

Welcome to the Swim & Save e-Zine



The Countdown to LIW 2014 Begins

At **LIW 2014**, STA will host the **STA Swim Zone** for a second year running within the **Pool & Spa area**, and is planning a number of exciting new live swimming, lifesaving and pool plant demonstrations, including STA's new **Digital Photometer**. Look out for the 3-day show schedule next month – in the meantime you can register for free [here](#).

STA's Medical Response to Online 'Secondary Drowning' Concerns

As reported on Facebook, there has been a considerable amount of internet discussion recently around 'secondary drowning', which has been stirring concern amongst parents. In response to these articles, we asked our medical expert **Mr David Bowden** for his advice. [See here](#)

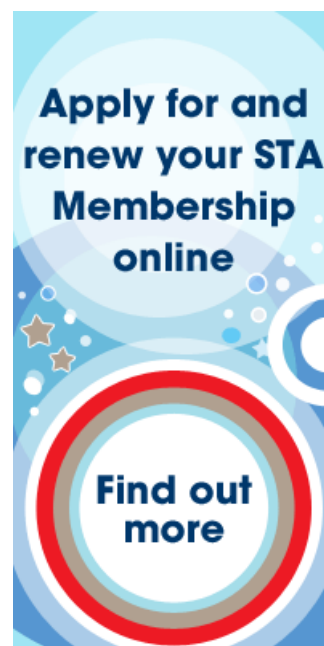
STA Annual Conference – Book Now!

This year's conference will take place on **8th November** at the **Hilton Birmingham Metropole, NEC, Birmingham**. For 2014, the conference will feature a new multi-session format where delegates will have the opportunity to choose from a number of practical sessions covering swimming teaching, lifesaving, first aid and pool plant – some will also include full CPD certificates. [Click here](#) to book your place today.

Technical – Teaching In The Water

STA recognise that many swimming teachers often prefer to deliver their lessons from within the water, and is the only organisation offering qualifications that include this teaching practice in its syllabus and resources.

As such, STA is proactively ensuring that teachers are qualified and insured to teach in the water. For further information on good practice guidelines, download STA's Aquatic Technical team advice on how to safely teach in the water [here](#).



Swim School Pioneers New Junior Medic First Aid Course

Shrewsbury's **Swim With Style** is one of the first swim schools in the country to deliver a new first aid programme that has been specially created for children of school age. [Read More](#)

STA's New Regional Structure

To further strengthen its presence in Wales and Northern Ireland, STA has opened **new regional contact centres** that are dedicated to serving the needs of members in these locations. This move follows the success of the Scottish and Southern England offices. [Read more](#) here from former **STA Trustee, Lloyd Davies** who is heading up the Wales office.

STA Regional Contact details:

- **Wales** - Lloyd Davies - stawales@sta.co.uk
- **Northern Ireland** – Jackie Timms - stanorthernireland@sta.co.uk
- **Scotland** – Joan O’Sullivan - stascotland@sta.co.uk
- **Southern England** – Paula Chapman - stasouthern@sta.co.uk
- **East Anglia** - John Holden - staeastanglia@sta.co.uk
- **Channel Islands** - Malcolm Parris - stachannelislands@sta.co.uk

Debut At Safety & Health Expo

In June, STA’s **Health & Safety division** made its first appearance at the **Health & Safety Expo in London**.

It was the first time STA had taken its suite of Health & Safety qualifications to a non-leisure industry event, and the team (pictured here) confirmed it was a phenomenal success with **STAAdmin.co.uk** generating interest from many high profile brands who were impressed with STA’s innovative and dynamic approach to health and safety compliance.



Richard Lamburn, STA’s Technical Support Officer said: *“It was great to showcase our range of Fire Warden, Manual Handling and First Aid qualifications to companies outside of the leisure industry - we are going to be very busy following up all the leads!”*

Free Water Safety Leaflet For New Mum & Dads

STA has produced a **brand new Water Safety Advice leaflet** for new Mums and Dads. The 8-page booklet, developed with support from **Konfidence**, contains advice on how parents can get their little one ready for the pool, choosing a swim class and all manner of tips and advice. Download a free copy [here](#) and share with your swim school customers.

Synchronised Swimming Facebook Chat with Zoe Cooper

On **Monday 21st July**, between 1:00am and 2:00pm, STA’s Zoe Cooper will be hosting a Live Chat on **STA’s Facebook** page. If you have any questions on synchronised swimming or aquatics in general, please join us. If you can’t make this time, post your questions in advance on Facebook or Twitter with the hashtag **#STAZoeCooper**.

STAAdmin.co.uk Down Under

Through **IFSTA**, STA has enjoyed a long-standing partnership with **ASCTA** and **Swim Australia**. This has now been strengthened further with the announcement that ASCTA has adopted STAAdmin.co.uk under the name ASCTA Manager in Australia. For further information please visit STAAdmin.co.uk.



STA Photometer - The Future of Pool Water Testing

Since launching the **STA Digital Photometer** earlier this year, STA confirms the response has been unprecedented with several major UK and overseas companies lined up to take on the system, which uniquely links to STAAdmin.co.uk’s **Pool Plant programme**.

For further information on why the STA Photometer is defining the ‘next generation in pool water testing’ [click here](#).

Open Water Swimming - Training Tips

Garry Seghers, STA's Qualifications Development Manager is joining a team of six swimmers for a **Channel Relay Race in September** to help raise money for **Diabetes UK**. Garry, who turned 60 in May, has put together some advice for like-minded open swimming enthusiasts [here](#).

Congratulations – STAmark

Well done to all the Swim Schools who have successfully achieved STAmark status – and a special mention for **Inspire Leisure** who was the first UK leisure facility to achieve **Gold STAmark accreditation**. Well Done!

Members News From Isle of Man

Pictured here are the five candidates from Northern Swimming Pool in Ramsey that successfully achieved their STA Swimming Teachers Award in June - well done to **Gaby Cooper, Anna Sharp, Liam Reynolds, Heather Moore** and **Matthew Meechan** who are seen here with **Mary Doyle (STA Tutor), Gary Hunter (Pool Manager) Tony Rea, Sarah Comish (Pool Lifeguard)** along with **Irene Joyce, (Lead STA National Tutor)**. Irene was on the island to examine the STA Award course and also to tutor Gary and Tony who have now trained as Aquatic Tutors.



And Finally

A big thanks to all the STA Swim Academies and swim schools who took part in **STANley's UK Water Safety Tour in June**. Such was its success, STA is planning to make this an annual event and encourages all swim schools to 'save a date' in their calendar for **June 2015**. See a selection of photo's from the 2014 events [here](#).

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