



🎄 Swim & Save E-zine - December 2022 🎄



Seasons Greetings From STA's President

We hope you are all having a long-deserved break over the festive holidays and looking forward to a positive new year. STA's President, Ali Beckman shares her thoughts on the last 12 months in her [end of year review and looks ahead to 2023 here](#).



New Year, New Fusion For Swimming Teaching

From the 1st of January, we are delighted to announce that Fusion Lifestyle will be partnering with STA to create an STA Approved Centre, with the aim of training more than 30 in-house STA Aquatic tutors over the term of the 3-year agreement.

Dave Candler, STA's CEO said: "We are excited to be working with an organisation as well respected as Fusion. Together we share the same ambitious growth plans and charity goals, and we look forward to using our expertise to support their development over the next three years."



Save the Date – STA's National Conference 2023

It's the time of year when we have sparkly new diaries and calendars, so it is the perfect time to announce the dates for our national conference next year.

Please save the dates Friday 13th and Saturday 14th October 2023 in your diaries - and make a note that we will be returning to the Marriott Hotel in Leicester!

In the New Year, we will also announce a new conference format and details on how to book and reserve your place.



STAMP Out VAT – Keep Up the Momentum

Since launching **#STAMPOutVAT** in November, we have courted great media attention, and perhaps more importantly received many replies from MPs curious to find out more.

Watch this space, and in the meantime, let's keep up the momentum:

- Encourage as many people as possible to write to their MP using our template letter - also if you receive any replies, please forward them on to us.
- [Download our A4 and A3 posters here](#) which feature a QR code that links to the MP letter.
- If you are on Twitter, please tag your local MP in your [#STAMPOutVAT](#) tweets.

[READ MORE](#)



Paralympic Gold Medallist Champions 'Swim to the Beat'

We are honoured to confirm that double Paralympic gold medallist Stephanie Millward MBE PLY DL is the new Ambassador for our 'Swim to the Beat' campaign fundraiser, which will run throughout February 2023 – Heart Month – to raise funds for the British Heart Foundation.

Stephanie has had a glittering swimming career, winning over 700 medals, but living with MS from such a young age has been difficult and she has a real empathy for people who have gone or are going through the mental anguish of a life-altering diagnosis. This is why she is so keen to support charities like the BHF, and with 'Swim to the Beat' she is also able to back a fundraiser that combines her passion for swimming.

Join Stephanie, and **#Swim2TheBeat** next February by registering your swim school / club's involvement.

[READ MORE](#)



Everyone Can: STA's CEO Shares His Views on Disability Inclusion

As a member of ukactive's Everyone Can Task Force, our CEO Dave Candler was recently invited, alongside other members, to reflect on disability inclusion and the physical activity sector for International Day of Persons with Disabilities on Saturday 3rd December.

[READ MORE](#)

Photo credit: Autism Swim

Meet Our 2023 STA Brand Ambassadors

Meet our team of Brand Ambassadors for 2023, who from January will be using their experience and knowledge to offer assistance to new and existing members throughout the year.



[READ MORE](#)



Get Kitted Out In 2023

Just in time for Christmas, we were delighted to confirm a brand-new partnership with **Kitbrix** one of Britain's favourite outdoor sports luggage brands – with STA members able to immediately benefit from an exclusive 15% discount across their range of Kitbrix Bags. To take advantage of this 15% discount, STA members can find the code in the STA Online members' area.

Kangaroo BEACH

HOPPING MAD WINTER OFFER

CERTIFICATES ~~£1.44~~ 72p

STARTER PACK ~~£66~~ £33

DIGITAL PACK ~~£12~~ £6

OFFER ENDS 28TH FEBRUARY 2023

Winter Sale - 50% Kangaroo Beach Products

Over at the STA Swim-Shop, we have a hopping mad Winter sale going on with 50% off all Kangaroo Beach awards and supporting resources.

[PURCHASE](#)

What Does Outdoor Swimming Mean to You?

It's that time of year when Outdoor Swimmer Magazine asks outdoor swimmers about their Attitudes to Outdoor Swimming as part of research for their annual Trends in Outdoor Swimming report. [Please spare a few minutes to complete their survey.](#)



And Finally, A Message From Dave Candler, Our CEO...

This is the first Swim & Save since the news was reported in December about the tragic loss of 4 children who sadly fell into an icy lake in Solihull. It is utterly devastating for the families, the community and for all the emergency teams that tried desperately to save them, and we would like to offer our deepest condolences. This tragedy has also sparked an outburst from every charitable organisation involved in water safety, and together we are calling for the government to not only listen but take the lead on water safety education in schools – something we have all been calling upon for years but to no avail and is why we have all been committed to campaigning through our own annual charity events like International Learn to Swim Week. After witnessing the tragedies in Solihull, we have to do more, but it needs to be government-led and off the back of **#STampOutVAT**, we have proactively reached out to MPs and meetings are being organised in Westminster for the New Year.

In the meantime, we have also created a new safety poster specifically focussed on waterways covered in ice and snow, which can be downloaded by everyone at [STA Online >Marketing Resources](#) - please

share the messages far and wide with your parents and young learners this Winter.

May I also take this opportunity to wish all our members, partners, colleagues and friends a safe and prosperous New Year.



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](#).