

STA Swim & Save e-Zine - April 2013

## Welcome to the Swim & Save e-Zine

### 2013 Member Communications Survey

As part of our continuing efforts to enhance member services, STA is seeking your views and opinions on its communication channels, including the website, Swim & Save and social media. Please [click here](#) to take part in the survey.

Your input is valuable and will assist us greatly in terms of how we can further improve our communications and be responsive to your requirements.

### Advanced Notice of Badge Price Increase

From **1st September 2013**, STA will be increasing its award price by 10p to **£1.60** (£1.44 to STA members who qualify for a 10% discount). Despite increasing inflationary and business costs, STA has kept this increase to an absolute minimum to ensure that the **International Learn to Swim Programme** continues to be the wisest choice in the market in terms of quality and best value. Plus, when compared to the nearest equivalent swim scheme where the awards are now priced at £2.16 each, STA's awards offer significant savings for customers and the potential for increased revenue and profitability.

### Online Praise

Since going live last month the demand for STA Online, the new Online Course Registration and Administration System, has been incredible, with Course Organisers stating that it has transformed how they manage and administer courses and communicate with candidates. **Ali Beckman** from Puddle Ducks said: *"I LOVE THIS! My life is going to be so much easier now!"*, and on registering her first course, **Susan Clark** from SJ Training Solutions said: *"That was surprisingly easy."*

For a more detailed presentation on the features and benefits of STA Online, [click here](#).

### Technical Update

From **January 1st 2014**, PTLLS will be mandatory for all STA Tutors to continue tutoring STA Swimming Teaching, Lifesaving and First Aid courses. Whilst new Tutors who qualify after **January 1st 2013** will gain PTLLS as part of their Tutor course, existing Tutors who qualified before this date must apply for **RPL** to obtain PTLLS. For a full breakdown of the details, and information on what to do if you are a Tutor converting to STA, click [here](#).

In addition to this, with immediate effect, **Probationary Lifesaving Tutors** may be moderated on their first course by **National Tutors** only. Moderating Tutors will no longer be able to moderate Probationary



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## Tutors Stay 'On Course' With STA

In response to feedback, STA will soon be launching a brand new e-newsletter for Tutors called **On Course**. The e-newsletter will round-up all the important information and news relating to Tutors in one dedicated publication, with the content overseen by the courses and technical teams. All Tutors, if they haven't already, must register their email address with [e-zine@sta.co.uk](mailto:e-zine@sta.co.uk) to ensure receipt of On Course.



## New RO For North East

STA is pleased to welcome **Debra Spurle** to the Regional Organisers team. Debra, who has more than 16 years swimming teaching experience and was awarded the Henry Pike award in 2008 for her work with disabled swimmers, will be responsible for the North East region. She said: *"I'm looking forward to having a more active role with STA, and I'm hoping to make teachers and swim schools in the area even more aware of what STA has to offer."* Debra, pictured here, can be contacted on

[debraspurlesta@yahoo.co.uk](mailto:debraspurlesta@yahoo.co.uk).

## Egg-Citing Games for Lessons

Have fun this half-term with STA's Easter-themed swimming games [here](#).

## Baby Swimming Boom

Since its launch in January 2013, STA has received great feedback on the new **STA Baby and Pre-School Manual**. From the 13 courses already delivered, the new design format which makes it clearer to read and the addition of colour photos, song ideas, sample lesson plans and note boxes have all been welcomed. If any Tutors or candidates would like to comment on the new manual, please email [sta@sta.co.uk](mailto:sta@sta.co.uk), as the technical team is always looking to hear back from members.

## First Aid Tutor Course

STA is holding a **First Aid Tutor Course** (including PTLLS) at **Anchor House** on the **1st-5th July 2013**. For further information on pre-requisites or to book a place please email [claire@sta.co.uk](mailto:claire@sta.co.uk).

## Member News

STA continues to expand its reach internationally, and now thanks to **Julie-Ann James**, the founder and director at **Aquababies**, her franchisees are successfully running STA baby swimming classes in several countries across the world including Jordan, Ireland and Turkey. Julie-Ann said that this is the first time STA baby swimming has been introduced to Turkey, so curiosity is at a peak. [Read more](#)

## Taking on the Channel

Good luck to STA Tutor **Sue Brown**, who will be attempting to cross the English Channel in July, as part of a 6-person relay team to raise money for Wateraid and the Teenage Cancer Trust. Read Sue's personal report [here](#).

## Making a Splash for Comic Relief

Young swimmers from STA's **Shropshire Swim Academy**, who set out to swim the equivalent of the length of the River Severn - the longest river in the UK - for Comic Relief, successfully

exceeded the target set of 350km and earned new distance badges. **Lisa Smith**, STA's Shropshire Swim Academy Manager, co-ordinated the event and is seen here celebrating with STANley and some of the youngsters who took part.



### Pool Plant - APF For Coagulation and Flocculation

With APF being one of the newest and most innovative flocculants on the UK market, STA Pool Plant Tutor **John Monaghan** explains [here](#) the application process.

### Swimming Pool News

Finding pool space is a continuing issue for expanding private swim schools, and many are now looking to build their own. However, this can be costly and restricting, especially in leased buildings, so at **SPATEX** recently the STA team was interested to see a new above-the-ground training pool being launched that does not require fixed fittings or a million pound budget – see [here](#).

### Community Transforms Pool Operations

**Waterside Pool** on the Isle of Wight is a real community success story. As a local authority-run pool it was losing £250,000 every year with threat of closure; today, since being taken over by the **Waterside Community Trust** just over twelve months ago, they have increased memberships, swimming lesson enrolments and increased the range of fitness classes and facilities available. [Read more](#)

### Latest Issue of IJARE

The **International Journal of Aquatics Research and Education** (IJARE) is STA's Official Technical Journal. The latest issue is now available, which all STA National Tutors have free online access to. All STA members also qualify for a **20% discount** on an individual subscription to IJARE. Email [sta@sta.co.uk](mailto:sta@sta.co.uk) for further information.

### Vorgee Goggles Now on Sale!

**Vorgee Goggles** are now available to purchase at the STA Swim-Shop. [Click here](#) to see the collection!

### Youngsters to Benefit From Water Safety Funding

Youngsters from Shrewsbury will be offered discounted swimming and water safety lessons this spring after the **STA Shropshire Swim Academy** secured £900 funding from the Shrewsbury and Shropshire Waterways & Leisure Group. [Read more](#)



### Swalings Scholars

Thanks to the success of their scholarship programme, **Swalings Antigua Limited** is proud to have introduced five newly qualified members to the team of official lifeguards and swimming teachers. Pictured here are the fully qualified Pool Lifeguards and STCA Swimming Instructors. Read the full story [here](#).

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