



Swim & Save E-zine - February 2021



We're Back!

Since March 2020, our primary focus has been to support our members and swim school partners throughout the pandemic as best we can, and this required a different, swifter, approach to how we communicate, especially in relation to re-opening guidance and government updates. Social media, tailored email updates, webinars and dedicated COVID advice lines became even more important for our comms team to ensure you were kept informed as the news happened. For these reasons, we paused Swim & Save in March to focus on the immediate, but following the positive **news** that outdoor pools are earmarked to reopen in England on 29th March and then indoor pools on 12th April, we are delighted to confirm that your monthly e-newsletter is now back!

Over the last 12 months, we've welcomed many new members to the STA Family, including lots of new Swim Stars, so if you are unfamiliar with Swim & Save - it's an e-newsletter that we circulate at the end of each month, which rounds up all of the latest news from STA. We believe Swim & Save remains an important part of our communications toolbox because we fully appreciate that not all members are active on social media or in 'normal' times like receiving several individual news-emails each month. So, grab a cup a coffee and see what has been going on so far this year.



Breaking with “Contract” Tradition to Support Leisure Operators

In recognition of the devastating financial impact COVID has had on leisure pool operators, and the efforts that will now be needed to reboot the industry in relation to staff recruitment and training, STA has introduced 'Train Without Limits' – a new scheme that will enable operators to run STA courses without having to sign and commit to long-term contracts.

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£1 Awards Offer Extended

To help support our members and swim school partners prepare for reopening, we are extending the offer available on our STA Awards!

You can purchase STA's awards across the full range for just £1 (excl VAT) until 31st May 2021.

[TAKE ME TO STA SWIM-SHOP](#)



New Brand Ambassadors

For members not on social, in December we appointed a new army of 2021 Brand Ambassadors, who all agreed to support STA's charitable objectives and brand values, and use their experience and knowledge to offer assistance to new and existing members. They've all been doing an amazing job, sharing ideas, hosting webinars and supporting / mentoring members on and off-line during this most difficult time.

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Uniting the Movement

At the end of last month, Sport England created a new 'Uniting the Movement' 10-year strategy, which we are fully supportive of because it places strong values on COVID recovery and reinvention, and as part of this we know swimming will play a huge role in helping children recover socially, physically and mentally.

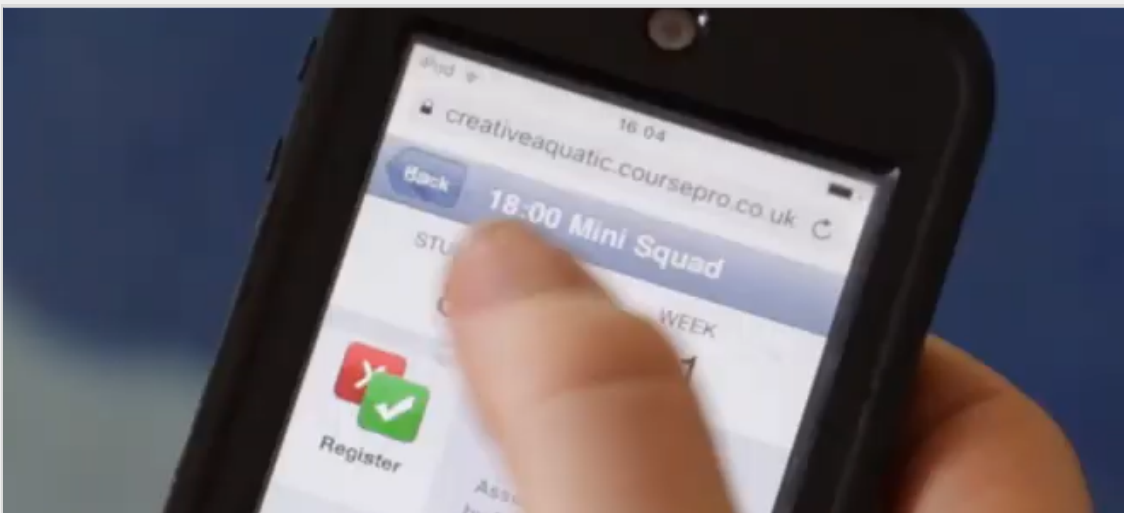
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NEW COVID-19 Bracelet Released

STA has been working with socially responsible 'Swim a Life' to develop a bracelet that epitomises the strength and support the swimming industry has shown over the past months, and one which provides an opportunity for our members and swim school partners to derive an easy income from, during these tough times.

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CAPs Off to New Software Partnership

In preparation for pools reopening, STA has secured a new partnership with CAP2 (a trading name of Fitronics Limited) which will enable members to access discounts on their CoursePro software.

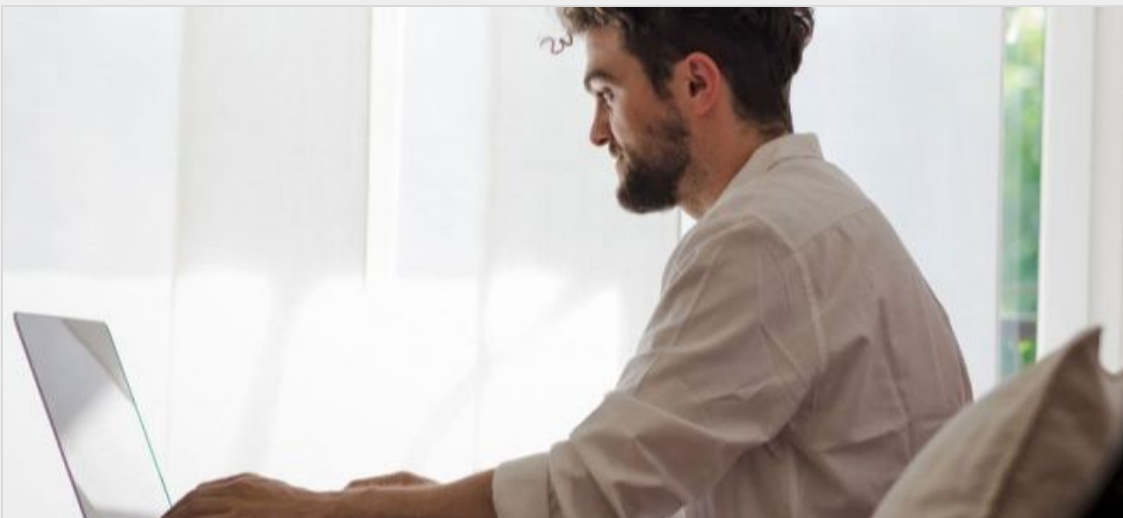
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COVID Updates

To keep on top of all the latest government / regulatory developments, please refer to:

- [Government announcements](#)
- [Pool reopening guidance](#)
- [Qualification updates](#)



Webinars

Throughout the pandemic, the team with the support of members and guest expert speakers from around the world have broadcast over 100 free or discounted webinars. Many are still available to view or are available to purchase as bite-sized modules via [STA Online](#).

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And Finally

This time last year in February, we had no real idea of the devastation and heartache COVID would create, and we'd like to take this opportunity once again to thank all of our members, swim schools and partners for their continued trust and loyalty in us during these extremely difficult times. We are most definitely not out of the woods yet, sadly there is still a long way to go for leisure to recover, but with the success of the vaccine roll-out and at the time of writing, dates for the reopening of outdoor and indoor swimming pools (in England) earmarked, let's hope we can all get back to doing what we do best, as soon as possible.



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The Swimming Teachers' Association Limited, registered office as above, is a company registered in England (No. 01272519) and a registered charity (No. 1051631 in England and Wales and SC041988 in Scotland) whose objective is: "The preservation of human life by the teaching of swimming, lifesaving and survival techniques."

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