



WOMEN
INTRIUK



ANNUAL REPORT 2025



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FOREWORD FROM THE CHAIR




2025: what a year.

Sitting down to reflect and put this report together makes it almost unbelievable what has been achieved. I came across the *forming, storming, norming, performing* framework,

which I had never heard of before. Developed by psychologist Bruce Tuckman, the model describes the natural stages teams and organisations move through as they grow.

In simple terms, *forming* is the early stage where a group comes together around a shared idea or purpose. *Storming* is the difficult but necessary phase where pressure, challenge, and growing pains emerge as ambition increases. *Norming* follows, as roles, structures, and ways of working become clearer and more stable. Finally, *performing* is the stage where an organisation can operate with confidence, clarity, and impact, delivering consistently while staying true to its values.

The more I reflected on it, the more clearly I could see how perfectly it describes where we have been, and where we are now.

THE START OF THE YEAR PLACED US FIRMLY IN THE STORMING PHASE

We faced significant challenges and pressure, rapid growth, and expanding ambition. At times, the road to our goals was not always clear. But throughout it all, a deep sense of purpose and clarity of direction remained. Even when the path was uncertain, we knew where we needed to get to.

As I sit here now to write this foreword, I am proud to say that we are firmly entering a **norming and performing** phase. We have come to the end of the year with clear governance, strong leadership, highly successful programmes, and a defined strategy for the future. Our mission remains unchanged, but we now have the foundations, systems, and capacity to perform at our best, and beyond.

Our rapid growth is not accidental. It reflects a very real need for something like Women in Tri UK to exist.

In 2025 alone, we supported more than 100 women to complete their first triathlon, delivered mentoring to over 80 women, grew our community to nearly 700 members nationwide, expanded women-only coaching and skills sessions, and reached thousands more through advocacy, media, and industry work. Behind every number is a woman who felt more confident, more capable, and more welcome in sport.

I want to thank every volunteer, past and present, for dedicating their valuable time, energy, and care to our mission. Our donors, new and longstanding, for supporting us not only financially but in countless non-financial ways. Our trustees, partners, and collaborators for their trust, challenge, and belief in what we are building. And most importantly, every woman in our community and beyond, because without you, there would be no Women in Tri UK.

As we look ahead to 2026, our focus is clear. We will reinforce what we do, strengthen it, and do it better. With confidence in our foundations, clarity in our purpose, and belief in the power of community, we move forward ready to perform.

Bianca Fernandez-Clark
Chair and Co-Founder, Women in Tri UK

Thank you from the Vice-Chair



We have been overwhelmed by our achievements in the past year, none of which would have been possible without the support of our regular donors, volunteers, sponsors and community members who have joined us in striving for gender parity in swim, bike, run and triathlons and entrusted us with their donations, support, time and talents throughout 2025 to further this aim.

Rute Robalo
Vice-Chair, Women in Tri UK



EXECUTIVE SUMMARY

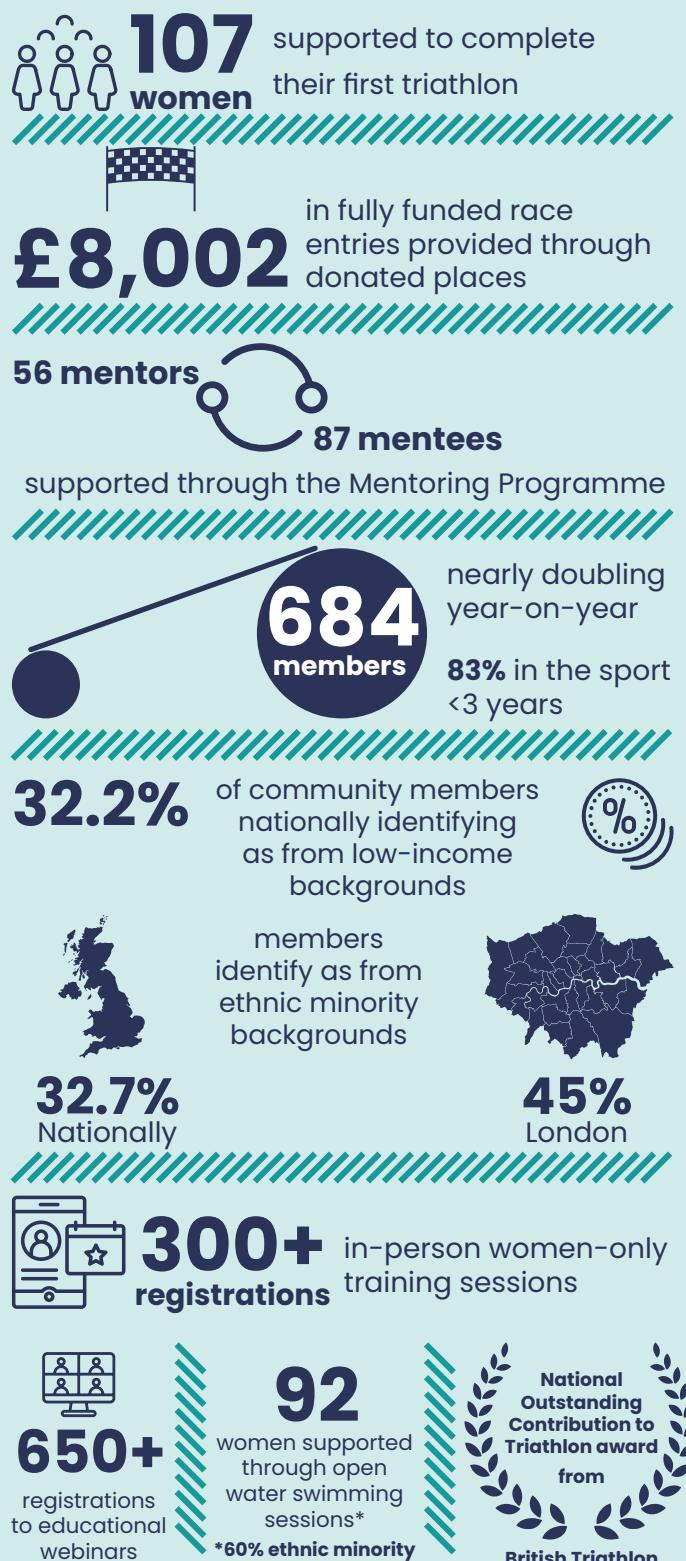
Overview of achievements

During the year, Women in Tri UK significantly expanded its reach and delivery as a national charity. We supported more women than ever before to complete their first triathlon, strengthened mentoring and coaching pathways, grew a nationally connected community, and increased our influence within the sport through evidence-based advocacy and industry engagement.

Alongside programme growth, the organisation matured. Governance structures were strengthened, leadership capacity increased, and the charity formally transitioned from Fund Her Tri UK to Women in Tri UK, reflecting the full breadth of our work and ambition. Both names are now registered as trademarks, reinforcing our long-term commitment to protecting the charity's identity and values.

At every level, the focus remained the same: removing barriers, increasing confidence, and ensuring women feel welcome, supported, and represented in sport.

Key numbers at a glance



Strategic priorities for 2026

Looking ahead, Women in Tri UK's priorities are focused on deepening impact while ensuring long-term sustainability:



Scaling the First Triathlon Programme to support up to **200 women**



Expanding coached and community-led sessions beyond London



Training **30 Swim, Bike, Run Leaders** to support regional delivery



Strengthening advocacy to influence policy, equity, and access in the sport



Continuing to diversify income and build unrestricted funding



WHO WE ARE



Our vision, mission, and values

Our vision

Women in Tri UK (registered charity 1203093) envisions a world where swim, bike, run, and triathlon are accessible, inclusive, and empowering for all women, regardless of background, ability, or circumstances. We strive to break down barriers to participation by creating safe and supportive environments where women feel confident to swim, bike, and run as part of a welcoming community.



Our mission

Our mission is to remove the financial, cultural, and confidence barriers that prevent women from accessing endurance sport, through inclusive programmes, community support, advocacy, and partnership working.

We:

- **Empower** women to complete their first triathlon through financial and community support
- **Mentor** beginner triathletes through connection with experienced athletes
- **Support** women in our community through safe and inclusive spaces
- **Educate** through learning, coaching, and skills development
- **Advocate** for gender equality and positive systemic change in sport
- **Remove** barriers through a wide range of practical and structural support

Our values guide everything we do:

- Inclusion and equity
- Community-led delivery
- Evidence-informed advocacy
- Respect, safety, and belonging
- Sustainability and long-term impact



Governance and structure

Women in Tri UK is a registered charity governed by a Board of Trustees responsible for strategic oversight, financial stewardship, and regulatory compliance.

The Board works at arm's length from day-to-day delivery, providing independent oversight while supporting the leadership team to operate effectively and sustainably. During the year, governance arrangements were further strengthened in response to organisational growth, ensuring clarity between trustee responsibilities and operational management.

The charity operates with a lean structure. Delivery remains largely volunteer-led, supported by a small number of freelance roles. This approach allows the charity to maximise resources directed toward charitable programmes while maintaining strong governance and accountability.

Risk management and governance statement

The Board of Trustees regularly reviews organisational risks, including financial sustainability, safeguarding, data protection, reputational risk, volunteer capacity, and delivery risk.

Key risk mitigation measures include:

- Clear policies and procedures across safeguarding, data protection, equality, and health and safety
- Financial oversight through regular reporting
- Phased growth aligned with funding and organisational capacity

The Board is confident that appropriate systems and controls are in place to manage risk effectively while enabling the charity to continue delivering meaningful impact.





Our teams

Women in Tri UK is powered by a dedicated working group and supported by community leaders, coaches, mentors, and trustees who collectively bring lived experience, professional expertise, and deep commitment to the charity's mission.

During the year, the organisation strengthened its governance capacity through the recruitment of two additional trustees, following changes to the Board.



CHARITABLE PROGRAMMES



First triathlon programme

The First Triathlon Programme is Women in Tri UK's longest-running programme and the initiative from which the charity was originally founded, first operating as Fund Her Tri UK. It was created in direct response to the financial and confidence barriers that prevent many women from taking part in triathlon, particularly at entry level.

What began as a small sponsorship scheme has grown into a flagship programme that continues to define our purpose: ensuring women feel able, supported, and welcome to take part in their first triathlon.

What we delivered this year

This year, the First Triathlon Programme supported **107 women** to complete their first triathlon, representing a **132% increase** compared to the previous year. This is the highest number of first-time triathletes supported by Women in Tri UK to date.

The vast majority of places supported through the programme this year were **fully funded race entries**, made possible through donated entries from event partners. The total value of race entries funded through the programme this year was **£8,002**.

- Women supported through the programme benefited from:
- A free race entry (for races up to Olympic distance)
- Access to the Women in Tri UK community and peer support
- The opportunity to join our mentoring programme and access training resources and beginner-friendly sessions
- Practical guidance around preparation, kit, and race-day confidence



Races and participation

Participation data continues to highlight the importance of accessible, well-supported events for first-time triathletes. The **London T100 Triathlon** was the most popular race this year, accounting for nearly half of all First Triathlon Programme entries, followed by **Blenheim Palace Triathlon** and **Dorney Lake**.

Distance choice has remained stable year-on-year, demonstrating that women are selecting entry points that feel achievable while still offering challenge and progression. Sprint distance accounted for just over half of all races, while super sprint and Olympic distance events continued to attract strong participation. A small number of women chose longer formats for their first triathlon.

This consistency reinforces the programme's role as a confidence-building gateway into triathlon, rather than a one-off intervention.

Impact beyond the finish line

While the programme focuses on enabling women to reach a start and finish line, its impact extends far beyond race day. For many participants, completing a first triathlon represents a shift in confidence, self-belief, and how they see themselves in sport.

One participant reflected:

“ Beyond the obvious physical health benefits, my true motivation lies in the mental and emotional rewards. I want to build a stronger sense of confidence and self-belief, and enjoy the mental clarity that comes from consistent training and being outdoors. **”**

Another shared what inspired her to begin:

“ What inspired me to take on a triathlon was witnessing other women push their limits, proving that despite any obstacle, they too can show up, compete, and thrive. **”**

The programme also attracts women at different life stages. One participant, aged 50 and navigating menopause, described triathlon as a new and empowering challenge:

“ I regularly take part in parkrun and enjoy cycling. I taught myself front crawl and live by the sea, so I've been testing that new skill. I'd love to give myself a new challenge and I love the variety of training across all three disciplines. **”**

These stories consistently highlight that the programme is not just about sport, but about confidence, agency, and belonging.

The First Triathlon Programme exists because of the generosity and commitment of event partners who donate race entries to remove financial barriers for first-time triathletes. We would like to thank all partners who supported the programme this year, with particular recognition to our Gold Event Partners: **ATW Events, RunThrough, Blenheim Palace Triathlon, and London T100**. Our partnership approach is explored further later in this report.





Looking ahead

We are grateful to the new event partners supporting the programme in **2026**, helping to expand access for first-time triathletes. At the time of writing, **26 women** are already signed up to complete their first triathlon in 2026 through the programme. Our ambition is to support **200 women in 2026**.

For next year, we will also introduce a **kit loan scheme**, enabling new triathletes to rent a triathlon suit for their event, further removing financial barriers and reducing the upfront cost of participation.

Mentorship programme

The Mentoring programme is one of Women in Tri UK's core programmes, fully volunteer-led, and a key pillar of our approach to supporting women beyond their first steps into triathlon. The programme exists to provide guidance, reassurance, and connection, pairing women who are new to triathlon with more experienced athletes who can offer practical insight and encouragement.

Mentoring plays a crucial role in helping women navigate the sport with confidence, particularly at moments where self-doubt, lack of representation, or fear of not belonging might otherwise lead to disengagement.

What we delivered this year

This year, **56 mentors and 87 mentees** took part in the Mentoring Programme, forming **55 mentoring groups**. The number of mentors increased from 43 in the previous year, reflecting growing confidence and leadership within the community.

While the number of mentees was slightly lower than the previous year, this reflects a change in delivery rather than reduced demand. In 2024, two programmes were delivered (in-season and off-season), whereas this year a single programme ran with rolling matching, allowing mentees to join at different points while maintaining programme quality and mentor capacity.

The majority of mentors brought prior experience to the role, with 91% having mentored before, while 84% of mentees were beginners, with zero to one year of triathlon experience. Mentors were more evenly spread across age groups, with the largest cohort aged 35–44, while mentees were predominantly aged 25–39.

Programme experience and impact

To better understand the impact of mentoring, a new **Mentorship Impact Form** was introduced this year. Feedback from both mentors and mentees was overwhelmingly positive and highlighted strong outcomes across confidence, connection, and wellbeing. These outcomes closely reflect findings from our wider 2025 impact survey, which identified confidence, connection, and belonging as the most significant benefits of engagement with Women in Tri UK.

Among mentees, around 90% rated their experience as positive, and 88% reported feeling more connected to other women in triathlon as a result of the programme. Average confidence levels rose significantly, from 2.53 to 4.59 out of 5, demonstrating a strong boost in self-belief and engagement. Over 80% of mentees expressed interest in taking part again in the future, either as a mentee or as a mentor.

Mentors also reported meaningful benefits. Average confidence in supporting others increased from 4.3 to 4.8 out of 5, and 92% described their experience as positive. Every mentor who responded said they would mentor again, and 100% reported feeling more connected to other women in triathlon, highlighting the reciprocal value of the programme.

One mentor reflected:

“Being a mentor was a great experience. Seeing my mentee grow, flourish, and achieve her goals was incredible. **”**



Learning and programme development

While feedback was strongly positive, it also highlighted areas for improvement. In particular, mentors and mentees noted the need for clearer timelines, expectations, and communication at the start of the programme. Some mentors also experienced pressure when mentees were unsure where to direct questions or seek reassurance.

These insights have directly informed changes to the programme for 2026. In response, we have introduced for 2026:

- Enhanced and new mentor and mentee training packs, providing clear guidance from the point of application
- A Mentee-Only WhatsApp group, offering an additional point of contact and reducing pressure on mentors
- Clearer onboarding and communication around programme structure and expectations

These changes are designed to strengthen the experience for both mentors and mentees, while maintaining appropriate boundaries and ensuring the programme remains sustainable and volunteer-led.

Community programme

The Women in Tri UK community sits at the heart of everything we do. While our programmes provide structured routes into triathlon, it is the community that sustains engagement, reduces isolation, and creates a lasting sense of belonging for women who may never have felt represented or welcomed in traditional sporting spaces.

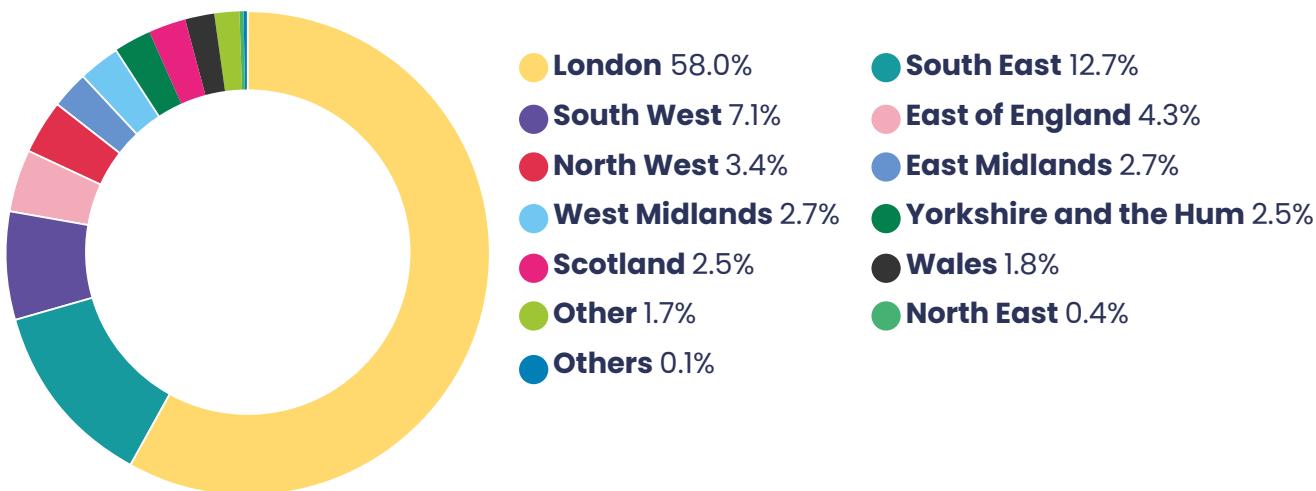
This year marked a period of exceptional growth for the community, alongside a continued focus on inclusion, accessibility, and intentional community building.



Community growth and national reach

At the end of the reporting period, the Women in Tri UK community had grown to **684 members**, representing a significant increase from **347 members at the end of 2024**. Nearly doubling the size of the community in a single year reflects growing demand for women-only, inclusive spaces within triathlon and endurance sport.

While London remains our largest hub, the community is increasingly national in reach. **58.4% of members are based in London**, with the remaining **41.6% spread across the rest of the UK**, including the South East, South West, East of England, North West, Midlands, Scotland, and Yorkshire and the Humber. This reflects Women in Tri UK's transition from a London-centric initiative to a nationally connected community.



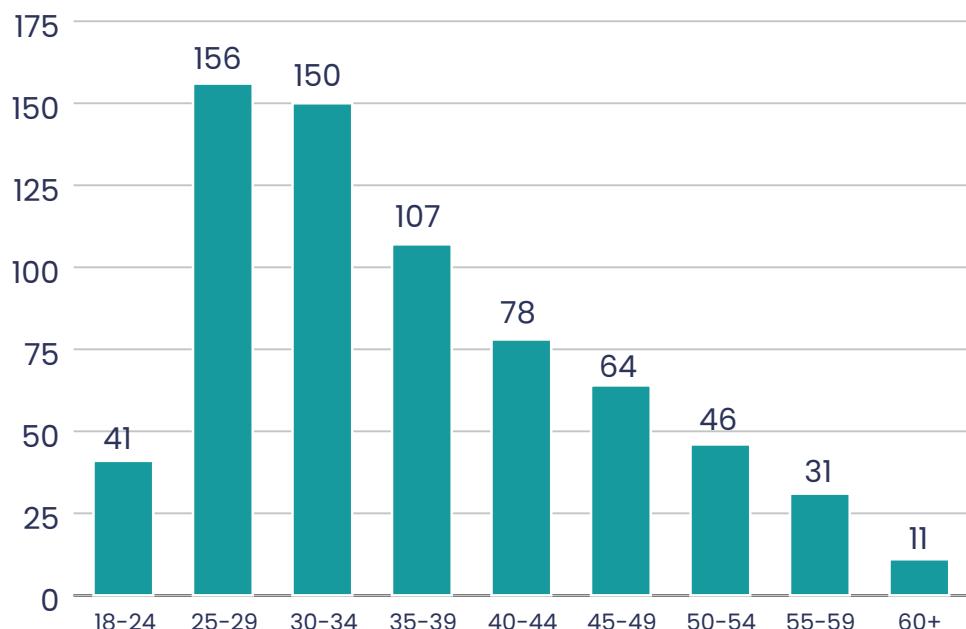
Who our community reaches

The demographic profile of the Women in Tri UK community strongly aligns with our charitable mission to reach women who are underrepresented in triathlon.

Data from community applications shows that **83% of community members have been involved in the sport for three years or less**, confirming that the community primarily supports women

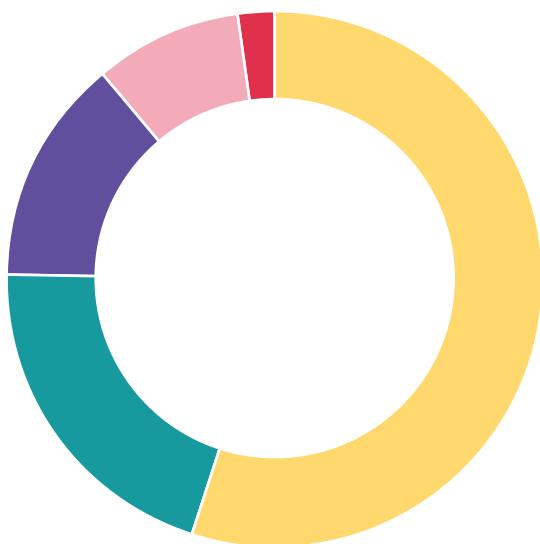
who are new or relatively new to triathlon and endurance sport.

Age distribution spans a wide range, with the largest groups aged **25–29 and 30–34**, alongside strong representation across older age groups. This reinforces that triathlon can be accessible and appealing at multiple life stages.

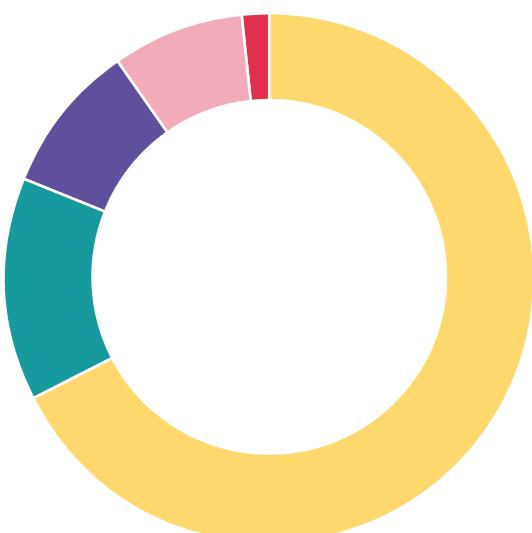


Ethnic diversity remains a key strength of the community, particularly in London. Among London-based members, **45.2% identify as being from ethnic minority backgrounds**, compared with **32.7% nationally**, a level of representation that remains significantly higher than typically seen in triathlon spaces.

London



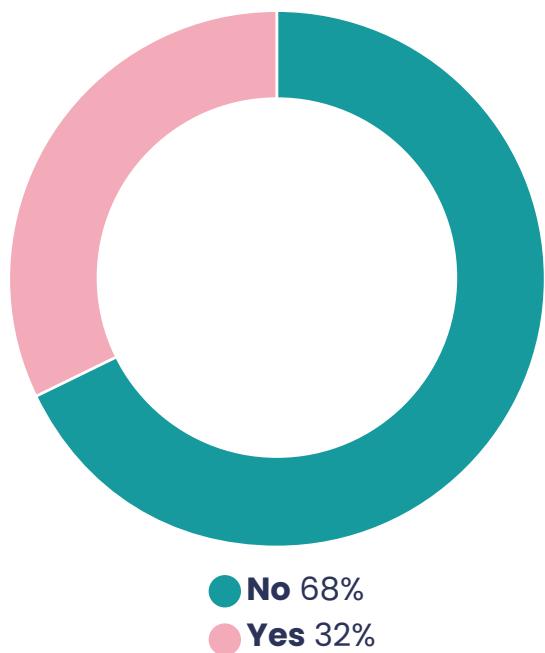
National



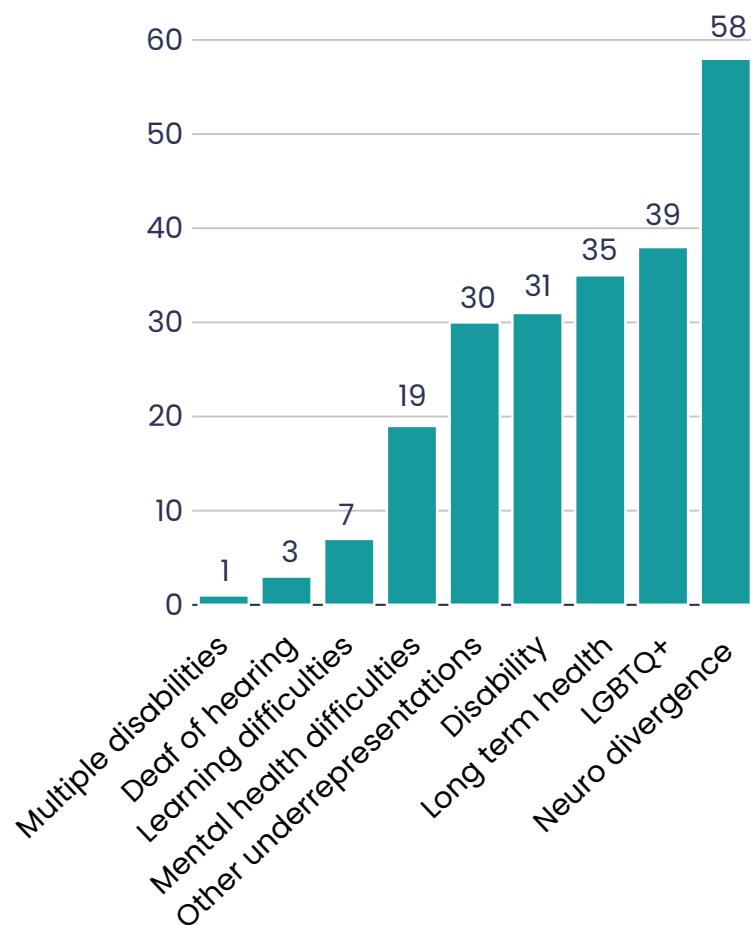
- **White / White British** 55.1%
- **Asian / Asian British** 20.2%
- **Black / African / Caribbean / Black British** 13.7%
- **Mixed / Multiple ethnic groups** 9.0%
- **Other** 2.0%

- **White / White British** 67.5%
- **Asian / Asian British** 13.7%
- **Black / African / Caribbean / Black British** 9.3%
- **Mixed / Multiple ethnic groups** 8.1%
- **Other** 1.4%

Socio-economic data further highlights the inclusive reach of the community. **32.2% of members nationally identify as coming from a low-income background**, rising to **35.5% among London-based members**, reinforcing the importance of affordability, peer support, and free or low-cost access points.



The community also includes women from other underrepresented groups, with **neurodivergent women and LGBTQ+ women** particularly well represented. This underlines the importance of creating spaces where women feel safe, understood, and able to participate authentically.



Community connection and peer support

Community connection is primarily facilitated through WhatsApp, which remains the preferred and most effective platform for our members. It enables accessible, real-time peer support in a way that works for women balancing training alongside work, caring responsibilities, and daily life. Our approach focuses on keeping community spaces welcoming, purposeful, and supportive, reinforcing that all questions are welcome while maintaining clarity and manageability as the community continues to grow.

For many women, the Women in Tri UK community is more than a place to ask practical questions about training or events. It is a space where confidence is rebuilt, isolation is reduced, and a sense of belonging is strengthened.

The power of our community, and the strength of peer support and sisterhood within it, are clearly reflected in the scale and breadth of participation across events throughout the year. Many women joined the community as complete beginners, uncertain of their abilities. By the end of the year, they described themselves as athletes, believing in their capacity to set goals and achieve them, with community members collectively achieving **thousands of finishes** across swim, bike, run, and triathlon events.

In 2025, more than 25 community members completed the London Marathon, over 20 women took on the Etape Caledonia cycling sportive, and more than 40 participated in the

Blenheim Palace Triathlon, where women represented 46% of all participants. More than 30 women completed the Cotswold Classic middle-distance triathlon, contributing to 32% female participation across the event. More than 100 women took part in the London T100 Triathlon, and over 30 completed Swim Serpentine.

Community engagement extended beyond race day. To close the year, 60 women took part in a virtual swim challenge, swimming 10km over the course of a month, many of whom had only learned to swim earlier in the year. During December, 96 women participated in a festive movement challenge, each logging 500 minutes of activity between Christmas Eve and New Year's Day. In addition, from January to December nearly 100 community members took part in a virtual swim, bike, run challenge, raising funds for Women in Tri UK alongside two partner charities.

These initiatives supported mental wellbeing during a busy and often stressful time, particularly for women, mothers, and carers, while reinforcing a shared sense of purpose and connection. Participants described feeling motivated to move in ways that worked for them, whether through walking, running, swimming, or cycling, and valued the inclusive nature of challenges that rewarded time spent moving rather than pace or performance.

One participant reflected, "I'm really happy I joined the festive challenge. It pushed me out of my comfort zone, but I had so much fun with it. Seeing everyone's movement, whether walking, running, or swimming, was incredibly motivating. It even brought out a competitive streak I didn't know I had."

Others highlighted the broader lifestyle and wellbeing impact. *"I've really enjoyed walking more and skipping the bus. I don't know what I'd do without Women in Tri UK. The inspiration, joy, and solidarity in the community have made me feel fitter and happier."* Another shared, *"The challenge helped me slow down and breathe, while staying active at the same time. The gentle walks and swims were incredibly calming."*

For many, the festive challenge helped counter the typical drop in activity at the end of the year. *"The 500 Minutes Festive Challenge was fun, inclusive, and perfectly timed. I'm usually inactive over the festive period, but the camaraderie, and a little competitiveness, encouraged me to move every day. I entered the New Year with more energy, new connections, and even saved money by walking instead of taking public transport."*

Together, these moments illustrate the collective impact of the community. Through movement, encouragement, and shared experience, women showed up for themselves and for each other, demonstrating the power of belonging as a catalyst for confidence, resilience, and long-term participation in sport.

Coaching and training resources

Women in Tri UK delivers women-only coaching and training resources designed to build confidence, skills, and enjoyment across swim, bike, and run. Our approach prioritises accessibility, progression, and supportive learning environments, particularly for women who are new to the sport or returning after time away. Our bike, run and webinars are free and our swimming sessions are heavily subsidised.

Across all coaching and education activity, feedback from our 2025 impact survey highlighted increased confidence, reduced anxiety, and a strong sense of belonging as the most significant outcomes. The survey also reinforced the need for **more accessible activity outside of London**, which has directly informed our plans for 2026.





Coaching and training delivery at a glance

Discipline / format	Sessions delivered	Total registrations / participants	Notes
Open water swimming	4 coached sessions + 1 webinar	92 participants (plus webinar attendees)	Beginner-friendly, women-only
Pool-based swim sessions	Multiple blocks across the year	158 registrations	Learn to Swim, Improvers, Fitness
Coached bike/run session with Q&A	1 session	25 participants	Combined bike-run skills
Bike mechanics workshops	2 sessions	24 participants	Practical, hands-on bike mechanic skills
Coached cycling	3 sessions	45 sign-ups	Skills-focused, not group rides
Confidence-building group rides	Weekly sessions	2-15 participants per session	Skills-focused, group riding skills
Track running sessions	6 sessions	More than 120 sign-ups	All abilities, technique-led
Community-led running sessions	Fortnightly sessions	3-15 participants per session	All abilities, varying distances
Webinars and online training	9 sessions	650+ registrations across the year	National reach

Registration figures reflect sign-ups across the year and may include repeat participants.



Swimming: pool swimming & open water delivery

Swimming remains a key barrier to participation for many women, and our swim provision is intentionally designed to address this. Our women-only pool-based swimming programme, funded by London Marathon Events and Sport England, continued to grow in demand this year and will continue into 2026.

Providing women-only pool sessions has delivered significant benefits, particularly for women with cultural or religious requirements and for those who had previously not felt able to access mixed-gender swimming environments. For many participants, this was their first opportunity to learn or return to swimming in a space where they felt safe, comfortable, and supported.

The programme now offers three swim squads per week, with capacity for 55 swimmers, spanning Learn to Swim, Improvers, and Advanced levels. Progression has been a key outcome, with many women who were initially unable to swim a single length of the pool now moving into intermediate and advanced blocks. This progression reflects sustained engagement, growing confidence, and improved technical ability over time.

Alongside pool-based delivery, the Open Water Swimming programme supported 92 women through four coached sessions and an online webinar, offering an affordable and beginner-friendly introduction to open water. The programme reached women from groups underrepresented in multisport, with around 60% ethnic minority

representation, 42% from low-income households, and 19 women reporting disabilities. More than 30 participants went on to complete their first triathlon or open-water event, demonstrating clear progression beyond the programme.

Across both pool and open-water delivery, women reported increased confidence, technical skill development, and a stronger sense of safety in the water. Sessions also reduced social isolation and encouraged peer-led meet-ups that continued beyond the formal programme. All sessions were delivered by women, providing visible role models in a space where women remain underrepresented.



Road cycling

Our cycling activity focused on building confidence, safety, and practical skills in supportive, women-only environments. Alongside coached sessions and skills-based road cycling on open roads, Women in Tri UK community leaders continued to lead regular bike sessions for women of all abilities, providing consistent opportunities for participation beyond formal coaching blocks.

In addition to riding skills, two highly popular **bike mechanics workshops** supported women to develop independence and confidence in maintaining their own bikes. Participants reported feeling more empowered, better informed, and less reliant on others for basic maintenance, addressing a commonly cited barrier to cycling participation.

Coached cycling sessions focused on braking, cornering, bike handling, and group riding skills. These were not group rides, but structured learning spaces designed to prepare women for triathlons and sportives in a calm, inclusive environment.

Thanks to grant funding, we were able to support our volunteer community leaders with transport costs and small refreshments, helping to remove financial barriers to volunteering and enabling continued delivery of regular sessions.

Running: technique and enjoyment

Running activity was delivered through both coached sessions and **weekly community-led runs**, offering women of all abilities, including those previously inactive, a supportive and flexible way to engage with movement.

Sessions varied in distance and pace and focused on technique, pacing, breathing, and injury prevention. This approach supported beginners using run-walk strategies alongside more experienced runners training for longer-distance events.

Participants consistently highlighted increased confidence, improved efficiency, and enjoyment, particularly valuing the inclusive, non-judgemental atmosphere created through women-led delivery.

“After only one session, running felt easier and I felt faster. It was also great to be there with other Women in Tri UK women.”

Looking ahead to 2026, all community leaders and new volunteers will receive additional training through the Swim, Bike, Run Leaders Award, strengthening regional capacity, ensuring consistent standards, and supporting the continued expansion of community-led sessions across the UK.

Webinars and training resources

Alongside in-person delivery, Women in Tri UK delivered a strong programme of online webinars, covering topics such as introduction to triathlon, mindset and confidence, strength training, open water swimming, menstrual health, motivation, and nutrition.

With over 650 registrations across nine webinars, these sessions provided national reach and flexibility for women unable to attend in-person activity. Feedback echoed themes from our impact survey, with women valuing reassurance, practical guidance, and the opportunity to learn in women-centred spaces.

Accessibility and funding

All bike and run sessions and webinars are free to attend, ensuring no financial barrier to participation. Swimming sessions are heavily subsidised, reflecting higher delivery and venue costs while remaining accessible to women from low-income backgrounds.

Delivery of these sessions has been made possible through a combination of grant funding and donations, allowing Women in Tri UK to prioritise access, inclusion, and quality of coaching.

Looking ahead

In 2026, Women in Tri UK will invest in building regional delivery capacity through a Swim, Bike, Run Leaders programme, initially training 30 leaders, with scope to increase subject to funding. These leaders will support the expansion of community-led sessions in their own regions, helping to reduce reliance on London-based delivery and respond directly to feedback from our impact survey calling for more opportunities outside the capital.

As part of this expansion, we will pilot our first coached sessions outside of London in Bristol, marking an important step in widening access and testing scalable regional delivery models.

By combining leader development, subsidised access, and community-led delivery, we aim to create a sustainable pathway for women across the UK to access supportive, women-only coaching, regardless of location.



INDUSTRY AND

ADVOCACY WORK

Alongside direct programme delivery, Women in Tri UK plays an active role in advocating for greater equity, safety, and inclusion within swim, bike, run and triathlon. Our advocacy work is grounded in lived experience, community insight, and evidence, and aims to influence the systems and decisions that shape women's participation, from entry-level access through to age group competition.

While our community programmes primarily focus on supporting women at the start of their journey, as a charity advocating for women in triathlon we also believe it is essential to champion equity at every level of the sport, including for the most competitive women.

IRONMAN performance and equity work

In 2025, Women in Tri UK undertook significant advocacy work with **IRONMAN** following the announcement of a return to one-day racing at the IRONMAN World Championship in Kona. For the previous three years, women and men had competed on separate days with

equal numbers of championship places, a structure widely viewed as a positive step towards gender equity.

Early discussions around a return to a participation-based, proportional allocation of championship places raised serious equity concerns. Women remain significantly underrepresented in long-distance triathlon, and linking qualification opportunities directly to participation numbers risked penalising the most competitive women, despite strong relative performance.

In response, Women in Tri UK produced a data-led [Performance vs Participation Report](#), demonstrating how participation-based models disproportionately disadvantage women and fail to reflect performance realities. The analysis showed that competitive women consistently perform at a higher relative level than men and that proportional allocation models risk reinforcing structural inequities rather than rewarding excellence.

The report was shared directly with IRONMAN and circulated widely across triathlon media and industry stakeholders globally. This evidence-based approach contributed to constructive dialogue with IRONMAN and supported a shift towards

a performance-based model, ensuring that high-performing women are not penalised due to lower participation rates.

This work exemplifies Women in Tri UK's commitment to advocating for women not only at the entry level, but also at the highest levels of competition, ensuring fairness, recognition, and opportunity across the full triathlon pathway.

Greater London Authority: clean, safe, and inclusive waterways

In 2025, Women in Tri UK was invited to contribute to a major initiative led by the Mayor of London, Sir Sadiq Khan and the Greater London Authority, focused on improving the health, safety, and accessibility of London's waterways. This work forms part of a long-term programme bringing together government bodies, regulators, water companies, charities, and community organisations to transform access to rivers and open water across the capital.

Women in Tri UK's involvement has focused on the Inclusion Working Group, where we have provided specialist expertise on the barriers faced by women, particularly those from underrepresented communities, in accessing swimming and open water activity. These barriers include safety concerns, water quality, lack of trusted information, cultural and religious requirements, confidence, and historic exclusion from aquatic spaces.

Our contribution is grounded in direct delivery experience. Through women-only pool and open-water programmes, we have supported women who had never previously accessed swimming, including women from ethnic minority and low-income backgrounds. This practical insight has enabled us to contribute evidence-informed recommendations on how waterways can be made genuinely accessible and welcoming for all women.

Importantly, Women in Tri UK's role extends beyond consultation. We will be involved in delivery and action-focused work, helping translate policy ambition into real-world access and participation. This aligns with the Mayor's commitment to ensuring waterways are open to all communities, regardless of race or socio-economic background, and reflects evidence showing that women from lower-income and Black and Asian communities are significantly less likely to access natural and blue spaces.

Alongside these two major projects, Women in Tri UK has continued to support governing bodies, industry partners, event organisers, and key decision makers with guidance and insight on systemic change to better attract, retain, and support women across swim, bike, run, and triathlon.

By combining grassroots delivery with trusted advocacy, Women in Tri UK continues to act as a bridge between women's lived experiences and the institutions that shape endurance sport, helping to drive meaningful, long-term change across the sector.

Our advocacy demonstrates Women in Tri UK's ability to operate credibly at both grassroots and policy levels.

EVENT PARTNERSHIP SCHEME



Women in Tri UK's Event Partnerships Scheme is a core part of our strategy to address structural barriers within triathlon and endurance sport. It brings together research, lived experience, and practical action to support events in becoming more inclusive, welcoming, and accessible to women.

The scheme is rooted in insight. In 2024, Women in Tri UK collaborated with **She Races** on research exploring the barriers women face when entering triathlon events. This [research](#), combined with extensive community-led insight and our own delivery experience, highlighted recurring challenges including safety concerns, lack of representation, inflexible policies, confidence barriers, and event environments that were not designed with women in mind.

In response, Women in Tri UK developed a set of women-focused event guidelines, supported by consultancy and ongoing dialogue with organisers. These guidelines are practical, achievable, and grounded in real participant experience, enabling events to implement meaningful change rather than surface-level adjustments.

Partnership model

In 2025, the Event Partnerships Scheme was **formalised into tiered partnerships**, reflecting a more mature, bilateral approach. These tiers recognise both the commitment of event organisers to implementing inclusive practice and the direct support provided back to Women in Tri UK and its community.

This shift has strengthened accountability and clarity on both sides. For Women in Tri UK, it ensures partnerships align with our values and mission. For organisers, it provides structured guidance, visibility, and access to community insight, as well as endorsement from a trusted women-led charity.

Importantly, the scheme has expanded beyond triathlon. As many of our existing partners deliver events across multiple disciplines, the partnership model now also includes **swimming, cycling, running, and multisport events**, better reflecting our mission across swim, bike, and run.

Impact and shared value

Event partners play a critical role in enabling Women in Tri UK's First Triathlon Programme, through the donation of race entries that remove financial barriers for women taking part in their first event. Without this generosity, the programme would not be possible at its current scale.

Over time, partners have also seen the value of this collaboration reflected in their own events. Organisers have reported improved engagement,

increased trust from women participants, and more inclusive event environments as a result of implementing Women in Tri UK's guidelines and working closely with the community.

One of our **Gold Event Partners, ATW Events**, has reported an increase in women's participation since beginning its partnership with Women in Tri UK, reinforcing the link between intentional inclusion and measurable change.

More than endorsement

The Event Partnerships Scheme is not a badge or endorsement in isolation. It is an ongoing relationship built on listening, learning, and shared responsibility. Women in Tri UK continues to support partners with insight, feedback, and consultancy, while partners commit to evolving their practices in response to women's needs.

Through this scheme, Women in Tri UK is helping reshape the event landscape, ensuring that when women take the step to enter an event, they encounter environments that support confidence, safety, and belonging from registration through to the finish line.



AWARDS AND RECOGNITION



Women in Tri UK's work has been recognised nationally across sport, media, and the wider endurance community. These acknowledgements reflect both the impact of our programmes and the growing recognition of the importance of inclusive, women-led approaches to triathlon and endurance sport.

National recognition

During the year, Women in Tri UK received the **National Outstanding Contribution to Triathlon** award from **British Triathlon**, recognising the charity's leadership in increasing participation, removing barriers for women, and contributing to positive change across the sport.

This award reflects sustained impact across multiple areas of our work, including community-led delivery, support for first-time triathletes, mentoring, and evidence-based advocacy.

Media and industry recognition

Alongside formal awards, Women in Tri UK has continued to gain recognition

through **extensive participation in triathlon and endurance sport media**, including features, interviews, and guest appearances across podcasts and industry platforms. These opportunities have allowed us to amplify women's voices, share lived experiences, and highlight systemic barriers that continue to affect participation.

As part of this wider recognition, Women in Tri UK was featured in a [documentary](#) produced by **Supertri** as part of its **NextGen campaign**, which showcased initiatives shaping the future of triathlon. The documentary highlighted Women in Tri UK's community-led model, advocacy work, and commitment to creating pathways for women at all levels of the sport.

Media and industry engagement is not an end in itself, but a tool to influence culture, practice, and perception within triathlon. By increasing visibility of diverse women and inclusive approaches, Women in Tri UK aims to challenge traditional narratives around who triathlon is for and help normalise women's participation across all backgrounds and abilities.

Together, these recognitions reinforce Women in Tri UK's role as both a delivery organisation and a trusted voice within the sport, contributing to meaningful change beyond our immediate programmes.

OUR BRAND AND COMMUNICATIONS



This year marked an important moment in the charity's evolution, with the formal transition from **Fund Her Tri UK** to **Women in Tri UK**.

The name change reflects how the organisation has grown since its founding. What began as a sponsorship initiative focused on funding race entries has developed into a multi-programme charity delivering community, coaching, mentoring, advocacy, and industry partnership work across swim, bike, run, and triathlon.

As part of this transition, both **Fund Her Tri UK** and **Women in Tri UK** were registered as trademarks (as both names can identify our entity). This step reflects the charity's growing maturity and long-

term commitment to protecting its identity, values, and work, while ensuring continuity between the organisation's origins and its future direction.

The rebrand to Women in Tri UK better represents the full breadth of our activity, our national reach, and our commitment to supporting women at all stages of participation, from first-time triathletes to highly competitive athletes, while continuing to centre inclusion, equity, and lived experience.

While the name has evolved, the charity's purpose remains unchanged: to remove barriers and create spaces where women feel able, supported, and welcome in sport.

FINANCIAL REVIEW



Women in Tri UK's financial position in 2025 reflects a year of significant programme delivery alongside continued organisational strengthening.

During the year, the charity experienced strong income growth, driven primarily by restricted grant funding that enabled the expansion of swim, bike, and run programmes, mentoring activity, and community delivery. Alongside this, unrestricted income continued to develop, supporting core costs and building longer-term resilience.

These figures reflect a year in which income exceeded expenditure, allowing the charity to strengthen reserves while continuing to invest in programme delivery. The majority of expenditure in 2025 related directly to charitable activity, including:

- Delivery of women-only swim, bike, and run programmes
- Subsidised access to coaching and facilities
- Mentoring and community support
- Programme coordination and safeguarding

Women in Tri UK continues to operate with a lean organisational model. Programme delivery remains largely volunteer-led, supported by a small number of targeted freelance roles where additional capacity is required. This ensures that resources are directed primarily towards community impact.

Women in Tri UK enters 2026 in a stable financial position, with healthy reserves and a clear focus on sustainable growth. Maintaining a balanced mix of restricted grant funding, unrestricted income, and community fundraising will remain central to supporting long-term impact while ensuring financial resilience.

Full statutory accounts for the year ended 31 December 2025 are included alongside this report.

Financial snapshot for 2025

TOTAL INCOME £49,678
Grant income £35,201
	(restricted £12,540)
Donations	
and other income £14,477
TOTAL EXPENDITURE £23,539
TOTAL FUNDS AT YEAR END £45,576
Unrestricted reserves £37,109
Restricted funds £8,467

LOOKING AHEAD TO 2026



As Women in Tri UK moves into 2026, the focus is on deepening impact, expanding access, and strengthening sustainability, while remaining grounded in the values and community-led approach that define our work.

Across our programmes, we will continue to remove financial, cultural, and confidence barriers for women entering and progressing in swim, bike, run, and triathlon. This includes scaling the **First Triathlon Programme** with the ambition to support **200 women** in 2026, expanding kit loan schemes, and strengthening pathways that encourage women to take on leadership roles (i.e. coaching).

Responding directly to community feedback and impact data, we will expand delivery **outside of London**, piloting coached sessions in new regions and investing in local capacity through the **Swim, Bike, Run Leaders Awards**, initially training **30 leaders** with scope to grow. This approach will enable more women to access supportive, women-only sessions closer to home and support long-term, community-led delivery.

Advocacy will remain a core strand of our work. Building on progress made in 2025, we will continue to contribute to

industry conversations around equity, representation, safety, and access, ensuring that women's lived experiences inform decision-making at all levels of the sport.

To support this growth, we will continue strengthening our organisational foundations. This includes diversifying income streams, building unrestricted funding, and maintaining a lean operating model that prioritises charitable delivery while ensuring strong governance and sustainability.

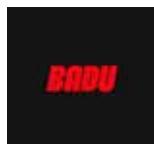
Above all, Women in Tri UK will remain committed to creating spaces where women feel welcome, supported, and able to participate in ways that work for them. As we look ahead, our ambition is not simply to grow in size, but to grow in reach, quality, and lasting impact.

Trustees

- Bianca Fernandez-Clark, Chair
- Rute Robalo, Vice-Chair
- Virginia Kennedy, Treasurer
- Bisila Noha, Grants & Fundraising
- Laura Siddall, Trustee
- Louiza Chekhar, Trustee (Appointed after the reporting period, from 2026)

APPENDIX

Our partners and collaborations in 2025



womenintriuk.org

Registered charity 1203093