



annual report 2011

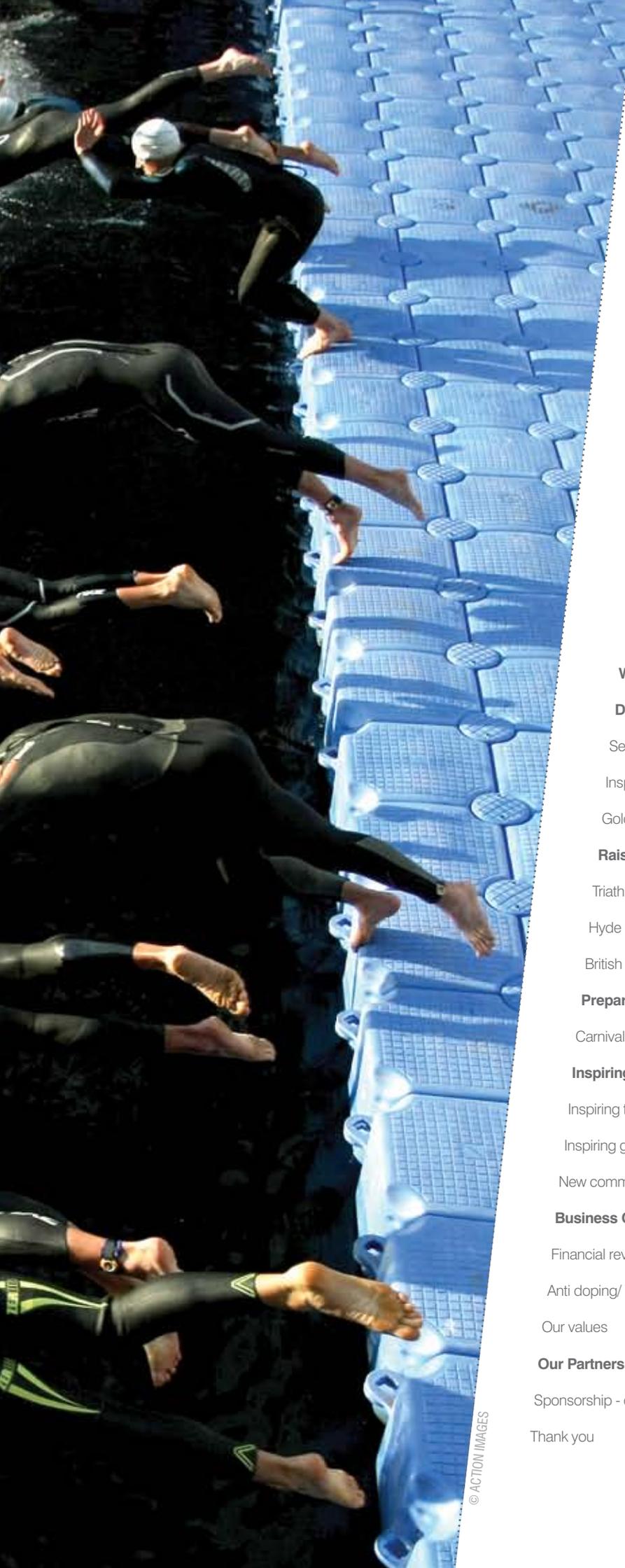


Our Vision

**Promoting excellence
in our sport and
creating opportunities
for everyone to
achieve their personal
triathlon challenges**



The swim start at the
GE Canary Wharf Triathlon



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Dr Sarah Springman OBE
President

Delivering on our aspirational challenges

I finished last year's Annual Report saying 'we aspire to achieve more in 2011' and, collectively, we truly did!

The 'royal we' reflects all who have committed to the aspiration of excellence, in achieving our personal triathlon challenges, whether representing Great Britain, proudly, in any of our GE Great Britain Teams, or committing to the numerous and essential support roles, from organising races, coaching, officiating, managing, volunteering and administrating. British Triathlon is most grateful.

It has been an enormous privilege to hear the National Anthem at almost every international triathlon event I have attended this year. It was played nine times in Beijing at the World Championships Grand Final for our elite athletes and paratriathletes. Success in the ITU Triathlon Mixed Relay and a further 11 elite World Champions in various disciplines is just stunning: ITU Triathlon World Champions **Helen Jenkins, Alistair** and **Jonathan Brownlee, Matt Sharp**, the ITU Duathlon World Champion and trigold graduate **Katie Hewison (nee Ingram)**, ITU Aquathlon World Champion **Richard Stannard**, ITU Paratriathlon World Champions **Charlotte Ellis, Faye McClelland, Jane Egan**, and **Steven Judge** and, of course, the incomparable **Chrissie Wellington MBE** in Hawaii.

And then there was the dry run for the Olympic Triathlon in Hyde Park... the atmosphere was electric. Everyone worked so hard to deliver an outstanding event and with the right results too! Come and watch next year (4 and 7 August, 2012) and in 2013, when we host the ITU Triathlon World Championship Grand Final, and bring all your friends.

Our GE Great Britain Age-Group Team has added to the Roll of Honour, in terms of quality (76 golds and 216 medallists) and quantity, with 1170 team members until October 2011. Host organisers always tell me how much they welcome and respect the British team, and rightly so! What a splendid group of role models. Will we see over a thousand Brits racing in Hyde Park in 2013?

Internationally, we have continued to influence success. Paratriathlon will become a Paralympic sport in 2016, following a campaign led and supported in the vanguard by Britons: athletes and administrators alike. We are lobbying for the Triathlon Mixed Relay in the Olympic Games, and I have engaged strongly in the bid for the Commonwealth Games, as well.

I was deeply honoured to have been chosen for 220 Triathlon's 2011 Jane Tomlinson Award. It was recognition, too, of the success of this Governing Body. There will be, as there were this year, many challenges along the way, but we will be equal to them.

“ **I remain fully committed to leading British Triathlon through a fabulous Olympic year.** ”

British Triathlon, creating our own legacy from 2012 – through partnerships

Legacy and partnerships – not the most obvious aspirations for a sport, but as we reflect on another even more successful year, these are vital to the continued achievement of even greater triathlon excellence.

One of my season highlights had to be the weekend of the Dextro Energy Triathlon ITU World Championship London presented by **Tata Steel**. It was a weekend of great achievements: the first time a host nation has fielded the men's and women's winner; three Olympic starting places secured for Team GB; and 4,500 competitors of all abilities competing over the weekend. As well as enjoying our London 2012 Olympic Games preview in Hyde Park, triathlon was going on around the country – as the Home Nations Development team took triathlon to city centres in Birmingham, Derby, Plymouth, Cardiff, Manchester and Portsmouth!

What makes such achievements possible? Partnerships have been critical to our ever-growing triathlon delivery. Partnerships with **Upsolut Sport UK, UK Sport, London & Partners, LOCOG** and the **Royal Parks** allowed us to create the spectacle in Hyde Park. Our partners in the Home Nations worked alongside British Triathlon staff and the Board to ensure that we gave everyone a weekend to remember and demonstrated how we will deliver our goal to create the most memorable free to view spectacle in August 2012. Partnerships also underpin our performance support team with the **English Institute of Sport** and contracted specialists working with our team at British Triathlon to create the best performance environment.

Our goal is to create an Olympic legacy for our sport. For British Triathlon, legacy is inspiration for the next generation of triathletes; we have enjoyed seeing the stars of tomorrow deliver performances to win medals on the European stage in the ETU Youth Triathlon and Junior Triathlon Mixed Relays and even earlier in the talent pathway, with the first Triathlon England National Schools Championships.

Our event horizons are exciting as Hyde Park will once again host a world-class triathlon as we bring home the first legacy event of the London 2012 Olympic Games with the 2013 ITU Triathlon World Championship Grand Final. Not only will this be a stage to celebrate our success but it will also allow our GE Great Britain Age-Group team to demonstrate why they are the best in the world in front of their family and friends – at home!



Zara Hyde Peters OBE
Chief Executive Officer

“ Now that's what I call a legacy! ”

Delivering World-Class Performance



World Champions Helen Jenkins and Alistair Brownlee celebrate their titles in Beijing

Season review

In 2011, British Triathlon's Olympic journey has seen inspirational performances delivered in a team environment focussed on delivering the target of Olympic success in the London 2012 Olympic Games.

This season **Helen Jenkins**, **Alistair Brownlee** and **Jonathan Brownlee** have all met the British Triathlon race qualification criteria for the London 2012 Olympic Games following their medal-winning finishes in London and podium positions in previous rounds of the Dextro Energy Triathlon ITU World Championship Series.

The UK Sport Lottery funded British Triathlon World-Class Programme is focussed solely on achieving Olympic success. Alistair Brownlee and Helen Jenkins were crowned world champions for the second time in their careers. **Matt Sharp** won gold in the ITU U23 Triathlon World Championships with fellow British triathletes **David McNamee** and **Tom Bishop** completing the clean sweep of the podium by the GE Great Britain Triathlon Team, illustrating the strength in depth and potential for Rio 2016.

Jonathan Brownlee retained his ITU Sprint Triathlon World Championship in Lausanne, and delivered four podium performances in the Dextro Energy Triathlon ITU World Championship Series to finish second overall behind his brother in the world rankings. Alistair Brownlee also won the ETU Triathlon European Championships for the second year in succession, with brother Jonathan in the silver medal position.

In the Olympic Capital of Lausanne, Jonathan Brownlee, Helen Jenkins, **Jodie Stimpson** and Alistair Brownlee joined forces to form a 'Dreamteam' at the ITU Triathlon Mixed Relay World Championships. They didn't disappoint and won gold in the exciting new format that the ITU is seeking to include in the Rio 2016 Olympic Games and the Glasgow 2014 Commonwealth Games.

This season has also seen GE Great Britain Triathlon Team success at the ETU Youth Triathlon Team European Championships in France, where the men claimed gold and women took silver. The GE Great Britain Triathlon Team also won gold in the ETU Junior Triathlon Mixed Relay European Championships.

In addition to the UK Sport Lottery funded World-Class Programme, the Home Nation Associations and their members have supported a golden year for British Triathlon's multisport programme. **Katie Hewison**, trigold graduate, won gold at the 2011 Gijon ITU Duathlon World Championships, with **Matt Gunby** adding a World U23 medal to his European Duathlon medal won earlier this year in Limerick. Both athletes joined forces with **Mark Buckingham** and **Georgina Schwiening** to win silver in the ITU Duathlon Mixed Relay event.

Richard Stannard maintained his position as one of the leading aquathletes in the world, winning his third ITU Aquathlon World Championship in Beijing.

At the ETU Duathlon European Championships, our athletes of the future took the limelight with **Lucy Hall** and **Gordon Benson** both winning silver in the junior event.

British Triathlon's trigold programme funded by **Barrie Wells** has seen the two graduates starting to mature into world-class athletes, with Katie Hewison winning gold and **Adam Bowden** delivering a finish in the top ten of the 2011 Dextro Energy Triathlon ITU World Championship Yokohama. This year's athletes, Matt Gunby and Mark Buckingham have also celebrated graduation by achieving the standard for inclusion in the British Triathlon World-Class Programme for 2012.

Medal table

2011 Dextro Energy Triathlon ITU World Championship Series

Sydney:	Senior men – Jonathan Brownlee <i>Silver</i>
Madrid:	Senior men – Alistair Brownlee <i>Gold</i> Senior men – Jonathan Brownlee <i>Silver</i> Senior women – Helen Jenkins <i>Silver</i>
Kitzbühel:	Senior men – Alistair Brownlee <i>Gold</i> Senior women – Helen Jenkins <i>Silver</i>
Hamburg:	Senior men – Will Clarke <i>Silver</i>
London:	Senior men – Alistair Brownlee <i>Gold</i> Senior men – Jonathan Brownlee <i>Bronze</i> Senior women – Helen Jenkins <i>Gold</i>
Lausanne:	Senior men – Jonathan Brownlee <i>Gold</i> Senior men – Alistair Brownlee <i>Bronze</i>

2011 Dextro Energy Triathlon ITU World Championship Grand Final Beijing

Senior men	Alistair Brownlee <i>Gold (World Champion)</i>
Senior men	Jonathan Brownlee <i>Bronze</i>
Senior women	Helen Jenkins <i>Silver (World Champion)</i>
U23 men	Matthew Sharp <i>Gold</i>
U23 men	David McNamee <i>Silver</i>
U23 men	Thomas Bishop <i>Bronze</i>

2011 Lausanne ITU Elite Sprint Triathlon World Championships

Senior men	Jonathan Brownlee <i>Gold</i>
Senior men	Alistair Brownlee <i>Bronze</i>

2011 Lausanne ITU Triathlon Mixed Relay World Championships

Mixed relay	GE Great Britain Triathlon Team <i>Gold</i>
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2011 Gijon ITU Duathlon World Championships

Senior women	Katie Hewison <i>Gold</i>
U23 men	Matthew Gunby <i>Silver</i>
Mixed relay	GE Great Britain Duathlon Team <i>Silver</i>

2011 Beijing ITU Aquathlon World Championships

Senior men	Richard Stannard <i>Gold</i>
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2011 Pontevedra ETU Triathlon European Championships

Senior men	Alistair Brownlee <i>Gold</i>
Senior men	Jonathan Brownlee <i>Silver</i>
Junior mixed relay	GE Great Britain Triathlon Team <i>Gold</i>

2011 Limerick ETU Duathlon European Championships

U23 men	Matthew Gunby <i>Silver</i>
Junior men	Gordon Benson <i>Silver</i>
Junior women	Lucy Hall <i>Silver</i>

2011 Tours ETU Youth Triathlon European Championships

Youth men	GE Great Britain Youth Triathlon Team <i>Gold</i>
Youth women	GE Great Britain Youth Triathlon Team <i>Silver</i>

Inspirational support team



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Hollie Avil receives world-class support

British Triathlon has created a performance environment, which delivers world-class support to British triathletes in the build up to the London 2012 Olympic Games.

In May, British Triathlon established the British Triathlon Olympic Performance Group (OPG) comprising an Olympic men's coach, **Ben Bright**, women's coach, **Glenn Cook** and Olympic Performance Manager, **Malcolm Brown** to focus specifically on the athletes and coaches preparations for the London 2012 Olympic Games.

The group provides the leadership and strategic coordination for the British Triathlon Olympic programme and has ensured individual athletes have bespoke performance solutions within an overall framework of support, direction and stability.

Alongside the OPG, British Triathlon's Performance Team has worked in partnership with the English Institute of Sport and additional performance specialists to ensure a world-class support team delivers high quality sport science and medical assistance via experts in their field, who are driving progress and sharing knowledge to positively impact our British triathletes performances.



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British support team in action

“ Our triathletes include some of the best performers in the world. They deserve great support. ”

Malcolm Brown

Ben Bright: *“This season has been a great year for everyone at British Triathlon with our athletes delivering some fantastic performances ahead of London 2012. Alongside the OPG, British athletes have a support team that ensures every aspect of their racing journey is covered by hard-working, passionate and highly skilled support staff, who are integral to our medal-winning potential next year.”*

British Triathlon has focussed the National Performance Centre in Loughborough and the three satellite centres in Stirling, Leeds and Eastbourne on developing talented athletes for the future, with Rio 2016 of particular focus. The success of our U23 men sweeping the podium in Beijing highlights the successful team being built.

Matt Sharp: *“The support that the coaches and support team provide for us here at the National Performance Centre makes a real difference for all of the athletes. I have had a few years of injury, but we have the right environment to help overcome those challenges with great coaching and medical support available. To be crowned as a world champion is testament to the success of their approach.”*

“ It's the guys behind the scenes that really help fine tune the performance. ”

Helen Jenkins

Golden year for GE Great Britain Age-Group Team

ROLL OF HONOUR 2011	Gold	Silver	Bronze	Total
Visegrad ETU Cross Triathlon European Championships	0	1	0	1
Limerick ETU Duathlon European Championships	12	12	11	35
Tampere ETU Long Distance Triathlon European Championships	6	3	2	11
Pontevedra ETU Sprint Triathlon European Championships	15	15	15	45
Pontevedra ETU Standard Triathlon European Championships	12	13	11	36
Ostersund ETU Winter Triathlon European Championships	2	0	0	2
Beijing ITU Aquathlon World Championships	4	6	1	11
Extremadura ITU Cross Triathlon World Championships	2	2	1	5
Gijon ITU Duathlon World Championships	7	7	8	22
Gijon ITU Sprint Duathlon World Championships	5	1	4	10
Zofingen ITU Long Distance Duathlon World Championships	2	1	0	3
Beijing ITU Sprint Triathlon World Championships	7	9	8	24
Beijing ITU Standard Triathlon World Championships	2	2	7	11
Total	76	72	68	216

Once again, the GE Great Britain Age-Group Team has delivered inspiring performances around the globe.

More than 200 medals have been won in 2011 and with this year's geographical spread of events – this tally not just meets, but surpasses our medal expectations.

A key area of success for the age-group community is the continued growth of the sprint distance event at both ETU Triathlon European and ITU Triathlon World Championship level. Since its addition into the 2007 ITU Triathlon World Championships in Hamburg, the discipline has grown from a quiet neighbour to its standard distance counterpart into a hard-fought medal-winning discipline in its own right.

The GE Great Britain Age-Group Team has also taken part in a number of multisport disciplines this year, and returned with medals from every event participated in, including the inaugural ITU Sprint Duathlon Championships in Gijon. Ten medals were won in the event — and this area, like its triathlon equivalent, has the potential to grow.

The GE Great Britain Age-Group Team is often one of the largest teams at any major championship and as such requires a British Triathlon funded support team that promotes their medal-winning success. The larger championships will often provide the athletes with a team manager, sports massage therapists and bike mechanics. These services make a real difference to age-group athletes' performances and are valuable members of the wider team.

In 2011, the GE Great Britain Age-Group Team has also been able to celebrate British Triathlon's successful 2013 ITU Triathlon World Championship Grand Final bid. The event will provide home based athletes the opportunity to compete in front of their friends and family. We aspire to have the largest national team to compete at a major championship, with a target of 1,000 athletes. The event will be a fantastic opportunity to show Britain at its best and to share our Olympic heritage with the worldwide triathlon family.

“ The sport massage therapists and bike mechanics are of a very high standard and have resurrected my dreams (e.g. repairing my bike damaged in transit and my body damaged from training!) on numerous occasions. They are expert volunteers, an integral part of my race build up, and have my full support and appreciation. ”

Dr Mark Hirsch
Member of the GE Great Britain Age-Group Team

Raising the Profile



Triathlon is a fast growing, dynamic and modern Olympic sport with an increasing global profile that has been driven by world-class events and inspiring British performances.

Triathlon has seen a growth in mainstream television broadcast time on the BBC, Channel 4, and Eurosport with each leg of the 2011 Dextro Energy Triathlon ITU World Championship Series broadcast live through the BBC Red Button, with highlight programmes produced by the ITU being shown on Eurosport.

The Dextro Energy Triathlon ITU World Championship London presented by Tata Steel, the ITU Sprint Triathlon and ITU Triathlon Mixed Relay World Championships in Lausanne, and the Grand Final in Beijing all received additional air-time from the BBC with full-race packages or highlight programmes broadcast on BBC One or BBC Two.

The London event had a broadcasting peak of 1.1 million viewers with an average viewing figure of 800,000 on BBC Two. The Beijing highlights package produced by the BBC had an average viewing of 1.2 million with a peak of 1.6 million viewers on BBC One.

The British Triathlon Super Series was once again broadcast on Channel 4 and Eurosport, with six highlight shows produced and distributed worldwide after the first screening in the UK. The two British Triathlon delivered Super Series events, the GE Strathclyde Park Triathlon and GE Canary Wharf Triathlon delivered viewing figures exceeding 2m in the UK.

The increased exposure, generated by world-class events that create a compelling viewing proposition for broadcasters, has elevated triathlon onto the sporting agenda with local, national and world-wide media excited about the British success at both elite and age-group level.

The growth in exposure has ensured the sports' fan base continues to grow and with online media playing a pivotal role in today's digital generation, our online community through britishtriathlon.org, twitter and facebook accounts has seen rapid growth in the past 12 months.

The Dextro Energy Triathlon ITU World Championship London presented by Tata Steel

1.1 million peak viewers
on BBC Two

The Dextro Energy Triathlon ITU World Championship Grand Final Beijing highlights

1.6 million peak viewers
on BBC One

Triathlon goes global

“ The highlights programme from the World Championship Series final in Beijing was the most popular programme in its slot on Saturday 17th September, drawing more viewers than any other channel at that time. ”

Michael Cole
Deputy Editor, BBC Sport



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© TOM GOLDSPIK



Helen Jenkins crosses the line in London

Hyde Park ensures one step closer to Olympic dream

The Dextro Energy Triathlon ITU World Championship London presented by Tata Steel delivered a triathlon festival in August 2011. The Olympic Triathlon venue hosted the world's best triathletes with many aiming to meet their qualification criteria for the London 2012 Olympic Games.

Delivered in partnership with the ITU, UK Sport, London & Partners, Royal Parks and Upsolut Sport UK, this was the first time that triathletes were able to race on the proposed Olympic Triathlon course. The eyes of the sporting public and media were watching as **Helen Jenkins** and **Alistair Brownlee** raced to victory. The men's event took place exactly a year before the Olympic Triathlon and the British success ensured the thousands of fans who lined the course were left savouring the prospect of 2012.

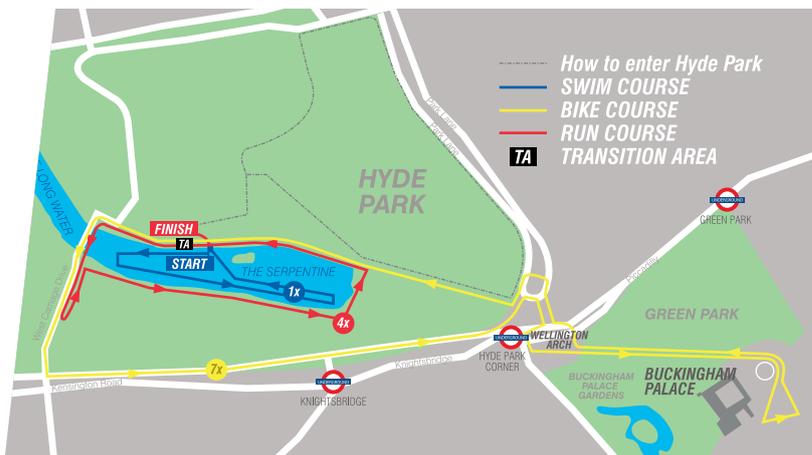
The Hyde Park event wasn't solely about the opportunity for elite athletes to begin their journey towards selection for Team GB; it also enabled elite paratriathletes the chance to experience a world-class environment with 49 paratriathletes from 12 countries racing in Hyde Park. The international field didn't stop the success for the GE Great Britain Paratriathlon Team, which won four gold medals, including winning performances from reigning world champions **Jane Egan** and **Faye McClelland**.

The event also hosted 4,500 age-group athletes (and their friends and families) who were able to compete in sprint and standard distance races, with the latter having the opportunity to follow in the footsteps of their elite counterparts and race on the Buckingham Palace route.

“ **Triathlon is a fantastic sport to watch, so I am excited that people in my home town have the opportunity to experience it live!** ”

Jodie Stimpson

The swim exit in Hyde Park



“ The Hyde Park event in August summed up everything that is great about the expanding British triathlon scene. Mass enthusiasm in the morning followed by world-class performance from the Brownlees in the afternoon with crowds staying to cheer the brothers even through torrential rain. ”

Matt Dickinson

The Times Chief Sports Correspondent

British Triathlon and Upsolut Sport UK worked in partnership with the London 2012 Organising Committee of the Olympic Games (LOGOC) to ensure the event delivery model used in 2009 and 2010, was once again delivered to world-class standards in 2011, whilst allowing the additional event infrastructure for the London 2012 Olympic Games to be tested.

John Lunt, Competition Manager, Olympic Triathlon: *“This year’s Hyde Park event provided the perfect opportunity for LOCOG to test three things, the event infrastructure, technology and timing, and it also allowed LOCOG to train many of the volunteers and workforce, who will be crucial for the Games time delivery. The 2011 event was a major success, proving that through partnership with the ITU, British Triathlon and Upsolut Sport UK, we really will be on course to deliver one of the most memorable events in the London 2012 Olympic Games.”*

Triathlon also broke new ground, broadcasting the event live on six city-centre big screens in Birmingham, Manchester, Cardiff, Plymouth, Portsmouth and Derby. The concept was called Triathlon Live and was the first piloted project aimed at encouraging active community spectating of the Olympic sport of triathlon. With six screens showing the event in 2011, next summer there will be 21, ensuring every corner of the UK can support our world-class triathletes in their pursuit of success at the London 2012 Olympic Games.



Live site in action



Jonathan Brownlee racing in Hyde Park



Age-group athletes enjoy the world-class event

“ 2012 offers an unprecedented opportunity for triathlon in the UK with the opportunity for tens of thousands of fans to gather around a spectacular course. No ticket required, just a picnic. 2011 was a great year for British triathlon but 2012 can be better still. ”

Matt Dickinson

The Times Chief Sports Correspondent

British Triathlon Super Series takes triathlon to the heart of the city



© ACTION IMAGES

The GE Canary Wharf Triathlon provided the penultimate race of the British Triathlon Super Series, hosting a stellar line-up of international stars and home-grown talent in a high-octane spectacle around the famous business and shopping district.

The event followed British Triathlon's strategic direction of delivering world-class events in iconic locations. The early evening super-sprint event took triathlon to a new audience with a spectator friendly course enabling tenants of Canary Wharf to enjoy fast-paced triathlon racing at its best.

The Canary Wharf Management Group also provided invaluable support promoting participation in the corporate wave amongst their tenants and ensuring that awareness of the event was high within the 95,000 employees.

The ground-breaking event delivery model and world-class field created a strong profile within the London media and enabled British Triathlon to increase awareness of triathlon in the capital ahead of the Hyde Park event later in the season and the London 2012 Olympic Games.

British Triathlon Chief Executive **Zara Hyde Peters OBE**: *"The event provided an incredible spectator experience with the prime evening timing and compact course allowing triathlon and sport fans alike to get up close and personal with world class athletes in our fast growing, dynamic and modern Olympic sport."*

The British Triathlon Super Series also provided the opportunity to return to Strathclyde Country Park, where British Triathlon was able to work in partnership with **triathlon**scotland, **Event**Scotland and North Lanarkshire Council to build the triathlon legacy for the venue of the 2014 Commonwealth Games.

In addition, British Triathlon considers the environmental credentials of its suppliers and has been working with Fast Track Agency to achieve BS8901 certification for the British Triathlon delivered Super Series events.



Matt Gunby on the big screen at the GE Canary Wharf Triathlon

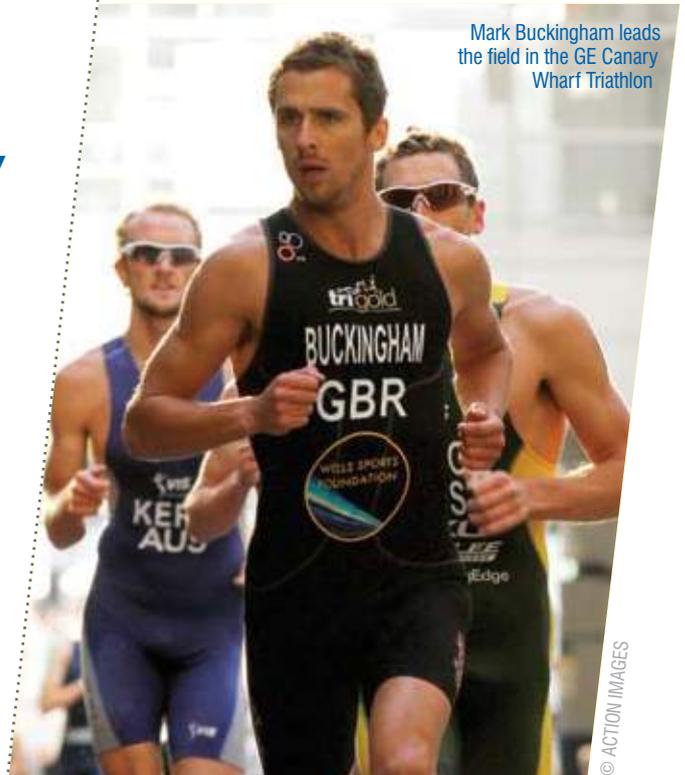
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“ I’m very excited to be racing at Canary Wharf. I feel it gives the public an insight into what triathlon is like. It’s fun, fast and furious. ”

Adam Bowden
Triathlete

“ I think any competition in London is always going to draw a good crowd, especially in such a busy area as Canary Wharf as people pour out of their offices and find themselves part of a buzzing super sprint triathlon. ”

Mark Buckingham
Triathlete



Mark Buckingham leads the field in the GE Canary Wharf Triathlon

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The GE Canary Wharf Triathlon in numbers

71 Elite Athletes
(46 men, 25 women)

20 Corporate Teams

15,000 Spectators

100 VIPs

70 Volunteers

50 Security Guards

25 Event Staff

2m TV Viewers



Athletes line up on the dock

© ACTION IMAGES

“ I would love to come back and race it all over again, I enjoyed the heat and the final, it's just like track racing, it's brilliant. ”

Aaron Harris
British Triathlon Super Series Champion

Preparing for Rio



World Champion
Charlotte Ellis in Beijing

Carnival time for paratriathlon

In December 2010, the International Paralympic Committee (IPC) accepted the International Triathlon Union's bid for paratriathlon to be included in the Rio 2016 Paralympic Games, launching a wave of excitement and preparation throughout the sport.

The IPC's decision inspired British Triathlon to begin the journey to replicate the current British Triathlon World-Class Performance Programme and develop a performance environment for our British paratriathletes.

In March, the Paratriathlon Performance Squad evolved into a two-tier squad system with podium and affiliate squads. The new British Triathlon funded programme is aimed at delivering medal-winning performances in major championships and will build a GE Great Britain Paratriathlon Team of world-beating athletes with the Rio 2016 Paralympic Games in mind.

Jonathon Riall, National Paratriathlon Manager: *"The two-tier squad system will ensure that we have the right paratriathletes competing in the right events and will create a world-class programme that ensures that in 2016, we have the best prepared paratriathletes in the race."*

At the ETU Paratriathlon European Championships, British paratriathletes delivered four gold medals: **Jane Egan, Charlotte Ellis, Faye McClelland** and **Steven Judge**. The same four athletes then returned to China and in Beijing, made it a golden year with each paratriathlete adding world to their European titles.

The Rio 2016 Paralympic Games also provides an opportunity not only to develop existing paratriathletes, but also to establish talent identification pathways for new and emerging athletes to take up the paratriathlon challenge. British Triathlon has already begun work with Paralympics GB through their existing Talent Identification Programme and Talent Transition Camps, as well as working with Elite Team Partner, GE to deliver a GE Paratriathlon Talent Identification day.

The Tata Steel British Paratriathlon 'Come and Tri' days have also produced new talent, with **Elizabeth McTernan** introduced to the sport through the initiative, delivering both European and World silver medals.

The Tata Steel British Paratriathlon Championships was a telling indication of the growing popularity of the sport with the event assembling its largest ever field at Nottingham's Holme Pierrepont. To support this growth, a new set of event guidelines have been delivered alongside the Home Nation Associations to enable Event Organisers to deliver triathlon events that are suitable for paratriathletes.



World Champion
Faye McClelland



World Champion
Steven Judge

© NIGEL FARROW



World Champion
Jane Egan

© NIGEL FARROW

“ Having the opportunity to compete at the Paralympic Games has been a dream of mine for many years. The Paralympics is the ultimate accomplishment for disability sport and I am absolutely motivated and excited by the potential to race along the Copacabana in the Paralympic Games in Rio in 2016. ”

Faye McClelland

	Gold	Silver	Bronze
ETU Paratriathlon European Championships	4	2	1
ITU Paratriathlon World Championships	4	5	0

Inspiring Participation



Lucy Hall exiting the swim



Inspiring talent

British Triathlon has celebrated 11 World Champions across varying distances and disciplines of triathlon in 2011, inspiring success within our fast growing, modern and dynamic Olympic sport.

The performances of our current world champions in 2011 have played an important role in inspiring our younger talented athletes to reach a level of performance that the senior elite triathletes are achieving

Malcolm Brown: *"The success of **Helen** and the two **Brownlees** enabled British Triathlon to feel confident that they could invest in and around talented athletes training with high-quality coaches in different places."*

The clean sweep of the U23 podium in Beijing is testament to the performance levels to which our young triathletes are performing. **Matt Sharp, David McNamee** and **Tom Bishop** are three triathletes who have been supported by the UK Sport Lottery funded British Triathlon World-Class Performance Programme, and surrounded by a winning environment.

Sophie Coldwell: *"As an athlete on the British Triathlon Olympic Talent Squad, we receive a lot of support from the coaching team and take advantage of the great facilities here in Loughborough. Every year, we have a number of really focussed training camps, which give us the chance to meet some of the senior athletes and learn what it's like to race at the highest level."*



Matt Sharp, David McNamee and Tom Bishop celebrate a clean sweep on the podium

© NIGEL FARRROW

“ This season has been a breakthrough year for me, and being able to race alongside the likes of Helen is amazing. At the GE Strathclyde Park Triathlon we raced together for pretty much the entire race, and although I didn't manage to cross the line first, the amount I learnt made a real difference to the rest of the season and how I have developed as an athlete. ”

Lucy Hall

“ To be able to train and compete in the same environment as the two Brownlees is the perfect motivation to continually better yourself and improve as an athlete. Being part of a squad that is totally focussed on London 2012 is inspiring and makes you even more determined for Rio 2016. ”

Tom Bishop

Cameron Milne, Lucy Hall, Marc Austin and Maddie Winzer celebrate gold at the ETU Junior Triathlon Mixed Relay European Championships



© NIGEL FARRROW

Inspiring growth



© NIGEL FARROW

Will Clarke
in Beijing

British success at elite level has also inspired a wave of growth within the sport. Triathlon England, Welsh Triathlon and **triathlon**scotland have all seen individual membership, club affiliations and permitted event numbers rise to support the demand for triathlon.



© ITU / JANIOS SCHMIDT

Katie Hewison
celebrates
in Giron

In 2011, inspired by our world-class triathletes, we have seen British Triathlon's Partners and Sponsors embark on the triathlon challenge..

Corporate Partner of British Triathlon and Presenting Partner of the Hyde Park event, **Tata Steel** hosted a corporate wave in Hyde Park with athletes receiving inspiration from elite athlete and now U23 world champion, **Matt Sharp**.

British Triathlon's Elite Team Partner, **GE** has delivered a triathlon engagement programme within its business and many employees have taken part in the corporate waves at Hyde Park, the GE Blenheim Triathlon, the Virgin Active London Triathlon and the GE Canary Wharf Triathlon.

Our Sportswear Sponsor, **adidas** has also been inspired with approximately 50 employees taking part at Hyde Park, led by **Joanne Moseley**, Sports Marketing Executive for Triathlon and Cycling .

The sport has also taken hold with many of our other sponsors and suppliers, such as **Maxifuel**, who have also caught the triathlon bug, with many of their employees regularly competing at triathlons, including the GE Blenheim Triathlon and the Virgin Active London Triathlon.

Politicians have also been inspired. **Brandon Lewis MP** is the Parliamentary Fellow for triathlon after Sport England asked Members of Parliament to represent different sports as part of the Parliamentary Sports Fellowship Scheme. Since taking up his role, Brandon has whole-heartedly thrown himself into the world of triathlon, both competing and through enabling greater promotion and stronger relationships between the worlds of triathlon and politics.

Brandon Lewis MP: "Since getting involved in triathlon, I have completed four events and learnt so much on my triathlon journey. I am lucky enough to have met many of the people behind our British athletes and it's no surprise that they continue to deliver medal-winning performances with such a dedicated support team behind them."



© NIGEL FARROW

Richard Stannard
celebrates in Beijing

Joanne Moseley, Sports Marketing Executive for Triathlon and Cycling, adidas: *"Working with British Triathlon and seeing first-hand the performances of the British athletes can become infectious. I took part in three triathlons this year, and just enjoy the whole triathlon event experience, it's fun, friendly and definitely challenging. Every time I compete, I see an improvement and the sense of satisfaction inspires me to keep training for next year. I have already signed up for Blenheim and Windsor and the plan is to participate in the whole British Triathlon Super Series in 2012."*

Richard Potts, Vessels Operations Engineer, Tata Steel Scunthorpe: *"I took part in the Tata Steel Triathlon Challenge at the Dextro Energy ITU Triathlon London presented by Tata Steel in 2010 and 2011. I felt incredibly proud to represent Tata Steel at such a prestigious and important sporting event. Having never competed in triathlon before 2010, I decided to step up to Olympic distance in 2011 and enjoyed the training, and the competition. The atmosphere over the weekend was incredible, especially as it was at the Olympic venue with the world's best triathletes competing. It's fantastic that Tata Steel has continued its support of British Triathlon, and given staff opportunities to get involved with the sport, either competing, volunteering at the Tata Kids of Steel events, or simply cheering in the crowds."*

Victoria Adams, GE Aviation Supply Chain Materials Leader, Co-leader for GE Women's Network UK and Ireland: *"I took up the triathlon challenge for the first time this year and found the whole experience thoroughly rewarding. It was a real challenge taking on all three disciplines at once, but there are so many enthusiastic people here at GE Aviation to help and support you, it's great to be part of such an exciting sport."*

Matt Sharp (c) inspired Tata Steel



© TATA STEEL



GE stakeholders in action

© GE

“ Triathlon as a sport has so many opportunities to take part with events covering a variety of distances and terrain making the sport attractive to such a wide group of people, even politicians! ”

Brandon Lewis MP

Tata Steel employee enjoying the run



© TATA STEEL

New communities take up triathlon challenge

Our Corporate Partner, Tata Steel, has enabled British Triathlon to inspire participation of our sport and increased triathlon's reach into locations and sectors of the community that may not traditionally have seen what triathlon can offer.

In 2011, British Triathlon organised 18 Tata Kids of Steel events around the UK in partnership with Tata Steel enabling over 12,000 children to experience triathlon this year.

Since the series launched in 2007, more than 35,000 children from almost 400 schools have had the opportunity to experience triathlon. Next year, there will be 24 events across the UK and Tata Steel has committed to giving at least 50,000 youngsters the chance to experience triathlon by the end of 2012.

This year's Tata Kids of Steel programme has also generated significant national and regional coverage, following a national launch by Tata Steel in partnership with British Triathlon that identified valuable trends in children's activity levels around the UK. This was supported by the delivery of a regional promotional plan for each of the 18 events.

Tata Kids of Steel also received the backing of many of Britain's world-class triathletes with world champions **Alistair Brownlee** and **Helen Jenkins** visiting their local events to provide encouragement and inspiration to young triathletes.

Mark Barfield, Director for Development added: *"This year's Tata Kids of Steel events have once again ensured thousands of budding triathletes have had the opportunity to learn about our exciting sport of triathlon."*





“ This is the best day ever - and I’ve been to Disneyland on holiday. ”

Event Participant
from Mold, North Wales

“ What better way to introduce the young people of today into triathlon and let’s hope even a tiny proportion of them make the next step and do a bit more of it in the future. ”

Alistair Brownlee



Business Operations



Financial review

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

This report was approved by the board on 23rd July 2011 and signed on its behalf by:

Z Hyde Peters OBE, *Company Secretary and Chief Executive Officer*

BEIJING

Statement of Directors' responsibilities

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 to 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, paratriathlon, duathlon and aquathlon in Great Britain, responsible for leading growth and performance of the sport. In particular, these responsibilities include the preparation of GE Great Britain 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: Dr SM Springman, IM Braid, T Chambers, D Hardie, IP Howard, J Lawson, C Kitchen, H Vine (resigned 26th October 2010), R Wilkinson, Z Hyde Peters, N Craigie, M Westwood (appointed 26th October 2010)

Results

The surplus for the year, after taxation amounted to £494,895 (2010: £127,455).

Auditors

The auditors, haysmacintyre, will be proposed for reappointment in accordance with section 485 of the Companies Act 2006.

In preparing this report, the directors have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

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

We have audited the financial statements of British Triathlon Federation for the year ended 31 March 2011. 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 statement of directors' responsibilities, 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 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.

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 2011 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.

haysmacintyre, Chartered Accountants, Registered Auditors, Fairfax House, 15 Fulwood Place, London WC1V 6AY. Date: 23rd July 2011

The British Triathlon Federation INCOME AND EXPENDITURE ACCOUNT

for the year ended 31 March 2011

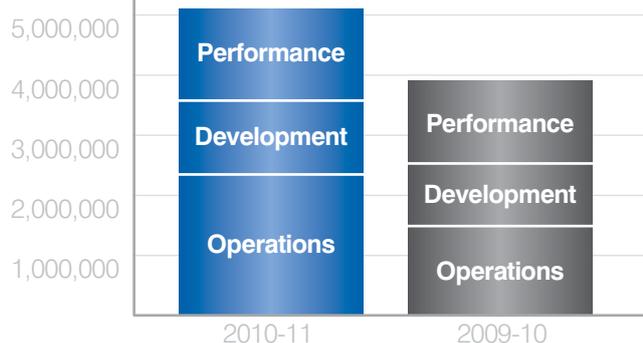
	2011	2010
	£	£
INCOME	5,179,105	3,903,561
Administrative costs	(4,687,485)	(3,776,283)
OPERATING SURPLUS	491,620	127,278
Interest receivable	4,145	672
SURPLUS ON ORDINARY ACTIVITIES BEFORE TAXATION	495,765	127,950
Taxation	(870)	(495)
SURPLUS ON ORDINARY ACTIVITIES AFTER TAXATION	494,895	127,455
Retained surplus brought forward	413,568	286,113
RETAINED SURPLUS CARRIED FORWARD	908,463	413,568

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

The British Triathlon Federation INCOME

as at 31 March 2011

	2010-11	2009-10
Operations	2,280,948	1,498,956
Development	1,274,158	1,129,037
Performance	1,623,999	1,275,568
Total	5,179,105	3,903,561



The British Triathlon Federation

BALANCE SHEET

as at 31 March 2011

	2011		2010	
	£	£	£	£
TANGIBLE FIXED ASSETS		44,805		-
CURRENT ASSETS				
Debtors	763,264		334,537	
Cash at bank and in hand	1,684,954		1,215,913	
	2,448,218		1,550,450	
CREDITORS: amounts falling due within one year	1,549,100		1,101,422	
NET CURRENT ASSETS		899,118		449,028
TOTAL ASSETS LESS CURRENT LIABILITIES		943,923		449,028
NET ASSETS		943,923		449,028
RESERVES				
Members' Special Reserve		35,460		35,460
Income and Expenditure account		908,463		413,568
MEMBERS' FUNDS		943,923		449,028

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 23rd July 2011 and were signed below on its behalf by:

Dr S M Springman OBE, President

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, UK Sport Coach Education, Coaching Course income and the Sports Council for Wales.

World-Class Performance includes grants awarded by UK Sport, Sport England, Sport Council for Wales and miscellaneous income from the sale of equipment.

INCOME AND EXPENDITURE BRIDGE

March 2011

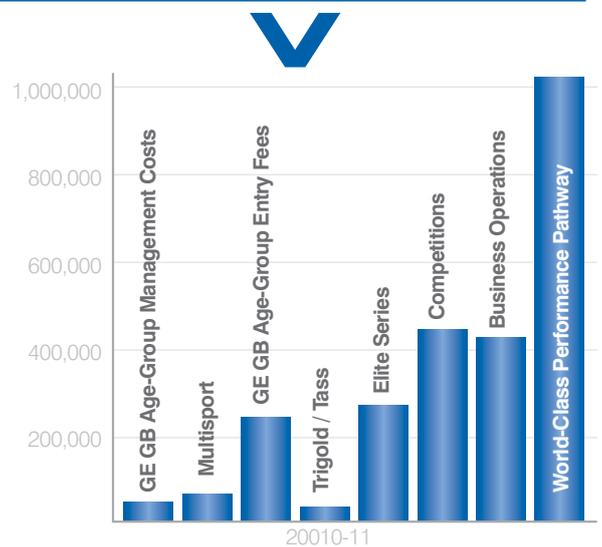
	BRITISH TRIATHLON	TRIATHLON ENGLAND	WELSH TRIATHLON	YEAR TO DATE
Income				
Operations	1,690,316	573,388	21,389	2,285,093
Development	93,833	1,133,748	46,577	1,274,158
World-Class Performance Pathway	1,046,550	0	0	1,046,550
Age-Group	302,672	0	0	302,672
Home Nation Talent	140,173	99,213	35,390	274,777
Total Income	3,273,545	1,806,349	103,356	5,183,250
Expenditure				
Business Operations				
Staff Costs	184,741	265,473	2,750	452,964
Business Operations Expenditure	325,278	0	0	325,278
Membership Services	0	231,945	12,000	243,945
Sponsorship	103,077			103,077
Competitions	405,272	28,058	0	433,330
Elite Series	269,606	0	0	269,606
Welsh Triathlon surplus	0	0	6,639	6,639
Total Operations	1,287,974	525,476	21,389	1,834,839
England Development	33	350,570	0	350,603
England Development Staff Costs	26,963	464,465	0	491,428
Workforce Development	16,623	66,078	0	82,701
Workforce Development Staff Costs	17,939	150,441	0	168,380
Tata Kids Of Steel	98,872	40,000	0	138,872
Paratriathlon	13,892	0	0	13,892
Welsh Development	0	0	46,577	46,577
Total Development	174,322	1,071,554	46,577	1,292,453
World-Class Performance Pathway	1,046,550	0	0	1,046,550
England Talent	(508)	99,213	0	98,705
Age-Group Entry Fees	242,947	0	0	242,947
Age-Group Management Costs	42,026	0	0	42,026
Multisport	32,862	0	0	32,862
Welsh Performance	0	0	35,390	35,390
Home Nation Talent	62,584	0	0	62,584
Total Performance	1,426,461	99,213	35,390	1,561,063
Total Expenditure	2,888,757	1,696,243	103,356	4,688,355
Surplus / (Deficit) on ordinary activities	384,788	110,106	0	494,895

Sport England and UK Sport NGB and
Funded Partner Assurance Programme –
Awarded Green Status

BRITISH TRIATHLON
EXPENDITURE BY AREA

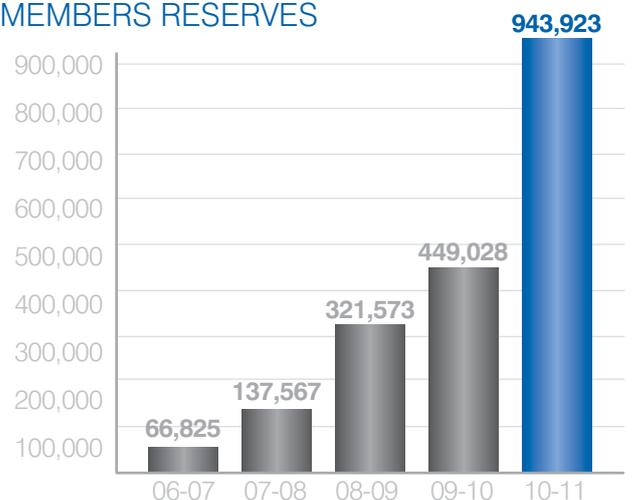
for the year ended 31 March 2011

Expenditure	2010-11
GE GB Age-Group Management Costs	42,026
Multisport	55,839
GE GB Age-Group Entry Fees	242,927
Trigold / Tass	39,606
Elite Series	269,606
Competitions	433,330
Business Operations	428,355
World-Class Performance Pathway	1,046,550



Triathlon England and Welsh Triathlon expenditure is
provided in their respective annual reviews.

MEMBERS RESERVES



As part of the strategic four year plan agreed in 2008 an aspirational target was set to achieve £1 million in reserves with a view to ensuring the triathlon legacy post 2012. The three members of British Triathlon are Triathlon England, Welsh Triathlon and triathlonscotland.

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.

2010/11 represented the first year of full operation of the UK Anti Doping organisation, with significant steps made in the education of athletes and the agency's intelligence operation.

**UKAD tests completed for British Triathlon were:
14 in competition tests, 66 out of competition tests.
There were no rule violations.**

Say NO! to Doping

2011 also saw the launch of Say NO! to Doping. The World Anti-Doping Agency (WADA) initiative allows athletes to publicly show their support for anti-doping. ITU champions also joined in to support triathlon's Say NO! to Doping campaign, that was officially launched before the Dextro Energy Triathlon ITU World Championship Series London race in August.

Helen Jenkins, supported the campaign by saying: *"I think it's really important, we all want to be competing on a fair playing field, you want to know that the people that beat you or the people that you beat are clean, and that our sport is a fair sport."*

ITU confirmed as WADA compliant

2011 also saw confirmation of the ITU compliance of the WADA code. The Code is the core document that provides the framework for harmonized anti-doping policies, rules and regulations within sport organizations and among public authorities.

Leslie Buchanan, ITU Director of Anti-Doping, confirmed their commitment by saying: *"ITU is investing and actively engaging itself in the fight against doping, we strongly believe that everyone involved in triathlon has a part to play in eradicating the use of drugs in sport. Together, we can make sure that all our athletes, their support staff and the medical personnel are aware of their obligations and responsibilities with regards to doping, and stay clean and healthy. This is for the athlete's best interest – and for the best interest and longevity of the sport. One of the most important anti-doping initiatives that ITU has been involved in is the athlete biological passport. British Triathlon's strong support of this programme and others is a testament to their belief in ethical sport."*

Assured governance

As a recipient of government and lottery funding, British Triathlon continually strives to ensure we are awarded a 'Green' rating on an annual basis for our finance and governance standards, the organisation wide policies we have in place and the principles that support them. This 'Green' rating was awarded again in 2011.

We constructively challenge how we do things and aim to continually improve and develop our organisation. One such development is the adoption of a Code of Ethics.

Standards are of particular importance to us, and we believe that consistency and transparency are essential to the good governance of our sport. Appointment processes, selection policies, codes of conduct for staff and volunteers and an effective appeals process are all part of this commitment to ethics.

Linked to this, and following an open and transparent appointment process, **Ian Braid**, **Ian Howard**, **Chris Kitchen** and **Ryan Wilkinson** were re-elected onto the Board of Directors for a second term.

Representatives of each of the Home Nations Boards have attended British Triathlon board meetings this summer, and we continue to post minutes of these meetings on our website.

British Triathlon Code of Ethics

On 24 September 2011, the British Triathlon Board formally adopted the new **Code of Ethics**. The content of this Code of Ethics applies to all those involved within the sport of triathlon in Great Britain and those representing Great Britain abroad. The code of ethics is a set of statements about appropriate and expected behaviours, which reflect the sports values.

The Code of Ethics can be found in the 'about' section of **www.britishtriathlon.org**. This is a general "umbrella" code and is supplemented by the other specific British Triathlon Codes of Conduct, all of which can be found in the 'about' section of **www.britishtriathlon.org**.

The Code of Ethics can also be found in the British Triathlon Annual Handbook.

Our values

- 1 promote fairplay
- 2 encourage respect
- 3 develop consistency and transparency
- 4 embrace change
- 5 encourage high aspirations
- 6 celebrate success
- 7 be environmentally conscious

British Triathlon Federation Board of Directors



Dr. Sarah Springman OBE
President



Zara Hyde Peters OBE
Chief Executive Officer



Jem Lawson JP
Director Triathlon England



Tom Chambers
Director triathlonscotland



Dr. Dean Hardie
Director Welsh Triathlon



Malcolm Westwood
Director Age-Group Teams



Chris Kitchen
Director Performance



Ian Braid
Director Major and National Events



Ryan Wilkinson
Independent Non-Executive Director Finance



Ian Howard TD
Independent Non-Executive Director Business Strategy



Neill Craigie
Independent Non-Executive Director Marketing and Communications

TATA STEEL



Sponsorship – driving the sport forward

British Triathlon has continued to develop and build ever-stronger relationships with its family of Partners and Sponsors supporting the sport as it strives to ensure the Olympic Triathlon is the most memorable event of the London 2012 Olympic Games.

Both of our Partners have been integral in raising the profile of triathlon and providing the growing numbers of participants in the sport the opportunity to achieve their personal triathlon challenge. Corporate Partner, **Tata Steel** has taken the sport to new audiences with the Tata Kids of Steel series growing to 18 events in 2011, introducing 12,000 children to triathlon, whilst underpinning our role as the National Governing Body for the sport.

Elite Team Partner, **GE**, has been pivotal in promoting the GE Great Britain Team and the British triathletes who have delivered world-class performances around the globe. The success of the GE Facebook site has highlighted the modernity of our sport and created a platform that brings to life our performance pathways, driving support and awareness of our GE Great Britain Teams.

GE has also supported our world-class triathletes and support staff providing access to state-of-the-art scanning equipment and research opportunities ahead of the London 2012 Olympic Games.

Our Sponsors, **adidas** and **Maxifuel**, have continued to provide support to British Triathlon. Both have worked closely with our Performance team to ensure that our triathletes have the best sportswear and bespoke nutrition solutions.

Our Suppliers have also continued to help drive us forward providing essential value-in-kind, as well as helping us reach new audiences and increase profile.

Panasonic has enabled our Performance team to work with high-quality technology whilst **2XU** ensure many of our triathletes have high performance wet suits available for training and competition.

Wiggle have continued to support our British Triathlon Shop (www.britishtriathlonshop.org), where all Home Nation members are able to receive at least a 12% discount on all items, whilst **Nirvana Europe** provide our GE Great Britain Age Group Team members with packages at major championship events, with the best in accommodation, facilities and on-location support.

For the second successive year, **Barrie Wells** and the **Wells Sport Foundation** have continued to support British Triathlon's successful tri-gold talent identification programme with both **Mark Buckingham** and **Matt Gunby** successfully graduating onto the British Triathlon World Class Programme.

British Triathlon would like to thank our Partners, Sponsors and Suppliers who have all helped build a strong support family that continues to push the sport forward and ensure triathlon is ready for our Olympic journey to 2012 and beyond.

Thank you

The achievements of the British Triathlon Federation would not be possible without the outstanding contributions made by our Home Nation Associations, Sponsors, Partners, Suppliers, Staff, Board and Volunteers.

Home Nation Associations: Triathlon England, Welsh Triathlon & **triathlon**scotland

Corporate Partner: Tata Steel

Elite Team Partner: GE

Sponsors: adidas, Maxifuel, Wells Sport Foundation

Suppliers: Nirvana Europe, Wiggle, Focus, 2XU, Panasonic & First Ascent

Supporting Organisations: UK Sport, Sport England, Sports Council Wales, **sport**scotland, British Olympic Association, English Federation of Disability Sport, Loughborough University, English Institute of Sport, sports coach UK & Tri247.com

Staff: All of the team at British Triathlon

Volunteers: Excellence across the whole of triathlon in Britain relies upon our network of dedicated, motivated and passionate volunteers.

To all those who have supported us over the last year - we thank you.

GE Great Britain Triathlon Team in Beijing



British Triathlon Federation

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 BritishTriathlon

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