



STA's February 2020 Newsletter



Breaking Barriers

As announced on Facebook earlier this month, we are launching a new project called 'Breaking Barriers' in 2020, which will underpin our [#LoveWaterSafely](#) message and form a key part of our continued commitment for promoting Inclusiveness, Integrity and Collaboration in grassroots learn to swim programmes. [#BreakingBarriersInSwimming](#)

[READ MORE](#)



£1 Awards Drop - Offer Extended!

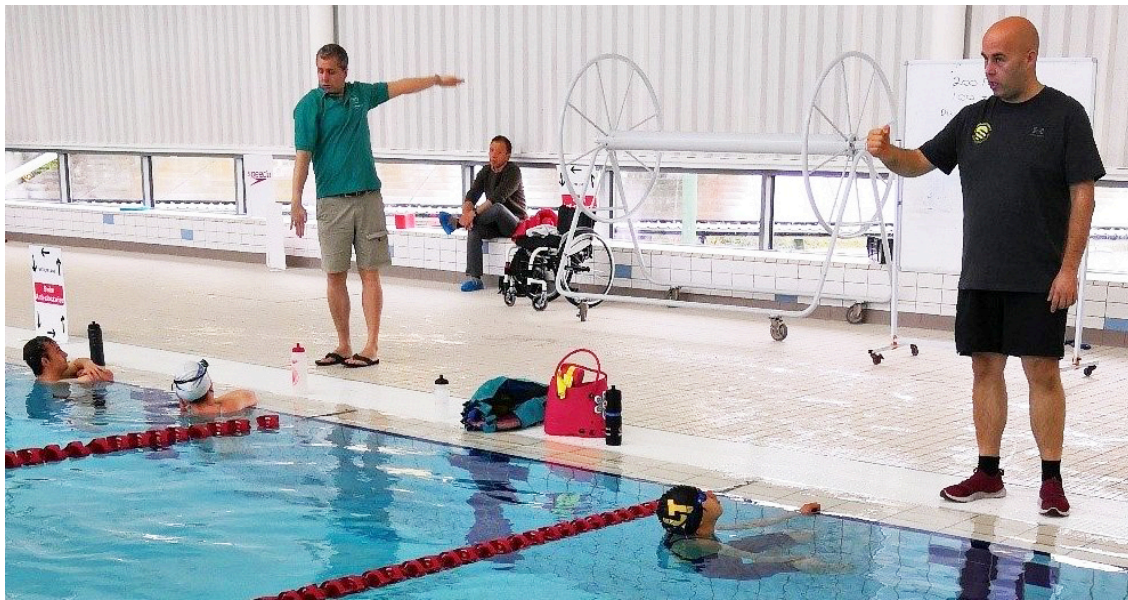
Keeping your learners motivated is essential and in support of our 'Breaking Barriers' announcement we are championing the importance of rewarding achievements with a special STA Swim Shop offer.

We are extending the opportunity for all of our generic awards, which promote self-esteem and confidence, to be purchased from the STA Swim Shop for just £1 (83p without VAT), **offer ends 6th March!**

The awards include:

- ALL Octonauts
- ALL good stroke badges
- I can swim badge
- STAnley well done award
- A5 Blank Distance Certificate
- Blank Achievement Certificate

[SHOP NOW](#)



20% Off CP Sport CPD During March

March is Cerebral Palsy awareness month, so from Monday 2nd March we are offering our popular CP Sport CPD at £20 rather than £25!

Take advantage of this special offer and help us raise awareness and standards. [#BreakingBarriersInSwimming](#)

[VIEW CPD](#)



Free School Swimming Lessons in Arun

In 2018, STA was appointed to manage the funding donated by Inspire Leisure to promote the benefits of swimming across the district of Arun. It is a three-year project that prioritised school swimming from the start – two years on and

we are delighted to report that hundreds of school children aged 7-11, from 20 local primary schools, have benefitted from free school swimming lessons.

[READ MORE](#)



International Learn to Swim Week 2020 - Lets Make an Impact Together!

 **18th - 24th May**

2019 was a record-breaking year for participation in our International Learn to Swim campaign, with swim schools in 320 cities across 36 countries all taking part to help us share the importance of learning to swim. The impact of this is huge, and with your help, we want to see even more youngsters and adults learning to swim and gaining a life skill this year. [#LoveWaterSafely](#)

By registering your school / centre's participation, you will receive a free digital support pack with resources themed to each day of the week

The next 200 registrations will be put into a random draw to win some fantastic swimwear for children provided by partners, Speedo.

[REGISTER](#)



Awarding Organisation of
The Swimming Teachers' Association

Technical Notice

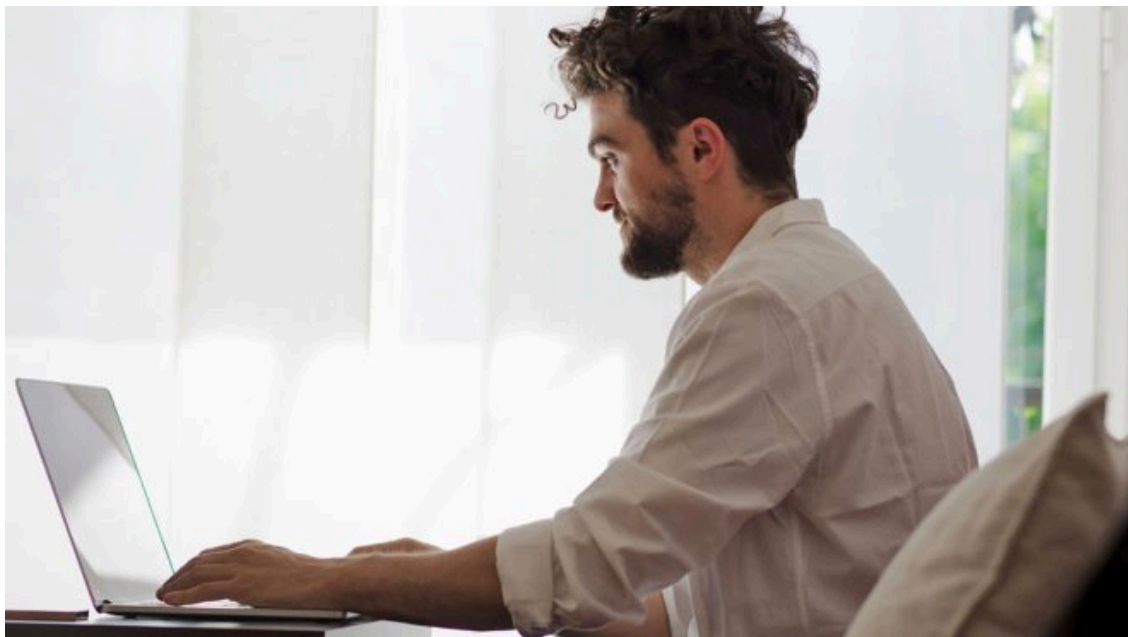
Important Tech Updates

For information on all the latest qualification developments, please refer to Safety Training Awards [here](#).

Also, if you are an Approved Training Centre and you've not been receiving Technical Notices from Safety Training Awards, this could be because you either need to change your email preferences or subscribe to the mailing list.

[CHANGE PREFERENCES HERE](#)

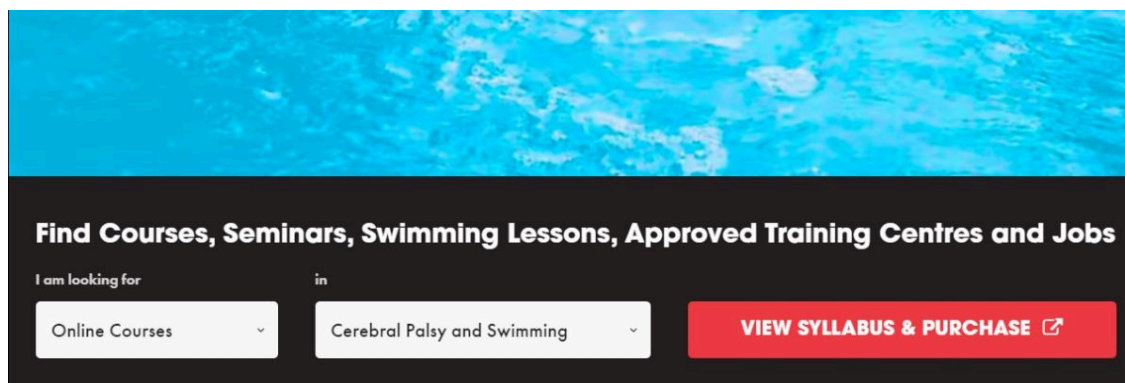
[SUBSCRIBE TO THE MAILING LIST HERE](#)



CPD Survey

We're looking to improve and develop our suite of online CPD's to help our members, swimming teachers and tutors upskill this 2020. To help us, please may we invite you to complete this short 2-minute survey, so we can find out what CPDs you'd like to see introduced and which will enhance your portfolio and skillset. All respondents will be put into a lucky draw to win a £50 STA Swim Shop voucher.

[TAKE SURVEY](#)



Website Updates

We continuously work to improve our IT and communication systems, and in response to feedback, constructive changes have been made to the [STA website](#) this month in order to create a better user experience for members logging into STA's range of platforms and for users searching for online programmes.

[VISIT STA.CO.UK](#)



Mermazing News!

On 14th February, ITV News shared the news that our mermazing new Award in Aquatic Teaching - Mermaid and Mono Fin Swimming, which has been created with Mermaids UK International to raise teaching standards. Thanks to Sandwell Leisure Trust for providing the pool location at short notice.

Added to this news, the qualification also received endorsement from CIMSPA this month - learners will benefit from 4 CIMSPA CPD points upon successful completion of this industry first qualification.

[FIND YOUR LOCAL COURSE HERE](#)



Mother's Day Celebrations

For Mother's Day this year we'd like to share the stories of mother / daughter mother / son duos who run a swim school business and work together, and have a story to tell about their journey to making a success of it (and the challenges along the way!) Please email marketing@sta.co.uk with your story (including your Facebook Swim School tag) and a photo, and we'll post as many as we can on our Facebook page on Mother's Day - Sunday 22nd March.

[EMAIL MARKETING@STA.CO.UK](mailto:marketing@sta.co.uk)



**WEST
MIDLANDS
POLICE**

Free 'Prevent Awareness' Training

Thanks to David Bryan from the West Midlands Police Anti-Terrorism Unit, who recently visited STA HQ to provide free staff training on the role of the Counter Terrorism Unit. The training covered information on the radicalisation process and provided an understanding of current and emerging threats to ensure staff are confident in making a prevent referral.

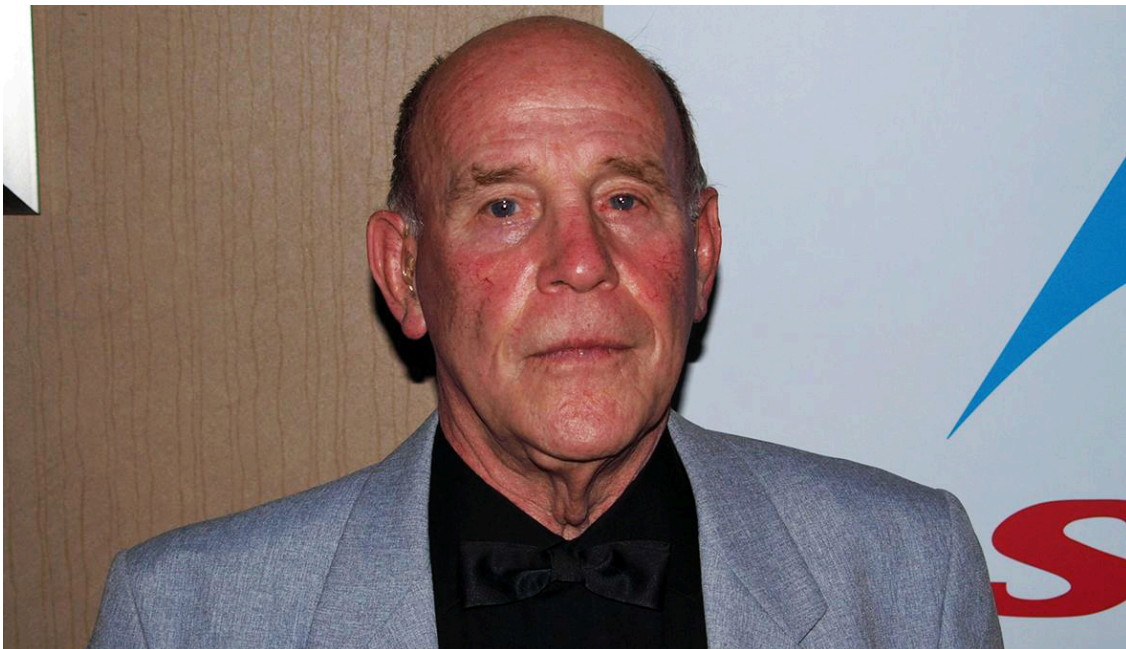
This free 'Prevent Awareness' training is available across the country for groups / organisations – for details on the West Midlands Prevention Unit, please [email sta@sta.co.uk](mailto:sta@sta.co.uk) and we can put you in touch with David, or please contact your local Prevention Unit.

[EMAIL STA@STA.CO.UK](mailto:sta@sta.co.uk)



SPATEX 2020 Review

The team, led by Luke Griffiths, had another great show at SPATEX earlier this month; delegates were keen to learn more about the newly updated Pool Plant Operations qualification and the all-new, learner-friendly examination assessment, which uniquely can also be taken online with remote invigilation. Thanks also to our guest speakers' Colin Davis, Robbie Phillips and Sean Brydges who joined us on the first day at our Pool Plant Seminar.



Our Deepest Condolences

We regret to announce the recent passing of life member Roger Goodman - fellow member and good friend John Holden pays tribute here to this very

special man who served STA and his swimming community proud for many decades.

Roger, who originated from London, served in the Royal Navy with Prince Philip before he settled in the north west, an area he served as STA Regional Organiser for over fifteen years.

Roger's career spanned over 48 years where, in Accrington he taught thousands of youngsters and adults and his name became synonymous throughout the community for his kind approach, technical expertise and empathy towards his charges. Shortly after his retirement, he won the Hyndburn (Accrington) Life Time Achievement Award for his services to swimming teaching. The following year in 2015, he and his wife Eileen were invited to Buckingham Palace for the Queen's Garden Party in recognition of his outstanding services to swimming. He was previously honoured by the STA by being awarded the Association's Cross of Merit in 2012 and was also bestowed life membership. Our thoughts, prayers and best wishes are with Eileen and her family.

On behalf of everyone at STA, we send our deepest condolences to Eileen and all of Roger's family and friends. He will be sadly missed by his STA family.

And Finally

We've recently signed up to [easyfundraising®](#), the UK's biggest charity shopping fundraising site with over 3,600 retailers including Amazon, Argos, John Lewis, ASOS, Booking.com, eBay, Boden, and M&S. By simply using [easyfundraising](#) every time you shop, at no cost to you, you'll automatically raise a donation for STA - it's that easy!

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