



2013

ANNUAL REPORT

ON TOP
OF THE **WORLD**





The famous pontoon dive into the Serpentine in London's Hyde Park.

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Georgia Taylor-Brown, one of Great Britain's medal-winning junior triathletes.





PRESIDENT'S WELCOME

Ian Howard TD

I am pleased to introduce the Annual Report for what has been another excellent year for the sport of triathlon in Great Britain. Together with our Home Nations members and their membership, the triathlon community, we continue to build a solid platform for performance excellence in the future.

We hosted the PruHealth World Triathlon Grand Final London in Hyde Park in September and it was a resounding success, going on record as the largest ever ITU World Championship event. Over 80 countries were represented with 7,862 race starts and a massive live spectator presence cheered the athletes on, with the invisible support of a further 2.2m (men's race) and 1.3m (women's race) watching live on the BBC. The result? A new World Champion in **Non Stanford**, and in total three podium placed senior elite athletes out of six! A resounding vindication of the trust placed in us by UK Sport and our partner and sponsor community - what better way to increase the profile of the sport, feeding into our increasingly popular media pages on our website and our social media channels whose following have grown tremendously this year.

Our members the Home Nations, have continued to build participation around the country and we have sought to support them wherever we can. Only with strong, vigorous roots can we aspire to produce athletes challenging regularly for podium places on the world stage.

Governance is at the heart of what we do as a Board. Governance is about adherence to the law and our own internal regulations and procedures. Governance is about acting without conflicts in the best interests of the organisation we represent.

Governance is also about sound financial husbandry. In this respect I am pleased to report that despite the severe demands on our funds during the Olympic Year, the British Triathlon Federation (BTF) (which includes Triathlon England, a Division of the BTF legal entity), still managed to increase its overall surplus at the year end. We are now well placed to invest carefully for the future and for Rio in particular which is already less than three years away!

We continue to seek to attract suitable commercial sponsors who recognise the benefits of being associated with a brand as dynamic as triathlon. We also work closely with UK Sport who has placed enormous faith in us for a number of years. Their ongoing faith is seen in an increase in the number of funded athletes in 2014, particularly at a junior level, and we intend to repay that commitment with ever more athletes making it into the higher levels of the ITU rankings.

Please do review the numbers in this Report yourself. We are proud as a Board of Directors with the progress we have made. When I took over from **Professor Sarah Springman CBE** at the beginning of the calendar year, I was conscious of the weight of expectation placed on the Federation and its' Board. I believe we have met those expectations to date and we will continue to strive to meet and exceed them as we move on through the next quadrennial.

DELIVERING EXCELLENT PERFORMANCE



The finish line nears in Hyde Park for British juniors, **Marc Austin** and **Grant Sheldon**.

MEDAL TABLE

Elite Medal Winners 2013

● Gold ● Silver ● Bronze

2013 PruHealth World Triathlon Grand Final London

Senior Women: **Non Stanford** ●
(World Champion)
Senior Men: **Jonathan Brownlee** ●

2013 ITU World Triathlon Series

SAN DIEGO

Alistair Brownlee ●
Non Stanford ●

YOKOHAMA

Jonathan Brownlee ●
Jodie Stimpson ●

MADRID

Jonathan Brownlee ●
Non Stanford ●

Jodie Stimpson ●

Alistair Brownlee ●
Jodie Stimpson ●

HAMBURG

Jonathan Brownlee ●
Alistair Brownlee ●

Non Stanford ●
Jodie Stimpson ●

STOCKHOLM

Alistair Brownlee ●
Jonathan Brownlee ●

Non Stanford ●

OVERALL
Non Stanford (World Champion) ●

Jodie Stimpson ●
Jonathan Brownlee ●

2013 London ITU Triathlon Junior World Championships

Junior Women: **Georgia Taylor-Brown** ●
Junior Men: **Marc Austin** ●
Junior Men: **Grant Sheldon** ●

2013 London ITU Aquathlon World Championships

U23 Men: **David Bishop** (World Champion) ●
Junior Men: **Morgan Davies** (World Champion) ●

Junior Men: **James Teagle** ●
Junior Women: **Fion Haf Harrett** ●

Paratriathlon Tri 6b: **Melissa Reid** (World Champion) ●

Paratriathlon Tri 3: **James Smith** (World Champion) ●

2013 London ITU Paratriathlon World Championships

TRI 1

Jane Egan (World Champion) ●
Karen Darke ●

TRI 3

Eleni Papadopoulos ●
Steven Judge ●

TRI 4

Faye McClelland (World Champion) ●
Lauren Steadman ●

Clare Cunningham ●

TRI 5

Matthew Emmerson (World Champion) ●
George Peasgood ●

TRI 6A
Chris Goodwin (Guide Ben Howard) (World Champion) ●

Haseeb Ahmad (Guide Ben Matthews) ●

TRI 6B
Melissa Reid (Guide Nicole Walters) (World Champion) ●

Charlotte Ellis (Guide Jenny Manners) ●
David Ellis (Guide Luke Watson) ●

Iain Dawson (Guide Matt Ellis) ●

2013 Alanya ETU Triathlon European Championships

Senior Women: **Vicky Holland** ●
Junior Women: **Georgia Taylor-Brown** ●

Junior Men: **Marc Austin** ●
Junior Triathlon Mixed Relay: (**Sian Rainsley**, **Gordon Benson**, **Georgia Taylor-Brown**, **Marc Austin**) ●

2013 Alanya ETU Paratriathlon European Championships

TRI 1

Jane Egan ●
Phil Hogg ●

Joe Townsend ●

TRI 3
Sarah Pearson ●
Steven Judge ●

TRI 4
Lauren Steadman ●

Clare Cunningham ●

TRI 6A
Haseeb Ahmad (Guide Ben Matthews) ●

TRI 6B
Melissa Reid (Guide Nicole Walters) ●

Charlotte Ellis (Guide Jenny Manners) ●
David Ellis (Guide Luke Watson) ●
Iain Dawson (Guide Carl Shaw) ●

2013 Horst ETU Powerman Long Distance and Sprint Duathlon European Championships

Senior Women: **Lucy Gossage** ●
Junior Women: **Georgina Schwiening** ●

Junior Men: **Liam Lloyd** ●

2013 Holten ETU Triathlon U23 and Youth European Championships

U23 Women: **Lois Rosindale** ●
Triathlon Team Relay Youth Men: (**Kieran Lindars**, **Jimmy Kershaw**, **Miles Burton**) ●
Triathlon Team Relay Youth Women: (**Grace Cook**, **Megan McDonald**, **Sian Rainsley**) ●

2013 The Hague-Kijkduin ITU Cross Triathlon World Championships

Senior Women: **Lesley Paterson** ●

2013 Ottawa ITU Duathlon World Championships - Juniors and U23s only

U23 Men: **Richard Horton** (World Champion) ●

Junior Women: **Georgina Schwiening** (World Champion) ●

Junior Women: **Kate Curran** ●
Junior Men: **Calum Johnson** ●

2013 Ironman World Championships

Rachel Joyce ●
Liz Blatchford ●

2013 Ironman European Championships

Jodie Swallow ●

2013 Ironman 70.3 European Championships

Ritchie Nicholls ●
Catriona Morrison ●

2013 XTERRA World Championships

Senior Women: **Lesley Paterson** ●
Senior Men: **Asa Shaw** ●

GREAT BRITAIN ON TOP OF THE WORLD: 2013 WORLD CHAMPIONS



↑ **Matthew Emmerson** (l) & **George Peasgood** (r) win paratriathlon gold and bronze in London (Tri 5).



↑ **Jane Egan** celebrates paratriathlon gold in London (Tri 1).

↓ A clean sweep of the podium in at the ITU Paratriathlon World Championships with **Faye McClelland** (gold), **Lauren Steadman** (silver) and **Clare Cunningham** (bronze) in the Tri 4 category.



↑ **David Bishop** wins gold in London at the ITU Aquathlon U23 World Championships.

↓ **Chris Goodwin** and guide **Ben Howard** win paratriathlon Tri 6a gold in London.





↑ **Melissa Reid** (l) and guide **Nicole Walters** (r) add the paratriathlon world title to Melissa's world aquathlon and European gold medals.

↓ **Richard Horton** celebrates U23 duathlon gold in Ottawa.



↑ **Non Stanford** and **Jodie Stimpson** celebrate being crowned number one and two in the world.

↓ **David Ellis** and guide **Luke Watson** win paratriathlon gold in London in the Tri 6b category.



↓ **Morgan Davies** wins junior gold at the ITU Aquathlon Junior World Championships.



↑ **Georgina Schwiening** celebrates junior duathlon gold in Ottawa.



↓ **James Smith** celebrates winning aquathlon gold in the Tri 3 category.

2013 SPORTING NUMBERS

8

Gold medals won at ITU World Triathlon Series races by British triathletes

3

Senior British triathletes in the top 3 in the world

50%

Of junior world medals won by British athletes

Non Stanford celebrates becoming world champion with compatriot Jodie Stimpson.





| The joys of being crowned world champion, **Jane Egan** (Tri 1).

“ It’s been another successful year for British Triathlon, with World and European Champions at all levels of the sport. London provided the perfect stage to round off a fantastic year for British triathletes and begin the paratriathletes’ medal-winning road to Rio 2016. ”

| **Liz Nicholl OBE**, Chief Executive of UK Sport.

ACHIEVING OUR TARGETS

British triathletes, coaches and support staff have successfully achieved the medal targets set by UK Sport for 2013 in both the Olympic and Paralympic programmes.

This success highlights the continued strength of British athletes, their coaches and the support staff that form the UK Sport Lottery funded World-Class Olympic and Paralympic Performance Programmes.

In the Olympic Programme, **Non Stanford** re-wrote the history books winning the world title in London to become the first woman to win a senior World title only a year after celebrating gold in the ITU Triathlon Under-23 World Championships.

Non’s victory in the PruHealth World Triathlon Grand Final London alongside **Jonathan Brownlee’s** silver medal

ensured that the team successfully achieved the UK Sport medal target.

British triathletes dominated the 2013 ITU World Triathlon Series delivering 16 podium performances throughout the seven rounds before the Grand Final. In six of the seven rounds, a British triathlete won gold.

The ITU Triathlon Junior World Championships in London showed the emerging young talent within the sport with 50% of the medals on offer won by British triathletes. **Georgia Taylor-Brown**, a member of the British Triathlon Podium Potential Squad celebrated silver, whilst the Home Nation Talent

Academies showed the development pathway is delivering with **Marc Austin** and **Grant Sheldon** both members of **triathlonscotland’s** academy securing silver and bronze respectively.

British Triathlon’s World-Class Paralympic Programme is in its first year of UK Sport Lottery funding, however, there was no shortage of world champions to celebrate with six gold medals won; achieving our medal target from UK Sport and maintaining Great Britain’s status as the leading paratriathlon nation in the world.

For full details of all the paratriathlon medals, see page 7.



Dave Ellis and his guide **Luke Watson** celebrate a memorable year in London.

“ In my first year as Performance Director, I have been struck by the amount of passionate and talented people within this sport who are all working towards the common goal of delivering medal - winning performances. I am looking forward to supporting the coaches, the athletes and support staff as the sport builds towards another Olympic and first Paralympic Games in Rio 2016. ”

Brendan Purcell, British Triathlon Performance Director.



Britain's leading ladies celebrate more success in the ITU World Triathlon Series.

THE TEAM BEHIND THE TEAM

British Triathlon has created a UK Sport lottery funded World-Class Performance Programme that has enabled Britain's triathletes to deliver medal-winning performances across the globe.

The 2013 British Triathlon Performance Programme is led by **Brendan Purcell**, who was introduced as the new Performance Director, alongside new Head Coach, **Ben Bright** in early 2013. Paratriathlon Performance Manager, **Jonathon Riall** continues to lead the successful Paralympic programme as the sport begins the road to Rio 2016 and its first inclusion in the Paralympic Games.

British Triathlon's philosophy this year has been to deliver an integrated performance support network that enables best practice to be identified and shared within both the Olympic and Paralympic programmes challenging and supporting each other in the pursuit of success.

The new Paralympic Programme has successfully supported athletes as they make the transition into elite sport and starting the process of building the talent pool in preparation for Rio 2016. To achieve this, the team has delivered structured training camps prior to international championships and a new 2013 talent programme funded by Sport England which has already delivered two European gold medallists (**Dave Ellis** and **Phil Hogg**) and one World Champion (**Dave Ellis**) this season.

The British Triathlon Performance team continues to work closely with the English Institute of Sport creating a network of world-leading support staff that add value to the athletes and their coaches.

This season, **Non Stanford** took full advantage of this support after bracing her arm in Hamburg, receiving medical and physical support that enabled her to return to action in Stockholm and win silver. "Going into Stockholm it was quite tough and I was swimming pretty much with one arm. I'm lucky to have a great team around me and the physio team and the coaching team got me through it."

British Triathlon has also re-instated its Performance Coaching Conference in 2013, successfully sharing best practice from leading coaches from across triathlon and the wider sporting community.

2013 SPORTING NUMBERS

£83,200

Invested into the British Triathlon Elite Multisport Programme for the 2013 season by the Home Nations Associations

“ It’s been great this year having the additional support of British Triathlon, enabling me to compete in both Ottawa and Horst. It’s always a real honour to represent GB and I have been delighted with my gold and silver medal performances this season. ”

Georgina Schwiening,
ITU Duathlon Junior World Champion and ETU Duathlon Junior European silver medallist.



| Lucy Gossage celebrates victory in Horst.



Richard Horton on his way to duathlon success.

SUPPORTING THE ATHLETE PATHWAY

Triathlon is a unique sport that has multiple entry and exit points and British Triathlon recognises and embraces the importance of supporting athletes who compete outside of Olympic triathlon via the Home Nation funded Elite Multisport Programme.

The 2013 programme supports nine athletes (listed below) and the wider teams who compete in international duathlon and long distance triathlon events with a contribution to travel, training and medical costs.

Junior talent has been the success story of the squad this season with **Georgina Schwiening** and **Richard Horton** winning the world championship title in the ITU Duathlon Junior and U23 World Championships respectively. **Georgina** also added European silver to her world title.

Lucy Gossage has continued her long distance duathlon success, winning the 2013 Horst ETU Powerman Long Distance Duathlon European Championships for the second successive year, whilst **Lesley Paterson** delivered another medal-winning performance in cross triathlon winning silver at the 2013 The Hague - Kijkduin ITU Cross Triathlon World Championships and silver in the 2013 XTERRA World Championships.

The 2013 Ironman World Championships once again provided a British success story with **Rachel Joyce** (second) and **Liz Blatchford** (third) both stepping onto the iconic podium in Kona.

2013 British Triathlon Elite Multisport Squad

Lucy Gossage (duathlon)

Katie Hewison (duathlon)

Richard Horton (duathlon)

Matt Moorhouse
(long distance duathlon)

Oli Mott (duathlon)

Lesley Paterson (cross triathlon)

Georgina Schwiening (duathlon)

Mark Threlfall
(long distance triathlon)

Phil Wylie (duathlon)

Members of the Great Britain Age-Group Team celebrate a successful ITU Duathlon World Championships in Ottawa.



2013 SPORTING NUMBERS

16 Teams

108 Gold medals

294 Medals won

“ I’m thrilled to be taking such a large team of duathletes to Horst and I am particularly proud to welcome so many new people to the Great Britain Team. The excitement has been building among both the sprint and long distance duathlon teams for weeks and the mutual support shown in communications between team members has been inspiring. ”

Joan Lennon, Great Britain Age-Group Team Manager in Horst.



Members of the Great Britain Age-Group Team in London.

THE PRIDE OF BRITAIN

The inspirational Great Britain Age-Group Team delivered 108 gold, 95 silver and 91 bronze medals this season; making history as Britain's largest ever medal haul - at every event, the team delivered a medal-winning performance.

The 2013 ITU Age-Group World Championships, part of the PruHealth World Triathlon Grand Final London in Hyde Park was the standout event for the season with Great Britain celebrating 30 gold medals in front of a home crowd.

In each of the 16 teams that competed in World or European events, the competition for places was high with 5,904 registrations by athletes attempting to qualify for the Great Britain Age-Group Team – representing an increase of 82% from 2012. Many of the qualification events sold out with the British Triathlon Championships Liverpool receiving over 1,500 entries in the first month.

Each of the 2,399 athletes that represented Great Britain this season, wore the new Z3R0D GB tri-suit with pride – qualification to the team was an achievement to be proud of in itself.

As the standard of athlete reached new heights, so did the level of support they received. British Triathlon's age-group programme is the benchmark for other competing nations with expert administrative support and knowledgeable team managers; both standout as world-leading and ensure British athletes have an enviable team spirit and are the best-prepared competitors at every event.

| 2013 MEDALLISTS | GOLD | SILVER | BRONZE |
|---|------------|-----------|-----------|
| 2013 Cogne ITU Winter Triathlon World Championships | 2 | 1 | 0 |
| 2013 Horst ETU Powerman Long Distance Duathlon European Championships | 4 | 2 | 1 |
| 2013 Horst ETU Powerman Sprint Duathlon European Championships | 11 | 6 | 9 |
| 2013 Barcelona ETU Middle Distance Triathlon European Championships | 2 | 3 | 4 |
| 2013 Belfort ITU Long Distance Triathlon World Championships | 3 | 4 | 3 |
| 2013 Alanya ETU Triathlon European Championships | 12 | 14 | 11 |
| 2013 Alanya ETU Sprint Triathlon European Championships | 20 | 18 | 20 |
| 2013 Den Haag ITU Cross Triathlon World Championships | 2 | 1 | 3 |
| 2013 Ottawa ITU Duathlon World Championships | 10 | 7 | 6 |
| 2013 Ottawa ITU Sprint Duathlon World Championships | 7 | 5 | 6 |
| 2013 Vichy ETU Challenge Long Distance Triathlon European Championships | 2 | 1 | 3 |
| 2013 Strobl am Wolfgangsee ETU Cross Triathlon European Championships | 0 | 1 | 2 |
| 2013 Zofingen ITU Powerman Long Distance Duathlon World Championships | 3 | 1 | 1 |
| 2013 London ITU Aquathlon World Championships | 10 | 10 | 7 |
| 2013 London ITU Sprint Triathlon World Championships | 12 | 12 | 5 |
| 2013 London ITU Triathlon World Championships | 8 | 9 | 10 |
| TOTAL NUMBER OF MEDALS: 294 | 108 | 95 | 91 |

RAISING THE PROFILE OF TRIATHLON

The **Brownlee** brothers pose for the cameras in London.



Credit: David Pearce

2013 SPORTING NUMBERS

2.2m

Peak viewers for the elite men's race in London (BBC figures)

30,296

Unique visits to the British Triathlon media site in 2013

104,971

Pageviews on britishtriathlonmedia.org



TRIATHLON: TALK OF THE TOWN

British Triathlon has continued its drive to raise the profile of the sport following the London 2012 Olympic Games.

Media awareness and coverage have been central to achieving this objective with bespoke strategies implemented throughout the 2013 ITU World Triathlon Series to engage with the written and broadcast media.

Each of the ITU World Triathlon Series races were broadcast by the BBC either live, on the red button or via a highlights programme. Stockholm received a peak of 1.2m viewers, the highest of the seven rounds, whilst the PruHealth World Triathlon Grand Final London achieved 2.2m viewers for the elite men's race and 1.3m for the elite women's event. The elite men's race represents a 1m increase in viewers since the last Series event in London prior to the Games in 2011.

The Grand Final itself was a strategic focus for British Triathlon with four athletes poised to win the world title before the racing began. Olympic hero's **Alistair** and **Jonathan Brownlee** dominated pre-event media exposure,

whilst **Non Stanford** and **Jodie Stimpson** also featured well as triathlon was successfully reported in the majority of the national newspapers.

Post-race exposure was also widespread for Britain's senior athletes, with additional success for **Georgia Taylor-Brown** who received excellent coverage following her silver medal in the ITU Triathlon Junior World Championships. The event successfully made it onto the front cover of the Guardian after **Shirin Gerami** became the first Iranian women to compete in a Grand Final.

British Triathlon also continued to develop its relationship with the BBC. At the Grand Final; there was extensive coverage in the build up to the event on BBC5Live, BBC Sport Online and throughout the BBC regions. Elite triathlete Vicky Holland was also invited as a guest presenter on BBC5Live as part of their three-hour broadcast live from Hyde Park for the elite men's race.

“ It's a truly exciting time to be involved in triathlon in this country and I have very much enjoyed working alongside the British team this year, watching them as they continue to go from strength to strength. The London Grand Final was an emotional rollercoaster and really captured all that is great about elite triathlon. Whilst it may not have ended quite the way the Brownlee brothers would have wanted, it was a more than fitting end to the season for Non Stanford and Jodie Stimpson. The excitement, personality and drama in both races perfectly encapsulated to an ever-growing audience all that is good about the sport. ”

| Sarah Richardson, BBC Triathlon Producer

Credit: ITU Triathlon.org/ Janos Schmidt



Credit: David Pearce



| Triathletes and Performance Director, **Brendan Purcell** have been in the spotlight this season.

2013 SPORTING NUMBERS

503,000

The number of viewers the four British Triathlon Super Series events received from each programmes first broadcast alone



Triathlon action in the heart of some of London's most iconic landmarks.



| Racing past the Royal Liver Building in Liverpool city-centre.

“ It was wonderful to see so many athletes compete on our world heritage waterfront and so many supporters cheering them on. It was a fantastic atmosphere, and hopefully the triathletes of the future have been inspired! ”

| Cabinet member for culture and tourism, Liverpool City Councillor **Wendy Simon**.

WORLD-CLASS EVENTS IN ICONIC LOCATIONS

British Triathlon’s major events strategy continues to build the profile of the sport through the creation of world-class events in iconic locations.

In 2013, British Triathlon has worked with event delivery partner, Upsolut Sports UK to deliver the PruHealth World Triathlon Grand Final London and the British Triathlon Championships Liverpool, continuing to set the standard for triathlon events around the world.

The Grand Final in London was supported by London and Partners, UK Sport and Royal Parks representing the first World Championships to be held in the UK after last summer’s Olympic Games. Triathlon’s successful legacy post-Games can be illustrated by thousands of spectators returning to Hyde Park to watch world-class triathlon in the heart of the city.

The British Triathlon Championships Liverpool, the fourth event of the British Triathlon Super Series was successfully delivered in partnership with Liverpool City Council. The event was the prototype for combining multiple British Championships into one festival of triathlon; creating larger scale events that have greater profile and power to boost sports participation within their host city.

The British Triathlon Super Series won by **Emma Pallant** and **Tom Bishop** continued to play an integral role in raising the profile of triathlon within Great Britain with television audiences for the Series showing significant growth on 2012 figures.

The British Triathlon Youth and Junior Super Series, which was won by **Bronwen Owen** and **Jack Willis** (youth) and **Sophie Coldwell** and **Christopher Perham** (junior), also had a festival finale at the British Triathlon U20’s Festival at Eton Dorney, which hosted an ETU Triathlon Junior European Cup and the British Triathlon Inter Regional Championships.

LONDON LEGACY



Great Britain Age-Group Team athletes racing in front of the iconic London landmarks that their elite counterparts raced past in London 2012.

“ For us to be able to swim, bike and run the course that the Olympians did last year is something really special and to have your home crowd there to witness it will be something to savour forever. ”

Christina Jenkins, member of the Great Britain Age-Group Team in London.

“ It’s been a magical year. It was meant to be a year for learning but I don’t think it could have been better. London has always been my goal. What you get from racing at home you can’t really get elsewhere. The crowd just lifts you. ”

World number two, Jodie Stimpson comments on the impact of racing in London.



London provided the opportunity for friends and family to cheer on the Great Britain Age-Group Team at the Olympic venue.



Lucy Hall was back in action in the U23 races, a year after competing for Team GB.

TRIATHLON DELIVERS ON OLYMPIC LEGACY

The PruHealth World Triathlon Grand Final London in September provided the opportunity for world-class triathlon to return to Hyde Park, the stage for triathlon's Olympic glory back in 2012.

The opportunity to compete at the London 2012 Olympic Games triathlon venue attracted 7,862 race starts by athletes from around the globe to compete in age-group, senior, U23 and junior ITU World Championships as well as the first ITU Paratriathlon World Championships following the sports acceptance into the Rio 2016 Paralympic Games.

More than 3,000 registrations were made by British athletes who were inspired to register their intent to qualify for the Great Britain Age-Group Team with more than 1,200 athletes successfully having the opportunity to compete for world titles at the Olympic venue in front of their friends, family, work colleagues and club mates. These supporters brought the whole event to life providing memorable support for every athlete competing across the five days of competition.

The British public also came out in force with thousands of fans cheering on the elite competitors; many drawn to the Royal Park by the age-group races earlier in the day and the widespread profile the event achieved in the media.

It wasn't only the athletes who were inspired to take advantage of triathlon's return to Hyde Park, as 90% of the National technical Officials at the event had a Games time role last year. Over 750 volunteers were also inspired to support the event delivery in London, contributing more than 6,000 hours of volunteering (based on an average of 8 hours per volunteer).

Now that's legacy!

“ One of the great moments of this summer was the ITU World Triathlon Grand Final in Hyde Park. It was a huge honour to welcome the cream of the world’s triathletes back to our city and we made Trafalgar Square available to host a celebration of this thrilling sport. This is just one of a series of elite fixtures that is sealing London’s status as world-class sporting venue. ”

| The Mayor of London,
Boris Johnson



| Paratriathlon celebrates their first World Championships of the sport's inaugural Paralympic cycle in Triathlon Square.



The weather didn't stop athletes and their family celebrate the Opening Ceremony.



Non Stanford and **Jodie Stimpson** take to the stage in Triathlon Square.

TRIATHLON TAKES CENTRE STAGE

To celebrate triathlon's return to the capital, British Triathlon and the PruHealth World Triathlon Grand Final London event delivery partner Upsolut Sports UK transformed the iconic Trafalgar Square into Triathlon Square from 11 to 15 September, successfully raising the profile of the event and the sport within London.

The Mayor of London opened Triathlon Square to members of the public as part of his 2012 legacy programme and British Triathlon delivered a world-class event, that inspired London to take up the triathlon challenge and show their support for the Great Britain Triathlon Team.

Triathlon Square welcomed thousands of competing athletes and supporters to the Opening Ceremony, before British Triathlon delivered an innovative stage presentation hosted by well-known Sky Sports presenter, **Charlie Webster**.

High profile ambassadors included **Brandon Lewis MP**, **Chrissie Wellington MBE** and many of Great Britain's elite, paratriathlon and age-group triathletes all supported Triathlon Square. Many took part in on-stage interviews, encouraging members of the public to take part as well as getting involved in the fun activities that were on offer themselves. The Great Britain Paratriathlon Team celebrated their phenomenal success in front of a packed Triathlon Square as fans came out to support Britain's medal-winning heroes.

British Triathlon created engaging content for two big screens that broadcast the elite races and introduced passers-by to Britain's top athletes including the **Brownlee** brothers, world champion, **Non Stanford** and medal-winning paratriathletes such as **Dave Ellis**.

Members of the public were also inspired to take part in Triathlon England's Live Site, whilst the British Triathlon Foundation Trust delivered fun activities for youngsters and Great Britain's elite to get involved with and support the Trust.



2013 SPORTING NUMBERS

8,294

Participants in
Tata Kids of Steel

“ This is the seventh year we have worked alongside the British Triathlon Federation to organise Tata Kids of Steel with nearly 60,000 children experiencing triathlon since the series launched in 2007. This year over 8,000 children from 237 schools took part which is a huge achievement. Many Tata Steel employees volunteered at the events and we are very proud of giving children across the UK and in our local communities the opportunity to have a fun, positive experience of sport, and hopefully inspiring future generations to adopt a healthier lifestyle through sport and exercise. ”

| Sytske Seyffert, Director of
Corporate Communications &
Public Affairs at Tata Steel.

SPONSORS AND PARTNERS INSPIRED BY TRIATHLON



Jonathan Brownlee wearing the new Z3R0D tri-suit in Hyde Park.

British Triathlon’s family of partners, sponsors and suppliers have continued to embrace triathlon and maximise the successful legacy of the sport post London 2012.

Corporate Partner, **Tata Steel** has delivered 12 Tata Kids of Steel events across Great Britain. 8,297 youngsters took part across all the events, swimming, cycling and running 9,683,140 metres, just over the distance the Olympic Torch will travel from London to Rio.

The elite Great Britain Team attracted **Vauxhall** as Elite Team Partner for triathlon’s return to the Olympic venue at the PruHealth World Triathlon Grand Final London and with multiple medal-winning performances; the household name received widespread media coverage.

The Great Britain Elite and Age-Group Team competed in London and throughout the season in cutting-edge **Z3R0D** performance clothing. Not only

did the new tri-suits deliver performance benefits throughout the season, they also created a strong team spirit between all the triathletes that represented Great Britain; a team spirit that was the envy of the world.

British elite triathletes and their performances have continued to benefit from bespoke nutrition solutions from our Sports Nutrition Sponsor, **Maxifuel**. Official Retail Supplier, **Wiggle**, provided a number of triathletes in our Podium Potential Squad with high quality bikes from **Ridley**, whilst **GE**, inspired by triathlon’s Olympic success has continued its association with the sport, supporting British Triathlon as Official Healthcare Supplier.

A new brand to the triathlon family is **P20** as Official Sun Protection Supplier, helping to ensure the well-being of athletes across the sport.

Nirvana Europe, has arranged travel and accommodation for approximately 950 GB age-group athletes allowing age-groupers to focus solely on their performance. It’s not only athletes that travel around the world; Official Logistics Supplier, **FedEx** has delivered world-class logistics throughout the season to the British Triathlon Team.

British Triathlon would like to thank all our partners, sponsors and suppliers who have enabled the Great Britain Team to be on top of the world in 2013.

Corporate Partner



Sponsors



Funding Partner



Suppliers





Non Stanford celebrates the world title in front of a home crowd.

2013 SPORTING NUMBERS

54%

Increase in Twitter followers

112%

Increase in Facebook fans

Over **410,437**

Views on British Triathlon's YouTube Channel

465,737

Unique visitors to britishtriathlon.org



Fans get involved in Triathlon Square.

THE BEST FANS IN THE WORLD

London 2012 placed many of Britain's top sporting stars into the public arena and it was no different for British Triathlon and Triathlon's Team GB. The first world championships to take place in the UK since the Games, ensured triathlon had an immediate opportunity to maximise the Olympic legacy and increased awareness of British triathletes transforming them into household names recognised and celebrated by members of the public.

To achieve this, British Triathlon delivered a communications strategy throughout the year that focussed on creating and distributing engaging content that attracted fans to the sport. Content generation was based around elite and age-group athletes, major triathlon events both domestic and international and the Great Britain Triathlon Team's journey to London. Distribution was via britishtriathlon.org and our social media outlets.

British Triathlon's Facebook and Twitter channels have continued to grow rapidly following the Games, with bespoke campaigns in London delivering more than 8million impressions on content generated by British Triathlon. This strategic delivery has resulted in the two social networking sites growing their fan and follower base significantly in 2013.

British Triathlon has also invested heavily in YouTube broadcasting the 'Road to London' for the Great Britain Team.

The campaign had further promotion throughout the Home Nations as well as via athlete profiles, website news articles, media activation, spectator guides (1,000 downloaded) and the celebration of their journey through membership magazine trinews.

Britishtriathlon.org has been the central outlet for much fan related content successfully attracting 465,737 unique visitors to the site, an increase of 13% from 2012 (comparison made using a Jan-Oct 2012 to Jan-Oct 2013 time period).

STRATEGY IN ACTION

ETHICAL SPORT

British Triathlon is committed to a policy of ethical sport as espoused by our organisational value of supporting fair play. We will not tolerate the use of performance enhancing drugs at any level of triathlon competition.

British Triathlon enforces a stringent anti-doping policy that adheres to the guidelines recommended by the World Anti Doping Agency (WADA). Further requirements specifically for triathlon are set by the British Triathlon Federation and International Triathlon Union. Elite athletes are regularly tested both out of competition and at major championships. Non elite athletes are expected to abide by the same rules and can theoretically be tested at events, especially if they compete internationally.

UKAD tests completed for British Triathlon were:

| No. of Tests | Test Type |
|--------------|--------------------|
| 26 | In-Competition |
| 26 | Out of Competition |
| 0 | Missed Tests |

There were no rule violations.

ASSURED GOVERNANCE

For the 2012/2013 self assurance process, British Triathlon was proud to be selected to take part in a new ‘offline’ pilot scheme ran by UK Sport/Sport England. The carefully selected NGB’s were those organisations who have consistently been assessed positively through both the self-assurance and the onsite audit process.

The offline self-assurance process whilst less administratively time-consuming, is intended to be rigorous and thorough whilst enabling the British Triathlon Board to collectively focus on the key areas of good governance, finance and control. The onus lay with the Board to review and declare the level of assurance they felt

was a true and accurate representation of the processes and policies. British Triathlon continually strives to maintain the highest standards for our finance and governance processes, the organisation wide policies that have been adopted and the principles that support them and this was reflected in the Board declaring a FULL level of self assurance.



GOLD PIN WINNERS

The British Triathlon Gold Pin Awards are awarded to the sport’s leading figures to highlight their significant and long-standing contribution to triathlon. The latest Award winners announced at the 2012 British Triathlon Awards Dinner were:

- | | |
|-------------------|-----------------|
| Catriona Morrison | Dave Bellingham |
| Jack Maitland | John Lunt |
| Glenn Cook | Andrew McBarnet |

2013 BRITISH TRIATHLON BOARD MEMBERS

In 2013, British Triathlon's Board has undergone a successful performance review supported by First Ascent.

Ian Howard TD

President

Ian Braid

Director Major and National Events

Tom Chambers

Director **triathlonscotland**
(resigned 18 November 2012)

Neill Craigie

Independent Non-Executive Director for Marketing and Communications

Dr. Dean Hardie

Director Welsh Triathlon

Dr. Mary Hardwick

Independent Non-Executive
Director Business
(appointed 20 February 2013)

Zara Hyde Peters OBE

Chief Executive Officer

Chris Kitchen

Director Performance
(resigned 16 February 2013)

Jem Lawson JP

Director Triathlon England

Stephen Moffatt

Director **triathlonscotland**
(appointed 18 November 2012)

Prof. Sarah Springman CBE

President
(resigned 31 December 2012)

Malcolm Westwood

Director Age-Group Teams

Ryan Wilkinson

Independent Non-Executive
Director Finance

Prof. Sarah Springman CBE

Senior International Post-Holder

David McNamee

International Athlete Representative

BRITISH TRIATHLON FOUNDATION TRUST

This year has been the inaugural year of activity for the British Triathlon Foundation Trust, an independently funded charity that aims to use the engaging sport of triathlon to encourage children to become more active.

In 2013, the Foundation has delivered triathlon related activities to over 10,700 children through a combination of the UK-wide Tata Steel 'Kids of Steel' series, Hertfordshire in-school triathlon taster

INTERNATIONAL INFLUENCE

Prof. Sarah Springman CBE

First Vice President of the International Triathlon Union (2012-2016)

Ben Bright

Elected to the ITU Coaches' Committee (2012-2016)

Howard Vine

Elected to the ITU Technical Committee (2012-2016)

Clare Cunningham

Elected to the ITU Athletes' Commission (2012-2014)

Jasmine Flatters

Won the ITU Women's Committee Award of Excellence at the 2013 ITU Congress

Ian Howard TD

Elected as European Triathlon Union (ETU) Board Member

Mark Barfield

Elected to ETU Paratriathlon Committee

Maisie Bancewicz

Elected to the ETU Technical Committee

Trustees of the Foundation are:

Joe Garner (Chair)

Mike Townley

Kevin Groome

Ian Howard TD

Zara Hyde Peters OBE

Brandon Lewis MP

Brian Carlin

FINANCIAL REVIEW

The directors present the report and the financial statements for the year ended 31 March 2013.

Statement of directors' responsibilities

The directors are responsible for preparing the directors' report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Principal activities

The principal activities of the company during the period were to carry out the functions of the national governing body

of Triathlon, Duathlon and Aquathlon in Great Britain, responsible for leading growth and performance of the sport. In particular, these responsibilities include the preparation of GB teams to compete in European and World championships and the Olympic Games. British Triathlon aims to promote excellence in our sport, and create opportunities for everyone to achieve their personal triathlon challenges.

Directors

The directors who held office during the year are as follows:

I P Howard TD, I M Braid, T Chambers (resigned 18 November 2012),
N Craigie, D Hardie, Dr M Hardwick (appointed 20 February 2013),
Z Hyde Peters OBE, C Kitchen (resigned 16 February 2013), **J Lawson, S Moffatt** (appointed 18 November 2012), **Dr S M Springman CBE** (resigned 31 December 2012),
M Westwood, R Wilkinson.

This report was approved by the board on 12 July 2013 and signed on its behalf.

Z Hyde Peters OBE
 Company Secretary

Independent Auditors' Report to the Members of the British Triathlon Federation

We have audited the financial statements of The British Triathlon Federation for the year ended 31 March 2013. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of Directors and Auditors

As explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the Audit of the Financial Statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately

disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Directors' Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on Financial Statements

In our opinion the financial statements:

- ♦ give a true and fair view of the state of the company's affairs as at 31 March 2013 and of its surplus for the year then ended;
- ♦ have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities; and
- ♦ have been prepared in accordance with the requirements of the Companies Act 2006

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- ♦ adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- ♦ the financial statements are not in agreement with the accounting records and returns; or
- ♦ certain disclosures of directors' remuneration specified by law are not made; or

- ♦ we have not received all the information and explanations we require for our audit; or
 - ♦ the directors were not entitled to prepare the financial statements and the directors' report in accordance with the small companies regime.
-

Chartered Accountants & Registered Auditors

haysmacintyre

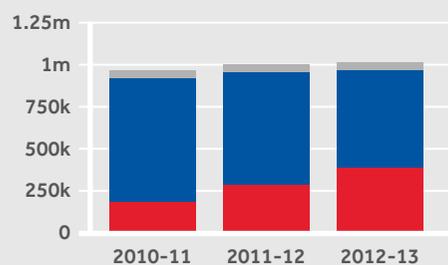
Statutory Auditors, Fairfax House
15 Fulwood Place, London WC1V 6AY
Date: 12 July 2013

INCOME & EXPENDITURE ACCOUNT

For the year ended 31 March 2013

| | 2013 | 2012 |
|---|---------------|---------------|
| | £ | £ |
| INCOME | 5,281,067 | 5,207,840 |
| Administrative expenses | (5,250,663) | (5,127,738) |
| OPERATING SURPLUS | 30,404 | 80,102 |
| Interest receivable | 5,206 | 4,982 |
| SURPLUS ON ORDINARY ACTIVITIES BEFORE TAXATION | 35,610 | 85,084 |
| Taxation | (1,040) | (996) |
| SURPLUS FOR THE FINANCIAL YEAR | 34,570 | 84,088 |

There were no other recognised gains and losses in the year other than those included in the income and expenditure account.

RESERVES

| | 2010/11 | 2011/12 | 2012/13 |
|-------------------|----------------|------------------|------------------|
| Triathlon England | 130,424 | 255,596 | 385,666 |
| British Triathlon | 778,039 | 736,955 | 641,455 |
| Special Reserves | 35,460 | 35,460 | 35,460 |
| Total | 943,923 | 1,028,011 | 1,062,581 |

BALANCE SHEET

As at 31 March 2013

| | 2013 | | 2012 | |
|--|------|------------------|------|------------------|
| | £ | £ | £ | £ |
| TANGIBLE FIXED ASSETS | | 30,197 | | 43,211 |
| CURRENT ASSETS | | | | |
| Stock | | 500 | | 400 |
| Debtors | | 396,146 | | 683,951 |
| Cash at bank and in hand | | 2,100,857 | | 1,781,200 |
| | | 2,497,503 | | 2,465,551 |
| CREDITORS: amounts falling due within one year | | (1,465,119) | | (1,480,751) |
| NET CURRENT ASSETS | | 1,032,384 | | 984,800 |
| TOTAL ASSETS LESS CURRENT LIABILITIES | | 1,062,581 | | 1,028,011 |
| NET ASSETS | | 1,062,581 | | 1,028,011 |
| RESERVES | | | | |
| Members' Special Reserve | | 35,460 | | 35,460 |
| Income and Expenditure account | | 641,455 | | 736,955 |
| Triathlon England designated reserve | | 385,666 | | 255,596 |
| | | 1,062,581 | | 1,028,011 |

The financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

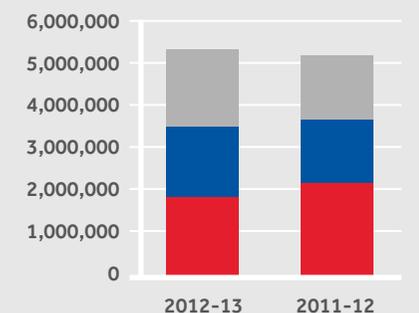
The financial statements were approved and authorised for issue by the Board of Directors on 12 July 2013 and were signed below on its behalf by:

I P Howard TD

Chairman, British Triathlon Federation

INCOME

| | 2013 | 2012 |
|---------------------|------------------|------------------|
| | £ | £ |
| Operations | 1,918,199 | 2,291,607 |
| Development | 1,454,096 | 1,338,381 |
| Performance | 1,908,772 | 1,577,852 |
| TOTAL INCOME | 5,281,067 | 5,207,840 |

INCOME SUMMARY

Operations Development Performance

Operations income includes a contribution from UK Sport, sponsorship income, international representation income, membership income, events income, and commission.

Development income includes grants awarded by Sport England, coaching course income and the Sports Council for Wales.

World Class Performance includes grants awarded by UK Sport, Sport England & Sport Council for Wales.

INCOME AND EXPENDITURE BRIDGE

| | BRITISH TRIATHLON | TRIATHLON ENGLAND | WELSH TRIATHLON | TOTAL |
|---|-------------------|-------------------|-----------------|-------------------|
| | £ | £ | £ | £ |
| Income | | | | |
| Operations | 1,231,897 | 658,083 | 33,425 | 1,923,405 |
| Development | 47,064 | 1,368,696 | 38,336 | 1,454,096 |
| World-Class Performance Pathway | 1,217,232 | 0 | 0 | 1,217,232 |
| Age-Group | 247,668 | 0 | 0 | 247,668 |
| Home Nation Talent | 225,834 | 180,524 | 37,514 | 443,872 |
| Total Income | 2,969,695 | 2,207,303 | 109,275 | 5,286,273* |
| Expenditure | | | | |
| Business Operations Staff Costs | 362,906 | 164,064 | 0 | 526,970 |
| Business Operations Expenditure | 252,490 | 179,379 | 5,772 | 437,641 |
| Sponsorship | 163,682 | 0 | 0 | 163,682 |
| Competitions | 6,341 | 29,655 | 0 | 35,996 |
| Elite Series | 321,847 | 0 | 0 | 321,847 |
| Welsh Triathlon surplus | 0 | 0 | 17,479 | 17,479 |
| Total Operations | 1,107,266 | 373,098 | 23,251 | 1,503,615 |
| England Development | 23,103 | 374,702 | 0 | 397,805 |
| England Development Staff Costs | 49,586 | 588,920 | 0 | 638,506 |
| Workforce Development | 3,971 | 100,220 | 0 | 104,191 |
| Workforce Development Staff Costs | 0 | 69,247 | 0 | 69,247 |
| Tata Kids of Steel | 127,200 | 82,207 | 0 | 209,407 |
| Paratriathlon Development | 0 | 19,585 | 0 | 19,585 |
| Membership Services | (17,147) | 269,056 | 10,175 | 262,084 |
| Welsh Development | 0 | 0 | 38,335 | 38,335 |
| Total Development | 186,713 | 1,503,937 | 48,510 | 1,739,160 |
| World-Class Performance Pathway | 1,343,894 | 0 | 0 | 1,343,894 |
| England Talent | 1,913 | 200,198 | 0 | 202,111 |
| Paratriathlon Performance | 94,152 | 0 | 0 | 94,152 |
| Age-Group Entry Fees | 186,489 | 0 | 0 | 186,489 |
| Age-Group Management Costs | 58,659 | 0 | 0 | 58,659 |
| Multisport | 65,840 | 0 | 0 | 65,840 |
| Welsh Performance | 374 | 0 | 37,514 | 37,888 |
| Home Nation Talent | 19,895 | 0 | 0 | 19,895 |
| Total Performance | 1,771,216 | 200,198 | 37,514 | 2,008,928 |
| Total Expenditure | 3,065,195 | 2,077,233 | 109,275 | 5,251,703 |
| Surplus/(Deficit) on ordinary activities | (95,500) | 130,070 | 0 | 34,570 |

*Includes bank interest of £5,206

INCOME AND EXPENDITURE BRIDGE ANALYSIS

| | BRITISH TRIATHLON | TRIATHLON ENGLAND | WELSH TRIATHLON | TOTAL |
|---|-------------------|-------------------|-----------------|---------------|
| | £ | £ | £ | £ |
| Surplus / (Deficit) on ordinary activities | (95,500) | 130,070 | 0 | 34,570 |
| Analysis of Surplus / (Deficit) | | | | |
| Operations | 124,631 | 284,985 | 10,174 | 419,790 |
| Development | (139,649) | (135,241) | (10,174) | (285,064) |
| World-Class Performance Pathway | (126,662) | 0 | 0 | (126,662) |
| Age-Group | 2,520 | 0 | 0 | 2,520 |
| Home Nation Talent | 43,660 | (19,674) | 0 | 23,986 |
| Surplus / (Deficit) on ordinary activities | (95,500) | 130,070 | 0 | 34,570 |

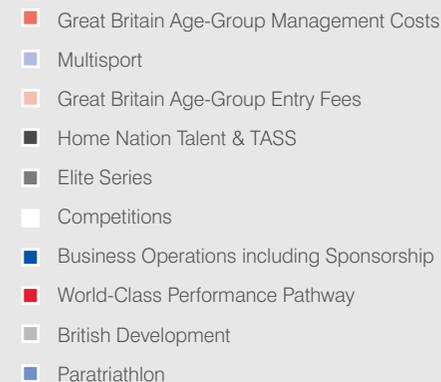
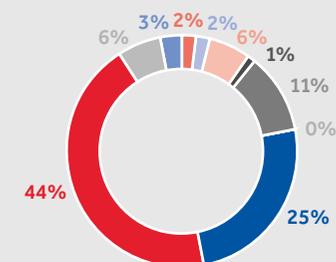
EXPENDITURE

| | |
|---|------------------|
| Great Britain Age-Group Management Costs | 58,659 |
| Multisport | 65,840 |
| Great Britain Age-Group Entry Fees | 186,488 |
| Home Nation Talent & TASS | 21,808 |
| Elite Series | 321,847 |
| Competitions | 6,341 |
| Business Operations including Sponsorship | 779,079 |
| World-Class Performance Pathway | 1,344,268 |
| British Development | 186,713 |
| Paratriathlon | 94,152 |
| | 3,065,195 |

These figures do not include Triathlon England or Welsh Triathlon expenditure.

The British Triathlon Federation (BTF) receives support via the Home Nation members affiliation fees to enable BTF to carry out areas such as the development of qualification for coaches and technical officials, BTF events including the British Championships as well as supporting the ever increasing and highly successful elite multisport teams.

EXPENDITURE





Faye McClelland enjoys the fun in Triathlon Square.



THE LAST WORD: BUILDING TRIATHLON TOGETHER

Zara Hyde Peters, OBE
Chief Executive Officer

It is with great pride that I add the last words to this Annual Report. The 2013 PruHealth World Triathlon Grand Final London was a massive celebration of the world of triathlon, showcasing all that is great about our sport and delivered by an army of staff, volunteers, and athletes all of whom made the five days very special. The strength of the sport is our ability to work together and rise to any challenge. Triathlon Square captured the essence of our “have a go” sport whilst the GB Triathlon Team demonstrated why we are the envy of many triathlon nations.

We all took great pleasure in watching our paratriathlon squad come of age with six world champions crowned – yet another record for the team. As their journey to Rio unfolds, a generation of aspirant paratriathletes are able to look across our GB squad and see the best in the world.

The future of the sport is bright when we consider the performances of our rising talent – 50% of the junior medals at World level and four junior men in the top eight in the ITU Triathlon Junior World Championships. Our athletes relished the opportunity and seized the chance to shine on our home stage - and what a stage! Record BBC viewing figures for an ITU World Triathlon Series event, record website visits and our partners in delivering sport delighted with the progress made.

With a home Commonwealth Games in Glasgow next season, there is another great year in prospect. The first staging of the Triathlon Mixed Team Relay in the Games is going to add a new dimension to the sport presentation and will inspire many of the talented athletes from the Commonwealth teams who make up the community of triathlon in Britain.

Just as important for the wellbeing of the sport is that our continually rising profile is reflected in increased demand for opportunities to take part, and that the Home Nations and British Triathlon working together are able to support this growing interest in the sport. Whether you are employed by one of the bodies that assist in making the sport happen, you volunteer or you compete, you are all part of the phenomenon that is triathlon in Britain. I am looking forward to the year ahead; we will enjoy building triathlon together.



Non Stanford powers to the finish line in Hyde Park to become world champion for 2013.



“ On behalf of the entire Great Britain Team, I would like to say thank you to the thousands of fans, the Home Nation members and all the Partners and Sponsors who have supported us during the season. Great Britain is well and truly on top of the triathlon world! ”

| **Non Stanford**, ITU Triathlon World Champion.



2013

ANNUAL REPORT

www.britishtriathlon.org

TATA STEEL

British Triathlon Federation

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