

**News Release**  
**For Immediate Release**  
**10 June 2025**

**MDL's marina teams take the plunge in cold water immersion training with Vitae Vi**

As part of its ongoing commitment to safety and wellbeing, MDL Marinas has taken a pioneering step to enhance water safety awareness by equipping nearly 30 members of its operational team with hands-on, scenario-based cold water immersion training.

The practical training session reinforced MDL's core value of safety and security, highlighting the importance of lifejackets and real-world self-recovery and rescue techniques for those working around water.

Delivered by health and wellbeing experts Vitae Vi, the comprehensive programme featured both classroom-based theory and scenario-led practical exercises. The first element focused on the physiological effects of cold water shock, lifejacket activation and the importance of maintaining control during unexpected immersion.

Later, the participants took to the water in a controlled swimming pool environment to experience real-time lifejacket inflation, practice manoeuvring while wearing them, perform the Heat Escape Lessening Posture (HELP), and carry out both self-rescue and casualty recovery drills.

A unique aspect of the training saw staff voluntarily entering an ice bath to simulate the intense physical and mental challenges of sudden cold water exposure. This immersive experience highlighted how cold conditions can impair breathing, movement and decision-making – critical moments where clarity and calm are vital.

"At MDL Marinas, safety is at the heart of everything we do," says Joe Walton, Head of Heath, Safety and the Environment at MDL Marinas. "Cold water immersion training helps prepare our teams for real-life situations and supports our efforts to improve safety standards within our industry. We are proud to be one of the few, if not the only, marina operator to offer this type of training as standard for our staff."



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Dan Hughes, Co-Founder of Vitae Vi, an advanced breathwork Instructor and certificated Wim Hof Method Instructor, stresses the importance of realism during the training: "When people fall into cold water, they're rarely prepared. They're usually near the edge, disoriented and in shock – something stops them from getting out safely.

"This training gave the MDL team a chance to understand what that feels like, how to manage it and, most importantly, how to get themselves out of the water safely using simple, easily remembered techniques and protocols that save lives."

Joe Walton adds, "We've found, historically, there are limited practical training options out there that deliver the critical, hands-on skills needed for working safely around pontoons and dockside areas. Partnering with Dan, who also has a wealth of marina expertise from an earlier career, allowed us to design a bespoke programme tailored to the unique risks of marina operations. From cold water immersion to self-recovery, this training equips our teams with invaluable experience in a controlled, supportive setting."

This initiative highlights another step in MDL's proactive and innovative approach to health and safety, setting a new benchmark in the marina industry by ensuring its teams are not only theoretically prepared, but practically ready to respond when it counts.

For more information about MDL and its marinas, visit [www.mdlmarinas.co.uk](http://www.mdlmarinas.co.uk)

For more information on Vitae Vi's immersion workshops and other wellbeing programmes, contact [hello@vitaevi.co.uk](mailto:hello@vitaevi.co.uk)

## ENDS

### Notes for editors:

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- MDL Marinas Group is the UK's leading marina and water-based leisure provider and one of Europe's largest marina groups, offering members over 160 destinations to cruise to in the UK, France and Spain. Currently MDL Marinas manages 18 UK marinas and one in Spain.
- MDL Holidays is part of the MDL Marinas Group, offering waterside holidays in luxury lodge and holiday park accommodation.
- New to the MDL Marinas Group, MDL Fitness is a range of green gyms where the fitness equipment converts human kinetic energy into electricity.



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