



## Swim & Save E-zine - October 2024



### Historic Memo for Swimming

At the start of this month a positive change for swimming was announced, when it was confirmed that for the first time in history STA

and Swim England has entered into a strategic partnership. Together we have drawn up a Memorandum of Understanding with the aim of fostering collaboration in the swimming sector for the betterment of its stakeholders and the wider sector.

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 **Connecting People**

## STA's Learn to Swim PROGRAMME



**A PROGRESSIVE PATHWAY WITH EACH GRADE FOCUSING ON STROKE DEVELOPMENT, WATER SAFETY & ESSENTIAL SWIMMING SKILLS, AND DESIGNED TO GIVE POOL OPERATORS AND SWIM SCHOOLS GREATER FLEXIBILITY.**

**OUT NOW!**

## NEW Grade of Awards

As publicised at this year's conference, we have launched a new streamlined Learn to Swim Programme (LSP), which has been designed

using a grade system to give pool operators and swim schools greater flexibility. In response to feedback from customers, this exciting new initiative is aimed at participants of all ages and abilities, offering a structured pathway to enhance their aquatic abilities whilst being accessible for all facilities. This is not a replacement for the staged ILSP programme; it is an alternative awards programme that might better suit some swim schools.

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**Biggest Conference to Date**

This month, more than 260 aquatic professionals came together in October for our annual two-day conference at the Radison Blu East Midlands Airport hotel. The event kicked off with an inspiring keynote by Professor Greg Whyte OBE, followed by a range of seminars covering Aquatics (in and out of the pool), Lifesaving and First Aid, Pool Plant and Business and Marketing.

This was our biggest conference to date, and while learning is our overriding aim, at the heart of this event is a friendly and supportive community of aquatic professionals who care passionately about their work, and who enjoy coming together every year to learn, laugh and play. Thanks to everyone who joined us.

[VIEW ALL PHOTOS HERE](#)



**Celebrating Aquatic Excellence**

On Friday 11th October during conference, we also celebrated the achievements of all those who have delivered aquatic excellence over the last 12 months at the STA Aquatic Excellence Awards. It was a fantastic evening and you can read all about this year's winners, as well as who was awarded the Henry Pike, Cross of Merit and Ross Eagle awards here.

[READ MORE](#)



**STA ROADSHOW  
2024  
NORTHERN IRELAND**

**VOCO HOTEL BELFAST, THE  
GASWORKS, 3 CROMAC PL,  
BT7 2JB - 10AM - 4PM**

THURSDAY  
14TH NOV  
2024

LIMITED  
TICKETS  
AVAILABLE -  
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PLACE TODAY

**sta**  
Health Leisure Life

The banner features a stylized road winding through a landscape with a yellow car on top. A circular inset shows the Voco Hotel Belfast. A green suitcase and a map of Northern Ireland are also depicted. The STA logo is in the bottom right corner.



**STA ROADSHOW  
2024  
IRELAND**

**THE PILLO HOTEL, THE RATH,  
ASHBOURNE, CO. MEATH,  
IRELAND - 10AM - 4PM**

FRIDAY  
15TH NOV  
2024

LIMITED  
TICKETS  
AVAILABLE -  
SECURE YOUR  
PLACE TODAY

**sta**  
Health Leisure Life

The banner features a stylized road winding through a landscape with a yellow car on top. A circular inset shows The Pillo Hotel. A green suitcase and a map of Ireland with a shamrock are also depicted. The STA logo is in the bottom right corner.

## On the Road to Ireland

The STA team will be back on the road in November, and the next stops are Belfast, Northern Ireland on Thursday 14th November and Co.Meath in Ireland on Friday 15th November.

These free roadshow events are designed to bring together ATCs, tutors, and operators; and they provide a fantastic opportunity to meet our team, learn more about our work, and stay updated on the latest developments. We'll also be joined by EQAs, providing an excellent chance for standardisation and updates.



## Introducing the 2025 STA Water Safety Squad

Following a nationwide search over the summer, we can exclusively reveal that we have named our 2025 Water Safety Squad, and it includes 5

amazingly diverse young people who each have their own stories to share about why learning to swim is important to them.

Sponsored by Zoggs and supported by Waterworld, the theme for 2025 - the year we celebrate the 10th anniversary of International Learn to Swim Week (ILSW) - is to showcase how learning to swim is inclusive, and opens the door of opportunity to a lifelong enjoyment of the water – whether that be for fun, leisure, work or even potential Olympic success.

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**NEW Mental Health Awareness CPD**

To mark World Mental Health Day on the 10th October, we launched a new online Mental Health Awareness CPD, which is aimed at anyone who wants to improve their knowledge and raise awareness of mental health for themselves and others. It is designed to provide an awareness of mental health, including how to identify if someone's mental health may be affected, and how to support them. It includes evidence, key data and signposting to trusted resources.

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## Making a Splash in Saudi

Over the last two decades, Steven Summers, an STA swimming teacher who heads up Life Skills Management in the UAE, has dedicated his time to transforming the way swimming lessons and water safety education are delivered in Dubai schools. He is now using this experience to improve the

quality of school swimming provision in the Kingdom of Saudi Arabia using STA's School Swimming Academy programme.

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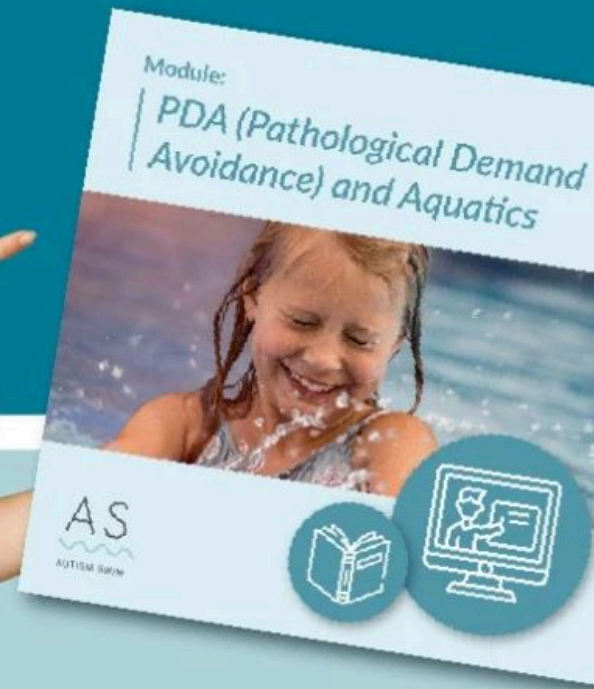
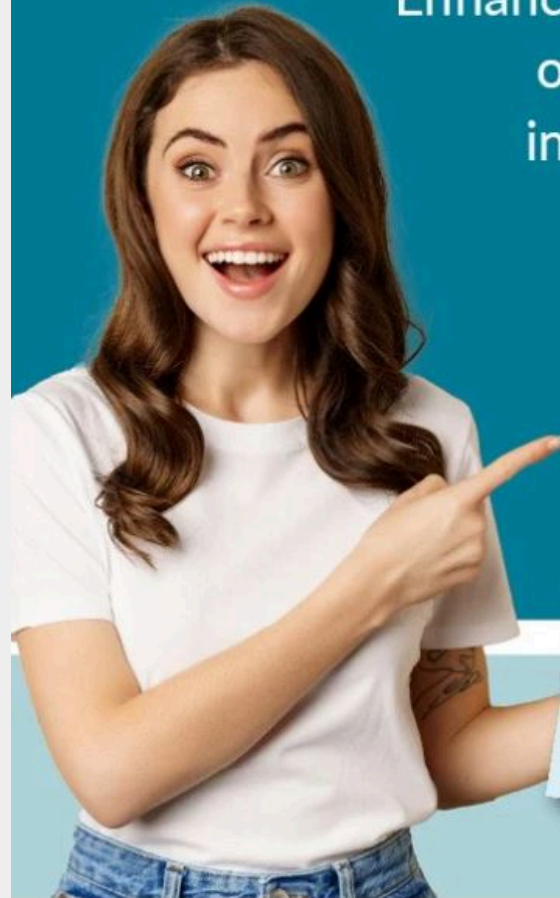
## **ukactive Reveal 2024 Award Winners**

It's been a month for celebrating industry achievements, and as headline sponsors, the team had a fabulous night at the Get ukactive Awards in Birmingham on the 3rd of October where the best of the best were recognised by ukactive - congratulations to all the winners and finalists.

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## New Training Module Alert!

Enhance your understanding of PDA to create more inclusive environments.



## Supporting the new Aquatics PDA CPD from Autism Swim

As part of STA's ongoing partnership with Autism Swim, we are supporting the launch of their new aquatics Pathological Demand Avoidance (PDA) CPD, which has been specifically created to help swimming teachers learn what actionable strategies and techniques can be used to better support individuals.

Autism Swim quote that 91% of parents of children on the autism spectrum have left other aquatic services due to their child's needs not being met. This alarming statistic highlights the importance of aquatic professionals learning more about neurodivergence, and implementing effective aquatic teaching practices for those with a PDA profile.

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## Sponsors of Community Leisure UK's Employment and Skills Award

Next month, STA will be supporting the inaugural Seriously Social Awards by sponsoring the 2024 Employment and Skills Award. This in recognition of all the amazing work the Community Leisure UK members have done over the last 12 months to mentor and support their workforce's career progression.

**Dave Candler, STA's CEO said:** "We love the ethos behind these awards as it very much resonates with our own charity values of delivering campaigns for the greater good, with STAnd Up for Swimming, STArLight and CommUNITY STArters being great examples of how we have helped the aquatic workforce with training and upskilling."

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## Non-Swimmers in Scotland Receive Community Starters Funding

On the subject of CommUNITY STArTERS, in September, the ninth not-for-profit organisation to benefit from a £1000 grant was Blue Triangle - a Glasgow-based homelessness charity that supports over 400 young people and adults across Scotland every day with a safe secure place to live and ongoing support.

Most of the people supported in Blue Triangle's care have not had access to swimming lessons while growing up, and STA's funding will be used to help adults access lessons.

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## Out and About this Month



Dave Candler, STA CEO spoke about the importance of aquatic partnerships at The Schools' Enterprise Association conference.



The team dived into all the networking opportunities at active-net's first open water swimming event.



Jodie Davis from the Aquatics team at the Children's Activities Association Ignite! conference and exhibition ... learning lots and sparking new connections!



## And Finally ...

Tree-t yourself this Christmas to one of our festive swimming jumpers or t-shirts. There are 6 designs to choose from, and pre-orders are being taken up to Friday 15th November, ready for delivery from the 1st of December.

[SHOP HERE](#)



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