



WOMEN IN TRI UK X ATW EVENTS

Taking Action for Women in Sport

Prepared by: Women in Tri UK
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PARTNER OVERVIEW

Partner: ATW Events

Partnership start: 2022

Partnership level: Gold

ATW Events was the first event organiser to partner with Women in Tri UK and formally adopt our Event Partnership Guidelines, demonstrating early leadership and a genuine commitment to increasing women's participation in swim, bike, run and triathlon.

WHY THIS PARTNERSHIP MATTERED

When this partnership began, Women in Tri UK was launching its First Triathlon Programme, designed to reduce financial, cultural and confidence barriers for women taking part in triathlon for the first time.

ATW Events recognised that increasing women's participation requires more than marketing campaigns or symbolic gestures. It requires operational change, inclusive policies, and a willingness to adapt race delivery to better meet the needs of women at every stage of their journey.



OUR GUIDELINES IN PRACTICE

While the Women in Tri UK Event Partnership Guidelines have evolved and become more structured over time, ATW Events adopted them from the outset and has continued to apply them in practice.

Rather than treating inclusion as a checklist, ATW Events has embedded it into race delivery and continually adapted based on feedback from Women in Tri UK and the wider community.

Women in Tri UK Event Partnership Guidelines:
womenintriuk.org/event-partnerships





WHAT ATW EVENTS COMMITTED TO

Through the partnership, ATW Events committed to:

- Reserving race entries for Women in Tri UK athletes through our First Triathlon Programme
- Supporting discounted places for the wider community
- Implementing women-first, inclusive race policies across events
- Responding to feedback and adapting delivery where needed
- Maintaining these commitments consistently year on year

In addition to formally adopting our guidelines, ATW Events has implemented further measures, including:

- Direct support for the First Triathlon Programme
- Additional support for women completing their second-ever triathlon
- Offering women-specific t-shirt sizing
- Improved changing provision within transition areas
- A no-questions-asked deferral policy available to all participants
- Free sanitary products in portable toilets at events
- More informative and user-friendly event guides
- Introduction of quiet areas at events
- Clear identification of staff members available to assist, including names and photos in event guides
- More inclusive imagery across marketing materials

This demonstrates an approach that goes beyond compliance and into culture change.

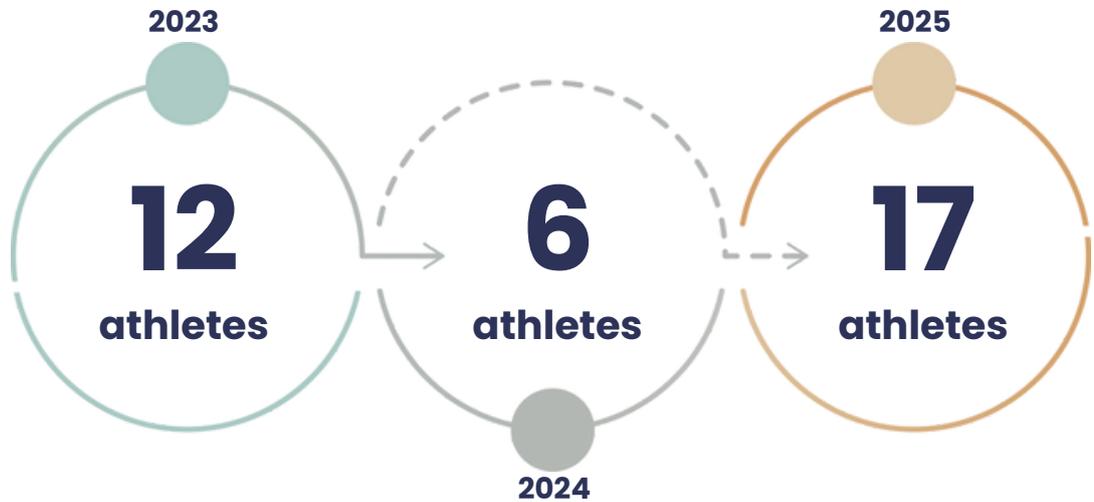




IMPACT: FIRST-TIME TRIATHLETES

Since the start of the partnership, ATW Events has supported women taking part in their first triathlon through the Women in Tri UK First Triathlon Programme.

First-time triathletes supported:



2026
(first two months of the year)



Total to date: 52 athletes – 22% of all our first timers nationally, chose an ATW event as their first triathlon.

This sustained support has created clear and accessible entry points into the sport for women who may otherwise have faced financial or confidence barriers.



IMPACT: REACH WITHIN AND BEYOND OUR COMMUNITY

Since becoming a Women in Tri UK partner, ATW Events has processed:



While some of these participants may have been existing ATW customers before joining Women in Tri UK, a significant proportion reflects the influence of sustained partnership work and community engagement.

Crucially, the impact extends beyond direct bookings. Over three years, this partnership has focused on the long game. By delivering consistently high-quality, women-first race experiences, ATW Events has built trust among women both within and beyond the Women in Tri UK community.





**IMPACT:
MEASURABLE
GROWTH IN
WOMEN'S
PARTICIPATION**

Since adopting the Women in Tri UK guidelines and embedding inclusive operational changes, ATW Events has seen measurable shifts in female participation.

In running events, female participation increased from

43.7% in 2024
to
44.4% in 2025

Across triathlon events, female participation has increased from

32%
to
34%

since the partnership began.

While percentage shifts may appear incremental, in mass participation sport they represent meaningful movement and reflect sustained cultural and operational change.



WHAT MAKES THIS PARTNERSHIP STAND OUT

- First event organiser to partner with Women in Tri UK
- Early adopter of evolving inclusion guidelines
- Long-term commitment rather than one-off initiatives
- Measurable growth in women's participation
- Operational changes embedded across events
- Clear impact within and beyond the Women in Tri UK community





LOOKING AHEAD

Women in Tri UK and ATW Events continue to work together to build on this progress, focusing on:

- Expanding opportunities for first-time triathletes
- Increasing women's participation across all distances and disciplines.
- Sharing learning and best practice across the wider running and multisport sector

This partnership demonstrates how sustained, collaborative action can drive meaningful and lasting change in the sport.

