

# EQUALITY, DIVERSITY AND INCLUSION STRATEGY

2022 - 2024



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# INTRODUCTION

British Triathlon is the national governing body for triathlon, duathlon and associated multisport in Great Britain. It is a federation of the three Home Nation membership associations (Triathlon England, Triathlon Scotland and Welsh Triathlon).

It represents Great Britain at international federation level, World Triathlon (WT) and Europe Triathlon (ET). British Triathlon also selects athletes to represent the national team, at races such as the world Triathlon Championship and Para series and the Olympic and Paralympic Games.

British Triathlon has made a commitment to ensure triathlon is accessible and attractive to the widest audience. This is shown through our behaviours and actions as well as accountability as a federation. We believe in the principle of equity of opportunity and our aim is to ensure that all present and potential participants, members, coaches, competitors, officials, volunteers, spectators and employees should be able to access and enjoy triathlon.

Everyone regardless of their identity, background or circumstances need to be able to access and enjoy triathlon in an environment and culture which is free from discrimination, harassment and prejudice. We want to make our sport truly representative of all sections of society, and where everyone is treated fairly and are able to fulfil their potential within the sport.

This British Triathlon Equality, Diversity, and Inclusion Strategy: 2022 – 2024 is the product of the British Triathlon Equality and Diversity Committee combined with input from colleagues across the federation.

The strategy and the goals we have set ourselves will underpin our organisation's approach towards embedding fairness through, equality, diversity and inclusion, ensuring it is embedded in everything that we do as this is crucial in supporting our culture as sport.

# WELCOME

At British Triathlon, we are strong believers in equality, diversity and inclusion for all of our people, we believe it is crucial in everything we do.

I am delighted this strategy brings together our Home Nations, in doing so we align our ambitions and our duty of promoting fairness and inclusivity. Together, we commit to a culture where everyone feels a sense of belonging to our sport.

Bringing this strategy to life will require a commitment from everyone to take responsibility in embracing the principles of equality, diversity and inclusion and applying them in our daily activities as a community. I am confident that we can make real and meaningful change, so that all of us within our diverse society and sport feel equally able to achieve our very best.

I am looking forward to being part of this journey over the next few years and seeing our strategy come to life. I would like to thank all those who have been part of the strategy development and those who continue to ensure this great sport can be accessed by all.



**BILL JAMES**

British Triathlon Chair



**VISION**

**Great experiences  
through swim, bike, run.**





# VALUES

**Equality, Diversity and Inclusion are integral to our organisational values:**

**We are people centred;**

**We are ambitious;**

**We are inclusive and;**

**We do what is right.**



# LEGAL FRAMEWORK

We want to achieve more than being compliant with the legal framework requirements of the Equality Act 2010 and deliver a strategy that is aimed at going beyond compliance. We want to become an exemplar of Equality Diversity and Inclusion in the Sporting sector.



# DATA NOW (2022)

In order to move forwards and demonstrate the impact of this strategy we must first understand and recognise our current position. This table provides current data on diversity (gender, disability, ethnicity, sexual and orientation) within triathlon.

	<b>GENDER</b>	<b>DISABILITY</b>	<b>ETHNICITY</b>	<b>SEXUAL ORIENTATION</b>
	National demographic 51%*	National demographic 18%*	National demographic 14%*	National demographic 3.6%*
<b>British Triathlon Board</b>	27% Female	9% Disabled or long health condition	9% Ethnic diverse background	0% LGBT+
<b>Staff</b>	50% Female	3% Disabled or long health condition	6% Ethnic diverse background	10% LGBT+
<b>Members</b>	31.7 % Female	4.8% Disabled or long health condition	2.3% Ethnic diverse background	4.1% LGBT+
<b>GO TRI Participants</b>	57% Female	6.9% Disabled or long health condition	3.9% Ethnic diverse background	6.4% LGBT+
<b>Coaches</b>	31.9% Female	3.9% Disabled or long health condition	2.3% Ethnic diverse background	2.7% LGBT+
<b>Officials</b>	29% Female	6.4% Disabled or long health condition	1% Ethnic diverse background	4.5% LGBT+

Data sources:

- **Triathlon England and British Triathlon Boards**  
Board survey undertaken Autumn 2019.
- **Membership**  
Data accurate as of August 2020. Data taken from membership database.
- **GO TRI**  
Data accurate as of August 2020. Data taken from GO TRI Community database, with some data only from those who have taken part in events or activities .
- **Coaches**  
Data accurate as of August 2020. Data taken from membership database.
- **Officials**  
Data accurate as of August 2020. Data taken from membership database.
- \*2011 census and ONS 2018 data.



# DATA HIGHLIGHTS AND OTHER KEY ACHIEVEMENTS TO DATE.



**50% of our staff workforce is Female.**



**GO TRI Female participation at 57%.**



**31% of qualified coaches are female.**



**29% of qualified technical officials are female.**



**Disability Confident Committed Employer.**



**Youth Forum created in 2019.**



**All Home Nations have achieved the Equality Standard a Standard for sport at the Intermediate level.**



**First-ever British leg of the World Triathlon Para Series event taking place in the UK in 2021.**



**6.4% of GO TRI Participants are from the LGBT+ community which is above national average.**



**Diversity and Inclusion representative at Board level.**



**Dedicated section on British Triathlon website for experiences of LGBT+ Triathletes in the triathlon community.**



**Gender equal race distances and prize money / Triathlon has gender equal prize money for our elite athletes.**

# THE AMBITION

## Our strategy intends to;

**Enhance** and change the culture for equality, diversity and inclusion in all parts of our sport;

take steps to **address inequality** and ensure that all have an equitable opportunity of achieving their very best and;

**Empower** the triathlon community to increase their understanding of the issues around equality, diversity and inclusion and its importance for all of us to foster equitable and inclusive behaviours so diversity can thrive and be celebrated in and through our sport.



**Our strategy and its successful delivery rely on positive action and will require commitment from everyone to understand they have responsibility to embrace equality, diversity and inclusion.**

# EQUALITY, DIVERSITY, AND INCLUSION IN TRIATHLON

**Equality** is providing everybody with a fair opportunity specific to their needs to be able to participate and fulfil their potential in our sport.

**Diversity** surrounds us and it is about recognising any and all aspects of individuals as well as group differences whether these are visible or invisible and placing a positive value on diversity.

**Inclusion** is providing everyone with the opportunity to achieve and creating welcoming and respectful environments for all individuals where everyone feels valued, visible and know they belong in our sport.





# BRITISH TRIATHLON EQUALITY, DIVERSITY AND INCLUSION COMMITTEE

The British Triathlon Equality, Diversity and Inclusion Committee is responsible for the creation and ownership of this strategy to ensure British Triathlon and the Home Nations as unite in striving to achieve the conjugal goals.

The committee will remain focused on providing strategic direction. Successful delivery against that direction will be the responsibility of the Home Nations working at local level and collectively with the other Home Nations where appropriate so as to maintain local relevance whilst enjoying the benefits of joining hands on agreed initiatives.



# PRIORITIES

We have identified five clear priorities to improve equality, diversity and inclusion in Triathlon aligned to deliver our vision of **'Great experiences through swim bike run'**.

## GREAT EXPERIENCES THROUGH SWIM, BIKE, RUN



### PEOPLE

Enabling our communities to make our sport more inclusive and diverse.



### CULTURE

Nurturing an inclusive culture to enable and sustain a sense of belonging where diversity both seen, and unseen can thrive.



### COMMUNICATION

Delivering inclusive and diverse communications across all levels of triathlon.



### EDUCATION

Equipping ourselves and our communities to develop behaviours to foster equality, diversity and inclusion.



### GOVERNANCE

Ensuring governance processes and policies are equitable and effective to hold British Triathlon accountable for ensuring that it operates in way that is fair and fosters equality, diversity and inclusivity in all it does.

# OUR GOALS

To enable us to achieve our five priorities we have identified the following goals which will increase diversity and promote inclusion across our sport/improve equality, diversity and inclusion in triathlon in a way that delivers our vision of **'Great experiences through swim bike run'**.



## PEOPLE

- We will empower the whole triathlon community to foster ED&I behaviours.
- We will improve diversity within triathlon's workforce and wider community.
- We will deliver inclusive participation programmes to reach wider groups and new audiences.



## CULTURE

- We will ensure there is diversity and inclusion at all levels of triathlon by ensuring our policies and procedures are fair and free from bias.
- We will reduce barriers through consultative led interventions and improve our data collection and reporting.
- We will build a culture and reputation which embeds inclusion to inspire, attract, develop, and retain diverse talent.



## COMMUNICATION

- We will promote and celebrate diversity in triathlon through our imagery and language.
- We will use our communications to create an open mindset to different perspectives and opinions.
- We will ensure our marketing and communications embed diversity and inclusion to reach wider and more diverse audiences.



## EDUCATION

- We will develop programmes to drive positive culture change, and promote ED&I.
- We will work with expert partners to provide learning experiences to support people to foster ED&I behaviours.
- We will learn about the motivations and needs of all our communities within and external to triathlon to increase involvement in the sport.



## GOVERNANCE

- We will have a robust governance structure to hold us accountable for and to deliver our ED&I strategy.
- We will be stronger in our promotion of a zero tolerance stance to discrimination, bullying and intimidation in our sport.
- We will implement the sport code of governance and strive for excellence through industry standards.





# HOW WILL WE ACHIEVE OUR GOALS AND DELIVER OUR STRATEGY?

This strategy for equality, diversity and inclusion keeps our five themes at its heart. Achieving our goals will require commitment from everyone across our organisation and sport.

British Triathlon and the Home Nations will identify their annual objectives and actions aligned to our goals through their internal action plans.

Delivery of the British Triathlon and Home Nations action plans will be supported through internal equality, diversity and inclusion working groups. Each group will include representation from across each organisation through multiple teams to ensure collective responsibility for owning, approving, and achieving their action plan and supporting to achieve the goals within this strategy.



# ACTION PLANS

British Triathlon and each Home Nation's board will be responsible for checking and challenging the targets and ambitions set out in the Action Plan.



**ED&I Action Plan**



**ED&I Action Plan**



# EQUALITY, DIVERSITY, AND INCLUSION STRATEGY



**ED&I Action Plan**



**ED&I Action Plan**



# MEASURING SUCCESS

For our strategy to demonstrate meaningful relevance and connection, we'll measure improvement in inclusivity and fairness of our organisations, by tracking perceptions and experiences of all stakeholders (internal and external).

The British Triathlon Equality and Diversity Committee will be responsible for producing an annual report which will be available for anyone to view. The report will monitor our progress and impact, as well as continuing to ensure we are flexible in our working and accountable for the delivery of our strategy.

For each Home Nation, monitoring progress and success will be achieved through annual scorecards reporting to the respective Boards on a quarterly basis on the action plan and KPIs.





# MEASURING SUCCESS

In order to know if our strategy has been successful, we will use the following factors:

## Perceptions

People's perceptions internally, externally, and new to our sport have directly changed as a result of our strategy.

## Strategic Performance

Our strategic performance has improved as a result of the change in our behaviours.

## Meaning

Our strategy has meaning and connects with the people it delivers to.



**We will use both quantitative and qualitative measures which will report on satisfaction, engagement, and well-being, as well as seeing whether there has been an increase in diverse participation and a more representative workforce which better reflects society.**

# MEASURING SUCCESS

For our strategy to demonstrate meaningful relevance and connection, we'll measure improvement in inclusivity and fairness of our organisations, by producing an annual report.



# EQUALITY, DIVERSITY AND INCLUSION STRATEGY

2022 - 2024



BRITISH  
TRIATHLON



TRIATHLON  
ENGLAND



TRIATHLON  
SCOTLAND



WELSH  
TRIATHLON  
CYMRU

[britishtriathlon.org](https://britishtriathlon.org)