

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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