



Leisure industry news published by STA - July 2017



CONFIRMED for STA's Conference 2017
Key note speaker



MARK FOSTER

**Ex-Olympic Swimmer and
European Champion**

STA Conference 2017 Speaker & Seminar Schedule Released

With just a few weeks to go until this year's annual STA conference, the full list of seminars and speakers has been released on our website. With tickets priced at just £50 spaces are filling fast, so be quick and book your conference place!

[Book your place](#)



New STA Walsall Swim Academy

A new swim academy programme is set to launch in Walsall after a new three-year partnership was agreed between Walsall Council and STA. The new Walsall Swim Academy, which officially starts in September, will run at Bloxwich Active Living Centre, Darlaston Swimming Pool, Oak Park Active Living Centre and Walsall Gala Swimming and Fitness Centre.

[Read more](#)

Scouting for Creativity

Thanks to Nene White Water Centre, STA was able to run a very special competition for young Scouts in the Northamptonshire area during Learn to Swim Week. The prize, kindly donated by Nene White Water Centre gave scout groups the chance to win 18 free places on a White Water Tubing Activity. To enter, scout groups were invited to submit their views on the importance of learning to swim and water safety.

The winning entry was from 1st Irthlingborough Cub Scouts whose members created a fantastic water safety video – watch here, its amazing!

[Watch the video](#)



Industry Talking Point - Shortage of Lifeguards

In the July/August of Sports Management magazine (pages 36-38), STA's Ian Prosser joins an industry discussion about the shortage of lifeguards and swimming teachers.

[Read online](#)



Junior Medic Week 2017

Join us this October for Junior Medic Week, which starts on 16th October in support of Restart a Heart day. With your support, let's help as many young people as possible learn important first aid techniques.

[Register to take part](#)



Swim Schools, to Your Stations - We Are Ready for a Summer of Fun!

All this month, the team has been busy packing and dispatching the free new Octonauts Mission ID and sticker packs ready for swim schools to take part in the August summer of fun campaign (as pictured here). If you've not registered yet, there is still time to get involved and claim your free Octonauts branded resources!

[Find out more](#)



School's Out for Summer

The schools have broken up and summer is finally in full swing. But, there is an important reminder here about the importance of water safety this summer and that you are never too young or old to start learning to swim. This video clip from Learn to Swim Week shows STA's Kaylë Burgham and STA Water Safety Ambassador Mike Goody being interviewed in the studio by BBC Radio Essex, alongside Claire Bailey from Puddle Ducks.

[Watch the video](#)

Plus you can download the free water safety booklet – great for children and parents.

[Download](#)

And Finally...

Congratulations to White Oak Leisure Centre (Sencio Community Leisure) who celebrated their 50th anniversary this month!

Enjoy this issue? Share it online or forward it to a friend!

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