

swim&save e-Zine

March 2014

Official magazine of STA since 1932

**Qualify & Coach
Open Water Swimming**
The UK's first nationally accredited qualification



Welcome to the Swim & Save e-Zine



STA Launch New Digital Photometer - The Next Generation in Pool Water Testing

STA is set to revolutionise the leisure sector with the launch of a new digital Photometer that requires no calibration and uniquely links via Bluetooth to STAadmin.co.uk's pool plant management programme, for real time analysis, instant email alerts and reporting. [Read more](#)

Photometer wirelessly connects with STAadmin.co.uk

STAadmin.co.uk instantly analyses data

STAadmin.co.uk emails analysis

STA Appoints New Director of Finance

STA has appointed Stuart Tanfield to the new role of Director of Finance. Stuart, a qualified chartered accountant who has extensive financial experience working within industry and in practice as a consultant for charities, education bodies and the public sector, will work closely with the existing team of directors to manage and oversee all financial aspects of the STA, from setting strategic budgets to monitoring projects. [Read more](#)



STA-Endorsed Barbie Mermaid Classes Make a Splash at Virgin Active

An STA-approved synchronised swimming session that was organised by Virgin Active to celebrate the release of a Barbie mermaid movie proved so popular the national health club chain is looking to make them a permanent fixture. [Read more](#)

STA Recognises Robbie Phillips After 40 Years in the Business

Robbie Phillips, one of the UK's leading pool plant experts, is scaling down his commitments after more than 40 years in the leisure industry. Theo Millward, Operations Director at STA, pays tribute to Robbie's outstanding work, both at STA and across the leisure sector [here](#).



Starring Video Role for STAadmin.co.uk

STAadmin.co.uk is the essential online management tool for leisure operators, and now with STA's latest video, you can watch firsthand how the system manages a number of typically onerous, but important, day-to-day tasks in real time. [Watch](#) how STAadmin.co.uk can dynamically manage staff revalidations, training, pool water quality and site safety.

Important Course Registration Reminder

STA's courses team would like to remind Course Organisers that they **cannot** use or transfer manuals that are purchased through STA Online for online courses onto paper-based courses.

Last Call for Free Tutor Conversion Course

A free STA Lifesaving Tutor Conversion Course Inc First Aid Tutor is being held at Littlehampton Swimming Centre, BN16 2NA on the 9th April. This is the final call for further information - please contact

claire.lowbridge@sta.co.uk or call **01922 645097**.



New STANley Merchandising Ideas - Feedback Wanted!

STA is currently looking at new STANley merchandise ideas, and the marketing team love the idea of a swimming towel as pictured here, which children can sew their badges onto (or just use as a fun swimming/beach towel) or a STANley poncho towel - what do you think, would you buy them? Please feedback your comments to zofia.houlston@sta.co.uk so that the team can gauge levels of interest. Thank you!

Another STA Swim Academy Opens its Doors

As reported in last month's e-Zine, the Galleon Centre in Kilmarnock has become Scotland's first STA Swim Academy.

Dave Carey, General Manager at the newly branded STA Galleon Centre Swim Academy, which teaches 1,300 pupils every week, said: *"Gaining this Academy status with STA serves to recognise the high calibre of our teaching programmes, and it ensures that our learn-to-swim programme provides a fun experience for customers and their children, equipping them with key water safety skills that will remain with them all their life."*

50 Swim Schools Reach for the Stars

The STA Swim Star Swim School Programme has reached a landmark total with 50 swim school businesses now signed up to the programme. **Zoe Cooper**, STA's Business Development Manager said: *"We are thrilled with the response to the programme and to be working with so many schools that are committed to maintaining the highest of standards in teaching."*

Save The Dates

LIW - 30th September - 2nd October 2014

STA returns to LIW this year with the STA SwimZone once again taking centre stage. Last year, the live pool demonstrations added a positive burst of energy and focus to the pool and spa section of the show, and we will be repeating this again in 2014 to show operators how they can maximise their aquatic programme - if you wish to take part in the live demonstrations, please email zofia.houlston@sta.co.uk (spaces are limited).

STA Conference - 8th November 2014

STA is pleased to announce that this year's conference will be held at the Hilton Birmingham Metropole, NEC Birmingham. A conference itinerary will be published soon, but we can promise that in response to feedback from last year's event, the 2014 conference will feature new breakout sessions dedicated to specific leisure areas.

STANley, The Easter Bunny

For Easter, STA has produced an Eggciting new STANley activity sheet for children - it combines a dot-to-dot, colouring-in and Easter egg hunt!



Members of STA can download the sheet for free from the resources section on [STA Online!](#)

What's On in East Anglia

STA's East Anglia region has revealed its new CPD / Courses calendar for 2014 - please see [here](#) for details.

Teaching Competitive Turns - Breaststroke and Butterfly

This month to conclude the STA Aquatic Technical team's run of articles on the importance of Starts and Turns, the focus is Breaststroke and Butterfly – please read [here](#).

The team are also looking for your feedback and what aquatic subjects you would like them to feature in future Swim & Save e-Zines – please email your ideas to Cheryl Bavington at cheryl.bavington@sta.co.uk.

Members News

Congratulations to the **Sylvestrian Swim School** in Snaresbrook, London. With the help of STA Tutor Dave Perry, the school's first 8 swimming teachers have successfully achieved their STA Level 2 teaching award.

FREE Workshop for Swim School Owners

On **Sunday 18th May**, STA's East Anglia Region is hosting a free STA Swim School Workshop from 13.00-16.00. The venue is The Palomino, 122 Valley Way, Newmarket, Suffolk CB8 0QQ. [Read more](#)

STA Marks First Accredited Swim Schools

This month STA recognises the Swim Schools that have become the first in the country to achieve STAMark Swim School Accreditation. Congratulations to:

- **Aquarius Swim School** - Bronze
- **Discover Swimming Academy** - Bronze
- **Taylor's Swim School** - Bronze
- **Inspire Swim School** - Gold
- **Brize Fliers** - Bronze
- **Carol Saunders Swim School** - Bronze

Acupressure In First Aid - New CPD

STA is holding an Acupressure in First Aid CPD on the **30th May 2014** at Anchor House, Walsall. Acupressure in First Aid uses fingers and heat instead of acupuncture needles and moxa, and has the potential to relieve everyday aches, pains and ailments without medicine.

This one-day CPD teaches the use of 18 acupuncture points, with manipulation by finger pressure, in the treatment of common accidents and emergencies. These include Cardiopulmonary Resuscitation, shock, heat exhaustion, hypothermia, motion sickness, nose bleeds, cramps, headaches and more.

Please email claire.lowbridge@sta.co.uk or telephone **01922 645 097** to book your place.

And Finally...

Thanks to everyone who braved the weather and the traffic jams to come to STA's first Southern Conference last month – it was a great day!

STA

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