



STA's January 2019 Newsletter



Coaching First for STA and Open Water Swimming

The STA Level 2 Award in Open Water Swimming Coaching has become the first open water coaching qualification to be endorsed by CIMSPA's new employer-led coaching professional standard.

[READ MORE](#)



New Pool Lifeguard Qualification— Register Your Interest

We're also starting off the first Swim & Save newsletter of the year with the announcement that our new Pool Lifeguard qualification is coming soon. Register your interest and be the first to receive regular updates on the launch and qualification details!

[REGISTER YOUR INTEREST](#)



Swimming in Success

Exactly 12 months ago STA started on an exciting journey with GLL; a partnership that was designed to address the national shortage of swimming teachers. The results today prove its success. In the first year, GLL have recruited over 300 new staff at its Better leisure centres across the UK and GLL

College have signed more than 400 people onto STA swimming teaching courses. Here's to another successful year in 2019.

[READ MORE](#)



Trio of World Class Straight-Line Swimming © CPDs Launched

This month, we announced that we have partnered and endorsed a trio of new Straight-Line Swimming CPDs, which have been created by double open water 10 km world champion and silver Olympic medalist Keri-anne Payne and triple Olympian David Carry. Their new Straight-Line Swimming methodology offers an alternative and fresh approach to how swimming is understood, taught and coached.

[READ MORE](#)

Parent Engagement—New Survey

To help us and our swim school network understand what parents are looking for when choosing a swim school for their young under-5 year learners, we've launched a survey which we encourage you all to share across your social media channels so we can achieve a broad and in-depth response.

Respondents also have the chance to win a baby swimming bundle, which includes award-winning prizes from Konfidence and Cuddledry.

[TAKE SURVEY](#)



School Swimming—New Facebook Group

For those active on Facebook, you'll know that we recently started a new closed School Swimming Group. This follows the response to Dave Candler's recent [school swimming article and our positive involvement with the All-Party Parliamentary Group on Swimming](#). Share your experiences and honest views by joining the conversation.

[JOIN GROUP](#)



Welcoming a New Trustee

In December, STA welcomed Ali Beckman to the board of trustees. Ali, who has worked in the aquatic industry for 29 years, with the last 13 working at a senior management level, joins as a trustee to support STA in its charitable aim: "The preservation of human life by the teaching of swimming, lifesaving and survival techniques."



Junior Lifeguard Goes Digital

In response to feedback, STA's Junior Lifeguard Academy resource manual is now available to purchase in an electronic format for just £12. The manual is also available as a hard copy in a choice of waterproof or standard paper.

[SHOP NOW](#)

A Pool In A Car Park - Is This The Future?

In this edition, **Luke Griffiths**, Qualification Development Manager (Pool Plant) at STA's awarding organisation Safety Training Awards highlights an unusual pool build project and the challenges it posed for those involved with it

In the News With SPN

In 2019, STA is delighted to be carrying on its media partnership with Swimming Pool News (SPN). This will be welcome news for all our STA pool plant tutors because as part of the agreement, you will continue to receive a complimentary copy of the printed bi-monthly magazine. Of specific interest, look out for the February issue which features a new swimming pool build that has uniquely been located within a multi-storey car park in Bradford.

[READ SPN](#)

New Year, New Member Offers

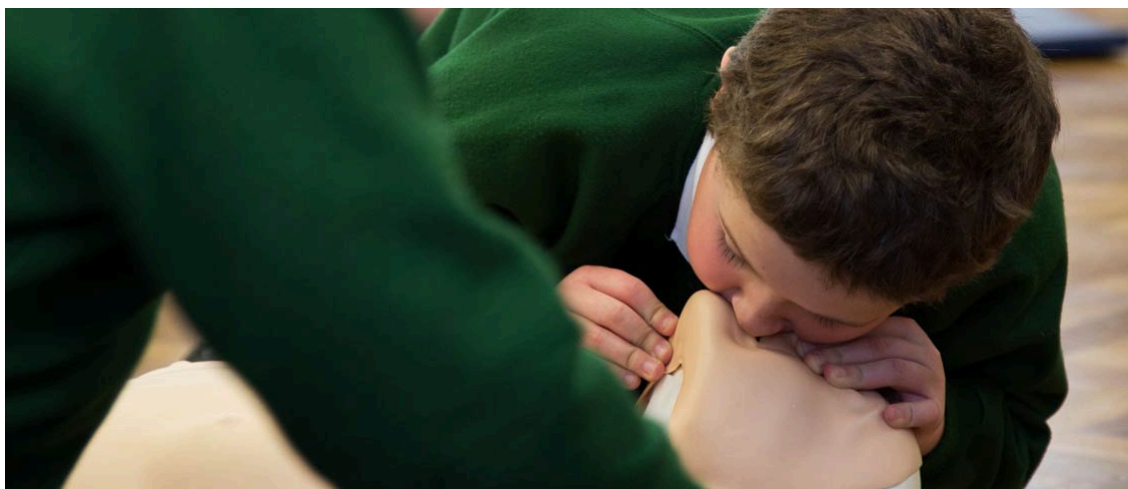
Over the last couple of years, we've had the privilege of teaming up with many leading brands who we are delighted to say are all offering exclusive discounts to STA members and adding further value to the membership package this year. If you are thinking of new ideas for 2019, see all the fantastic offers you can take advantage of as STA members.

[READ MORE](#)

Testing, Testing

Also, joining our brand family for 2019 and offering STA members an exclusive 10% discount on their range of pool and spa plant accessories is Test All Water. Choose from photometers to comparators, testing kits and accessories, sample containers, chemicals and tablets. Members can access the discount code from STA Online.

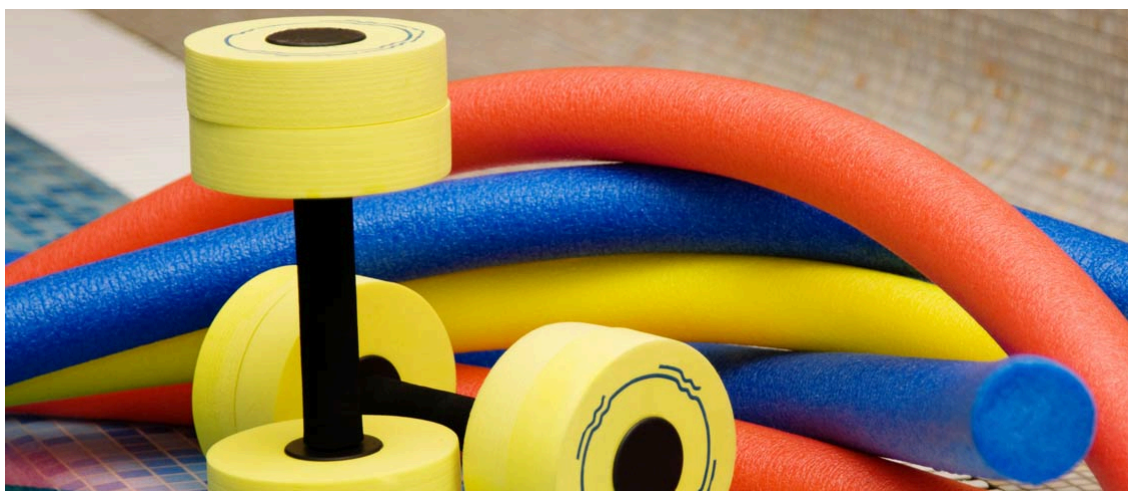
[LOG IN TO STA ONLINE](#)



Welcome News About First Aid in Schools

With the government recently announcing its plans to roll-out the **teaching of life-saving skills and defibrillator use to secondary school pupils** from 2020, find out how you can use our Junior Medic programme for your school/centre.

[LEARN MORE](#)



Share Your Views on Aquatic Exercise/Fitness

Safety Training Awards is in the process of conducting research into offering an aquatic exercise/fitness qualification. By completing the survey, you will enable the technical team to gather information to aid the development and enhancement of its qualifications.

[SHARE YOUR VIEWS](#)

New Partnership Offers Members Preferential Advertising Rates

As announced in November, STA has signed a strategic new partnership with Leisure Media—publisher of Leisure Opportunities magazine—and as part of the agreement STA members can now benefit from preferential, discounted rates for placing swimming teaching and pool plant job adverts with Leisure Opportunities.

[ADVERTISE A JOB](#)

And Finally...

This month, we celebrated the Royal School in Wolverhampton becoming one of our latest STA Swim Academies—look out for more news on this exciting new partnership next month.

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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."