



Swim & Save E-zine - November 2021



Join us and STAnd Up for Swimming

In response to the crippling swimming teacher shortage in the UK, we announced on 5th November our plans to 'STAnd Up for Swimming' in 2022, which involves pledging tens of thousands of our charity funds to train many hundreds of new Level 2 swimming teachers across England, Wales, Scotland and Northern Ireland. Since this announcement, the feedback we've received from ATCs, Tutors, Swim Schools, and Pool Owners all wanting to get involved has been incredible. As expected there have been lots of questions too – to help we have recently added a [FAQ section here](#) and we hope you can join us.

As a reminder too, STAnd Up for Swimming is open to ALL swim schools and operators across the UK. It is not just for STA-affiliated swim schools and partners. As a charity, we want to give everyone the opportunity to learn to swim and to do that we need teachers. We want to help the whole industry regardless of who you may be affiliated with.

For Swim Schools wanting to nominate learners, you can also now [download our A5 and A5 posters here](#).



Swim Schools Report Losing 50% of Their Teachers During the Pandemic

This month, we published the results from our 'back to swimming lessons' survey, which has revealed (unsurprisingly) that the swim schools we surveyed have combined lost 50% of their teaching staff during the pandemic – and this has resulted in many thousands of children now having to join long waiting lists for swimming lessons.

The survey also reinforced the main issue is the cost of training, which proves the importance of STAnd Up for Swimming because we are removing this barrier for swim schools through the provision of free training.

[READ MORE](#)



STA Take the Lead by Shining a Light on Inclusivity

Over the last few months, we have been working in strategic partnership with ukactive to examine inclusion across the swimming teaching workforce.

[READ STUDY HERE](#)

Dave Candler, STA's CEO said, "STA is deeply committed to promoting diversity, equality and inclusivity in grassroots swimming and this study was important for us to understand perceptions, incentives, and motivations within the swimming teaching community; and how as a national governing body for swimming we can represent and support the industry at this time of increased introspection – to ensure every single person, no matter age, ability or background is supported."

Timothy Mathias, ukactive's Strategic Lead on Inclusion also [commented on the study here](#).



Top Honours for STA's CEO

Following on from receiving the coveted Outstanding Leadership Award at this year's ukactive awards, STA's CEO [Dave Candler](#) has now been named as one of the "Top 20 Dynamic CEOs of 2021" in the UK. To showcase this honour, Dave was featured in The CEO publication this month alongside CEO's selected from 19 other types of business sectors – making Dave the only CEO on the list from UK leisure.

[READ MORE](#)



SPATEX 2022

THE POOL, SPA & WELLNESS SHOW

TUESDAY 1 FEBRUARY – THURSDAY 3 FEBRUARY 2022

Back to SPATEX

STA's Pool Plant team will be returning in person to SPATEX in 2022, which is being held in Coventry from 1-3 February. On the first day, Luke Griffiths, STA's Qualification Development Manager (Pool Plant), with STA Tutors Dean Bolton, Robbie Phillips and Colin Davis, will also be hosting a morning of seminars.

[REGISTER FREE HERE](#)

Introducing New Sustainable-sourced Awards Packaging

With the world's eyes on COP26 this month, it's a good time to announce that we have also been looking at more ways we can reduce our environmental footprint, and we can confirm that from January 2022, our awards will no longer come packed in plastic; instead, they will be packaged in envelopes made from sustainably sourced paper.





STA Extends Partnership with 'The Institute Of Aquaphobia'

We are pleased to announce that STA has further extended its partnership with the Institute of Aquaphobia, in support of Aquaphobia's online learning programmes. STA members are also now able to benefit from three months free membership to the Institute of Aquaphobia.

[READ MORE](#)



International Learn to Swim Week 2022 – Save the Date

Reminder: Next year's International Learn to Swim Week is taking place from Monday 9th - Sunday 15th May 2022.



NEW Christmas Jumpers and T-shirts for Adults and Children!

Wrap up warm this Christmas in STA's new festive 'Swimming Home for Christmas' and 'STANley The Red Nose Seal' Jumper and T-Shirt designs, which are all available to order now – for a first this year, they are also available in children's sizes.

ORDER NOW

And Finally...

We spotted this brilliant photo on social media this month, which was posted by Torfaen Leisure Trust. It shows how Pontypool ALC have used our STARFISH and STAnley awards to colourfully decorate their new changing rooms!



Torfaen Leisure Trust

4 November at 12:28 · 🌐

We hope everyone loves our new changing rooms at Pontypool ALC as much as we do! To keep them clean and tidy please can we remind our customers to take there shoes off when entering the changing rooms!

Thank you in advance!



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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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