



Leisure industry news published by STA - January 2017



## First Level 3 Baby and Pre-School Diploma Course a Success

To kick-start the New Year, STA recently confirmed that course bookings are now open for the new STA Level 3 Diploma in Aquatic Teaching - Baby and Pre-School qualification, developed in partnership with Birthlight.

Since announcing the course details, the response has been fantastic and STA has seen the successful completion of the first Diploma course, which was tutored by Jo Wilson.

[Read More](#)

## STA Makes a Splash at Alton Towers Resort

Next month, STA will be making a splash at the Alton Towers Resort, when the new Octonauts branded swimming awards will be introduced to young guests visiting the Alton Towers Waterpark, located within the resort's Splash Landings Hotel.



[Read More](#)



## Gain STA First Aid Tutor Status for Free

As a UK awarding organisation with first aid qualifications endorsed by CIMSPA, the sector's single chartered professional body, STA is offering first aid trainers/assessors from other awarding organisations the opportunity to gain STA tutor status for free.

[Learn More](#)

## Train Your Students This February Half Term

STA's Student Teachers Certificate remains the perfect award for providing preliminary training in swimming teaching skills for students aged from 13 -16 years - in turn it provides a natural stepping stone to a swimming teaching qualification (great for future recruitment).

It is also now more accessible, with swimming teachers holding the STA Certificate in Swimming Teaching now being eligible to deliver this award. Perfect for a holiday camp session this coming half-term!

To get involved, simply [purchase a copy of the learner's manual](#) for just £5 and [your certificates here](#). Electronic copies of the learner's manual are also available as a free download via STA Online, which can be used as an alternative to purchasing physical copies.



## Time for a Selfie, Swim Stars!

Look what we've launched in the STA Swim-Shop for Swim Star Swim Schools - an A1 selfie frame which you can personalise with your own swim school logo and social media accounts - as modelled here by teachers from Julie's Swim School in Guildford, who were one of the first to take advantage of this fun new marketing tool!

[Buy Now](#)

## Special Baby Swimming Offer From Birthlight

We are delighted to share with you this month a special offer from Birthlight. They are offering STA members an exclusive discount on their Birthlight Water Parenting DVD & Birthlight Baby Swimming Song book and CD. For a limited time, you can purchase this bundle for £27.00 instead of £31.99 using the discount code **BIRTH1517** at the checkout! Offer ends 31st March 2017.

**Over on Facebook**, STA is also running a competition where you can enter to win this fantastic Birthlight baby swimming bundle.

[Buy Now](#)

## New for 2017: Free Scouts Poster

As announced at the end of 2016, **STA is working in partnership with The Scout Association** in support of their Swimmer Staged Activity Badge - alongside this we also launched a free online Scouts Swimmer assesor CPD.

As further support, the marketing team have created a new poster which you can download for free on completion of the CPD to promote the Swimmer Staged Activity Badges direct to your customers - there are two digital posters available, one for leisure centres and one for swim schools.

[View CPD Details](#)



## Key Dates for Your Diary This Year

### SPATEX 2017

31st January - 2nd February

### Elevate

10th - 11th May

### National Water Safety Week

10th - 16th June

### STA National Conference

2nd September

## And Finally...

STA is proud to be officially supporting former Olympian and physical activity expert, Professor Greg Whyte with his own personal '50@50' swim project. Keep track of Greg's progress in this year-long swimming challenge by **following him on Instagram #50@50 and on Twitter!**

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