

Portobello Beach Sauna

The Soul Sauna

1 March 2021



The Project

Our aim is to bring the benefits of wood fired sauna to Portobello. This will complement the Edinburgh seaside experience and encourage community and new visitor connection to the coastline. The Soul Sauna will be a relaxing experience offering escapism, a wide range of health benefits and reconnecting with nature.

Sauna movement in the UK

What we have planned for Portobello is not new to the UK. Having been inspired by several successful wood-fired sauna companies that have been popping up across the country, we have been in creative conversation with these organisations to see how we can move this project forward:



Why sauna in Portobello

The Soul Sauna will support growth in adventure tourism as prioritised by VisitScotland chief executive Malcolm Roughead, "The coronavirus pandemic has had a devastating impact on the tourism industry and has changed the lives of people right across the country. With wellness and outdoor pursuits, such as cycling, walking and wild swimming, becoming a focus for many during and post lockdown, adventure travel has been identified as an area for potential growth in the domestic market."

The Soul Sauna is a fantastic opportunity for Portobello to have the first shoreline sauna in Scotland. This would offer residents and visitors the beneficial experience of wild swimming and cold water emersion which is rapidly growing in momentum.

It has been well documented that increases in online shopping and working from home has accelerated the decline of the British high street. The Soul Sauna would be an additional offering, supporting the existing businesses and bringing people into Portobello and its promenade. It will enhance the destination as a centre for recreation, wellbeing and eating out.

Vision

The Soul Sauna will be up and running by summer 2021. We will operate daily in due course; early in the morning, throughout the day and/or late into the evening, reflecting the sauna's demand.

As well as support from sauna enthusiasts we aim to encourage a wide range of users such as wild swimmers, water-sports fans such as kayakers, paddle boarders, rowers and also the many runners along our promenade for a pre/post activity immersion.

We're eager to introduce the sauna culture to the wider community, those who have not tried it before and as a place to bring friends and families together. We would also like to support locally run mental health organisations and charities to offer wellbeing experiences at a significantly discounted rate.

The sauna will extend and invigorate the beachside season.

The sauna experience

Sauna bathing has considerable benefits. For thousands of years a sauna has been recognised as a place of healing and wellbeing by many countries. The sauna symbolises slowing down, recouping and recharging through heating the body, sweating and detoxing and a powerful means to de-stress.

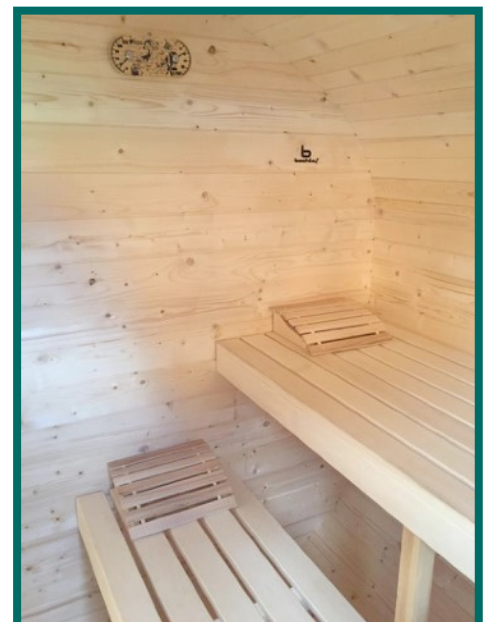
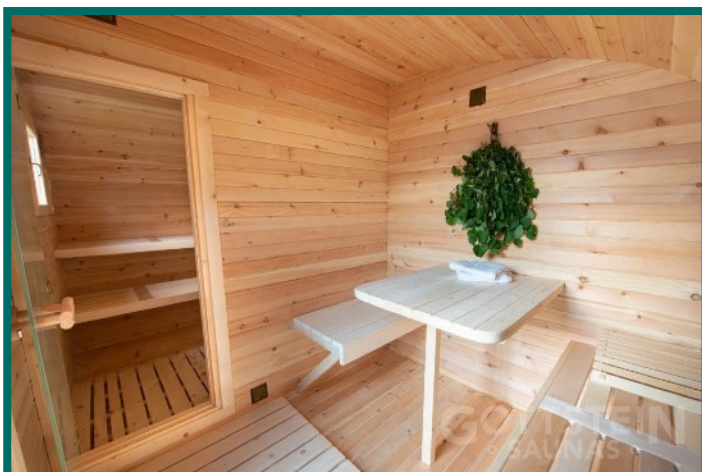
Here are a few added benefits of sauna:

- Improved quality of sleep
- Reduced chronic pain & fatigue
- Improved exercise performance & muscle recovery
- Improved cardiovascular health & reduced stroke risk
- Improved overall brain health
- Improved moisture barrier properties of the skin
- Protection against dementia & Alzheimer's
- Protection against respiratory diseases & pneumonia
- Detoxification & fat loss
- A social place to connect with others

Combining the sauna experience with the healing power of cold water & blue space is a wellbeing experience like no other, and will leave you on a natural high!

Sauna Interior

The sauna itself will be built from cedar and spruce.



Position

The Soul Sauna will be ideally placed in the pronounced promenade between James Street and John Street. This will enable users quick access to the beach between sauna rounds for the cold water emersion. The exact location can be see in the image below. It is on the east/left hand side close to the promenade wall. It will not be obstructing the walkways or cycling route.

