

# OUR TRIATHLON VISION



## INTRODUCTION

Triathlon is a fast-growing, modern and dynamic Olympic and Paralympic sport. From the first modern triathlon in San Diego in 1974 the sport has evolved quickly, making its Olympic debut in 2000 and expanding all around the globe offering a variety of innovative event experiences.

The mixed team relay made its first appearance at a major games at the Glasgow 2014 Commonwealth Games and paratriathlon makes its Paralympic debut at the Rio 2016 Paralympic Games. In Great Britain, the sport has also expanded quickly with iconic events, vibrant clubs and world-class triathletes.

The purpose of this document is to set a vision for triathlon in the UK until 2024. This over-arching vision should provide the basis for British Triathlon Federation and Home Nation strategies and plans. It is based upon the work of the governing bodies of the British Triathlon Federation, the Triathlon Trust and the Home Nations.

Triathlon is an inclusive sport and, whilst the development of this strategy has been led by the national governing bodies, its successful delivery will depend on the Federation further nurturing the unique spirit of collaboration that exists across the sport. As well as a vision document, this is therefore a manifesto for a co-operative approach to develop this exciting sport.



## VISION FOR TRIATHLON

### 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.

In addition to our mission and strategic objectives, we also promote and protect values in everything we do. These values are fundamental to all of our organisations and our governance of the sport. They are summarised below.

FAIR AND TRANSPARENT

ETHICAL AND HONEST

RESPECTFUL

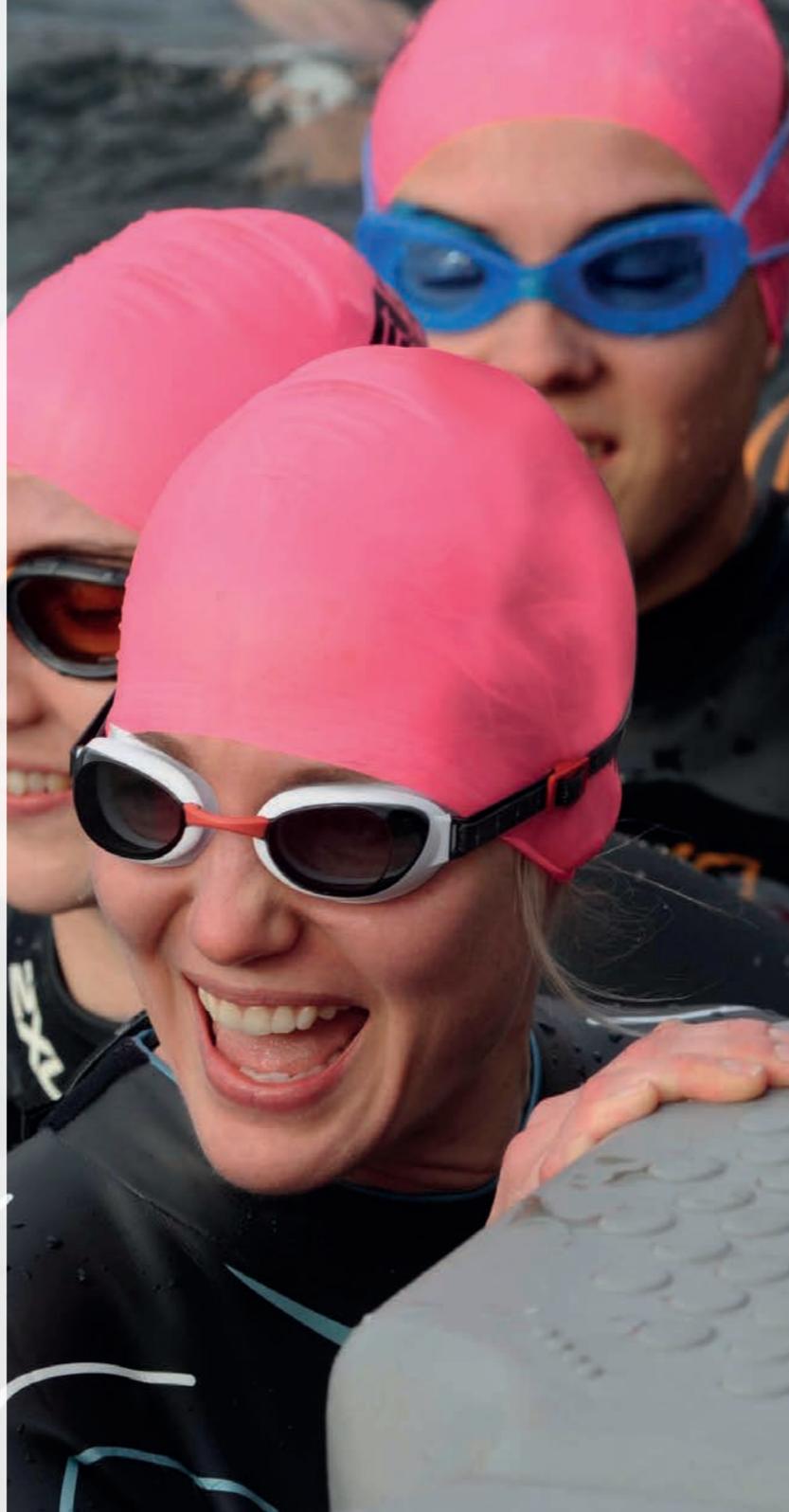
WELCOMING AND INCLUSIVE

READY TO EMBRACE CHANGE

AMBITIOUS

FUN AND ENJOYABLE

ENVIRONMENTALLY CONSCIOUS



Our values are underpinned by the following Guiding Principles which shape and form our organisational culture, personal relations and decision making.

We are custodians of the sport.

We are passionate about our sport and strive for excellence at all times.

We are consumer focused recognising that our sport serves its customers both current and new.

We recognise the huge contribution of volunteers who are integral to sport's success.

We are competitive and committed to delivering the targets we set ourselves.

Enjoyment and entertainment are at the heart of our sport.

We have a collaborative mindset, fostering partnerships to deliver a great sporting experience.

We have a federal structure recognising the equal importance of Britain and the Home Nations.

We shall strive for a clean sport.



Our vision is to deliver world-class success and to inspire participation by 2024.

### WINNING PERFORMANCES

We shall inspire others through our success. We shall continue to win at international level in the Olympics and Paralympics, across all international events. Our performance programme aspires to be the best prepared and supported team on every triathlon start line. Our winning performance culture delivers ongoing achievement throughout our talent pathway, age group and elite teams. Our programme will encompass four strands - Olympic, Paralympic, Long distance and Talent development. We shall ensure that these are all linked so we can maximise synergies and resources at our disposal.

### INSPIRATIONAL EVENTS

Triathlon is an event-realised sport. Events are critical to the future of the sport. Our event strategy will link our elite events together with the commercial sector and local event activity. Our flagship events will provide the appropriate shop window to the nation and offer amazing triathlon experiences for participants. We shall develop new event formats to ensure the sport continues to innovate. We shall identify partners to work with on this. We shall develop our relationship with the commercial sector to ensure that there is a coherent narrative for the sport and that the development of events is in a coordinated manner. British Triathlon and the Home Nations will continue to actively invest in entry level events to make the sport more accessible. We shall develop our permitting schemes to take responsibility for the sport's development and support our consumers. Our events and those of our partner's will be inspirational for the future of triathlon.

### GROWING PARTICIPATION

Triathlon has grown rapidly since the 1970s. We shall ensure the sport continues to grow and be inclusive, enabling more people to be active in the water, on a bike or out for a run. We will create opportunities and remove barriers to encourage new people to give triathlon a go, whilst encouraging existing triathletes to continue to enjoy and achieve, whether in novice multi-sport challenges, sprint, Olympic or long distance events. Our work will ensure capacity for enabling the growth of the sport at every level. We will support and invest in race marshals and officials, coaches, club administrators, and regional and national volunteers. We will provide information, advice, support and resources for all involved in our sport from novices, club volunteers and event organisers to club members. Triathlon has the capability to reach across age and social groups to provide an engaging and fun multi-sport experience. We will ensure this happens through targeted work with different groups where we can make a specific impact.

Through the Triathlon Trust we are able to reach 'Beyond the Sport' to use the power of its engagement to change lives for the better. We aim to use the engaging sport of triathlon to encourage children to become more active, not only improving their health, but also developing their social skills, increasing self-esteem and nurturing good habits such as commitment, discipline and respect. We encourage the adoption of healthy lifestyles and provide volunteering opportunities in communities.



## ESSENTIAL MEMBERSHIP

We will nurture a thriving triathlon community that will engender a sense of belonging and involvement. Within this community, membership will be seen as essential to having a great experience in the sport. We want everyone who is interested in triathlon to become a member of the sport and feel part of it. By joining our community through membership, they will have greater access to all of the services we have to offer. Our membership offer will evolve so that we add value every time our consumers interact with the sport. Our membership offer will meet the needs of all types of consumers and include links into clubs, coaching, events and become the pathway for everyone's experience within the sport. We will offer protection, advice and exclusive access. Our membership will be the source of everyone's relationship with the sport. We shall build the best membership programme in any sport, which is considered essential if you want to participate in triathlon to the full. We will consider all our activities from a consumer perspective as we grow triathlon. Our essential membership will cover everyone within the triathlon community from the novice to the most ardent Age-Group triathletes. It will be supported by outstanding data and the most comprehensive results and information service within the sport.

## TOP 5 OLYMPIC SPORT IN THE UK

We intend to raise awareness of the sport and become one of the five most watched and supported Olympic and Paralympic sports by 2024. We want everyone who touches our sport to have an enjoyable experience and a desire to become more involved. We will do this by offering an excellent customer experience through our sport whenever anyone interacts with triathlon. Olympic and Paralympic success is the pinnacle in becoming a top five Olympic and Paralympic sport in the UK. We shall establish triathlon amongst the mainstream of British sporting life.

## OUTSTANDING GOVERNANCE

To achieve our mission and strategic goals will require great governance underpinning the leadership, administration, culture and custodianship of our sport. We shall ensure the administration of triathlon provides outstanding governance allied to responsible and sustainable financial management. We shall create a culture that supports the values and guiding principles within this strategy so that great governance is commonplace throughout triathlon from the local club up to the boardroom.

## INTERNATIONAL INFLUENCE

We are part of an expanding global sport. We will continue to host world-class events and support the development of triathlon internationally. We shall seek to partner with the International Triathlon Union and the European Triathlon Union to support the development of the sport in line with the principles and values within this strategy wherever possible. We shall provide experienced and competent people and carefully designed projects to aid the healthy evolution of triathlon internationally.





## DELIVERING THIS STRATEGY

A strategy will only be effective if it can be delivered. We are committed to the delivery of this vision. We shall do this by collaborating across the sport - alongside planning and measuring performance against specific targets.

### COLLABORATION

British Triathlon, Triathlon England, Triathlon Scotland, Welsh Triathlon and the Triathlon Trust have developed this joint vision to enable the sport of triathlon to grow and prosper. We recognise the fundamental role British Triathlon, Home Nations and the Triathlon Trust have in the governance and leadership of triathlon. We shall continue to operate within our existing federal structure to do this and use this vision to develop our individual strategies and plans. We shall also work closely with the Triathlon Trust as our charity partner to deliver this vision.

At the same time, our delivery effectiveness is dependent on our ability to collaborate with all the partners and stakeholders across triathlon. We shall work across triathlon to deliver this vision, recognising our interdependencies and maximising the synergy of working together. By encouraging a collaborative approach that values contributions to the achievement of common goals, we can best achieve our primary objectives through effective working relationships.

### PLANNING AND TARGETS

This vision will be supported by a performance dashboard. The performance dashboard will have clearly defined targets for the strategic objectives. Targets and performance will be reviewed regularly. An annual process will link the performance dashboard to British Triathlon and Home Nations. This will support British Triathlon and the Home Nations with their individual planning processes and objectives.

Our planning will be in conjunction with all our stakeholders. We shall seek to co-operate with the entire sport on our targets to ensure we are working together to deliver this vision.

Through the combined vision articulated in the document the British Triathlon Federation, Triathlon England, Welsh Triathlon, Scottish Triathlon and the Triathlon Trust will work more closely together to achieve their respective goals. These goals, if achieved, are mutually supportive of each other. This strategy is therefore the start of a new phase in the development of the sport in Great Britain and all the parties to this document are committed to making it a successful one.



**BRITISH**  
TRIATHLON



TRIATHLON  
**ENGLAND**



TRIATHLON  
**SCOTLAND**



WELSH  
TRIATHLON  
**CYMRU**



TRIATHLON  
**TRUST**