



Swim & Save E-zine - June 2021



Quad-Tastic!

After such a difficult year, STA is proud to have been named by ukactive as 2021 Awards Finalists across FOUR categories; for Activation of the Year, Marketing Campaign of the Year, Outstanding Leadership, and for Delivering Business Continuity & Success during COVID-19.

[READ MORE](#)

For the ukactive awards category, Outstanding Leadership, we need your help!

The winner of this award will be decided through a public vote on the ukactive Awards website, which ends on Friday 16th July. Please take a moment and [vote here](#).

If you need any encouragement to vote, the STA Trustees have summarised the reasoning behind the award [here](#).



New Partnership with Zoggs!

It's been a busy month for STA, because we've also agreed an exciting three-year partnership with Zoggs – the number one swim brand within the UK Leisure sector and the leading brand in the UK Learn to Swim category.

Together, we will be collaborating on a number of initiatives and programmes around learn to swim and open water swimming. Zoggs imagery and new logo will also feature across all STA's learn-to-swim materials including the International Learn to Swim Programme (ILSP) awards programme.

[READ MORE](#)

Plus...

- STA members can benefit from a 15% discount by [clicking here](#).
- STA Swim Schools can join Zoggs' Partners Affiliate Scheme and receive a commission of net retail price when your customers make a purchase on [Zoggs.com](#) via your website – see more here. Please ensure you advise Zoggs of your partnership with the STA in order to qualify for the commission.



STA Announcement About Conference 2021

You should have recently received an email, which outlines our disappointment and reasons for cancelling this year's conference, which was due to take place this October in Leicester. Alternative arrangements are however, being made and we are discussing exciting plans involving an international themed virtual conference and trade exhibition.

[READ MORE](#)



Supporting Diversity, Equality & Inclusivity in the Workplace

As part of our commitment to promoting diversity, equality and inclusivity in the workplace, we have partnered with LGBT Foundation to increase employee knowledge and confidence of LGBT inclusion. STA will also soon be in position to share LGBT Foundation's educational resources with members and workplace partners; and as further support the LGBT Foundation will deliver an online work-place focussed seminar at STA's virtual conference.

[READ MORE](#)



Making a Splash with Outdoor Swimmer Magazine

For our Open Water Swimming Coaches, we have also partnered with Outdoor Swimmer Magazine who are providing a host of exclusive benefits for coaches and swimmers, including discounted subscriptions, an exclusive mini digital PDF and a free webinar on the latest trends. If you've not received the details, please email marketing@sta.co.uk.



Join Us for a Free Dip at The Henley Swim Festival

As part of our aforementioned partnership with Outdoor Swimmer, we will also be playing a key role at this year's [Outdoor Swimmer Henley Swim Festival](#) (Sunday 11th July) offering all swimmers and spectators the opportunity to have a free swim in the Thames. Our STA ambassadors will be manning the Lido area, located just off the main event village, so that everyone can enjoy a safe dip in this stunning stretch of the river.



A Trio of STA Swim Academies!

With the gradual easing of lockdown, and the leisure industry slowly starting to recover and making plans for the future, we are delighted to confirm that Castle Point Leisure, Link4Life and Active Tameside have all renewed their contracts and will continue to be STA Swim Academies for

the next three years. Find out more about our Swim Academy model here.

[FIND OUT MORE](#)



New for Wellbeing And Mindfulness

This month, we've created a new area on the website dedicated to Wellbeing and Mindfulness, and over the coming months, we will be using this page to share expert information and resources. To launch, we have a new guest blog titled "Managing Our Moods" which has been written by Cheryl Goldrick MBPsP, Psychological Wellbeing Practitioner from [Swim With Cheryl](#).

[TAKE A LOOK](#)



Thank You Day – 4 July 2021

For those that follow us on social, you will have seen that we are supporting this year's Thank You Day taking place nationwide on Sunday 4th July.

[JOIN IN](#)



New - Swimming in New Zealand

STA works internationally with many swimming bodies, and this includes Swimming New Zealand who have agreed to recognise our STA Certificate in Teaching Swimming qualification.

For teachers who hold this STA qualification, all you need to do is follow their RPL process to become a New Zealand Swimming Teacher.

RPL YOUR QUALIFICATION

And Finally

For all our ATC's, tutors and assessors **Train & Save** is back this month with all the latest news from the compliance, technical and digital teams.



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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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