



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



**Celebrating One Swimmingly-Good Year with Fusion Lifestyle**

This time last year we embarked on a new 3-year partnership with Fusion Lifestyle, with the leisure group becoming an STA Approved Training Centre (ATC) as part of their national strategy to attract new swimming teachers to the industry and grow their swimming lesson programmes across its 64 pool sites. Twelve months on, and we are delighted to report that Fusion Lifestyle, who deliver more than three million swimming lessons every year, have already qualified 5 in-house STA Aquatic tutors and successfully delivered more than thirty Award and Certificate swimming teaching courses.

[READ MORE](#)

**jobsinleisure.org** *NEW job advertisement board!*  
*Promote all your leisure vacancies for FREE*

 **Connecting People**



**EARLY-BIRD**  
**STA CONFERENCE BOOKING 2024** **NOW LIVE!**

 Friday 11th - Saturday 12th October 2024

 Radisson Blu Hotel, East Midlands Airport

**OFFERS END ON TUESDAY 30TH APRIL 2024 AT 10AM**

 Official Conference Sponsor

 **AWARDS 2022 WINNER**

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

[#staconference24](#)



## Spring into Action with Our Early Bird Conference Offers

This month we opened up the early bird offers\* for this year's national conference, which is taking place on Friday 11th and Saturday 12th October at the Radison Blu Hotel based at East Midlands airport. There are five early bird ticket options to choose from for both members and non-members with savings of up to 15% on the weekend bundle.

1. Friday only (includes lunch and an STA goodie bag)
2. Friday only with an evening ticket to the Aquatic Excellence Awards (includes lunch, an STA goodie bag, and an evening buffet)
3. Saturday only (includes lunch and an STA goodie bag)
4. Saturday only with an evening ticket to the Aquatic Excellence Awards (includes lunch, an STA goodie bag, and an evening buffet at the Friday night awards)
5. Weekend Bundle, which includes a ticket to the Aquatic Excellence Awards (includes lunch on both days, an STA goodie bag, and an evening buffet at the Friday night awards).

**FIND OUT MORE AND SECURE YOUR PLACE**

\*Offers end on Tuesday 30th April 2024 at 10am.



## **New Affiliation Programme for Open Water Venues**

In direct response to calls from members and STA-trained open water swimming coaches, we have launched an STA Open Water Venue Affiliation programme, to help open water venues gain recognition for maintaining the highest standards of health and safety, business procedures, and customer service.

**FIND OUT MORE**



## Making Waves in a Tin

As part of our ongoing blog series '[Swim schools – do you want to build a swimming pool](#)' we are sharing the real life stories of swim schools who have already taken the plunge. As we are starting to see, the pools are not all being built in places you might think are obvious, and they are not all conventionally built pools – and this is the case for our next inspirational swim school – SWIM IN A TIN.

[READ THE FULL INTERVIEW WITH THE SWIM SCHOOL OWNERS HERE](#)

## Talking School Swimming on the Primary PE Huddle

On the latest episode of The Primary PE Huddle, Kayle Brightwell, our Director of Education talked about the importance of swimming in primary schools, the challenges and shared ideas how swimming can be integrated into the National Curriculum – and more!



**[LISTEN TO THE ASPIRE ACTIVE EDUCATION PODCAST HERE](#)**



## Helping Swimmers Chill in East Kent

In 2024, we are running a year-long charity campaign called CommUNITY STArters, and each month, one not-for-profit organisation / group / project will be chosen to receive a £1,000 charity grant which can be used to support a community-based grassroots swimming / water safety / aquatics-related project. The recipient of the February award was Chill East Kent, who will be using the funding to deliver free open water sessions to help people manage anxiety, depression and other illnesses.

[READ MORE HERE](#)



## And Finally ...

Please register to take part in this year's International Learn to Swim Week (13th-19th May), and let's work together to promote the importance of learning to swim and how to **#LoveWaterSafely** all year round. The first 200 swim schools to sign up from the UK will also receive a FREE Water Safety Awareness - Year Planner 2024/2025 (which will be sent out in May).

[REGISTER HERE](#)



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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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