



Leisure industry news published by STA - September 2016



## Train the Next Generation of #FirstAidHeroes

All through October, STA will be promoting its annual Back to School - Junior Medic campaign, which encourages school-aged children to learn vital first aid and lifesaving skills.

[Get involved](#)



## Center Parcs Pilots New STA Swimming Programme

STA has created a bespoke new baby and pre-school swimming programme for Center Parcs. Called STAnley's Swim Pups, the unique programme is being piloted at Center Parcs Sherwood Forest and Whinfell Forest this month.

[Read more](#)



## STA Team up with Water Fitness

STA has teamed up with Water Fitness to officially endorse their range of aquatic fitness CPDs, which include master classes and workshops in teaching exercises like Pilates, Yoga, Cycling and Circuits in the water.

[Read more](#)

## STA Appoint New Trustee

STA has appointed a chartered accountant to its Board of Trustees. Mike Walters, from Shropshire, was specifically selected for the role by STA's Board of Trustees because of his background and experience.



[Read more](#)



## Team STA Take Part in RLSS UK's Open Water Swim

This month STA was proud to support RLSS UK's Brighton Pier to Pier Challenge, with Dave Candler (CEO), Richard Timms (President), Mark Ray (Head of Marketing) and Rob Karban (Graphic Designer) joining STA Ambassador Mike Goody in the water. Mike led the charge and finished the 1000m challenge in first place!

[Watch the video](#)

## Free Welsh Awareness Training for Swimming Teachers

In partnership with Newport Live Trust and Mentre Iaith Cymru, STA Wales has successfully piloted a new training programme designed to help swimming teachers integrate the Welsh language into their swimming lesson programmes.

[Read more](#)

## **STA Joins UK Active**

STA has joined UK Active to support its national drive to encourage more people to take up physical activity. To mark the announcement, STA staff also took part in UK Active's National Fitness Day on 7th September and had their first session trying out Water Fitness aqua classes in Hyrdo Pole, Jump, Fight and Rider!

[Read more](#)

## **Changes to VAT – New STA Policy**

From 1st January 2017, STA will be required to add VAT onto all badge and certificate sales for our swim schemes, including International Learn to Swim Programme and Junior Lifeguard Academy. In response, and for a third year in a row, STA is freezing the price of all badges and certificates in 2017 to help customers that might be affected by this new policy.

[Read more](#)

## **Congratulations Ashley!**

We'd like to make a special mention this month for 26 year-old Ashley Jenkins. If you follow STA on social media, you will know that Ashley has cerebral palsy and recently swum a mile in less than 4 hours in aid of charity.

[Watch the video](#)

## **And Finally...**

We look forward to welcoming members and guests to this year's annual conference on 1st October. We're excited to hear from all the

speakers, including Adam Walker who has swum the seven hardest oceans in the world. We will also be unveiling a new range of STA merchandise and making some very special announcements!

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