

Welcome to the
Swim & Save e-Zine



STA Membership Insurance - FAQ by Roger Millward, STA's Chief Executive

There are a number of questions that arise on a regular basis from our members in respect of the insurance cover provided by STA, free of charge as part of your STA membership. As a result we have put together some of the questions that are asked most often, and done our best to answer them for you. [See here](#)

LIW 2014 - STA Swim Zone Schedule Announced

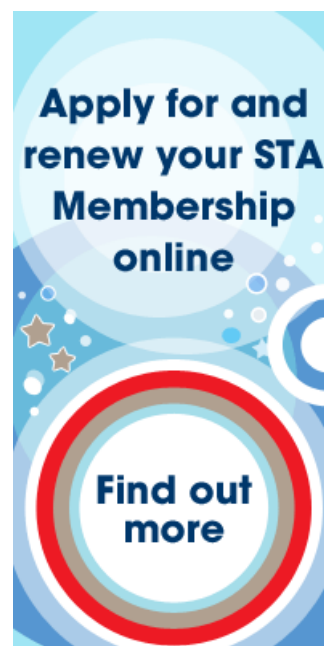
STA will be hosting the **STA Swim Zone** for a second year at **LIW** next month, and here we can exclusively reveal the **new 3-day pool schedule**, which is packed with new aquatic sessions and ideas on how to enhance your swimming programme. [See here](#)

STA Annual Conference - Book Now!

This year's conference will take place on **8th November** at the **Hilton Birmingham Metropole, NEC, Birmingham**. The conference will feature a multi-session format where delegates will have the opportunity to choose from a number of strands covering Swimming Teaching, Lifesaving & First Aid and Pool Plant. [See here](#). We hope to see you there!

More than Half of UK Swimmers Come Up Short in Lifesaving Skills Test

Four in five (83%) British adults consider themselves as being able to swim. However, **two-thirds (64%)** cannot perform the five critical water-safety skills needed that could save their lives, according to a new survey by STA. [Read the results here.](#)



Virgin Expand Swimming Teaching Programme

Virgin Active Health Clubs has been working in close partnership with STA over the last 18 months to train all its qualified swimming teachers across to **STA's Level 2 Certificate in Swimming Teaching**, and is now extending these training opportunities into the local community.

[Read more](#)

The Management of Violence and Aggression - New STA Course

'People who deal directly with the public may face aggressive or violent behaviour'.

To help organisations meet their legal and moral obligations, STA has produced a new **Conflict Management course**, and STA Tutor, **Dave Lewis**, will be running a **pilot one-day Tutors Course** in **Caerphilly** at the end of **August / beginning of September**. Email dave.lewis@sta.co.uk if you are interested in attending. For further information [click here](#).

Facebook Catch-Up

Did you miss out on our lunchtime chat with synchronised swimming expert **Zoe Cooper**? Catch up on everything that happened here on our [Facebook page](#).

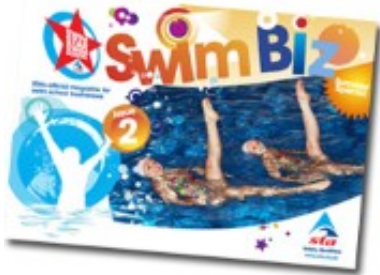
STA Keeps on Trucking with Eddie Stobart

STA's **Health & Safety division** is motoring after a successful 12-month training partnership with **Eddie Stobart**. [Read more here](#) about how STA has been working closely with Eddie Stobart to deliver a range of tailor-made first aid training programmes specifically for the company's drivers and staff, and its plans to further expand the range of courses.



September is CPD Month

After collating the information received from the recent CPD questionnaire, STA has used the feedback to put on a variety of CPDs across the UK this September. Courses range from **Baby Swimming to Advanced Swimming**, and everything in between. STA is also delighted to be launching the pilot of a new **Deaf Awareness within Swimming Teaching CPD**. [See the venues here](#) and to book a place please contact **Claire Lowbridge** on **01922 645097** or email claire.lowbridge@sta.co.uk. Please note more courses are also being planned to ensure a widespread across the UK.



Swim Biz - Summer Issue Out Now

Swim Biz is STA's new e-magazine for Swim School owners, and issue number 2 is out now! Its packed with lots of business, marketing and technical information, including special summer offers from **Vorgee** and **Konfidence**. If you are a swim school business and have not yet signed up to receive Swim Biz, please email Leanne.Husselbee@sta.co.uk.

Technical - The Provision of Pools within the UK

This month's technical article takes a different approach to our usual format; instead we've asked STA's technical team for their thoughts on the provision and condition of pools in the UK, the availability and success of swim schools and finally how they see the pools of the future and swimming developing. Read their responses [here](#).

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