



Swim & Save E-zine - April 2023



All Paws on Deck with STA's New Swim Awards

This month, we dived into a whole new world of adventures with PAW Patrol®, one of the world's biggest animated series shows and the #1 preschool brand globally; and to mark the UK premier of PAW Patrol "Aqua Pups" on Nickelodeon™ we launched our brand-new PAW Patrol branded swimming awards series for children of all abilities, including those with additional needs and disabilities, aged from 2 years. We also revealed that the PAW Patrol swim series features a seventh PAW-some award – a Special Edition Aqua Pups branded certificate and badge, which is supported with its own children's activity pack.

[PURCHASE YOUR AWARDS HERE](#)

* Free teaching and digital marketing resources also available for members



Active Lambeth set to Launch a NEW Swim Academy Model

To support Lambeth Council with the launch of a new learn to swim programme we are delighted to be working in collaboration with Active Lambeth to introduce a standardised programme for teaching swimming through STA's International Learn to Swim Programme (ILSP). The programme will be based on STA's recognised swim academy model.

READ MORE



Party fit for a King or Queen

In less than two weeks' time on Saturday 6th May 2023, the nation will be celebrating the coronation of His Majesty King Charles III, and to help everyone make a splash for this momentous occasion we have created

our own King's Coronation Pool Tea Party activity pack which all swim schools can download for free.

In the pack, we've put together a set of themed 'fit for a king or queen' activities, which you can use in your lessons to celebrate the King and Queen Consort's Coronation. We've also created a special Coronation certificate for participants, which features the official King's Coronation emblem – one of the certificates is also editable so you can add your swim school logo.

Please download the activity pack from [STA Online Resources > Marketing > Marketing Campaigns](#) (free to download for everyone who has an STA Online account which is free to join).

International Learn to Swim Week 2023
#LoveWaterSafely
REGISTER TODAY!
Tuesday 9th May - Monday 15th May 2023
Providing everyone around the world the opportunity to swim
ZOGGS Headline Sponsor
sta Health Leisure Life
SCAN ME

Get set for International Learn to Swim Week

We are gearing up this year's International Learn to Swim, which starts on Tuesday 9th May (following the Coronation bank holiday weekend), by releasing a whole library of free resources to help swim schools promote the importance of #LoveWaterSafely. The pack contains lesson ideas, children's activity sheets, social media images, water safety guidance, first aid help sheets and lots more! If you've not yet signed up for ILSW it's not too late ...

[SIGN UP FOR ILSW HERE](#)

During the week, we will also be making a couple of surprise announcements – follow us on [Facebook](#) [Instagram](#) or [Twitter](#) with the hashtag **#LoveWaterSafely** to be the first to find out.



School Swimming: State of Play

The National curriculum states that swimming and water safety lessons must be provided in all maintained schools in England in either key stages 1 or 2. However, the sad reality is that many primary school-aged children are missing out on the opportunity to learn to swim and achieve this national curriculum standard – and there are a host of different reasons why.

The same applies in Wales and Northern Ireland where swimming is also on the curriculum. In Scotland, it is different because swimming is not a statutory requirement for schools. To help us have a clearer, up-to-date, picture on school swimming across the UK, please spare 5 minutes to complete this short survey – your input is really appreciated.

[COMPLETE SURVEY HERE](#)

UPCOMING EVENTS
HAVE YOU BOOKED YOUR PLACE YET!



ELEVATE

14TH - 15TH JUNE 2023



HENLEY

9TH JULY 2023

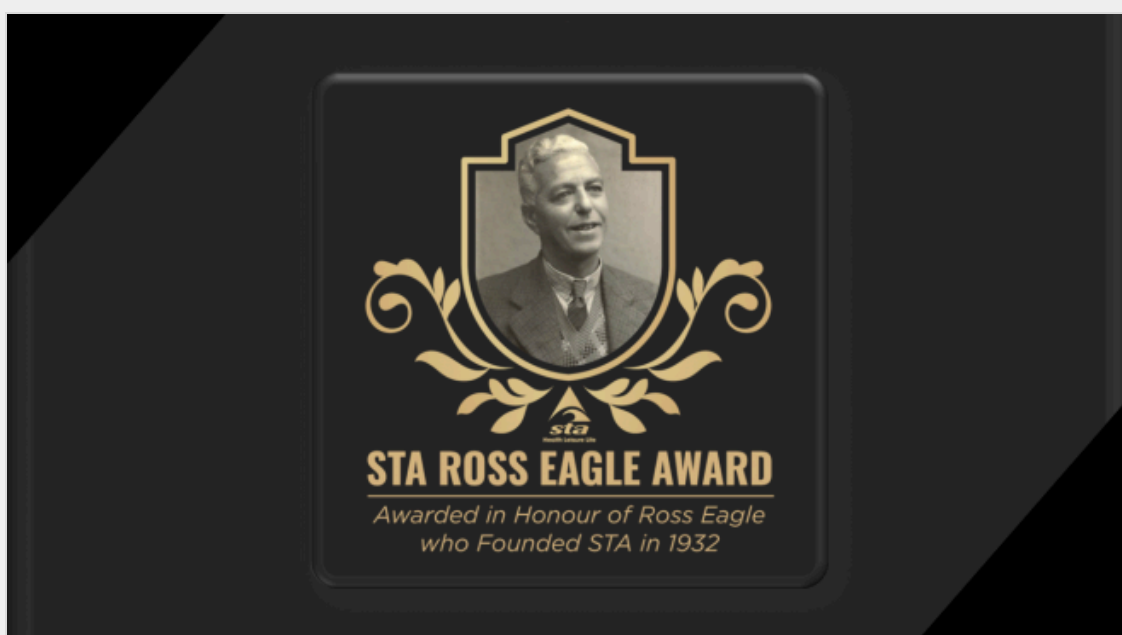
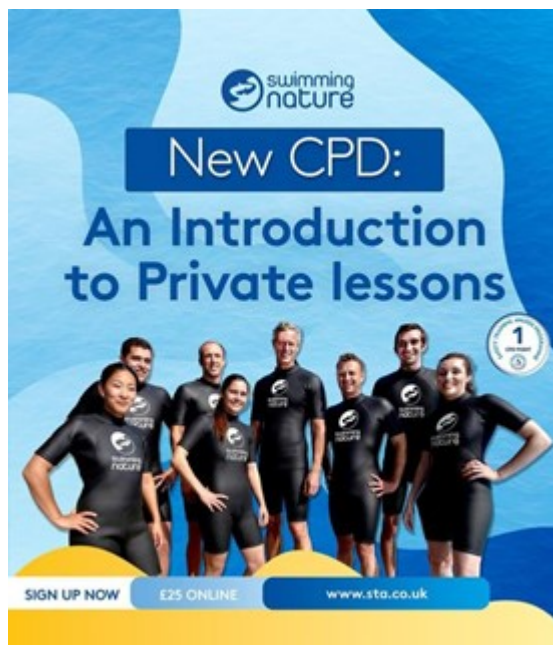


STA CONFERENCE

13TH - 14TH OCTOBER 2023

Swim up Close with Swimming Nature

For the last 30 years, Swimming Nature has specialised in delivering 1:1 and 2:1 swimming lessons and in April they launched a new online CPD titled 'An Introduction to Private Lessons: The Swimming Nature Approach' to share their teaching experiences. [The CPD is available via STA Online.](#)



2023 STA Awards Nominations Now Open

Last year to mark our 90th anniversary and in celebration of Mr Ross Eagle, who is recognised as the actual founder of the Association, we launched a new Award in his honour - we also brought back the coveted Henry Pike Trophy. We are pleased to confirm that nominations are now open again for 2023, for both the STA Ross Eagle Award and the Henry Pike Trophy. [Click here for more details on how you can get involved and nominate.](#)

Partnership Extended with MOR Solutions

We are pleased to confirm that we have extended our partnerships with MOR Solutions, which will enable members to continue to receive a 10% discount on its MOR Leisure and SwimSoft Online course management software systems.

Emma Venn from MOR Solutions said: "We are delighted to continue our relationship with the STA as their longest-standing swim school software partner. Throughout the relationship, we have been able to help many swim schools deliver the STA Learn to Swim Programme to thousands of swimmers. We look forward to continuing our work with the STA's affiliated swim schools to ensure many more people learn to swim and gain one of the most important life skills."

STA members wishing to take advantage of the 10% discount simply need to provide their membership number when placing an order. For further information call 01264 729292 or visit www.morsolutions.co.uk.

At STA's 2023 National Conference in October, MOR Solutions will also, once again, be our official drinks sponsor at the networking evening on the Friday.

MORSOLUTIONS

NEW MEMBER DISCOUNTS!
We can reveal a couple of new member discount offers this month:



KITBRIX

KitBrix are offering a 20% code with code STA20 off its range of bags. The offer starts on the 1st May and is valid until 31st July 2023. One use per customer.

Check out the union jack bag, perfect for the King's Coronation and your pool tea parties [here](#).



Character.com

To celebrate the launch of our new PAW Patrol swim series and Special Edition Aqua Pups award, [Character.com](https://www.character.com) who have released a new collection of clothing and accessories featuring the pups are offering members a unique 10% discount - go to [STA Online](#) > Exclusive Discounts and enter the code at the checkout.



Upcoming Webinars

We are continuing to support our members, swimming teachers, tutors and ATCs in May, with more free webinars planned.

[VIEW SCHEDULE HERE](#)

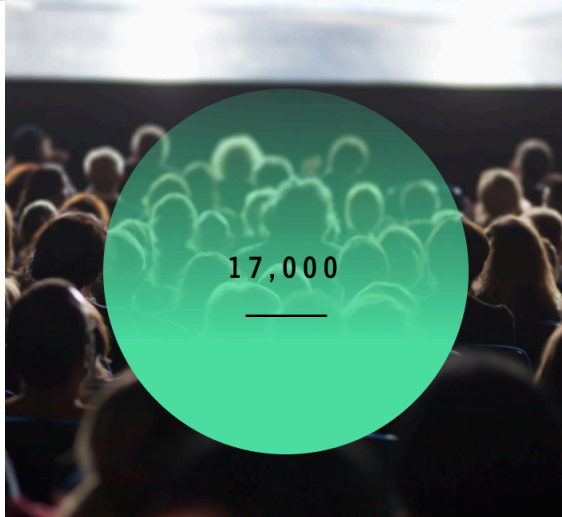


March Blog: Sophie Etheridge

Sophie Etheridge, the Founder of Adaptive and Disabled Open Water Swimmers (ADOWS) aims to become the first person with Complex Regional Pain Syndrome to swim the English Channel solo in August year. In support, we are following her personal journey each month, and in her latest blog, [Sophie provides an update on her progress in March](#), which has seen her swim a distance of 60km and take on even more new challenges.

AND FINALLY....

After recently announcing that we'd reached an important milestone with 16,000 members, we are now celebrating that we have more than 17,000 working with us to support our charitable objective of the preservation of life through the teaching of swimming and lifesaving.



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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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