community, creating new opportunities to participate and ensuring that Sea Lanes continues to be a welcoming place where everyone feels they belong.

As always, our aim is to make swimming an accessible, enjoyable and positive part of everyday life.

"Sea Lanes has completely changed the way I approach swimming. The combination of a great pool, friendly atmosphere and the fact that you can swim outdoors all year round makes it feel very different from a traditional leisure centre. The facilities are excellent, the staff are welcoming and there's a real sense of community. Whether you're there for a serious training session, a relaxed swim or to meet friends afterwards, it feels like somewhere you actually want to spend time.

~ Hannah

1,235
Members

105446
Swims by member and pay-per-swimmers

£14,000
direct charitable donations

652
people attended our swim events

350
Participants for the Surf Life Saving Club Schools project

6
beach cleans in partnership with Leave No Trace Brighton

NEW EXPERIENCES, GREATER INCLUSION

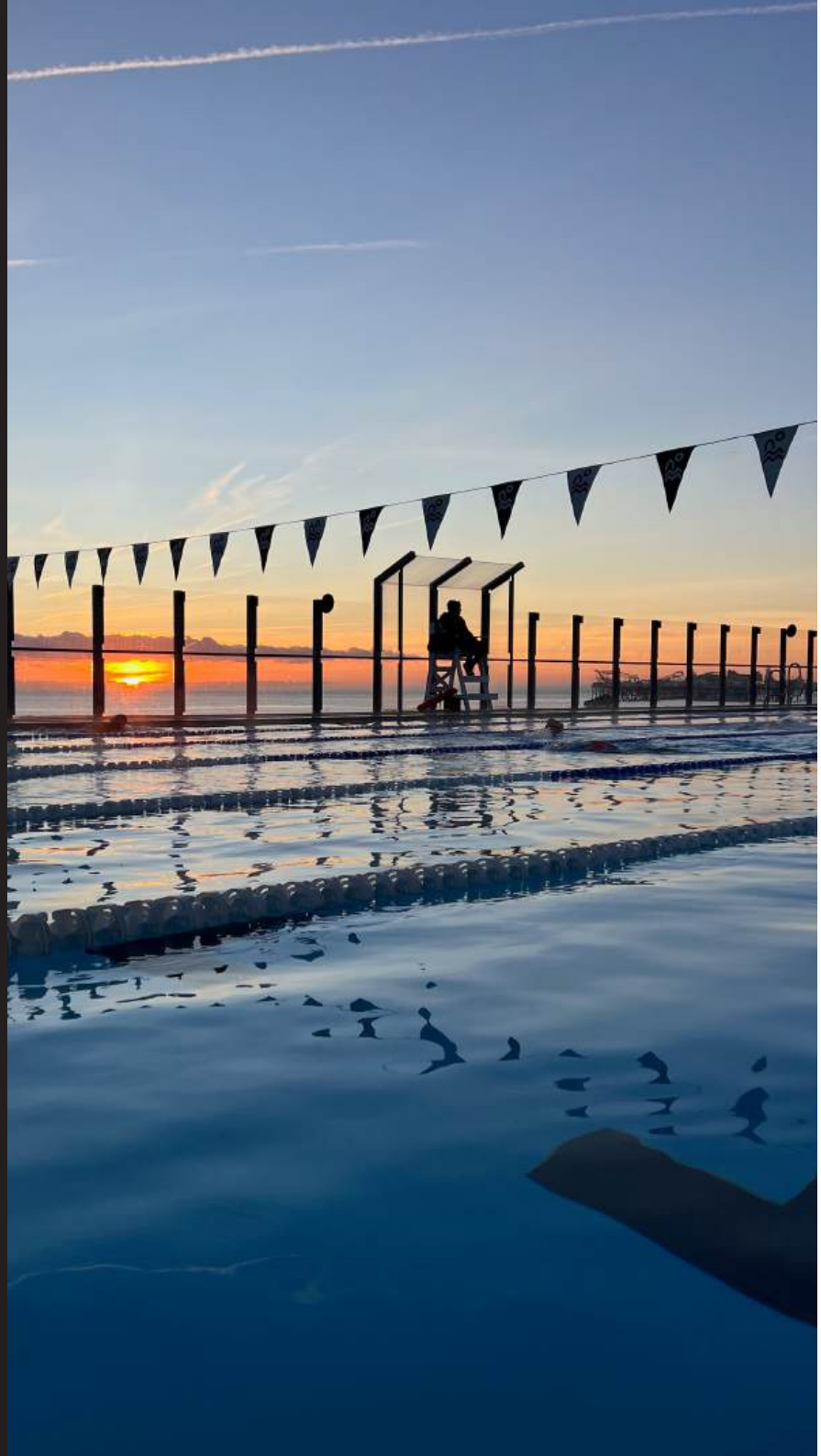
Swimming offers a unique combination of physical exercise, mental resilience and social connection. We provide welcoming spaces where swimmers of every age and ability can build confidence, improve fitness and enjoy the benefits of being in and around the water.

Sea Lanes Brighton continues to play an important role in supporting research into the health benefits of outdoor swimming through the OUTSIDE study. Now entering its fourth year, the project has engaged more than 500 participants across 24 locations, including Sea Lanes Brighton. Led by Sussex Partnership NHS Foundation Trust and the University of Portsmouth, researchers are exploring how outdoor swimming can help reduce symptoms of depression, with the findings expected to contribute to a published academic paper and inform future approaches to mental health care.

Our programme of events continues to inspire people to take on new challenges while building confidence in open water. Swim Brighton returned this year with an exciting new format, delivered in partnership with Brighton Tri Club and Brighton Surf Life Saving Club.

Swimmers could choose from three unique events:
The Fish Relay (200m team relay),
The Dip Your Toe (750m confidence swim), or
The Milestone Swim (2.5km endurance challenge), providing opportunities for participants of all abilities to experience the sea safely and confidently.

We also introduced a brand-new youth open water event, giving children aged 7–14 the opportunity to experience the excitement of open water swimming along Brighton's iconic seafront. Young swimmers completed distances of 200m, 400m or 800m+, while raising vital funds for Rockinghorse, supporting sick children in Sussex hospitals. Kindly sponsored by Hurst College, the event combined fun, confidence-building and community fundraising, inspiring the next generation of outdoor swimmers. fun, confidence-building and community fundraising, inspiring the next generation of outdoor swimmers.



NEW EXPERIENCES, GREATER INCLUSION

This summer, we introduced Quiet Waters, a new weekly Tuesday evening session at Sea Lanes Brighton designed to offer a calmer, more mindful way to experience outdoor swimming. With no lane swimming, no time pressures and gentle ambient music, the pool becomes a welcoming space where swimmers can move freely at their own pace.

Quiet Waters has been created for anyone looking to unwind after work, build confidence in open water, or simply enjoy a more relaxed swimming experience. The sessions have proved particularly popular with those seeking the wellbeing benefits of outdoor swimming in a quieter, pressure-free environment, demonstrating our commitment to creating a space accessible and inclusive for people of all ages, abilities and backgrounds.

Building on our commitment to making outdoor swimming accessible and enjoyable for everyone, we also launched Sunset Sessions at Sea Lanes Brighton. Held every Friday evening, these relaxed end-of-week swims combine an uplifting atmosphere with the unique experience of swimming as the sun sets over the sea.

By creating experiences such as Quiet Waters and Sunset Sessions, we are broadening the appeal of outdoor swimming, encouraging participation from new audiences and demonstrating that wellbeing is about more than exercise alone; it is about connection, confidence and belonging.

SWIMMING AND WATER SAFETY

We provide a home to a growing community of swimming clubs, coached sessions and recreational swimmers, offering year-round opportunities for everyone, from those taking their first dip in open water to endurance and Channel swimmers training for major challenges.

Water safety remains central to our mission, and throughout the year we have continued to support young people in developing the skills and confidence to enjoy open water safely through two complementary programmes.

Our Swim Safe education programmes, delivered in partnership with local schools, leisure operators and the RNLI, introduce children, parents and carers to the principles of water safety. Through practical education and open water experiences, participants develop a greater awareness of the risks associated with open water and the skills needed to enjoy it responsibly.

Alongside this, our Schools Surf Life Saving Programme welcomed around 350 children from 11 local schools to the beach over 12 days. Led by qualified Surf Life Saving GB coaches and beach lifeguards, the sessions introduced young people to sea swimming, rescue-board skills, CPR, first aid and essential beach safety.

For many, this was their first experience of swimming in the sea. The programme helped build confidence, develop practical lifesaving skills, and create an inclusive environment where less confident and non-swimming children could participate at a level suited to them.

"It's a fantastically organised day, run by highly qualified and experienced instructors. There are so many valuable life lessons, delivered to ensure all have an exciting and fun filled day. Learning to be safe in the water and on the beach is a life lesson you just can't get in the classroom. Our students had a fantastic time, we will definitely be booking again next year"

Year 6 Teacher
St Peter's Community Primary School

WORKING WITH LOCAL COMMUNITIES & CHARITIES

We believe access to swimming, water safety, health and wellbeing should be available to everyone. Throughout the year, we work with local organisations, charities, schools and community groups to remove barriers to participation and create positive outcomes for the communities we serve.

VISUALLY IMPAIRED SWIMMING

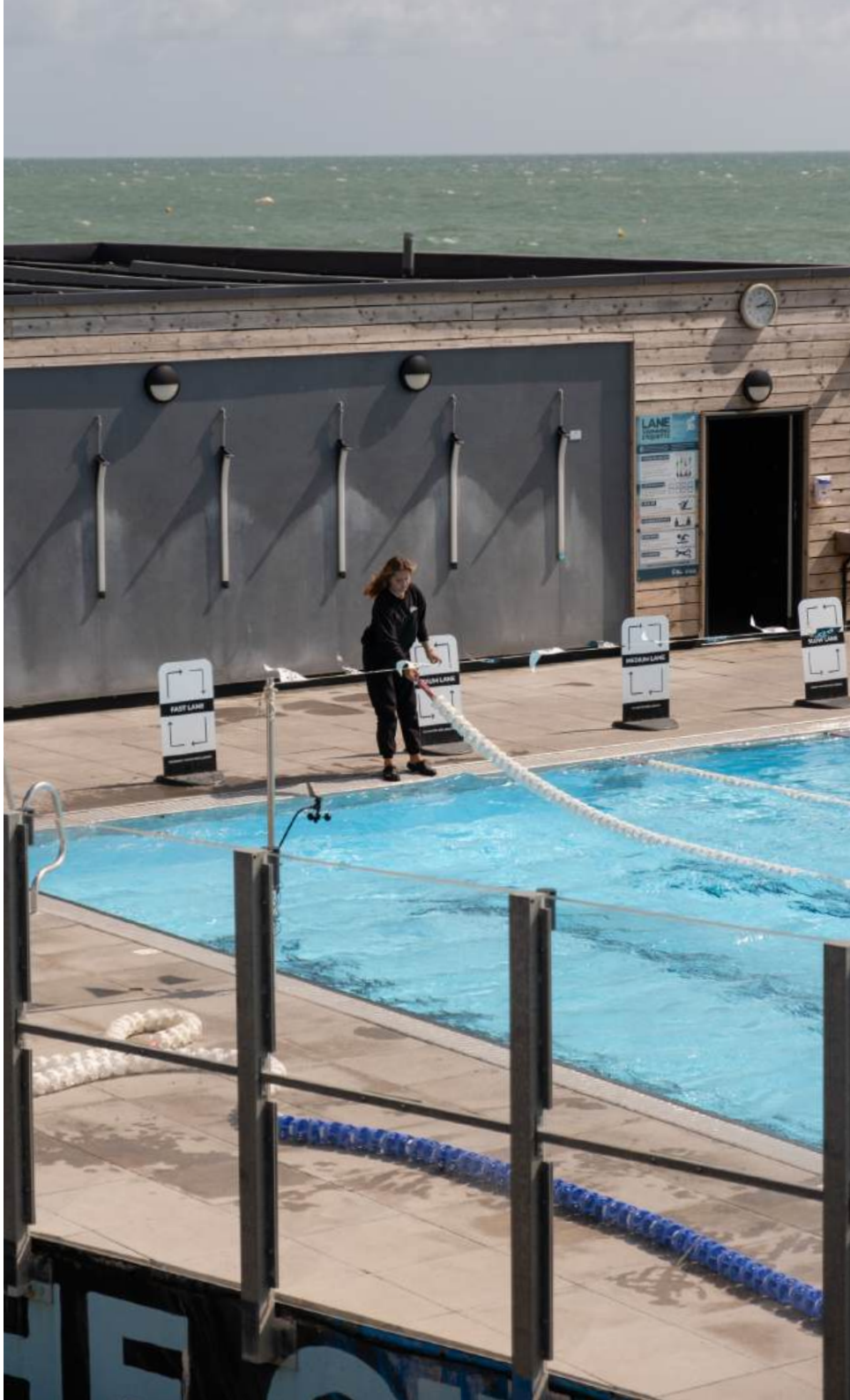
We provide dedicated Visually Impaired Swimming sessions every Saturday from 3–4pm, creating a regular and supportive environment for swimmers with visual impairments.

During the summer season, we also funded coach access for more than 12 weeks through the central Brighton programme, helping participants access coached swimming and build confidence in the water.

ACCESSIBLE SWIMMING

Our Accessible Lane, available between 9am and 5pm, ensures that dedicated pool space is available for people who may require additional support or accessibility provisions.

The lane provides an appropriate environment for swimmers who may need to use the pool hoist, require additional space or support, or who may temporarily be unable to share a lane because of an injury or other accessibility requirement. By protecting this space within our daily timetable, we aim to ensure that accessibility remains an integral part of our swimming provision rather than an afterthought.



ROCKINGHORSE RELAY

Sea Lanes was proud to host the Rockinghorse Relay, helping raise £14,000 for Rockinghorse, the official fundraising arm of the Royal Alexandra Children's Hospital in Brighton.

The event brought the community together through swimming and fundraising, while supporting vital work for children and families receiving care at the hospital.

SUPPORTING FAMILIES AT RONALD MCDONALD HOUSE

We donated 100 free swim vouchers to Ronald McDonald House Brighton, which provides accommodation and support for families whose children are receiving treatment at the Royal Alexandra Children's Hospital.

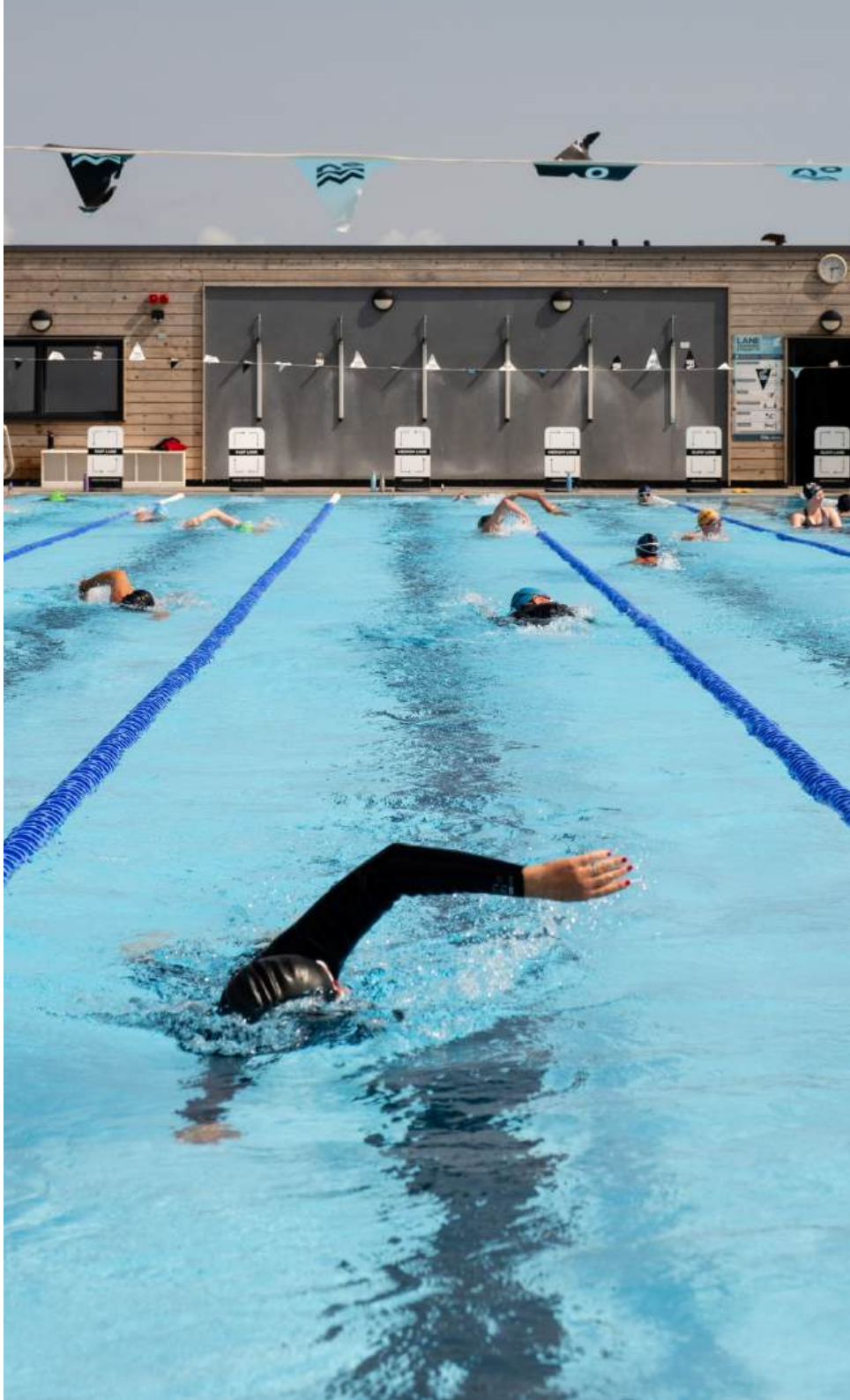
The vouchers provide families with an opportunity to take some time away from the hospital environment, enjoy the pool and access the wellbeing benefits of swimming during what can be an extremely challenging period.

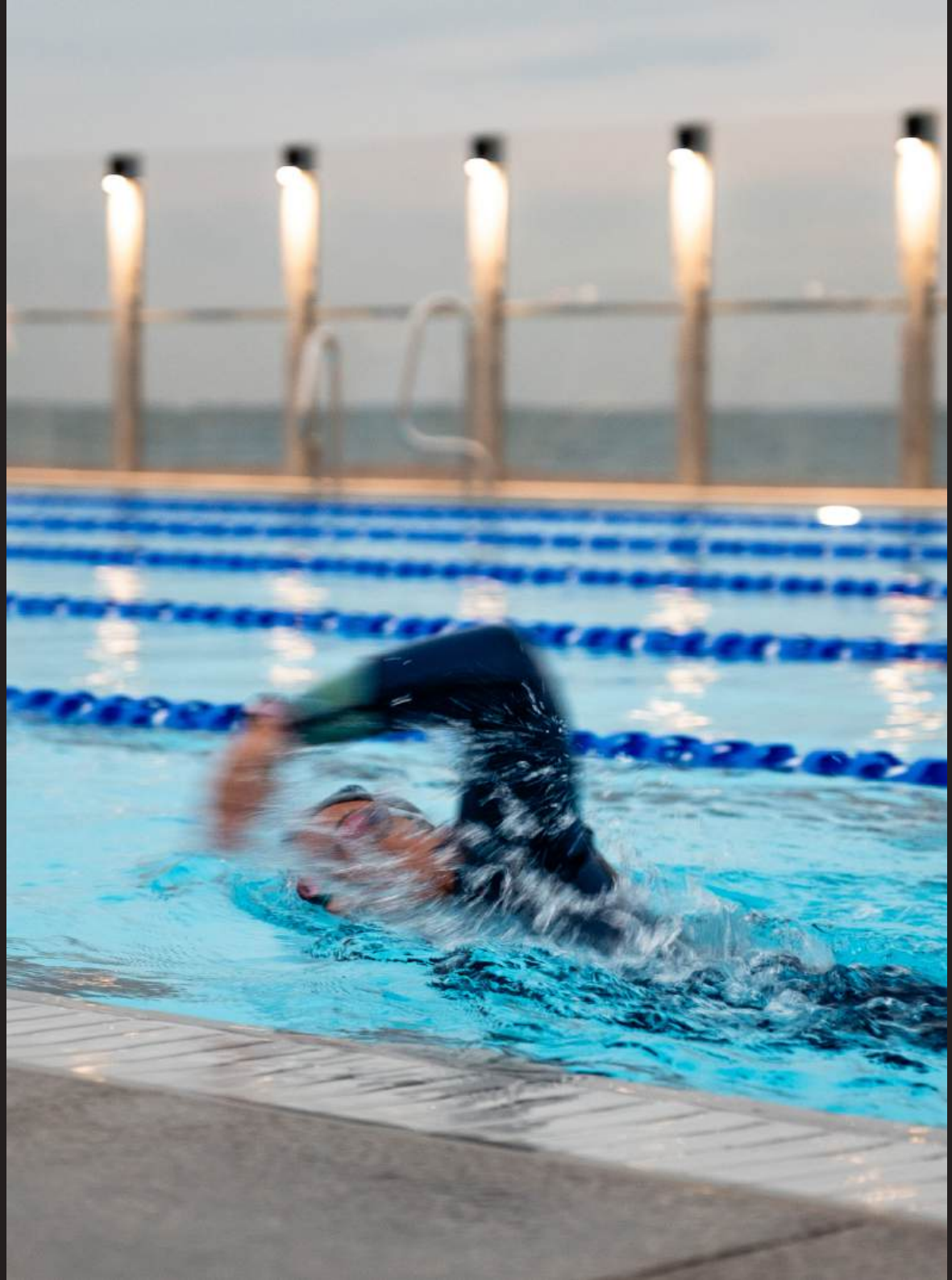
STAFF FUNDRAISING FOR UKRAINE

Our team also came together to support humanitarian efforts in Ukraine.
Sea Lanes staff completed a swimming challenge equivalent to the distance of a return trip across the English Channel in a single day, raising funds to support the people of Ukraine.

The fundraising generated enough to help provide two retrofitted 4x4 ambulances. The vehicles were subsequently driven to Ukraine by one of our lifeguards, turning the team's fundraising effort into practical support on the ground.

These initiatives reflect the wider role we believe Sea Lanes can play within our communities – providing access to swimming and wellbeing, supporting water safety, creating inclusive opportunities and using our facilities and team to help make a positive difference beyond the pool.





LOOKING FORWARD

The success of our projects to date has established Sea Lanes as an increasingly recognised model for accessible outdoor swimming and wellness, generating interest from partners, local authorities, developers and investors across the UK

Our ambition is clear: to establish Sea Lanes as the UK's leading outdoor swimming and waterside wellbeing brand, creating exceptional destinations that deliver lasting social, environmental and economic impact.

We remain committed to the principles that have guided us from the beginning: creating inclusive places, championing sustainability, supporting local communities and connecting more people with the water.

Thank you to our partners, team members, customers and communities for believing in our vision. Together, we are building something that extends far beyond swimming pools; we are creating a national movement for healthier people, stronger communities and more vibrant waterfronts.

SEALANESBRIGHTON.CO.UK