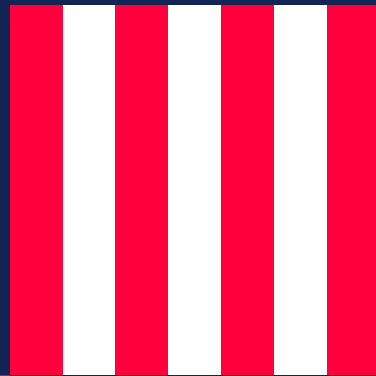




World Triathlon
Championship Series
SUNDERLAND
2023



SUNDERLAND



2023

SUPPORTER AND WEEKEND GUIDE

Saturday 29 – Sunday 30 July

WELCOME

Welcome to AJ Bell 2023 World Triathlon Championship Series Sunderland!

Whether you're from the area or visiting for the weekend, it's great to have you with us for a weekend of swim, bike, run by the sea.

Roker forms a natural amphitheatre of activity, and we're certain that the action on show won't disappoint, but there is more to do than simply watch what's going on.

There are plenty of fun activities to get involved with across the weekend, with something for all ages to have a go at. You can also enjoy the various cafes, restaurants and food and drink concessions around the area and soak up what Roker and Sunderland have to offer. Across the weekend, some of the world's best triathletes will come to town and compete as individuals and in national teams, however there is far more to the weekend than just elite racing. Opportunities to give swim, bike, run a go for the first time, to become a British Champion, and qualify to represent Great Britain are available this weekend, as well as achieving goals and having a great experience.

This guide will walk you through key timings, locations and what to watch out for over the weekend. You don't need to have any triathlon know-how to enjoy this weekend, simply dive into everything that's on offer and make the most of Sunderland being the centre of the triathlon world.





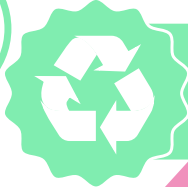
SUSTAINABILITY

**SUSTAINABLY SOURCED
WOODEN MEDALS**
from FSC certified wood



**TIMING CHIPS WILL BE REUSED
AT FUTURE EVENTS**
Please hand them in post-race

and mass participant trophies made of **100% BAMBOO**



**PROMOTIONAL MATERIAL MADE FROM
RECYCLABLE MATERIALS** that can be
reused at future events or recycled



**FINISH LINE BLUE CARPET WILL BE
RECYCLED** to make traffic cones or
donated to local tri clubs to reuse

All catering for event staff is
provided by **LOCAL BUSINESSES**



DEDICATED WASTE STATIONS
with all waste either being
recycled or incinerated to create
power for the city of Sunderland



Providing **KIT RECYCLING
AND DONATION STATIONS**
for participants to repurpose
old sports kit



EXTENSIVE WATER QUALITY TESTING
carried out pre-event and on each
day of competition

Working with local
suppliers and businesses
to **REDUCE JOURNEY
LENGTHS AND CARBON
FOOTPRINT** as well as
**SUPPORT THE LOCAL
ECONOMY**



**DEDICATED
LITTER ZONES**
at aid stations
to ensure **ALL
WASTE IS RECYCLED**



Finish line water in
**REUSABLE WATER
BOTTLES**



**PROTECTING THE
LOCAL ENVIRONMENT**
through litter picking
and beach cleaning



50%

of event vehicles
used at the event
are fully electric



**HIGH QUALITY AND PURPOSEFUL
finisher gift**



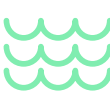
**OASIS
COMMUNITY
HOUSING**



Working with

**ACTIVE
SKILLS
FOR LIFE**

to support the local community to
become more active through the
sport of triathlon



Using a venue **CERTIFIED FOR EXCELLENT
WATER QUALITY, CLEANLINESS AND
IMPROVING VISITOR FACILITIES**



Leftover food and drink from staff catering to be **DONATED TO
SUNDERLAND OASIS COMMUNITY HOUSING CHARITY**

WHAT'S ON?

SATURDAY 29 JULY

YOUTH SUPER SERIES

Great Britain's best 15 – 16 year olds compete as part of the British Triathlon Super Series

SENIOR SUPER SERIES

Great Britain's best Junior and upcoming Seniors compete as part of the British Triathlon Super Series

MIXED OPEN SPRINT DISTANCE TRIATHLON

Mass participation Sprint Distance Triathlon

THE BIG SWIM BIKE RUN

The new competitive Swim Bike Run programme for beginners, formerly known as GO TRI.

A 200m swim, 10km bike and a 2.5km run.

SWIM BIKE RUN MINI SPONSORED BY STONEACRE TOYOTA

A recreational and family-friendly swim-run for families with children from age 4

WORLD TRIATHLON CHAMPIONSHIP SERIES

ELITE INDIVIDUAL

Stage six of the World Triathlon Championship Series as the world's best compete for Olympic qualification points and the right to stand on top of the podium as world champion



SUNDAY 30 JULY

BRITISH STANDARD DISTANCE TRIATHLON CHAMPIONSHIPS

Age Group athletes for all age categories competing for the British Championship title, as well as an opportunity to qualify for the British team and compete at the World Championships

OPEN STANDARD DISTANCE TRIATHLON

Mass participation Standard Distance Triathlon

WORLD TRIATHLON CHAMPIONSHIP SERIES

ELITE MIXED TEAM RELAY

National teams of four will battle it out in this fast-paced and action-packed team version of triathlon.

Qualification points for next year's Olympic Games are also up for grabs.



P

FREE SPECTATOR PARKING

Seaburn Recreational Ground (SR6 8AA)
15-20-minute walk to the venue

SUPPORTING FRIENDS OR FAMILY?

We have gathered some of the important information you will need to have the perfect weekend at AJ 2023 World Triathlon Championship Series Sunderland. This guide is perfect for triathletes to make the most of their trip but also for those who deserve a treat for being support personnel on the weekend. Specific information for triathletes can be found in the separate participant guide.

[View Participant Guide](#)

Being a triathlon supporter can be a challenging feat and we have pulled together some top tips to help you in your supporter duties.

1. Check the weather and plan your outfit accordingly
2. Make sure you know your participant's estimated times for each leg as these vary significantly and will impact when they reach certain parts of the course
3. Head down to the beach while your athlete is heading into transition. This will give you enough time to see the start of their swim
4. Plan the spots you would want to see your athlete but ensure you're back in time to see them finish.
5. Share pictures on social media using #WTCSSunderland
6. Bring something distinctive (like a sign) so they can spot you easily when on the course



TOP LOCATIONS TO WATCH THE RACING



- FAN ZONE**
- Big screen
 - Food & Beverage
 - Active Sunderland Festival
 - Toilets
 - Exhibitors Shopping stalls
 - British Triathlon Activation Stands
 - Yellow Jersey Bike Park



MAIN VENUE

- Swim Viewing Area
- Elite Transition
- Age Group Transition
- Grandstand
- Transition Check In
- Finish
- VIP
- Toilets
- Info point & accreditation
- Access to Swim Viewing Area

MAIN VENUE

FAN ZONE Bike Course

ST GEORGE'S TERRACE (Bike course and elite run course)

THE HILL - Swim, finish and elite transition

Participant car park (ticket holders only)

Free spectator & participant car park

- Swimmer
- Cyclist
- Runner
- Turning Point
- Directional Arrows
- Viewpoint
- Food & Beverage

WATCHING FROM HOME

Can't make it to Roker to catch the action? The elite racing will be available on the BBC at the following times:

SATURDAY 29 JULY

BBC One 13:45-17:00

14:00 World Triathlon Championship Series Men

15:35 World Triathlon Championship Series Women

SUNDAY 30 JULY

BBC Two 13:00-15:00

13:15 World Triathlon Mixed Team Relay

GRANDSTAND TICKETS

WATCH THE ELITE RACES FROM THE BEST SEATS IN THE HOUSE WITH A GRANDSTAND TICKET!

There are a variety of free spectating areas across the venue as identified on the spectator map. The grandstand will be open free of charge to the public in the morning sessions on both Saturday and Sunday. This is a great opportunity for you to watch participants cross the finish line. Please note this area will be cleared in advance of the elite races in the afternoons, and only those with a pre-booked ticket will be able to sit in the Grandstand.



[Buy Grandstand Tickets](#)

FINISHER TIMES AND TRACKING

Individual finish times will appear on our website soon after they complete the course. You'll need the bib number or name of the person you are following to check this.



**View
finish times**



Participant location updates will also be available via photo tracking

Use the following buttons and enter your athlete's bib number








**Get your race
photos - Saturday**



**Get your race
photos - Sunday**

**Athletes will be captured at
the following locations:**

-  Swim Exit
-  Bike Course laps
-  Run Course laps
-  Finish Line
-  Medal celebration finish platform



GUIDE TO THE ELITE RACES

SATURDAY 29 JULY

WORLD TRIATHLON CHAMPIONSHIP SERIES - INDIVIDUAL

The men's and women's individual events will be sprint distances 750m swim, 21.3km bike, and 5km run. Athletes will be racing in the 6th race of the series to claim valuable championship points as well as Olympic qualification points.

MEN'S

13:50
Athlete Introductions
14:00
Race Start
15:00
Medal Ceremonies

WOMEN'S

15:25
Athlete Introductions
15:35
Race Start
16:45
Medal Ceremonies

ELITE SPRINT DISTANCE ROUTE



GUIDE TO THE ELITE RACES

SUNDAY 30 JULY

WORLD TRIATHLON CHAMPIONSHIP SERIES - MIXED TEAM RELAY

The Triathlon Mixed Team Relay format showcases racing at its most thrilling, where the individual sport combines with pure team spirit to produce fireworks on the blue carpet! Teams will be competing for vital Olympic qualification points.

- Each team is made up of two men and two women
- Each triathlete completes a 300m swim, 7.7km bike, and 1.7km run before tagging their teammate in the tag zone
- The tag zone is where the action happens

MIXED TEAM RELAY

- 13:05**
Athlete Introductions
- 13:15**
Race Start
- 14:50**
Medal Ceremonies

ELITE MIXED RELAY ROUTE



FAN ZONE

Join us in our brand-new Fan Zone with lots for all to get involved with as well as a big screen showing all the action from the weekend. Live coverage of the World Triathlon Championship Series races will be played in the Fan Zone.

The Fan Zone will include the following:

- A range of triathlon and non-sporting products
- A big screen to watch the action across the weekend, with elite race coverage and commentary on Saturday and Sunday afternoons
- A host of food and drink concessions and amenities
- British Triathlon and Active Sunderland activations, including a whole host of 'try it out' activities and challenges, chill-out zones, family engagement, and some great prizes to be won
- Secure bike parking. Leave your bike safely in the Yellow Jersey Bike Park

SATURDAY 29 JULY

Open from 10:00 - 17:00

- Active Sunderland Festival
- Face painters
- Walkabout characters including The Ice Queen, Sleeping Beauty, a 'smashing' superhero and Pup Patrol.
- Steel band
- Rock Choir
- Chicks on Sticks
- Ellie Acrobat's Circus Workshop
- Charlie Burns Bike on Stilts
- Bollywood Dance Troup
- Bhangra Dance Troup
- Team BeeGee

Elite race coverage Saturday:
13:45-17:00

SUNDAY 30 JULY

Open from 10:00 - 16:00

- Active Sunderland Festival
- Face painters
- Walkabout characters including The Little Mermaid and her crab, Rapunzel and Iron superhero.
- Steel band
- Rock Choir
- Chicks on Sticks
- Ellie Acrobat's Circus Workshop
- Charlie Burns Bike on Stilts
- Bollywood Dance Troup
- Bhangra Dance Troup
- The Lifeguards

Elite races coverage Sunday:
13:00-15:00

Check out the full schedule of activities at www.mysunderland.co.uk/swim-bike-run



WHERE TO EAT

With recent research naming Sunderland the best UK city for independent restaurants, there's plenty to whet your appetite when visiting!

You can check out more info on these listings at www.mysunderland.co.uk/eat-and-drink



MARINA

Marina Vista Ristorante

Italian Restaurant

The Snow Goose Coffee Shop

Coffee Shop

MARINE WALK

Downey's

Fish & Chips Shop

Emmys Coffee Pod

Coffee Shop

Fausto Coffee

Coffee Shop

Grandpa Dickie's Shed

Bar & Tapas

Grannie Annies Pub & Pantry

Pub & Restaurant

Love Lily

Breakfast and Brunch Restaurant

Pier Fish & Chips

Fish & Chips Shop

Rosa Gelato

Luxury Ice Cream Parlour

The Scullery

Café/Italian Restaurant

SIX

Luxury Charcuterie Style Restaurant and Wine Bar

Sue's Cafe

Café

ROKER

Antico

Italian Restaurant

Café Bungalow

Café

Coast

Bar

Cole Kitchen

Café

Ruhe

Café

The Glass Yard

Restaurant

Harbour View Pub

Bar/Food

Let There Be Crumbs

Tea Room

Poetic Licence Bar

Bar/Food

Queen Victoria

Café

Tin of Sardines Roker

Gin Bar & Array of Cuisine

SEABURN

Acropolis Street Food

Greek Street Food

Bao Down

Bao, Gyros, and Loaded Fries

Big Fat Indian Kitchen

Indian Flavour Experience

Boojie Burger

Burgers, BBQ and sides

Bar 88

Bar/Food

Chapos Tacos

Mexican Street Food

Devito's Seaburn

Pizza Takeaway

Downey's Fish and Chips

Traditional Fish & Chips

Gabriele's

Italian Restaurant

Goa Exemplary

Indian Restaurant

Hideout Coffee House

Café

Holy Duck

Duck Street Food

House of Zen

Asian Fusion Cuisine

Little Italy

Italian Restaurant

Minchella's

Fish and Chips Takeaway

North

Restaurant

Prego Bar & Eatery

Italian Restaurant

The Promenade

Pub/Food

Queens Café

Fish and Chips Takeaway

Redhead's Mac n Cheese

Mac 'N' Cheese

The Salthouse Kitchen

Family Restaurant

Santinos

Italian Cuisine/Grilled Food

Seaburn Bar & Grill

Bar & Grill

The Shagorika

Indian Restaurant

So Smooth Co.

Smoothies & Wellbeing Hub

Zza Pizzeria

Fresh Pizza made to order



For further information on places to eat and drink in Sunderland visit: mysunderland.co.uk

SUNDERLAND ATTRACTIONS GUIDE

There's lots more to see while you're in Sunderland...



SUNDERLAND MUSEUM, LIBRARY AND WINTER GARDENS

**Monday-Friday 9.30am-5pm,
Saturday 10am-4pm, Sunday
closed**

With a collection dating back to 1846 there are plenty of surprises in store for visitors to Sunderland Museum, Library and Winter Gardens. Sunderland's rich history of industries is explored throughout the museum's four floors.

The museum's Art Gallery shows a significant collection of the works of LS Lowry, an artist who spent lots of time in Sunderland.

The Winter Gardens, a 21st century addition to the museum is a tropical paradise and home to their resident Koi Carp.



ROKER PIER AND LIGHTHOUSE

**Tours operated most days
depending on the weather**

After restoration, the pier and lighthouse reopened its doors to the public in August 2018. This means that visitors can now access the unique and rarely seen tunnel which stretches the full length of the pier.

Guided tours of the 610 metres long tunnel are available throughout the year (weather depending!) and can be booked online by visiting www.rokerpier.co.uk



WASHINGTON WETLAND CENTRE

Open 9.30am to 5.30pm daily

WWT Washington is a wildlife haven for rare species where you can get up close to a variety of cute and friendly creatures. From gentle Hawaiian geese to shocking pink Chilean Flamingos, to a family of Asian short clawed otters, there is plenty to learn about these fascinating creatures.

Find out more at
www.mysunderland.co.uk



HYLTON CASTLE

**Wednesday-Saturdays
11am-2pm**

Much loved by local people, it has provided a home for barons and schoolboys (including Sir Joseph Swan, inventor of the incandescent light bulb), a stronghold for knights and a headquarters for soldiers.

New life has been breathed into this ancient building as a community-based heritage-led visitor attraction.



NATIONAL GLASS CENTRE

Open daily 10am-5pm

Discover how glass arrived in Britain, how it's made and why Sunderland has such a rich glass making heritage at the city's National Glass Centre.

Feel the heat of the furnace during one of the six daily glass making demonstrations and witness for yourself the skill of the centre's resident glass makers.



WASHINGTON OLD HALL

**Open Thursdays-Mondays
10am-5pm**

Washington Old Hall is the ancestral home of George Washington's family; indeed, it's the very reason that he was called Washington and of course the capital of the USA is named after him.

Developed at different times, the gardens are small and contrasting with elements of the past and present. They are unexpected and a welcoming escape from the hustle and bustle, nestled in the heart of Washington.



PENSHAW MONUMENT AND HERRINGTON COUNTRY PARK

The Greek-style temple dominates the skyline, but it wasn't built as an attraction or a means of enjoying those amazing vistas. It's actually a monument to one of the most popular men Sunderland has ever known, the first Earl of Durham, John George Lambton.

Just across the road from Penshaw Monument is Herrington Country Park. Once the site of a Lambton colliery, today it is a peaceful green oasis.

Find out more at www.mysunderland.co.uk

Feeling inspired by the swim, bike, run on show this weekend?

There are plenty of opportunities to get involved across the city. Visit mysunderland.co.uk/swim-bike-run for more and check out our upcoming events:

Active Sunderland BIG Walk

Whether you're taking your first steps to moving more or looking to step up to a personal challenge, we have a route that's right for you on Sunday 17 September. Choose from 3, 8 or 12 mile trails and enjoy the sights of beautiful Herrington Country Park and Penshaw Monument whilst spotting wildlife and sculptures along the way. You could even think about walking to raise money for your favourite cause!

Entry starts at just £5 and includes an event t-shirt, finisher's medal and a fully marshalled and signposted route. Find out more and book your place here: mysunderland.co.uk/bigwalk



Active Sunderland BIG Bike Ride

Our much loved BIG Bike Ride is taking place on Sunday 15 October from the Beacon of Light. Choose from a family friendly 14 mile route, stretch your legs on the 22 miler or challenge yourself to 40 miles. Entry starts at just £5 and includes an event t-shirt, finisher's medal and a fully marshalled and signposted route. Find out more and book your place here: mysunderland.co.uk/bigbikeride



ORDER YOUR EVENT THREADS

Buy your Official Event Merchandise as
a lasting memento of your race experience!



Either pre-order your merchandise
now to collect free from the event or
visit the Merchandise Stand in the
Fan Zone across the weekend.

[Shop now](#)

 **SUPER
SERIES**




**BRITISH
TRIATHLON**

**AGE
GROUP
TEAM**





Make *your* move



Launches
29.07.23

Search online: **Swim Bike Run**

Free Sunderland Wi-Fi

**Easy as
1, 2, FREE.**



Our smart city is getting even smarter!
We're proud to say that our new, safe,
friendly, ultrafast and ground breaking Wi-Fi
network is here. So when you're out and about
in the **city centre** or **Roker** you can like, love,
laugh, upload, download, watch and enjoy
as much as you like...on us.

**Go to your Wi-Fi network
and click Free Sunderland Wi-Fi**

**City of
Sunderland**



bai communications



World Triathlon
Championship Series
SUNDERLAND
2023



OFFICIAL PARTNERS



University of
Sunderland



ACTIVE
SKILLS
FOR LIFE



OFFICIAL SUPPLIERS



LOCAL PARTNERS



World Triathlon Championship Series

Abu Dhabi | Yokohama | Cagliari | Montreal | Hamburg | Sunderland | Pontevedra Final

Live and on-demand at

[Triathlonlive.tv](https://www.competitions.com)