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President’s Welcome

Ian Howard TD
Welcome to the Annual Report for the financial year to end March 2014.

A lot of water has flowed under the bridge since the financial year-end including a spectacular Glasgow 2014 Commonwealth Games. Alistair Brownlee recovered from early season injury to confirm his pre-eminent position in the triathlon world with crushing victories in all the races that really mattered: in the ETU European Championships in Kitzbuhel, in the Glasgow 2014 Commonwealth Games, and in the Grand Final of the ITU World Triathlon Series in Edmonton. Jonathan Brownlee finished third overall in the Series with four podium performances along the way, including victory over Alistair in Stockholm.

It was great to welcome Helen Jenkins back to racing and what a return with three podium performances in the ITU World Triathlon Series. Jodie Stimpson led the way for our female athletes winning two rounds of the ITU World Triathlon Series as well as her first major title at the Glasgow 2014 Commonwealth Games with Vicky Holland hot on her heels in third place. The ITU rankings reinforce our claims to be the strongest nation in world.

In Edmonton, Great Britain also showed that we have a productive talent programme. Marc Austin and Gordon Benson delivered silver and bronze respectively in the U23s and Gordon then joined forces with Sophie Coldwell, Christopher Perham and Lucy Hall to win gold in the mixed relay event for U23/Junior athletes. Ben Dijkstra also celebrated gold in the Nanjing 2014 Youth Olympic Games.

As a National Federation, we have maintained the momentum of the London 2012 Olympic Games and achieved our first objective of delivering world-class performance.

Our second concern is that of profile. Naturally the best way to maintain and increase our profile is for our athletes to perform consistently well at the highest international level. We also go about it in other ways however. We are conscious of our national standing relative to other sports and contribute to and monitor our social media exposure on a regular basis. At an international level, we strive to populate the Boards and Committees of the European and World Governing Bodies with British representatives and to contribute constructively to their development. Professor Sarah Springman CBE continues to represent us at the highest level as First Vice President on the Board of the International Triathlon Union.

The numbers for the year show that the Federation is in good shape. We have net assets of over £1 million, which represents the combined surplus of Triathlon England’s activities and our own. Both organisations have surplus policies, which aim for reserves between three and six months’ operating cash flow.

Triathlon England is legally a division within the Federation but it reports separately on its activities. Suffice it to say that it’s in excellent shape and is making great progress in increasing membership and supporting more triathlon events around the country. Triathlon England combines with triathlon scotland and Welsh Triathlon to form our membership and representatives from each Home Nation sit on our board and ensure that the British Triathlon Board runs efficiently and in a manner that accords with the principles of good governance.

We continue to search for a new headline partner for the Federation. We have worked closely with the Home Nations and the British Triathlon Trust to put together a compelling marketing proposal which we hope will attract the right partner in the near future.

Thank you to everyone who has supported the Federation over the last year and in particular all the many volunteers who turn out to support our key events.
I am Commonwealth champion, so many people to thank. Friends, family, coach, training group, everyone who supported me behind the scenes.

Jodie Stimpson @jodiestimpson

Images from the Glasgow 2014 Commonwealth Games triathlon events.
I love the relay, it’s actually really fun. You see people’s weaknesses and strengths more than on a normal triathlon sometimes. It really is brilliant.

@AliBrownleetri

So great to be part of triathlon mixed relay & win gold today. My legs did not want to be back on race course today, but got the job done.

@VixHolland
Powering Performance

The Medal Table

Great Britain celebrate becoming Mixed Relay World Champions in Hamburg.
© JanosMSchmidt/ITUMedia

Relay medals won by British athletes in 2014
10
## The British Triathlon Medal Table 2014

### 2014 ITU World Triathlon Series

**AUCKLAND**
- Jodie Stimpson
- Jonathan Brownlee
- Helen Jenkins

**CAPE TOWN**
- Jodie Stimpson
- Helen Jenkins
- Jonathan Brownlee

**CHICAGO**
- Helen Jenkins

**HAMBURG**
- Alistair Brownlee
- Jonathan Brownlee

**STOCKHOLM**
- Jonathan Brownlee
- Alistair Brownlee

**EDMONTON (GRAND FINAL)**
- Alistair Brownlee

**OVERALL**
- Jonathan Brownlee

**Nanjing 2014 Youth Olympic Games**
- Youth Men: Ben Dijkstra
- Mixed Relay: Europe 1 Team: Including Ben Dijkstra
- Europe 3 Team: Including Sian Rainsley

### 2014 Edmonton ITU Triathlon World Championships

- U23 Men: Marc Austin
- U23 Men: Gordon Benson
- Mixed Relay U23 and Junior:
  - Great Britain: Sophie Coldwell, Christopher Perham, Lucy Hall, Gordon Benson

### 2014 Edinburgh ITU Triathlon World Championships

- Hannah Kitchen

### 2014 Brasilia FISU World University Triathlon Championships

- Heather Sellars
- Team Women

### 2014 Kitzbuhel ETU Triathlon European Championships

- Senior: Alistair Brownlee
- Mixed Relay Senior: Great Britain: Holly Lawrence, Marc Austin, Lois Rosindale, Matt Sharp

### 2014 Penza ETU U23 and Youth European Championships

- U23 Men: Gordon Benson
- Team Relay Youth Women: Great Britain: Sophie Alden, Olivia Mathias, Kate Waugh
- Team Relay Youth Men: Great Britain: Ben Dijkstra, Jordan Hull, Hayden Burton

### 2014 Hamburg ITU Triathlon Mixed Relay World Championships

- Great Britain: Lucy Hall, Jonathan Brownlee, Vicky Holland, Alistair Brownlee

### Glasgow 2014 Commonwealth Games

- Men: Alistair Brownlee
- Men: Jonathan Brownlee
- Women: Jodie Stimpson
- Women: Vicky Holland

### 2014 Cologne ETU Aquathlon European Championships

- Hannah Kitchen

### 2014 Pontevedra ITU Duathlon Championships

- U23 Women: George Schwiening

### 2014 Weyer ETU Powerman Junior and Standard Distance Duathlon European Championships

- Senior: Katie Hewison
- Senior: Phil Wylie
- U23 Women: George Schwiening
- Junior Men: George Goodwin
- Mixed Relay: Great Britain: Phil Wylie, Danny Russell, Katie Hewison, George Schwiening

### 2014 Zofingen ITU Powerman Long Distance Duathlon World Championships

- Emma Pooley

### 2014 Almere-Amsterdam ETU Challenge Long Distance Triathlon European Championships

- Vicky Gill

### IRONMAN 70.3 World Championships

- Tim Don
- Jodie Swallow

### Ironman World Championships

- Rachel Joyce
Triathlon on Track

British triathletes, paratriathletes, support staff and coaches have once again delivered medal-winning performances around the world in both Olympic and Paralympic programmes.

Performance Numbers

- **12** Podium performances by British triathletes in the 2014 ITU World Triathlon Series events
- **5** Commonwealth medals won

Alistair Brownlee celebrates winning the 2014 Edmonton World Triathlon Grand Final.
This continued success shows British Triathlon’s UK Sport Lottery funded World-Class Olympic and Paralympic Performance Programmes remain on track for success at the Rio 2016 Olympic and Paralympic Games.

Olympic and Commonwealth Champion, Alistair Brownlee delivered a dominant performance to win the 2014 ITU World Triathlon Grand Final Edmonton, whilst his brother Jonathan finished fourth, ensuring British Triathlon partially achieved its UK Sport targets.

Alongside our leading senior athletes, the 2014 ITU U23 Triathlon World Championships showed the strength of our talented young athletes with Marc Austin and Gordon Benson winning silver and bronze respectively. Gordon joined forces with Sophie Coldwell, Lucy Hall and Christopher Perham to win gold in the U23/ Junior mixed relay event in Edmonton.

Ben Dijkstra also secured double triathlon gold for Team GB at the Nanjing 2014 Youth Olympic Games. Ben won the men’s individual triathlon event and helped secure the mixed team relay title for Europe 1. Sian Rainsley, Team GB’s female representative in China added silver, competing for Europe 3 in the mixed team relay event.

In British Triathlon’s Paralympic Performance Programme, Alison Patrick (PT5) and Lauren Steadman (PT4) delivered world champion performances at the ITU Paratriathlon World Championships in Edmonton and Phil Hogg (PT1) added silver to achieve our UK Sport targets.

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The Rio 2016 Olympic and Paralympic Games are less than two years away and British Triathlon is leaving no stone unturned in the pursuit of success in Brazil.

I’ve been fortunate to be involved in the evolution of the British Paratriathlon programme over the last few years. Now I have the privilege of providing full-time coaching support to the best squad of Paratriathletes in the world as we take it to the next level for Rio 2016.

Steve Casson, Paratriathlon Coach
Under the guidance of Brendan Purcell, British Triathlon’s Performance Director, the UK Sport Lottery funded World-Class Performance Programme continues to add value and empower individuals to deliver their best.

In partnership with the English Institute of Sport, British Triathlon ensures there is a team of world-leading support staff behind the athletes and their coaches. British Triathlon also works intrinsically with our family of sponsors and suppliers to add additional value to this team.

Athletes benefit from groundbreaking, research and technology via the GSK Human Performance Lab as well as performance analysis tools from Official Supplier, Garmin.

Official Training Software Supplier, TrainingPeaks brings this knowledge together through world-leading software enabling greater integration of training and technology within a performance environment.

Gordon Benson, Lois Rosindale and Sian Rainsley are three athletes in the Podium Potential Squad who receive elite racing bikes from Beacon, our Official Bike Supplier.

All squad members benefit from bespoke nutrition solutions from our Sports Nutrition Sponsor, Maxifuel and sun care protection from P20, British Triathlon’s Official Sun Protection Supplier ensuring our athletes are the best prepared in the world.

Ben Bright, British Triathlon’s Head Coach of the Olympic Programme commented on the value of the support the team receives from sponsors and suppliers:

“The support of our sponsors and suppliers provides the tools to enable the coaching staff to better understand the specific competition demands and individual training needs of our athletes. This allows us to tailor programmes and monitor training loads to the specific needs of our athletes helping us maximise their performances come race day.”

Being part of British Triathlon is such a huge benefit compared to the other nations. If anything goes wrong, you have the back-up with nutritional, medical and mechanical support. The team takes away the stressful details and enable me as an athlete to focus on delivering my best performance.

Matt Sharp, member of the Podium Potential Squad
World-Class Triathlon Stage

British Triathlon’s major events strategy continues to deliver a world-class stage for the sport in Great Britain.

2014

PruHealth World Triathlon London

in numbers

29 different nations

£5 million economic impact

40,000 spectators

5,000 amateur competitors

*1600 first timers

200 elite competitors

100 photographers and journalists
In 2014, British Triathlon once again worked in partnership with Event Delivery Partner, Lagardere Unlimited Events to deliver two iconic triathlons: the PruHealth World Triathlon London in Hyde Park and Tri Liverpool set in the heart of the Albert Docks.

The PruHealth World Triathlon London was the fourth event of the 2014 ITU World Triathlon Series and delivered one of the most exciting international races of the season as the world’s best went head-to-head in a sprint distance race. Many of Britain’s talented young triathletes also took part in the event’s aquathlon races, providing the opportunity to compete at the London 2012 Olympic Games venue.

The event supported by the Greater London Authority, UK Sport and Royal Parks also hosted an ITU World Paratriathlon Event, ensuring the world’s best paratriathletes had the chance to race in Hyde Park.

In August, Tri Liverpool, host of the British Triathlon Championships organised by Lagadere Unlimited Events and British Triathlon in partnership with Liverpool City Council, once again delivered world-class triathlon action in Liverpool Docks.

World Champion Gwen Jorgensen joined more than 1,000 triathletes including celebrities and local politicians in Liverpool’s dockside triathlon. The event also hosted the final qualifier for the Great Britain Age-Group Team at the 2015 Geneva ETU Triathlon European Championships and the finale to the 2014 British Triathlon Super Series.

Mark Buckingham won the overall Super Series title whilst David Bishop was second and Iestyn Harrett, third. In the elite women’s Super Series, Emma Pallant retained her 2013 title and India Lee finished runner-up for the second successive season. Jenny Manners finished in third place.

The British Triathlon Youth and Junior Super Series concluded two weeks later at the British Triathlon U20s’ Festival. Kate Waugh took the women’s youth title, with Sophie Alden in second and Emma Clapton in third. Alex Chantler Mayne won the men’s youth title with Alex Yee in second and Finn Barnes in third.

In the Junior Super Series, Sophie Coldwell claimed the women’s title, Sarah Hodgson was second and Bronwen Owen was third. James Teagle won the men’s title, with Chris Perham in second and Luke Penney in third.

I am delighted to welcome thousands of the world’s best triathletes to London for this thrilling sporting spectacular. The ITU World Triathlon Series continues the legacy of the 2012 Games in bringing top-flight international events here benefiting our economy as well as promoting the capital around the globe.

Boris Johnson, Mayor of London

It’s always good to race in Hyde Park. We get great crowds, which really make the race here. It’s so hard to put your finger on what legacy is, but I think we’re seeing it in participation figures and following.

Alistair Brownlee
We’ve exceeded our targets, which were to win one of the Paralympic medal categories and to win two other medals within those categories.

Jonathon Riall, British Paratriathlon Performance Manager at the ITU Paratriathlon World Championships.
## The British Paratriathlon Medal Table 2014

### 2014 Yokohama ITU World Paratriathlon Event
- Phil Hogg (PT1)
- Jane Egan (PT1)
- Faye McClelland (PT4)
- Dave Ellis (PT5)
- Joe Townsend (PT1)
- Lauren Steadman (PT4)
- Melissa Reid (PT5)
- Iain Dawson (PT5)
- Dave Hill (PT4)
- Clare Cunningham (PT4)
- Alison Patrick (PT5)

### 2014 London ITU World Paratriathlon Event
- Chris Goodwin (PT5)
- Jane Egan (PT1)
- Lauren Steadman (PT4)
- Melissa Reid (PT5)
- Phil Hogg (PT1)
- Dave Ellis (PT5)
- Karen Darke (PT1)
- Faye McClelland (PT4)
- Alison Patrick (PT5)
- Andrew Lewis (PT2)
- Russell White (PT3)

### 2014 Chicago ITU World Paratriathlon Event
- Clare Cunningham (PT4)

### 2014 Kitzbühel ETU Paratriathlon European Championships

### 2014 Edinburgh ITU World Paratriathlon Event

### 2014 Madrid ITU World Paratriathlon Event
- Andrew Lewis (PT2)
- Jane Egan (PT1)
- Sarah Pearson (PT2)
- Melissa Reid (PT5)
- Lauren Steadman (PT4)
- Phil Hogg (PT1)
- Russell White (PT3)
- Hasseeb Ahmad (PT5)
- Lizzie Tench (PT1)
- Faye McClelland (PT4)
- Joe Townsend (PT1)
- Ryan Taylor (PT3)

### 2014 Iseo - Franciacorta ITU World Paratriathlon Event
- Dave Ellis (PT5)
- Jane Egan (PT1)
- Melissa Reid (PT5)
- Chris Goodwin (PT5)

### 2014 Kitzbühel ETU Paratriathlon European Championships
- Chris Goodwin (PT5)
- Karen Darke (PT1)
- Lauren Steadman (PT4)
- Phil Hogg (PT1)
- Dave Ellis (PT5)
- Jane Egan (PT1)
- Sarah Pearson (PT3)
- Faye McClelland (PT4)
- Melissa Reid (PT5)
- Joe Townsend (PT1)
- Alison Patrick (PT5)

### 2014 Manaus ITU World Paratriathlon Event
- Chris Frost (PT4)

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**26 Gold**

**25 Silver**

**11 Bronze**

medals won by British Paratriathletes in ITU World Championships, ITU World Paratriathlon Events and ETU European Championships.
Paratriathlon will make its debut on the Paralympic stage in two years and British Triathlon has continued to professionalise its programme to help create a world-class support system, capable of identifying, developing and supporting world-class paratriathletes for the Rio 2016 Paralympic Games and beyond.

“We are trying to do in relative terms what nobody has ever done before, it’s a brand new Paralympic sport and we want to be the best at it.”

Jonathon Riall, Paratriathlon Performance Manager
Members of the UK Sport Lottery funded World-Class Paratriathlon Programme receive structured training camps throughout the season, including warm weather training at the start of the year. British Triathlon has also created a Paratriathlon Training Hub at Loughborough University, which enables athletes to access full-time, world-class coaching and facilities for the first time.

In the search for future Paralympic Champions, talent identification weekends were held before the season began and British Triathlon worked closely with UK Sport and Paralympics GB to identify potential athletes via initiatives such as Paralympic Potentials and Sport Fest.

The 2013/2014 British Paratriathlon Talent Squad funded by Sport England and UK Sport has nine members and provides a structured support system for athletes coming into the sport. Each athlete is paired with their Home Nation Regional Talent Academy providing the opportunity to develop their understanding of the sport, whilst creating regular training and competition opportunities.

Alongside regular local support, British Triathlon hosts educational sessions at targeted events such as Llanelli Tri and Tri Liverpool designed to support athletes in getting the most out of their racing experience. Talent athletes can also access the facilities at the new Paratriathlon Training Hub.

Five members of the squad, Ryan Taylor, Ben Crossley, Andy Lewis, Lizzie Tench and Mark Conway competed in ITU World Paratriathlon Events this season as they continue to develop their understanding of the sport. Andy Lewis (PT2), Ryan Taylor (PT2) and Lizzie Tench (PT1) medalled at the ITU World Paratriathlon Event in Madrid.

<table>
<thead>
<tr>
<th>British Paratriathlon Talent Squad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lizzy Tench</td>
</tr>
<tr>
<td>Mark Conway</td>
</tr>
<tr>
<td>Bret Crossley</td>
</tr>
<tr>
<td>Steve Crowley</td>
</tr>
<tr>
<td>Andy Grant</td>
</tr>
<tr>
<td>Ben Jones</td>
</tr>
<tr>
<td>Andy Lewis</td>
</tr>
<tr>
<td>Neil Malcolm</td>
</tr>
<tr>
<td>Ryan Taylor</td>
</tr>
</tbody>
</table>
Inspiring Participation

Triathlon Hits the Headlines

British Triathlon has continued to deliver its strategic aim to raise the profile of the sport enabling triathlon to become a household name and inspire participation.

1,025,959
total social reach for British Triathlon’s #WTSLondon campaign

2.9m
watched the Mixed Relay at the Glasgow 2014 Commonwealth Games
British Triathlon’s strategic aim was to raise profile in 2014 and delivery focused on the ITU World Triathlon Series, the Glasgow 2014 Commonwealth Games and the PruHealth World Triathlon London with bespoke strategies to engage with the written and broadcast media.

Each of the ITU World Triathlon Series events was broadcast on either terrestrial BBC channels or via the BBC Red Button this season. The growth in coverage also represents increasing awareness of British athletes in the media; Non Stanford was a guest presenter in both Hamburg and Edmonton.

The Glasgow 2014 Commonwealth Games represented the first major Games since the London 2012 Olympic Games and provided the opportunity for triathlon to hit the headlines as the first medal event. The athletes didn’t disappoint as Team England’s Jodie Stimpson and Vicky Holland celebrated gold and bronze respectively.

More success followed for England fans as Alistair Brownlee added Commonwealth gold to his endless list of achievements. Jonathan Brownlee went one better at the London 2012 Olympic Games, winning the silver medal.

Team England’s performances dominated the national media with all of the major newspapers celebrating triathlon’s success, many on both the front and back pages.

Glasgow 2014 also enabled triathlon to deliver the first mixed relay event within a major Games environment. Once again, Team England (Vicky Holland, Jonathan Brownlee, Jodie Stimpson, Alistair Brownlee) celebrated gold in an unforgettable Games debut. This was greeted with yet more headlines and peak viewing figures of 2.9m on the BBC providing further support to the International Triathlon Union’s bid to have the event added to the Olympic Programme in Tokyo 2020.

British Triathlon also ensured the sport got truly behind the Glasgow 2014 Commonwealth Games, creating spectator maps and delivering a social media campaign called #STRIKEAPOSE in partnership with the Home Nations. The two-week campaign generated 117 entries with almost 600 votes and successfully contributed to British Triathlon achieving our Facebook targets for the year and grew our twitter following by more than 1,000 followers.

Paul Giblin, Senior Manager – Digital Media at Glasgow 2014 said:

“There was a lot of social media noise in and around the Games and the British Triathlon campaign was one of the best co-ordinated social activities from any of the sport’s Governing Bodies.”

At the PruHealth World Triathlon London in May, the British Triathlon social media campaign - Thunderclap - achieved 147 supporters and delivered the free-to-view #WTSLondon message to an audience of 1,025,959.

### Teledvised Triathlon Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Viewing Figures</th>
</tr>
</thead>
<tbody>
<tr>
<td>PruHealth World Triathlon London (BBC1)</td>
<td>1m (Peak)</td>
</tr>
<tr>
<td>ITU World Triathlon Series Cumulative Viewing Figures (BBC Red Button)</td>
<td>1.26m</td>
</tr>
<tr>
<td>ITU World Triathlon Grand Final Edmonton (BBC Red Button)</td>
<td>277,000 (Peak)</td>
</tr>
<tr>
<td>ITU World Triathlon Grand Final Edmonton - Women’s Highlights (BBC2)</td>
<td>710,000 (Peak)</td>
</tr>
<tr>
<td>ITU World Triathlon Grand Final Edmonton - Mens’s Highlights (BBC2)</td>
<td>485,000 (Peak)</td>
</tr>
<tr>
<td>Glasgow 2014 Individual Women’s Race (BBC1)</td>
<td>1.6m</td>
</tr>
<tr>
<td>Glasgow 2014 Individual Men’s Race (BBC1)</td>
<td>2.6m</td>
</tr>
<tr>
<td>Glasgow 2014 Mixed Relay (BBC1)</td>
<td>2.9m</td>
</tr>
<tr>
<td>British Triathlon Super Series (the combined Channel 4 first time viewed figures across all four events):</td>
<td>481,000</td>
</tr>
</tbody>
</table>
Why I Love Triathlon

British Triathlon promotes excellence in our sport and creates opportunities for everyone to achieve their personal triathlon challenges. Here are some of our favourite stories from the sport this season.

2014 Tata Kids Steel®

Tata Steel is the Community Sponsor of British Triathlon

- 6,730 participants
- 6,500 miles covered
- 188 schools
Local resident, Tom Moxham, 25 after racing at the PruHealth World Triathlon London:

“The event was absolutely amazing. The support along the route was incredible and, as a Londoner, the privilege of being able to compete within Hyde Park on the London 2012 triathlon course was truly special. I’ll certainly be back next year to try and beat my PB!”

PruHealth World Triathlon London

Jodie Stimpson after winning her gold medal at the Glasgow 2014 Commonwealth Games:

“I’ve got to thank so many people for this, they really got me through, it’s awesome. And to share the podium with Vicky, that’s really special. This is not just my medal, this is so many people’s medal.

Glasgow 2014 Commonwealth Games

Durham Triathlon Club member Rosie Lindsay, 17, who won the 17-18 age-group sprint race at Tri Liverpool speaking on behalf of Whole Earth natural peanut butter, Official Supplier to British Triathlon:

“I had a great experience in Liverpool. It was well organised and it was my first time in the city. One of my favourite things about Triathlon is getting to visit new places in Britain. Even though this was the hardest conditions I’ve raced in, I loved it.

Tri Liverpool

Liz Pillan, member of the Great Britain Age-Group Team along with all her family:

“We have all competed for the Great Britain Age-Group Team in separate events over the past few years so the opportunity to compete together at the 2014 Zittau ITU Cross Triathlon World Championships, along with Mike’s (Liz’s Husband) brother Andrew, was brilliant.

The Great British Age-Group Team is a family affair

Nikki Sanderson of Team Hollyoaks at Tri Liverpool:

“I was really excited to take part in Tri Liverpool. I’ve done marathons before but never a triathlon, so it’s a great thing to be able to tick off and say I’ve done part of it. It’s been a really good day, and it’s been brilliant to be part of a Hollyoaks team with James Sutton.

Team Hollyoaks

| Team Hollyoaks | prepare for Tri Liverpool.
The Great British Success Story

In 2014, more than 1,500 athletes have competed for the Great Britain Age-Group Team, wearing their Z3R0D tri-suit with pride. The team has won 89 gold, 88 silver and 83 bronze this season, celebrating medals at every major championships in which the team has competed.

There is huge camaraderie among the Great Britain Age-Group Team. There’s a lot of mutual respect and everyone helps each other. When we’re racing, we’re all racing one another, but we are all there to enjoy ourselves.

Alan Murchison, member of the 2014 Great Britain Age-Group Team
The profile of the team continues to grow thanks to British Triathlon’s online and social media channels, which tell the story of success at every major championships. British Triathlon also provides resources for athletes to ensure they can celebrate their stories within the local media as well as on the national stage.

As profile grows, so in turn does the calibre and quantity of athletes aiming to wear the Great Britain Z3R0D tri-suit in all disciplines. The qualification process is clearly communicated allowing athletes to adopt a structured training programme - not dissimilar to those of Great Britain’s elite - that ensures they meet their performance targets come race day. This focus and dedicated training ensures that Team Managers know they are selecting the highest calibre of athlete.

The opportunity to qualify for Great Britain is also driving participation within the qualification events themselves.

Once qualified, the chance to represent your country has also become much more than just a race; it is a comprehensive ‘racing experience’ delivered by the Great Britain Age-Group Team and the support staff within.

Many athletes take advantage of the logistical support of Nirvana Europe, the Official Travel and Accommodation Provider to the Great Britain Age-Group Team to take the hassle out of travelling. Team members can then relax and enjoy the opening ceremony and parade of nations before they get to race day. In the build-up to the event, team managers provide advice and guidance ensuring every detail is covered.

The Great Britain Age-Group Team is truly the envy of the world.

“This year I had the opportunity to be part of the GB Age-Group team at the 2014 Horst Long Distance Duathlon European Championships in Holland. As my first experience of representing my country I loved it. The team environment enabled me to feel part of something bigger and to meet other successful GB athletes.

Jane Senior, member of the 2014 Great Britain Age-Group Team

\[
\begin{array}{|c|c|c|}
\hline
\text{2014 Great Britain Age-Group Team Medal Table} & \text{Gold} & \text{Silver} & \text{Bronze} \\
\hline
\text{Cogne ITU Winter Triathlon World Championships} & 1 & - & - \\
\text{Horst ETU Powerman Long Distance Duathlon European Championships} & 5 & 5 & 3 \\
\text{Horst ETU Powerman Sprint Distance Duathlon European Championships} & 13 & 16 & 15 \\
\text{Pontevedra ITU Duathlon World Championships} & 12 & 7 & 7 \\
\text{Pontevedra ITU Sprint Distance Duathlon World Championships} & 12 & 4 & 10 \\
\text{Cologne ETU Aquathlon European Championships} & 9 & 8 & 6 \\
\text{Sardinia ETU Cross Triathlon European Championships} & - & 1 & 1 \\
\text{Kitzbuhel ETU Sprint Triathlon European Championships} & 7 & 7 & 9 \\
\text{Kitzbuhel ETU Triathlon European Championships} & 7 & 6 & 5 \\
\text{Zittau ITU Cross Triathlon World Championships} & 1 & 1 & 3 \\
\text{Weyer ETU Powerman Duathlon European Championships} & 3 & 3 & 2 \\
\text{Edmonton ITU Aquathlon World Championships} & 2 & 4 & 2 \\
\text{Edmonton ITU Sprint Triathlon World Championships} & 2 & 8 & 3 \\
\text{Edmonton ITU Triathlon World Championships} & 3 & 1 & 5 \\
\text{Zofingen ITU Powerman Long Distance Duathlon World Championships} & 3 & 3 & - \\
\text{Almere ETU Long Distance Triathlon European Championships} & 1 & 3 & 4 \\
\text{Weihai ITU Long Distance Triathlon World Championships} & 1 & 3 & - \\
\text{Paguera ETU Middle Distance Triathlon European Championships} & 7 & 8 & 8 \\
\end{array}
\]
Trust in Triathlon

In 2014, The British Triathlon Foundation Trust - more recently know as the British Triathlon Trust - has delivered 17,019 active days to children aged 8-14 years old across 43 events.
The Trust, British Triathlon’s Official Charity is an independently funded charity that aims to use the engaging sport of triathlon to encourage children to become more active. Not only improving their health, but also developing their social skills, increasing self-esteem and nurturing good habits such as commitment, discipline and respect.

The largest area of delivery for the Trust has been Tata Kids of Steel®, which has created almost 7,000 active days. The British Triathlon Trust has delivered the nine mini-triathlon events organised by Tata Steel and British Triathlon across Great Britain ensuring the message of the charity’s work is seen far and wide.

All of the Trust’s events have been free to participate in with a breakdown of the 2014 figures in the table opposite.

<table>
<thead>
<tr>
<th>Type of Event</th>
<th>Active Days</th>
<th>No. of Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mini-Tri'</td>
<td>13,245</td>
<td>19</td>
</tr>
<tr>
<td>Triathlon festival</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotional 'Dry-Tri'</td>
<td>2,756</td>
<td>17</td>
</tr>
<tr>
<td>In-school</td>
<td>200</td>
<td>2</td>
</tr>
<tr>
<td>Supported</td>
<td>818</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>17,019</strong></td>
<td><strong>43</strong></td>
</tr>
</tbody>
</table>

The Trust continues to drive awareness of the charity’s work through the website www.britishtriathlontrust.org and social media resulting in an active following that continues to grow organically. Members of the Great Britain Team have also supported the Trust in an ambassadorial capacity enabling the charity to leverage their profile and engage with a greater number of supporters.

Trustees of the Trust are:

- Joe Garner (Chair)
- Brian Carlin
- Kevin Groome
- Ian Howard TD
- Zara Hyde Peters OBE
- Brandon Lewis MP
- Mike Townley
- Richard Schofield
British Triathlon is committed to good governance. The following section outlines the policies and procedures that we have in place to deliver the sport.
Ethical Sport

British Triathlon is committed to a policy of ethical sport as espoused by our organisational value of supporting fair play. We will not tolerate the use of performance enhancing drugs at any level of triathlon competition.

British Triathlon enforces a stringent anti-doping policy that adheres to the guidelines recommended by the World Anti Doping Agency (WADA). Further requirements specifically for triathlon are set by the British Triathlon Federation and the International Triathlon Union. Elite athletes are regularly tested both out of competition and at major championships. Non-elite athletes are expected to abide by the same rules and can theoretically be tested at events, especially if they compete internationally.

Assured Governance

For the 2013/2014 self-assurance process, British Triathlon once again took part in UK Sport/Sport England ‘offline’ self-assurance scheme.

The offline self-assurance process is intended to be rigorous and thorough whilst enabling the British Triathlon Board to collectively focus on the key areas of good governance, finance and control. The Board has reviewed and declared the level of assurance they felt was a true and accurate representation of the processes and policies. British Triathlon continually strives to maintain the highest standards for our finance and governance processes, the organisation-wide policies that have been adopted and the principles that support them were reflected in the Board declaring a FULL level of self-assurance.

British Triathlon adheres to a code of ethics for staff and volunteers, appointment processes and selection policies as well as a thorough appeals process that confirms our commitment to ethics, transparency and consistency. For details of all our policies, please visit the website: www.britishtriathlon.org

British Triathlon promotes and protects its values in everything it does. In addition to those referenced above, British Triathlon’s values are summarised as: respect, embracing change, encouraging high aspirations, recognising success and being environmentally conscious.
Governing the Sport
2014 British Triathlon Board Members

Ian Howard TD Chair

Zara Hyde Peters OBE Chief Executive Officer (resigned 31 May 2014)

Jack Buckner Chief Executive Officer (appointed 18 August 2014)

Jon Ridgeon Director Major and National Events (appointed 1 December 2013)

Malcolm Westwood Director Age-Group Teams

Neill Craigie Independent Non-Executive Director for Marketing and Communications

Ryan Wilkinson Independent Non-Executive Director Finance

Dr Mary Hardwick Independent Non-Executive Director Business

Jem Lawson JP Director Triathlon England

Mike Battersby Director Welsh Triathlon (appointed 20 December 2013)

Stephen Moffat Director triathlonscotland

Prof. Sarah Springman CBE Senior International Post-Holder

David McNamee International Athlete Representative

Gold Pin Winners

The British Triathlon Gold Pin Awards are awarded to the sport’s leading figures to highlight their significant and long-standing contribution to triathlon. The latest Award winners announced at the 2013 British Triathlon Awards Dinner were:

Prof. Sarah Springman CBE

Leanda Cave

International Influence

Prof. Sarah Springman CBE
First Vice President, ITU Executive Board

Howard Vine
ITU Technical Committee

Ben Bright
ITU Coaches Committee

Clare Cunningham
ITU Athletes Committee

Ian Howard TD
ETU Board

Maisie Bancewicz
ETU Technical Committee

Mark Barfield
ETU Paratriathlon Committee

Representatives of the Home Nation Boards have attended British Triathlon Board meetings, with minutes available on our website.
Financial Review

Abridged Accounts

The following information has been extracted from the full statutory accounts which are available on request from the Company’s registered office at; British Triathlon Federation, PO Box 25, Michael Pearson East, Loughborough, Leicestershire, LE11 3WX

The directors present the report and the financial statements for the year ended 31 March 2014

Principal activities
The principal activities of the company during the period were to carry out the functions of the national governing body of Triathlon, Duathlon and Aquathlon in Great Britain, responsible for leading growth and performance of the sport. In particular, these responsibilities include the preparation of GB teams to compete in European and World championships and the Olympic Games. British Triathlon aims to promote excellence in our sport, and create opportunities for everyone to achieve their personal triathlon challenges.

Business Review
British Triathlon continues to promote excellence in the sport of triathlon and to help everyone achieve their personal triathlon challenge. The increase in 2013-2017 funding awarded during the year by UK Sport, to both the Olympic and Paralympic programmes was a welcome boost as we strive to provide the very best level of support to our athletes in their bid for medals. Increased Sport England funding for the quadrennial 2013-2017 supports the ambitious activity planned by Triathlon England to increase participation and capacity.

Directors’ responsibilities statement
The directors are responsible for preparing the Directors’ Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the surplus or deficit of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company’s transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Directors
The directors who held office during the year are as follows:


This report was approved by the board on 25 July 2014 and signed on its behalf.

I P Howard TD
Chairman
Independent Auditors’ Report to the Members of the British Triathlon Federation

The British Triathlon Federation

We have audited the financial statements of The British Triathlon Federation for the year ended 31 March 2014. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the company’s members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company’s members those matters we are required to state to them in an Auditors’ Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company’s members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective Responsibilities Of Directors And Auditors

As explained more fully in the Directors’ Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board’s Ethical Standards for Auditors.

Scope Of The Audit Of The Financial Statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company’s circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Directors’ Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion On Financial Statements

In our opinion the financial statements:

- give a true and fair view of the state of the company’s affairs as at 31 March 2014 and of its surplus for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006

Opinion On Other Matters Prescribed By The Companies Act 2006

In our opinion the information given in the Directors’ Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

MATTERS ON WHICH WE ARE Required To Report By Exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors’ remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

haysmacintyre
Statutory Auditors
26 Red Lion Square
London WC1R 4AG
Date: 25 July 2014
Income and Expenditure Account for the Year Ended 31 March 2014

<table>
<thead>
<tr>
<th></th>
<th>2014 (£)</th>
<th>2013 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>INCOME</td>
<td>6,817,215</td>
<td>5,281,067</td>
</tr>
<tr>
<td>Administrative</td>
<td>(6,780,082)</td>
<td>(5,250,663)</td>
</tr>
<tr>
<td>Expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OPERATING SURPLUS</td>
<td>37,133</td>
<td>30,404</td>
</tr>
<tr>
<td>Interest Receivable</td>
<td>7,509</td>
<td>5,206</td>
</tr>
<tr>
<td>SURPLUS ON</td>
<td>44,642</td>
<td>35,610</td>
</tr>
<tr>
<td>ORDINARY ACTIVITIES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BEFORE TAXATION</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Taxation</td>
<td>(1,502)</td>
<td>(1,040)</td>
</tr>
<tr>
<td>SURPLUS FOR THE</td>
<td>43,140</td>
<td>34,570</td>
</tr>
<tr>
<td>FINANCIAL YEAR</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

There were no other recognised gains and losses in the year other than those included in the income and expenditure account.

The British Triathlon Federation Balance Sheet As At 31 March 2014

<table>
<thead>
<tr>
<th></th>
<th>2014 (£)</th>
<th>2013 (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TANGIBLE FIXED ASSETS</td>
<td>39,353</td>
<td>30,197</td>
</tr>
<tr>
<td>CURRENT ASSETS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stock</td>
<td>500</td>
<td>500</td>
</tr>
<tr>
<td>Debtors</td>
<td>402,680</td>
<td>396,146</td>
</tr>
<tr>
<td>Cash At Bank And In Hand</td>
<td>2,311,398</td>
<td>2,100,857</td>
</tr>
<tr>
<td></td>
<td>2,714,578</td>
<td>2,497,503</td>
</tr>
<tr>
<td>CREDITORS:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amounts Falling Due Within One Year</td>
<td>(1,648,210)</td>
<td>(1,465,119)</td>
</tr>
<tr>
<td>NET CURRENT ASSETS</td>
<td>1,066,368</td>
<td>1,032,384</td>
</tr>
<tr>
<td>TOTAL ASSETS LESS CURRENT LIABILITIES</td>
<td>1,105,721</td>
<td>1,062,581</td>
</tr>
<tr>
<td>NET ASSETS</td>
<td>1,105,721</td>
<td>1,062,581</td>
</tr>
<tr>
<td>RESERVES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Members’ Special Reserve</td>
<td>35,460</td>
<td>35,460</td>
</tr>
<tr>
<td>Income And Expenditure Account</td>
<td>606,880</td>
<td>641,455</td>
</tr>
<tr>
<td>Triathlon England Designated Reserve</td>
<td>463,381</td>
<td>385,666</td>
</tr>
<tr>
<td></td>
<td>1,105,721</td>
<td>1,062,581</td>
</tr>
</tbody>
</table>

The financial statements were approved and authorised for issue by the Board of Directors on 25 July 2014 and were signed below on its behalf by:

I P Howard TD
Chairman, British Triathlon Federation
## Income and Expenditure Bridge for the Year Ended 31 March 2014

<table>
<thead>
<tr>
<th></th>
<th>British Triathlon (£)</th>
<th>Triathlon England (£)</th>
<th>Welsh Triathlon (£)</th>
<th>Total (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operations</td>
<td>1,434,347</td>
<td>996,398</td>
<td>68,786</td>
<td>2,499,531</td>
</tr>
<tr>
<td>Development</td>
<td>1,419,145</td>
<td>34,559</td>
<td></td>
<td>1,453,704</td>
</tr>
<tr>
<td>Home Nation Talent</td>
<td></td>
<td></td>
<td>530,947</td>
<td></td>
</tr>
<tr>
<td>World-Class Performance Pathways</td>
<td>1,917,211</td>
<td>22,108</td>
<td>37,089</td>
<td>1,976,408</td>
</tr>
<tr>
<td>Age-Group</td>
<td>364,134</td>
<td>180,524</td>
<td></td>
<td>364,134</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>3,715,692</td>
<td>2,968,598</td>
<td>140,434</td>
<td>6,824,724*</td>
</tr>
<tr>
<td><strong>Expenditure</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Operations Staff Costs</td>
<td>386,266</td>
<td>178,334</td>
<td>38,495</td>
<td>603,095</td>
</tr>
<tr>
<td>Business Operations Services Costs</td>
<td>369,223</td>
<td>130,930</td>
<td></td>
<td>500,153</td>
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<tr>
<td>Sponsorship</td>
<td>128,504</td>
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<td>128,504</td>
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<tr>
<td>Events</td>
<td>645,379</td>
<td>72,729</td>
<td></td>
<td>718,108</td>
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<tr>
<td>Membership Services</td>
<td></td>
<td>536,661</td>
<td></td>
<td>536,661</td>
</tr>
<tr>
<td>Welsh Triathlon</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Operations</strong></td>
<td>1,529,372</td>
<td>918,654</td>
<td>68,786</td>
<td>2,516,812</td>
</tr>
<tr>
<td>England Development</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>England Development Staff Costs</td>
<td>558,874</td>
<td></td>
<td></td>
<td>558,874</td>
</tr>
<tr>
<td>World-Class Olympic Pathway</td>
<td>1,263,648</td>
<td></td>
<td></td>
<td>1,263,648</td>
</tr>
<tr>
<td>World-Class Paralympic Pathway</td>
<td>436,857</td>
<td></td>
<td></td>
<td>436,857</td>
</tr>
<tr>
<td>England Talent</td>
<td>151,869</td>
<td></td>
<td></td>
<td>151,869</td>
</tr>
<tr>
<td>England Talent Staff Costs</td>
<td>379,078</td>
<td></td>
<td></td>
<td>379,078</td>
</tr>
<tr>
<td>Age-Group Entry &amp; Management Fees</td>
<td>361,332</td>
<td></td>
<td></td>
<td>361,332</td>
</tr>
<tr>
<td>Multi sport</td>
<td>72,591</td>
<td></td>
<td></td>
<td>72,591</td>
</tr>
<tr>
<td>Coaching</td>
<td>84,965</td>
<td></td>
<td></td>
<td>84,965</td>
</tr>
<tr>
<td>Welsh Performance</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Development</strong></td>
<td>-</td>
<td>1,441,282</td>
<td>34,559</td>
<td>1,475,841</td>
</tr>
<tr>
<td>World-Class Olympic Pathway</td>
<td>1,263,648</td>
<td></td>
<td></td>
<td>1,263,648</td>
</tr>
<tr>
<td>World-Class Paralympic Pathway</td>
<td>436,857</td>
<td></td>
<td></td>
<td>436,857</td>
</tr>
<tr>
<td>Age-Group Entry &amp; Management Fees</td>
<td>361,332</td>
<td></td>
<td></td>
<td>361,332</td>
</tr>
<tr>
<td>Multi sport</td>
<td>72,591</td>
<td></td>
<td></td>
<td>72,591</td>
</tr>
<tr>
<td>Welsh Performance</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Performance</strong></td>
<td>2,219,393</td>
<td>530,947</td>
<td>37,089</td>
<td>2,787,429</td>
</tr>
<tr>
<td><strong>Total Expenditure</strong></td>
<td>3,748,765</td>
<td>2,890,883</td>
<td>140,434</td>
<td>6,780,082</td>
</tr>
<tr>
<td>Surplus/(Deficit) on Ordinary Activities before Taxation</td>
<td>-33,073</td>
<td>77,715</td>
<td>-</td>
<td>44,642</td>
</tr>
</tbody>
</table>

*Includes bank interest of £7,509
Operations income includes a contribution from UK Sport, sponsorship income, International representation income, membership income, events income and commission.

Development income includes grants awarded by Sport England, coaching course income and the Sports Council for Wales.

Performance income includes grants awarded by UK Sport & Sport England & Sport Council for Wales.
### RESERVES

<table>
<thead>
<tr>
<th>British Triathlon</th>
<th>Triathlon England</th>
<th>Special Reserves</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-14</td>
<td>606,880</td>
<td>463,381</td>
</tr>
<tr>
<td>2012-13</td>
<td>641,455</td>
<td>385,666</td>
</tr>
<tr>
<td>2011-12</td>
<td>736,955</td>
<td>255,596</td>
</tr>
</tbody>
</table>

100% | 80% | 60% | 40% | 20% | 0%

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World-class governance enables our athletes to deliver success.
The Last Word

By Jack Buckner

Chief Executive Officer
It’s with great pride that I can write the final words of the 2014 British Triathlon Annual Report.

Since coming on board in August, it’s been an exciting few months in triathlon. There were the post-event celebrations of the Home Nations following the Glasgow 2014 Commonwealth Games, where we saw the dominant performances of Team England in both the individual and mixed relay events. The ITU World Championships in Edmonton followed the events in Glasgow and saw a dominant display by our Olympic and Paralympic Programme athletes as well as the ever-inspiring Great Britain Age-Group Team.

Underpinning our performance success has been the continued development of the grassroots of the sport by the Home Nation Associations of Triathlon England, triathlon scotland and Welsh Triathlon. As we enter a pre-Olympic and Paralympic year, we need to deliver not only continued medal-winning success, but also maintain the healthy growth of the sport. Quality needs to remain high and I can see British Triathlon and the Home Nations needing to work ever-closer to ensure we think about the services we offer to the membership and create a high-quality experience that meets the needs of today’s demanding sport consumers.

I have been impressed by the enthusiasm and dynamism that exists within the sport. The dedication that event organisers, triathlon clubs and the many volunteers that I have recently met during these past four months is incredible and puts the sport in a great place moving into 2015 and beyond.

As the sport makes its transition into 2015, it’s clear that triathlon is a sport with partnership at its heart and I’m keen to ensure we develop existing and create new partnerships. Alongside working with the sport’s many stakeholders, I am focussed on ensuring triathlon maintains its attractiveness to the commercial sector. Sport today is very much a commercial entity and we need to continue to attract investment into triathlon as we build towards Rio 2016 and establish the groundbreaking grassroots programmes that make triathlon a sport for all.

To achieve this, my belief is to support a culture of innovation and creativity within triathlon, embracing new event formats like the mixed relay that we saw in Glasgow and Hamburg. For me, the future of the sport is in good hands with a great team and strong Board representation at both British and Home Nation level. There is plenty of work to be done as the sport evolves, but what an inspiring and exciting position to be in – I can’t wait to get next season underway!