

STA Swim & Save e-Zine - August 2013



Welcome to the Swim & Save e-Zine

Welcome to Summer

What a summer we are having so far; we've experienced a record-breaking heat wave, crowned Murray as Wimbledon champion, seen Chris Froome win the Tour de France AND watched in anticipation to see the new royal baby.

It has also been an exciting time at STA, as we've been busy planning for LIW 2013 and the launch of our revolutionary new programmes. This includes a new **International Learn to Swim Programme** (details below), a new Swimming Teaching Resources Manual and a fresh new brand identity— not to mention new developments for **STAadmin.co.uk**. All will be revealed at LIW 2013, alongside the exciting new **STA SwimZone**.

And, if that's not enough, STA is also working with several new swim school and academy partners including Tempus Leisure in Cornwall – further details about these will be announced in the autumn.

Enjoy your summer!

Theo Millward
STA Operations Director

National Water Safety Campaign

On 24th July, with the news that the number of drownings during the heatwave had reached 15, STA called for more to be done to educate children and teenagers about water safety and the dangers of swimming in open water. The press statement read *“one drowning is tragic but 15 in the matter of a few weeks is very serious”* - [read more](#).

The response so far from the media has been fantastic, with Facebook also creating many new opportunities for STA and its members to spread this important education message. There have also been an unprecedented number of requests for STAnley's water safety activity sheets.

STA SwimZone at LIW 2013

The countdown to LIW 2013 has officially started, and everyone at STA is very excited about the action packed pool programme being planned for the new STA SwimZone.

The 3-day programme will cover all aspects of pool utilisation from swimming



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lessons, fitness classes, safety and fun packed activities – see [here](#).

Register for free entry to LIW 2013 [here](#).

New International Learn to Swim Programme

In September, STA will re-launch its **International Learn to Swim Programme** that will be supported with a range of vibrant new award certificates that have been colourfully designed to appeal to children progressing through the scheme. [Read more](#)

The Aquatic Technical Team explains the curriculum changes for the new International Learn to Swim Programme, including the new STANley STAR award, in more detail [here](#).



New Good Strokes Stickers

To support the new awards in the ILSP, STA is launching a new range of Good Stroke stickers for front crawl, back crawl, breaststroke and butterfly. [Read more](#) here, or click [here](#) to go to the STA Swim-Shop to purchase the stickers!

Reminder 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 the International Learn to Swim Programme continues to be the wisest choice in the market in terms of quality and best value – and give customers the potential for increased revenue and profitability.



New Swimming Teaching Manual is Here!

The new-look Swimming Teaching manual is ready and will be available to order from **1st September 2013**, and will be mandatory to use from **1st January 2014**. The bumper 300+ page manual incorporates updated content and is supported with user-friendly colour images and diagrams as well as the popular 'tip' boxes that feature in the new Pool Plant, Baby & Pre-School and Open Water Swimming manuals. For more information email lisa@sta.co.uk.

Notice to Course Organisers, Tutors and Examiners

To maintain STA Awarding Body status, all Course Organisers, Tutors and Examiners must comply with the guidelines outlined [here](#).

Pool Plant Success with Public Health Wales

STA's Pool Plant team has been working with environmental health officers on a pilot project in Wales. The project sees a new approach to auditing a pool's operation and the possession of pool water qualifications; an approach that may shortly be rolled out across the UK. [Read more](#)

Get PTLLS Online

Due to new government regulations, **all** new and existing STA Swimming Teaching, Lifesaving and First Aid Tutors and/or Examiners will be required to hold a **PTLLS** certificate in order to continue Tutoring and Examining from **1st January 2014**.

A step-by-step guide has been provided for existing tutors who qualified before 1st January 2013 to obtain the certificate via Recognised Prior Learning (RPL) through STA Online. The cost of this conversion is £10 and must be taken before 31st December 2013. [Click here](#) to download the RPL guide, or [click here](#) to be taken to STA Online.

For full information about PTLLS, please [click here](#).

The Voice of a Swimming Teacher

Having trained as a singer, **Lisa Smith**, STA's Technical Support Officer knows a thing or two about the voice, and how important it is for swimming teachers to protect their vocal chords. See Lisa's voice tips [here](#).

Open Water Swimming in Gibraltar

STA's **Garry Seghers** delivered the first international Open Water Swimming Coaching course in Gibraltar last month, and he is pictured here with the successful candidates from the Aquatics Swimming Club. **Ernest Borrell** who organised the 1-day course for the club, wrote and said: *"Thank you Garry for a comprehensive and professional course."* For further information on STA's new Level 2 Award for Open Water Swimming Coaching, [click here](#).



Olympics Must Continue to Make an Impact, says SkillsActive

Read SkillsActive press statement [here](#), which welcomes the positive results shown in the recent government report on sport and regeneration, but also calls on more to be done to continue the Olympic legacy.

Save Time and Money, Become Qualified in Pool Plant Operations with STA

All those involved in pool plant operations can now benefit from the STA's new Swimming Pool and Spa Pool Plant Qualifications which were launched earlier this year. [Read more](#)



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Tutor Course News

STA is planning a Lifesaving Tutor Course Including First Aid Tutor and PTLLS Level 3 at Anchor House on **7-11th October 2013**. To show your interest or for further information please email claire@sta.co.uk.

Update for Those Wishing to Become a Moderating Tutor

Following an agreement at the last STA Trustees meeting, all applications to become a Moderating Tutor must now be endorsed by a current National Tutor, as well as meeting all other relevant requirements.

International Member News

In March, Swim & Save reported that **Peng Chen** and his wife

TianTian Sun travelled all the way from China to attend a four-day Baby and Pre-school course with STA Tutor Tom Gray in Scotland. Now just a few months on, we are pleased to report they have successfully set up their own swim school in Wenzhou, South China and they've kindly sent us this picture of their first water baby, Ginny and Teddy.



Splashing Start to Life

In preparation for the arrival of the Royal Baby, **What's On 4 Little Ones** conducted a survey with UK Mums to see what activities are most popular for babies; and unsurprisingly baby swimming came out as one of the top choices. The survey also revealed that nearly 70% of new parents take their babies to swim classes – [see here](#).

Water Safe Community

With the importance of water safety dominating the news currently, **Phil Weston** from Waterside Pool in Ryde on the Isle of Wight contacted STA via our **Facebook** page to tell us about the success they are having and why their safety record is no fluke. [Read more](#)

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