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Leisure industry news published by **STA** - June 2018



Speedo Announced as STA's New Swim Partner

STA has agreed an exclusive new 3-year sponsorship deal with Speedo, the world's leading swimwear brand. With effect from 1st June 2018, the iconic Speedo logo will start to feature across all of STA's learn-to-swim materials. STA members: you now also receive a 10% discount across all Speedo's swimwear ranges—your discount is available to claim via the member resources area on your STA Online account!

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Nuffield Health Pools Together with STA

Nuffield Health, which operates 130 swimming pools across the UK, has officially become an approved training centre for STA's swimming pool & spa plant qualifications.

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SHALLOW WATER BLACKOUT PREVENTION

STA Support Shallow Water Blackout Prevention

This month, STA has joined forces with Shallow Water Blackout Prevention (SWBP) to help support and spread the message about the dangers of shallow water blackouts. Based in the USA, SWBP focuses its efforts on preventing shallow water blackouts (underwater blackout or faint), which result in drowning or sudden death.

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ukactive Awards—Leading the Way for Aquatic Training

On Thursday 21st June, STA was honored to be at the ukactive awards, and while we didn't win this year, what we have done by reaching the final of the *Supplier of the Year* award alongside other respected service and product suppliers to the fitness industry, is lead the way by putting aquatic training into the spotlight. Massive congratulations to all the finalists and winners—the team will see you next year!

New Water Safety Booklet—Free Download

With summertime here, it's a vital time for us all to remind parents, customers and learners about the importance of water safety. To help, the team have created a new Water Safety Booklet—it's packed with information on how to stay safe in and around different water environments and includes lots of new puzzles and games for young learners.



[DOWNLOAD](#)



High Five for STA Team Members

After two years of hard work, STA is proud to confirm that both Claire Brisbourne (Director of Awarding Organisation) and Kaylë Burgham (Head of Qualification Development) have successfully gained a Level 5 Diploma in Education and Training.

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STA Roadshows—Next Stop: Kent!

The STA team continued their travels this month, stopping off at Bournemouth and Portsmouth for two days of brilliant networking. The next location on the tour is Kent on 17th July and then Swansea on the 21st August. Bookings for both roadshows are now open!

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Upcoming Dates for Your Diary

Tuesday 24th July: Octonauts Pool Party—[Register here for your free party pack](#)

Summer 2018: Octonauts Summer of Fun—[Details on how to get involved here](#)

October 2018: Junior Medic Month—[Register here](#)

Saturday 6th October: STA's National Conference—[Book your place here](#)

Notice From Safety Training Awards

With the 1st August deadline fast approaching for becoming an Approved Training Centre (ATC), STA's compliance team would like to thank everyone for their continued support and also remind those that have either part submitted an application or who need to apply to do it as soon as possible – before Wednesday 11th July 2018 to allow 15 days for the application to be processed.

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New 2018 Swimming Industry Report Shows Positive Growth

The 2018 State of the UK Swimming Industry Report has been published this month and the figures look positive with operators reporting a growth in swimming numbers, lessons and the usage of outdoor pools. It's also very pleasing to see that STA is working with the number one pool operator in the public and private sector (by number of centres/clubs), GLL and Nuffield Health, as well as many other operators in the listings.

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Pool Plant Notice: CO₂ Shortage

All members should note that due to the UK shortage of CO₂ gas pool plant operations could be compromised due to the potential lack of pH control. The control of pH is essential for the effectiveness of disinfection and flocculation/coagulation.

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Electric Eels Go for Gold

Good luck to the Electric Eels, a Windsor based swimming & synchro club for people with Down Syndrome, who are heading off to Canada next month to take part in the 2018 World Championships. To help them on their way STA recently donated £500 and supplied branded swim caps.

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And Finally...

Huge congratulations to STA's Ian Prosser and Luke Griffiths for successfully completing the Great North Swim Challenge earlier this month!

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