

BRITISH TRIATHLON STRATEGIC PLAN: 2019-2024

OUR VISION

Great experiences through swim, bike, run.

OUR MISSION

To develop an environment that makes Britain the world's leading triathlon nation; enabling success and increasing participation.

OUR VALUES

WE ARE PEOPLE CENTRED	WE ARE AMBITIOUS	WE ARE INCLUSIVE	WE DO WHAT'S RIGHT
<ul style="list-style-type: none"> We openly support and challenge each other We are customer focused We nurture communities 	<ul style="list-style-type: none"> We are dynamic We are innovative and creative We are passionate about doing our best We create positive impact 	<ul style="list-style-type: none"> We remove barriers to involvement We connect people We have fun We work in partnership 	<ul style="list-style-type: none"> We are honest and respectful We practice clean sport We are accountable

OUR GOALS: BY 2024

MORE PARTICIPANTS	GREAT CLUBS
We will grow the sport through innovative and inclusive programmes.	We recognise that clubs are the core of our sport and will support them to provide members and new participants with a consistently great experience.
GROWING MEMBERSHIP	WINNING ATHLETES
We will retain and grow membership of the Home Nations through the provision of compelling products and services and outstanding customer focus.	We will ensure that British Olympic and Paralympic athletes are the best prepared and supported on the start line.

OUR ENABLING GOALS

EXCEPTIONAL PEOPLE	OUTSTANDING EVENTS
We will develop, resource and deploy the staff, volunteers and contractors needed to deliver this strategy.	We will support and/or deliver events that enable the achievement of this strategy.
EXCELLENT ORGANISATION	ELEVATED PROFILE
We will operate to the highest standards of governance and maintain and develop positive relationships internationally.	We will raise the profile of triathlon and multi-sport and seek commercial partnerships to accelerate the achievement of this strategy.

HOW WILL WE DO THIS?

We will identify the roles of British Triathlon and the Home Nations for each strategic goal and set annual objectives aligned to these long-term goals.

HOW WILL WE KNOW IF WE ARE WINNING?

We will monitor our progress against these goals via an annual scorecard. The management teams will report to the Boards on a quarterly basis and action plans and budgets will be aligned to the annual scorecard. We will conduct a comprehensive review of progress at the mid-point of the plan.