



## Swim & Save E-zine - March 2023



## Ready to Launch Our Paw-Some New Partnership

We've got a spring in our step this month, because we can exclusively reveal today that the new PAW Patrol® swim awards series we've been teasing will be launching next week – look out for further information in your inboxes and on our social media channels.

In the meantime, you can find out paw about the awards series [here](#), which is exclusive to STA.



# Shining a Light on Disability Swimming

In follow-up to the success of [STAnd Up for Swimming](#), which saw STA pledge tens of thousands of its own charity funds to train 900 new swimming teachers for free in 2022 as a result of the industry-wide shortage following the pandemic, we have announced this month that we are launching a new UK-wide educational charity campaign called [#STARLIGHT](#) this summer aimed at upskilling swimming teachers for free and qualifying them as specialist disability swimming teachers.

The first stage of the programme is to upskill tutors and register ATC interest in order to get everything set-up and in place. Then in the summertime we will go live and support ATCs in finding swimming teachers who want to take advantage of the free disability swimming training – so please make a note in your diary and look out for further details on how you can apply for the free training later on in the year.

[READ MORE](#)



## New 'Lifeline' for Swimming Pools in England

In response to the Spring Budget earlier this month, STA welcomed the news that a new package of financial support, worth £63 million, will be made available to help public leisure operators with swimming pools in England remain open in the current financially challenging landscape.



This announcement followed a coordinated effort from national sector partners, and together we had been calling on the Government to protect the future of our swimming pools. In our post-budget meeting, many in the collation, while thankful that the value of swimming has been recognised by the Government, believe this financial package is only a “lifeline, not a lifesaver” and more still needs to be done.

[FULL RESPONSE HERE](#)



## Pool Tea Party Ideas Fit For a King's Coronation

To celebrate the coronation of His Majesty King Charles III on Saturday 6th May 2023, we've created a free downloadable King's Coronation Pool Tea Party activity pack.

In the pack, there is a set of themed 'fit for a king or queen' activities, similar to the Jubilee last year, which swim schools can use in their lessons to celebrate the upcoming King and Queen Consort's Coronation. There is also a special Coronation certificate for participants, which features the official King's Coronation emblem – one of the certificates is also editable so you can add your swim school logo.

Please download the activity pack from [STA Online Resources > Marketing > Marketing Campaigns](#).

WATER SAFETY AWARENESS - YEAR PLANNER 2023-2024												#LoveWaterSafely	ALL YEAR ROUND
May	June	July	August	September	October	November	December	January	February	March	April	May	
1 Mo	1 Th	1 Sa	1 Tu	1 Fr	1 Su	1 We	1 Fr	1 Mo	1 Th	1 Fr	1 Mo	1 We	
2 Tu	2 Fr	2 Su	2 We	2 Sa	2 Mo	2 Th	2 Sa	2 Tu	2 Fr	2 Sa	2 Tu	2 Th	
3 We	3 Sa	3 Mo	3 Th	3 Su	3 Tu	3 Fr	3 Su	3 We	3 Sa	3 Su	3 We	3 Fr	
4 Th	4 Su	4 Tu	4 Fr	4 Mo	4 We	4 Sa	4 Mo	4 Th	4 Su	4 Mo	4 Th	4 Sa	
5 Fr	5 Mo	5 We	5 Sa	5 Tu	5 Th	5 Su	5 Tu	5 Fr	5 Mo	5 Tu	5 Fr	5 Su	
6 Sa	6 Tu	6 Th	6 Su	6 We	6 Fr	6 Mo	6 We	6 Sa	6 Tu	6 We	6 Sa	6 Mo	
7 Su	7 We	7 Fr	7 Mo	7 Th	7 Sa	7 Tu	7 Th	7 Su	7 We	7 Th	7 Su	7 Tu	
8 Mo	8 Th	8 Sa	8 Tu	8 Fr	8 Su	8 We	8 Fr	8 Mo	8 Th	8 Fr	8 Mo	8 We	
9 Tu	9 Fr	9 Su	9 We	9 Sa	9 Mo	9 Th	9 Sa	9 Tu	9 Fr	9 Sa	9 Tu	9 Th	

## Helping to Promote #LoveWaterSafely All Year Round

The importance of keeping water safety education forefront of mind all year round is vital, and to help swim schools keep the #LoveWaterSafely conversation going after this year's International Learn to Swim Week (ILWS), we've created a new Water Safety Awareness Year Planner – and the first 200swim schools that register to take part in ILSW will exclusively\* receive a FREE printed A2 copy.

The new STA Water Safety Awareness Year Planner, which runs from ILSW 2023 to ILSW 2024, features many of the key awareness dates and campaigns that are or can be linked back to aquatics over the next 12 months. It will serve as a useful 'calendar' reminder to help swim schools prepare content and talk about swimming, lifesaving, and water safety in communications with customers, on and offline. Plus, you can add your own dates and use it as a 'traditional' wall planner!

**Register your swim school for #ILSW23, which starts on the 9th May**

\* Please note, this is a one-time exclusive offer - there are only 200 wall planners available.





# Making Channel History While Teaching Along the Way

As previously announced, we are supporting Sophie Etheridge, the Founder of Adaptive and Disabled Open Water Swimmers (ADOWS), who aims to become the first person with Complex Regional Pain Syndrome to swim the English Channel solo in August year.

As part of this, we are following her personal journey each month, and in her latest blog, Sophie provides an update on her progress in February, which also included successfully achieving the STA Certificate in Teaching Swimming.

[READ MORE](#)



## Heart-Warming Thanks

For Heart Month in February, we joined with the British Heart Foundation (BHF) to launch a new fundraising campaign called Swim to the Beat, and

as part of this we ran a colouring-in competition for one little swimmer to win 200 personalised swimming hats courtesy of Zoggs.

All the entries were amazing, but we loved this heart design from 5-year-old Jemimah who swims at Amy's AquaStars in Preston. Congratulations Jemimah - Zoggs will now be making this design into a swimming hat - and thanks to everyone at Amy's AquaStars for taking part in Swim to the Beat.

We'd like to give a heart-warming thanks to everyone who took part in Swim to the Beat; the campaign raised over £12,300 which will really help the BHF fund vital scientific research that can save and improve the lives of people affected by heart and circulatory diseases.

Special mention also to 8-year-old Esmae from Angelfish Swimmers who raised an impressive £900 with the help of her mum Danielle for swimming a total of 40 lengths using different stroke techniques with her Angelfish class.

*Esmae, pictured here, said it was important to her to work really hard and raise as much money as possible so that the British Heart Foundation can research heart diseases and to help find a cure so people don't die as young and that they get to enjoy their lives longer with their families.*



**Get ready to swim to the beat all over again next year!**



## Championing Kid's Activities at the What's On 4 Awards

This year, after a hiatus during the pandemic, we are delighted to be back supporting the [What's On 4 Kids](#) Activities Awards as an awards sponsor. All the companies, organisations, and individuals involved in these awards go above and beyond to provide the very best activities for children – activities that enrich their family lives and teach them new skills. Close to our hearts is of course swimming, and we are thrilled to see so many swim schools and teachers recognised every year in these awards. Good luck to everyone who has entered.





## Free Disability Swimming Lessons Thanks to 2022 Commonwealth Games

More than 60 children in Coventry, from [Tiverton School Coventry](#) and the surrounding area, are benefitting from free disability swimming sessions thanks to successfully bidding for the Birmingham 2022 Commonwealth Games Celebrating Communities Small Grants Funding Scheme.

The specialist swimming sessions are being delivered by STA-trained disability swimming teachers from [Octanauts Ltd](#) and during the February half-term there was also a week of free-swimming lessons, and at the end the children, as seen here, were presented with STANley certificates donated by us.





## Swim Academy Renewals

This month, we are pleased to confirm that Walsall Council and the Gardyne Sports Centre in Dundee have both renewed their STA Swim Academy status - we look forward to continuing our successful partnerships and supporting their swimming lesson programmes.



## Celebrating World Autism Awareness Month

To celebrate World Autism Awareness Month, our partners Autism Swim are offering STA members a 30% discount\* on their specialist autism / other abilities education and 'Autism Swim Approved' certification packages throughout April.

To find out more about Autism Swim's certificate packages, [please visit here](#) and you will see that they have been broken down into individual or centre, upfront payment or monthly payment plan.

To access the 30% discount in April 2023, please visit the member's section at [STA Online](#) to retrieve the code – it starts on the 1st of April and will expire on the 30th of April 2023. Please also note that the 30% discount is open to renewals as well as new sign-ups.

For further information on the certificate packages and this special April offer, please email Autism Swim direct on [hello@autismswim.com.au](mailto:hello@autismswim.com.au).

\*T&C's apply. Please see [autismswim.com.au/terms-and-conditions](https://autismswim.com.au/terms-and-conditions) for more information.



## 2023 STA Awards Nominations Now Open

Last year to mark our 90th anniversary and in celebration of Mr Ross Eagle, who is recognised as the actual founder of the Association, we launched a new Award in his honour - we also brought back the coveted Henry Pike Trophy. We are pleased to confirm that nominations are now open again for 2023, for both the STA Ross Eagle Award and the Henry Pike Trophy

[READ MORE](#)

## Back of the Net!

Following member enquiries, STA's First Aid at Work and Paediatric First Aid are now approved qualifications for the Scottish Youth Football Association.

[READ MORE](#)



## In Memory of Two STA Stars

This month, we sadly reported the passing of Natalie Sidwell who was a highly valued member of our team for many years, and former STA President Joy Grounds who had been an active member of the STA for 51 years.

Both Natalie and Joy will be sadly missed and we send our deepest condolences to both families.





## And Finally...

Our speaker line-up for this year's national conference is going swimmingly, with many experts from the world of swimming, open water swimming, lifesaving / first aid and pool plant already booked in. Join us all on the 13<sup>th</sup> and 14<sup>th</sup> October in Leicester and [book your place 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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