



ANNUAL REPORT 2014





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Action from the Triathlon England – National Duathlon Championships at Newby Hall



Presidents Welcome

David Rigby

Triathlon England President

We have seen several successes during the past 12 months with the highlight being the huge haul of medals that Team England achieved at the Glasgow 2014 Commonwealth Games triathlon events at Strathclyde Country Park. I would like to congratulate not only the athletes but the world-class support staff, coaches, and Clydesiders who helped make the Games such a success for Triathlon England.

Some of our other highlights have been Triathlon England's Mass Participation Events where we have continued to work with event organisers to increase event capacity to more than 1,000 athletes with all the frills that make an 'A' grade race.

We also have GO TRI delivering local multi sport events and training, creating the opportunity for novices to discover our sport to begin their journey into mainstream triathlon.

The Triathlon England – National Championships continue to go from strength to strength and next year members will have the opportunity to win National titles in sprint, standard and middle distance triathlon, aquathlon, duathlon and cross duathlon as well as the ever popular club relays.

There is still a lot of work to be done on the membership proposition to ensure being a member of Triathlon England is a natural progression for all triathletes;

the Triathlon England Management Board are working through the proposals to ensure our membership package meet the needs of our members.

Chair of the Triathlon England Management Board, Jem Lawson whom I have known and worked with over the past 8 years, is stepping down from his role after serving his maximum term. We have seen not only Triathlon England come into existence under Jem's guidance but also tremendous growth of the organisations' stature during the past 8 years. All of which I am sure would not be so impressive, if not for Jem's hard work, leadership and diligence. I would like to take the opportunity to say a huge thank you to Jem for the past 8 years and wish his successor well, as Jem will be a hard act to follow.

A Jubilant East Midlands team are crowned British Triathlon Inter Regional Champions.

Proud to be a Member

As a membership organisation, we know the importance of listening to our members. Last year, through an extensive consultation, we spent considerable time developing an in-depth understanding of our members needs.

Contact



Dedicated phone number

01509 226153



membership@triathlonengland.org

triathlonengland

DISCOVER · ENJOY · ACHIEVE

Triathlon England



Being a Triathlon England member allows you to discover, enjoy and achieve in our sport at all levels.

Thanks to our members input, 2014 has been all about delivering on this insight. This has resulted in some significant new initiatives that we have been able to offer our individual members and affiliated clubs. We feel tremendous in-roads have been made to service the ever-changing needs of our members; keeping our membership family growing.

The Membership team itself has grown, with new members of staff on-board enabling us to improve our customer contact time and deliver first-class customer service. We now work at times to suit the membership; covering the afternoons and evenings along with Saturday mornings, with our own dedicated support number. Many of our in-house processes have been completely overhauled, providing a more efficient process for resolving our member's questions and concerns.

“

Our members needs are at the heart of Triathlon England and we have listened to their feedback creating a new operational structure and increasing the number of high-profile benefits that we can offer to our members. This year we have made a good start in improving our package, but there is still much to do and we look forward to an exciting year ahead in 2015.

Samantha Rankin, Membership Development Manager

In conjunction with building a better operational service, we have also been working closely with British Triathlon to create an array of additional membership benefits with some well-known brands. Adjacent are our most recent membership benefit providers, which have all provided new offers to members in 2014.



| #takemetothegames competition winner enjoyed front-row seats at the Glasgow 2014 Commonwealth Games:

“

Fantastic! The best sporting event I've been to. Triathlon England certainly knows how to welcome you. Thanks!

Thomas Morgan, Triathlon England
Competition Winner

Triathlon England Membership Benefit Providers

Aura Cycle System

Beacon Bikes

Dambuster Duathlon and Triathlon

Garmin

HardNutZ Helmets

Matrix Cycles

TrainingPeaks

Triathlon Pink

220 Triathlon Show

Whole Earth Foods

Our Growing Membership Family

Triathlon England puts membership at the heart of everything we do.



20 | **Sporting**
14 | **Numbers**

Over £1.0 Million

Recovered damages for Triathlon England Members



575

Affiliated Clubs



16,253

Number of Members

↑9%

Increase from September 2013

(Figures taken up to Sept 2014)



Membership provides many opportunities to pick up national honours and compete for the Great Britain Age-Group Team.

246 Members

Supported with legal
Claims in the past year

This year saw the beginnings of a new focus on membership for Triathlon England. Through our efforts and those of our strategic partners, we have supported both Triathlon in England and our members throughout 2014. We have offered once-in-a-life time opportunities for members to watch the best perform on the world stage at the Glasgow 2014 Commonwealth Games and have negotiated entries for members into sold out events like the PruHealth World Triathlon London, allowing our members to follow in the footsteps of the Elites.

Most recently, we joined the UK Triathlon Industry Association to allow us to develop greater understanding of the business side of triathlon and to provide a voice for our members in the growing commercial side of the sport.

With considerable investment into our systems, website and communications this year we also saw the development and introduction of triconnect – our brand new personalised member's area powered by British Triathlon. We plan for it to become a major online tool for our members in 2015, acting as the main interaction area between Triathlon England and our members.

Our focus on putting members at the centre of everything we do continues in 2015, with a major new membership initiative. We are crafting a membership experience and benefits package that will be the envy of the world. We hope that it supports our member's individual triathlon journeys whatever their ability, distance and aspirations and becomes the byword for excellence. We believe that there's never been a better time to be a Triathlon England member.

“
2014 marked the midpoint of a major overhaul of the Triathlon England membership offering. Current investment into our people and infrastructure will ensure that 2015 sees us delivering both unique benefits and a truly personalised experience to our members.

Paul Gardner, Director - Membership Services

On Hand to Help

This season was a phenomenal year for the profile of triathlon in England. From Team England's success at the Glasgow 2014 Commonwealth Games, with record TV audiences and extensive media coverage, to Triathlon England's increasing embrace of new digital and social media, enabling us to communicate to members and non-members like never before.



The changing pace of communications is frenetic and we have attempted to meet the needs of our members with a new monthly newsletter bringing a perfect blend of national and local content. An interactive digital version of Membership magazine TriNews has been created for iPad and desktop users and we are again collecting feedback from the membership on their perceived value of these products. Triathlon England's social media channels also continue to grow.

To keep abreast of events outside our membership, Triathlon England continues to develop important strategic partnerships with the BBC Get Inspired Programme and London 2012 legacy project, Be Inspired programmes, The National Trust, SPOGO and the Triathlon Industry Association to highlight a few.

In this ever more technologically advanced world of digital communications, Triathlon England has not lost sight of one of the basics of good communication – face-to-face contact.

As part of our strategic vision to help everybody discover, enjoy and achieve in triathlon, human contact and access to staff on a personal level will always play a valuable part. That is why in conjunction with our digital ambitions there will still be increased opportunities to meet the Triathlon England team at more events as our engagement trailer becomes a regular feature and information hub for members and participants alike.

The new-look AGM Workshop Weekender will also provide a valuable addition to the triathlon calendar, where there is an opportunity to meet the Triathlon England Management Board and staff.



| **On hand** to provide valuable advice and guidance before a race start.

The Triathlon England Engagement Trailer and staff members have been on hand throughout 2014.

“

2014 has been an important year for investing in new IT, digital and social media capabilities to help us to deliver ambitious programmes going forward. In 2015, we will look to develop our online presence and activate a social media strategy to enable all our stakeholders to interact with us in a way they never have been able to before.

Sally Lockyer, Director - Communications and Marketing

Digital Media

Our embrace of digital and social communications allows Triathlon England to speak to members and non-members instantly and in a way that suits them.



Sept 2013

4,540

Sept 2014

5,981

UP 32%



Sept 2013

6,342

Sept 2014

11,417

UP 80%



38

Total no. of digital channels

(including the Triathlon England Regions)

August 2013

Dedicated YouTube channel launched



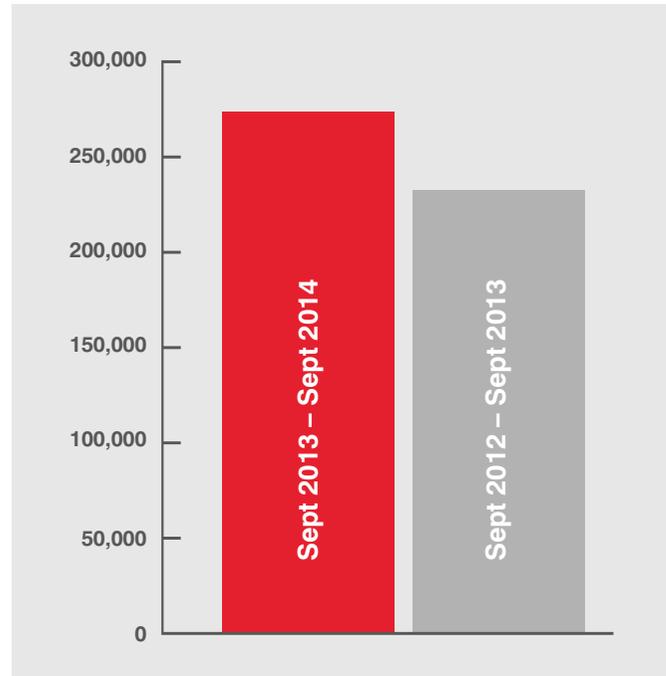
Triathletes are increasingly demanding and we're keeping pace with all forms of digital communication.

Unique visitors to www.triathlonengland.org

Sept 2012 – Sept 2013
230,694

Sept 2013 – Sept 2014
271,694

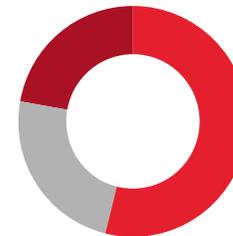
up 18%



4,126 People reached by our most popular facebook comment

43,933 Potential reach from our most popular tweet - **28 retweets**

6,960 Triathlon England YOUTUBE channel views



Devices viewed from

- Desktop 54%
- Tablet 24%
- Mobile 22%



News Items Published to Triathlon England Website

187 Jan – Sept 2013 **up ↑**
331 Jan – Sept 2014 **77%**

(Includes Triathlon England Regional Content)



www.gotri.org was created June 2014.

f [Yourgotri](https://www.facebook.com/Yourgotri)

@yourgotri

Instagram launched June 2014

Top 10 Referral Sites to Triathlon England

- britishtriathlon.org
- Facebook
- Twitter
- tritalk.co.uk
- bbc.co.uk
- crystalpalace-tri.co.uk
- welshtriathlon.org
- onyourmarksevents.org
- trytri.co.uk
- justracinguk.com

TriNews



Desktop & iPad version trialed

GO TRI Events

GO TRI, Triathlon England's low-cost event and training offer has started to be rolled out across the country.

20 | **Sporting**
14 | **Numbers**

61 | **Venues**
(Target = 50)

GO TRI | **187**
GO TRI Events



1,592
GO TRI participants

(Figures taken up to Sept 2014)





| The emphasis on fun and inclusivity is at the heart of **GO TRI**.

GO TRI is attracting triathletes with a low-cost, easy to access experience, utilising short-distance local events and triathlon-specific training sessions.

The GO TRI events section of the participation programme is already above the targets set by Sport England. Many event organisers and clubs who have viewed it as valuable tool to recruit new triathletes have welcomed the informal event-in-a-box format. From its inception in April 2013, there are 61 venues across England delivering regular and low-cost triathlon events.

GO TRI is the flagship vehicle to enable Triathlon England to introduce participants to our sport and, as such, we are working hard to increase the capacity of the GO TRI event offer, making sure there is easy access across the whole of England and making sure that smaller clubs and organisers are confident they can deliver a GO TRI event in a safe and fun manner. A dedicated GO TRI event organiser's course is to be held as part of the 2014 AGM Weekender to help support our new potential partners on the GO TRI journey.

The central ethos of GO TRI is to underline the enjoyment and achievement that taking part in triathlon can provide. As we know once a person is successfully introduced to our sport there are a wealth of benefits and opportunities open to them.

“

Triathlon England recognised the need to introduce an entry level option for the sport and GO TRI is the answer. The enthusiasm and hard work of clubs and organisers in helping us launch this project has been overwhelming and a big thank you must go out to them.

Rob Bishop, GO TRI - Events Manager

“

I'd definitely encourage anyone to give this a go – it was a lovely relaxed environment and made me feel at ease instantly.

Nichola Bryceland, GO TRI - Events Participant

“

I achieved a personal challenge and had so much fun at my first GO TRI. It was an amazing feeling to finish and I'm hoping to better my time at the next one!

Jean Costello, GO TRI - Events Participant

| A GO TRI novice event in full swing at the Lee Valley Velopark in the Queen Elizabeth Olympic Park

GO TRI Training



The GO TRI project is not just about small-scale triathlon events. GO TRI training is an integral part of GO TRI and plays a pivotal part in discovering new triathlon participants.

21 Venues
delivering training

70 Average sessions per week





| A local gym welcoming new participants into triathlon.

Triathlon England has forged working partnerships with many of the larger leisure centres across England and has developed a series of triathlon-specific training sessions. These cover the three elements that make up a triathlon, plus general conditioning. These sessions, like GO TRI events, share the same emphasis on low-cost, local and aimed at the novice market.

GO TRI training has already tapped into large swathes of the leisure market and has produced some fantastic results. An estimated 6,000-7,000 participants have already attended a GO TRI training session and there are 70 live sessions available per week.

The GO TRI website and social media channels are still being rolled out but will not only raise the profile of the project, but also provide the link between the training sessions and an actual GO TRI triathlon event. These new event participants could then become our members, and possibly champions, of the future.

To help maximise the opportunity available for GO TRI events and training, the website is having additional functionality added to it and two high-definition promotional videos have been developed.

“

The size of the opportunity that GO TRI training represents is colossal and we are fortunate to be engaging with new delivery partners on a monthly basis to help meet the latent demand that is obviously out there. This partnership working approach will enable both events and training to meet our participation targets.

Giles O'Brien, GO TRI - Training Manager

“

I have been doing the GO TRI classes in the gym and just wanted to say what a great asset they have been to me with my training. They have improved my cycling and run endurance, sprints times as well as my overall fitness.

Paul, GO TRI - Training Participant, Hertfordshire

| Swimming often takes place indoors with GO TRI events and training.

Team England Triumph at Glasgow 2014



“

The Commonwealth Games was something that I aimed for at the start of the year and it is always great when you do well in what you have aimed for.

Jonathan Brownlee, Individual - 2014 Commonwealth Silver medallist / Team Relay - 2014 Commonwealth Gold medallist

“

This is the goal I wanted to achieve for the season and I've done it now. Now I've done everything I've wanted to do in my career - I don't know what to do now.

Alistair Brownlee, Individual - 2014 Commonwealth Gold medallist / Team Relay - 2014 Commonwealth Gold medallist



“

It feels very poetic to win the first medals of the Games. You dream about this, and to get a medal with Jodie makes it even more fantastic.

Vicky Holland, Individual - 2014 Commonwealth Bronze medallist / Team Relay – 2014 Commonwealth Gold medallist

“

What a sensational set of individual and team performances by our athletes - a proud couple of days to be English and a part of Team England

James Taylor, Team England Manager and Talent Programme Manager



“

It didn't matter what country anyone was from, the crowd was just fantastic. It was jam packed with people, it was fantastic.

Jodie Stimpson, Individual - 2014 Commonwealth Gold medallist / Team Relay – 2014 Commonwealth Gold medallist

“

Glasgow was the first time Triathlon England staff have led and managed an English team at a major games - and what a result!

Mark Barfield, Director of English Operations

Triathlon England - National Championships

As the sport of triathlon continues to grow, especially after the success of Team England in the Glasgow 2014 Commonwealth Games this summer, Triathlon England has been steadfast in its determination to continue the development our Triathlon England - National Championships for our members.

20 | **Sporting**
14 | **Numbers**

 **3,661**

Number of Triathlon
England - National
Championship race starts

(Does not include National Cross Duathlon Figures)





In 2014, the Triathlon England - National Championships raised the bar to an unprecedented level. This year, the National Championships have built on events delivered in 2012 and 2013 and with increased investment in support staff, event branding and marketing, coupled with an even closer working relationship with the event organisers, the profile and expectancy levels have climbed to new heights throughout 2014.

This year Triathlon England worked with a complete cross section of the sport from established commercial organisers, to local clubs and some new organisers to the triathlon market. This helped push the message that if the desire and commitment is there to host a first-class National Championship level event, then there is an opportunity for the committed organiser. This has resulted in record bids for 2015 and the best geographical spread to date.

The National Picture

 **1,076**

registered triathlon events 2014

30% increase on 2013

“ We are delighted with how well our 2014 Triathlon England - National Championships went with some excellent events and equally spectacular turnout from our members participating. With the announcement of the 2015 schedule we are sure the Championships will continue going from strength to strength, inspiring even more people, novice and experienced athletes alike, to have a go and get involved.

Duncan Hough, Director Events - Rules and Technical

“ It was fantastic to win and be an English Champion.

Alex Lawton, Triathlon England - National Duathlon Champion (25-29 age-group)

“ I went out hard and I got the win – which I am really happy about.

Lucy Nell, Triathlon England - National Standard Distance Triathlon Champion (25-29 age-group)

“ We were delighted to be awarded the opportunity to deliver one of the 2015 Triathlon England – National Championships. This is the first time such a high profile race has taken place in the South West region and we anticipate many local athletes taking part with a national title at stake.

Geoff Samuels, Tempus Leisure - 2015 Triathlon England - National Aquathlon Championships Organiser

2014 Triathlon England - National Championship	Race Name	Race Starts
Duathlon	Newby Hall	167
Middle Distance Triathlon	Grafman Triathlon	449
Standard Distance Triathlon	Dambuster Triathlon	798
Sprint Distance Triathlon	Big Cow Sprint	336
Club Relays	Club Relays, Nottingham	1,732
Aquathlon	Nicetri Aquathlon	179
Cross Duathlon	Evil Sheriff Off Road Duathlon	TBC

Mass Participation Events

The second year of Triathlon England's Mass Participation Events programme has seen phenomenal success with the number of event organisers supported far outstripping the start of the year's expectations.



20
14 **Sporting
Numbers**



20

Mass
Participation
Events in 2014



6,000

estimated additional race starts



Jodie Stimpson congratulating novice competitors at the Jodie Stimpson Aquathlon.



Tri Pink have been a successful addition to our Mass Participation Events programme.

In 2013, Triathlon England supported six Mass Participation Events, with notable highlights being the birth of the Brownlee Tri race series and Portsmouth Triathlon. This solid platform gave us confidence to target supporting 10 large-scale events in locations that did not currently have a significant triathlon offer in 2014.

This year we have far exceeded those targets and are on target to support 20 English triathlon events – all helping bring new participants into our sport.

Jodie Stimpson, fresh from Glasgow 2014 Commonwealth Games glory developed a taste of the event bug and had a local race named after her – the Jodie Stimpson Aquathlon. In August, Triathlon England provided branding and support staff on the day, and two free-to-attend novice-training days were delivered as part of the run-up.

As part of the ongoing success of this programme, Triathlon England has worked with a multitude of organisers, from public and private sectors to charitable trusts like the National Trust. One of the high-profile partnerships of the year was the support we provided to the Tri Pink organisation in supporting their six-strong women only triathlon series.

The continued success of the Mass Participation Events programme alongside the emergence of the GO TRI offer is making the sport of triathlon the most accessible it has ever been.



Triathlon England have been an invaluable source of support to us on all levels, as a new event series the experience and knowledge they've provided has made for a much smoother event delivery.

Lisa Pringle, Tri Pink's Director of Marketing and Communications



Working together with innovative organisers like Tri Pink has helped to grow these kinds of events and take triathlon to a broader audience, who may be put off by the more traditional format of triathlon.

Morgan Williams, Triathlon England National Development Manager

Clubs and Workforce

Triathlon clubs and the workforce that assist the safe and smooth delivery of events and training opportunities throughout England continue to be the heartbeat of our sport.



20 | Sporting 14 | Numbers



660

Total coaching qualifications completed

44

Total courses 2013-14

Completion rate across all levels for 2013-14 (average)

Level 1 95%
Level 2 87%
Level 3 60%

Clubs

Triathlon England has continued to support and engage with local triathlon clubs across the country, ensuring they remain a priority focus for us. Our regional teams have been busy talking and listening to clubs, offering bespoke support based on the individual local needs of the club.

This renewed focus has witnessed some fantastic initiatives come to fruition. In the London region, 11 clubs, through the help of their Regional Manager joined forces and have organised a series of highly successful events at the iconic Olympic Park Velodrome. This has opened up our sport and the clubs involved to local novice athletes being able to utilise a wonderful new facility.

A new digital accreditation resource has also been created to help support growing triathlon clubs. Creating these additional support tools, that clubs really value, alongside forging closer working relationships with our growing network, remains a vital priority over the next year.

“

It has been fulfilling working with my local clubs. The partnership has delivered a new series of affordable events and introduced new people into the sport and triathlon clubs.

Jon Train, London Regional Manager

The safety and enjoyment of triathlon is paramount - and rests with a team of dedicated people.

Workforce

The support and appreciation of our dedicated coaches, volunteers and officials remains as steadfast as ever.

The service that these people offer selflessly week in week out is never under-estimated by Triathlon England and this year we are trying to acknowledge our continued gratitude by introducing a new format for the Triathlon England Workforce Awards. At this year's Annual General Meeting, there will be an Awards Drinks Reception, where we can all celebrate the true unsung champions of our sport.

On the triathlon coaching front, 2014 has been a busy year, which saw changes to the remit of Level 1 coaches and new advice for coaching 5-9 year olds. The innovative Coaches Hub "Moodle" was launched, which is fast proving to be an invaluable one-stop learning resource for triathlon coaches. The number of coaches and coach certification, at all levels continues to grow, and we have reacted by investing in support, quality management and guidance to our coaching community.

2014 Triathlon England Award Winners

Volunteer:

Sheila Horsman, London

Young Volunteer:

Luke Harrison, Yorks and Humber

Young Coach:

Catherine Jones, North West

Official:

Sarah Taylor, West Mids

Children's Coach:

Mel Humphreys, West Mids

Participation Coach:

Dom Dos Remedios, South Central

Performance-Development Coach:

Rob Harvey, Yorks and Humber

Club:

Crystal Palace, London

Event of the Year:

Grafman - NiceTri Events, East

Creating the Talent Pathway

The Triathlon England National Talent Squad, supported by Sport England, provides the pathway for talented youth and junior athletes to begin their journey to elite level.

“

Triathlon England considers developing talent as a key part of the performance pathway. The athletes on the England Talent Squad are supported to be the best athletes they can be at junior level as well as preparing and developing them to move forward into the U23 and ultimately the senior ranks.

James Taylor, Talent Programme Manager



Kate Curran • one of the Triathlon England National Talent Squad members in action.

This season, Triathlon England National Talent Squad athletes had success in the 2014 Penza ETU Youth Relay European Championships with the Great Britain girls' team composed of English athletes Kate Waugh, Olivia Mathias and Sophie Alden winning gold while the boys' team of Ben Dijkstra, Jordan Hull and Hayden Burton won silver.

Up and coming athlete Ben Dijkstra – a member of the East Midlands Regional Academy – was selected to compete for Team GB at the Nanjing 2014 Youth Olympic Games and won the gold medal in an exciting sprint finish. He was also part of the winning European relay team.

The Triathlon England National Talent Squad run a camp-based programme, which is underpinned by nine regional academies, each run by their own Head Coach. This year the squad had a successful winter camp in Aguilas in Spain followed by a large combined camp at Easter with Welsh and Scottish athletes held at Welbeck College in Leicestershire. In the summer, there was a race preparation camp at Loughborough University, which culminated in the older athletes travelling and competing in the 2014 Geneva ETU Triathlon Junior European Cup. Five boys and three girls featured in the top 10.

Triathlon England National Talent Squad

Sophie Alden

Grace Cook

Kate Curran

Elisabeth Hood

Jordan Hull

Meg McDonald

Jack Willis

Jimmy Kershaw

Kieran Lindars

Leah Peplow

James Teagle

Bronwen Owen

The British Paratriathlon Talent Squad funded by UK Sport and Sport England was established in early 2013 and has been further strengthened over the last 12 months. British Triathlon held two Talent ID events, in October 2013 and March 2014 through which new athletes were identified and nine were selected to the squad.

The aim of the talent squad is to bring athletes through to be in a position to compete internationally by 2015, however some of the athletes accelerated this with five competing internationally through 2014. The athletes continued to improve through the season and three of them, Andy Lewis (PT2), Ryan Taylor (PT2) and Lizzie Tench (PT1) medalled at the season ending ITU World Paratriathlon Event in Madrid.

The squad will continue to hold development camps through the winter to enable the athletes to further develop towards achieving their own goals and moving towards the British Triathlon World-Class Paralympic Programme.

British Paratriathlon Talent Squad

Lizzy Tench

Mark Conway

Bret Crossley

Steve Crowley

Andy Grant

Ben Jones

Andy Lewis

Neil Malcolm

Ryan Taylor

Governance

Triathlon England operates as a division of the British Triathlon Federation and has autonomous responsibility for the delivery of the sport of triathlon and multi sport activities within England. It's run by a dedicated team of volunteers and staff.

Triathlon England has a specific staff team which is led by Mark Barfield the Director of English Operations. Mark is supported by a team of National Managers who work together to deliver the strategy through an annual operating plan.

The governance of Triathlon England is managed by the Triathlon England Management Board and the Triathlon England Council. The role of the Board is to provide strategic leadership and support. The role of the Council is to represent the membership and appoint the Board.

They are supported by the Membership, Events, Communications, Commercial and Business Operations teams who are based in Loughborough. These teams have seen an increase in human resource to meet the expanding business needs facing Triathlon England in 2014 and the future.

Management Board Members

Jem Lawson JP
Chair

Richard Fuller
Director Midlands Regions

Howard Vine
Director Southern Regions

Francis Riley
Director Northern Regions

John Mills
Director England Talent

Paul Gardner
Director Membership Services

Duncan Hough
Director Events, Rules and Technical

Sally Lockyer
Director Communications and Marketing

James Barton
Independent Director Finance

Bill James
Independent Director Business

Council Members

Dave Rigby
President

Howard Vine
South Central

Richard Fuller
East

Aimee Stocker
East Midlands

Derek Biggs
South West

Philip Jameson
North East

Tom Chant
London

Lawrence Green
West Midlands

Francis Riley
Yorkshire and Humberside

Matt Honey
South East

Look to the Future

Mark Barfield

Director of English Operations

The pace of development within our sport does not slow. If anything the momentum of growth and development accelerates year on year. This presents us with a challenge - but a great challenge to have. We always want to support and facilitate the development of clubs, events and the individuals that make our sport happen; listening to the very people that want our help in growing our sport. We do have limited resources, but always strive to use these in the most effective way, creating the maximum impact for the most people we can.

We have worked hard to develop a much greater understanding of what our sport needs to ensure it continues to grow. This is about listening to individuals who may wish to consider triathlon as a sport for them and

doing what we can to bring them into the triathlon family. Everyone can help with this by spreading our message and pointing people towards local clubs, GO TRI, coaching and novice events. By doing this we can help a wider audience discover and enjoy the sport in the way many already have.

I can't complete this section without looking back a little on this summer again. The Glasgow 2014 Commonwealth Games was the first time Triathlon England staff have led and managed an English team at a major games, and what a result – an amazing achievement by the whole of the team involved. The other reflection is that all English athletes benefitted, in some way, from the development and talent infrastructure many of us are involved in. This makes the medal-winning success something that we can all genuinely share in and enjoy.

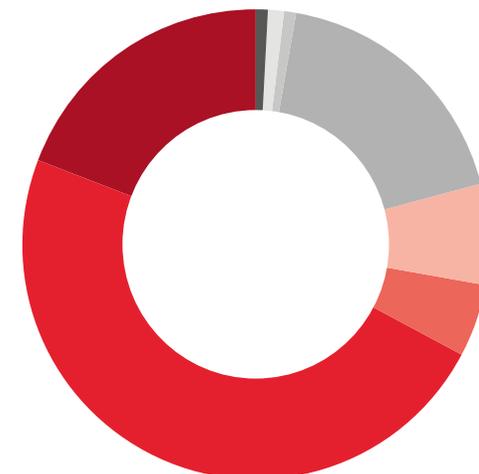
Finance

Income and Expenditure Summary	March 2014	March 2013
INCOME		
Operations (Membership & Permitting*)	996,398	888,827
Development (Sport England Funding)	1,419,144	1,350,926
Talent Development (Sport England Funding)	553,055	180,524
Total Income	2,968,597	2,420,277
EXPENDITURE		
Business Operations	309,264	344,104
Membership Services	422,608	269,056
Competitions (Event Permitting)*	186,781	133,324
Total Operations	918,653	746,484
Grassroots Development (Sport England Funded)	1,321,811	1,174,058
Officials & Volunteers (Sport England Funded)	97,363	169,467
Total Development	1,419,174	1,343,525
Talent Development (Sport England Funded)	553,055	200,198
Total Performance	553,055	200,198
Total Expenditure	2,890,882	2,290,207
Surplus / (Deficit) on ordinary activities	77,715	130,070

* Event permitting was previously collected by British Triathlon Federation - now collected directly by Triathlon England.

Income Source

Member Affiliation	542,023
Club Affiliation	19,200
Club Insurance	34,565
Day Membership	216,553
Event Permits	144,712
Sport England	1,419,144
Sport England - Talent	553,055
Other Income	39,345



- Sport England (48%) ■ Event Permits (5%) ■ Day Membership (7%)
- Membership Affiliation (18%) ■ Sport England - Talent (19%)
- Club Insurance (1%) ■ Club Affiliation (1%) ■ Other Income (1%)

Triathlon England Operating Statement For the Year Ended 31 March 2014

SPORT ENGLAND INCOME

Development	1,419,144
Home National Talent	530,947
	1,950,091

SPORT ENGLAND EXPENDITURE

Development - Regional	(200,623)
Development - Events (Major & Low cost)	(153,692)
Development - General	(210,522)
Staffing	(738,859)
Workforce Development	(19,049)
Operations Contribution	(96,429)
Talent - Regional	(239,676)
Talent - National	(125,740)
Talent - General	(165,531)
	(1,950,121)

NET Sport England (30)

MEMBERSHIP

Income	603,740
Expenditure	(536,661)
	NET Membership 67,079

EVENTS

Income	367,328
Expenditure	(72,729)
	NET Events 294,600

RING FENCED PROJECT

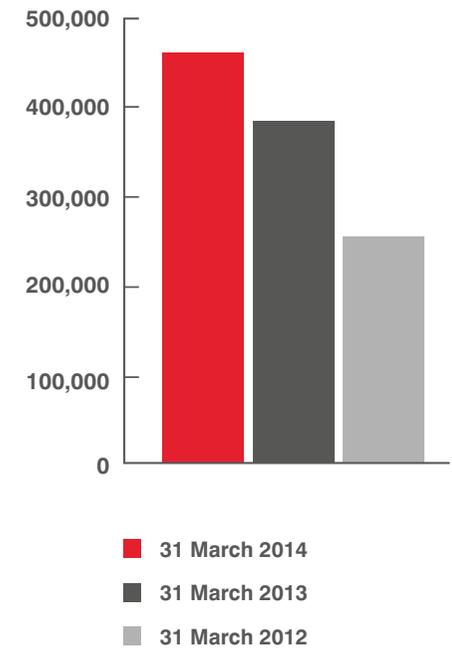
Grant Income	22,108
Grant Expenditure	(22,108)

OPERATIONS

Income	25,330
Expenditure	(309,264)
	NET Operations (283,934)

NET English Programmes 77,715

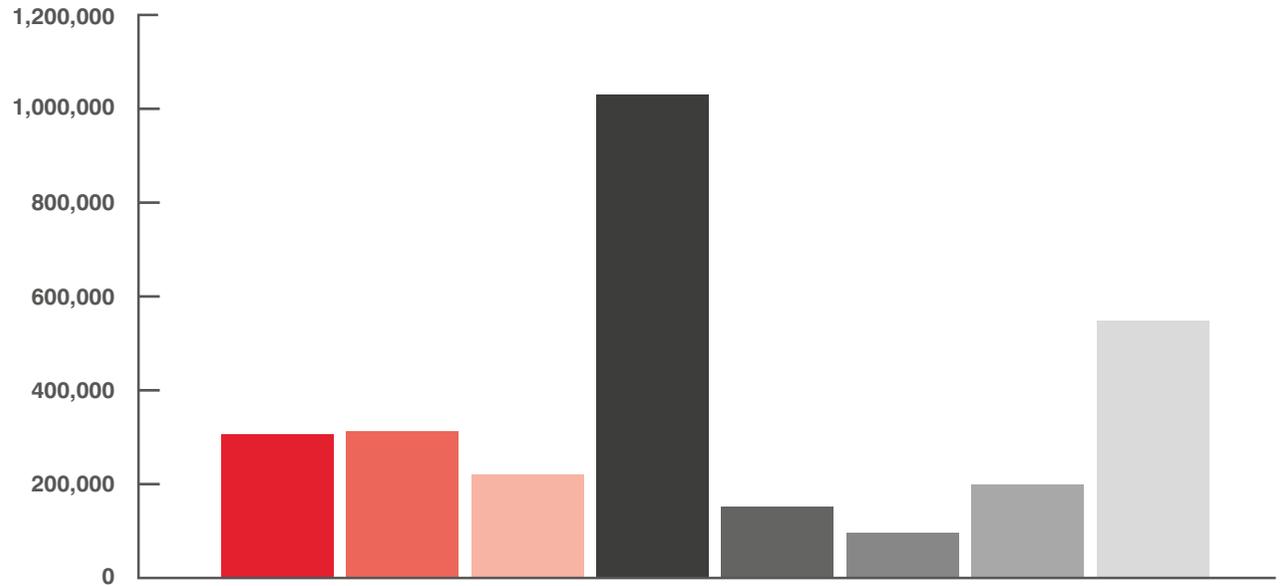
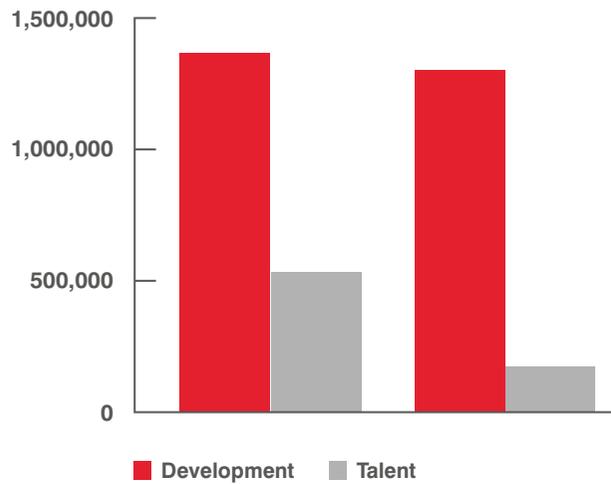
Triathlon England Reserves



The Sport England column shows income received from Sport England which is ring-fenced and used purely for activities set out as part of the four-year plan agreed with Sport England, predominantly aimed at growing participation in the sport. Operations shows all other income (predominantly from membership) and the areas where Triathlon England chose to spend that money.

Sport England Funding

	2013-14	2012-13
Development	1,419,144	1,350,926
Talent	553,055	180,524



Triathlon England Expenditure

Operations costs	309,264
Membership Services	313,995
British Triathlon Federation Affiliations	222,666
Grass roots	1,040,224
Major & Low cost events	153,692
Officials & volunteers	97,363
Events & regional grants	200,623
Talent development	553,055
TOTAL EXPENDITURE	2,890,882

Operations Expenditure

- Operations costs
- Membership Services
- British Triathlon Federation Affiliations

Sport England Expenditure

- Grass roots
- Major & Low cost events
- Officials & volunteers
- Events & regional grants
- Talent development

Home Nation Affiliations enables the British Triathlon Federation to;



Triathlon England Payments to British Triathlon Federation

	2013-14	2012-13
HN Affiliation	222,666	231,118



Thank You

Jem Lawson JP

Chair of the Triathlon England Management Board

I'm in reflective mood since this will be the eighth and last time I attend the AGM as Chair. As journeys go it's been pretty good and the landscape through which I've journeyed has been varied and sometimes spectacular.

Our English athletes performed spectacularly well in Glasgow, so thanks and well done to all involved. No country has ever been so dominant in a major multi sport games. Each of the athletes benefitted from being part of the English Talent Programme (ETP) at some stage. The programme continues to prosper with the Regional Talent Academies supervised by the Head Coaches providing a verdant pathway. We're now beginning to create the same opportunities for paratriathletes.

At the other end of the scale Triathlon England is attracting new participants in ever increasing numbers. The GO TRI project is well on schedule giving newcomers to the sport regular, local and low-cost events to cut their teeth on and also the opportunity, through GO TRI training, to receive specific help through a wide network of participating partner organisations. The Mass Participation Events in iconic venues (which I witnessed at Harewood House) are growing; cities are queueing up to be part of this phenomenon. Our Triathlon England - National Championship events have evolved and now have the look and feel of high-quality, high-status events.

We are also attracting large numbers of new members through these, and other, initiatives. Our challenge is to retain members and we have embarked on a membership project by which we will address this. We are currently investigating the membership structure itself, but also looking to enhance the package to offer even better value for money.

I thank all those who have been my colleagues, in whatever capacity, for their friendship, enthusiasm, expertise and commitment. All of these qualities make our sport a great place to be.



ANNUAL REPORT | 2014

DISCOVER - ENJOY - ACHIEVE

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