



Swim & Save E-zine - August 2023



AWARDS
FINALIST 2023

Triple Finalists at the 2023 ukactive Awards

For the fifth awards in a row, we are delighted to have been named by ukactive as 2023 Awards Finalists in three separate award categories; for Supplier of the Year, Equality, Diversity and Inclusion, and Innovation of the Year for STAnd Up for Swimming.

[READ MORE HERE](#)



Working Collaboratively to Define School Swimming Standards

This week we joined forces with Swim England to clarify the outcomes set out in the national curriculum on swimming and water safety; specifically, to define the final outcome that reads 'perform safe self-rescue in different water-based situations'.

[FIND OUT MORE HERE](#)



STA Score Big Again, With A NPS Score of 84%

In 2020 during the height of the pandemic, we conducted our first Net Promoter Score® (NPS) which exceeded all expectations with a way above industry average score of 84%. Three years on, in June, we carried out a second NPS customer survey and it's been confirmed that we achieved the same impressive score of 84% - with 87% of customers scoring STA's products and services a 9 or a 10. For context, only around 10% of UK brands get an NPS of 40% or more! Thanks to everyone who participated.

[READ MORE HERE](#)



Go Sophie!

That was the message on Monday 21st August when Sophie Etheridge, the Founder of Adaptive and Disabled Open Water Swimmers (ADOWS), started on her journey to become the first person with Complex Regional Pain Syndrome to swim the English Channel solo. Joining her as crew was STA's Ambassadors Mike Goody and Camilla Golledge (who supported her in and out of the water, and who afterwards Sophie said had got her through some really rough waters on the second night).

We all closely followed the swim, willing her on, and we were in constant contact with Mike so that we could post updates on socials. Fast forward **29 hours and 4 minutes** (time to be officially verified), and we got the call at 5.30am to say 'she's done it' and that Sophie had not only achieved her ambition but she had also set a new World Record for her time.

As posted on socials, the whole of the STA team is incredibly proud of Sophie, and what she has achieved for disability swimming is groundbreaking. Her sole purpose for this swim was not to break records, but to raise awareness of open water swimmers with disabilities and show what those with disabilities can achieve with the correct support and people around them. Sophie definitely did that and we cannot wait to hear more

when she speaks at the **STA conference** in October. In the meantime, **please continue to show your support here.**

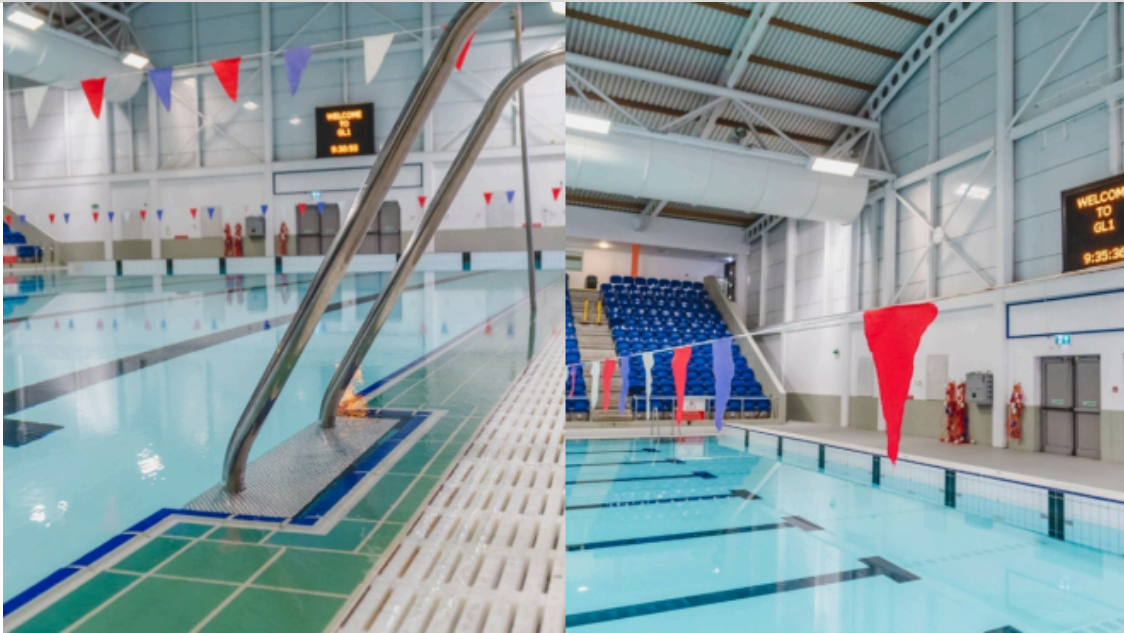


Four-Year-Old Becomes the Youngest to Join our Roll of Honour

This month we were extremely honoured to present Alexander Dunn, a four-year-old boy from Dewsbury with our national lifesaving award after he heroically saved his dad from drowning after he'd suffered a stroke while they were playing on the slides in a waterpark on holiday in Spain. Alexander becomes the youngest-ever recipient of our Roll of Honour award and his name will be added to our roll of honours board at STA HQ.

Alexander is pictured here with Fiona Mellor, his STA swimming teacher, who nominated him for the award and who poignantly presented him with his Roll of Honour at his final Swimbabes swimming lesson.

[READ MORE](#)



Aspire Sports and Cultural Trust Launching NEW STA Swim Academy

Delighted to confirm that we've signed a new partnership agreement with Aspire Sports and Cultural Trust, who in September will be launching a new STA Swim Academy and STA School Swimming Academy at its GL1 leisure centre in Gloucester.

[READ MORE](#)

jobsinleisure.



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



Connecting People



Making Lifeguard Training Easy As ABC for Get Active in Northern Ireland

Armagh City, Banbridge, and Craigavon Borough Council have taken the lead in Northern Ireland by adopting our Pool Lifeguard qualifications across its three GetActiveABC leisure sites, which employ close to 180 lifeguards. The first stage, which began this month, is for STA to convert 25 of GetActiveABC Trainer Assessors.

[READ MORE](#)



Power Brand Swim Awards Go Digital

Our exclusive Baby Shark, PAW Patrol® and SpongeBob SquarePants Swimming Awards are all now available via STA's digital awards system, which was created to save you time and make the process of issuing awards much easier, as well as more cost effective.

[READ MORE ABOUT DIGITAL AWARDS](#)

GET READY FOR THE NEW TERM!



STA's Free Educational Webinars

In follow up to the workforce audit released in conjunction with Swim England in June, **Dave Candler, STA's CEO**, spoke about the importance of **providing extra training and educational development opportunities** to swimming teachers as a way to enhance career opportunities and retain the current workforce.

With the new swim school term starting in a couple of weeks' time, now is a good time to remind everyone about all our free webinars, which are available for STA members to watch at their leisure via **STA Online**. The library also includes three webinars from Wayne Goldsmith, a multi-award-winning Australian sports coach' who has worked directly with Olympic champions, professional teams and winning coaches across the globe for the last 30 years.

Save 25% on our PAW Patrol and SpongeBob SquarePants Swim Awards Bundles



Special 'Back To Swim School' Bundle Offers

This summer all six PAW Patrol® Swimming Awards and all six SpongeBob SquarePants Swimming Awards are available to purchase as individual bundles, with swim schools able to save 25%.

[READ MORE](#)

Club Connections

This summer, we've teamed up with **Club Hub**, the UK's largest kid's activities directory for newborns to 18 years to promote STA's online swimming lesson search facility, which will help connect parents with STA's swim schools. Club Hub works with over 2,500 club owners and activity providers to fill their empty spaces and grow their businesses, using targeted marketing based on proximity to get maximum exposure.



STA Joins The Welsh Sports Association

Earlier this month, STA joined the Welsh Sports Association (WSA) as a Full Member. The WSA is the independent membership body for the sport and leisure industry in Wales, and as a Full Member, we will look to take advantage of the Procurement Portal for Sport & Leisure and the WSA's DBS checking service, as well as collaborating with the extensive WSA membership network.

[READ MORE](#)

State of the UK Swimming Industry Report – Free Download

As announced last month, we are the Leisure DB's proud swimming partner and are featured in this year's State of the UK Swimming Industry Report – there is now a **FREE Spotlight Swimming Report available to download**, which includes a summary of the 2023 insights and trends.



AND FINALLY, A FEW REMINDERS...

BOOK YOUR PLACE AT STA'S CONFERENCE 2023

FRIDAY 13TH AND SATURDAY 14TH OCTOBER 2023
LEICESTER MARRIOTT HOTEL

FRIDAY 13TH
AQUATICS
OPEN WATER
LIFESAVING & FIRST AID
BUSINESS & MARKETING
POOL PLANT

SATURDAY 14TH
AQUATICS
OPEN WATER
LIFESAVING & FIRST AID
BUSINESS & MARKETING

KEYNOTE SPEAKER
Marc Woods
A world record-breaking Paralympic swimmer - his story is one where adversity spurred him on to reach his personal best and achieve more than most swimmers could dream of.

BOOK TICKETS HERE

SCAN ME

ZOGGS
Official Conference Sponsor

UK active AWARDS 2022 WINNER

#staconference23



STA's National Conference 2023

For further information and to book your tickets for this year's conference taking place in Leicester on Friday 13th and Saturday 14th October **CLICK HERE!**



NEW Aquatic Excellence Awards – Final Calls

The deadline for entries for our inaugural Aquatic Excellence Awards, which are being sponsored by **Konfidence**, is 1st September (tomorrow, be quick)

[SUBMIT YOUR ENTRIES HERE](#)



STARLIGHT

ATC applications for free STA DS course funding are still open – so far, we have approved more than 30 courses.



Anchor House, Birch Street, Walsall, WS2 8HZ, United Kingdom

+44 (0)1922 645097 | info@sta.co.uk | www.sta.co.uk

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."

[View this email in your browser](#)

[Click here to update your preferences](#), or [click here to unsubscribe](#).