OUR PARTNERSHIPS

The Triathlon Trust are proud to work with inspiring organisations from across a variety of sectors who partner with us to achieve shared goals and also tangible benefits for their organisation.

EMPLOYEE ENGAGEMENT

Employees can assist with event delivery, providing first-hand experience of the organisation’s CSR credentials. This has been shown to improve employee engagement.

COMMUNITY ENGAGEMENT

Providing a positive opportunity for the communities where the organisation is based.

YOUNG LEADER DEVELOPMENT

Giving young people hands-on experience of event delivery.

REACHING THE HARD-TO-REACH

We provide all the equipment required to take part, enabling us to deliver in areas of deprivation where children would not normally get the opportunity to participate in such a professional event.

IMPROVING CHILDREN’S LIFESTYLES

Combining introduction to physical activity with education on healthy eating, increases the chances of positive lifestyle changes.

INCLUSIVE EVENTS

Through the use of alternatives (e.g. scooters and tandems for the bike leg), the events are fully inclusive for all abilities, enabling all children to tackle their personal challenge.

FAMILY ACTIVITIES

Providing opportunities for parents to participate alongside children promotes family lifestyle changes to occur.

EDUCATION

Linking physical activity to educational cross-curricular content.

IMPROVING OUTCOMES FOR YOUNG PEOPLE

Raising aspirations through opportunities such as volunteering and training.

British Triathlon and Go TRI

As the official charity of British Triathlon, our fun, friendly activities are perfect ways to encourage children, spectators and total beginners to get their first sample of multi-sport activity.

We use a variety of different activities including rowing, static bikes, running and speed jumps to deliver engaging challenges, but we always have the following criteria:

• You’ve got to be able to do it in the clothes you are wearing
• It invokes a sense of personal achievement
• It involves more than one activity (we are triathlon after all)
• It’s delivered with a big smile and is FUN!

These events have been delivered all across the country supporting events such as the World Championships in Trafalgar Square, ITU series in Hyde Park and Roundhay Park, the Mixed Relays in Nottingham, the Athletics World Champs and the Hockey World Cup in the Olympic Park and Rio Olympic Live Sites round the country.

Visit www.gotri.org to find out more or follow on social @yourgotri #gotri

Take a look over the next few pages at some of the companies, grant-making bodies and charities that partner with us to change lives through triathlon together.
In 2015 the Triathlon Trust secured grants from the Holywood Trust, the Robertson Trust and the Garfield Weston Foundation to undertake a three year programme in Dumfries and Galloway. Although D&G is one of the most scenic parts of the UK, both the health and life outcomes for young people in the region are recognised as being significantly below average.

A local co-ordinator delivers activities in schools, sets up after-school clubs and engages with the local community to train young people with sport leadership skills in both classroom and practical sessions.

An annual series of mini triathlon events held in four towns across the region provides an opportunity for local schoolchildren to take part in an inspirational, large scale, professionally delivered event.

In 2018, the Triathlon Trust secured funding to extend the programme for an additional two years, building on our in-school engagement whilst expanding our reach to engage with families through the creation of family friendly events and local clubs, working closely with Triathlon Scotland.
INDEPENDENT SCHOOLS

Independent schools often enjoy excellent facilities including swimming pools, sports halls and sports grounds.

A partnership with the Triathlon Trust helps independent schools to achieve their social responsibility aims including:

• Funding an event for local schools to share their facilities
• Hosting a local schools relay competition
• Choosing the Triathlon Trust as their Charity of the Year

UK SPACE AGENCY

In 2015, Major Tim Peake travelled to the International Space Station (ISS) where he lived for 6 months as part of the Principia mission. The UK Space Agency accompanies high-profile missions such as this with educational programmes and Tim Peake was keen to include an element on physical activity. While in space, Tim had to undertake two hours of physical activity daily to combat the adverse effects of living in a weightless environment. In conjunction with the creative charity, Venture Thinking, the Triathlon Trust launched the Space to Earth Challenge where children were challenged to collectively travel the 400km distance to the ISS using static bikes fitted with trip computers and a measured run lap. This inclusive format was very popular with schools and thousands of children have participated in it. In 2018, the programme was re-launched with the Space Agency’s Earth Observation team, this time challenging schools to travel 717km to where observation satellites orbit planet earth.

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CO-OP

The Triathlon Trust partnered with Central England Co-Operative to empower children to make healthier choices.

The Central England Co-op is proud to be a responsible retailer that looks to work with young children and their parents to highlight the benefits of living a healthy lifestyle. The partnership worked to get children thinking about eating healthily and being active, while having a lot of fun at the same time.

Schoolchildren take part in a mini-triathlon followed by a Healthy Choices workshop delivered by the Co-op. They receive a medal and a healthy goodie bag to celebrate their achievement, a Healthy Choices workbook to complete back at school and information about local beginner-friendly opportunities to take part in triathlon with their family.

“This is 100% more fun than being at school! And I learnt that potatoes don’t count as one of your 5 a day.”

Watch our video to see our partnership with the Co-op in action: bit.ly/TriTrustandtheCoop

KATIE’S LEGACY

Katie Henderson, an accomplished triathlete and record-breaking swimmer, tragically lost her life in 2015 in an accident on her way to Ironman 70.3 Staffordshire. Katie’s family and friends set up a fund in memory of Katie to give the next generation the opportunity to experience the sport she loved so much.

Katie won numerous Age-Group races, took part in the elite British Triathlon Super Series, won an ITU World Age Group medal and achieved 3rd in AG & 3rd Female overall at the Ironman 70.3 World Championships 2014. Katie had also been selected as a guide for visually-impaired triathletes training for the Paralympic Games and hoped to guide a British athlete at the Rio 2016 Paralympic Games.

The Triathlon Trust is proud to be entrusted with the delivery of a series of children’s triathlons in Reading and Bristol. Katie’s family, friends and supporters volunteer at the events to ensure every child is cheered and high-fived around the course as they become first-time triathletes.

By giving children of all abilities the opportunity to enjoy triathlon and inspire them to be more active, these events will provide a lasting legacy for Katie.

Over £27,000 has been raised, you can read more about Katie’s Legacy and support their fundraising at www.justgiving.com/fundraising/Katies-legacy
ZOGGS

In 2017, swimwear company, Zoggs asked if we could deliver a mini tri event, but with a stronger emphasis on swimming. Zoggs partner with leisure centres around the country, so wanted events to be delivered at venues they support. The format of the event combines a 20 minute swim challenge followed by a 20 minute bike-run challenge. These events are delivered indoors so are not dependent on the weather.

BROWNLEE FOUNDATION

The Brownlee Foundation is the charity set up by the Brownlee brothers, Alistair and Jonny, with the aim of giving children a positive experience in the sports which the brothers themselves continue to enjoy. A key focus of the Foundation is to enable 7-11 year old pupils to try something new and to have fun being active in sport, an aspiration that we share closely with them.

In 2014 the Triathlon Trust delivered the first Brownlee Foundation mini-tri at the John Charles Centre for Sport in Leeds, which has grown to an annual series of events across the country including Hull, York, Leeds, Bradford, Loughborough, Nuneaton, Derby and London.
One of the factors that makes all our events unique is that we ensure all the participants take part using professional standard equipment to remove barriers to participation. We are privileged to be able to provide bikes and helmets from Cuda Bikes thanks to their kind donation.

These bikes are used heavily at all our events, whether being ridden on turbo-trainers or round a bike circuit, and they will travel over 100,000 km in their lifetime with us, so it is essential that they are not only lightweight, fun and easy to ride, but also robust and reliable.

The vibrant colours of the Cuda Bikes provide a dazzling spectacle at our events that impresses both children and spectators.

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Accenture has partnered with the Triathlon Trust to deliver a series of children’s bike-run events at schools across the UK where children might not otherwise have the opportunity.

Each school is set a fun and engaging distance challenge with every child in the school contributing to the total distance travelled and working together towards a collective goal.

The Triathlon Trust provides all the equipment including the bikes, which are mounted on turbo-trainers to make them static, enabling children of all abilities to participate.

Teams of Accenture employees volunteer for a day, helping deliver a fun-filled event and showing children how enjoyable and achievable being active can be.

Watch our video to see our partnership with Accenture:

bit.ly/TriTrustandAccenture

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Cycles UK have been avid supporters of the Triathlon Trust since the charity’s launch in 2013 and have been crucial partners in our success.

Cycles UK have a network of shops in the South East of England that pride themselves on great customer service no matter if they are helping a child to get their first bike, or kitting out a professional athlete with an elite level machine.

To find out more about setting up an employees’ Cycle to Work scheme for your organisation please get in touch.

Cycles UK has supported the Triathlon Trust with:
- Storage facilities for our equipment and bikes
- Bike building and maintenance support
- Relationships with suppliers who have provided bikes, helmets and turbo trainers
- Setting up an employers cycle-to-work scheme for businesses with a donation made to the Triathlon Trust from each bike purchase

Sources
- Ofcom Children and Parents: Media Use and Attitudes Report 2017
- HM Government Childhood obesity: a plan for action Chapter 2
  www.gov.uk/government/consultations/handout-221-childhood-obesity-strategy
- Department for Digital, Culture, Media & Sport Sporting Future: A New Strategy for an Active Nation
  www.gov.uk/government/consultations/handout-221-childhood-obesity-strategy
- Department of Health and Social Care Start active, stay active
  www.gov.uk/government/consultations/handout-221-childhood-obesity-strategy

Photography
Zac Goodwin, Quirky Su, Tony Barr
Design work
Graham Jones
#ChangingLivesThroughTriathlon

Registered charity number in England & Wales 1138183
& in Scotland SC047901