



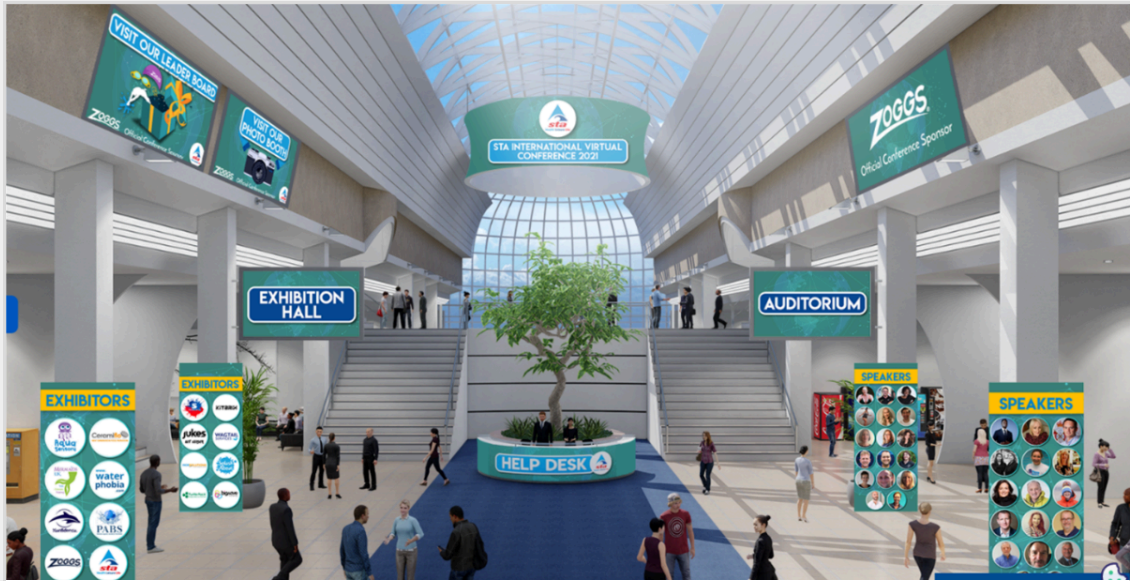
Swim & Save E-zine - October 2021

STA Announce Ali Beckman as the New President

As announced at STA's Virtual International Conference, Ali Beckman is the new President of the STA.



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International Virtual Conference – That’s a Wrap For 2021!

This was the first time we have ever attempted a virtual conference on this scale, and it gave us the opportunity to deliver lots of great content

across several aquatic strands on Saturday 23rd October – it was like several mini-conferences within one big conference! In fact, that was one of the main benefits of going virtual this year, because content wise, it was our biggest conference to date with top scientists, award-winning coaches and swimmers, and leading experts all joining in from around the world. And even better we get to play them all back within the vfairs platform.

Thanks to all our delegates, keynotes, speakers and exhibitors for making our first international virtual conference such a success – more than half of our delegates surveyed also said it was better than a face-to-face event! Thanks also to Zoggs UK, our conference sponsor.

Also... Due to popular demand, for those that missed the live event, you now have the chance to playback all the seminars broadcast at STA's Virtual International Conference – there are more than 25 recorded seminars to choose from covering Aquatics, Open Water Swimming, Inclusion/ Diversity & Wellbeing, Lifesaving / First Aid, Business and Marketing and Pool Plant.

You will also be able to view the Exhibition Hall, and see all the exhibitor booths – STA Swim Shop, Zoggs, Waterphobia, Konfidence, Splash About, Aqua Sensory, Big Wave Media, Kitbrix, The Swim Hat co, Mermaids UK, PABS Consulting, Turtle Pack, Morsolutions, Ceramiflo, Wagtail Services and My Jukes.

We also have a limited number of **Zoggs UK** goody bags available, and these will be sent out on a first-come-first-serve basis.

[FIND OUT MORE](#)



Return to Swimming Lessons Survey 2021

Following on from our COVID-impact report in April 2021, prior to swimming pools reopening, which revealed that nearly a half of all the swim school owners surveyed had lost swimming teachers during the pandemic, we would like to reassess the current situation now that swimming lessons have returned.

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

[BEGIN SURVEY](#)



The graphic features a young girl in a swimming pool wearing goggles and a swim cap. Overlaid on the image are several text elements: 'International Learn to Swim Week 2022' with a purple circle containing '2022' and a blue banner with '#LoveWaterSafely'; a blue circle with the text 'Providing everyone around the world the opportunity to swim'; a purple and blue banner that says 'SAVE THE DATE Monday 9th - Sunday 15th May 2022'; and the STA logo (Health Leisure Life) in the bottom right corner.

International Learn to Swim Week 2022 – Save the Date

We can exclusively reveal that the date has been set for next year's International Learn to Swim Week, and for your diaries, please note it will take place from Monday 9th - Sunday 15th May 2022.

Traineeships – Introduction to Aquatics

- Nine-week government funded Traineeship
- STA Award in Pool Lifeguarding (fully funded)
- Safeguarding CPD Online
- Customer Care CPD Online
- Provide a unique opportunity for your business to differentiate through a social enterprise culture that brings you added value
- Showcase how you care for people at the heart of your business while demonstrating how you care for the community in which you serve
- Government incentives make this attractive - £1000 for every Trainee (no salary is paid)
- Create vital work experience for young people to gain value in the workplace
- Stand out as an innovative and social enterprise employer



Aquatic Apprenticeship Training – Funding Now Available

Funding is now available to employers to the value of £4000 through the Aquatic Traineeship to Apprenticeship Pathways with our partners **New ICON Training** - contact info@icon-training.com for details.



Wrap up Warm this Winter with our Festive Favourites

3 NEW DESIGNS AVAILABLE

Now available in children's sizes

OR COSY UP WITH THE CLASSICS



Contact orders@sta.co.uk today for prices and details

Swimming Home for Christmas

At conference, the STA Swim-Shop team revealed this year's new Christmas Jumper and T-Shirt 'Swimming Home for Christmas and 'STANley The Red Nose Seal' designs, which are all available to pre-order now – for a first this year, they are also available in children's sizes.

ORDER NOW

Swimmer^{OUTDOOR}

WHAT DOES OUTDOOR SWIMMING MEAN TO YOU?

Have your say and shape outdoor swimming in 2022.

20 PRIZES
WORTH UP TO
£100 EACH
TO BE WON!

COMPLETE SURVEY NOW

Supporting Outdoor Swimmer Magazine's Attitudes Survey

We are proud to be supporting Outdoor Swimmer magazine's annual 'attitudes to outdoor swimming' survey this year - they want to know how outdoor swimming makes you feel, why do you do it and how it impacts your life. The closing date is 12th November 2021 and there are lots of swimming related prizes to be won too.

READ MORE



Swim Academy News

We are delighted to confirm that the East Riding Leisure Swim Academy, who joined us in 2016 as an STA Swim Academy, have renewed for another 3 years. They are joined by Junction Leisure Trust who also extended their contract this month.

FIND OUT MORE



STA Partners with Myrtha Pools

With more and more swim schools looking to build their own pools, STA has teamed up with **Myrtha Pools**, the world leaders in refurbishing and building commercial swimming pools. Through this partnership, Myrtha Pools is opening up the opportunity for STA Swim Schools to gain their expert advice on refurbishment or building energy-efficient swimming pools, large and small.

To find out more please email Luke Griffiths MCIMSPA, STA's Qualification Development Manager (Pool Plant) on Luke.Griffiths@safetytrainingawards.co.uk.

And Finally...

We have recently been speaking with Learn2Earn, who's website promotes training opportunities in the sport and fitness sector, and could possibly offer a new recruitment channel for ATCs to promote courses and attract potential new candidates on to swimming teaching courses. As a special introductory offer, Learn2Earn's annual subscriptions will start at £299 per annum when you sign up before 15th December 2021. For further information and all the T&Cs, please visit <https://learn-2-earn.co.uk/subscription-account/signup/>.

This is not affiliated with STA.



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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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