



**Swim & Save E-zine - December 2024**



*Dave Candler is pictured here with STA President Ali Beckman and Professor Greg Whyte OBE at this year's conference.*

## **Happy Christmas from STA's CEO**

With the Christmas holidays just around the corner, STA's CEO Dave Candler looks back over the last 12 months in his end of year review, and looks forward to fostering positive collaborations in 2025 and providing continued support to members.

[\*\*READ MORE\*\*](#)

**UK active AWARDS 2022 WINNER**

**INNOVATION OF THE YEAR FAB 2023 AWARDS AWARD WINNER**

**SAVE THE DATE**

**Friday 17th - Saturday 18th October 2025**

**Radisson Blu Hotel, East Midlands Airport**

**#staconference25**

**sta Health Leisure Life**

## Save the Date for STA's 2025 Conference

We're thrilled to announce the dates for the STA's 2025 annual conference!

Next year's event, which will see us return to the Radisson Blu - East Midlands Airport will be held on Friday 17th October - Saturday 18th October.

**Mark your calendars and stay tuned for early bird tickets in the new year, agenda highlights, and more exciting announcements!**

[READ MORE](#)

# SPATEX

THE POOL, SPA & WELLNESS SHOW

**TUESDAY 4 - THURSDAY 6 FEBRUARY 2025**

COVENTRY BUILDING SOCIETY ARENA • COVENTRY • UK

## Join us at SPATEX

Join the STA team from Tuesday 4th to Thursday 6th February at SPATEX in Coventry. It's a free-to-attend event that showcases the latest innovations, and for the first time, there will be a dedicated Pool Plant Theatre.

In the Theatre, we will be joined by the RLSS (Royal Life Saving Society) and (IOS) Institute of Swimming, and together we will host a series of hands-on workshops and speaker panels aimed at the commercial pool operator.

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## Don't Let Swimming Drown in VAT

Following calls from STA Swim Schools, who are facing increased pool hire costs from private 'educational' schools in January as a result of the government's decision on VAT ... we acted quickly this month and created a new editable 3-page letter for all who are affected to send to their local MP.

As an extension to our [#STampOUTVAT](#) campaign, we've titled this 'Don't Let Swimming Drown in VAT', which is emotive, but describes what is a very serious concern for many swim schools.

**Show your support and download the letter below and send it to your MP.**

[DOWNLOAD HERE](#)



## Latest Thoughts on School Swimming

Earlier this month, Sport England published its annual Active Lives Children and Young People survey for the 2023-24 academic year, and it reported that only 70% of children in school year 7 (aged 11-12) meet the curriculum guidelines and can swim competently, confidently, and proficiently over a distance of at least 25m.

Dave Candler, STA's CEO who is passionate about school swimming immediately shared his thoughts on Linked In.

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**New Online Pool Snorkelling CPD**

As announced at conference in October, we have launched a new STA Pool Snorkelling CPD, which is available now via STA Swim-Shop.

[READ MORE](#)

## PLAN AHEAD WITH OUR 2025 WEBINARS!

START THE NEW YEAR WITH OUR FLEXIBLE LEARNING PLAN, **12 WEBINARS, 1 RELEASED PER MONTH,** LED BY INDUSTRY EXPERTS COVERING A WIDE RANGE OF AQUATIC BASED TOPICS.

### A TASTE OF WHAT'S TO COME:

- From Poolside to Play: Using Games and Equipment to Transform Your Swimming Lessons
- The Front Crawl Journey: Teaching Progressions and Troubleshooting Technique
- ABCs of Baby and Preschool (Attunement, Bonding and communication)
- Mastering the Basics: Competitive Starts and Turns

**+ MUCH MORE!**



## New Webinar Bundle for 2025

From January, we are introducing a new flexible learning bundle consisting of 12 monthly webinars designed to enhance teaching skills. The full schedule of webinars can be viewed via STA Swim-Shop and there is an exclusive bundle price for STA members.

[TAKE A LOOK](#)



## **New Guidelines Published for Pop-up Pools**

On the 16th of December, with Swim England and Swim Wales we published a comprehensive briefing note providing guidance to support the safe operation of temporary “pop-up” swimming pools.

The guidelines are designed to ensure that all temporary aquatic facilities uphold the highest safety, hygiene, and operational standards, safeguarding for all who use them.

[\*\*READ MORE\*\*](#)



## How Do You Swim? Where? Who With?

To build a picture of Outdoor Swimming in 2024, we've partnered with Outdoor Swimmer magazine to ask swimmers everywhere to take part in a Trends in Outdoor Swimming survey.

The results can be used by media, organisations, brands and venues to understand outdoor swimming and ways to improve it for everyone. The more people take part, the better the picture will be – and all those that complete the survey will be entered into a prize draw. The survey closes on January 15th.

[TAKE PART HERE](#)



## **Making Swimming More Accessible for Autistic & Neurodivergent People**

Autistic Children and Carers Together (ACCT) is the penultimate charity to receive a £1000 grant as part of our year-long Community Starters campaign.

The funding will be used to research and produce a 'playbook' of practical local guidance and information to help make swimming more accessible for autistic and neurodivergent people in Sheffield.

[\*\*READ MORE\*\*](#)



## Marking International Day of Persons with Disabilities

As a member of the Everyone Can Task Force, ukactive invited STA's CEO Dave Candler to share his ambitions and plans for disability swimming in 2025, which were published on the 3rd of December to mark International Day of Persons with Disabilities.

[READ MORE](#)

# CHRISTMAS & NEW YEAR OPENING HOURS

FRIDAY 20TH DECEMBER  
(12PM)

LAST DATE TO ORDER FROM  
STA SWIM-SHOP AND RECEIVE  
DELIVERY BY CHRISTMAS\*

MONDAY 23RD DECEMBER **CLOSED**

THURSDAY 2ND JANUARY **OFFICE RE-OPENS**



**\*ANY ORDERS RECEIVED OVER THE HOLIDAYS, WILL BE  
PROCESSED FROM THURSDAY 2ND JANUARY ONWARDS**

## And Finally ...

The last word of the year comes from our President Ali Beckman, who in STA tradition shares her end of year report.

[READ MORE](#)



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