Diversity Action Plan
2017 - 2024
About Us

British Triathlon is the National Governing Body for Triathlon, Duathlon and Aquathlon in Great Britain, responsible for raising the profile and delivering medal-winning performances and helping everyone discover, enjoy and achieve in triathlon.

Triathlon England is one of the three Home Nations of British Triathlon, the other two being Triathlon Scotland and Welsh Triathlon. The three Home Nation Associations are responsible for all aspects of triathlon in their respective countries, and contribute to the work of British Triathlon.

BTF is a young, modern ambitious, high performing organisation, twice winner of the prestigious Sports Industry Award’s Governing Body of the Year (2010 and 2012), and recently the #BeAGameChanger Award’s National Governing Body of the Year (2017).

Our culture supports those who aspire to perform at the highest level. Our mission is to promote excellence in triathlon.

Why Diversity is Important to Us

The evidence speaks for itself - and so does the everyday experience of sports and businesses across the world. Diversity and inclusion lead to more innovation, more opportunities for all, better access to talent, and better performance.

It is about creating equal opportunities for everyone.

Our Challenges

To overcome the perception that Triathlon is a white, male dominated, middle class sport.

Our Definition of Diversity

A balance of representation.

It means understanding that each individual is unique, and recognizing our individual differences. These can be along the dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies.

Our Mission

To create and sustain a safe environment where staff can deliver an innovative, challenging, quality, exciting and inspiring athlete and participant experience that meets the needs of our staff, board, aspiring participants and athletes.
Our Vision

TO DELIVER WORLD-CLASS SUCCESS AND TO INSPIRE PARTICIPATION by achieving the following strategic objectives:

WINNING PERFORMANCES Delivering success on the world stage.

INSPIRATIONAL EVENTS Creating amazing triathlon experiences.

GROWING PARTICIPATION Enabling more people to be more active in the water, on the bike or out for a run.

ESSENTIAL MEMBERSHIP Making membership essential to everyone’s experience.

TOP 5 OLYMPIC SPORT Making triathlon a household name.

OUTSTANDING GOVERNANCE To be well-governed, financially robust and administratively strong.

INTERNATIONAL INFLUENCE Positive partnerships with the International Triathlon Union (ITU), European Triathlon Union (ETU) and others around the world.

Our Values

❖ FAIR AND TRANSPARENT
❖ ETHICAL AND HONEST
❖ RESPECTFUL
❖ WELCOMING AND INCLUSIVE
❖ READY TO EMBRACE CHANGE
❖ AMBITIOUS
❖ FUN AND ENJOYABLE
❖ ENVIRONMENTALLY CONSCIOUS

Message from our President

British Triathlon is committed to the principle of equality of opportunity.

We aim to ensure that all present and potential participants, members, coaches, competitors, officials, volunteers and employees are treated fairly and on an equal basis, irrespective of sex, age, disability, race, religion or belief, sexual orientation, pregnancy and maternity, marriage and civil partnership, gender reassignment or social status.
### Recruitment
How the organisation will attract an increasingly diverse range of candidates

#### Objective:

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<thead>
<tr>
<th>Priorities</th>
<th>Actions</th>
<th>Person(s) Responsible</th>
<th>Completion Date</th>
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<tbody>
<tr>
<td><strong>Short Term:</strong></td>
<td>1) Lead by example and show commitment and desire to surpass our minimum of 30% of either gender at Board level.</td>
<td>1) Board</td>
<td>1) 31/03/2018</td>
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<td>2) Carry out an equality audit of staff and board</td>
<td>2) Dir. Finance &amp; Business Ops</td>
<td>2) 30/11/2017</td>
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<td>3) Review of Job Adverts wording</td>
<td>3) HR Manager</td>
<td>3) 30/11/2017</td>
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<td>4) Publish Diversity Statement</td>
<td>4) Dir. Finance &amp; Business Ops</td>
<td>4) 31/10/2017</td>
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<td>5) Publish Diversity Action Plan</td>
<td>5) Dir. Finance &amp; Business Ops</td>
<td>5) 31/10/2017</td>
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<td></td>
<td>6) Widen our recruitment base and identify appropriate sources to advertise vacancies such as publications which appeal to minorities</td>
<td>6) HR Manager</td>
<td>6) 28/02/2018</td>
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<td><strong>Medium Term:</strong></td>
<td>7) Make sure your policies are transparent, so all employees and potential employees know that promotion is based only on ability and merit.</td>
<td>7) HR Manager / Board</td>
<td>7) 31/03/2018</td>
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<td>8) Embed the newly formed Nominations Committee protocols and Terms of Reference ensuring understanding is shared by all</td>
<td>8) Board</td>
<td>8) 31/12/2017</td>
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<td>9) Incorporate Diversity Reporting into the annual governance report</td>
<td>9) Board</td>
<td>9) 31/12/2017</td>
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<td>10) Develop Reporting Tools for monitoring Diversity Action Plan</td>
<td>10) SMT</td>
<td>10) 31/03/2018</td>
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<td><strong>Long Term:</strong></td>
<td>11) Achieve Intermediate Level of Equality In Sport</td>
<td>11) Dir. Finance &amp; Business Ops</td>
<td>11) 30/09/2018</td>
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<td>12) Map current equality training opportunities</td>
<td>12) HR Manager</td>
<td>12) 30/06/2018</td>
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<td>13) Develop Staff around equality/unconscious bias</td>
<td>13) HR Manager</td>
<td>13) 31/07/2018</td>
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<td>14) Find organisations that can help us to reach out</td>
<td>14) SMT</td>
<td>14) 30/09/2018</td>
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<td>15) Develop partnership with relevant organisation to provide relevant board/staff training</td>
<td>15) Board/SMT</td>
<td>15) 30/06/2018</td>
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## Engagement

Actions the organisation will take to promote internal and external awareness of what they are doing to promote diversity

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<th>Objective:</th>
<th>Code for Sports Governance</th>
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### Priorities | Actions | Person(s) Responsible | Completion Date |
|---|---|---|---|
| **Short Term:** Build awareness amongst Board and Staff around Triathlon’s Diversity Action Plan and the need to develop awareness around diversity | 1) Communicate to staff and wider partners Triathlon’s equality commitment, policy and action plan through HR Newsletter, staff training, Board update via the President & Chair that “British Triathlon is committed to the principle of equality of opportunity.
We aim to ensure that all present and potential participants, members, coaches, competitors, officials, volunteers and employees are treated fairly and on an equal basis, irrespective of sex, age, disability, race, religion or belief, sexual orientation, pregnancy and maternity, marriage and civil partnership, gender reassignment or social status.”
2) Ensure that there are a range of options for people to contact Triathlon including textphone
3) Capture more data around our core market via surveys. Analyse the insights and data for better understanding & delivery of our objectives. | 1) Board/SMT
2) HR Manager/Office Manager
3) Data & Insights Manager | 1) 31/12/2017
2) 31/03/2018
3) 31/03/2018 |
| **Medium Term:** Provide the organisation with the correct engagement tools to appeal to different groups and communities | 4) Ensure that equality is embedded within the triathlon Marketing & Communications Strategy
5) Produce a set of ‘Effective Communication Guidelines’ that promotes the use of simple, jargon free, nondiscriminatory language
6) Increase the diversity of images held by Triathlon and ensure appropriate agreements are in place for their use
7) Promote existing projects and maintain case study portfolio
8) Actively and publicly address diversity on our website with sign-posting to further support/information | 4) Marketing & Communications Team
5) Head of Customer Experience
6) Head of Customer Experience
7) Director of Development
8) Dir. Finance & Business Operations | 4) 31/07/2018
5) 31/07/2018
6) 31/07/2018
7) 31/07/2018
8) 30/06/2018 |
| **Long Term:** Seek to become ambassadors of diversity within sport and identified as | 9) Explore existing networks and promote engagement with under-represented groups
10) Create a list of local role models from under-represented groups and engage them in projects and events as appropriate
11) Seek accreditation opportunities with organisations such as Stonewall, BITC
12) Create diversity forums e.g. BAME / LGBT / Health & Wellbeing formed from staff, participants and volunteer board members. Identify barriers/potential barriers to engagement within this communities and how triathlon can overcome these barriers | 9) SMT
10) Director of Development
11) Dir. Finance & Business Operations
12) Board/SMT | 9) 30/09/2018
10) 30/09/2018
11) 12/12/2018
12) 12/12/2018 |
**Progressing talent from within**

A focus on developing a strong internal pipeline of diverse talent to populate decision making and other structures.

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| **Short Term:** Review of internal pipeline and opportunities ensuring available to all. | 1) Rollout of the Leadership Ladder  
2) Promote internal development opportunities and training  
3) Ensure robust and fair appraisals are taking place, reviewing development areas | 1) Board / SMT  
2) HR Manager  
3) HR Manager | 1) 30/11/2017  
2) 31/12/2017  
3) 31/03/2018 |
| **Medium Term:** Develop robust succession planning platforms aimed at progressing staff and volunteers equitably. | 4) Continue to develop Committees/Steering Groups with external co-opted representatives to aid future succession planning  
5) Consider how to develop the Leadership Ladder ensuring appropriate diverse representation | 4) Board/CEO  
5) CEO/SMT | 4) 31/07/2018  
5) 31/05/2018 |
| **Long Term:** Demonstrate a commitment to removing barriers, actual and perceived, making triathlon a go to sport and employer | 6) Create diversity forums e.g. BAME / LGBT / Health & Wellbeing formed from staff and volunteer board members. Work with these groups to help identify barriers/potential barriers to progression within Triathlon/Sport. This to help inform the organisation and work on how such barriers can be targeted and addressed. Raise the profile of this to show what we have/are doing to engage with wider communities more reflective of today’s society. | 6) Board/CEO/SMT | 6) 30/09/2018 |
How does this feed into our broader governance plan?

The diversity action plan is integral to our broader governance plan. Committed to equality of opportunity for all present and potential participants, members, coaches, competitors, officials, volunteers, spectators and employees. British Triathlon's strategy includes Great Governance which links perfectly with the new Governance Code, ensuring we are doing the right things, in the right way, for the right reason.

Who are the key people responsible for the delivery of this plan?

Whilst the Board, CEO and SMT will be the key drivers of the plan, we require and demand the support of the full organisation. From staff, to volunteers, to athletes - embracing diversity is important to our sport.

How will we measure overall success?

We will use the plan and break this down into smaller work projects to enable development and delivery across the organisation. The Diversity Action Plan (DAP) will be reported against regularly to Board. We have our starting statistics for many of the activities and will monitor and report, openly on our success levels and what challenges we are facing.

How does your Diversity Action Plan (DAP) cross-reference other parts of the code or other relevant equality or diversity monitoring standards/framework?

The Diversity Action Plan sits alongside the Code principles around People, our commitment to achieving the Intermediate level of Equality in Sport as well as our strategic aim around participation and inclusion within our sport.