



## Swim & Save E-zine - July 2023



### **STA Named Headline Sponsors of the 2023 UKActive Awards**

This month at the ukactive Strategic Partners event in London, we were thrilled to be unveiled as the headline sponsor for this year's ukactive Awards, which will take place at the New Dock Hall within the Leeds Royal Armouries on Thursday 26 October. The awards, which are held annually recognise all of the facilities, suppliers, operators, educational institutes, health practitioners and large corporations that have demonstrated exceptional standards in driving forward the physical activity agenda.

[\*\*READ UKACTIVE'S OFFICIAL ANNOUNCEMENT HERE\*\*](#)

STA CONFERENCE 2023 SCHEDULE - FRIDAY 13TH OCTOBER 2023				
SHAPING LIVES THROUGH AQUATICS AND BEYOND				
AQUATICS AND OPEN WATER SWIMMING	BUSINESS AND MARKETING	FIRST AID AND LIFESAVING	POOL PLANT	
REGISTRATION / NETWORKING / MEET THE EXHIBITORS - MAIN ENTRANCE				
WELCOME - GROVE SUITE				
2023 UPDATE				
MARC WOODS - KEYNOTE SPEAKER				
BREAK, NETWORKING & MEET THE EXHIBITORS				
<b>KEYNOTE SPEAKER</b> <b>MARC WOODS</b> 4x Paralympic Gold Medalist Former World Champion Paralympic Swimmer	<b>POOL BASED SESSIONS - JOIN IN OR WATCH</b> <b>Paul Bonvic, CEO, Goodford Children</b> An innovative new way of developing and maintaining...	<b>POOL BASED SESSIONS - JOIN IN OR WATCH</b> <b>Carole Giddens, Founder of Goodford's Social Enterprise</b> How to use your pool to...	<b>POOL BASED SESSIONS - JOIN IN OR WATCH</b> <b>Chris Bateman, STA Lifesaving &amp; First Aid Team Lead &amp; CELOR Tutor</b> How to...	<b>POOL BASED SESSIONS - JOIN IN OR WATCH</b> <b>Robin Phillips, Pool Plant Consultant</b> How to...
BREAK, NETWORKING & MEET THE EXHIBITORS				
<b>Mike Berman, Level 3 Performance &amp; Development Coach</b> How to...	<b>Michelle White, Co-Founder of DisabledSwimmers.co.uk</b> How to...	<b>Cliff Hill, CEO, Newcastle</b> How to...	<b>Geordie Ellis, Managing Director, Sheriff's Leisure (Asset) Safety and Risk Management</b> How to...	<b>Speaker to be confirmed</b>
LUNCH				
<b>Elle Ryan, Ethos, Water and Outdoor swimming</b> How to...	<b>The Aquaphobias Learning Programme</b>	<b>Tom Marlowe, Lead for Equality, Diversity, and Inclusion</b> How to...	<b>Speaker to be confirmed</b>	<b>Self Defence, Director, NorthEast</b> How to...
BREAK, NETWORKING & MEET THE EXHIBITORS				
<b>Simon Hilder, Swim School Owner and STA Board Ambassador</b> How to...	<b>Hayley Wilson, Co-Owner and Director of Aquatic Rehabilitation and Business Academy (ARBA)</b> How to...	<b>Speaker to be confirmed</b>	<b>Adrian Barham, Founder of FunHappy</b> How to...	<b>John Bennett, Swimming Pool &amp; Scaffolding Consultant</b> How to...
BREAK, NETWORKING & MEET THE EXHIBITORS				
<b>Jon Collier, Amersham School</b> How to...	<b>JPM Allen, Business Development Director, Leisure No Solutions</b> How to...	<b>Speaker to be confirmed</b>	<b>Chris Righton, Deputy Chief Fire Officer for Bedfordshire Fire and Rescue Service</b> How to...	<b>Cliff Hill, Managing Director of STA</b> How to...
NETWORKING / MEET THE EXHIBITORS				
EVENING NETWORKING EVENT - INCLUDING STA'S AQUATIC EXCELLENCE AWARDS (DETAILS TO FOLLOW)				

## ANNOUNCING THIS YEAR'S CONFERENCE SPEAKERS

STA CONFERENCE 2023 SCHEDULE - SATURDAY 14TH OCTOBER 2023				
SHAPING LIVES THROUGH AQUATICS AND BEYOND				
AQUATICS AND OPEN WATER SWIMMING	BUSINESS AND MARKETING	FIRST AID AND LIFESAVING	ATC	
WAKE UP, SHAKE UP, WITH HATLEY FITZM IN THE POOL				
REGISTRATION / NETWORKING / MEET THE EXHIBITORS - MAIN ENTRANCE				
WELCOME - GROVE SUITE				
SOPHIE ETHERIDGE - MORE THAN JUST A SWIM				
BREAK, NETWORKING & MEET THE EXHIBITORS				
<b>Edna Gibson, Senior Behaviour Specialist &amp; Founder of Autism Swim</b> How to...	<b>POOL BASED SESSIONS - JOIN IN OR WATCH</b> <b>Adam Gordon, Swim School Owner, STA, Top &amp; Open Water Social Activities</b> How to...	<b>Lara Morgan, British Entrepreneur</b> How to...	<b>David Walker, Head of Pool and Leisure Safety, B&amp;SRI</b>	<b>Fiona Wood, Global Head of Learning and Standards for the Chartered Institute of Procurement and Supply (CIPS)</b> How to...
BREAK, NETWORKING & MEET THE EXHIBITORS				
<b>Mike Berman, Level 3 Performance &amp; Development Coach</b> How to...	<b>Christine Bond, Physiotherapist and Co-Founder of the swim Movement</b> How to...	<b>Jon Collier, Amersham School &amp; Co-Founder of Liquid Learning</b> How to...	<b>Speaker to be confirmed</b>	<b>Zoe Clark, STA Compliance Awarding Organisation of CIPFA</b>
BREAK, NETWORKING & MEET THE EXHIBITORS				
<b>Sophie Etheridge, Open Water Coach &amp; Founder of The Aquatic and Disabled Open Water Swimming Group</b> How to...	<b>Jonny Wootton, Vice Chair, International Swimming Association</b> How to...	<b>The Aquaphobias Learning Programme</b>	<b>John-John James, President of Aquaphobias Global and PMSA Awards</b> How to...	<b>Jo Chook, Safety &amp; Compliance Lead, Tutor, Virgin Active</b> How to...
LUNCH				
<b>Zoe Prosser &amp; Julia Roberts, Reflex Integration and Movement Therapy &amp; STA Swim</b> How to...	<b>Amy-Jane, Swimming with STA, Pool Companion, Reflex Integration, Aquatics</b> How to...	<b>Laura Kenyon, Digital Marketing Specialist</b> How to...	<b>Geordie Ellis, Managing Director, Sheriff's Leisure (Asset) Safety and Risk Management</b> How to...	<b>Mark Bull, Head of People at British &amp; Irish Aquatics</b> How to...
BREAK, NETWORKING & MEET THE EXHIBITORS				
<b>Ben Thomas, CEO, Level Water</b> How to...	<b>Speaker to be confirmed</b>	<b>Ben White, President of Managing Director, SSP UK</b> How to...	<b>Geordie Ellis, Managing Director, Sheriff's Leisure (Asset) Safety and Risk Management</b> How to...	<b>Dawn Curran, CEO, STA &amp; Katie Brightwell, Director of Education, STA</b> How to...
BREAK, NETWORKING & MEET THE EXHIBITORS				
CLOSE				

# Announcing this Year's Conference Speakers...

## "Shaping Lives Through Aquatics - and Beyond"

With less than three months to go until this year's national conference, we have announced the first of our Aquatic / Open Water Swimming, Lifesaving / First Aid, Pool Plant, and Business / Marketing speakers. Central to STA's conference theme this year, in line with the launch of STARLIGHT, is disability and inclusion, with experts from the world of sport, leisure, and education coming together to discuss and share their knowledge and experiences of how we can help shape lives through aquatics – and beyond. Leading the line-up on the Friday, as keynote, is Marc Woods - a record-breaking 4x Paralympic gold medallist swimmer. And our fantastic host for the weekend will be our water safety ambassador, Mike Goody. NEW for this year as well, is also a dedicated pool session strand (join in or watch) over both days and an ATC strand on Saturday.

**FIND OUT MORE HERE AND BOOK YOUR PLACE**

This year's conference will be held over two days on Friday 13th, and Saturday the 14th of October at the Marriott Hotel in Leicester, and there is a choice of one- or two-day delegate packages. The two-day package includes an invite to STA's first Aquatic Excellence Awards evening on the Friday, which also includes a buffet and a complimentary drink courtesy of Mor Solutions. Our awards sponsor Konfidence will also be joining in the celebrations.

To exhibit at the conference, please email [marketing@sta.co.uk](mailto:marketing@sta.co.uk) – there are limited spaces left.



## STA Launches NEW Aquatic Excellence Awards

We are excited to announce the launch of our first Aquatic Excellence Awards, with the awards presentation evening taking place during an informal ceremony on Friday 13th October at our national conference in Leicester. The eleven new awards are being sponsored by Konfidence, and have been created to celebrate and showcase the achievements of all those involved in delivering learn to swim programmes and aquatics training over the last 12 months, in line with STA's charity objectives.

**The closing date is Friday 1st September.**

**ENTRIES ARE NOW OPEN HERE**





## Our Spongebob Squarepants Swim Awards Series has Arrived

To celebrate SpongeBob's birthday on the 14th July, we launched the final part of our swim awards trilogy with Paramount and Nickelodeon – an exclusive new SpongeBob SquarePants swim awards series, which features 'DARE TO BE SQUARE' branded certificates and contrasting square-shaped woven badges.

**BOB ON OVER AND TAKE A LOOK**



## STA's Level 2 Award - Dispelling the Myths

Today, STA still remains the only Awarding Organisation to offer two Level 2 swimming teaching qualifications, and the latest figures from Ofqual, show that STA delivered 50% of all the Level 2 CIMSPA-endorsed swimming teaching qualifications in England in 2022, with 100% of our teachers able to directly teach on poolside and having an impact on millions of people's lives.

**IN A NEW BLOG** Kaylë Brightwell, STA's Director of Education talks specifically about the Award in Teaching Swimming; why the qualification was developed and why because of its uniqueness, it can sometimes be misunderstood as there is nothing 'traditional' to compare it to. It's NOT a Level 1 Teaching Assistant qualification and it's NOT a Level 2 Certificate in Teaching Swimming qualification, so Kaylë delves deeper to dispel any myths.



## GLL Extends Partnership with STA

In 2017, we embarked on an exciting new partnership with GLL, the UK's largest operator of swimming pools, which would see them transform the way they deliver swimming teaching qualifications nationally. Fast forward to 2023, and we've recently renewed the partnership following GLL's success in training more than 2,400 swimming teachers.

[READ MORE](#)





## Supporting Virgin Active's Plans to Increase Swimming Participation in South Africa

Following the success of our partnership with Virgin Active UK, which included the health club chain launching its first national training academy in 2019, we are thrilled to confirm the same academy model is now being piloted across a selection of Virgin Active clubs in South Africa.

[READ MORE](#)



## PWTAG Approved

At the start of this month, we were pleased to confirm our status as a Pool Water Treatment Advisory Group (PWTAG) Approved Training Organisation.

[READ MORE](#)

**jobsinleisure.org** **NEW job advertisement board!**  
**Promote all your leisure vacancies for FREE**  
**Connecting People**

S&PA/Professional / Summer 2023

**IN DEPTH**  
CIMSPA UPDATE

## **WOMEN: YOUR POOL PLANT NEEDS YOU!**

*Pool plant operation is still a very male dominated area of the sector. It's time to change this, says Luke Griffiths, Safety Training Awards' technical qualifications and business development manager*

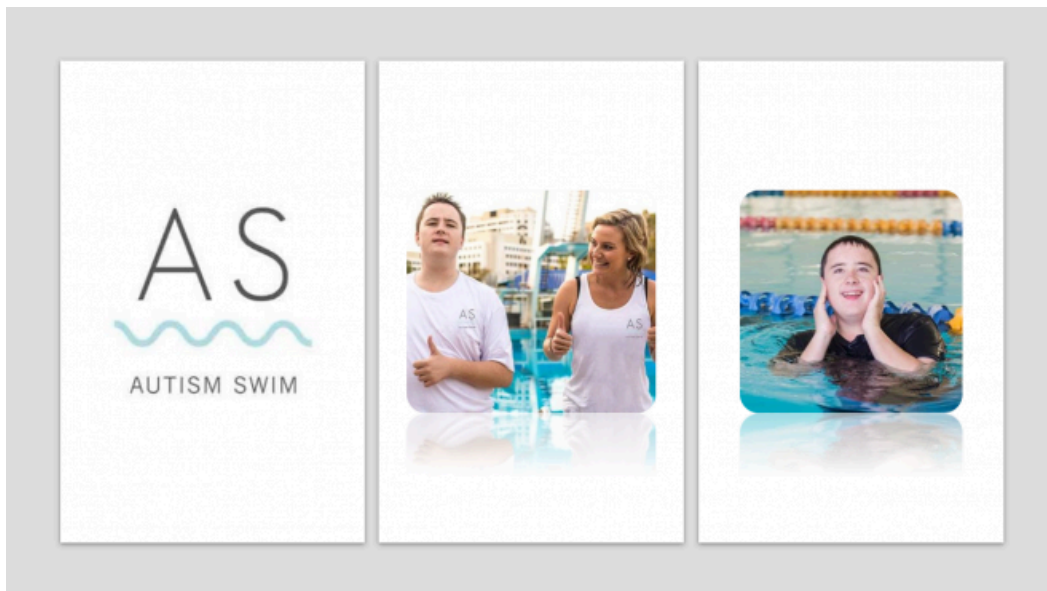


## **Focus on Women in Pool Plant**

On the subject of Pool Plant, Luke Griffiths was recently invited to speak to CIMSPA's S&PA Professional magazine where along with five pool plant tutors promoted all the career benefits for women in pool plant. Turn to pages 12 - 15 and hear from:

- Susan Murrell - SJ Training Solutions
- Ruth Prophet - University of Stirling Sport
- Ruth Childs - Sandwell Leisure Trust
- Sonja Dalgarno - Active Centres (Circadian Trust)
- Susan Popham - Walsall Borough Council

[READ MORE](#)



## NEW Inclusive CPDs Launched In Partnership with Autism Swim

In support of our ongoing focus for promoting inclusive, learner-centered swimming lessons, we have also partnered with Autism Swim to launch several new online CPD's this month.

The CPD's specialist subjects cover Dyspraxia and ADHD, Behaviour Support, Communication, Neurodiversity and Aquatics, Introduction to Neurodiversity, Sensory Based Sessions and Visual Scheduling; and these topics will be expanded upon over time. Each has been designed to give teachers an awareness and an understanding of how teaching practices can be adapted and modified to support and meet each learner's specific needs, preferences and goals.

[READ MORE](#)

## Going LIVE with WUKA

As part of an upcoming partnership, STA's Zoe Cooper went live on Instagram with WUKA this month to talk about synchronised swimming (artistic swimming) and synchronised periods!



[WATCH BACK HERE!](#)





## World Drowning Prevention Day – Do One Thing on Tuesday 25th July

In support of World Drowning Prevention Day, which is organised annually by the World Health Organisation on 25th July, HQ staff wore blue and our social media channels were turned blue while we shared important messages and water safety resources. Let's keep sharing the importance of water safety through the summer and all year around – all of our free to download resources can be found via **STA Online**.

## Partnering with the Leisure Database

Every year, the **Leisure Database** publishes its 'STATE OF THE UK SWIMMING INDUSTRY REPORT', and this year we have joined with them as a premium partner. This year's report also features an industry insight from STA's CEO, Dave Candler, who shares how we are supporting learn to swim providers in the current post-pandemic climate.



## Festival of Fun on the Thames

It was another busy one at The Henley Swim Festival this year, and it was a gorgeous fun filled day. Special thanks to STA Ambassadors Steve Lodge and Camilla Golledge for their help and support.

**TO FIND OUT MORE, YOU CAN ALSO READ CAMILLA'S HENLEY BLOG HERE**





## Countdown to Sophie's Solo Swim

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 next month. In support, we have been following her personal journey every month – **[you can read Sophie's latest blog here!](#)**

Sophie is also raising funds for STARLIGHT, and any money raised will be used by STA to offer even more free disability swimming courses and upskill even more swimming teachers. **[Show your support here!](#)**



## AND FINALLY....

STARLIGHT applications are still open for funding - **[ATC's CAN APPLY HERE!](#)**



Courses are also now being registered – and candidates that hold the appropriate pre-requisites for the STA DS qualification and would like to enquire about the free training opportunities, can now search for **STARLIGHT COURSES HERE** (look for the purple stars).

**Please note it is early days, and more and more courses will be registered over the coming weeks.**



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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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