

Swim & Save E-zine - January 2024



**CommUNITY STArTERS – STA’s New
2024 Charity Campaign**

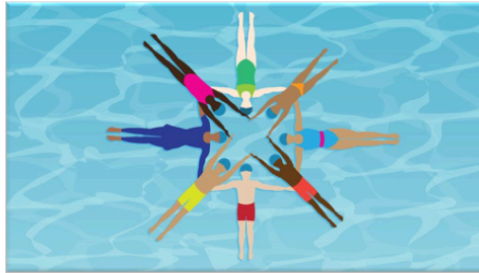
As an extension to STA's previous charity initiatives, STAnd Up for Swimming and the current STARlight campaign, this month we launched a new campaign aimed at directly supporting not-for-profit organisations and groups; to help them start or boost a community-based grassroots swimming project in 2024. We have created CommUNITY STArters to help break down barriers in communities across the UK, encourage new and innovative ways we can UNITE, and extend our support in grassroots swimming, in line with our charity objectives of saving lives through the teaching of swimming. Each month in 2024, we will be awarding one organisation / group a £1000 charity grant, and we will be announcing the recipient of our first grant shortly.

[FIND OUT MORE ABOUT COMMUNITY STARTERS](#)

Olympic-Sized Swim Partnership

We started the year with a bang by announcing that we've signed a new 'Olympic' sized partnership with swim! and swim@. This includes them setting-up as an STA Approved Training Centre (ATC) and its internal tutor workforce delivering our full range of professional qualifications in swimming teaching, lifesaving, first aid, pool plant and education across their nationwide sports brand portfolio. [READ MORE HERE](#)





New Year, New CPD Learning Opportunities

To avoid 'Knowledge and Skill fade' - as coined by Maria Timperley in her [blog post here](#) - we are encouraging everyone to take a look at our library of online CPDs and learn a new aquatic skills this year that you can integrate into your swimming lessons.

For example, take a look at our [Water Polo CPD](#), which has been created in partnership with Drenched to support swimming teachers to deliver basic aspects of water polo to participants in shallow and deep water.

We also recommend the [Artistic Swimming online CPDs](#), as they inspire swimming teachers to deliver new creative skills and imaginative content during their swimming lesson programmes.

[VIEW ALL OF OUR AVAILABLE CPDS HERE!](#)



STating The Facts About Lifeguarding

Helen Done, our Qualifications and Business Development Manager has created a new blog that features the most FAQs about the STA Award in Pool Lifeguarding qualification. It also explains how during this time of a national workforce shortage, leisure operators can also directly benefit from their employees holding this qualification.

[READ IN FULL HERE](#)



First Swimming course for People with Learning Disabilities is a Success

A group of seven students with learning disabilities have completed a brand-new training programme to become swimming teachers in Royal Greenwich. Delivered by the council in partnership with GLL and STA, the innovative course was designed specifically for people with learning disabilities. The six-week curriculum is an extended version of our STA Level 2 Swimming Teacher course and supports learners over a longer period in a friendly and welcoming environment.

[READ MORE HERE](#)



NEW - Build Your Own Swimming Pool Series

In follow to our 2023 Baby and Pre-School Swimming Survey, where more than half of ALL the swim schools we spoke to said they would consider building their own pool in the future, we can exclusively reveal that we've created a new 'swim schools – do you want to build a swimming pool' blog series. In this series, we will be featuring regular case studies and interviews from swim schools who have taken the plunge - to hopefully inspire others to dive in.

Our first story comes from one Puddle Ducks franchise, who built a swimming pool on the high street in Northwich. Rachel Bateson, Franchise

Manager at Puddle Ducks shares why building a swimming pool in Barons Quay Shopping Centre in Northwich made perfect sense.

[MORE INFORMATION HERE](#)

**JOIN US FROM 10:15AM ON
TUESDAY 6TH FEBRUARY IN **ARENA 2****



**COLIN
DAVIS** **ANDREW
GAFFEY** **SEAN
BRYDGES** **RUSSELL
SPARKS**

SPATEX
THE POOL, SPA & WELLNESS SHOW
TUESDAY 6 - THURSDAY 8 FEBRUARY 2024

UK active AWARDS 2022 WINNER

INNOVATION OF THE YEAR
FAB 2023 AWARDS
AWARD WINNER



Join us at SPATEX 2024

Next week, the doors of this year's SPATEX Ltd open, and to kickstart the show on Tuesday 6th February, our pool plant team will be joined by four superb speakers: Colin Davis, Andrew Gaffey, Sean Brydes, and Russell Sparks who will all cover a variety of topics from site-specific training to chemical dosing pumps and building your own pool. Seminars are free to

attend and will take place in Arena 2. After that, the team will be on Stand A17 for the duration of the 3-day show.

[**REGISTER FOR FREE HERE**](#)



 Friday 11th - Saturday 12th October 2024

 Radisson Blu Hotel, East Midlands Airport

[#staconference24](#)





Why STA's CEO Loves his Job – New Podcast Out Now!

STA's CEO, Dave Candler, was recently invited onto the Love Recruitment **'Love Your Career Podcast'**, and during the 45-minute interview, he shares his passion for the aquatics industry and speaks openly about WHY he loves his job.

[LISTEN HERE](#)



Opportunity to Join our Board of Trustees

STA is looking for a committed individual with proven expertise in finance and chartered accountancy to join our Board of Trustees and share in our success. A professional individual who can use their real-life expertise to help further STA's charitable aims and objectives, and who can actively contribute to the Board and give strategic direction.

[MORE INFORMATION HERE](#)



And Finally ...

We're delighted to confirm that we will be continuing our partnership with Henley Swim into 2024. The STA team will, once again, be running the river Lido at the Outdoor Swimmer Magazine Henley Swim Festival on 13-14th July this year to give swimmers and spectators the opportunity to have a free supervised swim in the Thames. **[CLICK HERE FOR FURTHER INFORMATION.](#)**



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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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