



Swim & Save E-zine - March 2022



## STAnd Up For Swimming Starts to Make an Impact

As you know for our 90<sup>th</sup> anniversary year, we have launched a campaign called **STAnd Up For Swimming** in direct response to the **UK swimming teacher shortage**; and we are pleased to report that the free training we pledged from our own charity funds back in November is now starting to have a positive impact.

- By the end of April, we are on schedule to have more than 100 newly qualified Level 2 Award swimming teachers.
- Then, moving into the second quarter of the year, from May, we also could have another 325+ qualified swimming teachers joining the industry – with many more courses being organised.

*Thanks to our **STAnd Up For Swimming** headline sponsor **ThinkSmart Software** who also are offering all STA members that sign up to SwimBiz, free access to the software for the first two months, and thereafter 5% off their monthly subscription – the discount code can be found via STA Online. Thanks also to our co-sponsor **Konfidence**.*

[VIEW FULL ROUND UP](#)

International Learn to Swim Week 2022 #LoveWaterSafely

Providing everyone around the world the opportunity to swim

SAVE THE DATE  
Monday 9th - Sunday 15th May 2022

REGISTER HERE

sta  
Health Leisure Life

## Registration Now Open for International Learn to Swim Week 2022

Join us on the 9<sup>th</sup> May and let's make this year's International Learn to Swim Week (ILSW) the biggest one to date. For 2022, with this being our 90<sup>th</sup> anniversary, the overriding theme is Teachers.

By registering your participation, you will receive a FREE **#LoveWaterSafely** digital support pack, which includes engaging lesson activity ideas, resource activity sheets for children and marketing support (available shortly).

The first 200 UK swim schools that register will also receive an exclusive ILSW branded stationery gift.

[REGISTER HERE](#)





## Price Freeze Despite Rising Inflation

Earlier this month, we confirmed that despite rising inflation there will be no price increases on membership and course fees in 2022, and for the tenth year in a row, prices will remain frozen on all certificate and badge awards.

[READ MORE](#)



## Boost for School Swimming in Arun

In 2018, we were selected by Inspire Leisure to manage their donation of £150,000 to promote swimming across the district of Arun. We've now come to the end of this first-of-its-kind programme, and we are delighted to report that more than 1000 primary aged school children in the region

have benefitted from free swimming lessons. The funding has also been used to train 27 new swimming teachers and to give 21 teachers pool safety training, which has helped boost the longer-term delivery of school and public lessons at local leisure facilities in Littlehampton, Arundel and Bognor.

[READ MORE](#)

## **Trio of EQAs Appointed**

Safety Training Awards confirmed this week the appointment of not one, but three new highly experienced EQAs – Anne-Marie Harriman, Maria Timperley and Rachel Done. Anne-Marie joins as a full-time EQA for STA, with Maria and Rachel appointed to support the rapid growth of ATCs. Russell Sparkes who left the EQA role this month so he can focus on his swim school full-time, has also agreed to continue to work on a casual basis to support the team.

[FULL STORY HERE](#)



## **New and Updated Open Water Swimming Qualifications**

This month also saw Safety Training Awards launch the new STA Open Water Safety qualification and the updated STA Open Water Swimming



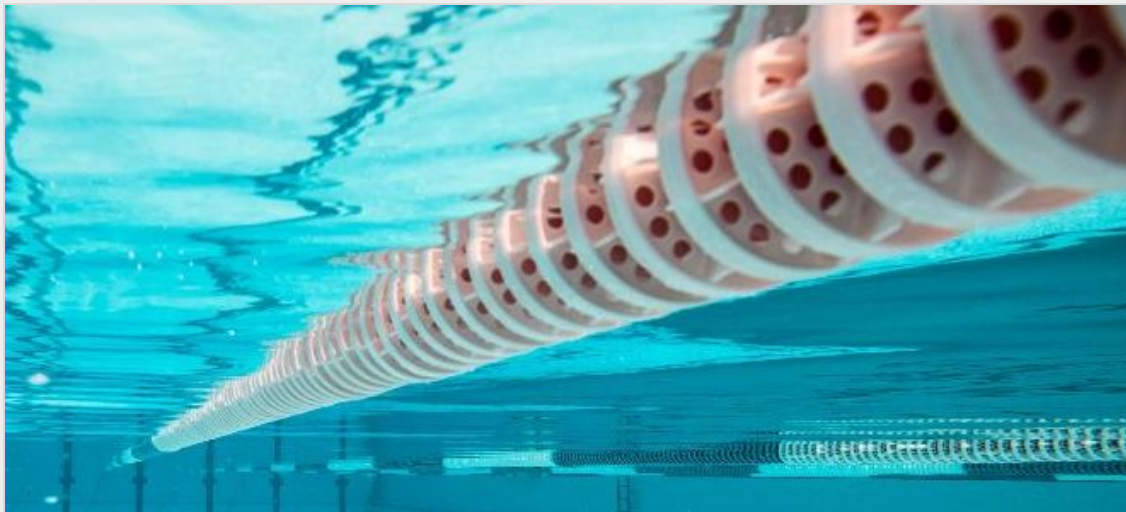
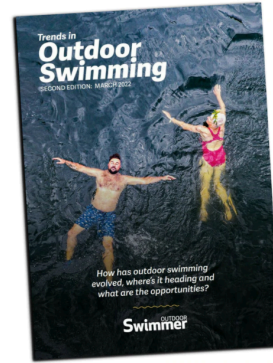
Coaching qualification.

[FIND OUT MORE](#)

## Trends in Outdoor Swimming

We are delighted to have been involved with this year's Trends in Outdoor Swimmer report, which has been produced by [Outdoor Swimmer Magazine](#). The report covers the results of a survey of more than 4500 swimmers and features interviews with experts from the outdoor swimming world.

For anyone who wants to know more about outdoor swimming, this report is a great read and is [available to order here](#).



## New and Updated Qualifications from the Pool Plant Team

Following feedback, industry consultation, and extensive development, Safety Training Awards confirmed earlier this month, the details for the upcoming launch of the NEW STA Level 2 Award in Pool Water Treatment and the updated STA Level 2 Award in Swimming Pool Water Testing qualifications. The new and updated qualifications will be available from Monday 4th April 2022.

[READ MORE](#)

## In Royal Circles

In January, we were delighted to have been nominated (and reach the final three) for a Sport and Recreation Alliance' Community Sport and Recreation (CSR) 2022 Award – the Mental Health and Wellbeing Award. This was in recognition of the approach we took in 2021, to provide the swimming teaching community with expert guidance and practical support on **mental health and wellbeing issues**.

On the 24<sup>th</sup> March, it was the official awards luncheon in Coventry, and while we may not have come away with the main prize, our Head of Aquatics' **Kaylè Brightwell** was very honoured to be invited to join HRH Prince Edward, the Earl of Wessex, and the Alliance President, at his table!



## Out Out at ukactive

Also, out and about this month, was STA's Commercial Director' Zoe Cooper who was joined by STA's Marketing Assistant Jarred Hill at Active Net – an annual networking event for the leisure industry. They both said it was great to be back networking in person again, and have the opportunity to share details about all the pandemic support programmes we have put in place, namely **Train Without Limits** and **STAnd Up For Swimming**, with industry colleagues.

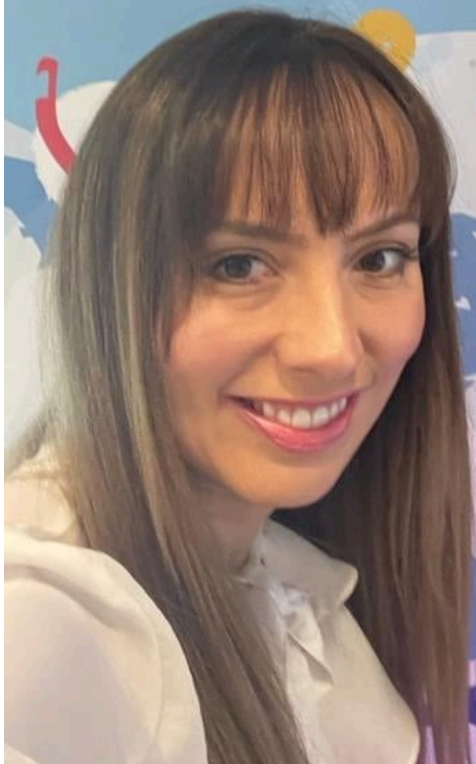


AWARDS  
2021  
WINNER



Teaching  
Swimming  
& Saving Lives  
1932-2022

STAND UP  
FOR SWIMM





## High Five for Artistic Swimming

Did you know, we recently launched a new series of Artistic Swimming Digital Certificates in partnership with Aquabatix, the world's leading water entertainment company.

The new digital certificates have been developed to support the delivery of artistic swimming skills, with each of the 5 awards providing a series of progressive learner outcomes for the participant to achieve. Each of the awards can be taught in sequence or delivered as part of a stand-alone session.

[TAKE A LOOK](#)

## Get Involved in the 13<sup>th</sup> World's Largest Swimming Lesson

Now in its 13th year, we are proud to once again be officially supporting The World's Largest Swimming Lesson (WLSL), and there is still time for our UK and international swim schools to get involved by hosting an event (30-minute lesson) on 23rd June 2022.

Register your involvement as a host location at <https://www.wsl.org/wsl>.





## And Finally...

The first in a series of free webinars by STA Brand Ambassador Emma Holden will start on Thursday 7<sup>th</sup> April at 10am. The webinar is titled 'Holds and their Progressions' and Emma will run through the holds used in baby and pre-school, the importance of teaching points, and how we can adapt and process the holds to suit the individual and activity. It will include song and activity ideas as well. The hour-long session will also be recorded, so you can play it back.

[Register here](#) and if you'd like to send any 'hold' related questions to Emma in advance of the webinar, please email them to [marketing@sta.co.uk](mailto:marketing@sta.co.uk).



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