



Swim & Save E-zine - February 2023



PAW-SOME Partnership

This month we unleashed the exciting news about our new partnership with Paw Patrol, one of the world's biggest animated series shows - and the #1 global preschool brand. To launch this PAW-SOME new partnership, the team, inspired by PAW Patrol's values of "empowering little kids to believe they can do big things", has created a unique new range of collectible PAW Patrol branded swimming awards for children aged 2-6 years featuring the six main pups from the series - Chase, Marshall, Rubble, Skye, Zuma, and Rocky.

Exclusive to STA, the new awards series will feature character certificates and shield-shaped badges, **and if you register your interest here**, we will add your details into a prize draw to win a Paw Patrol swim awards starter pack when they launch in the Spring.

PUPS AWAY!
Find Out More and PAW YOUR INTEREST

A large white circle containing the text '16,000 Members' is centered on a black background. The background is filled with a pattern of grey silhouettes of people. A dashed green line curves around the top left of the circle, and a solid blue dot is at the bottom right. The STA logo is in the top left and the British Swimming logo is in the top right.

**16,000
Members**

Celebrating 16,000 STA Members

We are very excited and proud to announce that we reached an important milestone at the beginning of the year – we now have 16,000 STA members all working with us to support our charitable objective of the preservation of life through the teaching of swimming and lifesaving.

[Read the full story here on what Dave Candler, our CEO said.](#)



The Industry Stands United

As seen in the news, the industry is making a united stand in calling for the Government to reconsider its position on the Energy Bills Discount Scheme and include leisure facilities / swimming pools on the list of Energy and Trade Intensive Industries that require further support. This recently included sending a joint letter with more than 200 signatories to

the Prime Minister and supporting Community Leisure with their Big Swim Day on the 24th February. [Click here to find out more.](#)

Alongside this, we've also teamed up with CIMSPA to understand the impact the rise in energy costs is having on our respective members and partners. [Please click here to spare a moment to complete our Workforce Impact Study - it's vitally important we gather these facts and figures.](#)



The banner features a blue and white color scheme. At the top left, the text 'SWIM TO THE BEAT' is written in a blue, slightly curved font above a heart-shaped logo containing a swimmer and the 'sta' logo. A blue heart rate line graphic runs across the top. Below this, the text 'WE ARE TAKING PART IN 'SWIM TO THE BEAT' THIS FEBRUARY FOR HEART MONTH' is written in white on a blue background. Underneath, 'JOIN US AND RAISE MONEY FOR THE BRITISH HEART FOUNDATION' is written in red. The bottom left corner contains logos for the Fundraising Regulator (FR), the British Heart Foundation, and the 'sta' logo. A white banner with the hashtag '#SWIM2THEBEAT' in blue and red is positioned diagonally across the bottom right. The background of the banner is a collage of photos: an older man in a white swim cap and goggles (Alan) swimming, and a group of children in colorful swim caps and goggles smiling.

Swim Schools Swim to the Beat in aid of the British Heart Foundation

All through February, for Heart Month, swim schools have been taking part in our Swim to the Beat fundraiser for the British Heart Foundation (BHF). Thanks to everyone who joined in, which will help the BHF fund vital scientific research that can save and improve the lives of people affected by heart and circulatory diseases. This campaign was also extra special for one of the teachers at Octanauts swim school in Coventry (pictured left), whose nephew has a heart condition. Staff and students at PaddlePod also kicked off their month-long Swim to the Beat fundraising activities on the 14th of February, with Alan (lifeguard, pictured right) making a splash by swimming 2 miles.



On the 1st February, the STA team also got involved at SPATEX by doing all sorts of upbeat sponsored activities in a swim spa on the Aqua Warehouse stand!



NEW Awards for Open Water Swimmers

No matter our age, we all like to be rewarded for our successes, and this month we were pleased to announce the launch of 10 new open-water swimming achievement awards! The awards which can be certified by open water swimming coaches have been developed to reward open water swimmers, adults or young people, on their milestone achievements. The initial 10 certificates with corresponding woven badges (perfect for sewing onto your outdoor changing robe!), focus on first swims and water confidence to help build a swimmer's confidence and retain engagement. **Find out more about these awards [here](#).**



Join us at Our 2023 National Conference

As announced in January, registration for this year's national conference, which is taking place on the 13th and 14th October in Leicester, is now open! **Full Conference details found [here](#)!**



NEW Pool Water Testing Video Released

In response to member requests, the pool plant team has released a new up-to-date pool water testing video, which has been created in partnership with Lovibond®. **Please see full story here.**

A promotional graphic for International Learn to Swim Week (ILSW) 2023. The background is a blue swimming pool with a young girl in a white swim cap and orange goggles. The graphic includes several callouts: 'International Learn to Swim Week 2023' with a pink circle containing '2023', '#LoveWaterSafely' in a blue banner, 'REGISTER TODAY!' in a blue banner, and 'Tuesday 9th May - Monday 15th May 2023' in a pink banner. A QR code with 'SCAN ME' is also present. Logos for 'ZOGGS Headline Sponsor' and 'sta Health Leisure Life' are at the bottom right. A blue circle contains the text 'Providing everyone around the world the opportunity to swim'.

Date Reminder for International Learn to Swim Week (ILSW)

As a reminder, Monday 8th May has been proclaimed a Bank Holiday in the UK in honour of the coronation of His Majesty King Charles III, which means ILSW will now officially start one day later than scheduled on Tuesday 9th May, and will run through to Monday 15th May.

Join us and Promote the Importance of
#LoveWaterSafely by Registering your Swim
School's Involvement here



Hot to Trot

After selling out on their first day of release, we are pleased to confirm that our new COMFY Pony Whistle noodles are now back in stock. The new Pony Whistle noodle is shaped with a Pony head and the integral whistle makes a sound every time the float is shaken from side to side.

Order yours before they bolt it again!



Championing Channel History

Last month, we confirmed our support for Sophie Etheridge, the Founder of Adaptive and Disabled Open Water Swimmers (ADOWS), as part of her aim to become the first person with Complex Regional Pain Syndrome to swim the English Channel solo later this year. As part of this, we are following her personal journey each month, and in this second blog, Sophie shares how training for the Channel swim started and how it is progressing – and how our water safety ambassador, Mike Goody, will also be showing his support on the big day. [Click here to find out more.](#)



Soak up the Benefits

Also, in the news this month, are the details about our new partnership with Soakly, an admin and management software system that has been built by swim school owners for swim school owners, which will enable members to benefit from a 5% discount. [Click here to find out more.](#)

And Finally...

The entries for our Swim To The Beat 'design a Zoggs UK swimming cap' are now coming in fast, and just for fun here's what STANley created (spot the cute love heart nose and eyes!). If you'd like to get involved, there is still time, and one of your swimmers could win their very own personalised swim cap design, which will be printed onto 200 swim caps for use by their swim school.

[DOWNLOAD YOUR COLOURING-IN TEMPLATE 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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