



# Swim BIZ

STA's official magazine for swim school businesses



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PAGES 13-16



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# Hello, welcome to the latest edition of STA's Swim Biz magazine for Swim Schools

Christmas Special

This maybe a cliché, but where really have the last 12 months gone – 2014 has flown by and even more amazing is that we now have more than 100 swim schools signed up to the STA Swim Star Swim School Programme, who together teach many thousands of learners every week here in the UK.

In just 12 months, the Swim Star Swim School programme has gained such enthusiastic support from swim schools, large and small, and we thank you. STA is proud to support and represent this burgeoning private swim school market – a sector that now delivers the majority of all UK learn to swim programmes - and together, and through STAmark, we are all working to raise standards.

So here's looking forward to another buoyant year in 2015. In the meantime we hope you enjoy reading this Winter issue of SwimBiz, which features another great mix of business and marketing tips, as well as Christmas swimming ideas and a fantastic profile on swim school newbie Fins & Floats.

**This only leaves me to say that on behalf of everyone at STA we wish you all a Happy Christmas and a prosperous New Year.**

Zoe Cooper  
Head of Accounts

Swim Schools: please forward all your news and articles for consideration in future issues of Swim Biz to [zofia.houlston@sta.co.uk](mailto:zofia.houlston@sta.co.uk)



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Swim Biz is published by:

STA, Anchor House, Birch Street, Walsall, West Midlands WS2 8HZ

T: +44 (0)1922 645097

F: +44 (0)1922 720628

e: [sta@sta.co.uk](mailto:sta@sta.co.uk)

[www.sta.co.uk](http://www.sta.co.uk)

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### 3 STA Swim School News

# STA announce new CEO

At STA's National Conference on 8th November, it was officially announced that Theo Millward, STA's current Operations Director, will take over as Chief Executive in 2015 when Roger Millward retires from the post next summer after 20 years of service.



*"I am thrilled to be awarded this position and look forward to steering this trusted and globally respected organisation through its next chapter; building on the great progress that has been achieved during*

*Roger's tenure," said Theo, who has been involved with STA over the last 20 years.*

Theo, who joined STA full time in 2011 after working for a number of international companies in London, including IBM and Grant Thornton, said it's an enormous honour and privilege to be appointed CEO of STA.

For the full press announcement go to [www.sta.co.uk](http://www.sta.co.uk)



## 50 YEARS OF TEACHING

Special congratulations to STA's Irene Joyce, who is marking an incredible 50 years of teaching swimming. As a Tutor and Teacher, Irene has travelled all over the world training teachers and inspiring many thousands of young learners, adults and people with disabilities.

## Exclusive offer for Swim Star Swim Schools



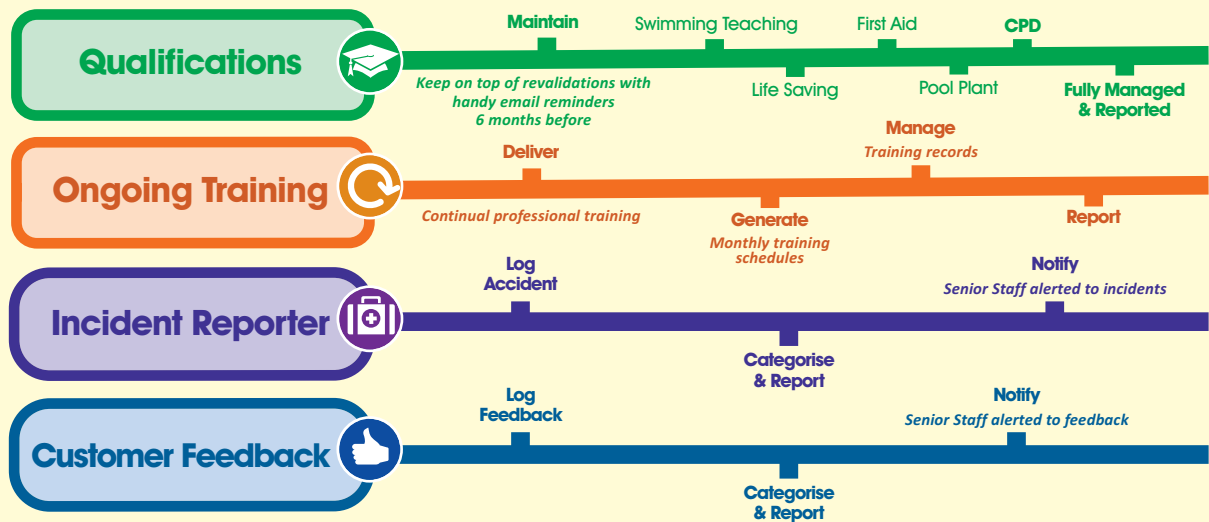
STA is delighted to announce some exclusive packages for Swim Star Swim Schools to access the following STAdmin.co.uk programmes:

- Incident Reporter
- Ongoing Training
- Customer Feedback
- Qualification Manager

For Swim Star Swim Schools this will cost from £39.99 per month. It is also available to other Swim Schools from £49.99 per month, which includes payment for STAMark Bronze on a 2 year agreement (normally £15 per month).

All prices are on a per site, per month basis and are exclusive of VAT.

For more information please contact [ryan.brown@sta.co.uk](mailto:ryan.brown@sta.co.uk)





## 4 STA Swim School News



# New Rockhopper Awards have arrived!

Launched at STA's conference in November, the popular Rockhopper programme has been revamped with a new syllabus to cover learners with complex, moderate and mild disabilities - all supported with a range of colourful new certificates.

Go to [www.sta.co.uk](http://www.sta.co.uk) for all the information.

# Gold for Dana

Dana's Aquatic Academy in Lymington is celebrating after achieving Gold in STA's STAmak quality accreditation programme - the definitive standard for swim school business.

Dana Wells, the owner of Dana's Aquatic Academy and who has had a lifelong passion (since the age of 2!) for swimming and aquatics, said:

"Becoming an STA Swim Star Swim School and taking on STAmak accreditation has given us the opportunity to further progress the Academy and set us up for continued future success.

Recently, we have introduced the new Swim Star Swim School branding. This now gives consistency across all the Academy's marketing materials including Logo's, letterheads, online material and staff uniforms, which installs customer confidence within the brand and product.

Via STAmak accreditation process, we have also standardised all procedures, which gives both a more professional and consistent experience for customers. These procedures also give staff better protection as set methods describe system of work.

STA has always been on hand to help us through this step by step process, which has transformed, modernised and professionalised all what we do. I am immensely proud."

Also, Dana's Aquatic Academy recently introduced STA's new Junior Lifeguard Academy programme for its older students.

Dana added: "We have found that this course allows our students to stay within the Academy for longer as this keeps lessons fun and exciting. We also find it gives pupils with no desire for club swimming a fun alternative water based activity which keeps them learning on how to stay safe in and out of the pool environment. Parental feedback on this programme has been exceptional and it has become an asset to the Academy."







Splash Paddle Swim

# Swim Stars show their support at LIW 2014

Thank you to all the Swim Star Swim Schools that supported STA at LIW 2014; it was another fantastic show with the STA SwimZone taking centre stage for a second year in the pool area of the show.

Special thanks also to Splash Paddle Swim, Aqualife and Swimtime, who delivered educational and engaging performances in the STA SwimZone.

Also announced at LIW was the news that Swimtime had signed up to STA Swim Star Swim School programme.



Partner





# Say "Argh me hearties!" To Hft's 'Talk Like a Pirate Day'



THE STA PACK & RESOURCES  
WILL BE AVAILABLE EARLY  
SUMMER 2015



**STA is proud to be supporting learning disability charity, Hft and their annual 'Talk Like a Pirate Day' campaign.**

Every September Hft's supporters hoist the main sail, shiver their timbers and say "Argh" to a bounty of fundraising activities. In 2015, STA will be working in partnership with the charity, developing pirate themed lesson plans and swimming activities so that STA schools can join in the fun. We are encouraging STA schools to host pirate themed events in September 2015 which will raise valuable donations for Hft.

### **About Talk Like a Pirate Day...**

Hft is a national charity in England who supports adults with learning disabilities in forward thinking and creative ways, bringing about transformational changes, dignity and fulfilment. They are the official UK

charity for the International Talk Like a Pirate Day, originating in the USA and celebrated every 19th September.

Hft launched their Talk Like a Pirate Day in 2014, which saw thousands of pirates nationwide, raise thousands of doubloons (and pounds!) From shops to ships and schools to pubs, pirate day hit social media and made waves, it even secured the attention of several celebrities, including Griff Rhys Jones and Christopher Biggins, who performed as Pirates in promotional online videos for Hft.

Hft's fundraising pack will include STA's resources along with everything you need to make your pirate day a tremendous success. Hft's Supporter Care Team and Regional Managers are also on hand to answer any questions and offer support and advice.

## Regional contacts:



North England – [nicki.hood@hft.org.uk](mailto:nicki.hood@hft.org.uk) / 07771 390 092

Central England – [hitesh.ruparelia@hft.org.uk](mailto:hitesh.ruparelia@hft.org.uk) / 07554 408157

South West England – [claire.thompson@hft.org.uk](mailto:claire.thompson@hft.org.uk) / 07836 250 813

South East England - [jodi.harford@hft.org.uk](mailto:jodi.harford@hft.org.uk) / 07775 701 902

# CALL OR EMAIL TO RECEIVE A FREE FUNDRAISING PACK!





## Social Media Detox – How to Lose Friends and Still Influence People

**An active and engaging social media life will lead to more ‘friends’ than you would ever wish to meet, or more followers than you thought possible. Your overflowing inboxes and newsfeeds will be constantly calling for your attention, leading to both a deluge of e-rubbish pouring into your consciousness every day – or an overwhelm of information that you would like to get around to reading ..... but ..... time marches on.**

The trouble with all this social media clutter is that it can swamp the good stuff - the important and the necessary, the inspirational and the vital. So why put up with it?

In the same way that you define who your perfect clients are and precision market only to them, take the time to consider who your preferred sources of information are. Who inspires you? Who always provides quality and timely information? Whose minute to minute activity are you really interested enough to follow? If your heart sinks a little when you see a post has come in from someone – get rid of them!

On a regular basis take the time to be brave and cast off some of those friends and followers. Take a hard look through your inbox and if you get emails from organisations that you have been meaning to unsubscribe from because they are no longer relevant to you – do it now! Are all of your Facebook friends still active and interesting to you? If not, then

unfriend them and clear out the deadwood. Too drastic? Then simply ‘unfollow’ them. You can still boast a huge Facebook friendship group (if that is really what floats your boat!) but your newsfeed will not be clogged up with posts that no longer have any meaning to you.

Declutter who you follow on Twitter. Are the people or organisations that you follow still relevant to you today? You and your business will have moved on and it is ok to leave the past behind and go more lightly and purposefully into your future. Lose the baggage.

Update your social media profiles. Is your Linked In CV totally up to date? Are there people you are connected to who you no longer wish to be linked to? Are you happy with your profiles on all of your platforms or would a fresh new approach rejuvenate your image.

Take a test drive around your pages yourself. Arrive at your pages / site with fresh eyes – try



Maria Timperley of Metabolous Education CIC provides a business mentoring service for small businesses of all types; and offers business principals of STA

registered swim schools the opportunity to join ‘DELPHINUS’ - a Mentored Peer to Peer Business Support Network. For more information contact Maria at [metimperley@btinternet.com](mailto:metimperley@btinternet.com)

to see them through the eyes of your perfect clients and have a good look around at everything, follow every link, try all that you have to offer and ask yourself are you happy with every aspect of what you found. Do your pages say what you want them to say about you NOW? They may have been perfect last year, even last week! But are they right NOW and for tomorrow? A page, a profile, a website is only as good as is it up to date, easy to use and accurate. No website at all is better than a badly out of date one littered with broken links and 404 errors.

A bit of regular detox time will pay you back tenfold enabling you to focus more time on your message to your perfect clients. Your time is valuable. Don’t let others steal it. So sit down with a cup of metaphorical (or actual) green tea and detoxify your social media life!

***Maria is also the founder of the Swim Teachers Network on Facebook.***



# PR advice for swim schools

STA's marketing team often get asked for advice from swim schools on how they can raise awareness within their local communities. There are many cost effective ways this can be achieved in today's social media world, but to build awareness with potential customers who do not know you or are not on social media (and yes there are still people who aren't!), local public relations activity is one of the most cost efficient marketing tools available. Plus, it's also a great way to maintain the loyalty and trust of customers – and for recruitment.

Without telling 'granny how to suck eggs', your local media – newspapers, radio, lifestyle magazines – offers a rich and diverse range of opportunities for you to reach out and get your name known among your non-customer base. We are not talking about paid-for space advertising. There is often confusion about the difference between advertising and public relations and it is important to appreciate this.

In advertising you buy the space or time in a newspaper or on local radio and, provided what you put in is legal, you can broadly say what you like.

Public relations activity is about identifying your messages and creatively turning them into potential news stories

for the media. This way you do not buy the space – equally though you cannot guarantee that your press releases will be published or altered. The skill is turning your messages into news, and this involves seeking out opportunities to write about your business.



### Know your local media

Read your local newspapers and tune-in to the local radio stations, find out who reports on news in your town for example, get telephone numbers and emails and don't forget to clearly identify their copy deadlines. Most local media will be pleased to talk to you, but there is a time and place for everything. You won't get a very good response from a newspaper reporter who is literally on a deadline! Call them and introduce yourself and find out from them when it's a good time to talk – and get their direct email address where possible.

The photography editor on the picture desk is also a very good contact, and sometimes he/she will indirectly secure coverage of your news release if you can present them with a good photo opportunity.

With the growth in on-line news sites that support the traditional printed local newspaper, and the fact that some larger daily newspapers now operate these as separate services, always check to see who the website editor is (or who the contact is for sending press releases to).

Their contact details can normally be found on the contacts section of the newspaper's website.

### What's the difference between a news story and an advertisement?

The fact that your business is offering a price reduction or a 2 for 1 offer isn't necessarily of interest to the editorial department. That needs to be covered as an advertisement. If, however, you wrap it up saying that you have achieved business success and are rewarding customers, you have decided to offer customers a special promotion in time for the summer holidays for example.... it might make the editorial pages.

There are loads of news opportunities for Swim Schools, especially if the story features children (a newspaper's favourite because of the 'cute' photo opportunity), a special swimming / teacher achievement, a charity event or a business successful story, i.e. achieving STAmak accreditation. As a swimming provider, there is also lots of serious advice you can provide your local journalist – tips on water safety, the importance of teaching children to swim, holiday safety advice etc. All of this information is readily available on the STA's website.

Also, please note that if you are planning to feature children in your press release material, always make sure you get the parent's written permission in reference to quoting their child's name or using a photograph.







## Swim School feature – I'm a Swim Star Swim School



**Aged just 25, Amie Henderson has recently opened her first swim school - Fins and Floats Swim School in the North East. As a STA Tutor and STA Junior Lifeguard Academy Instructor & Tutor, Amie recognised the business and marketing benefits of becoming an STA Swim Star Swim School and STAmark accredited from the outset.**

**Here, STA's Leanne Husselbee caught up with Amie, to find out more.**

**Amie, how old were you when you started swimming?**

I have been going swimming for as long as I can remember. I was taught by family and friends - I didn't have formal lessons until I was around 7.

**What made you become a swimming teacher?**

I always wanted to be a teacher but didn't want to work in a school. My local leisure centre was offering a free course and I jumped at the chance. I love seeing children gain confidence and am so proud when they achieve their first badge. Being an STA teacher has allowed me to work in summer camps in America and swim schools around Australia.

**What made you want to open your own swim school?**

I've worked with many other swim schools over the years, and it was always my plan to open my own swim school in the UK when I returned from working in Australia. This worldwide experience has given me a good insight into the 'business' of swimming, and my aim with Fins and Floats is to be able to give quality swimming lessons to as many people as possible at an affordable price.

**What are your plans for the future?**

- Fins and Floats Swim School only opened in September this year and things are going really well.
- We have lessons operating in Pontefract, Todwick, Doncaster and Hull, and next year I hope to open 2 more venues and keep building up the number of swimmers we teach. In the New Year we will also be introducing STA's Junior Lifeguard Academy programme at our main venue and hope to offer more Baby and Preschool lessons in the area.
- Please may I also add that we are always on the lookout for swimming teachers who share our ethos and passion for teaching.

**How do you think becoming accredited and affiliated with STA has helped your swim school?**

- STA has always been really supportive; they have helped me throughout my swimming career, which is one of the reasons I decided to become a Tutor.
- Many parents ask what the STAmark means and they are impressed when I explain it is a stamp of approval showing that we operate at the highest standards in safety, teaching and customer service.
- Being a new business, this 'endorsement' is also really important to us from a marketing point of view.

**Would you recommend the Swim Star Swim School to others?**

Definitely! Being a Swim Star Swim School has many benefits. As well as showing parents that you are a good swim school and having the support of STA behind you, you also receive discounts on awards - and my kids love the Success Tracker which they are given on their first lesson.

**What makes your swim school special/different to others?**

We concentrate on making our lessons fun to keep children's interest. We keep class sizes small and communicate with parents as much as possible - I'm often still replying to emails at 11pm. Parents seem to really like our personal service and children love our lessons. One parent joked she was tired of hearing her child talking about nothing but swimming all week after her first lesson!

**What do you think about the STA's Junior Lifeguard Academy?**

I think the Junior Lifeguard Academy is fantastic, not all children want to be competitive swimmers and this programme gives them a chance to experience different activities. I love that there are so many different missions for children to complete. We have had loads of interest from older children who have had enough of swimming lessons, but are not yet old enough to become a lifeguard.

As a Tutor for the programme, I also hope to deliver CPDs to other interested teachers so they too can introduce the programme in their own schools.

Visit [www.finsandfloats.co.uk](http://www.finsandfloats.co.uk)



# Swimming toddlers from 1 to 3 years old

**The word 'Toddlers' is derived from "to toddle", which means to walk unsteadily, as a child of this age does.**

As the child grows from babyhood to pre-school years there is a tremendous surge in intellectual, social and emotional development, which can often pose a challenge for both parents and swimming teachers. As the child begins to move towards independence they need loving support and firm guidance to ensure that they come to no harm in the swimming pool.

The toddler is becoming increasingly mobile as they are gaining control over both their large and smaller muscles.

**The swimming classes should reflect this by stimulating both gross and fine motor skills with more challenging activities such as:**

- Balancing on a woggle in seahorse position
- Walking across a raft with parent/teacher support
- Jumping in from poolside
- Climbing onto a raft or out onto poolside
- Collecting and sorting floating toys
- Throwing balls to knock a tower down
- Catching balls from a swimming teacher, parent or peer

Their language acquisition is growing from 2 or 3 words to be able to put simple sentences together. They can understand simple instructions and follow simple directions. The swimming teacher can now begin to interact more with the toddler. The swimming teacher will become the lead mentor and the parent will begin to take on the role of motivator. The use of simple sentences, key words and repetition of songs and chants are still an important part of the toddlers' language acquisition

**Familiar songs or activities that give security to the swimming lesson but can also develop skills:**

- Humpty Dumpty – moves from a sitting position where the parent is supporting to a standing position where the toddler enters the water on a given cue; developing control and listening
- Sea-horse/ bike riding – moves from the parent and child on the woggle to the toddler independently moving and listening to instructions
- Zoom, zoom, zoom – moves from parental support to the toddler moving away from poolside independently on a woggle and eventually on their own
- Jelly on the plate – moves from parental support to the toddler sitting and initiating forward movement from the raft to submerge and swim to parent



# Swimming toddlers from 1 to 3 years old

The toddler has a desire to learn more about his world and seeks to be independent. Both the parent and swimming teacher must be understanding of this and allow for independence without compromising safety. The toddler may be encouraged to move freely for a short time with the support of buoyancy aids.

**Activities that may be used to encourage independence:**

- Scattering toys across the pool. The toddler collects one toy at a time and returns it to poolside or places it in a bucket that the parent is holding
- Moving floats, one at a time, from poolside to a raft to build a tower. Return to poolside to pick up a ball then throw the ball at the tower – count how many throws to knock the tower down
- In a circle kicking legs to keep a big ball moving
- Swimming in a circle under a woggle rainbow

Now is the time when the toddler loves to mimic and participate in make-believe. Both parent and swimming teacher need to be mindful of this when demonstrating actions to the toddler.

**The swimming class can become a rich trigger for imagination, which can be encouraged through activities:**

- Going to the zoo – animal cards on poolside, as they visit each animal they mimic the movement and sound the animal would make
- Pirate ship – the raft becomes a pirate ship; can go through calm and rough seas; can 'walk the plank'; can become shipwrecked
- Shopping – how they travel there; collecting different items from different areas of the pool; travelling home
- Water angels – changing shapes while floating

Toddlerhood is a time for parents and swimming teachers to introduce control, guiding gently, setting limits, avoiding confrontation and being 100 per cent firm when needed.

For the child it is about learning control – control of their bodies and behaviour.

The swimming lessons should be active and busy, with support given to the parent who is now changing their role in the lesson.

Teaching toddlers can be challenging but very rewarding – enjoy this precious time with them!





# STA Junior Lifeguard Academy Focus

STA's Junior Lifeguard Academy is a brand new survival and rescue training programme that has been specifically created for young people aged from 8 years.

The fun packed programme, which will be rolled out over the coming months, offers something for everyone, regardless of ability\*; from lifeguarding skills and first aid, to snorkelling, ocean awareness, distance, sports skills and health and wellbeing.

For Swim Schools, the Junior Lifeguard Academy programme provides the opportunity for you:

- To expand your pool programme and retain learners for longer
- To increase revenue with over 40 different 'special missions' to choose from – each with its own colourful certificate
- To link with other STA badges, qualifications and programmes

To support the launch of this exciting unique programme in this issue of SwimBiz, STA's Aquatic Technical team have compiled a list of FAQs received direct from members, via Facebook and conference.

## FAQs

**Boogie board is a new skill to me, I am worried about how the skill should be done.**

Even if a swimming teacher is eligible to RPL across they are welcome to attend the Junior Lifeguard CPD, as part of the CPD candidates will take part in a pool session which goes through water polo, rescue tube, fin swimming and boogie board skills. Also after attending the CPD candidates will be able to teach the Junior Medic Awards.

To assist instructors on poolside, the Junior Lifeguard resource manual offers clear instructions on how each skill should be performed with clear photos. The resource manual is printed on waterproof paper so it can be taken and used on poolside. Instructors can allow Junior Lifeguards to look through the manual on poolside to help them with their understanding of the skills.

To offer continuous support, the online Junior Lifeguard resource section contains skills videos so instructors are able to see how skills are performed.

\* For the aquatic programmes, learners must be able to swim 50 metres continuously unaided.





## STA Junior Lifeguard Academy Focus

**How can I incorporate the Junior Lifeguard Academy into my current lessons as I cannot get any more pool time or space?**

The Junior Lifeguard Academy has been designed in 'bite size' chunks which can be delivered as a one off or over a period of time. Instructors have the flexibility to pick and choose the order of the missions to suit them and their learners.

To incorporate into current lessons, you could pick alternate weeks to deliver elements of the programme such as one week rescue skills - working towards Seal 1, the following week return to normal swimming lessons with the contrasting activity as boogie board building skills to complete the boogie board award. This would be one way to work the Junior Lifeguard Academy into lessons. STA has developed 6 sample lesson plans which are based on an hour long lesson, these can be downloaded from your STA Online account, you could use these lesson plans to help you.

If unable to integrate into current lessons, the programmes can be delivered as part of a holiday activity scheme.

**Do I have to complete 1 mission per week or only work towards 1 mission at a time?**

No, the Academy has been designed to the flexibility for instructors and easy to use. You can work towards 3 different awards at one time and you can choose the order in which your Junior Lifeguards complete the missions.

The 6 sample lesson plans can give you an idea on how to structure your lessons. These are available on your STA Online account.

**How is the programme supported?**

It is fully supported by STAOnline, and comes with a wide range of quality teaching resources, including a waterproof resource manual.

**What is the President's Seal Award?**

The President's Seal Award is the top award in the Junior Lifeguard Academy. In order for the Junior Lifeguards to receive this award they must complete Seal awards 1 - 5 and 10 other missions (at least 1 mission must come from each strand). The remaining 3 missions can be completed as the student or teacher wishes.

Once a Junior Lifeguard has received this Award it does not mean they cannot continue with the programme, there will be 30 other missions for them to complete.

**This would be ideal for the scout, brownies and guide groups that use my pool but they would not want to do all the awards, they only have 1 session?**

For schools, community groups such as scouts, brownies or cadets the Community Safety Award is ideal. The Community Safety Award is an amalgamation of all the key areas of lifesaving such as rescue skills, personal survival skills, first aid and resuscitation combined into one award.

This award looks at how to save yourself, how to save someone, how to deliver first aid and how to perform resuscitation. There is a detailed tick sheet for the community safety award which can be found within the tick sheets at the back of the resource manual.

**Who can deliver the Junior Medic programme?**

If you attend the Junior Lifeguard CPD you will then be able to teach the Junior Lifeguard Medic series, however you will not be qualified to deliver first aid.

Alternatively if you hold an Emergency First Aid at Work, First Aid at Work, STA Pool Responder or a Lifeguard qualification you will automatically be eligible to deliver the Junior Medic series.





# STA Junior Lifeguard Academy Focus

Are / have any of the supporting awards from ILSP being incorporated into JLA?

Yes and the following awards are being phased out:



Old Award	New Award
Beaver Series	Junior Lifeguard Seal Series 1 – 5
Otter Series	Junior Medic Series
Synchronised Swimming 1 – 4	Junior Lifeguard Synchronised Swimming Taster 1 – 2

The current ILSP Seal Series (personal survival) of awards will also be renamed as the Dolphin Series, and there will only be levels 1 and 2. Levels 3 and 4 will also be phased out as they form part of the Junior Lifeguard Seal Series.

Also, please note that the Bronze, Silver and Gold Water Safety Series are still available to purchase from STA Swim-Shop.

### How does it link with ILSP, and what is the awards order?

The Junior Lifeguard awards are separate to the STA International Learn to Swim awards. Once learners have completed their 50m swim unaided they can start to complete the Junior Lifeguard awards, so after Shark 1.

The Junior Lifeguard awards can be completed in any order which suits you. The Seal awards, Distance awards and any awards which have a 1 and 2 award, are progressive, however the other missions contain skills and challenges relevant to that mission, so can be completed in any order. For example, you could do Junior Medic First Aid 1 and then Junior Medic Resus 1 before completing First Aid 2. In the sample lesson plans we focus on completing Seal 1 and Communication Skills 1 over the first 6 weeks, however we also cover skills from Boogie Board Pool, Rescue Tube, Water Polo, Junior Medic and Diving.

### Are there any JLA branded merchandise I can buy to sell to my learners?

Yes we have branded water bottles, lanyards and bags for the Junior Lifeguards. You can purchase them through the STA Swim-Shop. We also have all the equipment needed for teaching the Junior Lifeguard programme, including boogie boards, snorkels, masks, fins, water polo balls etc. - again all available through the STA Swim-Shop.

### Can the Ocean Awareness Awards be done in the pool?

Yes, the Ocean Awareness Level 1 can be adapted for the pool.

### How do I become an STA Junior Lifeguard Instructor?

1. Providing you hold the relevant teaching qualifications you can RPL across to the Junior Lifeguard Programme.
2. Attend a Junior Lifeguard CPD where you will be given the practical pool skills, first aid skills and theoretical knowledge, this is also based on relevant qualifications.





# 16 Technical STA Junior Lifeguard Academy



## What is the Health & Wellbeing Series?

This strand contains 5 awareness activities within an information booklet, which the learner can complete at home with a parent/ guardian or during a school session. The booklet has been designed to develop a Junior Lifeguard's awareness and understanding of how to stay safe in and around water; there are fun activities and questions throughout the booklet to check a Junior Lifeguard's knowledge. The Junior Lifeguard Success Tracker is also contained within this booklet.



## Who can teach the different aquatic programmes; what qualifications are needed?

We've created this chart for you here to explain:

Qualification	RPL to become an Instructor	Attend CPD to become an Instructor	Attend CPD to become an Assistant
STA Certificate in Swimming Teaching**	✓		
STA Award in Swimming Teaching		✓	
ASA Level 2 Certificate in Teaching Aquatics (including in-date Lifesaving)**	✓		
ASA Level 2 Certificate in Teaching Aquatics (without in-date Lifesaving)		✓	
ASA Level 1 Award in Teaching Aquatics			✓
STA School Teachers Foundation Certificate		✓	
STA Student Teacher Certificate			✓
STA Lifesaving or Aquatic Tutor**	✓		
RLSS TA (Pool, Beach & Lifesaving)	✓		
RLSS Rookie Lifeguard Instructor	✓		
STA Award for Pool Lifeguard (or acceptable equivalent)			✓
SLSA Beach Lifeguard (or acceptable equivalent)			✓

\*\* Please note you must hold an Emergency First Aid at Work (EFAW), First Aid at Work (FAW), STA Pool Responder, Pool Lifeguard or NPLQ qualification - or attend a Junior Lifeguard CPD, which includes the skills to teach Junior Medic

# 17 Technical Panel

STA's expert panel are on hand to answer all your technical and swim school questions. Please send your questions to [marketing@sta.co.uk](mailto:marketing@sta.co.uk) for our panel to answer in future issues.



Claire Brisbourne  
Lifesaving & First Aid



Lisa Smith -  
Swimming Teaching  
& Aquatics



Richard Lamburn  
- Pool Plant and  
Health & Safety



Claire Lowbridge  
STA Excel / Courses  
/ CPDs



Brett Preston  
STA Digital



## FAQs

### Am I able to deliver Synchro, Snorkelling and Sea Scooter as standalone programmes independent of the Junior Lifeguard Academy programme?

Yes you are able to deliver these programmes independently of the Junior Lifeguard programme. All three of these programmes require you to attend a CPD. Upon completing the CPD you will receive a comprehensive manual including all the skills needed to teach these programmes. Certificates for these programmes are available to purchase at the STA Swim Shop upon completion of the CPDs.

### What is the new 'time period' policy for registering Online Courses?

Following recent feedback we received from our STA Online questionnaire, we've changed the time period allowed to register courses online. Courses which have a theory examination must now be registered at least 5 days in advance of the theory exam date in

order to ensure that exam papers can be despatched in time. Courses which do not have a theory examination are unaffected by this change and can still be registered up until the day they start.

### As a swim school owner which course would you recommend I attend to get basic pool plant knowledge?

STA recommend that Swim School owners have a basic knowledge of Pool Plant and Pool Water Quality. We would recommend you complete the STA Level 2 Award in Swimming Pool Water Testing (QCF). The Pool Plant - Water Testing qualification aims to provide the basic information needed and skills necessary to competently test swimming pool and spa water, and to provide a basic understanding of the outcomes of those tests. You could alternatively complete the STA Level 2 Award in Swimming Pool Water Treatment (QCF). The Pool Plant -

Water Treatment qualification aims to enable candidates to understand the basic principles of the treatment of swimming pool water. It provides candidates with the knowledge and skills to competently test water and maintain safe bathing conditions.

### Is the backboard solely used for spinal injuries?

No, the BaxStrap Backboard that STA recommends can be used on conscious, unconscious and injured casualties. Due to its light weight and versatility, new and existing lifeguards will find it extremely easy to handle the Backboard. Plus from a Tutor's perspective, with a minimum of only three straps, it makes teaching a lot easier. Compared to other products on the market the BaxStrap Backboard is also a lot cheaper and will save swim schools and leisure centres a lot of money which can be spent on other areas of the business.

## 5 TOP TIPS FOR CORRECTING A SCREW KICK

1. Go back to basics - Don't be afraid to return to early practices and break the skill down, praising the learner at regular intervals as they progress building both competence and confidence.
2. Lots of correct practise. Be aware that learners strokes will deteriorate as they become tired; if you observe this happening it is better to change activities rather than persevere otherwise you may end up replacing one fault with another.
3. Give the learner opportunities to participate in activities they enjoy and are good at too; if correcting their screw kick becomes the sole focus of their swimming lessons they are likely to become bored, frustrated and demotivated.
4. Accurate demonstrations are key!
5. Feedback - Be aware that learners might not have the body awareness to recognise when they are performing the action incorrectly, so continual, accurate feedback from the teacher is also important.

## 18 Product Review

# This month Samantha Dalton from Flutterbabies Swim School reviews the Floating Flashing Blinky Toys.

**Blinkies are a pack of 3 floating and flashing swim/bath toys, which include a dolphin, clown fish and a duck. They are really simple to use – you just pop them in the swimming pool (or bath) and they start flashing.**

Flutterbabies were sent a couple of packs to try during our swimming lessons – we used them both with the babies and the pre-school children and they absolutely loved them. We've used them in classes every week since and there's lots of excitement when they come out of the box.

I was really impressed with the quality of the toys as they are very hardwearing and as with everything a baby plays with, it general goes straight into their mouth!! But, no teeth marks in these animals thank goodness – what a relief as my floats and mirrors have got really cute dimples everywhere from little teeth!!

The Blinkies flash as soon as they hit the water so there is no button to press or switch to flick which made them very easy to use – the toddlers loved throwing them into the water and watching them flash different colours and then jumping in after them. They are a great size for little hands too – big enough to get a good enough grip but not too small for a baby or toddler to swallow (although they did give it a good go!).

I used the Blinkies in many different ways, but mainly to encourage younger swimmers to reach out and grab to increase confidence and entice kicking movements, and for the older ones to swim towards (I told them that the flashing would stop if they didn't get there fast enough). This really engaged the pre-schoolers and the parents kept moving the Blinkies further away each time which increased their little swim.

They were also fantastic for encouraging hesitant children to start making arm movements and when they splashed them they temporarily forgot their fear of water.

My only recommendation would be, to make sure you keep drying the sensors on the bottom and make sure you turn off the flashing after using them, as not to waste the battery. Overall, they are a very useful toy to use in classes and I have had a number of parents ask where to buy them so that they can use them in the bath at home.



Available from [www.konfidence.co.uk](http://www.konfidence.co.uk) with a RRP of £5.00 for the multi-pack, or the toys can be purchased individually for £1.99.



Flutterbabies





## 19 Swim Star Partners



# VORGEE WINTER DOUBLE BONANZA EXCLUSIVE TO STA SWIM STAR SWIM SCHOOLS

**10% OFF TRADE PRICE ON ALL LEARN TO SWIM ESSENTIALS**

**OR, BUY 12 GOGGLES AND GET 6 FREE\***

\*Offer lasts until 31st December 2014

## Learn to swim essentials



### Vorgee Swimming Caps

A great range of quality swim caps in colourful and fun designs for young learners.

### Vorgee Goggles

The range has been divided into specific categories to help you find the right goggle. Each category is labelled with colours and icons to identify its function, purpose and key attributes. Choosing the perfect goggle for you and your swim school learners – children aged from 18 months and adults - has never been so easy!

### Vorgee Kickboards

Regular and Junior Kickboards



### Vorgee Pull Buoys

A great training accessory that helps to develop upper body strength

### Vorgee Mesh Equipment Bags

A quick dry mesh equipment bag



## Partnership agreement



Barry Price, founder of Swimtime with Linda Price, recently announced a Partnership Agreement with Vorgee. He said: *"Our regional network of franchisees already enjoy the benefits of improved terms with many suppliers who work with Swimtime. Our national presence enables everyone to get the best of both worlds as we seek out the very best suppliers in all areas of our business. We are delighted to add Vorgee to this list as a preferred supplier."*

## VORGEE - 'holistic' aquatics company

Vorgee, an Australian owned and managed company, was established in Brisbane, Queensland in 2005 to fill a gap in the Aquatics market – the need for a 'holistic' aquatics company, one which offered quality products for those getting into the pool for the first time through to the competitive swimmer.

**Vorgee is exclusively endorsed by Swim Australia and also works with STA in the UK.**

## For further information

**Please contact Wayne Diedericks, National Account Manager on wayned@vorgee.co.uk or call +44 (0) 7711 407 950**



# Exclusive offer for STA Swim Star Swim Schools

Offer available across our entire range, including the multi-award winning baby swimming and learn to swim ranges

**15% DISCOUNT**  
off all orders purchased before 31st December 2014



**Mother & Baby AWARDS 2013/12 GOLD**  
BEST SAFETY PRODUCT

**Practical Parenting & Pregnancy Awards SAFETY PRODUCT 2013/14 GOLD**

SWIM-SCHOOL APPROVED



**LBP WINNER 2014**  
love4prizewinners.com

**Mother & Baby AWARDS 2013/12 GOLD**  
BEST TRAVEL PRODUCT



Konfidence Rash Vests as seen at LIW 2014 in the STA SwimZone  
Photo courtesy of Aquarius SwimSchool



**Konfidence.**

Contact Konfidence direct on 01566 777887 or email

[trade-enquiries@konfidence.com](mailto:trade-enquiries@konfidence.com)



Offices closed for holidays on 25, 26 and 27th December 2014



## 21 Swim Star Partners

# Save with Splashdeck

As seen at LIW 2014, Splash Deck is a swim teaching platform that has been designed by Pool Platforms to assist in the delivery of swimming lessons in deeper water or shallow water where students are unable to touch the bottom of the pool. The Splash Deck has been created especially with swim schools, leisure companies, pool operators and schools in mind.

So what can a pool platform do for your swim school?

- Increase the student numbers within your existing pool space
- Increase the number of beginner lessons and younger age groups
- Improve growth and retention (as younger students have a longer lesson life span)
- Be able to divide your pool space so that every student/group has a clearly defined space to swim a distance
- Create a shallow area in deeper water
- Make a swimming pool usable for swimming lessons where, without the use of teaching platforms, it is otherwise considered unusable
- Be more creative in your swimming lesson plans and improve overall progression rates.



## WINTER OFFER

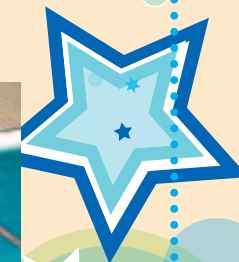
As part of STA's partnership with Pool Platforms, all STA Swim Star Swim Schools can benefit from this exclusive Winter offer.

Pool Platforms will freeze prices at the current 2014 rates on all orders made up until 31st January 2015, and will also add a Swim School's logo onto the Splash Deck for FREE.

**TOGETHER THIS REPRESENTS A SAVING OF £85.00.**

For further details visit <http://www.staswimshop.co.uk>

For information on all our Swim Star Swim School promotions please contact Zofia Houlston, STA's Marketing Assistant at [zofia.houlston@sta.co.uk](mailto:zofia.houlston@sta.co.uk)





## 22 Fun & Games

# Ideas for Christmas

As swimming teachers we all know how fun it is to add fun games into our swimming lesson programmes, so STA's Aquatic Technical team has put together some seasonally themed ideas here.

### Reindeer rides

Each learner sits astride their woggle and pretends it is a reindeer getting ready to pull the sleigh for Santa on Christmas Eve.

- Learners can enjoy reindeer races across the pool
- North, South, East West game. The reindeer must prepare to visit all parts of the world on Christmas eve. With the learners mounted on their reindeer, the swimming teacher labels each part of the lesson area with the four points of the compass, when the swimming teacher calls out a direction the learners must race to the corresponding area of the pool, last one to arrive must perform a forfeit for example blow bubbles or collect a sinker depending on ability.

### Packing the sleigh

With the reindeer all ready to go the elves must pack the sleigh with all of the Christmas gifts. The swimming teacher places several large play rafts in the centre of the pool and a variety of floating toys around the lesson area. Learners must collect one toy at a time and place it on the sleigh (play raft) ready to deliver on Christmas Eve. This game can be made competitive by splitting the learners into two teams, the first team to pack their 'sleigh' wins.

Once the toys are loaded on to the sleigh, learners could take it in turns to sit on the sleigh while their team pushes the raft across the pool using a front crawl leg kick (careful learners do not get too close to the side they may fall off and bump their heads).

If there are no play rafts available, learners could be given a number of woggles and connectors in order to build a sleigh to hold all of the presents.

### Christmas carolling

In pairs learners submerge and take it in turns to sing their favourite Christmas song underwater for their partner to guess which song it is.

### Down the chimney

Learners practise jumping in, pretending to be Santa jumping down the chimney to deliver all the presents.

### Sleeping children

One learner is the sleeping child; the other learners are the elves helping Santa deliver all the gifts. The sleeping child and the elves position themselves at opposite sides of the pool. The sleeping child turns their back on the elves and, the elves attempt to creep up to deliver the presents, if the sleeping child turns around and catches an elf moving then that elf must go back to the starting point. The winner is the first elf to deliver their present and they swap places with the sleeping child to play again.

### Delivering presents

Santa has to travel a long distance to make sure every present is delivered on time and there are many obstacles. In two teams each learner in turn must try to negotiate all of the obstacles and place their present under the tree, appropriate obstacles could be going through submerged hoops, crawling over play rafts, over woggles moving around floating hoops. The first team to get all of their learners and presents through the obstacle course wins.



Ideas for  
Christmas