promoting excellence in our sport, and creating opportunities for everyone to achieve their personal triathlon challenges
the sport in view

OUR VISION AND VALUES

Be inspired, be very inspired. British triathletes and duathletes are achieving excellence around the world and living their golden dream.

One of the most consistent and talented triathletes in the sport delivered gold medal performances no less than five times on the trot, to top the World Championships medal table. What a great end to a glorious summer!

When the British Triathlon Board sat down with our partners in England, Scotland and Wales to develop a shared purpose and vision, it was the beginning of our road to London 2012 and beyond. We wanted to unify our sport behind a single purpose and capture the essence of what is making triathlon a sport that is still growing in popularity and profile.

So we are delighted that excellence has become infectious this year, with a dominant performance by our U23 women in the ITU Triathlon U23 World Championships. Our athletes won gold and silver and our entire team finished in the top four, providing a catalyst for a weekend of world-beating performances. No doubt this inspired the other athletes racing the Junior and Elite ITU Triathlon World Championships, as well as our Paratriathletes and Age Group competitors, all of whom form the unique and extended British Triathlon team!

To live up to our vision, excellence must start from within our leadership. The reappointment process of the members of the British Triathlon Board attracted many high quality applicants. The contribution of the appointees to the strategic direction and strong, ethical governance of our sport is vital.

Competition still remains the place where British Triathlon can set the standards for excellence, and triathletes of every level can achieve their personal challenges. We continue to be recognised by sponsors, partners and our International Federation as being able to stage excellent events, such as the Dextro Energy Triathlon - ITU World Championship Series, in partnership with leading triathlon events company, Upfront Sport.
A YEAR IN VIEW

Annual reviews are an opportunity to reflect on what we set out to do - and what we have achieved when compared against our aspirations. The focus for British Triathlon has become much sharper this year. Working closely with our partner Home Nation Associations in England, Scotland and Wales, we have defined clear roles and targets. British Triathlon leads on developing performance pathways and building the profile of the sport. The Home Nations lead on growing the sport in the wake of this increased awareness and interest, using resources and tools developed working closely with British Triathlon.

This review is the story of our first year of delivering against this strategic plan. We are building clear performance pathways underpinned by World Class systems and processes. We are also raising the profile of our sport and our performers, nationally and internationally. We hope you enjoy reading our story.

The pace of delivery and growth has been a revelation as the entire summer seems to have flown by in fast forward. However, we have stayed on task and delivered against our Operational Plan. The British Triathlon Super Series wound up with the London Triathlon; outright winners Jodie Stimpson and Stuart Hayes performed well on the day and the women’s result particularly showed that there are real future prospects coming through.

The stage was set for great things to happen in the Hyde Park arena where we successfully hosted our first Dextro Energy Triathlon - ITU World Championships Series event; but of course the stage is nothing without the players and Alistair Brownlee and Helen Jenkins led a strong British performance reinforcing to everyone that we are rising to the challenge.

A joint Development and Events team effort saw the biggest Paratriathlon event ever staged in Europe, with 41 athletes competing from six nations. The event brought together the best of British talent with Youths and Juniors rubbing shoulders with the world’s best triathletes, together with an open race that allowed triathletes from all over the world to compete in our Olympic venue.

And finally, we delivered medal winning performances at every ITU Triathlon World Championship event possible - succeeding in Junior, U23 and Senior categories, proving that the raw materials are there to deliver even better performance.

Roll on 2010.
hitting the highs of performance

BRITISH TRIATHLON ACHIEVEMENTS

Dextro Energy Triathlon – ITU World Championship Series
Overall Series winner and World Champion men: Alistair Brownlee
- Madrid
  Senior Men, Alistair Brownlee Gold
- Washington
  Senior Men, Alistair Brownlee Gold
- Klagenfurt
  Senior Men, Alistair Brownlee Gold
- London
  Senior Men, Alistair Brownlee Gold
  Senior Women, Helen Jenkins Bronze
- Grand Final – Gold Coast
  Senior Men, Alistair Brownlee Gold
  Senior Women, Helen Jenkins Bronze

2009 Gold Coast ITU Triathlon World Championship
U23 Women, Hollie Avil Gold
U23 Women, Jodie Stimpson Silver
Junior Men, Jonathan Brownlee Silver
Paratriathlon Women, Clare Cunningham Gold

2009 Concord ITU Duathlon World Championship
Junior Women, Sophie Coleman Gold
Junior Women, Vicky Graves Silver

2009 Tarzo Revine ETU U23 and Youth Triathlon European Championship
Under 23 Women, Jodie Stimpson Silver

2009 Holten ETU Triathlon European Championship
Senior Men, Alistair Brownlee Silver
Junior Men, Jonathan Brownlee Gold
Junior Women, Vicky Graves Bronze
Paratriathlon Men, David Cooke Gold, Chris Goodman Gold, James Goddard Silver, James Smith Bronze
Tom Perkins Bronze, Haseeb Ahmad Bronze
Paratriathlon Women, Clare Cunningham Gold, Sara Butler Silver

2009 Budapest ETU Duathlon European Championships
Senior Women, Catriona Morrison Gold
Junior Women, Vicky Graves Gold

ITU Long Course Championships Perth
Senior Women, Jodie Swallow Gold

Ford Ironman World Championships Final Kona
Senior Women, Chrissie Wellington Gold

Xterra World Championships Maui
Senior Women, Julie Dibens Gold

“...I can’t wait to get the London triathlon journey going on Saturday. Each year the event will build and all my dreams will be fulfilled if I am a part of it in 2012.”

Jodie Swallow
GROWING OUR TALENT

For the first time a new two strand approach to talent identification has been taken; a series of high profile aquathlon events has been developed to attract new athletes into the sport. Recognising the interdependence of our sport on swimming and athletics, a new talent identification programme, trigold was launched in 2009. The focus of the programme is to search and develop successful young endurance runners with the potential to transfer to triathlon in time for the next Olympic Games. Three athletes were successful in the first year selection and have now settled into our National Performance Centre in Loughborough with intensive coaching support.

The main sport talent pathway has been formalised through the English, Welsh and Scottish talent academies where athletes receive their early education in succeeding on the world performance stage.

BEHIND THE SCENES

The World Class Performance Programme is now delivered through our National Performance Centre at Loughborough University, and through three regional centres in Eastbourne, Leeds and Stirling. Each of these facilities is the base for athletes at Podium and Development level on the World Class pathway.

The coaches associated with the World Class System are also a core focus for British Triathlon; professional development opportunities are being provided along with direct mentoring and support.

Like many sports, triathlon has both Olympic and non Olympic disciplines. British Triathlon has committed to focus on delivering continued success in both duathlon and long distance triathlon. Integration of the triathlon multisports into the overall performance programme is proving a winning formula. Dathanion frequency serves as a development tool for those young triathletes or athletes making the transition into the sport. Long distance triathlon is also a regular area of success for many of our successful standard (Olympic) distance competitors as well as the specialists in the Ironman format.

We have so much pride for our country and it’s great to be out there for GB. I just want to thank my coach Ben Bright... and thanks to British Triathlon for getting me here as well - they’re fantastic.

Hollie Avil
HITTING THE PERFORMANCE TARGETS

British Triathlon set out clear performance targets; in the standard (Olympic) distance Senior ITU Triathlon World Championship the target was one medal and two top five finishes which the performances of Alistair Brownlee and Helen Jenkins in the Dextro Energy Triathlon - ITU World Championships Series Grand Final secured.

In long distance triathlon and duathlon, we sought to continue our medal winning success. The performance of Jodie Swallow reaffirmed our excellence in long distance triathlon backed up by a stunning performance by Catriona Morrison in the ETU Duathlon European Championships. British success continued in the Ironman event, with recently crowned 2009 Sunday Times Sportswoman of the Year Chrissie Wellington continuing to rewrite the record books and Phil Graves becoming the youngest ever winner of an Ironman event.

In duathlon, we continue to achieve medals at both European and World level with both Senior success from Catriona Morrison and Junior strength in-depth evidenced by Sophie Coleman and Vicky Graves’ one, two finish in the ITU Duathlon Junior World Championships.

“The to the athletes, coaches, families, training partners and British Triathlon staff who are all a part of our team, I say thank you for your support and thank you for your contribution.”

Heather Williams
BTTF Performance Director

“Following the recent success at the World Championships in Australia, triathlon has exceeded its medal target for 2009.”

John Steele
Chief Executive
UK Sport
GB AGE GROUP TEAMS

British Triathlon is proud of its British team that includes both Elite triathletes competing in the major championships and Age Group triathletes competing against the best in their category from around the world. In 2009, the Age Group teams were moved into the Performance area with dedicated administrative support. This incredibly focused hard working group of competitors never cease to amaze, many holding down full time and demanding careers, whilst balancing incredibly tough training loads. The attitude amongst this team is performance focused alongside the whole British team. Whether cheering on their Elite counterparts at the combined ITU Triathlon World Championship event or encouraging young talent in their local clubs, this group is the embodiment of excellence.

The Age Group strategy both short and long term is to continue to support the highest standard of Age Group competition in Great Britain, and send high quality teams to championship events. The 120% ETU Triathlon European Championships qualifying percentage, along with the 115% used for the ITU Triathlon World Championships have proved a good performance indicator for 2009. The percentages are not decreasing the participation levels and team size, rather it is adding to the quality of GB teams.

The sponsorship of the British team by adidas has resulted in a new range of Age Group team kit and high quality competition wear that has been enthusiastically adopted. We are working on feedback from the 2009 teams to make this range even better for 2010.

LAUNCHING PARATHRIATHLON

This year there has been a significant change in the competition opportunities for triathletes with disabilities. The year started with the ITU (International Triathlon Union) renaming this discipline Paratriathlon - in recognition of the ambition that the sport has to become a Paralympic competition. This has led to a hectic domestic programme for British Triathlon - starting with a training camp at Loughborough in May for Paratriathletes, then a British race series including the 2009 Corus British Triathlon Paratriathlon Championship.

A promotional Disabled Triathlon DVD has been produced and circulated to a number of schools and three Special Schools Projects have now been confirmed at St Helens, Darlington, Lincoln and Bexhill.

The big event on our calendar was the Elite international Paratriathlon event within the 2009 Dextro Energy Triathlon - ITU World Championships Series event in London. This race was the largest Paratriathlon race in Europe with 41 athletes from across the globe converging on the capital. Feedback from spectators, officials and athletes alike has been very positive and planning is underway for the 2010 event.

It was great, I think there were 400 age groupers...it’s great to have so many people watching

Alistair Brownlee
Triathlon is a sport that truly comes to life through competition and in 2009 there was no finer event to showcase the sport than through the Dextro Energy Triathlon - ITU World Championship Series race held at the Olympic triathlon venue, Hyde Park. A concerted media campaign was delivered through excellent working relationships between event delivery partners and underwriters Upsolut Sport, UK Sport, Visit London and The Royal Parks.

National and regional media followed the build up to and delivery of, one of the first events to take place in an Olympic venue. For the 1.6 million viewers who tuned in to the BBC, it was a perfect demonstration of how exciting and dramatic the sport can be - with world class racing, the thrills and spills of the transition and cycling legs followed by success of the British triathletes on the podium. The sight of the home crowd cheering Alistair Brownlee to victory in the Senior Men’s race and Helen Jenkins to third place in the Senior Women’s race was a glimpse into what the Olympics in 2012 might feel like.

This event generated profile in other ways; the Dextro Energy Triathlon - ITU World Championship Series weekend also saw British Triathlon stage the largest Paratriathlon race in Europe attended by the Deputy Mayor of London, Richard Barnes and the British Youth and Junior Championships. However, for many, the highlight of the weekend would have been the open race where aspirant Age Group triathletes and charity fund raisers could take to the Serpentine and experience their own Hyde Park triathlon and over 1000 people did!

2009 has been a great year for triathlon on the BBC. The live coverage of the World Championship Series races in Hyde Park and the final in the Gold Coast provided compelling viewing and the success of Britain’s athletes - most notably Alistair Brownlee - whetted the appetite for more great action all the way through to 2012.

Michael Cole BBC Sport
In 2009, as well as the BBC actively supporting and promoting triathlon, Channel 4 continued to showcase triathlon via its regular early Sunday morning slot by broadcasting the series of five British Triathlon Super Series races - attracting average viewing figures of 400,000 per programme. This series links the top domestic competitions in Britain, combining Elite British Championship events with the best established independent events (including the London Triathlon and Nokia Windsor Triathlon). The Series also picked up extensive repeat showings on Eurosport.

In order to ensure that British Triathlon was able to deliver on its objective of increasing our profile in 2009, leading events agency, Fast Track was appointed to assist with presentation and promotion of the British Triathlon Super Series events, creating greater interest in the sport itself. This ensured significant regional media coverage as well as national profile from the Channel 4 broadcast. For the British Triathlon communications team, the ability to self generate articles and photography internally for external distribution to the local media, ensured a significant increase in the quality and quantity of articles.

Apart from the direct links to the major televised events, the coverage of the sport has continued to grow through local, national and online written media; there has also been a significant shift in the number of both printed articles and enquiries received at the Loughborough Head Office about triathlon - from journalists writing for the sports pages and also the lifestyle and fitness media. Triathlon is recognised as a sport that demonstrates the absolute commitment and dedication required to achieve at the very highest level. In addition through public interest stories we can communicate some of the very best elements of triathlon as Age Group triathletes and members of the public who all strive to achieve their personal triathlon challenge.

Triathlon has benefitted from sporting and other personalities choosing triathlon as their new challenge. Current sporting converts competing in British events include Formula One World Champion, Jenson Button and rowing double Olympic Gold medallist, James Cracknell OBE.
CORUS KIDS OF STEEL

The Corus Kids of Steel summer ‘have a Tri’ days for school children aged between eight and 13 also provided an excellent opportunity for local media, schools and parents to find more out about triathlon, with 3000 children from over 100 schools taking part.

In Corby, the local Evening Telegraph reported on the event stating:

True Grit as Kids of Steel Compete

Children cycled, swam and ran their way to glory in a fun sporting event in Corby. About 1,100 youngsters took part in the Corus Kids of Steel Triathlon in Corby Town Centre yesterday. A main road through the town was closed to allow the children to compete in the grueling event.

Young people aged between eight and 13, from more than 20 primary and secondary schools from across the town, took part in the triathlon, which is now in its third year. The event was organised by Corus to help introduce young people in steel towns around the country to sport.

Representatives from British Triathlon visited schools to help pupils train.

It was designed for youngsters of all abilities and those with disabilities were welcomed alongside others.

Ethan Hollinsback, nine, from Studfall Junior School, said: “I was very tired afterwards, but it was fun.”

Studfall Junior teacher Karen Pebody said: “We had 240 youngsters taking part, all from years five and six.

“We walked all the way from school to take part. It’s a really inclusive event and the children really enjoyed it. It’s the first time some of them have had the chance to see the new pool.”

Mom-of-two Milica Rakocevic, from the Lloyds estate in Corby, was on the sidelines to watch her daughter Anastasya compete in the triathlon.

She said: “I think it’s a great thing and hopefully it will encourage the children to do more sport in their spare time.”

Northampton Evening Telegraph 17 September 2009

SHAPING THE FUTURE

The British Triathlon Federation continues to believe that it should contribute not just to the running of the sport in Great Britain, but also to the well being and development of the sport internationally, through the international governing body, the International Triathlon Union and its continental federation, the European Triathlon Union. Supported by UK Sports International Influence programme, British Triathlon in 2009 achieved elected representatives on:

Dr Sarah Springman
ITU - Executive Board Vice President

Richard Stannard
ITU - Executive Board Athletes Representatives

Mark Barfield
ITU - ParaTriathlon Committee

Chris Kitchen
ITU - Multisport Committee

Jasmine Flatters
ITU - Technical Committee

Howard Vine
ITU - Age Group Commission

Jem Lawson
ITU - Executive Board, Secretary General

Paul Groves
ITU - Technical Committee, Chair

Jasmine Flatters
ITU - Technical Committee

Tom Chambers
ITU - Development Committee

Mark Barfield
ITU - ParaTriathlon Commission

Veronica Vleck
ITU - Medical and Research Committee, Chair

These individuals will actively contribute to the health and well being of our sport globally, creating the environment in which British Triathlon, its members and participants can thrive and achieve.

Veronica Vleck
ITU - Medical and Research Committee, Chair
The multi-discipline, mass-participation nature of the sport makes it ideal for people wanting a real, yet accessible, challenge. With the emergence of exciting new GB stars, I hope the media will support and invest in the sport. Public support will follow and this will all filter down until - I think - support for triathlon could outstrip the support there is for cycling.

Chris Boardman MBE
Olympic Gold Medallist and Entrepreneur

THE GROWTH OF THE SPORT IN NUMBERS

over 700 registered events
The number of events registered with BTF continues to grow.

There has been a
120% increase
in the number of BTF Level 2 coaches trained.

over 10,000
Home Nation Association Members.

BuilDiNg CaPaCiTy
To deliver a World Class Support structure for triathlon, British Triathlon has taken important steps to ensure that everybody involved in our sport has the opportunity to achieve their personal triathlon challenges.

Increasing capacity within the sport is inter-linked with our Home Nation Associations who are at the forefront of triathlon delivery across Great Britain. Driven by continued success on the World stage, the awareness of triathlon continues to grow, resulting in an ever increasing demand for the sport.

Like all sport, triathlon relies on the goodwill of volunteers to deliver the sport across the country. The winners of our British Triathlon Annual Awards in this area are listed below:

Ian Jones
Leigh Day & Co Volunteer of the Year

Rob Moore
Leigh Day & Co Coach of the Year

Lynda Chase
Leigh Day & Co Official of the Year

Caitlin Simon
Leigh Day & Co Young Volunteer of the Year

Deva Divas
Event of the Year

Ful on tri
Club of the Year

over 10,000
Home Nation Association Members.
In the financial year 1 April 2008 to 31 March 2009 British Triathlon made a surplus after tax of £184,006 which was in line with the stated objectives of building reserves.

Income to British Triathlon continued to grow increasing from £3,414,149 to £3,935,351.

Of the income received, £2,499,466 is granted from UK Sport, Sport England and Sport Council for Wales, respectively, in order to fund agreed programmes and is regarded as ring-fenced or ‘tied income’ and cannot be transferred to any other area of the business. It is therefore essential that British Triathlon continues to attract commercial and other forms of income in order support the growth of the sport. This area has been particularly successful with commercial income rising from £217,375 in 2007/08 to £335,255 in 2008/09. In order to continually gather ideas as to how income can be raised or costs saved, this year has seen the establishment of an informal “business club” – inviting people interested in helping British Triathlon to contribute ideas, and ultimately help British triathletes in their quest for gold in London 2012.

British Triathlon is subject to normal accounting practice and to external financial audits from UK Sport and Sport England. The statutory accounts for British Triathlon for the financial year ended 31 March 2009 can be found on the British Triathlon website www.britishtriathlon.org. Haysmacintyre were retained as auditors at the AGM.

The Directors appointed for this financial period were:

Dr S M Springman OBE   I M Braid
T Chambers   Dr D Hardie
I P Howard TD   C Kitchen
J Lawson JP   H Vine
S Collins (resigned 7 March 2009)
ETHICAL SPORT

During the period since the last annual review, there have been no anti-doping violations. The British Triathlon Performance Team continues to work hard on athlete and coach/support staff education. Introduction of the WADA code and new code-compliant anti doping rules has meant that a new level of vigilance has been required. A high level of personal administrative management is required by athletes to comply with the ‘Whereabouts’ system and British Triathlon staff are working hard to ensure everyone has requisite training, understanding and system access.

The end of 2009 sees further major system change with the launch of the new independent NADO (National Anti Doping Organisation).

April 2009 to September 2009:

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The achievements of the British Triathlon Federation would not be possible without the outstanding contributions made by our Home Nation Associations, Sponsors, Partners, Staff and Volunteers.

Home Nation Associations
- Triathlon England
- Welsh Triathlon
- Triathlon Scotland

Corporate Partner
- Corus

Sponsors
- adidas
- Taut
- 2XL
- Nirvana Europe
- First Ascent
- Training Peaks

Supporting Organisations
- UK Sport
- Sport England
- Sports Council Wales
- sportscotland
- English Federation of Disability Sport
- Loughborough University
- Wells Sport Foundation
- English Institute of Sport
- sports coach UK
- Tri247.com

Staff
- All of the team at British Triathlon

Volunteers
- Excellence across the whole of triathlon in Britain relies upon our network of dedicated, motivated and passionate volunteers. To all those who have supported us over the last year - we thank you.

thank you