



Swim & Save E-zine - January 2023



Registration is Now Live for STA's 2023 National Conference

With Marc Woods, 4x Paralympic Gold Medallist Swimmer, Confirmed as Keynote.

We are pleased to confirm that following the success of last year's conference, we will be returning to the Leicester Marriott on 13th and 14th October – and registration for this year's new 2-day event format is now open!

We can also announce that this year's inspiration keynote speaker is Marc Woods - a record-breaking 4x Paralympic gold medallist swimmer. Marc was diagnosed with cancer at the age of 17, which resulted in the amputation of his left leg, but he was determined to pursue his swimming dreams and prove that disability is relative to the task.

Marc has a contagious passion and we know his keynote will be inspiring for our 2023 conference delegates, as he shares his journey from cancer patient to gold medal winning swimmer.

[BOOK NOW!](#)



STA Welcomes a New Trustee to the Board

To start the new year, STA's trustees welcomed Anita Sharma to the Board. They confirmed that Anita, who has been involved in the swimming industry for nearly 30 years and has experience at a senior level of running swim schools here in the UK and internationally, will play an important role as an STA Trustee at this crucially important time for grassroots swimming.

[READ MORE](#)

International
Learn to Swim Week
2023
#LoveWaterSafely

Providing everyone around the world the opportunity to swim

REGISTER TODAY!
Tuesday 9th May –
Monday 15th May
2023

SCAN ME

ZOGGS
Headline Sponsor

sta
Health Leisure Life

The graphic features a young girl in a swimming cap and goggles floating in a pool. It includes a QR code and logos for ZOGGS and sta.

Date Change for International Learn to Swim Week (ILSW)

With Monday 8th May now proclaimed as a Bank Holiday in the UK in honour of the coronation of His Majesty King Charles III, 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](#).



Swim to the Beat This February & Raise Funds for the BHF

Tomorrow marks the first day of Heart Month, and the start of our Swim to the Beat fundraiser with the British Heart Foundation (BHF). So far, we

have more than 20,000 swimmers from all over the UK (and internationally) who have pledged to take part in our inaugural 'swim to the beat' campaign, which will help the BHF fund vital scientific research that can save and improve the lives of people affected by heart and circulatory diseases.

It's a month-long event, so it's not too late to take part and **#Swim2TheBeat**. Simply [register your swim school / club here](#) to receive the free fundraising and digital marketing pack.



It Was Time to STAnd Up For Swimming in 2022 – And We All Did!

With the last STAnd Up for Swimming course now complete, we can confirm the headline results from this yearlong initiative which we launched in January 2022 to help train new swimming teachers around the UK for free using our own charity funds:

1. More than 900 new swimming teachers received free training across England, Scotland, Wales and Northern Ireland.
2. 75% have found employment, with the rest actively seeking employment.
3. A half have been employed by the swim school that originally nominated them, or by the facility where they received the training.
4. 70% were NEW to the leisure industry.
5. A FIFTH hadn't thought about a career in swimming teaching until they saw the STAnd Up for Swimming campaign.

STAnd Up for Swimming has also helped employers save at least **£303,800** on training costs alone this year (in addition to savings on recruitment, organisational and administration costs).

Well done to everyone involved for making this our biggest and most successful charity campaign to date – from our tutors, assessors, volunteers and those that helped find venues, to the learners and everyone who nominated and donated. Special thanks also to our fantastic sponsors.



Keep #STampOutVAT in the Spotlight

This month, we have also been continuing to keep our #STampOutVAT campaign in the media spotlight and speaking to MPs to voice our shared concerns about the rising pool costs and the impact this is having on swim schools – and why removing VAT from swimming lessons taught by privately-run swim schools is a positive solution, and would not only put them on a fair level playing field with lesson providers in the public sector but would also help secure the future of many swim schools businesses in the current climate, and ensure parents can continue to afford swimming lessons.

Please [see the latest news clip here](#) from BBC East Yorkshire & Lincolnshire which features an interview with Debbie Adams from Adams Aquatics.

Dave Candler, STA's CEO, says: "The response from the government so far to #STampOutVAT clearly shows, frustratingly, a lack of understanding of the complexities of the learn to swim market and the important service private swim schools deliver to teach children a key life skill. While we plan our next steps, we would urge swim schools to keep writing to their local MPs and encourage their parents to as well using the [letter template on our website](#)."



STA Research Survey – Mental Health First Aid Training

To support the needs of the sector, all this month we have been conducting research, to understand the demand and requirements for mental health first aid training, and we'd like to say thank you to everyone who has already completed the survey.

Your feedback is valuable, and this is just a reminder to say if you'd like to take part, the survey will remain open until Friday 17th February.

[START SURVEY](#)

Liability for Outdoor Swimming Events

In response to calls from members, we have sought professional legal advice from our lawyers on the subject of 'liability for outdoor swimming events'.

Please read their full statement [here](#).

This legal note will be of interest to all open water swimmers involved in organising the referenced open swimming events, not just STA members.

With this being a legal notice, we are unable to provide any further comments on the subject. If you need further clarification or if you have questions about this notice, we would politely advise you to seek independent legal advice.



Championing Channel History

As you may have seen on social media, we are officially supporting Sophie Etheridge, the Founder of Adaptive and Disabled Open Water Swimmers (ADOWS) in her aim to become the first person with Complex Regional Pain Syndrome to swim the English Channel solo later this year.

Over the coming months, we will be sharing Sophie's swim journey on our website through a series of blogs, so that we can help her inspire even more people with disabilities to get into swimming outdoors.

[READ BLOG HERE](#)

And Finally...

it was amazing to see the [Electric Eels Swimming & Synchro Club](#) still wearing our branded swim caps when they appeared on ITV News Meridian this month, as part of GLL's unveiling of the new Palmer Park Leisure Centre in Reading.



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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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