



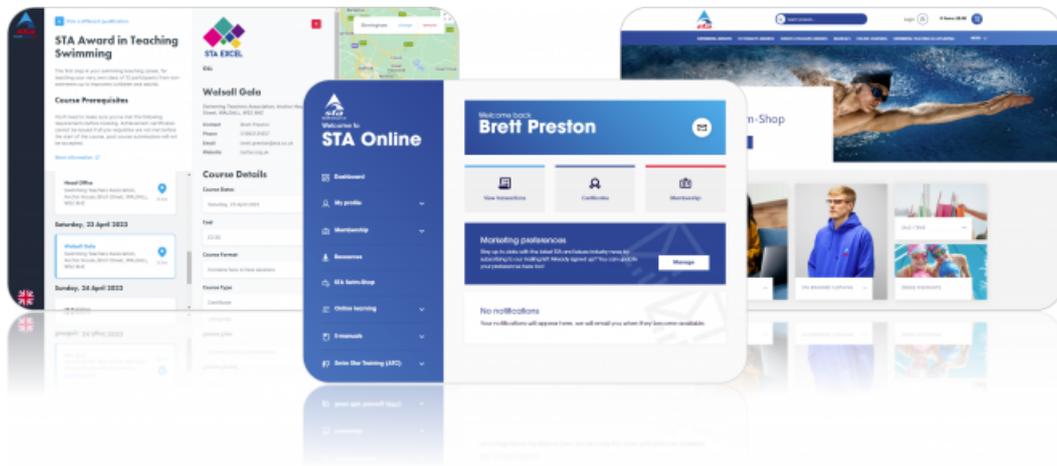
Swim & Save E-zine - November 2022



Sink or Swim – Let's Join Together to STAMP Out VAT

Following the publication of the Autumn Statement on the 17th of November, STA launched a new campaign on the 22nd in support of swim schools. The campaign, STAMP Out Vat, is appealing for the government to apply zero-rated VAT on the teaching of all learn-to-swim and water lifesaving skills lessons in the UK. As an extra measure, we also call on members and partners to write to their MP using the petition letter created [here](#). Please help us spread the word about #STAMP Out VAT - we also have [free downloadable posters here](#).

In support of this, we [have also released the findings from two surveys](#) that give the viewpoints from swim schools and parents themselves – and which both support our #STAMP Out VAT campaign.



Historical System Update

The other big news story this month was the launch of the biggest system update in STA history! In line with advancements in technology, the new **bespoke system** has been purpose-built to STA's exact specifications to offer users advanced new features in STA Online, and to provide seamless integration from one login, with the new dynamic international STA Search portal and STA Swim-Shop. If you require any support using the new IT system or have any feedback, please email digitalservices@sta.co.uk.



Back Together Again at Conference

At the end of October, it was fantastic to meet up with everyone again at our national conference in Leicester, and welcome an amazing lineup of speakers from the world of aquatics, open water swimming, lifesaving / first aid, and pool plant. On Friday night, we also celebrated the Association's 90th anniversary with a '90s' themed disco, cake, and a magic mirror! Thanks to everyone who joined and supported us during the 2-day event – we hope you enjoyed it as much as we did. All the photos can be viewed here:

- [STA Pool Plant Conference](#)
- [STA's 90th Anniversary Celebrations](#)
- [STA Conference](#)



Top Honours

On behalf of STA's Board of Trustees, STA's CEO Dave Candler was honoured to present at this year's conference two very special awards.

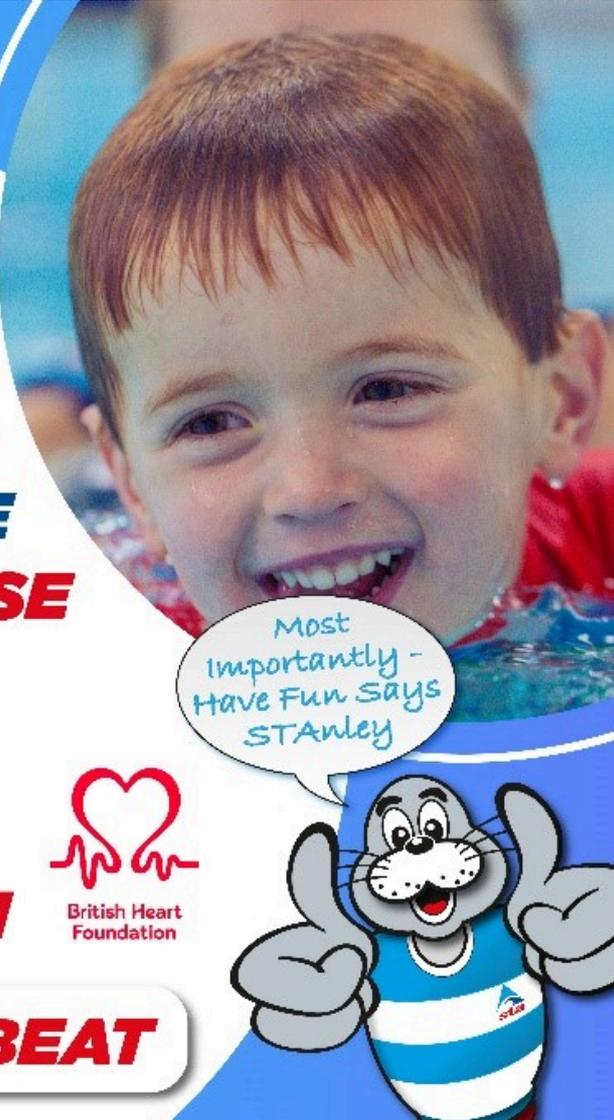
The first award, the STA Ross Eagle award, created this year in honour of STA's founder, recognises someone who has been determined in their efforts and made a real difference to grassroots swimming. There were lots of nominations, but the Trustees chose someone who has been involved as a volunteer in swimming for the past 50 years. The recipient was Richard Bright of [Rushmoor Youth Swimming](#) who for half a century has made a huge difference to many thousands of young people's lives and led to many moving into teaching roles - inspiring and educating the next generation of swimming teachers.

The next award was STA's 2022 Henry Pike Award, which was presented to Shelly Whitehead, owner of [HALF Fish HQ at Daisyfield Pools](#) and the Vice-Chair of the Aquatics Group at Community Leisure UK. Henry Pike played a crucial role in the early days of the STA, and this award, in his name and honour, was awarded to Shelly because of her outstanding contribution to the STA over the last 12 months.



Recognising Long Service

After three years away, we were proud to be able to present in person more than 20 STA Long Service awards to members at this year's conference. This included STA's President Ali Beckman announcing four special awards - for Lynne Robshaw (pictured) and Jackie Butler for 30 years each of service, Garry Seghers (pictured) for 35 years, and Eleanor Purvis (pictured) for an incredible 40 years of service.



SWIM TO THE BEAT

**JOIN US AND
SWIM TO THE
BEAT TO RAISE
MONEY FOR
THE BRITISH
HEART
FOUNDATION**

#SWIM2THEBEAT

Most importantly -
Have Fun Says
STANley

British Heart
Foundation

'Swim to the Beat' in Aid of the British Heart Foundation

In October, on Restart a Heart Day, we launched in conjunction with the British Heart Foundation (BHF) a new 'Swim to the Beat' campaign, and we are inviting all swim schools, clubs and leisure facilities - everyone involved in aquatics - to *swim to the beat* next February - Heart Month - and host a month of fundraising fun.

[READ MORE](#)

Looking to up-skill? Explore our [upcoming webinars here](#).

New Director of Education

We are delighted to confirm that Kaylë Brightwell has been promoted to the new role of Director of Education.



[READ MORE](#)



Breaking Barriers – Real-Life Solutions with Stand Up For Swimming

We are very proud that [#STAndUpforSwimming](#) has proactively helped make an impact this year to help break down barriers - take a look at our latest [#BreakingBarriers](#) case studies with [Active Leeds](#) and [Active Surrey](#).

We've also recently released a video to show how STAnd Up for Swimming has made a huge difference – [take a look here](#).



Swim School Grows in Academy Status

On 1st November, the Waterworld Leisure Group which owns M Club Spa and Fitness Ltd. and Waterworld Aqua Park became an official STA Swim Academy after signing a partnership for their swim school, M Swim.

[READ MORE](#)

This month, we are also delighted to confirm that Pendle Leisure Trust and South Staffordshire, who both operate as STA Swim Academies, have further extended their partnerships with STA.



STA Offers a Warm Welcome to dryrobe®

We are excited to announce a new brand partnership with **dryrobe®**, the world's warmest and most versatile weather-proof change robe - with STA members able to benefit from an exclusive offer across their range of adult and children change robes, dogrobes, and accessories.

[READ MORE](#)



UK Swim School Named Autism Swim Provider of the Year

Autism Swim has named In At The Deep End as their Autism Swim Provider of the Year. We are proud of our partnership with Autism Swim, and the education pathways that have been created to help UK swim schools access their specialist training, and In At The Deep End is a shining example of this success. Well done to Mark and the team at In At The Deep End.



NEW STAnley Award Stickers

In direct response to customer requests, we have created these super cute new STARFISH and STAnley stickers to aid with the administration and communication of awards. Swim schools wanted a sticker that can easily be given to participants by teachers on the poolside once the level has been completed, so that their parents/carers can keep track of progress and know which certificate and woven badge to ask for / order. Cute eh!

Available from the [STA Swim-Shop here](#).



And Finally...

The team got dressed up for a great night with Olympian Keri-anne Payne, Huw Edwards, the CEO of ukactive, and Andrew Clark, GLL's Head of Sport and Aquatics, at the House of Lords vs. House of Commons bi-annual swimming event, which was held at the Porchester Hotel in support of Hope for Youth.



Anchor House, Birch Street, Walsall, WS2 8HZ, United Kingdom
+44 (0)1922 645097 | info@sta.co.uk | www.sta.co.uk

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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