

STA Swim & Save e-Zine - October 2013

**You've seen the show - don't miss the real deal!**

STA is celebrating its success at LIW 2013 with show stopping offers on RAPs accredited Lifesaving and Pool Plant qualifications.



## Welcome to the Swim & Save e-Zine LIW Show Special

### Leisure Industry Week Review Special

With the **STA Swim & Save Yearbook** being published this month for members ahead of the national conference later this month, we are presenting here a **Leisure Industry Week e-Zine special**. Plus to celebrate the success of LIW and to mark the official launch of RAPs, STA has introduced a range of special after show offers for a limited time for lifeguards and pool plant operators – see [here](#).

### STA Make a Splash at LIW

STA added a real exciting buzz to Leisure Industry Week this year, with the **STA SwimZone** (pictured here) taking centre stage and adding a positive burst of energy and focus to the pool and spa section of the show.

[Click here](#) for the official reactions from the show.

[Click](#) to see the LIW photo gallery.



### Swim Schools Reach for the Stars

The new STA **Swim Star Swim School** Programme was officially unveiled for the first time at LIW. This unique programme has been designed to help independent swimming schools achieve the highest standards of teaching. [Read more](#)

### RAPs Launches

The **Register of Aquatic Professionals** (RAPs) officially launched on 19th September (read more [here](#)) a few days before LIW. The show therefore provided the ideal platform to promote

the Register to the wider aquatics industry. A Q&A session, hosted by **SkillsActive** was held on the Wednesday with STA's **Roger Millward** speaking about the single qualifications framework. For more information on membership, which for STA members is just **£15** for the year and for Lifeguards **£5** for two years, visit [aquaticregister.org](http://aquaticregister.org).



### New STA Swim Academies

Very shortly STA will be launching two brand new STA Swim Academies with **Tempus Leisure** in Cornwall and **South Staffordshire Council**, and LIW provided the perfect opportunity to capture a photo or two! Look out for more news on the Academies in future issues.



### Pool Plant Tips on Filtration and Backwashing

The pool plant team were out in force every day at LIW giving visitors practical poolside demonstrations of real time microbiological testing using a 3M Biotrace test kit. In support of this, **Richard Lamburn**, STA's Pool Plant Technical Officer, provides [here](#) an informative article about the key facts to Filtration & Backwashing.



### Great Response to New Look ILSP Certificates

Launched at LIW, the response to the design of STA's new-look ILSP certificates, and the fact the paper is laser compatible, has been fantastic. At the show, **Barry Price**, Managing Director of Swim Time UK, whose team performed two Swim Time Spectaculars in the STA SwimZone said: *"The new certificates look amazing with the vibrant colours and new design. It will also be a great time saver for our swimming teachers, as they can now be printed complete with the swimmers' names on. This means that the teachers can focus more of their time on planning lessons rather than writing out hundreds of certificates!"*

To download the template for laser printing details on to new ILSP certificates, along with other Learn to Swim Resources, [click here](#).

### New Corporate Identity Revealed at LIW

In this year's Swim & Save Yearbook, you will see how STA's health and safety qualifications and digital portfolio have positively extended the Association's reach into market sectors beyond that of the core 'aquatic leisure' customers, nationally and internationally.

Therefore, as part of a strategy designed to take our digital services and health and safety qualifications



further into nonaquatic sectors, we have repositioned these services with a stronger new brand identity, which was revealed for the first time at LIW 2013. [Read more](#)



### Aqua Sensory - Research Into Infant Reflexes

**Jo Wilson** from Little Splashers, an STA Baby and Pre-School teacher and Tutor (pictured here with STAnley at LIW), provided a highly popular Aqua Sensory demonstration in the STA SwimZone at LIW. Following her research for Aqua Sensory, in conjunction with a movement and infant reflex specialist, she provides here an insight into what infant reflexes are commonly seen in baby swimming. Her research is also being presented in the form of a **CPD in November**. [Read more](#)



## Other STA News



### STA Online Courses - Excess Exam Papers Reminder

Course Organisers are reminded that they must either destroy or send back to STA via recorded post any excess exam papers they receive. **If it is found that excess exam papers have been reused on another course, all the candidates on that course will automatically fail.**

**Profit with STA**  
**Swim Academy**



### STA Welcomes Two New Swim Schools

STA would like to welcome **Train 2 Swim** and **Sarnia Sea Lion Swim School**, who have all agreed to take on STA's Swimming Teaching and Learn to Swim Programmes.

### New Online Features

STA is adding a number of new key features to STA Online, STA's online registration system, to make it even easier for Swimming Teaching, Lifesaving, First Aid and Pool Plant Course Organisers to manage all aspects of running a course. [Click here](#) to see the latest and new upcoming changes.



### New Good Strokes Stickers

STA's brand new Good Strokes stickers, which replace the old embroidery badges, are now available to order from the STA Swim Shop [here](#).

If you would like  
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or call  
01922 645097

### And Finally...

We are thrilled to report that **Roger Goodman**, STA's RO in the North West, has won the Accrington Sports Life Time Achievement Award, following 48 years working as a swimming teacher.

He was presented with his award in Accrington Town Hall by former International Runner **Dr Ron Hill** at a special ceremony attended by the Mayor, Cllr. Judith Addison. The first person to congratulate Roger on his award was one of his former pupils Zoe Lowe, pictured here.



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