



INSPIRING GREAT EXPERIENCES

**Triathlon Scotland
Strategy 2023-2027**



**TRIATHLON
SCOTLAND**



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Welcome to our strategy for 2023 to 2027.

When we published our 2019-2023 Strategic Plan we could not have foreseen what lay ahead, with the Covid-19 pandemic dominating much of that strategic cycle. Despite the challenges of a changed landscape, we are proud of the many successes we achieved.

It is an exciting time for our sport, and we look forward to bringing the entire community with us on our journey over the next four years. 'Inspiring Great Experiences' is focused on the delivery of strategic objectives in three inter-dependent pillars of Performance, Participation and Events, built on the strong foundation of Effective Governance. We will continue to develop relationships with our stakeholders and partners, including British Triathlon and **sportscotland**, in line with the values of Triathlon Scotland with an overall aim to have more people participate in swim, bike and run.

Our vision to 'inspire great experiences through swim, bike and run' is as relevant today as it was four years ago when it was introduced. Underpinning the vision are our values; we love people; we are ambitious; we are inclusive; and we do what's right. Triathlon Scotland has adapted the strategy for the next four years by building on our successes and addressing the challenges we are facing; always focusing on our vision.

Key to our success and to achieve our goals, we will continue to engage with clubs, event organisers, schools, local authorities, partners and stakeholders, enabling everyone to participate in a friendly, inclusive and welcoming environment.

Triathlon Scotland has had a longstanding success record on the highest of stages and we will continue to have strong alignment with the British Triathlon World Class Programme and the other Home Nation pathways.

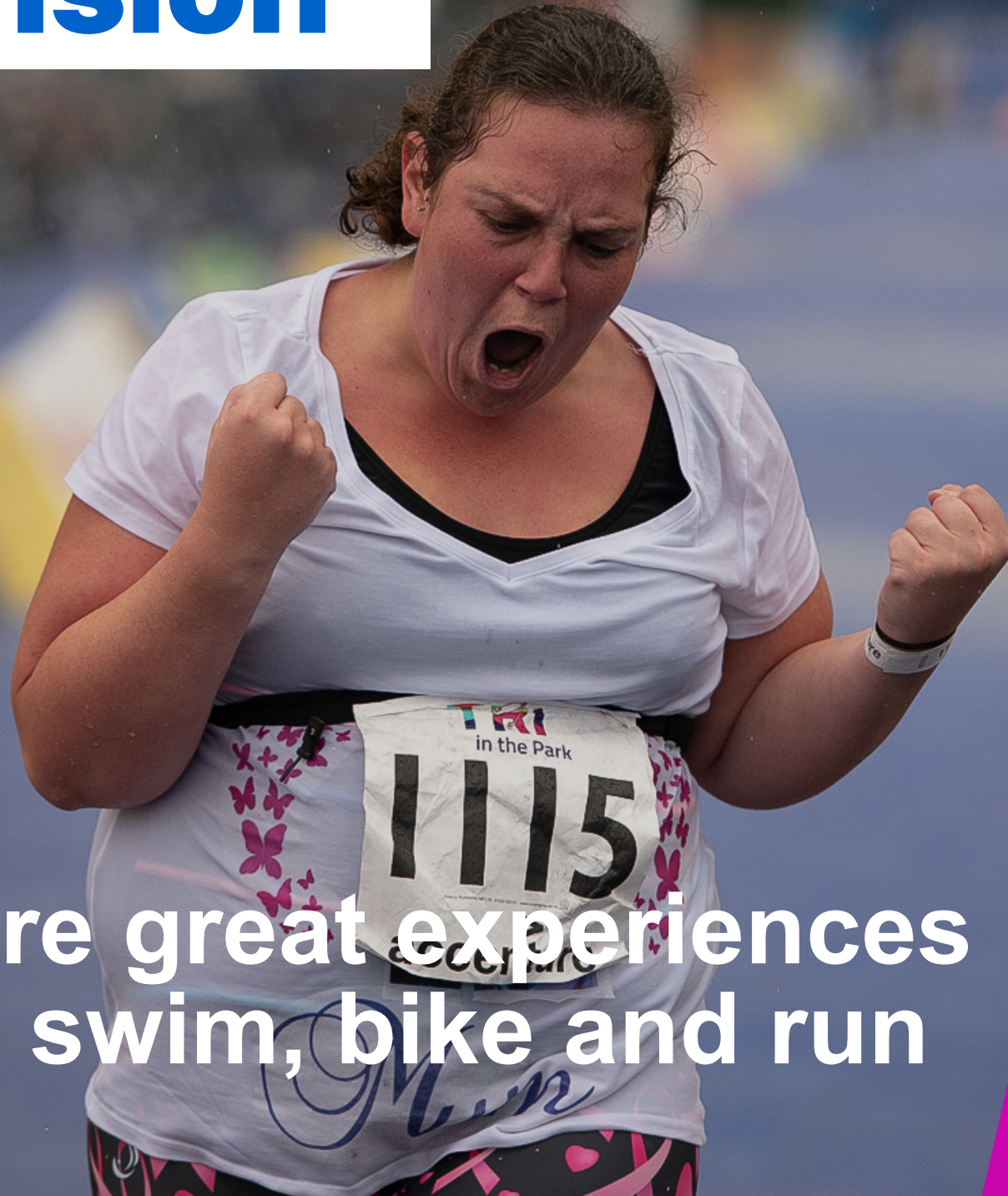
We look forward to continuing to inspire great experiences through swim, bike and run!



Gavin Calder
Triathlon Scotland Chair



Our Vision



To inspire great experiences
through swim, bike and run



Our Mission



To inspire people to stay active, healthy, and achieve their goals through taking part in our sport

Our Values



**We love
people**



**We are
ambitious**



**We are
inclusive**



**We do
what's right**

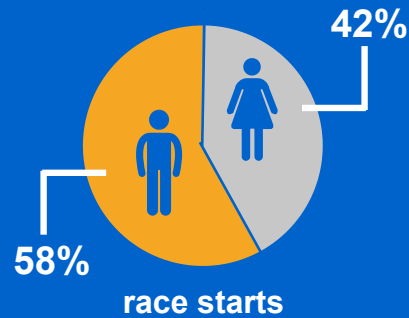


Antonine
Trail Race

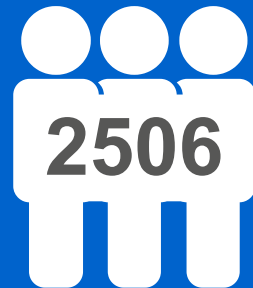
**VISUALLY
IMPAIRED**

Ayr 3 Castles
Duathlon
027
www.eventfull.biz
Timing | Equipment | Entries

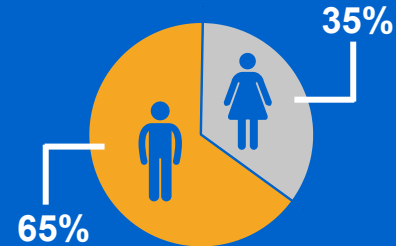
Since 2019...



Where we are now



Triathlon Scotland members



Triathlon Scotland members



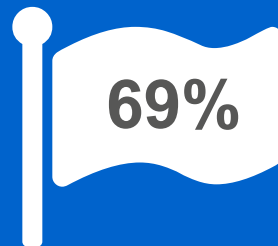
club members



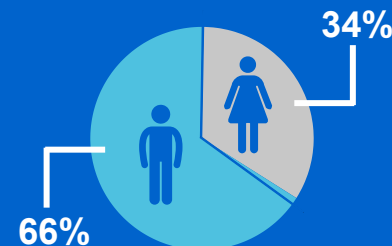
affiliated clubs



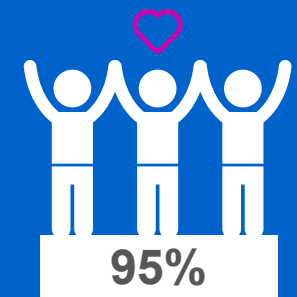
active coaches



of events attended by a Technical Official



coaches



of Lochore Super Series participants rated their experience good or excellent



Our priorities

Members

Putting members at the forefront
of everything we do

Performance

Developing people and delivering
excellence to inspire growth

Participation

Developing strong club and community links to
encourage people to stay active and healthy

Events

Removing barriers to make events local
and more accessible for everyone

Effective Governance

Operating to the highest standards of governance to
maintain a robust and sustainable organisation

Effective Governance

Effective governance is the building block of our organisation and will underpin everything that we do. We aim to lead by example, ensuring the long-term stability of the sport by maximising our investment. With the right staff and board resource we will implement policies and procedures including an Equality, Diversity and Inclusion strategy allowing for the organisation to deliver our mission and support our members.

We will create a sustainability plan ensuring a reduction in environmental impact across all areas of the organisation, including working towards more sustainable events and activities. The wellbeing of our participants is of the utmost importance, and we will ensure our clubs and coaches have the highest industry standard in safeguarding.

OUR FOCUS



Ensure *Equality, Diversity and Inclusion* is considered in every decision we make



Ensure the organisation meets the highest industry standard in *Wellbeing and Protection*



Ensure all *products, programmes and policies* are quality assured and regularly reviewed



Enhance the *visibility* of our Triathlon Scotland brand



Ensure our clubs and coaches have met all relevant standards to *deliver coached sessions safely*



Reduce the *environmental impact* in everything that we do



Performance

We will strive to ensure that our Performance Pathway inspires great experiences through swim, bike and run. We will continue to have a strong alignment with the British Triathlon World Class Programme and the other Home Nations Pathways, ensuring full transparency and equal opportunities at all stages of the athlete journey. We will grow and develop our talent pool allowing for strong, long-term representation of home-grown talent.

We will support athletes at all stages of the pathway to attain their goals, enjoy their experience and be retained in the sport.

OUR FOCUS



Deliver the [National Triathlon Centre](#) in partnership with the University of Stirling and British Triathlon with a positive and inclusive culture



Deliver a [visible, sustainable and inclusive](#) talent pathway for Triathlon and Paratriathlon, underpinned by a 'What it takes to Develop' model



Ensure Scottish athletes continue to be represented on the [British Triathlon World Class Programme](#)



Provide inclusive, fun and enjoyable experiences with the aim of enhancing [life skills](#) and [wellbeing](#)



Ensure Scottish athletes deliver medals at [Olympic](#), [Paralympic](#) and [Commonwealth Games](#)



Increase the [talent pool](#) in Scotland to ensure all talented athletes are supported



Deliver a visible, sustainable and inclusive [coaching pathway](#)



Participation

Through working in partnership with our club network, communities, the coaching and volunteer workforce and through supporting event organisers we can develop a friendly, inclusive and welcoming environment in line with our values. Our overall aim is to have more people participating in swim, bike and run.

We will increase the number of opportunities for people of all ages and abilities to participate in our sport by ensuring we continue to develop our current relationships, programmes and toolkits that inspire people and enable great experiences.

OUR FOCUS



Work with partners to develop participation, across **diverse groups**, in particular women and girls



Promote **swim, bike, run** highlighting the wider physical and mental health benefits and encouraging lifelong participation



Support and nurture our existing **club network** enabling growth and long-term success



Inspire, **empower** and support clubs through education and engagement



Enhance **relationships** with Local Authority and school partners



Implement a new **Education** and Learning framework



Events

Participating in events remains a fundamental element of the sport. Triathlon Scotland will work in partnership with event organisers and clubs to ensure we provide access to all forms of swim, bike, run events whilst also delivering Triathlon Scotland National Championship races.

We will increase the number of local and accessible swim, bike, run events engaging new and supporting existing stakeholders and partners. We will continue to engage with participants and non-participants to help understand and remove barriers to participation.

OUR FOCUS



Support the delivery of a comprehensive [calendar](#) of swim, bike, run events



Deliver Triathlon Scotland National [Championship](#) events and the National Triathlon [Series](#) in partnership with key stakeholders



Support clubs to deliver local [low-cost](#), impactful, financially sustainable and well-organised events



[Educate](#) and support event organisers to host accessible and inclusive events that are open to everyone



Develop a [major events strategy](#), including partnership development and facility requirements, which will support performance objectives and enhance the provision of local participation events



Members

Triathlon Scotland believes that if we support people to stay active, healthy and achieve their goals through swim, bike and run then they will be attracted to our membership offering. We have a strong aspiration to engage with people that are already participating in clubs and through events that are not currently members. We will raise awareness and visibility of Triathlon Scotland as the National Governing Body for the sport in Scotland and highlight the benefits of being part of the Triathlon Scotland community.

OUR FOCUS



Raise awareness and **visibility** of Triathlon Scotland as the National Governing Body for the sport in Scotland



Retain a membership **renewal rate** of more than 80% each year



Listen to our members ensuring their **voices** are heard and are valued



Review and develop appropriate and attractive **membership package** options



Engage with existing club members and encourage them to become Triathlon Scotland members





Diversity and Inclusion

Triathlon Scotland is fully committed to ensuring that the principles of equality, diversity and inclusion underpins every area of our work and the delivery of swim, bike, run across Scotland. We aim to continue to develop and maintain a positive and supportive working environment within the organisation and across the Scottish triathlon community.

Triathlon Scotland is committed to a policy of equality for all and we aim to have a diverse workforce. We do not discriminate on the grounds of gender, gender identity, race, disability, sexual orientation, religion or belief, age, marriage and civil partnerships, or pregnancy or maternity.





TOKYO 2020