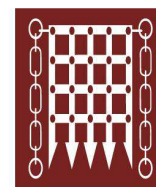


**Westminster Media Forum Keynote Seminar:
The new strategy for sport in the UK: implementation, participation and investment**

Timing: Morning, Thursday, 16th June 2016

Venue: Glaziers Hall, 9 Montague Close, London SE1 9DD

Agenda subject to change



**WESTMINSTER
MEDIA FORUM**

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Christina Rees MP, Vice Chair, All-Party Parliamentary Group for Women's Sport and Fitness
- 9.05 - 9.30 **'Sporting future: A new strategy for an active nation'**
Nick Pontefract, Head of Sport, Department for Culture, Media and Sport
Questions and comments from the floor
- 9.30 - 9.40 **Taking a whole system approach to physical activity**
Shirley Cramer, Chief Executive, Royal Society for Public Health
- 9.40 - 10.35 **The integration of sport and physical activity: measurement, collaboration and priorities**
As one of the core principles of the new strategy, how will the removal of the distinction between sport and wider physical activity help unblock barriers to participation and change attitudes? How should stakeholders approach the challenges of improving the local sport delivery system and ensuring a more joined-up approach to realising the strategy's aims and the sharing of best practice across the UK? In response to Sport England's new age remit for children as young as five, what is the latest thinking on how best to accurately measure and compare children's attitudes and engagement in order to chart progress? How can technology and data be further utilised within the sector to reach new audiences, spread messages and increase levels of activity?
Emma Boggis, Chief Executive, Sport and Recreation Alliance
Marcus Kingwell, Managing Director, AoC Sport
David McDermott, Chief Operating Officer, The Football Foundation
Helen Griffiths, Chief Executive, Fields in Trust
Mark Colbourne, Paralympic Athlete
Questions and comments from the floor with **Shirley Cramer**, Chief Executive, Royal Society for Public Health
- 10.35 - 10.45 **Commercial partnerships: opportunities for brands and the sports sector**
Luke D'Arcy, President, UK, Momentum Worldwide
- 10.45 - 11.10 **Public service broadcasting and sport: investment, supporting diversity and engaging audiences**
Barbara Slater, Director of Sport, BBC
Questions and comments from the floor with **Luke D'Arcy**, President, UK, Momentum Worldwide
- 11.10 - 11.40 Coffee
- 11.40 - 11.50 **The future of the UK coaching workforce**
In the light of the DCMS and Sport England strategies, what are the current barriers to increased diversity and progression for some within the coaching workforce and how best might these be addressed?
Mike Fisher, Innovations and Operations Director, sports coach UK
- 11.50 - 12.45 **UK sport on the international stage: sporting success, major events and legacy benefits**
In light of a memorandum of understanding between UK Sport and the Home Nation's Sports Councils expected by the end of 2016, what are key perspectives on how the priorities and outcomes set out in the strategy can be fully realised - with particular focus on the funding of elite sport, driving legacy benefits of 'mega-events' and better supporting athletes through formal talent pathways?
Bill Sweeney, Chief Executive Officer, British Olympic Association
Tim Hollingsworth, Chief Executive, British Paralympic Association
Niels de Vos, Chief Executive, UK Athletics and Chief Executive Officer, World Athletics Championships London 2017
Questions and comments from the floor with **Mike Fisher**, Innovations and Operations Director, sports coach UK
- 12.45 - 12.55 **Closing remarks**
Nick Pontefract, Head of Sport, Department for Culture, Media and Sport
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Christina Rees MP, Vice Chair, All-Party Parliamentary Group for Women's Sport and Fitness
Amy Cutter, Producer, Westminster Media Forum