

BSi PAS:81 2008 & STAmark

Providing the benchmark standard and accreditation for all providers of swimming programmes in the UK



The importance of delivering high quality, customer led services in an ever increasing competitive market is a key priority and objective for today's modern Swimming School operators.

To help swim school businesses and schemes in the public & private sector achieve this objective and maintain industry standards through high quality provision and programme planning, STA has taken the lead in developing two major initiatives that will raise standards and add value to those operating swimming tuition programmes - BSi PAS 81:2008 and STAmark.

What is BSi PAS 81:2008?

It is a Publicly Available Specification (PAS) produced by the British Standards Institution (BSi) that sets out the minimum requirements for the effective development, management and operation of UK swimming schools schemes and provision of swimming tuition.

BSi PAS 81:2008 has been developed in partnership with key industry stakeholders, the primary aim of BSi PAS 81:2008 is to increase safety and disseminate best practice in the provision of swimming programmes in the interest of both the customer and the sector as a whole, by providing a blueprint for all organisations engaged in the operation of swimming programmes including:

- Local authority leisure services
- Health & fitness clubs
- Holiday/visitor destinations
- Hotels
- Private sport & leisure providers
- Sports and leisure trusts
- Swimming schools & clubs
- Leisure contracting organisations
- Local Education Authorities

BSi PAS 81:2008 covers 10 key areas:

- Managing health & Safety
- Pool Safety Operating Procedures (PSOP)
- Normal Operating Procedures (NOP)
- Emergency Action Plan (EAP)
- Documented systems and procedures
- Customer care
- Staffing and management development
- Service planning
- Site specific environmental protocols
- Business Development

This standard has also been endorsed by the Association for physical Education (AfPE).



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What is STAmark?

Endorsed by the Institute of Sport, Parks and Leisure (ISPAL), STAmark is STA's own Quality Mark designed to improve and recognise best practice in all aspects of swimming operations. The standard is also being evaluated by the United Kingdom Accreditation Service (UKAS) for inclusion within their Accreditation Standards.

Endorsed by the Institute of Sport, Parks and Leisure (ISPAL), STAmark is STA's own Quality Mark designed to improve and recognise best practice in all aspects of swimming operations.

STAmark is a nationally accredited quality mark, awarded by STA for providers of swimming tuition.

With the launch of BSi PAS 81:2008, STAmark has been revised in order to bring it in line with the new standard by incorporating the same framework as the basis for its assessment criteria.

The benefits of STAmark

STAmark has been designed specifically to support continuous improvement and is underpinned by a series of key principles:

- It is the only current industry recognised accreditation scheme that is fully aligned with BSi PAS 81:2008
- It provides a self assessment development tool for sustaining continuous improvement
- It recognises and incorporates industry best practice and is continually updated to remain abreast of the latest developments
- It provides industry endorsement of your swimming operations and schemes.

In addition, STAmark can provide swimming providers with significant insurance savings of up to 15% whilst proving to customers that they are attending a high quality and safe swimming environment.

Larger organisations that operate across multiple sites will usually only require one STAmark assessment, provided that the management and operation systems are consistent at each facility.

What's in it for you?

The immediate and long term benefits of investing in the BSi PAS 81:2008 and STAmark 'package' are significant:

- Increased safety and dissemination of best practice in your swimming pools
- Gives your customers and swimming teachers confidence that your swim school operates safely, complies with current industry legislation and follows good working practices
- Embracing the guidance and standards set out in BSi PAS 81:2008 will ensure you are delivering high quality services in line with industry best practice.
- Achieving STAmark provides industry endorsement of your organisation, enhancing your professional reputation and building your competitive advantage.
- It helps you evaluate your performance and benchmark your achievements in structured, effective way, and for local authority operators it demonstrates Best Value.

Next Steps

We strongly recommend that you should:

(1) Own a copy of the BSi PAS 81:2008 document as a key reference tool to ensure you are aware of and can incorporate the latest industry best practice.

(2) Consider attaining STAmark accreditation as an independent, industry endorsing external validation of your business standards.

By linking together BSi PAS 81:2008 and STAmark, STA is able to provide you with a unique single solution package which can help you to deliver sustainable service and performance improvements for your swim school business.

Visit STAmark on the STA website to read examples of Swim School testimonials.

To find out more call STA on 01922 645097

Email: sta@sta.co.uk Visit: www.sta.co.uk

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