



annual report
2012



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President's Welcome

Derek Biggs Triathlon England President

I hope that everyone will agree that 2012 was a very exciting year for sport in general and triathlon in particular. Hyde Park in August was a fantastic display of the organisation and excellence of Team GB athletes and I am sure will be remembered by everyone who took part or viewed this great event.

We now look forward to 2013 when London will again be hosting a major event, which this time is the ITU World Triathlon Series Grand Final.

I think it is important, however, not to forget the many triathletes who compete throughout the year in the large number of local events. Triathlon England has been working hard to improve the quality and quantity of those events building on the excitement of the London 2012 Olympic Games to encourage more people into our sport.

Triathlon England has also been looking at ways to build and encourage the regional structure which is essential to the running of triathlon in England. The regions are always looking for volunteers to assist in the regional provision of various tasks. Nationally, the Council and Board have been actively looking at how in the future it can assist the regions to carry out those functions, which will be to the benefit of the sport in general.

I would also like to thank everyone at Triathlon England for their support in my tasks as President in 2012, and as an organisation, we should be very proud of the success of our sport nationally.



Membership

Over **13,000** Triathlon
England members

565 affiliated clubs

“ Arrived home to a nice
parcel of freebies from
@TriEngland - nice
touch. Thank you. ”

Dave Camm,

Triathlon England new
member who has received
a Speedo training pack.

Triathlon England Membership

Triathlon England strives to offer its members a membership package with benefits and services that all members will find useful when training and racing whether they're seasoned competitors or just starting out in the sport.

The Membership team has worked strategically with a number of Membership Benefit Providers to increase the value of the package. Triathlon England has secured a 20% discount on the price of a Retul bike fitting with BikeScience and a 10% discount on the price of a Wattbike, alongside existing benefits such as a 12% discount for members at the Wiggle hosted britishtriathlonshop.org.

Triathlon England has also increased the Public Liability Insurance to £10 million per incident and our Legal Services provider, Leigh Day and Co, has also worked hard to support Triathlon England's members with many successful cases in 2012.

In 2012, Speedo became an Official Partner of Triathlon England, running both open water and membership promotions throughout the year. The partnership has enabled the delivery of the Speedo Triathlon England Open Water Training Series which provides both novice and advanced athletes' training tips to help them achieve their personal triathlon challenges. Speedo has also enhanced the membership package offering a 15% discount to all members at the Speedo online shop. New members also received a Speedo training pack.

A greater focus has also been placed on the promotion of the membership package. This includes the delivery of a number of marketing campaigns, including working with affiliated clubs, event organisers and current Membership Benefit Providers to raise the profile and accessibility of the membership package and Triathlon England.

The Triathlon England website and social media channels have also ensured streamlined marketing creating a simpler process that encourages the retention and renewal of existing members, whilst ensuring the full package, which on average costs less than £4 per month, is clearly communicated at the time of purchase.

From 1 January to 31 October 2012, Triathlon England received 35,066 unique visits to the 'Membership Join' section of the Triathlon England website.

In 2013, Triathlon England will continue to find ways to develop the membership package to ensure the continued growth in renewing members as well as attracting new members to the organisation.



Ester Rodriguez, 1st overall female at the Triathlon England - National Triathlon Championships



Action and winners from the Triathlon England - National Championships

The Stats **2012**

40 Triathlon England National Championships

90 pieces of Triathlon England media coverage generated from National Championships



Inspiring Champions

Triathlon England has delivered four Triathlon England National Championships in the 2012 season, providing Championship opportunities across the sport for members.

2012 Triathlon England - National Duathlon Championships

2012 Triathlon England - National Triathlon Championships

2012 Triathlon England - National Club Championships

2012 Triathlon England - National Schools Championships

The National Championships provided the opportunity for members to win National honours, as in other Home Nations, whilst also providing a fun and accessible environment for members of all abilities.

The National Championships have been incorporated within some of the leading age-group events in England. Each demonstrated high-quality event management providing members with the opportunity to achieve their personal triathlon challenges in a safe and enjoyable environment.

Phil Holland from Milton Keynes said: "It's a fantastic achievement to win this title, especially in this year where triathlon is more widely appreciated, and I'm very happy to have raced well today. I have been doing triathlon for a few years now, but it's great to have an event such as this in my local area."

Hatch PR delivered event communications and social media for three Triathlon England - National Championships focusing on promoting participation and awareness of the Triathlon England brand. Together with the Triathlon England Communications team and Events team, Hatch PR delivered 90 pieces of local,



regional and National media coverage, whilst building a solid social media fan base, which can be developed in the future.

In 2012, Triathlon England also delivered an open and transparent venue selection process for the 2013 Triathlon England - National Championships. The number of National Championships will increase to seven adding cross duathlon, aquathlon, sprint distance triathlon, middle distance triathlon and club relay to provide even greater opportunities for Triathlon England members and enabling the promotion of the Triathlon England membership to a greater audience.

Duncan Hough, Triathlon England Director for Events, Rules and Technical, commented on the growing Triathlon England calendar: "We have been really pleased with the large response from organisers interested in hosting Triathlon England National Championships and believe we have selected some really strong events for 2013; there really is something for all our members with such a wide range of Championship Events."



A selection of Triathlon England's new Champions



Triathlon England - National Champions

National Duathlon Championships, MK Tri, Big Cow Events

Male 25-29			
Julian Lings	1	02:05:50	
Male 30-34			
Carl Shaw	1	02:07:07	
Female 30-34			
Louise Bardsley	1	02:37:40	
Male 35-39			
Mark Morgan	1	02:10:49	
Female 35-39			
Parys Edwards	1	02:28:04	
Male 40-44			
Carl Ferri	1	02:11:44	
Female 40-44			
Christine Howard	1	02:42:03	
Male 45-49			
Stuart Hall	1	02:08:44	
Female 45-49			
Julia Matheson	1	02:32:21	
Male 50-54			
Robin Brookes	1	02:29:22	
Male 55-59			
Cris Swinhoe	1	02:33:51	
Female 55-59			
Melanie Abrams	1	03:09:38	
Male 60-64			
Howard Doe	1	02:39:27	
Male 65-69			
Mick Anglim	1	02:42:22	
Male 70-74			
Brian Grierson	1	03:18:15	

National Triathlon Championships, Ashbourne Duathlon, Punishing Events

Male 20-24			
Harry Springall	1	01:55:40	
Female 20-24			
Katie Synge	1	02:15:12	
Male 25-29			
Peter Wilby	1	01:59:54	
Female 25-29			
Victoria Kenny	1	02:14:09	
Male 30-34			
Will Newbery	1	01:56:07	
Female 30-34			
Esther Rodriguez	1	02:07:55	
Male 35-39			
Phil Holland	1	01:55:01	
Female 35-39			
Parys Edwards	1	02:10:59	
Male 40-44			
Steve McKeown	1	01:57:19	
Female 40-44			
Juliette Minter	1	02:26:26	
Male 45-49			
Dean Ratcliffe	1	02:06:05	
Female 45-49			
Sarah Haslam	1	02:36:51	
Male 50-54			
Nicholas Kinsey	1	02:06:22	
Female 50-54			
Jane Bell	1	02:23:12	
Male 55-59			
Nigel Gates	1	02:17:46	

Female 55-59			
Beverley Childs	1	02:24:47	
Male 60-64			
Chris Owens	1	02:13:20	
Female 60-64			
Linda Carter	1	03:13:28	
Male 65-69			
Richard Melvern	1	02:19:42	
Female 65-69			
Sandra Abrams	1	03:13:32	
Male 70-74			
Nigel Dimmock	1	02:47:43	
Male 75-79			
Jim McKellar	1	03:59:38	

National Schools Championships, Pingles Leisure Centre

Yr 7-8			
Coopers Company & Coborn7	1		
Yr 9-10			
Orleans Park B	1		

“ The National Triathlon Championships have been a great success and are the perfect way to experience a triathlon event, whether you race or come down as a spectator. We send huge congratulations to all those who entered, and to those who were crowned worthy winners. ”

Jem Lawson,
Chair of Triathlon England

National Club Championships, Emberton Park, Big Cow Events

1st

Team: Old Bullet
Club: Team Milton Keynes

Jim McKellar	Ages 75 - 79
Corinne Price	Ages 55 - 59
Tracey Haseldine	Ages 45 - 49
Jordan Mackie	Ages u20
Richard Ashton	Ages 45 - 49
Phil Melling	Ages 35 - 39

2nd

Team: Ampthill Flitwick Flyers
Club: Ampthill & Flitwick Flyers

Theresa Jackson	Ages 40 - 44
Adam Moore	Ages u20
Martin Beare	Ages 50 - 54
Stephen Morales	Ages 40 - 44
Jason Moore	Ages 20 - 24
Phil Holland	Ages 35 - 39

3rd

Team: Arragon
Club: Arragon Cumbrians Triathlon

Teresa Douglas	Ages 55 - 59
Peter Jamson	Ages 55 - 59
Rhiannon Silson	Ages 20 - 24
Vicky Johnston	Ages 20 - 24
Stuart Robinson	Ages 50 - 54
James Douglas	Ages 25 - 29



Members of the public and triathlon volunteers enjoy Triathlon Live



Triathlon Live

Triathlon Live inspires public to take up the triathlon challenge.

Triathlon Live was a joint initiative from the International Triathlon Union, British Triathlon, the three Home Nations, Local Authorities and BT London Live Hyde Park in which Triathlon England took the lead role. It was aimed at raising the profile of triathlon throughout the UK during the London 2012 Olympic Games offering local and friendly opportunities to find out more and engage with the sport.

Delivered in eight major UK cities, Triathlon Live offered the opportunity to 'Give it a tri'

whilst watching the Olympic Triathlon events on 4 and 7 August 2012 on city-centre big screens.

Each Triathlon England venue used state-of-the-art equipment including an Endless Pool, Wattbike and treadmill delivering a nationwide competition, coaching master classes, club-led training sessions and 'Give it a tri' experiences to the general public, established triathletes and triathlon clubs from the local area.

Triathlon England also worked with local event organisers and triathlon clubs to create a number of exit events locally, ensuring participants had an opportunity to take up the triathlon challenge after the excitement of the Games. Local clubs, regions and the wider triathlon community also supported the sites by providing enthusiastic volunteers capable of answering any question regarding the sport.

Triathlon England's delivery focused on Bristol, Coventry, Leicester, Leeds, London and Manchester.

Each of Triathlon England's Live sites was also promoted by Hatch PR, ensuring that members of the public were aware of the opportunities to take part in a triathlon experience in the heart of their local city-centre and to celebrate the success of Team GB with members of the local community.

Outside of London, each of the Triathlon Live sites delivered activity from 4 to 7 August, whilst Triathlon England's flagship site at BT London Live Hyde Park ran for the duration of the London 2012 Olympic Games.

	LONDON	BRISTOL	LEEDS	MANCHESTER	COVENTRY	LEICESTER	TOTAL
Participants that used Endless Pool	512	70	110	160	75	42	969
Total participants	800	240	125	197	170	94	1626
Clubs attended	12	5	7	10	11	3	48
Teams entered in competition	350	15	13	4	14	18	414
Entries into exit event	72	42	23	n/a	4	24	165
Coaching clinics	12	4	4	2	7	2	31



Calum Johnson in action for the GE Great Britain Team



The North East GE Regional Talent Academy in action



Calum Johnson in training in the North East

Inspiring Talent

Inspiring English Talent

These last twelve months have been an exciting time for the Triathlon England Talent Pathway.

“ It’s a really exciting time to be a part of the GE Regional Talent Academy here in the North East. As coaches, it allows us to give a lot more focus to the individual athletes needs and ultimately help them progress. ”

Colin Gardener,
North East Regional
Head Coach

There have been significant performances from both current and former graduates of the English pathway, including Olympic Champion, **Alistair Brownlee**, Olympic Bronze medallist and ITU World Champion, **Jonathan Brownlee**, and a more recent graduate, fellow Team GB athlete, **Lucy Hall**.

The GE Regional Talent Academies are fast becoming the performance hubs of the regions, providing greater support for a wider group of athletes enabling further progression along the Talent Pathway.

The North East region is a good example of this with **Calum Johnson** receiving more focused support as a direct result of the GE Regional Talent Academy. The additional coaching time that North East Regional Head Coach, **Colin Gardener**, has been able to provide to Calum has ensured that he continued to progress from a strong regional athlete into a strong national-level athlete.

Calum was recently selected to represent the GE Great Britain Team at the ETU Junior Duathlon European Championships and

ITU Junior Duathlon World Championships and celebrated being selected onto the 2013 Triathlon England Talent Squad.

The Triathlon England investment in coach development is also making a difference both to our athletes and coaches. Recognition of this success is not only within the triathlon arena, but also at a national level. East Midlands Regional Head Coach, **Steve Casson**, was recently invited to present at the Inspire and Aspire Sports Coach UK Programmes on the use of technology in coaching.

English Athletes at British Triathlon Olympic Talent Squad level continue to achieve and progress on to the UK Sport funded British Triathlon World-Class Performance Programme. **Maddie Winzer** and **Gordon Benson** were both selected on to the programme last year and 2012 has seen ever more English athletes delivering a higher level of performance. These results are demonstrating that the Talent Pathway is in good health and the future performance expectations of English athletes are justifiably high.



Gordon Benson in action in Eilat

Photos © British Triathlon / www.ZalemOti.com

Growing Capacity



Supporting Local Triathlon Events

Triathlon is widely recognised as a rapidly growing sport, with an increasing profile driven through elite performances.

To capitalise on this, Triathlon England aimed to facilitate organic growth within the sport, encouraging the provision of a programme of high-quality, diverse, and well-distributed events throughout England.

To enable this, Triathlon England has delivered four Event Organiser courses over the past 12 months. Over 70 event organisers have attended the courses, which aim to provide existing and new event organisers with the skills and the knowledge required to provide safe and memorable events for all participants.

In addition to this, Triathlon England has worked to increase capacity at every level of the sport, increasing the number of officials, triathlon coaches and regional and national volunteers through programmes such as the Cornwall Triathlon Series.



Supporting local triathlon Cornwall Triathlon Series

In 2012, triathlon was identified by Carrick Community Leisure Services in Cornwall as a sport they could focus on to drive participation and physical activity within a large and diverse set of user groups. The Leisure Service created an effective partnership with the local Triathlon England Regional Programme Manager, leading to the development of a series of local triathlon events.

The local Triathlon England support enabled the club to develop a sustainable triathlon infrastructure that ensured the 2012 Series could be delivered. The promotion and marketing of the Series was also a key area of support, successfully recruiting close to 2,000 participants.

What Triathlon England achieved locally in the South West

- 10 events developed to provide a 2012 calendar.
- 1,950 places taken in all of the events.
- Nearly 1,000 participants registered for the Series.
- A large percentage of participants were new to triathlon.
- Seven people attended Triathlon England Event Organisers course.
- 13 people attended Triathlon England Officials course.
- Carrick Leisure purchased its own Electronic Event Timing System.
- The acquisition of triathlon equipment for use across all events for now and the future.
- All events have achieved or are working towards the Event Qualitymark, which was utilised in their development.
- Consistent standards and operating procedures developed.
- An increased programme of events planned for 2013.



2012

6 Triathlon England Event Organiser courses delivered in 2012

Over **70** participants in 2012.

713 events permitted by Triathlon England in 2012

“ The Triathlon Series has been a massive success in Cornwall and the Community Leisure Service has seen a significant increase in participation which has helped to achieve many key charitable objectives for the Trust. We see the Series helping us to overcome health inequalities and provide opportunities to improve the health and wellbeing of people in Cornwall. The Series also offers opportunities for groups that do not use Leisure Services as well as creating a positive image of Cornwall as a place to visit and stay. The financial returns and positive participation levels will inevitably help us to achieving the charitable objectives of the trust. ”

Geoff Samuels, Senior Community Leisure Officer for Carrick Leisure



Images from Ocean Lake Triathlon Club



Supporting Local Triathlon Clubs

“ It’s been great working with Ocean Lake Triathlon Club. The club has embraced the triathlon challenge not only providing great opportunities for its members, but also providing an accessible route for novices in the local area to take part in their very first triathlon. ”

Carol MacDonald,
Triathlon England Regional
Programme Manager

Triathlon clubs are the backbone of the sport, providing the opportunities for everyone to achieve their personal triathlon challenges.

In 2012, Triathlon England Regional Programme Managers have continually worked to create new and develop existing triathlon club infrastructures aiming to increase the capacity within the sport.

The training of triathlon officials has been a strong focus for Triathlon England as the sport aims to increase the number of high-quality officials available for clubs.

Supporting local triathlon clubs in action

Ocean Lake Triathlon Club

At the start of the year, Ocean Lake Triathlon Club was formed at Leybourne Lake Country Park following help, guidance and support from the local Triathlon England Regional Programme Manager.

The club created a 'Club Development Plan' that focused on increasing the triathlon workforce. The club successfully applied for Triathlon England administered Coaching Access Funding. Two club members were supported to achieve Level 1 and Level 2 triathlon coaching certificates, which provided access to higher quality coaching within the club.

Triathlon England also provided additional coaching and start-up funding, enabling a series of coached sessions across the club available to all members. The club has also delivered focused novice sessions, aimed at increasing race starts in the local area and removing the entry barriers to the sport.

The local Triathlon England Regional Programme Manager also planned Official Education courses local to the club, helping a number of members to qualify as level 1 triathlon officials. Two further members plan to undertake the Triathlon England Event Organisers course. The club has already delivered an eight race series in 2012, utilising the Triathlon England Event Qualitymark process, and with the learnings from the event organiser course, plan to deliver an improved 2013 Ocean Lake Triathlon Race Series.

The club is inclusive with a 'Whole Club Ethos', supporting novice, junior, youth and elite members and with the support from Triathlon England is linking the club to Kent Sport, increasing membership to over 30.





Mark Barfield: The Future

This year has been a very successful year for Triathlon England. The National Championships have significantly increased awareness of the governing body and our membership continues to grow with a package that delivers great value. The Regional Programme Managers are increasing capacity within the regions attracting newcomers to the sport.

Triathlon England will shortly be publishing its long-term strategy. This strategy has informed, and will continue to inform, our operational plans. In addition to this substantial piece of planning, we have been working hard with the Triathlon England Council and Board to develop our submission to Sport England. This covers the period from April 2013 through to April 2017 and is the basis on which our funding will be decided.

We haven't yet had our funding for the next four years confirmed but we are confident that our track record of achieving our targets and the fact that we are working in a growing sport will put us in a very strong position to

continue our good work supported by Sport England. This will enable us to progress some new and innovative initiatives which will have a positive impact across the sport in England.

We will of course, aim to continue the investment in clubs and events to help enable the infrastructure of our sport to keep pace as the number of people accessing our sport continues to grow. This means working with regions, clubs and event organisers to develop capacity and has built on the excellent work Triathlon England has been doing in the past four years.

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 multisport activities within England. It's run by a dedicated team of volunteers and staff.

Triathlon England Council Members

Derek Biggs
President

Howard Vine
South East

Richard Fuller
East

Paul Caunce
East Midlands

Dave Rigby
North West

Nadia Saba
South West

John Petrides
London

Lawrence Green
West Midlands

Francis Riley
Yorkshire and Humberside

Steve Robertson
North East

Triathlon England Management Board Members

Jem Lawson JP
Chair

Lawrence Green
Director Midlands Region

John Petrides
Director Southern Regions

Dave Rigby
Director Northern Regions

Graeme Maw
Director Performance Portfolio and
Director England Teams

Jane Wild
Director Membership Services

Duncan Hough
Director Events, Rules and Technical

James Barton
Independent Director Finance

Richard Taylor
Independent Director Business

Triathlon England has a specific staff team which is headed by the Director for English Operations, **Mark Barfield**. **Morgan Williams** manages the Triathlon England development team in the north and **Gareth Hall** manages the Triathlon England development team in the south. The team is supported by staff based in Loughborough who cover the areas of Events, Communications, Commercial and Business Operations.

Finance

INCOME AND EXPENDITURE SUMMARY

For the year ended 31 March 2012

	2012	2011
Income		
Operations	608,289	573,388
Development	1,204,513	1,133,748
Home Nation Talent	149,146	99,213
Total Income	1,961,948	1,806,349
Expenditure		
Business Operations	223,541	231,335
Membership Services	259,576	231,945
Competitions	35,149	28,058
Total Operations	518,266	491,338
England Development	1,032,280	889,173
Workforce Development	137,084	216,519
Total Development	1,169,364	1,105,692
Home Nation Talent	149,146	99,213
Total Performance	149,146	99,213
Total Expenditure	1,836,776	1,696,243
Surplus on ordinary activities	125,172	110,106

INCOME AND EXPENDITURE BRIDGE

	TOTAL	OPERATIONS	SPORT ENGLAND
Income			
Operations	608,289	608,289	0
Development	1,204,513	0	1,204,513
Home Nation Talent	149,146	0	149,146
Total Income	1,961,948	608,289	1,353,659
Expenditure			
Business Operations	223,541	223,541	0
Membership Services	259,576	259,576	0
Competitions	35,149	0	35,149
Total Operations	518,266	483,117	35,149
England Development	1,032,280	0	1,032,280
Workforce Development	137,084	0	137,084
Total Development	1,169,364	0	1,169,364
Home Nation Talent	149,146	0	149,146
Total Performance	149,146	0	149,146
Total Expenditure	1,836,776	483,117	1,353,659
Surplus on ordinary activities	125,172	125,172	0

BALANCE SHEET

For the year ended 31 March 2012

	2012	2011
Sundry Debtors	255,596	130,424
Total Assets	255,596	130,424
Reserves bought forward	130,424	20,318
Surplus / (Deficit) - Current Year	125,172	110,106
	255,596	130,424

TRIATHLON ENGLAND IS A DIVISION OF THE BRITISH TRIATHLON FEDERATION. THE ABOVE BALANCE SHEET IS A DIVISIONAL MEMORANDUM. THE RESERVES ARE HELD IN DESIGNATED RESERVES IN THE BRITISH TRIATHLON FEDERATION BALANCE SHEET.



“ Triathlon England would like to thank all our members for their support throughout 2012 and we look forward to adding even greater value to the membership package and opportunities to achieve your personal triathlon challenges in 2013. ”

Jem Lawson,
Chair of Triathlon England



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