



OxfordTri

2025

STRATEGY

OXFORD

TRIATHLON CLUB



Include



Empower



Together



BACKGROUND & CONTEXT

Oxford Triathlon Club was formed in 1988 after Mike Dunmore inspired a number of individuals to venture into the world of triathlon.

Over 34 years, the club has grown to a current membership of over two hundred athletes, supporting all athletic abilities across Oxford and the surrounding area. We are proud to have been a part of members journeys to competing on an international level, as well as helping those take part in a triathlon for the first time.

This new strategy seeks to build on past achievements of the club, ensuring that our future is equally successful in the years post COVID-19.

We hope that you will agree that this strategy has been created and designed with the best interests of the present and prospective members at its core, and we look forward to seeing the positive impact his will have on the club for years to come.

Oxford Tri Values

As a committee we have identified three core values which we felt reflected the clubs background and desire to grow. These values are:



Include



Empower



Together

These three core values help drive the objectives for the 2025 Strategy and underpin the club's wider purpose of ensuring that we support all members in achieving their sporting aspirations as part of the Oxford Tri family.



We strive to **Include**

- Seeking to welcome and include all individuals within our club community.
- Aspiring to reduce barriers to participation in triathlon and multi-sport events.
- Promoting equality, diversity and inclusion in our own club and the wider sport of triathlon.
- Being transparent about the leadership and management of Oxford Tri.



We strive to **Empower**

- Providing a mixture of coached and non-coached sessions which support our community in improving their physical and mental health.
- Supporting the personal development of individuals seeking to progress into coaching or additional roles within Oxford Tri.
- Listening to our membership community as we seek to continuously develop and improve the positive impact of Oxford Tri.





Include



Empower



Together



We do it **Together**

- As a community we actively support, encourage and care for our fellow club members.
- Actively partnering with other sports clubs and organisations within Oxford, with the aim of improving the sporting experience for all.
- Seeking to support our wider Oxford community through club-based initiatives.
- Celebrating all forms of achievements with our club family.



Opportunity

Coaching

Community

Sustainability

STRATEGIC PRIORITIES

To promote the club values and provide a framework for achieving our aspirations as a club, four strategic priorities have been identified; these will underpin our 2025 Strategy:

- Opportunity
- Coaching
- Community
- Sustainability





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Opportunity

As a Triathlon Club one of our primary aims is to provide individuals with the opportunity participate in and achieve their sporting goals. We believe in giving people the greatest opportunity to experience the sport of triathlon with countless members being testimony to the positive impact it can have on your life. As such our opportunity priorities compromise:



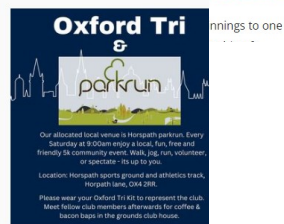
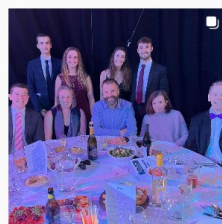
Awareness

- Improve the marketing and communication of the club through a number of avenues, highlighting the amazing things that we offer and are involved in to potential and current members.
- Develop the club website with the aim of keeping it updated and accurate for all users.



Welcome

Oxford Tri is a friendly triathlon club based in the city of Oxford, which aims to support adult triathletes of all levels and aspirations to achieve their personal goals.





Sessions

- Improve the locality of sessions offered through the club.
- Increase the number of member lead/social sessions.
- Improve the provision of group riding as facilitated by the club.

Events

- Organise and facilitate an annual multisport event in the Oxford area.
- Organise and facilitate a Swim Bike Run Event with the aim of it becoming an annual event.
- Organise and facilitate an Oxford Tri training day/camp locally.



Coaching

As a triathlon club, coaching is vital in supporting the success of our members. From those competing at an international level to our members aiming to compete in their first ever multi-sport event, coaching plays a significant role helping them to improve their skills and achieving their goals. As such our coaching priorities include:



Provision

- Improving the diversity of coaches, specifically focusing on and Increased representation of female coaches within the club.
- Increasing the number of qualified coaches with BTF qualifications.
- Seeking to introduce Community Activators within the club.
- Improving the coaches to athletes ratios at our larger sessions.



Development



- Publishing a coaching development plan which outlines a clear progression into coaching for members.
- Organising semi-regularly meetings for the Ox Tri coaching community focusing on CPD.
- Financially supporting those seeking to coach within the club and those coaches seeking to gain additional relevant qualifications.

Focus

- Developing a club training plan which can be used by coaches as a guide to plan their own sessions.



Community

At Oxford Tri we like to think of ourselves as one big family that likes to participate in all or some of the triathlon disciplines of swim, bike, run. As a result community is incredibly important to us. Be this our Oxford Tri community where many lasting friendships have been made, or as part of the wider Oxford community where we have the opportunity to make a positive impact on those around us.

Oxford Tri Family

- Seeking to improve the sense of community within the club.
- Increasing the number of social gatherings organised by the club.
- Striving to ensure we protect the welfare of those within our Oxford Tri community.





Oxford where we Tri

- Giving back to the local Oxford community.
- Seeking to partner with local businesses whose values and ambitions compliment that of Oxford Tri.
- Seeking to partner with local sports clubs and venues whose values and ambitions compliment that of Oxford Tri.



Sustainability

Essential to the continued long-term success of the club is a commitment to operate in a sustainable way which safeguards the future of Oxford Triathlon Club. It is vital that we balance our desire to grow and develop as a club with any potential resource limitations such as finances, coaching provision, or any other resource that may be required to ensure the continued success of the club.

Financial/Governance

- Exploring additional ways of increasing revenue for the club.
- Creating and sharing club values and strategy.
- Actively recruiting more members into voluntary roles within the club.
- Ensuring Oxford Tri's long-term future through annual forecasting, ensuring that club reserves are maintained at a minimum of six months operating requirements.
- Establishing measures of success (KPIs) to monitor the performance of strategic priorities along with future plans.

Environmental

- Explore the environmental impact of the club and possible future steps to make the club more environmentally sustainable.



What happens in 2025?

The idea behind the club strategic plan is that it will help the club to focus on specific areas where it currently feels there is an opportunity to develop for the better. It also helps to give the club a foundation with regards to a focus on striving to improve specific areas of the club in order to improve our members experience.

In 2025 the club will review its progress through a membership survey. This will help us better understand the success of the 2025 strategic plan whilst also helping to guide what may be included in a future strategic plan, along with the future club vision and values.





OxfordTri

Thanks for taking the time to read our 2025 Strategy. I hope you are as excited about the future of Oxford Tri as we are. If you have any feedback or any questions regarding the club please don't hesitate to get in contact with us via our website or through our social media platforms.

Thanks

Craig

Craig Bathgate, Oxford Tri Chair 2023