swim&save e-Zine

April 2015

Official magazine of STA since 1932

Welcome to the Swim & Save e-Zine

Hear from our New STA Swim Academies

Following the news last month that STA is set to launch five new Swim Academies this spring; the team spoke to **North East Derbyshire District Council** and **Erewash Borough Council** about why they chose STA and the ease of the transition - **watch the video here**.

Schools Take Advantage of FREE Water Safety Offer

STA is thrilled that hundreds of swim schools, schools and youth groups took advantage of the FREE **Health & Wellbeing activity booklet** offer last month this means more children will be given the opportunity to be taught vital water safety skills. **Read more here** or go straight to our **Swim-Shop** to order the 40-page booklets, which are priced at **just 50p each**.

Dolphin Awards Now Available to Order

As previously reported the name of the ILSP Seal Series (Personal Survival) has been changed to the Dolphin Series - and the new Level 1 and Level 2 badges and certificates are now available to order from STA Swim-Shop.



STA Partner with PGL

STA has been appointed to **deliver first aid training to PGL** for the next three years. **Read more here** and see why the leading outdoor education provider was impressed with the quality of the courses and how **STA Online** can help efficiently manage all their candidate registrations.

New Swim Academy in Newbury

bstSwimSchool in **Newbury** is set to launch as a STA Swim Academy this month after agreeing a new partnership with STA. **Read more here**.















Brand New Junior Medic Video

To support the official launch of STA's Junior Medic Programme, we are excited to reveal our **brand new schools video here**.

NEW Aquatics CPD

STA will be hosting an Additional Aquatics Programme CPD, which covers SeaScooter, Snorkelling and Synchro, on 30th April 2015 in Walsall. This can be used in conjunction with the Junior Lifeguard Programme or to deliver these aquatics as standalone programmes. Email Claire Lowbridge for information.

International News: 'Family Box China - Five Years On

It was in **March 2010** when **Family Box** was first mentioned in Swim & Save and the headline read: "A First for Baby Swimming in China". Five years later Family Box has gone from strength to strength with over 50 swimming teachers trained and 5 bespoke sites opened in **Shanghai**, **Shenzhen and 3 in Beijing**. Read their success story here.

Summer of Fun

STA is delighted to introduce the **new Swim School campaigns** for 2015 - **SAVE THE DATES**:

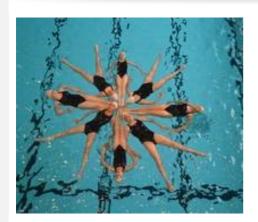
- June 2015 STAnley's Water Safety Tour
- June 2015 World's Largest Swimming Lesson™
- July 2015 STAnley's Obesity Awareness Campaign
- September 2015 Talk Like a Pirate Day
- September 2015 Junior Medic 'Back to School Campaign'

Click here for further information.



Fraudulent Certificates - Be Warned!

"Sadly, we were recently alerted to a case of an employee trying to gain employment using an out of date First Aid certificate which they had fraudulently changed the expiry date on. This is a very serious matter indeed and the police are now investigating. We hope this is an isolated incident, but please be warned it is a criminal offence to fraudulently tamper with certificates and the consequence of such actions will be dealt with accordingly," **Theo Millward, STA's Operations Director**.



NEW Synchro Course for Boys and Girls

STA has launched a **new synchronised swimming course** aimed at both boys and girls aged eight and over – the course forms part of the **40+ skills** that youngsters can learn via the **STA's Junior Lifeguard Academy** (JLA) programme, **see here**.

Teaching for All Ages & Abilities in London

The new **STA Peabody Swim Academy** in **London** has successfully completed its first Baby & Preschool and People with Disabilities Swimming Teaching courses at its pool in Darwin Court Healthy Living Centre. **Read more** about how these courses will benefit the wider community.

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