



# YOUR DESIGN PLAN





# Your *Everyday* Paradise

## Over the last 15 years, we've worked with hundreds of clients to help build their dream Swimming Pond.

We've refined our process for pond building to make it easier than ever for you to get what you want and understand how that works. We deliver;

- 1. The SAFEST swimming ponds in the world, to protect you and your family.**
- 2. The cleanest and easiest to maintain swimming ponds, saving you time and hassle.**
- 3. Ponds engineered for unparalleled longevity; your swimming pond is built to last.**

How do we know we can do this? We have redesigned the swimming pond from the ground up. We have come up for solutions that plague 'traditionally built swimming ponds' to give our clients an UNRIVALLED long term experience.

And that all starts with the design of your SwimPond. By planning and designing first. You can rest assured we'll deliver the Pond you've always imagined.

Inside here, you'll gather all the information you'll need to completely understand how we work and see why we're the perfect company for you.

We have put this document together because we felt it's important to show people why we operate the way we do.

More importantly, why it is so successful.

We look forward to working with you soon.

Best wishes, Michael Wheat  
**Managing Director**





# Contents

We only build projects we have designed ..... 06

Here’s what your design plan will involve ..... 08

Company intellectual property ..... 10

The Michael Wheat system ..... 12

Do I need planning ..... 16

Can we help ..... 17

Your journey with us ..... 18

Your journey explained ..... 20

Our processes ..... 30

Case studies ..... 32

Enquire today ..... 39





# We only build projects we have designed...

## As a company, we make sure every project is designed with our clients in mind.

This collaborative process helps us deliver the perfect results because it allows us to focus on what matters: creating something unique for you!

If we looked at every project that comes to us, and did that for free, we would not be the world leading swimming pond company.

We focus our time and energy into our clients that invest in us. This allows us the TIME to plan and execute on our clients projects.

We have now installed more than £20m worth of projects. This gives unmatched experience in delivering projects that are safe, clean, easy to maintain and built to last decades.

**We're a company that continues to innovate so that our clients have a better product.**



## Our company's primary focus is to build a Swimming pond for you.

Once you see the work that goes in you will understand why we do it this way and be asking yourself why doesn't everyone! We take great pride in the detail and planning that goes into every project, which is why we make sure to give our designers time for one-on-one personalised consultations with clients.

This ensures your wants are met while staying true to what's best for you as a client!

During the build, you're assigned a team along with a Site Manager. Each install team has 2 to 3 team members.



# Here's what your *Design Plan* will include

## A complete site survey to check for:

- Obstacles for installation.
- Detailing on the pond to ensure we use the best method to complete the job.
- Accurate measurements.
- A review of the current sediment/ water quality.
- Information for RAMs and a method statement.
- A review of the current materials on-site so they can be matched perfectly.

## Accurate Quantitative Surveying to ensure:

- A detailed feasibility study can be completed to give accurate costings.
- A detailed breakdown of materials to be used to fit in with your landscape is listed.
- Technical drawings for the creation of the project are produced, including dig out plans (once the job goes ahead).
- Full technical research and findings for pump, UV, and filtration are completed.
- CAD cross section drawings are created for installation purposes (once the job goes ahead).
- And you will have an update call with the consultant on your project's progress.



## A design and reveal meeting. At this point, we'll show you:

- A fully-rendered 3D CAD drawing – the visual representation of how the pond will look in your garden.
- Any plant selections/designs needed for the pond to fit the environment and create a natural, aesthetic look.
- Everything about how we'll tackle the project, equipment used etc.
- Information of company guarantees as standard.

## Investment for this design service:

We offer tailored options for private, commercial, and international projects. Contact our team to discuss the cost of your personalised package.







# Company intellectual property

**At Ponds by Michael Wheat, we have now built over 100 swimming ponds, and we will be frank, we have learnt a lot. It's not a simple install, there are many technical considerations that need to be assessed to create the perfect SwimPond.**

As it's embedded in the company culture, we always deliver even if it's at our own cost. Over several years, the company has spent over hundreds of thousands in our research and development which has been a huge part of our learning process.

**When we say we are going to deliver a swimming pond with clear water, we mean it.**

Our clients have invested in ponds with clear water. We now have the formula for how we design our projects and water movements which means we can guarantee the success of our install.

However, our design plans don't reveal all our secrets. We give a full kit list and schedule of works, BUT we don't supply the information for self builds.

**Our IP allows us to create amazing, long lasting, easy to maintain swimming ponds that are safe for you and your family.** Our support also extends past the build with maintenance schedules, and we even supply your first set of testing kits.

The minimum install we offer as a company is lining, filtration, planting and dressing. You can save money by doing your own ground works, and decking.





# The Michael Wheat System



How we insure your project is Safe, Clean, easy to maintain and built to last decades.  
Firstly, how do the world build non filtered swimming ponds...

## Swimming ponds have been around for a long time.

Mainland Europe and America have been the driving force behind the wonderful concept. The concept is to...

- Swim with nature
- No chlorine
- No chemicals
- Crystal clear water
- Natural temperatures
- Soft planting to blend into the garden.

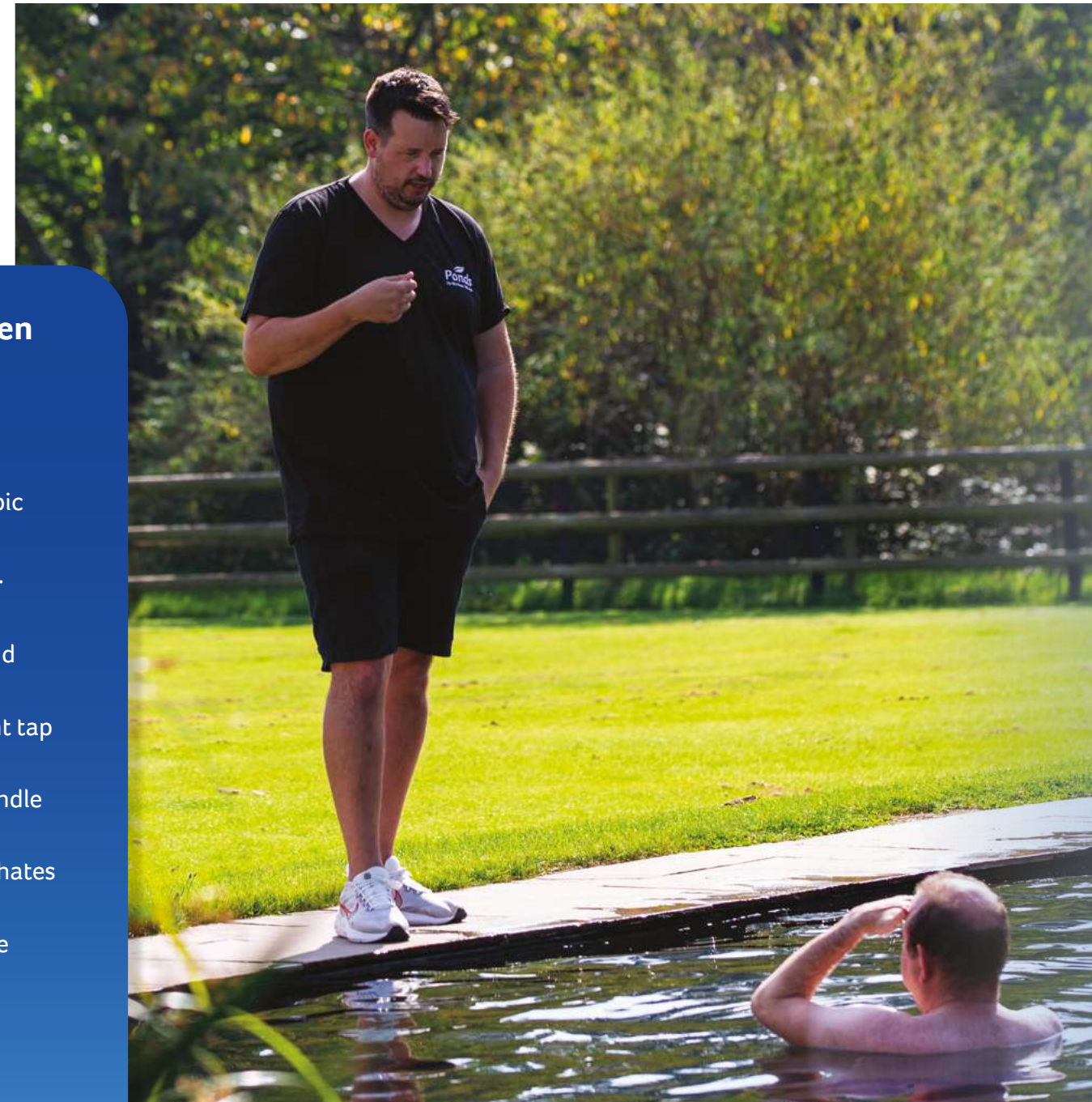
The way they came up with building these projects was to create large gravel bed areas which served two purposes.

An area for the nitrogen cycle to work so bacteria can live and thrive so that ammonia can be digested by the bacteria into nitrite and then into nitrate.

The plants then use nitrate for food. This means the algae will be restricted from food and eventually the pond will balance and the water to clear.

## This for the last 30 years is how they have been built (and then rebuilt). However, there are drawbacks to building them this way...

- Big install cost.
- Gravel areas that need removing every 4/5 years as anaerobic bacteria sets in as the silt grows in these areas.
- No way of removing any bad bacteria or harmful pathogens.
- Ponds can become cloudy and or green.
- Large area needed as planting zones need to be 50% of pond surface area.
- An extensive knowledge of water chemistry to tackle current tap water or even rainwater.
- Water dye sometimes used to help mask the fact it can't handle the water chemistry.
- Changes to modern water supply and the increase in phosphates hard to tackle in this style of build.
- Sandbags sometimes are used which become unstable if the water needs to be emptied as well as looking like a world 2 bunker under water! Not very natural in my opinion.



## Basically, they install a big gravel bed filter system like aquariums have.

Anyone that's had one knows the amount that needs cleaning and emptying. The ponds are bigger, and the waste management is less than an aquarium as you don't generally have fish. But the build will and does happen. We know this as we get called out to swimming ponds that have been installed 5-10 years ago and the water testing finds traces of ammonia and nitrite. In a well filtered pond these don't exist.

We're a company that continues to innovate so that our clients have a better product.



# What is the Michael Wheat System for Swimming ponds?

**Our broad and holistic approach is simple. Tackle the CAUSE not the PROBLEM.**

By adding in treatments to kill blanket weed only delays the issue.

By killing it, the dead blanket weed then turns into phosphates and the cycle repeats.

The UKs best-selling blanket weed killer only pushes the problem down the road.

Our system is an accumulation of research and development, trial and error, and a now flawless record of getting our results on 100's of swimming ponds.

**We have looked at all the systems on the marketplace and they all have distinctive flaws. We're the UK's most prolific installer of swimming ponds building between 30-40 a year.**

None of them tackle the long-term nitrogen cycle. The sceptic in me would say that's to maintain maintenance contracts or repeat business when the project needs re doing. We simply don't believe in that philosophy. We believe that by using modern technology with the use of the natural elements can create a project that could see 50 years.

**Here's a list of elements our system takes into account and deals with on ALL of our installs (not a complete list either).**

- Water movement.
- Phosphate management (unrivalled system).
- Filtration for waste management.
- UV bad bacteria management.
- Water chemistry adjustments.
- Nutrient management of external sources.
- Tap water adjustments.
- Leaf removal.
- After-care plan.
- Electrical management and planning so it's safe to swim in.
- Safe under UK's regulations on outdoor swimming.
- Maintenance plan.
- Oxygen levels.
- Autotrophs management.
- Treatment plan (non-chemical).

**This system has been perfected over years of research using the world's best companies in different sectors. NO one company has brought together a workable solution like we have.**

The main reason for this is Phosphate management. In the UK phosphate levels in tap water have risen. Before 2020 we would struggle to find a reading of more than 2.0ppm. Blanket weed grows at 0.035ppm. We now commonly find the reading to be as high as 10ppm. Because of this swimming ponds need a multi attack approach to phosphates. A unique system we have designed!

UK water also commonly has low or very high gH and kH. Carbonate hardness is essential for plants in swimming ponds. It also keeps the pH stable. Only a stable well-balanced pond can tackle any potential algae.

Understanding the autotrophs cycle also means you can manage silt successfully. Organic matter will get into the pond so managing it is essential.

**Too many companies have stepped into the market (and plenty that have been in it before us) without delving into the cause of problems you commonly get in swimming ponds.** We have invested hundreds of thousands to perfect this system so our clients can enjoy fantastic clear, balanced, and safe to swim in water.







## Do I need planning?

**As a guide, outdoor ponds (in back gardens) will often be treated as a permitted development and therefore will not require planning consent, but please see below some restrictions:**

The relevant legislation is The Town and Country Planning (General Permitted Development) (Amendment (No. 2) (England) Order 2008. However, in the case of any land within the curtilage of the dwelling which is within;

- (a) a World Heritage Site,
  - (b) a National Park,
  - (c) an area of outstanding natural beauty or
  - (d) an area of archaeological significance,
- and/or if the dwelling itself is listed, planning will be required.



## Can we help?

**Yes, we can provide all the drawings, and statements needed for planning. We have currently worked on more than 20 projects that went through planning. All of them got approved.**

Pay a 10% holding deposit on the project and we will do the planning work for free.

We will also return this holding deposit if the project doesn't get planning.



# Your Journey with us



## 01 Enquiry

We find out how we can help

Here you will meet Tori our Design Consultant who will explain the whole process and based on your vision will be able to give you a ballpark figure of your project.



## 02 Consultation

The Initial design meeting

We have an industry leading Design Plan which is a collaboration between design and consultation. It consists of; Site Survey, Technical drawings,

2D model, 3D renders and Virtual Tour, and a dedicated consultant to ensure we deliver your exact vision.

Before proceeding to a site visit a design plan is committed to by the client.

This design plan document is issued so a thorough understanding is obtained by the client ensuring they will receive the utmost professionalism to ensure we deliver their dream Pond.



## 03 Site survey

We come to you - Review levels, access and layout

We will spend 2-6 hours when we complete the site visit.

**We treat every project as an architect company would in terms of drawings, and as structural engineers would in terms of structural cross sections.**

Then our construction work is complete to the same level you'd expect from any professional construction company.



## 04 Concept meeting

A sneak peak into your design

Our costings for our service is done in stages. First, we price the job out exactly how we envision it. We then call you and explain exactly where the current costings are.

If this is too high, we can re-evaluate the job/design to see what can be altered to fit your budget. We love our concept meetings as they help us to provide our clients with exactly what they desire.

This is a collaborative method to resolve any issues, as well as confirm the complete investment and installation date.



## 05 Design reveal

Your design completed and project booked in

**In this meeting we will confirm the following:**

- Investment needed (which will be communicated at the concept meeting).
- The design of the project, including real life visuals of your pond in-situ, along with a virtual tour.
- What the investment includes.
- Maintenance packages.
- Our guarantees and how we'll deliver our after-care service.
- Payment terms.
- The all-important start date.
- And introducing you to your installation team.



## 06 Install

We deliver exactly what we have designed for you

We mutually agree on the install date once the securing deposit is paid. The Project Coordinator will go through the finer details of the installation.

During the installation, the team will work 7am – 6pm.

When completed the project manager will check the project with the client to confirm they are happy.

**Labour is guaranteed for 5 years' and filtration system has its own guarantee.**





# Your *Journey* explained...

## 01 Enquiry

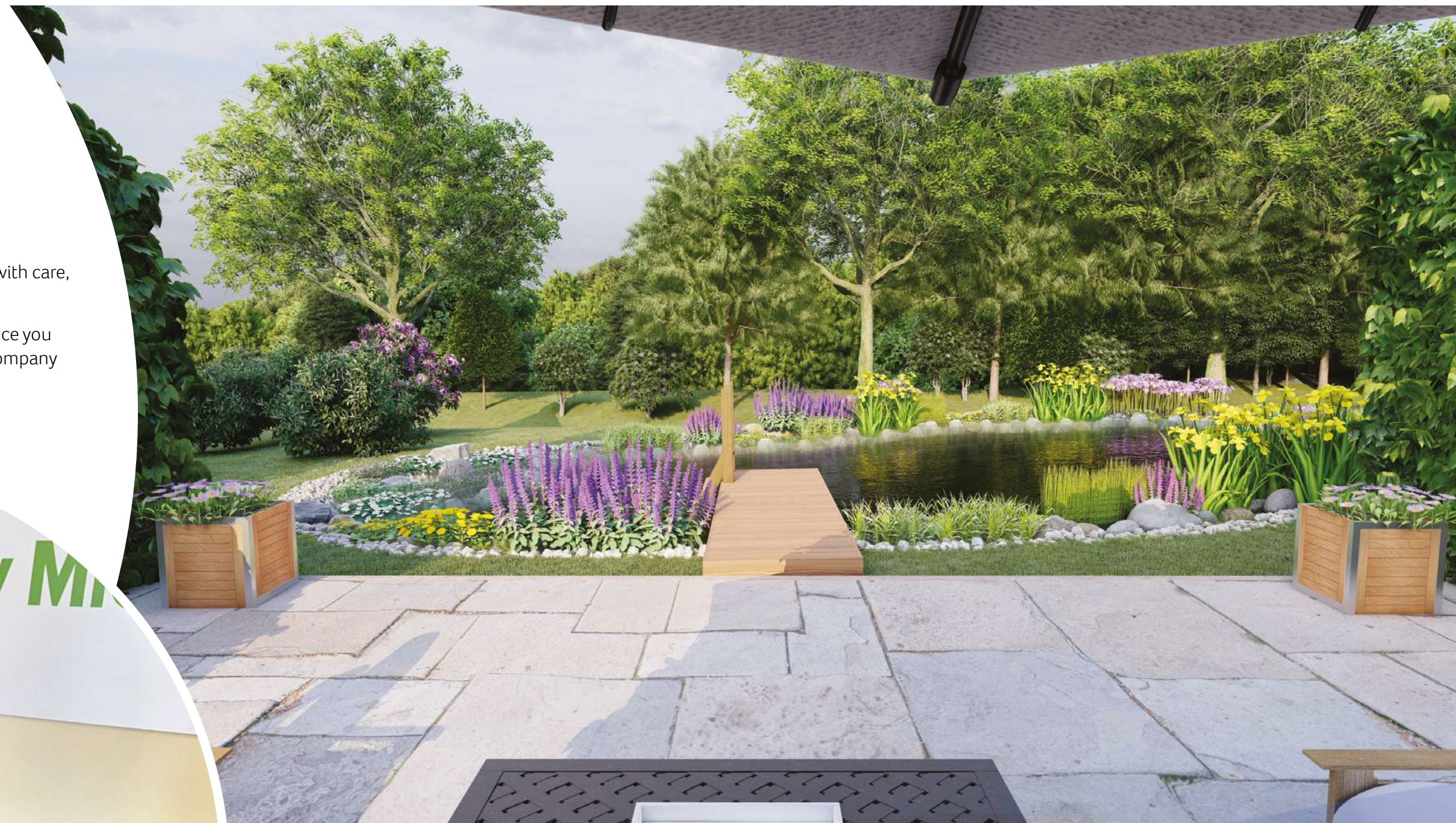
Firstly, no matter the size of your project, thank you for downloading this guide and taking the time to consider us to build it. Hundreds of people engage with companies who say they can 'build ponds' and waste their investment. We make sure that doesn't happen.

Tori has been part of the company for over five years. She knows how we operate and the kind of projects we handle.

She'll also have a good idea on ballpark costings to give you an estimated starting price when you enquire.

With every call that comes into the company, we handle it with care, passion and enthusiasm. We LOVE building ponds.

Tori will explain the process, so you know what to expect once you get in front of our consultants. Every single person in our company cares about our clients and what we do for them.







## 02 Consultation

I'll be frank. We're not like most pond companies - we don't come out for free. We're passionate about maximizing our time as everything we do in our business is efficient. This is what our clients expect.

We can spend 2-6 hours at this appointment. We want to give your project the attention it deserves. Tim will only do a maximum of 2 consultations a week.

We don't rush around dealing with everyone that gets in touch; we would love to help everyone, but it just isn't possible. We value your time, and our time is vital to us providing the service we do.

To some people we understand they may view what we do as 'just a pond' or 'just a hole in the ground'.

But to us, our whole company set-up is based around delivering the best service, quality, and value for money in ANY industry.



That's how much we care about what we do.

Our consultation visit is a collaboration between our consultant - their design experience, and you - the client.

**We want to make sure we design and build something that's at an investment level you're comfortable with.**

Once this meeting is finished, we move into the next phase, the site survey and pricing the project!



## 03 Site survey

Our site survey process is thorough. Levels play such a huge part in pond work because water is so unforgiving.

We will do a photographic survey, test pH levels in the water, do a 3D scan of the site area, and complete a feasibility study.

All of this information is so important for the project going forwards, for the whole team including yourself!

This process enables our design team to produce the most detailed technical drawings.

### Project costing

We don't do any finger-in-the-air type pricing. We don't aim to max out people's budgets or deliver something they don't need. We deliver our pricing in a methodical way, and it's not done by our pond consultants; we have a dedicated costing team to ensure our pricing is consistent.

Our system of pricing and delivering jobs has seen us complete millions of pounds worth of projects over the past few years.

We know it's just a SwimPond, but we deliver a first-class service with every part of the job. It isn't just a SwimPond for us, and it isn't for our clients either.

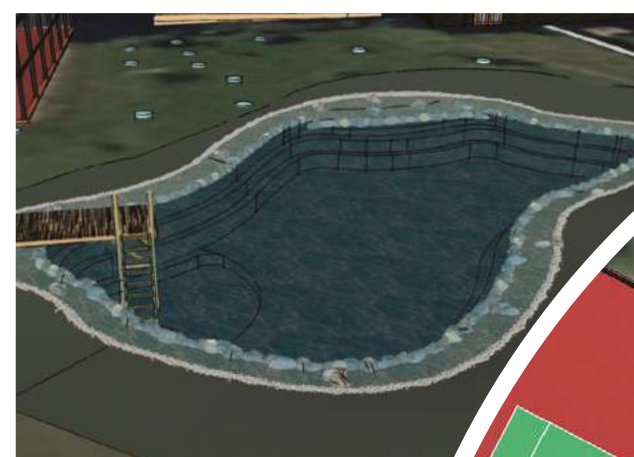
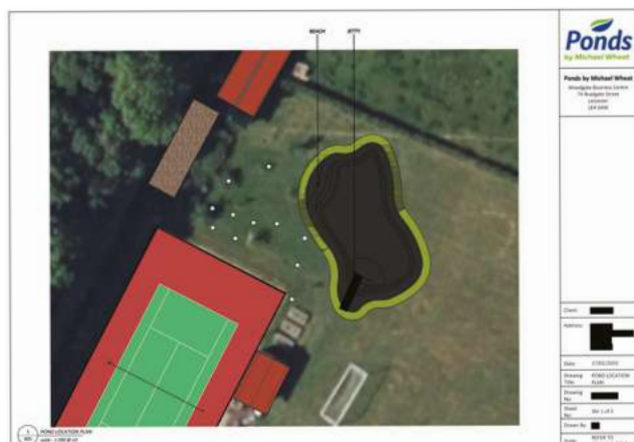
Our pricing is done in stages. First, we price the job out exactly how we imagine it. We then call you and explain exactly where the current costings are. If this is too high, we can re-look at the job/design to see what can be altered to fit your budget.

And when it comes to discussing your budget, it gives us a reasonable ballpark for what you're expecting. It isn't a target for us to aim at.

Giving us a budget doesn't mean we will make the cost of the project higher or lower. The cost is what it is. We would rather not have the project if it's not economically possible for us to deliver our usual standard of work.







## 04 Concept meeting

We love our concept meetings. Our main goal is to give our clients exactly what they want, and at an investment level which gives the client the best value for money.

For this reason, **we believe it should be a collaborative process.** We don't want to turn up at your design reveal and not deliver exactly what you're expecting. We will also have your install date ready.

So, at our concept meeting over Zoom, you will go over the project at this concept stage. We also go through some costs of the varying stages so we can set the design reveal meeting up and have all the information you need to make your decision.

## 05 Design reveal

Our experienced pond consultant will come back out to see you and we get to show you what your project will look like. Our aim is to get our clients to fully understand what they get for their investment.

We hear so many horror stories of people investing their hard-earned money and not getting what they wanted, dealing with companies only interested in getting as much money as they can. This is NOT how we operate. Integrity is our most used word (after ponds, of course).

**We only believe in delivering the highest standard at a cost that's fair to everyone involved.**

As a company we want to deliver high-quality builds all across the UK. We are so passionate about getting every detail exactly right, from the first phone call to the handover. We know when it comes to this, we're unrivalled in our delivery. By investing properly, the first time around, you can make sure your first investment is your last investment.

Here you can see some of our latest design work. They never compare to the real thing but should help put your vision and our vision together.





## 06 Install

### **After paying your securing deposit**

We will agree a start date mutually and book this into our diary. We will order all materials needed for your project and organize a skip if needed which will be added to your final invoice.

We then schedule the right staff for your project; all our staff are highly trained and employed full-time by us.

Our Project Coordinator will call you before your start date to go through the final details.

We have a weekly meeting at our head office in Leicester on Monday mornings at 6.00am to brief all staff on that week's projects. If your start date is on a Monday, please be advised that the team will begin to travel to you after this meeting.

### **Whilst the team are working**

It would be greatly appreciated if you could be at the pond site when the staff arrive.

Please allow some time to direct them to the water and electricity supply. We provide our own portable toilet hire.

The team work on-site from 7.00am – 6.00pm.

A skip will arrive on the first day, please let us know where this should be placed.

We always try to limit disruption during works as much as possible. At the end of each day, the team will leave your site as tidy as is naturally possible.

We will bring wooden boards where applicable to protect the area surrounding the pond from footfall.

If there are any questions or queries the site team cannot answer, your Site Manager will be on hand.

### **When the project is complete**

When the work is complete, your project manager will check you're happy with everything and they'll run through the electrical pond equipment and explain how it works if this is needed.

You'll be given a feedback form to complete and send back to us. The office team will send over your final invoice.

All our labour is guaranteed by us for five years. The equipment we install has its own guarantee, as does the liner. Simply give our office a call on 0116 240 3735 if you ever have any issues.

Once we have everything agreed,  
*the build commences!*







# Our processes

## Our job packs

## Health and safety

The health and safety of our team and clients are paramount.

Our Site Managers look after our teams on site. They write our risk assessments, sign them off, and administer any changes needed. Most of our team have also done a first aid course.

The collage includes a 'Ponds by Michael Wheat Ltd' logo, a 'Risk Assessment' form with sections for 'Hazard: Hidden Live Services', 'Risk Assessment Details', and 'Signatures'. It also features a 'Site Plan' with a grid of depth measurements and a 'Cross-Section' diagram showing the pond's profile and depth.

We manage multiple projects at once, so to achieve this and continue to get 5-star Google ratings, we use an online cloud system called Monday.com which the team send us daily updates on.

These are seen and reviewed by all of the management team. Our project managers will also do regular site visits to make sure your project is on track. Here are some snap shots of Monday.com and also some images showing how we manage consistency – each part of the labour on our job sheet has a company process which the team can access.





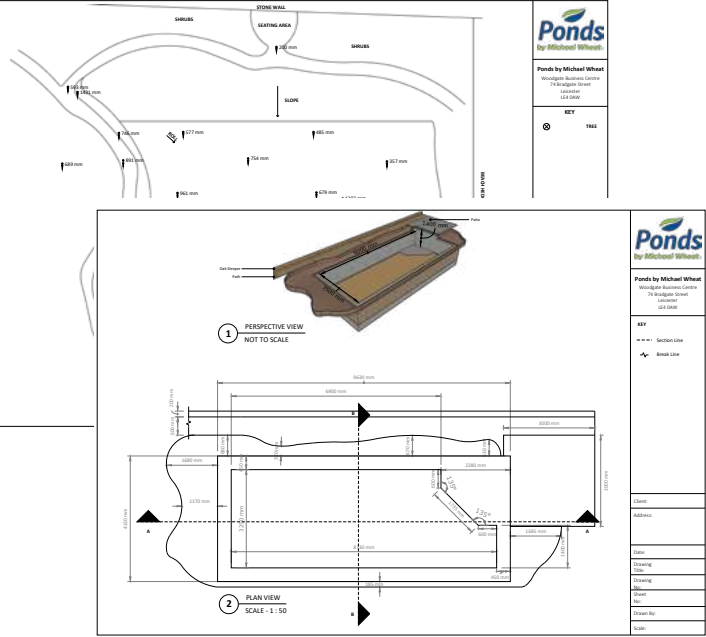


### Site survey / client brief

For this site, we had to take extra care in the detail needed from the survey, just because of the difference in land levels!

Our experienced consultant was able to determine the feasibility of the clients project from this site survey, and discussed with the client what they envisioned for their pond, which was a traditional setting, with a WOW factor, so that's what we did!

From the site survey we were able to produce detailed drawings, and get your project costed using our findings and photographic survey in order to progress to the next stage in your journey.



### Concept meeting

At concept stage we were able to visit the client in person to show them the progress of their design, which gave them a chance to discuss the elements of their project and the chance to make any amendments needed. In this instance the clients loved the design and didn't want to change any part of it.

### Design reveal

The project was then handed back to our CAD designer who then completed all of the project design, including final renders, detailed drawing plans and a virtual tour showing the client their finalised design ready for install.

They were so pleased with their design, and got booked in straight away!





Before

# Formal SwimPond

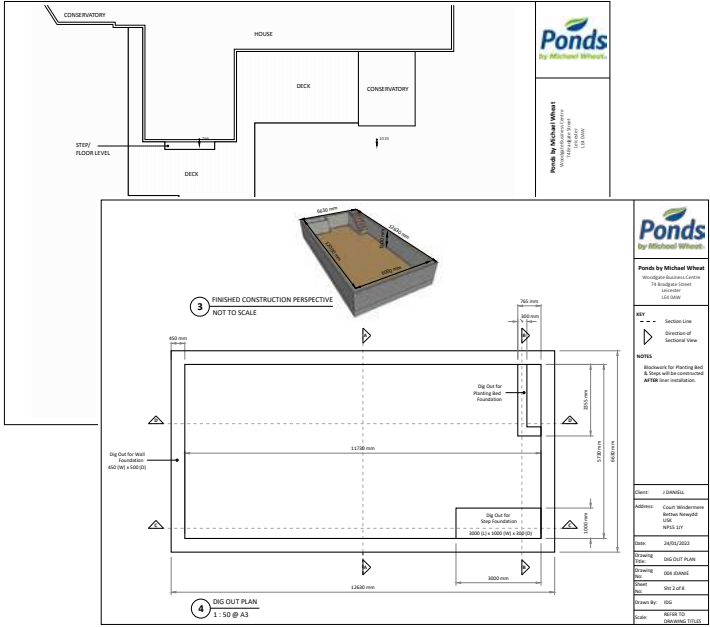
## Case Study 2 - Usk UK

### Site survey / client brief

The site survey for this project was quite simple, and because of this we were able to maximise the opportunities of design.

The client wanted a formal setting, which would be able to tie in with the character of the house and provide a relaxing space as well as an entertainment area for family and friends.

The client didn't want too much planting, but also didn't want to compromise the natural filtration system given from planting in a natural water swim pond - so we did what we do best and found a solution! The client was over the moon.



### Concept meeting

At concept stage we did a zoom call with the client, to show them the progress of their design and different position options which gave them the chance to choose and make small amendments, such as the access into the pond and the size of the planting zone we had designed for them.

### Design reveal

The project was then handed back to our CAD designer who then completed all of the project design, including final renders, detailed drawing plans and a virtual tour showing the client their finalised design ready for install.

We went to site to present the Design Reveal to the client, and they were lost for words seeing their dream becoming a reality. They booked in on the same day!



Design render



Completed project





# Hybrid SwimPond

## Case Study 3 – Manchester UK



Before



Design render

## Concept meeting

At concept stage we did a zoom call with the client, to show them the progress of their design and how the pond would sit in terms of the slope in their land. We showed them our design solution of the oak sleepers and they absolutely loved it, with no changes needed!

## Design reveal

The project was then handed back to our CAD designer who then completed all of the project design, including final renders, detailed drawing plans and a virtual tour showing the client their finalised design ready for install.

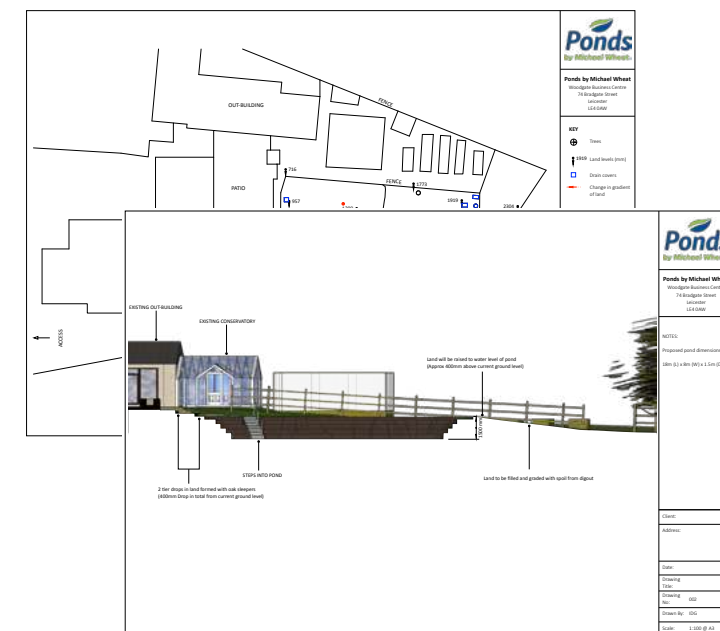
We went to site to present the Design Reveal to the client, and they were amazed at how realistic our renders looked and fell in love with their design.

## Site survey / client brief

When doing the site survey for this project, we were hit with very unfortunate weather and had lots of fun getting the land levels, especially because the whole garden is sloping!

The client wanted a natural edge swim pond, which they would be able to see from their kitchen/diner and be able to access without getting their feet muddy, as they like to swim every day, no matter the weather!

We had to work with the land levels to create a flat water table, and utilised oak sleepers to create natural steps down to the pond.



Completed project







# Start your journey today

## Contact us on



0116 240 3735



[yourjourneybegins@pondandgardendesign.co.uk](mailto:yourjourneybegins@pondandgardendesign.co.uk)



[www.pondandgardendesign.co.uk](http://www.pondandgardendesign.co.uk)

## View us on our socials at

@pondsbymichaelwheat



We also offer a premium design package which includes a virtual reality experience!

Ask about this when you enquire for more information.

[www.pondandgardendesign.co.uk](http://www.pondandgardendesign.co.uk)





  
**Ponds**  
by Michael Wheat