



Swim & Save E-zine - June 2023



Applications Now Open for STARLIGHT Funding

This month we officially opened the STARLIGHT funding application process for Approved Training Centres (ATCs) in the UK. STARLIGHT, which is being fully funded by STA, has been created to upskill swimming teachers and qualify them as specialist disability swimming teachers with the new STA DS qualification (see below) for free

[READ MORE](#)

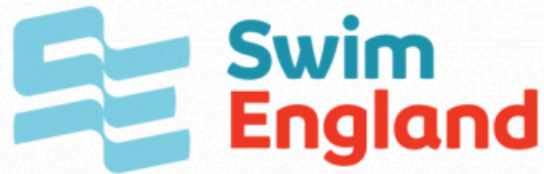


NEW Era for Disability Swimming

To time with the launch of STARLIGHT this month, we have also introduced a new STA Award in Aquatic Teaching – Disability Swimming (STA DS) qualification. Endorsed against the CIMSPA Working Inclusively – Working with Disabled People Population standard, the new STA DS has been designed to give swimming teachers a theoretical and practical understanding of how to plan and deliver effective inclusive swimming lessons, and how to assess and evaluate safe teaching practices.

[READ MORE](#)

For school teachers, assistant teachers and support assistants who work in special education needs schools, and support school swimming lessons, we have also created a new [School Teachers Disability Swimming CPD](#). The STA Swimming Teacher Code of Practice has also been updated to reflect the new disability swimming qualification changes. The updated version can be found within [STA Online](#).



Joining Forces with Swim England

We recently joined with Swim England to conduct the largest learn to swim and workforce audit of the aquatics sector, and in June we both shared the results - unsurprisingly but worryingly, they confirmed:

- The equivalent of more than 660,000 children could be missing out on swimming lessons and may never learn a skill that could one day save their life due to the shortage of swimming teachers.
- 65% of learn to swim providers are restricted from growing their learn to swim programme due to the swimming teacher shortage.
- Currently, of 73,000 roles available across the aquatics sector, almost 12,000 are vacant. This means that the sector is down by more than 15% on its total workforce.

[READ FULL STORY HERE](#)

Also, STA's CEO, Dave Candler expanded on the findings from the workforce audit in a new blog, where he talks about the importance of recruitment, training AND retention, and how STA is helping, [click here for further information](#).



Alongside the publication of the learn to swim and workforce audit, we also released a new video, titled 'A Day in the Life: Swimming Teacher'. It has been created to support our [career guide](#) and highlight all the benefits of swimming teaching for those looking for a full-time career, and those who want to work part-time around their studies and family commitments, or in their retirement years.



Spongebob Squarepants is Set to Square in our New Swim Awards Series

Completing our trio of new swim awards this year is none other than SPONGEBOB SQUAREPANTS!

The new SpongeBob SquarePants awards series, which are themed 'DARE TO BE SQUARE' will officially launch next month. The awards have been purposely designed with no specific learning outcomes to give swimming

teachers and coaches the opportunity and freedom, to reward important milestones and achievements – and it's not exclusive to learn to swim. Such is the wide appeal of SpongeBob, they can be used in conjunction with any learn to swim programme and by schools to support school swimming lessons; in addition to open water swimming coaches, swimming clubs and any aquatic sport activity, from diving to water polo, and artistic swimming.

With PAW Patrol and Baby Shark, and now SpongeBob SquarePants, we are very excited about having an all-encompassing swim awards series that can be used to reward and motivate everyone aged 0 to 106 years, and in all aquatic learning environments. All exclusive to STA.

**TO BE THE FIRST TO FIND OUT ABOUT THE NEW
SPONGEBOB SQUAREPANTS AWARDS SERIES,
REGISTER YOUR INTEREST HERE**



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WELCOME TO STA'S CONFERENCE

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**TRADE
STAND
OPPORTUNITIES**

This year, STA's annual conference will return to the Leicester Marriott Hotel on Friday 13th - Saturday 14th October.

#staconference23

**WE ARE OFFERING EXHIBITORS THE
OPPORTUNITY TO MAXIMISE YOUR PRESENCE
AND GET IN FRONT OF YOUR TARGET AUDIENCE.**

If you would like to take advantage of this package email marketing@sta.co.uk. Please note, this is on a first come, first served basis with limited availability.

**Opportunities to STAnd out at our
National Conference**

For companies looking to STAnd out at the 2023 conference, exhibitor spaces are filling up fast; please get in touch via marketing@sta.co.uk to find out more about our new 2- and 1-day exhibitor packages. With the clock counting down, there are also limited sponsorship opportunities left – again, please email the marketing team for information.

UPCOMING EVENTS HAVE YOU BOOKED YOUR PLACE YET!



World Drowning Prevention Day - Do one Thing on Tuesday 25th July

Join us and let's DO ONE THING to amplify the importance of teaching water safety on World Drowning Prevention Day, which is organised annually by the World Health Organisation on 25th July. From going blue on the day, to organising water safety talks or a throw line practice session – or simply sharing a post on social – let's all DO ONE THING to raise awareness. To help we also have a library of free downloadable water resources you can use via [STA Online](#).

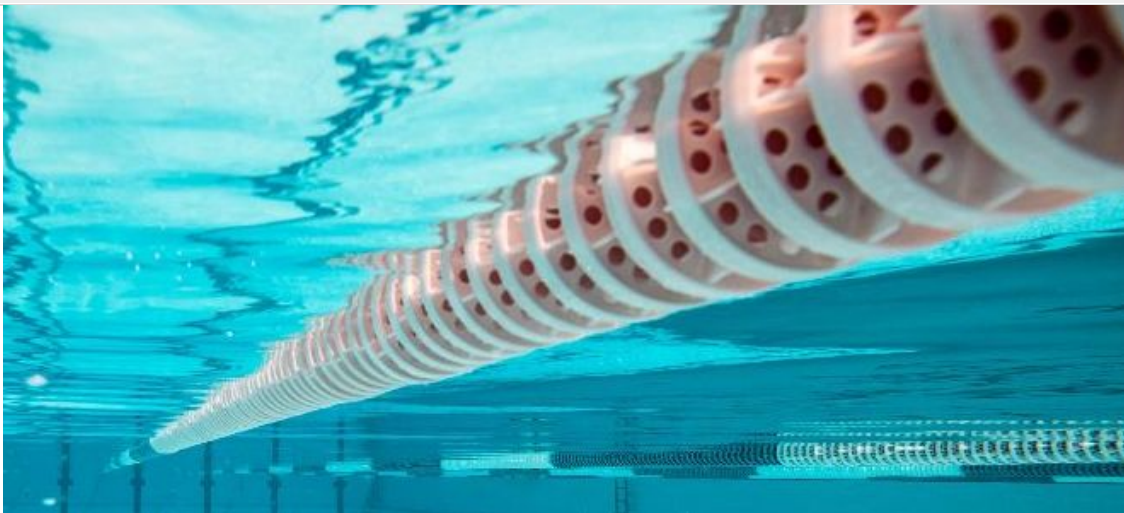




New Pool to Open Water Swimming CPD Webinar

Today (30th June) we have launched a new STA Pool to Open Water Swimming CPD, which is available to view as a webinar recording and is hosted by Open Water Swimming Tutor Adam Comfort. It has been created for swimming teachers who are helping support swimmers looking to transition into open water swimming.

[READ MORE](#)



Did You Know?

STA's Level 3 Award in Pool Plant Operations is a recognised qualification to attain the Joint Industry Board for Plumbing Mechanical Engineering Services (JIB PMES) in England and Wales Construction Skills Certification Scheme (CSCS) Swimming Pool and Leisure Systems Installer blue card.

JIB's cards are the benchmark for identifying qualified tradespersons in the PMES sector, and this category of card is intended for those whose work includes the installation, servicing and maintenance of swimming pools, saunas/steam rooms and hot tubs.

For further information on the scheme or to apply [please click here](#).

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



Out and About!

The team reported that the show at **ELEVATE** this month was a great success. They met up with lots of customers and talked to many pool operators about how we are helping facilities in both the private and public sector take back control of their training needs - and crucially with a national swimming teacher shortage, how our approach can help them to reduce the costs associated with someone accessing a professional swimming teachers qualification.

Next on the events calendar is the [Henley Swim Festival on Sunday, the 9th of July](#); and for a third year in a row, we will be hosting the stunning Lido area, which every year gives visitors the opportunity to have a free swim in the Thames and enjoy a supervised dip in this stunning part of the river. The festival also provides a great environment for us to promote the importance of water safety, and share our passion for open water swimming coaching with thousands of like-minded swimmers.



Sophie's Blog - Important Training Test in May

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 in August year. In support, we are following her personal journey each month, and May was a crucial month because she joined the Dover Channel Training team. [Check out how Sophie got on with the training test here.](#)



AND FINALLY.... ITS TIME FOR YOU TO RATE US!!

Since our **last Net Promoter Score (NPS) survey in 2020**, the STA team has continued to raise the bar in terms of its ongoing commitment to delivering high quality aquatic services and providing 'real' help for the aquatics industry, which all forms part of our charitable objective: 'the preservation of human life through the teaching of swimming and lifesaving' - to help and give people the opportunity to **#LoveWaterSafely**.

But, more importantly, what do you think – how would you rate our services? To help us understand, we have reopened our NPS survey, which will give us a very quick method for surveying and analysing your feedback, and benchmarking the results against our last NPS.

We'd really value your feedback - **please spare a few minutes to complete our Net Promoter Score**. The closing date is Friday 28th July.

[VIEW FULL STORY 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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