



STA's November 2018 Newsletter



Registrations Open for International Learn to Swim Week 2019

Get ready for 2019 and register to take part in next year's International Learn to Swim Week campaign, which we can confirm will be taking place on 13th–19th May! Integral to our 2019 campaign will be our amazing new Water Safety Squad Ambassadors.

[TAKE A SNEAK PEAK](#)



STA and Leisure Media Sign Partnership to Promote Swimming Teaching

To help bridge the skills gap faced by employers in the swimming teaching sector, STA has signed a strategic new partnership with Leisure Media—publisher of Leisure Opportunities magazine. Together, we can proactively raise awareness about the many benefits of training to become a professional swimming teacher.

[READ MORE](#)



Jingle Bells, Jingle Bells, Diving All the Way

For the first time, STA has produced its own range of charity Christmas Cards this year. In each pack there are twelve cards in a mix of three unique designs—order yours for just £4.85 (including VAT and free postage!) and share the gift of swimming. Funds raised from the sale of the Christmas cards will be used to support the education of water safety and lifesaving skills to children and adults across the UK.

[ORDER YOUR CARDS](#)

Easy Fundraising for STA This Christmas

Also, if you are shopping online this Christmas, you can turn your purchases into free donations for STA via easyfundraising. You simply [start your online shopping](#) at easyfundraising, then shop as normal—its free and really simple to use. The retailers, which include everyone from Amazon to John Lewis and Sainsburys, then make a small donation back to STA on every purchase you make to say ‘thank you.’

[START YOUR ONLINE SHOPPING](#)

Christmas Opening Hours

STA's offices close for Christmas at 17:00 Friday 21st December and will reopen at 08:00 Wednesday 2nd January. Last orders for guaranteed next day delivery before our return in the new year will be 12:00 Thursday 20th December.

STA's Pool Plant Conference Returns to SPATEX



Kickstart the new year with STA's Pool Plant Conference, which will be taking place for a second year at SPATEX 2019 on the morning of Tuesday 29th January—giving delegates the opportunity to network and explore the exhibition in the afternoon. Delegates will learn all about the latest developments from STA, and hear from industry experts Martyn Hardy and Robbie Phillips. Plus everyone who attends will receive ½ CPD point.

[REGISTER HERE](#)

New Online System Introduced to Support ATCs

As reported in the October Swim & Save, a new online system named Synergy was introduced by Safety Training Awards on 12th November to provide ATC personnel with essential functionality to support the management of their approved training centre and its quality assurance activities.

[READ MORE](#)



Cuddly New Marketing Partnership

The marketing team are super excited to announce that we've teamed up with Cuddledry, the creators of the multi-award-winning hands-free baby bath towel. Cuddledry will be working to support STA and promote our charitable objectives to their parenting customers over the next 12 months.

[READ MORE](#)

Just in time for Christmas too, Cuddledry is offering STA members an exclusive 15% discount across their full range of luxury towelling and bath products. The discount code can be accessed via your STA Online account.

Arun Funding Opens Up Opportunities

As reported earlier this year, STA is working on [a new three-year community project within the Arun district](#) after successfully bidding to manage £150,000 funding donated by Inspire Leisure to promote the benefits of swimming. In support of the project, Freedom Leisure, who are facilitating many of the new swimming programmes, are looking to recruit a new level 2 swimming teacher.

[LEARN MORE](#)

Helping to Shape The Future of School Swimming

STA's CEO, Dave Candler, was honoured to be invited to join the All-Party Parliamentary Group for Swimming this month, and take part in discussions with MPs and Peers from across the UK about the future of school swimming. The All-Party Parliamentary Group was created by Catherine West MP with the aim of raising issues on the need for all children to learn how to swim at primary school, greater access to facilities and raising awareness of safe outdoor swimming.

In Memory

Tom Gray, one of our most loyal and lively members, sadly passed away peacefully on 14th November. We all send our deepest condolences to Tom's family and friends at this very sad time. Reading all the messages on Facebook, you can truly see how much Tom was respected and loved, and how much this is a huge loss to the swimming world; one member commented that there is barely a person in Fife who wasn't taught by Tom. He will be sadly missed.

And Finally...

As of Monday 26th November, all orders have started to be delivered by Parcelforce, our new courier service. This will not affect customers in any way, and services will remain the same.

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