



Swim & Save E-zine - September 2021

A promotional banner for the STA International Virtual Conference. It includes the text 'STA INTERNATIONAL VIRTUAL CONFERENCE', the date 'SATURDAY 23RD OCTOBER 2021', a 'BOOK NOW' button, a price tag '£30\* INCLUDES ZOGGS GOODY BAG', a hashtag '#stavirtualconference21', and logos for STA, UK active, ZOGGS, and 'AWARDS 2021 WINNER'. It also mentions 'Official Conference Sponsor'.

## Less Than a Month to Go Until STA's First Virtual Conference

With less than a month to go until the computer doors open to our first virtual conference on Saturday 23<sup>rd</sup> October, we recently revealed the [conference schedule](#) which sees more than 30 external speakers covering 5 separate strands - Swimming, Open Water Swimming, Lifesaving / First Aid, Pool Plant and Inclusion / Diversity – taking part.

With a ticket price of just £30 for all this content and a FREE STA / Zoggs goody bag (retail value of £30+), we are looking forward to this being one of our busiest and most popular conferences to date.

Plus, don't forget, if you can't make the day, or you miss out on any of the seminars, you can watch them all back up to 30 days after the event.

[REGISTER HERE](#)



## Virgin Active Launch New National Training Academy

Earlier this month, we announced our support for the launch of Virgin Active UK's first new national training academy, which will open up new opportunities for the health club chain to deliver face-to-face qualifications and blended learning courses across many areas of swim teaching and lifeguarding. The academy, based in London, also forms part of the company's strategy to help attract new aquatic professionals to the industry – and assist to plug the skills gap in swimming teaching left by the pandemic.

[READ MORE](#)



## STA Partners with Level Water

*Giving Children with Disabilities a Great Start in Swimming*

STA has officially partnered with [Level Water](#), a charity providing operational and financial support to swim schools so that children with

disabilities can access fairly-priced, high-quality 1:1 swimming lessons. With our support, Level Water is actively looking to expand its programme and offer more swim schools the opportunity to provide affordable adaptive swimming lessons – and at next month’s virtual conference Level Water will be discussing how we can all work together to give children with disabilities greater experiences in the water.

[READ MORE](#)



## Marketing Highly Commended - Judges Feedback

At last month’s ukactive awards, our marketing team was delighted to have been highly commended in the Marketing Campaign of the Year award category, and they’ve now had official feedback from the judges about the campaign, which started back in 2019 to raise awareness about the shortage of swimming teachers in the industry and which promotes the benefits of becoming a swimming teacher.

The judges said:

*"It's clear that the campaign is underpinned by an exceptionally talented marketing team with a deep understanding of their craft. Pound for pound, this campaign punches well above its weight and is a masterclass in maximising ROI."*



## New - A Swimming Pool in Your Pocket

This month, our partners over at Waterphobia revealed an innovative new Virtual Reality App to provide aquaphobics, non-swimmers, and beginners or anybody who needs to feel more confident in or around water with a fully immersive interactive swimming pool experience.

Designed by experts from aquatics, psychology, robotics, and exercise science, it helps users experience what it is like to be in a leisure centre and go into a pool, in the familiar format of a PlayStation or Xbox game.

For swimming teachers too, Waterphobia says it can also be used by students' in-between lessons or to keep customers on a waiting list engaged in swimming to help boost their confidence before their actual lesson.

Available from:

- VR swimming pool for Android products from [Google Playstore](#)
- VR swimming pool for [Apple](#)

# WAGTAIL SERVICES



Helping swim school owners run the business they want to run.

Proud to work with



## New Partnership To Help Swim School Owners

We are pleased to be partnering with Wagtail Services, which has been set up to offer specialist support to swim school owners who want their business to work better for them, so they can run the business they want.

Created by Dan Allen, who has previously managed one of the largest children's swim school networks in the UK, Wagtail Services is exclusively offering STA members:

- A free online business review using their innovative new health check software
- A free initial consultation
- Thereafter, but no obligation, a 20% discount on all business support services

Dan said:

*"I'm delighted to be partnering with STA to bring this exclusive offer to their members. In my experience of working with more than 50 swim school owners, I understand that most want growth, a better work/life balance, or simply less stress... Sometimes all 3! If this sounds familiar, I'm here to listen, help put together a plan and work with you to put in place the things you need to achieve your business & personal goals."*

[READ MORE](#)

## And Finally...

Thank you to everyone who completed the recent Inclusion Survey. We created the survey with ukactive so that we could learn a little more about you and your experiences, and use the information to help inform our role in supporting inclusion across swimming teaching. If you took part and are interested in the results, Timothy Mathias from ukactive will be exclusively talking about the key findings at next month's virtual conference on Saturday 23<sup>rd</sup> October.

Congratulations also to Lorna Harding, who was randomly chosen from all those that opted in to the Inclusion Survey, as the winner of the £50 Swim Shop voucher. We will also shortly be sharing the 5 chosen case studies from the survey, and they will each receive a Zoggs Goody bag.



Anchor House, Birch Street, Walsall, WS2 8HZ, United Kingdom

+44 (0)1922 645097 | [info@sta.co.uk](mailto:info@sta.co.uk) | [www.sta.co.uk](http://www.sta.co.uk)

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."

**[View this email in your browser](#)**

**[Click here to update your preferences](#), or [click here to unsubscribe](#).**