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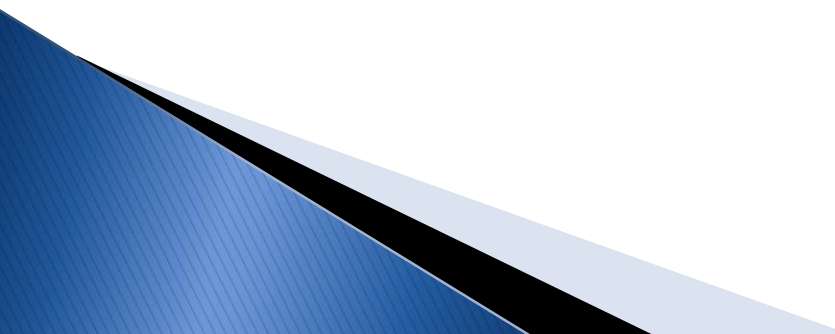
Strategic Plan 2020

Our History

- ▶ Tri Limits are a Triathlon Club based in Mid Ulster founded in 2016
- ▶ A constituted community sports club
- ▶ An affiliated club under Triathlon Ireland
- ▶ The mission was twofold to provide a network of likeminded people who could train together and share expertise and to be an advocate for the sport increasing participation in the area
- ▶ With a small initial membership of around 20 we have grown over the last few years to have 86 members
- ▶ In 2016 we hosted our first Race Tri Tyrone which has become an annual event growing from strength to strength and is now a national championship race. Winning Triathlon Ireland Race of the year in 2019
- ▶ We have no base of our own but have the use of facilities of other clubs and community venues to deliver training



Mission

- ▶ *Tri Limits mission is to deliver training for the sport of Triathlon to the Mid Ulster area and to enrich the lives of our members through physical activity and wellbeing*
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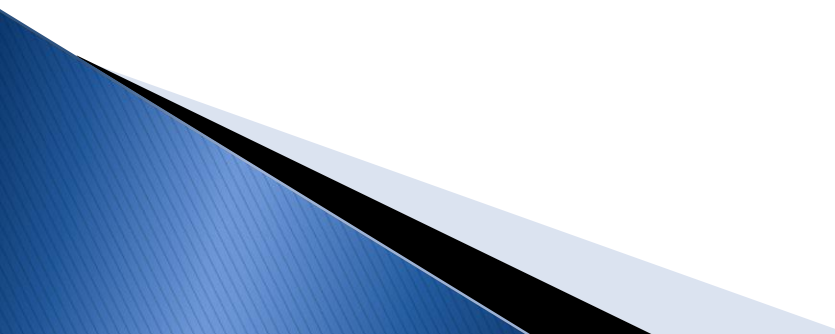
Vision

The vision of our committee is to promote the sport of Triathlon, provide a full training program in each of the disciplines and through a wide variety of programmes aim to increase awareness and participation in the sport.

It serves as a social hub to support the progress and advancement of our members not just through sport but general physical and mental wellbeing.

Tri Limits has the general aim of contributing to the quality of life of people in the area.

The strategy

- ▶ *Provide coached training in swim, bike, run*
 - ▶ *Expand training to cover strength and conditioning, nutrition and other topics which compliment and enhance the core training*
 - ▶ *Provide both a physical and online forum for members to share knowledge and tips*
 - ▶ *Concentrate on involving more participants in the sport by running beginner programs*
 - ▶ *Celebrate the diversity of culture in our community by drawing together people of different cultural backgrounds to the same end goal*
 - ▶ *Host an annual club race to promote awareness in the local area, generate funds for the club and raise the profile of the club nationally*
 - ▶ *Develop a Youth Section for continued growth and sustainability*
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Values

- ▶ Tri Limits encourages personal progression and place a huge emphasis on goal setting , we provide a safe environment for members to participate and learn. The culture we create encourages people of all ages and backgrounds to grow and develop as important members of our community. To achieve this we have adapted the following core values

Inclusivity

Promoting inclusivity beyond the tolerance of diversity. It is essential for us to grow for the next generation and therefore create a culture within our organisation to include all regardless of race, gender, sexuality, socio economic status, age, mental and physical ability, nationality or religion

Sustainable Growth

- ▶ Tri Limits employ a careful balance of risk and sustainability when planning club training and programs. The strategic choices allow the club to grow whilst ensuring we meet the needs of existing members ensuring long term sustainability

Leading the Way

- ▶ Tri Limits core value #trilimitsfamily is where we put our members and their wider family circle first in all we do. We believe that mental health is as important as physical health and are innovative in our approach to both, breaking the mould and incorporating both for our members

What we see today

- ▶ 86 members in our club
- ▶ Male to female ratio at roughly 50:50, with female percentage well above the norm
- ▶ Over 90% of members regularly attending training sessions
- ▶ A still fairly young sport, growing in popularity
- ▶ Unprecedented demand for entry to our club race Tri Tyrone
- ▶ A growing demand for a youth section
- ▶ Training options provided each day of the week

*You guys change lives do you know
that best decision of my life to join
New member*

Members Survey

- ▶ A recent survey of our Members, showed very positive feedback with

More

I would like more
bike training

Please organise
more social events

I would like to do
more can I get
more involved

Community

Love the social
side tri Limits
Rocks

No body cares
what size or shape
you are and they
are so supportive

I don't know
where I'd be
without the club
you guys
inspired me to
keep going through
a really rough
time

Coaches

Coaches are
knowledgeable

They just go above
and beyond to
help

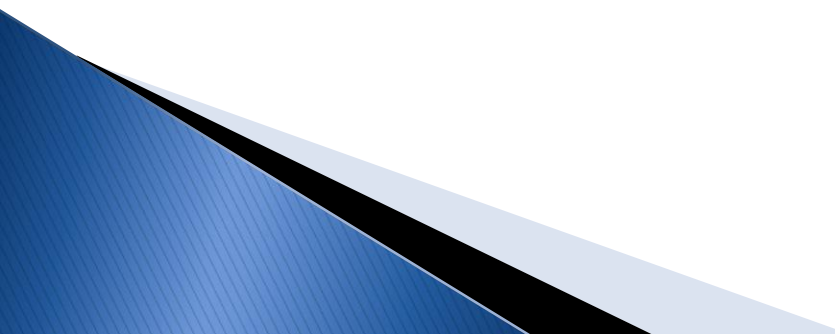
I feel valued and
important even at
the back

The Future

Strong Minds, Strong Bodies.

Strategic Priorities

▶ Athlete Development

- ▶ Support athletes at all stages in their Triathlon journey with appropriate coaching and training sessions
 - ▶ Provide where there's a need signposting or outsourced clinics on specialist areas of development .
 - ▶ Laisse with our governing body Triathlon Ireland on opportunities for development
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Strategic Priorities

- ▶ **Participation:**
- ▶ Encourage participation in the sport through providing appropriate and challenging training which is enjoyable.
- ▶ Continue to reach out to new participants through open nights, taster days and fully coached beginner programs
- ▶ Work towards developing a youth program
- ▶ **Community #trilimitsfamily**

Aim not only to provide specific triathlon training but to provide activities that build a community, providing social experiences, wellness support and extend these to the wider family circle

Strategic Priorities

- ▶ **Awareness**
 - ▶ Increase awareness and visibility throughout the community. At all times behaving appropriately and respectfully of the sport. Members act as ambassadors in everyday life, they wear the club kit with pride and actively promote the sport within their workplaces and community.
 - ▶ **Sustainability:**
 - ▶ Build financial sustainability through revenue growth. We will demonstrate fiscal accountability and ensure financial stability by maintaining a balanced budget. We will raise funds through grant aided programs, membership fees.
 - ▶ We will reinvest in our people and continue to support those who wish to take on a coaching or leadership role within our club
 - ▶ **Governance:**
 - ▶ Develop and maintain effective governance by recruiting highly qualified individuals to serve on the committee and we will apply best practices in non-profit governance. We will strive to create a culture of high performance and accountability that allows our volunteers to feel recognized, valued and rewarded for their efforts. We will ensure that both the committee and coaches understand the clubs mission and strategic priorities as well as their own roles and responsibilities
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Putting together these different strategies:

- ▶ **Strategic Goal Athlete Development and The Next Generation**
- ▶ Offer appropriate, challenging and enjoyable Training Experiences.

- ▶ *STRATEGIC OBJECTIVES:* •
 - ❖ Develop a broad Seasonal Training program that meets the needs of our members at different levels in their development •
 - ❖ Offer a variety of workshops on a variety of skills e.g. nutrition, bike maintenance, transition training
 - ❖ Engage local and regional specialist instructors and coaches
 - ❖ Offer experiences that are diverse in off season i.e. mountain run •
 - ❖ Provide opportunities for all levels of ability: for those who are beginners, for those who are developing their skills and for masters who are refining their skills. •
 - ❖ Offer experiences that broaden the athletes knowledge e.g. training days with other clubs.
 - ❖ Recruit volunteers and coaches to develop youth program within club •

Putting together these different strategies:

Strategic Goal – Community #trilimitsfamily

Provide physically and virtually a supportive community with the overall goal being the physical and mental wellbeing of our members

▶ *STRATEGIC OBJECTIVES:* •

- ❖ Facilitate an online private members Facebook forum where members are safe to interact and discuss all things tri, which is monitored in line with our appropriate behaviour policy •
- ❖ Ensure training is provided in an all inclusive, welcome and safe environment
- ❖ Organise social events both for members only and for members and their families to promote a sense of community and comradery
- ❖ Promote the current Wellbeing officers within the club so all members have a point of contact should they need support
- ❖ Continue to further develop our link with local mental health charity Niamh Louise for the benefit of our members
- ❖ Aim for at least 12 of our members to have the mental health first aid training by 2021
- ❖ Obtain regular feedback from members to ensure these needs are being met

Putting together these different strategies:

▶ **Strategic Goal – Awareness**

▶ *STRATEGIC OBJECTIVES:*

- ❖ The Tri Limits media team will seek to ensure that all content posted publicly is appropriate and best represents our club and sport
- ❖ Promote the value and achievements of our programs online with the aim to inspire others
- ❖ Build on relations with sponsors, volunteers, community through regular communication
- ❖ Promote and run programs to facilitate beginners, to grow both the club and the sport
- ❖ Engage with the community with a focus on fundraising annually for a nominated charity

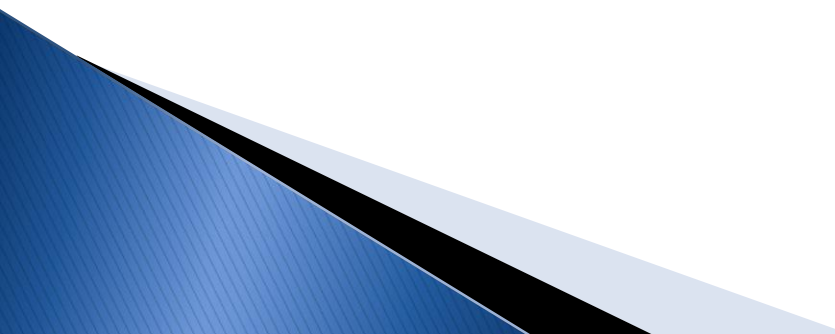
▶ **Strategic Goal – Sustainability**

▶ *STRATEGIC OBJECTIVES:*

- ❖ Encourage and support our members in taking on leadership and coaching courses
- ❖ Engage with Triathlon Ireland and Sport NI to take advantage of opportunities offered
- ❖ Ensure as practicably possible that membership and training opportunities are affordable for all

Putting together these different strategies:

▶ **Strategic Goal – Sustainability**

- ❖ Develop and maintain balanced annual budgets that reflect club priorities.
 - ❖ Establish processes for financial controls and triggers for taking corrective action. •
 - ❖ Minimize risk through strong internal controls.
 - ❖ Demonstrate transparency and accountability by providing financial reports to Chair and committee and others as appropriate..
 - ❖ Maximize committee member connections to existing and new sources of support. •
 - ❖ Take advantage of opportunities to apply for grant aid and funding for the benefit of the club
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Putting together these different strategies:

Strategic Goal – Governance

Maintain a Committee that reflects the club and build their commitment to the clubs strategic priorities.

STRATEGIC OBJECTIVES: •

- ❖ Ensure that committee, and coaches have timely and appropriate communication tools to convey key club messages •
- ❖ Conduct an orientation program for new board members.
- ❖ Follow best practices of non-profit governance
- ❖ Review and revise the club policies as necessary to meet changing club and legislative needs. •
- ❖ Recruit qualified individuals onto the committee where a gap in the skills of existing members is identified
- ❖ Periodically review policies such as safeguarding, code of conduct etc •

Conclusion

- ▶ Tri Limits are a Triathlon Club with a strong sense of community
 - ▶ We pride ourselves in what we have achieved from our inception and strive to continue to grow, improve and develop our club and our members
 - ▶
 - ▶ Our commitment to our members is our defining character
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