

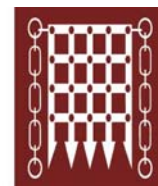
Westminster Media Forum Keynote Seminar:

Next steps for UK sports policy - competitive participation, co-ordination and funding models

Timing: Morning, Thursday, 15th May 2014

Venue: Sixty One Whitehall, London SW1A 2ET

Agenda subject to change



WESTMINSTER
MEDIA FORUM

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**
Lord Stoneham of Droxford, Member, Lords Olympic and Paralympic Legacy Committee (2013)
- 9.05 - 9.15 **'Elite sport success and increased grassroots participation: what works?'**
An overview of current trends and determinants of sports participation and the next steps for a cross-sport strategy to sustain and boost current levels.
Professor Simon Shibli, Head of Sport Industry Research Centre, Academy of Sport and Physical Activity, Sheffield Hallam University
- 9.15 - 9.25 **Grass-roots participation and elite success - priorities and challenges**
Michael Downey, Chief Executive Officer, Lawn Tennis Association
- 9.25 - 10.20 **Increasing competitive sports participation - how the sports sector can respond**
As local participation in sport continues to increase, how can community-based programmes further utilise best practice in marketing, technology and organisation to offer attractive and flexible experiences that can widen and grow engagement? What are the most promising strategies to convert rising grassroots participation into competitive success at elite level, and how can bodies across the sports sector - as well as government, business and others - work together to achieve this? What more can be done to lower barriers to competitive participation and promote inclusion across all groups in society? What examples of best practice are there in sustaining the involvement of young women in competitive sport?
Mark Frost, Director, Sport Wales
Barry Horne, Chief Executive, English Federation of Disability Sport
Ruth Holdaway, Chief Executive, Women's Sport and Fitness Foundation
Russell Findlay, Chief Executive, London Youth Games
Questions and comments from the floor with **Professor Simon Shibli**, Head of Sport Industry Research Centre, Academy of Sport and Physical Activity Sheffield Hallam University and **Michael Downey**, Chief Executive Officer, Lawn Tennis Association
- 10.20 - 10.30 **Sport as a marketing platform: latest trends in creating profitable partnerships**
Gareth Griffiths, Head of Sports Sponsorship, Telefónica O2 UK
- 10.30 - 11.15 **Reducing reliance of public funding - opportunities and challenges for high performance and grassroots sport**
With UK Sport withdrawing funding for four Olympic and three Paralympic sports ahead of Rio 2016, what are the emerging options for sporting bodies to secure, increase and diversify revenue streams to support their elite athletes? What are the most promising strategies for more sporting bodies to increase their earned income through brand partnerships and sponsorship? How can more local sports clubs benefit from hyper-local marketing partnerships with local businesses? How can private investment be further encouraged in order to support individual amateur athletes and protect the flow of talent?
Jody Dew, Head of Marketing, British Cycling
Jackie Fast, Managing Director, Slingshot Sponsorship and Non-Executive Board Director, European Sponsorship Association
Tim Lawler, Chief Executive, SportsAid
Questions and comments from the floor with **Gareth Griffiths**, Head of Sports Sponsorship, Telefónica O2 UK
- 11.15 - 11.20 **Chairman's closing remarks**
Lord Stoneham of Droxford, Member, Lords Olympic and Paralympic Legacy Committee (2013)
- 11.20 - 11.45 Coffee
- 11.45 - 11.50 **Chair's opening remarks**
Barbara Keeley MP, Member, Health Committee and Co-Chair, All-Party Parliamentary Group on Women's Sport and Fitness
- 11.50 - 12.05 **UK Sport's priorities for funding high performance sport**
Liz Nicholl, Chief Executive, UK Sport
- 12.05 - 12.55 **Public sports funding in the UK**
What factors should determine the level and nature of Government financial support for both summer and winter high performance sport in the UK? With UK Sport funding being awarded based on performance, what are the next steps for aiding under-performing sports? Besides medal success, what other factors could be used to rate the performance of individual sports? How are the current funding strategies and cuts affecting National Governing Bodies' business models and how will these need to adapt in the future? What are the best options for Government to introduce indirect subsidies for grassroots sport - such as reducing tax exposure as in Denmark and Germany? Following the example of Scotland, should local authorities be mandated to provide sports facilities? In light of the £102 million pledge for grassroots football by the Premier League, the FA and the Government, what are the options for more collaborative investment programmes across the sector?
Stephen Baines, Senior Lecturer, Sports Management, The Faculty of Business and Law, London Metropolitan University
Ameesh Manek, Independent Board Director, England Basketball
Peter Amies, Head of Community, Rushmoor Borough Council
David Sparkes, Chief Executive Officer, British Swimming
Sally Munday, Chief Executive Officer, England Hockey
Questions and comments from the floor with **Liz Nicholl**, Chief Executive, UK Sport
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Barbara Keeley MP, Member, Health Committee and Co-Chair, All-Party Parliamentary Group on Women's Sport and Fitness
Peter van Gelder, Director, Westminster Media Forum