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SWIM AND SAVE



Water Babies' Yorkshire Achieves Distinction

Water Babies Yorkshire has gained its STAMark accreditation with a Distinction - and, with an 84% pass mark, has achieved the highest result awarded to date.

'There was an awful lot of work involved in preparing for the assessment,' reveals Director Jess Thompson. 'We thought we already ran a pretty tight ship, but it's interesting how many gaps were revealed and improvements prompted by going through the process.'

The company spent six months preparing for the assessment, with the main body of work being carried out by Jess and a Water Babies instructor, Beck Chilvers. *"I think we'd both agree that we are all delighted to have completed the process. Now it's all in place it's only a question of future reviews and updates and the company feels so much stronger and more professional in every area as a result."*

Water Babies is also full of praise for the work done by the STA. 'We are passionate about creating the highest levels of standards within baby swimming and the industry in general. This is one of the reasons we were so delighted when the STA proposed the introduction of a quality mark and the National Federation of Swim Schools.

"But in a way, you are only as good as the people assessing you and it's crucial, when carrying out this kind of process, that you trust their judgement and breadth of experience. This was certainly the case with Steve Franks, and I know it's something the STA are taking very seriously, by only recruiting assessors of the very highest calibre."