

London Region Junior Report for July 2014 Committee Meeting

Jim Desmond – Junior Series Coordinator & Webmaster - 8th July 2014

- **Tristart / Youth Series**

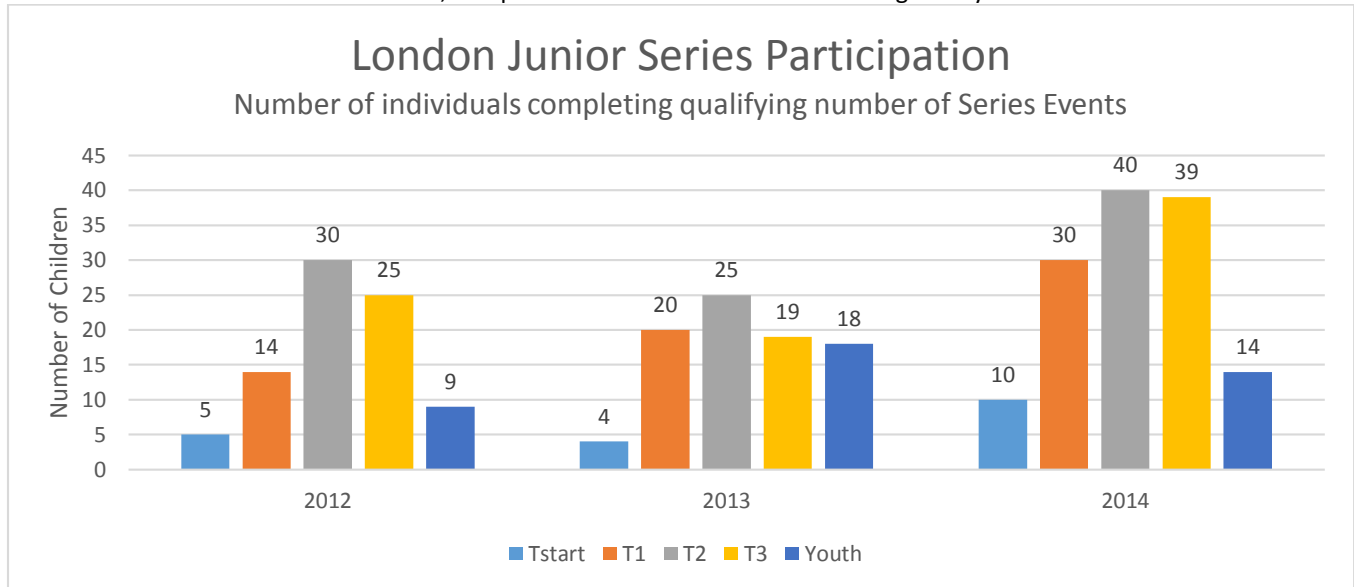
7 of the 8 events have been completed

All events to date have been excellent – extremely well organised and great atmosphere.

Participation in the London Series is at record level – see chart below.

This shows how many children have completed their 3 qualifying events each year – so far this year we are 55% higher than previous best, and with one race left will surely rise.

The increased numbers have led to much closer competition meaning that in many categories it will come down the final event to determine the winners and medalists, and places behind these leaders are being keenly contested too.



The reasons for increase are well-understood – essentially it is down to us doing the basics well.

- Junior Series page on website clear, concise and authoritative source of information
- Series promoted through each event in pre & post-race information - increased awareness
- Series results published in improved format, and in timelier manner than previously – always within 48 hours of the event (and sometimes on the evening of the event!)

I'll publish full Series analysis at end of season.

- **Junior 17-19 Series**

Inaugural running of this series, and as yet participation levels have been relatively low.

However the format has been shown to be working and awareness is growing, so the expectation that this will be developed into something significant in 2015.

2 of the 6 Series Events yet to happen – details on Series webpage:

http://www.triathlonengland.org/london/athletes/london_juniors/london_junior_17_19_series

- **Website**

Activity on the junior pages continues to grow monthly, with the Junior Series page topping the Region stats for individual hits and average time on page.

Encouragingly we're seeing increased activity on the other junior pages as content continues to be added – in particular the IRC page and the Junior Training Squad are gathering a loyal following.

- **Other**

On 19th October at Lea Valley Velopark London are hosting a Junior Duathlon against South East Region. This is friendly contest between the best from each Region to provide post-season objective, and to cultivate closer relations between the two groups of young triathletes. Thanks to Jon Train for facilitating this – details to follow.