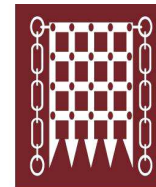


Westminster Media Forum Keynote Seminar:

The future for sports funding in the UK - grassroots, commercial revenue streams, and the future elite funding strategy

Timing: Morning, Tuesday, 30th April 2019

Venue: Central London



**WESTMINSTER
MEDIA FORUM**

Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Senior Parliamentarian
- 9.05 - 9.15 **Investing in mass participation - targeting funding, developing facilities and engaging communities**
Tim Hollingsworth, Chief Executive, Sport England
- 9.15 - 10.05 **Driving social outcomes through funding grassroots sport - next steps for achieving a whole-systems approach**
Steven Day, Head of Participation, The FA
Jane Ashworth, Chief Executive, StreetGames
Senior representative, local authority
Athlete
Questions and comments from the floor with **Tim Hollingsworth**, Chief Executive, Sport England
- 10.05 - 10.30 **How can policymakers develop sport as a tool for promoting wider socio-economic benefits?**
Nico Heslop, Head of Sport, DCMS
Questions and comments from the floor
- 10.30 - 10.35 **Chair's closing remarks**
Senior Parliamentarian
- 10.35 - 11.00 Coffee
- 11.00 - 11.05 **Chair's opening remarks**
Gavin Newlands MP, Shadow SNP Spokesperson (Sport)
- 11.05 - 11.15 **The case for revenue diversification in elite sport budgets**
Ed Warner, former Chair, UK Athletics and Author, *Sport Inc.: Why money is the winner in the business of sport*
- 11.15 - 12.30 **The future framework for elite sport - funding allocations, commercial revenue streams, and building stronger links with grassroots**
Bill Sweeney, Chief Executive Officer, British Olympic Association
Adrian Christy, Chief Executive, Badminton England
Senior representative, elite sport
Senior representative, broadcasting
Senior representative, sponsorship
Questions and comments from the floor with **Ed Warner**, former Chair, UK Athletics and Author, *Sport Inc.: Why money is the winner in the business of sport*
- 12.30 - 12.55 **Next steps for developing elite sport following UK Sport's new funding strategy**
Liz Nicholl, Chief Executive Officer, UK Sport
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Gavin Newlands MP, Shadow SNP Spokesperson (Sport)
Peter van Gelder, Director, Westminster Media Forum