



Swim & Save E-zine - June 2024



Swimming Pulls Together with Launch of the Swimming Alliance

Ahead of **ELEVATE**, earlier this month, all the key players from within the UK's swimming sector, including STA, announced that a new industry Swimming Alliance has been formed to tackle the common challenges facing the sector.

[READ MORE](#)



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HELPING YOU LEARN TO SWIM
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AQUATIC EXCELLENCE AWARDS
2024

FIRST DRINKS SPONSORED BY
SWIM SOFT

1 MONTH TO GO

CLOSING DATE: WEDNESDAY 31ST JULY 2024

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INNOVATION OF THE YEAR FAB 2023 AWARDS AWARD WINNER

#staconference24

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Entries for the 2024 Aquatics Excellence Awards Close in One-Months' Time

A reminder that nominations and entries for the 2024 Aquatic Excellence Awards, sponsored by Konfidence, close in one month. The awards celebrate and showcase the achievements of all those involved in delivering learn to swim programmes and aquatics training over the last 12 months, in line with STA's charity objectives.

This year there are 10 STAr awards to be won and those wishing to nominate / enter should do so by Wednesday 31st July to be in with the chance of winning a coveted STAr award.

[FIND OUT MORE](#)

Nominations are also now open for our coveted Ross Eagle and Henry Pike awards. [Click here for further information.](#)



New 2023 Drowning Statistics Show a Rise in Water-Related Fatalities

The National Water Safety Forum (of which STA is a member) has published the latest WAID drowning statistics for 2023, which poignantly highlight the need for us all to keep increasing awareness ahead this summer, and the importance of teaching water safety education / water safety code.

The report says there was sadly a rise in water-related fatalities for all recorded causes in 2023. And, of accidental fatalities, 83% were male, and more than half happened in inland waters.

These latest UK figures also show that the number of child drowning deaths in England has significantly increased from 20 in 2019-20, to 41 in 2022-23. Tragically, a total of 125 children have accidentally lost their lives to drowning in the last four years.

[READ MORE](#)

**World
Drowning
Prevention
Day 25 July**

**Anyone can drown,
no one should.**

**Join Us and DO ONE THING for World
Drowning Prevention Day**

As part of our year-round education programmes, we will be joining all the major organisations involved in water safety on the 25th July in support of World Drowning Prevention Day (WDPD), and together we will sharing cohesive safety messages.

As part of our pledge to ADD ONE THING, we have created (added) new free-to-download teaching resources that align with the National Water Safety Forum's UK focus this year:

1. Make the right call – Call 999
2. Learn how to help and never attempt a rescue
3. Learn how to survive – Float to Live
4. Make a Pledge – Do One Thing (one conversation can save a life)

As part of this we are encouraging all swim schools to download the free resources, and get involved - and DO or IMPROVE ONE THING in line with the World Health Organisation's aims.

DO ONE THING, IMPROVE ONE THING, ADD ONE THING

WHO is inviting countries and partners to respond to the call to action for global drowning prevention. For example:



DO ONE THING

If you're not yet involved in drowning prevention, just do one thing to support.



IMPROVE ONE THING

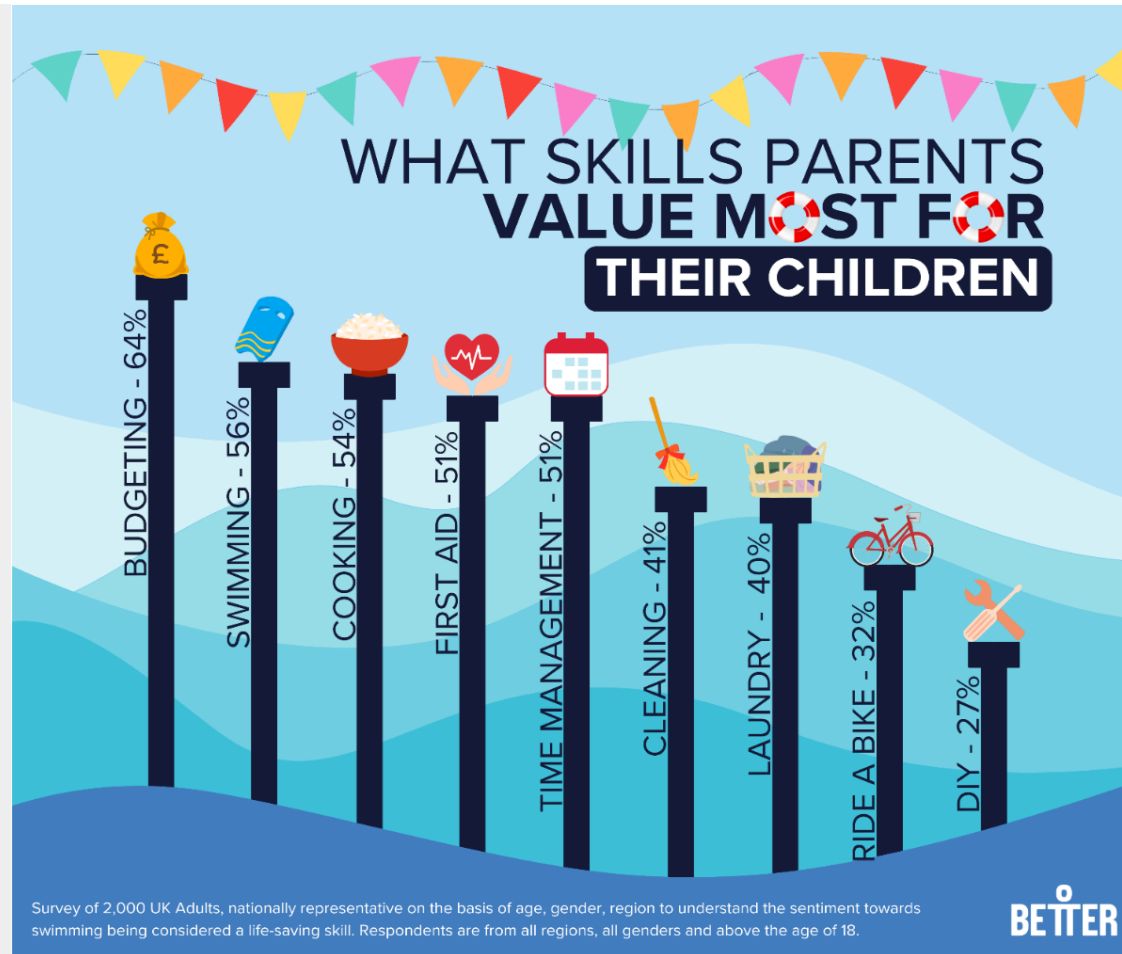
If you've already started to work in your area on drowning prevention, then improve one thing.



ADD ONE THING

If you're deeply engaged with drowning prevention, add one thing – there's always more that can be done.

DO ONE THING FOR #DROWNINGPREVENTION



New Report Shows Swimming Lessons Are More Important Than Ever

For Drowning Prevention Week, our partners GLL published new research on the 20th June, which shows that parents feel swimming is still one of the most valuable skills that their child can learn – and we couldn't agree more as highlighted in the previous news story about the rise in water-related fatalities.

[READ MORE HERE](#)



**STA ROADSHOW
2024
SCOTLAND**

LIMITED TICKETS AVAILABLE - SECURE YOUR PLACE TODAY

**FRIDAY
12TH JULY
2024**

9AM - 4PM

**CALENDAR
HOUSE,
FALKIRK, FK1**

**JOIN US FOR AN EXCITING FREE 1-DAY
ROADSHOW IN SCOTLAND THIS SUMMER,
WHERE WE WILL BE BRINGING TOGETHER
ATCs, TUTORS, AND OPERATORS!**

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The graphic features a blue background with white dashed lines and circles. It includes a yellow car icon, a location pin with the Scottish flag, a green suitcase, and a circular image of a large stone building. The STA logo is in the bottom right corner.

New STA Roadshow in Scotland

On Friday 12th July, the team will be in Falkirk hosting a FREE one-day roadshow event to bring together ATCs, tutors, and operators in Scotland.

On the day, attendees will learn more about STA's work, and the latest developments. We'll also be joined by EQAs, providing an excellent chance for standardisation and updates.

[SECURE YOUR PLACE HERE](#)



Community Support for Children in Rochford

During our **2024 CommUNITY STArters campaign**, one not-for-profit organisation / group / project is chosen each month to receive a £1000 charity grant from STA, and we can confirm that the recipient of the May award was Kingfishers Swim School fund.

With our CommUNITY STArters funding, they will be able to continue to support families in their community who are missing out on vital lifesaving skills due to financial hardship.

[READ MORE HERE](#)

WORKING TOGETHER

to bring an Aquatic Theatre to Elevate 2024



Elevating Our Industry Connections

At ELEVATE 2024, we teamed up with the Royal Life Saving Society UK (RLSS UK) and Swim England to sponsor the show's first **Active Aquatics theatre**. Over the two days, STA's Dave Candler, Zoe Cooper and Kayle Brightwell hosted 4 seminars in the theatre alongside esteemed industry figureheads and partners – the sessions focussed on apprenticeships, disability swimming, diversity and inclusion, and recruitment and retention.





And Finally ...

At ELEVATE 2024 we also successfully launched EXCEL ME, a new End Point Assessment Organisation (EPAO) that has been set-up to help bolster the opportunities for employers, training providers, and apprentices in the leisure and hospitality sector.

[FIND OUT MORE](#)





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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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