



Swim & Save E-zine - March 2021

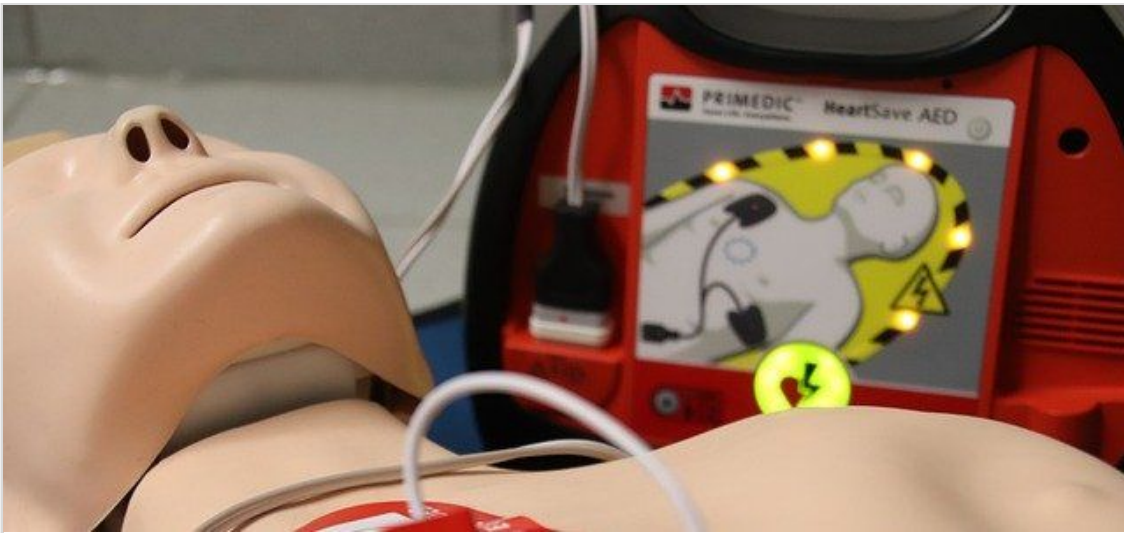


Swim School Registrations Now Open for ILSW 2021

STA's International Learn to Swim Week is back, taking place between the 24th - 30th May 2021.

By registering your participation, you will receive a FREE [#LoveWaterSafety](#) digital support pack, which includes engaging lesson activity ideas, resource activity sheets for children and marketing support (available shortly). Basically, everything you'll need to get involved in STA's International Learn to Swim Week 2021.

REGISTER FOR FREE TODAY



STA Secure First-Aid Training with Eurolink in UAE

This month Safety Training Awards secured a new 5-year contract with Eurolink Safety, which will see STA's full range of regulated first aid qualifications being delivered for the first time across the UAE, including with the Dubai Corporation for Ambulance Service (DCAS).

[READ MORE](#)



Walsall Extend Swim Academy Partnership

We are delighted to confirm that Walsall Council, who successfully implemented STA's swim academy model back in 2016, and who after two years reported a 76% increase in the number of young learners enrolled onto their learn-to-swim programmes, have re-signed as an Academy this month for a further 2 years.



Concerns Over Swimming Teacher Shortages

With a recent CIMSPA survey indicating that up to 6% of the activity workforce (30,000 people) are planning to leave the sector - and STA's own members informally raising serious concerns over swimming teacher shortages, we would like to understand more definitively what impact the pandemic has had on the swimming teaching industry and what challenges might lie ahead for swim schools.

Please spare 5 minutes to complete this short survey – your input is really appreciated.

[COMPLETE SURVEY](#)



Renewed Partnership with Swimming Pool News

We are pleased to confirm that we will be continuing our partnership with Swimming Pool News (SPN) this year. SPN is a subscription-only magazine, but as part of our partnership, all STA Pool Plant Tutors receive

a FREE copy. If you are a current STA Pool Plant Tutor and you'd like to receive an issue, please [email us](#).

For free, you can also [read back issues digitally here](#).



COVID Updates

To keep on top of all the latest government / regulatory developments, please refer to:

- [Government announcements](#)
- [Pool reopening guidance](#)
- [Qualification updates](#)



New Resource for Swim Professionals from Aqua Sensory

Aqua Sensory has created a new resource to help swimming teachers create an extra revenue stream, by offering an online service to their swim families. The Master Class has been set up to help swimming teachers launch their OWN online programme straightaway; it presents swimming teachers with not only the knowledge, but also a full online

baby swim program, marketing pack, parent support pack, and a database of photos and videos. To find out more about the Master Class – the next one is on Sunday 11th April.

[READ MORE](#)



Webinars

Upcoming webinars include:

- 'STA Tutor Coffee & Chat with STA's Brand Ambassadors' on 6th April - **FREE**
- 'Swim Teacher's Song Toolkit' on 7th April (am) and includes a FREE handout of the discussed songs and activities - **Just £2**
- 'IQA and Synergy – Getting the Most out of Online Quality Assurance' on 7th April (pm) - **FREE**
- 'Shallow Water Blackout – The Causes, Effects, and Prevention' on 8th April - **FREE**
- 'Qualification Overview' on 9th April - **FREE**
- The Importance of Swimming & Inclusion in SEND - **Only £5.**

[REGISTER NOW](#)

And Finally

STA's social media team excitedly revealed STA's new animated GIFs this month, which can be used to add brand personality to your Instagram stories. When creating a story on Instagram, simply click on GIFS and search:

- For all the STA and STAnley related ones, search `sta` or `staswim`.
- For the Safety Training Awards logo, search `sta` or `statutor`
- For the STA Excel logo, search `staexcel` or `exceltutor`.



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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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