Award Winning Water Birth Pools

Designed by the World's Leading Experts

Built to Last for Decades - Guaranteed for Life

ACTIVE BIRTHPOOLS
www.activebirthpools.com

"The pinnacle of water birth pool development. An incomparable combination of design, materials and manufacturing."

Building Better Healthcare Awards



building better healthcare awards 2015

'24 WINNER

ACTIVE BIRTHPOOLS est. 1987 ACTIVE BIRTHPOOLS

EUROPEAN PRODUCT DESIGN AWARD™

A personal message from Founder and Director Keith Brainin



Dear Visitor,

Thank you for your interest in my water birth pools. My highly specialised water birth pools are the result of 40 years dedication of helping mothers and midwives have a better experience of labour and birth.

In 1985 I teamed up with internationally renowned author Janet Balaskas to open the Active Birth Centre. I learned about the natural physiology of labour and birth and the essential dynamics that support it. Janet's groundbreaking approach which encourages freedom of movement, upright posture and trust in the body's innate wisdom influenced the design of pools I would develop.

In 1985 I met water birth pioneer Dr. Michel Odent when he gave a talk about the use of water for labour and birth. He talked about how a simple pool of water could help mothers have a better experience of labour and birth. This inspired me to design the world's first portable water birth pool for use at home or in hospital.

In 1987 Dr. Yehudi Gordon asked me to develop a birthing pool for the maternity unit at the Garden Hospital. I met with midwives, doctors, infection control and manual handling experts to discuss health and safety issues. I considered these issues, thought about design, materials and manufacturing and set out to develop a hospital grade water birth pool. The result was the Venus Pool which was hailed an instant success and quickly became a fixture of NHS Maternity Hospitals.

In 1995 I collaborated with NHS Ergonomist Sue Hignett to look at ways to improve my pools to make them safer, more supportive and comfortable. The work was published by the Institute of Ergonomics & Human Factors and led to a paradigm shift in design. My pools now featured extra-wide rims, cut-away surrounds, recessed handgrips and integrated seating.

In 2014, Active Birth Pools took a major leap forward when I started working with Design and Form, whose advanced materials and manufacturing techniques allowed me to elevate my designs dramatically.

The result was a new generation of water birth pools that represented a quantum leap forward in every regard.

I've received the Building Better Healthcare Award, European Product Design Award and the Design MasterPrize. These accolades reflect the excellence of my water birth pools and continued commitment to innovation as I refine my water birth pools to optimise value and performance and maximise safety,

I am here to help - please feel free to contact me if I can be of assistance in any way.





"It's my absolute pleasure to recommend Keith Brainin.
His knowledge and expertise is outstanding.
With over 37 years of experience within the industry, Keith has developed the highest standard water birth pools on the market."
Jane Palmer Private Midwife, Company Director, Author

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View The Active Birth Pools Video

This “must see” video presents a clear overview of Active Birth Pools. It outlines our approach to safety, design, materials and manufacturing and shows the how practical and user-friendly our pools are for both mothers and midwives.

An Incomparable Combination of Design, Materials & Manufacturing

Value means more than cost, it means making smart, sustainable investments that stand the test of time.

That's why hospitals worldwide choose Active Birth Pools to deliver superior safety, value and performance.

Innovative Ergonomic Design

Our pools are shaped by the dynamics of mothers and midwives as they move and interact with the pool.

Form is based on function and design is pared down to the essence of aesthetic utility.

There is a reason for every shape, every curve and every form.



Superior Material = Superior Performance

Active Birth Pools are made from a unique material with exceptional properties called Ficore® composite.

This incredible material enables us to produce seamless, one-piece pools of exceptional beauty and quality that meet the exacting needs and stringent standards of maternity care settings.

Bespoke Manufacturing and Precision Engineering

We've developed specialised manufacturing techniques to take full advantage of Ficore's unique properties. This has allowed us to rethink how we build our pools and elevate the sophistication of our designs.

Crafted with precision engineering: a double-wall construction ensures strength and stability, while a dynamic support system with adjustable feet and a wrap-around flange evenly distributes the load.

Choosing an Active Birth Pool is an investment that pays dividends year after year.

The integration of innovative design, specialised materials and bespoke manufacturing ensures our pools deliver unmatched safety, long-term value and superior performance.



"I've used Active Birth pools for over 17 years.
They're really beautiful, technically perfect
and exceptionally easy to use."
Dr Lucia Rocca-Ihenacho PhD MSc, RM Lecturer in Midwifery

Minimised Risk - Maximised Value - Optimised Performance

Safety Without Compromise

Active Birth Pools are unparalleled in terms of water safety, manual handling and infection control standards.

Seamless one-piece construction and the absence of surface mounted metal work reduces risk, improves hygiene and gives mothers and midwives freedom of movement around the pool.



Value That Lasts a Lifetime

Hospitals face increasing pressure to deliver more with less. Our pools, built from exclusive Ficore® composite are built to last for decades, guaranteed for life and require minimal maintenance. This delivers long-term savings and supports sustainability goals - value that extends far beyond cost.

Performance You Can Trust

Our water birth pools are shaped by nearly four decades of experience. Mothers benefit from freedom of movement, relief from pain and a better birth experience. Midwives are exposed to less risk of injury and enjoy better results and increased job satisfaction.



“In one word, a revolution!
The pools have become a big hit – all the maternity units want one!
This is a top-quality product!”

Ran Habouba Hagai Medical

Applying Ergonomic Design Principles to Water Birth Pools

Ergonomic design is the art of combining usability and functionality with form and aesthetics.

Ergonomic design is embedded into every aspect of our pools.

Every curve, surface, and contour of an Active Birth Pool is there for a reason.

The pool's elegant, organic form is shaped entirely by the physiological needs of birthing women and the practical requirements of midwives and clinical staff.



The result is a design that feels as natural as the process it supports.

It invites instinctive use and makes sense without explanation.

This is design that understands the moment and quietly serves it.

At Active Birth Pools, every element - whether it's a hand grip, seat or support is part of the form itself.

There are no visible seams, fixtures or accessories that suggest improvisation.

Everything flows together in a unified whole contributing to both safety and aesthetics.

Institute of Ergonomics & Human Factors

"The application of ergonomic design principles to birthing pools has revolutionised maternity care environments.
Active Birth Pools provide a safe, practical, user-centred solution that enhances wellbeing, reduces risk and improves efficiency"

Case Study 18 - Improving Birth Pool Design

Protecting Midwives: Reducing Strain and Risk

Active Birth Pools are carefully designed to make the work of midwives safer, simpler and less physically demanding.

Every feature has been considered with manual handling in mind, ensuring that support for mothers does not come at the expense of midwives' wellbeing.

The pools' uniquely contoured profiles allow midwives to work in upright, balanced postures, reducing the bending, twisting, and reaching that often lead to back, neck and shoulder strain.

Wide, rounded rims cushion the forearms and enable stable positioning, so midwives can remain close to the mother in comfort, even during extended periods of care.



Unlike conventional pools, Active Birth Pools are free of obstructing taps, fixtures and protrusions.

The extra-wide wraparound rim makes it easy for midwives to move around the pool and respond to the changing needs of labour and birth.

This ease of access also means that, should an emergency arise, evacuation is less physically demanding and more efficient than with traditional designs.

By placing ergonomics at the centre of design, Active Birth Pools protect midwives from unnecessary strain or risk of injury while enhancing their ability to care for mothers confidently and effectively.



"The best pools for the Birth Olympics hands down!
I've both delivered and caught babies in your pool.
They're comfortable, provide stability, are simple to clean and midwife friendly. Just a dream all the way around."

Alicia Witt Director BirthPros.com, ArizonaMidwife.com

Helping Mothers have a Better Experience of Birth



Active Birth Pools are meticulously designed to empower women with the freedom, safety, and comfort to move naturally and give birth instinctively.

Every curve, feature and detail exists to support mothers not just physically, but emotionally during one of the most transformative moments of their lives.

The pools' flowing, organic forms create a calming, womb-like space that immediately feels inviting.

The gentle, sculpted interior encourages freedom of movement and instinctive positioning, allowing women to respond to their body's cues and adopt positions that feel right whether kneeling, squatting or leaning forward.

Getting into the pool is as simple and intuitive as stepping into a bath. Mothers just sit on the rim and swivel into the water. This significantly reduces the risk of slips or strain for both the mother and midwife.

Once immersed, the water supports the mother's weight, easing pressure and relieving pain.

The buoyancy encourages deep relaxation, helping her body to release tension and stimulate the natural flow of oxytocin and endorphins, the essential hormones of labour and birth.

By encouraging freedom of movement our water birth pools actively support the physiological process of labour.



Freedom of Movement - Essential Viewing!

This hugely popular video shows how Active Birth Pools give mothers the space to move freely in the postures natural to labour and birth, and how they intuitively relate to the pool and move instinctively to find the most comfortable and beneficial positions.

Superior Material = Superior Performance

At the heart of every Active Birth Pool is Ficore®, a solid, chemically fused composite resin developed exclusively for our pools. Unlike acrylic or fibreglass laminates, Ficore® forms a seamless, ultra-durable shell that delivers unmatched strength, hygiene and performance.

Why Ficore® Makes the Difference

Engineered from eight elements and heat-cured at high temperatures, Ficore® enables tighter curves, refined shapes and smooth radii. Its dense composition supports heavy loads, resists hospital-grade chemicals and retains a flawless finish despite continuous use.



Proven Value for Hospitals

Pools made from Ficore® last for decades, reducing replacements and maintenance costs.
Superior hygiene supports infection control, while durability ensures long-term reliability and return on investment.

Unparalleled Benefits

Designed for demanding clinical environments, our birth pools deliver exceptional structural integrity and thermal performance, retaining heat up to seven times longer. Their seamless construction eliminates joins, dirt traps and biofilm, ensuring optimal hygiene and a long service life.

Choosing a water birth pool made from Ficore composite means choosing safety, value and performance without compromise.



"In Keith Brainin, we have found a like-minded professional whose ethos mirrors ours: exceptional quality, paired with outstanding service. We're proud to manufacture Active Birth Pools "

David J Gribble - Managing Director, Design & Form Ltd

Water Safety and Hygiene at the Heart of Every Pool

Designed to optimise safety, negate risk and deliver safer birthing environments

Water birth pools can harbour harmful bacteria such as *Pseudomonas* and *Legionella*.

At Active Birth Pools, we take this risk seriously. Every pool is designed to provide a clean, safe environment for mothers, babies and midwives.

Our commitment to water safety and hygiene is evident in every design decision - from the materials we use to the intelligent features that make our pools easy to clean and safe to use.

Minimising Risk by Design

At the heart of every Active Birth Pool is our commitment to safety and hygiene. Each pool is crafted from seamless, one-piece Ficore®, a material that resists delamination and inhibits bacterial growth.

The smooth, non-porous surface and gentle organic contours allow for fast, thorough cleaning, while the absence of seams or crevices eliminates hidden “dirt traps” where bacteria could propagate.

Minimal surface-mounted fittings reduce maintenance demands and support infection control protocols. The contours of the pool are shaped to prevent pooling, make cleaning quicker and more effective.





Increased Water Safety and Hygiene

We’ve built intelligent details into every pool to enhance safety and ease of use.

Specialised drainage systems have been developed to negate risk and improve water safety.

Recessed stainless steel handgrips are fully bonded into the structure rather than bolted or rim-mounted, removing infection control concerns while improving safety for mothers and midwives.

When you choose an Active Birth Pool, you choose peace of mind knowing that health, safety, and hygiene are built into every detail.



“I’m proud to endorse these exceptional birthing pools. Active Birth Pools are unmatched in quality, innovation, and design. These pools align perfectly with Saudi Arabia’s vision for advancing healthcare excellence and are set to transform birthing practices”
Dr. Omar Nouri, MBBS, MSc. Horizon Bridges – Saudi Arabia

Sit and Swivel - The Natural Way to Enter the Pool

The simple act of mothers entering the pool is one of the most important aspects of water birth pool practice. Entering the pool should never be a risk or feel like a challenge. For mothers in strong labour ease of risk-free access to the pool is essential.

We've considered this often misunderstood aspect of safe practice and come up with a unique solution to make entering the pool simple and safe.

As a result - all women, regardless of their size, shape or fitness level can easily enter our pools safely with minimal need for assistance.





Sit and Swivel - The Natural Way to Enter the Pool

At the heart of this solution is our signature extra-wide rim, which makes it possible for mothers to sit, swivel and gently lower themselves into the water. With 3 points of contact mothers remain grounded at all times

A Single Step Unit Makes all the Difference

Our step unit gives mothers a crucial height advantage, lowering the overall height of the rim to 60 cm - akin to a standard bath. Mothers put their feet on step, sit on the rim, swivel and lower themselves into the water.

This simple solution protects mothers and safeguards midwives by reducing their exposure to risks associated with physically assisting mums into the pool.

The step is easy to move and does not obstruct movement around the pool unlike multi-step units which present higher risk as mothers have to climb up, step over the rim and down into the pool.

When not in use these bulky steps obstruct movement, compromise access to the mother and present a trip hazard.



"Mothers consistently tell me how easy it is to get into the pool.

The design is so intuitive and accessible, even in strong labour.

It's safe and effortless - they simply sit on the rim and swivel in."

Jenny Marshall - Senior Midwife St Mary's Birth Centre

Emergency Evacuation made Safe and Simple

It is essential to ensure that protocols are established for emergency evacuations.

Active Birth Pools have been meticulously designed to provide the highest level of safety in the rare event that a mother needs to be evacuated from the pool.

They feature extra-wide rims and support seats to help facilitate emergency evacuations.

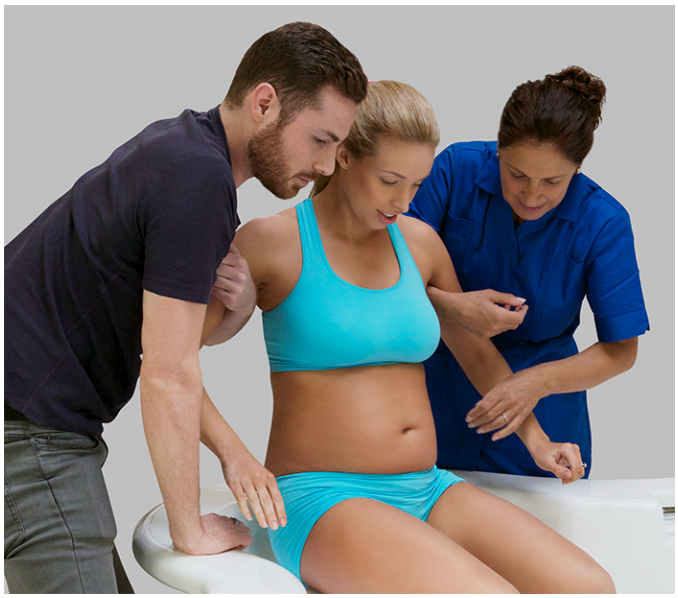
The rims are free from metal work such as plumbing and hand grips which obstruct access and movement.

The mother is gently moved onto the internal seat where she is held safely giving time for a trolley and additional staff to be in position.

From here, she can be easily slid over the wide, softly contoured rim and onto the trolley.

This method ensures the mother remains supported and safe at all times while protecting midwives from the risk of strain or injury associated with other methods.





Portable Hoist Compatible

Active Birth Pools are only birthing pools on the market that are compatible with portable hoists.

Unobstructed access under and around the rim allows a hoist to be brought into position to facilitate emergency evacuation.



“Not only are they gloriously spacious and inviting,
they are made to the highest specifications and
considerations to maximise comfort and safety.
In short, they are second to none!”

Sheena Byrom OBE - Activist, Midwife, Speaker and Author

For More Information….

Visit our Information Hub

To obtain comprehensive information, full-length reports, technical details and practical resources.

View this Video

This practical video presents our range of pools showing how each is designed to meet the needs of different settings.



Active Birth Pools are available in three sizes - the compact Princess, the mid-size Venus and the large, luxurious Active Birth Pool.

We offer wall mounted and freestanding versions of our water birth pools.

Wall mounted pools provide virtually the same access around the pool for midwives, save space and are less expensive to install.

Freestanding pools allow 360 degrees of movement in and around the pool. For the '360' range of pools we offer a specially designed Water Column to accommodate the plumbing and fittings.

We suggest you choose the largest pool that comfortably fits in your room being sure to leave plenty of space around the pool – at least 80cm on the sides and 150 - 200cm in front.

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"All aspects of design, engineering and manufacture were focused on to develop a water birth pool of unparalleled beauty, quality, functionality and durability."

Building Better Healthcare Awards

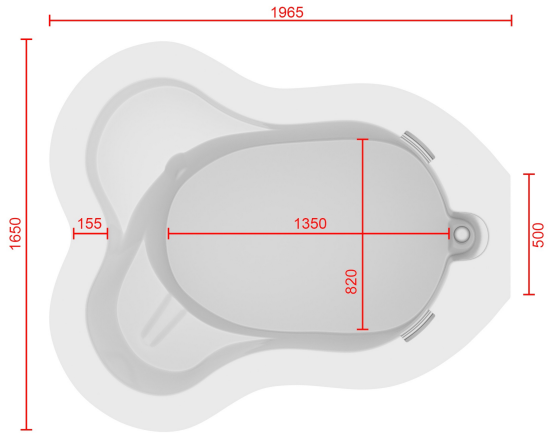
Active II Water Birth Pool

Building on the award-winning legacy of the original Active Birth Pool we've combined innovative, ergonomic design and bespoke manufacturing to create the new improved Active II.

Its generous dimensions and seamless design allow mothers to move freely and assume natural, upright birthing positions while midwives benefit from optimal access, comfort and support.

Integrated features like the extra-wide contoured rim, slip resistant shell and integrated seating combine comfort with clinical excellence making this large, luxurious pool a firm favourite in hospitals worldwide.





Specifications

Length:	1965mm
Width:	1650mm
Height:	770mm
Depth:	640mm
Weight (empty):	100kg
Capacity:	560 litres
Material:	Ficore® composite





'24
WINNER

Winner - Design MasterPrize Award

Judges said that," The Active Birth Pool was a sophisticated solution for facilities striving to provide exemplary maternity care. The focus has been on creating a solution that offers superior functionality, safety and comfort"

Active 360 Water Birth Pool

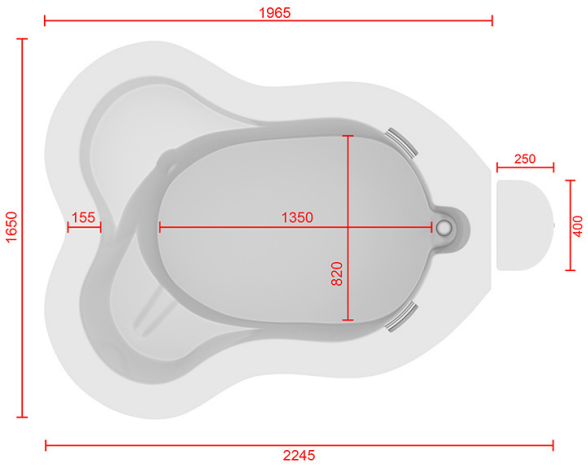
The Active 360 is a dynamic reimagining of the Active II transformed into a freestanding model with 360° of access for midwives around the pool.



The 360 pools feature our Water Column for the plumbing and fixtures which keeps the rim clear negating water safety and manual handling risks associated with rim-mounted equipment.

With the same trusted form and features of the Active II, this pool elevates the birth environment through thoughtful design and usability.

The Active 360 delivers outstanding safety, accessibility and end user satisfaction.



Specifications

Length:	1965mm
Width:	1650mm
Height:	770mm
Depth:	640mm
Weight (empty):	100kg
Capacity:	560 litres
Material:	Ficore® composite
Guarantee:	Lifetime







“Brilliant, like the wide rims so mums can sit on the side and swivel their legs round to get in and out, much safer. And, you can get your legs under the rim, so much more comfortable for midwives ”

Arlene Bentley - NHS Midwife

Venus II Water Birth Pool

This mid-size pool provides an optimal birthing experience, combining ergonomic design with superior materials, making it an ideal choice for healthcare facilities looking to enhance their maternity services.

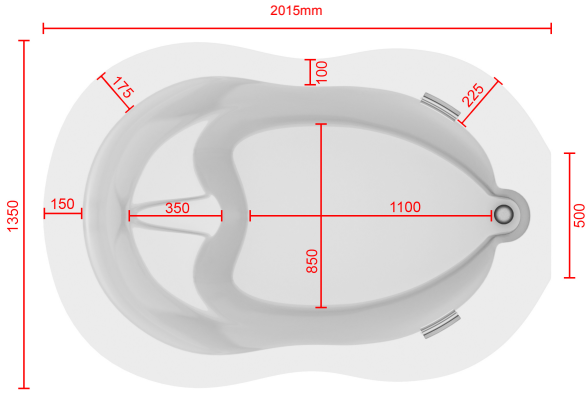
Its mid-size footprint, intelligent design and enduring durability have made it a favourite for decades.

Updated with improved ergonomics the Venus II offers supreme comfort, easy access and infection control all in a beautiful, organic form.

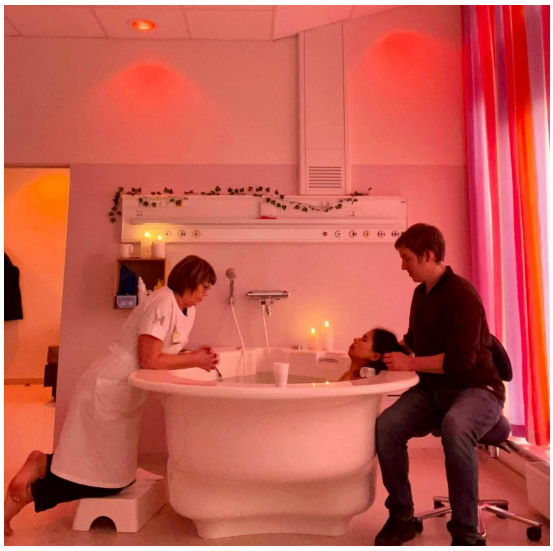


Specifications

Length:	2015mm
Width:	1350mm
Height:	770mm
Depth:	640mm
Weight (empty):	90kg
Capacity:	510 litres
Material:	Ficore® composite
Guarantee:	Lifetime









“Active Birth Pools have provided a seamless experience from the start. They delivered on time and have been there with support and advice every step of the way. The pools have been a great success and excellent investment.

Sarah Mitchell - Capital Projects Administrator

Venus 360 Water Birth Pool

This stunning freestanding pool - shown here with bespoke water column sets new standards for comfort, usability and performance

Innovations in design enhance comfort and safety, improve access around the pool for midwives and give mothers greater freedom of movement.

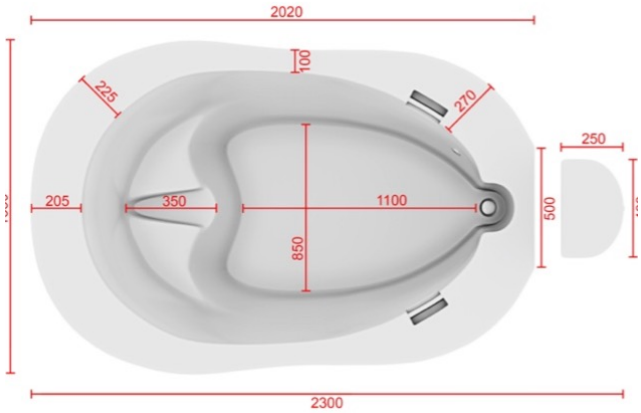
Installing the plumbing system on the Water Column keeps the rim clear which negates the risk of associated water safety and manual handling issues

With an emphasis on safety, hygiene, and durability, the Venus 360 is an exceptional choice for any setting.

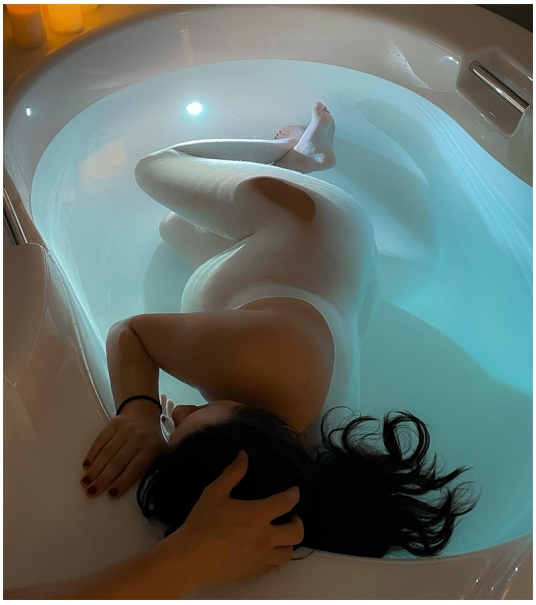


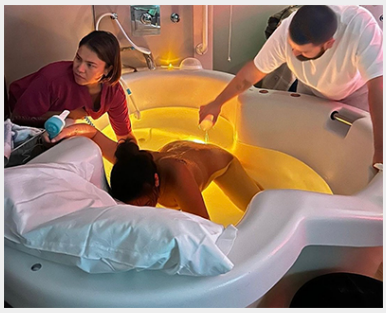
Specifications

Length:	2065mm
Width:	1350mm
Height:	770mm
Depth:	640mm
Weight (empty):	90kg
Capacity:	510 litres
Material:	Ficore® composite
Guarantee:	Lifetime









“ Your birth pool has completely transformed the way we work.
It’s become the centrepiece of our maternity unit.
Mothers tell us they feel safe, supported, and completely at ease.
The design encourages freedom of movement and natural positions.

Sarah Whitmore - Senior Midwife Rosewood Maternity

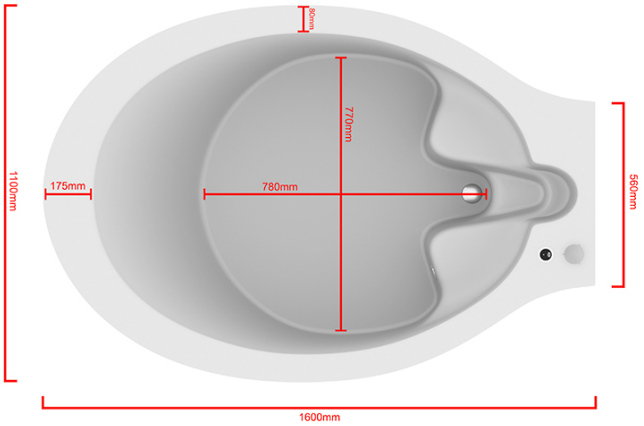
Princess II Water Birth Pool

This compact, but surprisingly spacious water birth pool delivers all the key benefits of our larger models in a smaller form.

This pool combines ergonomic design, advanced material and engineering technology where space is limited, without compromising on the quality of the birthing experience.

The wrap around bull-nose shaped rim offers crucial support and stability for mothers as they move to find the most comfortable and beneficial positions.





Specifications

Length:	1600mm
Width:	1100mm
Height:	770mm
Depth:	640mm
Weight (empty):	70kg
Capacity:	425 litres
Material:	Ficore® composite







"I'm always impressed by how spacious the pool is.
Even with two of us supporting the mother,
there's plenty of room to move and work comfortably.
Our mums have a better experience of labor and birth - thank you."

Princess 360 Water Birth Pool

The Princess 360 is a freestanding birth pool designed for compact rooms where flexibility and performance are essential.

Despite its small footprint, it's surprisingly spacious and provides exceptional comfort and support.

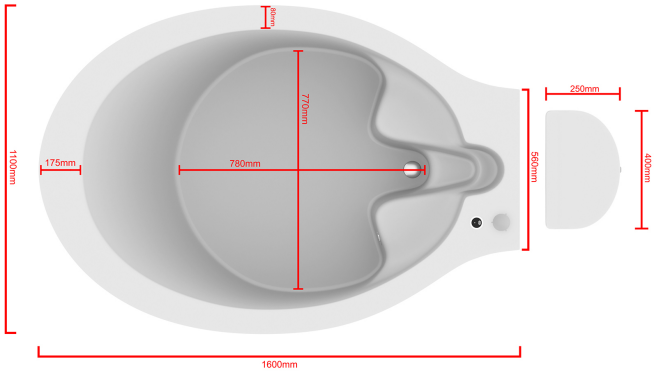
Its gently contoured interior encourages natural movement and upright positions, while the freestanding design improves usability.

Made from our signature Ficore® composite, it offers the same strength, warmth and hygiene as our full-size pools.



Specifications

Length:	1600mm
Width:	1100mm
Height:	770mm
Depth:	640mm
Weight (empty):	70kg
Capacity:	450 litres
Material:	Ficore® composite
Guarantee:	Lifetime









"Beautiful pools and wonderful to see the history of their development. Thank you for all you have done for women, their babies and partners over the last 37 years to make birth more comfortable and peaceful."

Amanda Edwards – midwife and active birth teacher.

Bespoke Water Column

The highly utilitarian, sleek design of the Water Column complements the aesthetic of our pools and provides a safe, practical, hygienic solution for installing plumbing and fittings.

This strong, sturdy column is ideal for mothers to hold onto when getting in and out of the pool and to use for support in upright and standing positions during labour.

By taking fittings off the rim water safety and manual handing risks are negated and midwives have unobstructed access to mothers and are free to move around the pool.

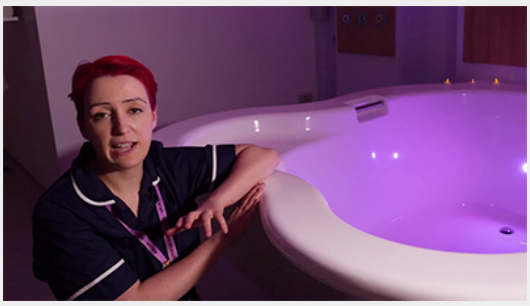




Specifications

Depth:	250mm
Width:	400mm
Height:	1100mm
Material:	Ficore® composite
Guarantee:	10 years





"I want to express my admiration for the brilliant design of your water birth pools. I truly admire how your design considers both midwife and mother, making it unique and practical."

Parisa Hadavi Bavili – Midwife, Anatomist

Custom Designed Step Unit

We've developed a simple, safe, practical method for mothers to enter and exit our pools with ease and confidence.

At the heart of this solution is the signature extra-wide rim, which allows mothers to sit, swivel and lower themselves into the pool - a natural, fluid motion that eliminates the need for climbing.

The sturdy step unit integrates seamlessly providing mothers with the optimum height advantage needed to sit comfortably on the rim regardless their height.

Thoughtfully proportioned and securely built, it offers reassuring stability for mothers and peace of mind for midwives.



Specifications

Length:	455mm
Width:	300mm
Height:	150mm
Weight:	4kg
Material:	Vitrine® composite
Guarantee:	2 years





EUROPEAN PRODUCT DESIGN AWARD™

European Design Awards - First Prize

"Judges awarded first prize saying that the Active Birthing Pool offered a solution with superior functionality, safety and comfort while addressing the needs of midwives and mothers"

Multi-colour LED Lighting and Blue-tooth Sound

A calm, soothing atmosphere can help reduce stress and anxiety, allowing mothers to relax more deeply and support the natural flow of physiological labour.

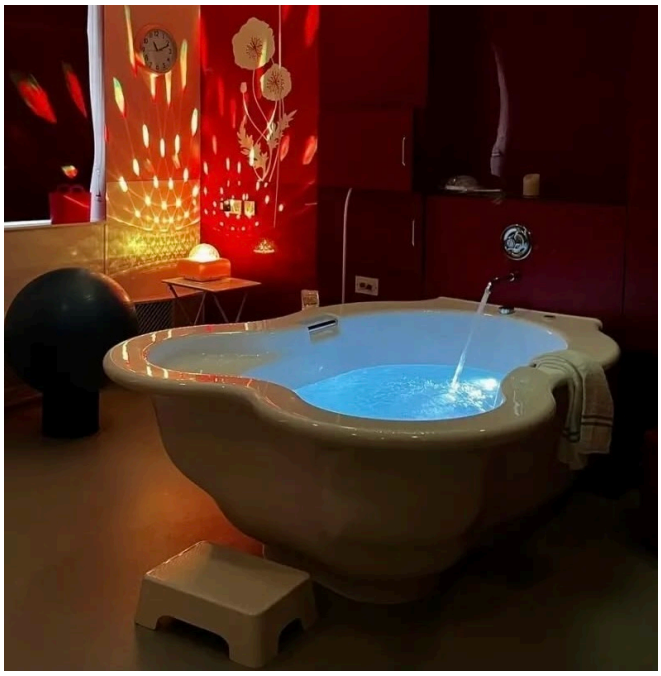
By integrating multi-colour LED lighting and Bluetooth sound into our birth pools, we've created an environment where sensory comfort plays a central role in promoting safe, gentle births.

Our advanced LED lighting system features six tranquil colours, casting a soft ambient glow throughout the room and within the pool itself.

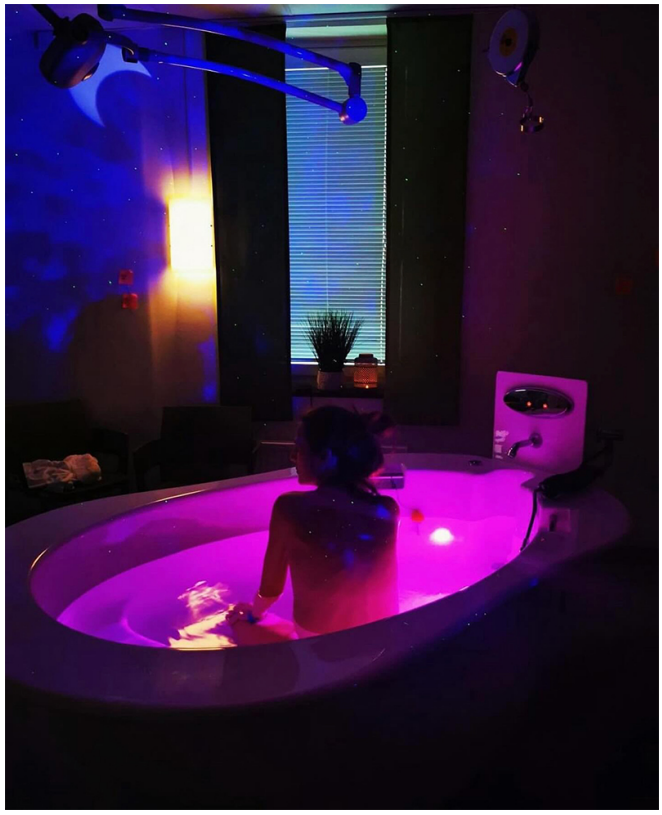
Midwives can see much more clearly into the pool enabling them to monitor the situation more easily and effectively without intruding on the mother.

Complementing the lighting is a fully integrated Bluetooth sound system that has been specially developed for our water birth pools

With two premium built in speakers mothers can wirelessly connect to play music making the ambiance of the room more personal and conducive to labour









"Your water birth pools have revolutionised birth"

Cailtin Wilson Senior Midwife, Meadow Birth Centre

A Strategic Solution from the Global Leader in Water Birth Pools

With almost four decades of unmatched expertise we are uniquely qualified as the trusted supplier for maternity units, hospitals and healthcare planners seeking the highest standards in water birth pools. That's why our pools are engineered not just for safety, value and performance, but for ease of integration, maintenance and compliance.



These advantages translate into lower overall cost, superior performance and enhanced satisfaction.

Trusted Worldwide since 1987:

- Dedicated project support from design and technical resources through to installation
- Comprehensive installation and maintenance guides
- First-class after-sales service including remote support and global parts distribution

Designed for Demanding Healthcare Environments

Our pools are built to exceed expectations in real-world clinical settings:

- Long-term lifecycle value – average of 25+ of service with minimal maintenance
- Unparalleled durability – impact resistant, chemical resistant and structurally reinforced
- Clinical-grade hygiene – seamless, non-porous surfaces with integrated safety features



"Active Birth Pools have revolutionised the way I support women.
They encourage natural movement, comfort, and confidence.
Since introducing them, we've seen
calmer births, fewer interventions and happier mums."

Sarah Tamworth - Midwife Birth Centre


Active Birth Pools est. 1987
www.activebirthpools.com