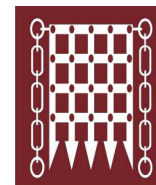


Westminster Media Forum Keynote Seminar
Sports funding: public investment challenges, private revenue generation and policy options

Timing: Morning, Thursday, 13th July 2017

Venue: Central London

Draft agenda subject to change



**WESTMINSTER
MEDIA FORUM**

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Rt Hon the Lord Pendry
- 9.05 - 9.25 **Building an active nation: investment priorities**
Baroness Grey-Thompson, Chair, ukactive
Questions and comments from the floor
- What is the best public funding model for sport in the UK?**
- 9.25 - 10.05 **Grassroots investment: delivering wider social impact, improving infrastructure and addressing funding pressures**
Emma Boggis, Chief Executive, Sport and Recreation Alliance
Julia Grant, Chief Executive Officer, Pro Bono Economics
Jane Nickerson, Chief Executive Officer, Swim England
Questions and comments from the floor
- 10.05 - 10.45 **High performance investment: evaluating success criteria, delivering legacy benefits and policy options**
Julie Harrington, Chief Executive Officer, British Cycling
David Pond, Chief Executive, Great Britain Wheelchair Rugby
Emma Atkins, Director of Coaching, UK Coaching
Questions and comments from the floor
- 10.45 - 10.50 **Chair's closing remarks**
Rt Hon the Lord Pendry
- 10.50 - 11.15 Coffee
- 11.15 - 11.20 **Chair's opening remarks**
Lord Addington
- 11.20 - 11.30 **Making the case for commercial investment in sport**
Bill Sweeney, Chief Executive Officer, British Olympic Association
- 11.30 - 12.10 **Commercial income generation: next steps for driving long-term balanced growth**
Michael Broughton, Partner, Sports Investment Partners
Steve Mitchell, Independent Chair, Parkour UK
Tim Hollingsworth, Chief Executive Officer, British Paralympic Association
Questions and comments from the floor with **Bill Sweeney**, Chief Executive Officer, British Olympic Association
- 12.10 - 12.55 **Towards a sustainable UK sports sector**
Liz Nicholl, Chief Executive Officer, UK Sport
Andrew Honeyman, Head of Sport, DCMS
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Lord Addington
Michael Ryan, Deputy Editor, Westminster Media Forum