



April 11, 2016

To: Hamilton City Councillors

Re: Planning Committee Resolution on Swimming Pool Fencing Requirements

No doubt, all of you have been bombarded over the last week with correspondence regarding the Council meeting to be held on April 13th at City Hall and it is no secret that our industry stands united and fully against this Isolation Fence By-law. We have read the letters forwarded to all of you from both Bill Bell of Bud's Spas and Pools in Ancaster and Steve Selinger of Oasis Pools in Burlington, and we are in full agreement with their points at hand.

Safety is first and foremost in our family business. Bob Simpson started this company 48 years ago embracing his clients like extended members of his own family – a sentiment that trickles down through to our valued team today. It is of our opinion, however, that we need the Planning Committee to look further into where the lack of safety is a major concern. Our industry feels that they are targeting the wrong audience all together.

The Planning Committee feels that every "New Pool" requires a 4th sided isolation fence for reasons of child safety. This audience, however, is the most educated audience of the by-law in question. Not only do our respected manufacturers and suppliers offer endless packages, stickers, ideas and solutions for child safety, but we ourselves as the builder, offer our own advice and solutions at the time of sale. To take it one step further, our team orientates EVERY client that buys a swimming pool from us with training on how to run their equipment and how to be safe in the presence of water. We present a "Water Watcher" Safety Lanyard as a reminder that every second counts.

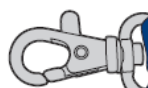
Let's consider the clients who purchase a home with an existing pool or the clients who buy the blow-up pool from their local department store – all without any sort of permit sharing the importance of safety. **This is the target audience!** Thankfully, a few of these "new-to-pool culture" clients approach us for assistance and we can help through our own education packages. We need the City's help to reach the ones that don't – the ones that will have no idea this by-law even exists because the property they have purchased, falls under a grandfathered agenda.

Let's target the Welcome Wagon representatives, the Real Estate agents, the ones that are truly benefitting from the re-sale clients, with proper written forms of communication. We are willing to share the cost of a billboard with our logo on it that screams "Pool Safety". Surely we can all refer to our Pool and Hot Tub Council's numerous suggestions for safety before we let every parent become a victim of the false sense of security this fence will create. It will be so easy to cast Adult Supervision aside and release a child into a yard with a "secured" pool without a second thought – until there is a security breach. See you Wednesday.



Respectfully,

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The Pool Shoppe

SAFETY FIRST

cc. Bob Simpson, President
cc. Lisa Simpson