

**Westminster Media Forum Keynote Seminar:
Women and Sport: priorities for participation, leadership and commercial investment**

Timing: Morning, Thursday, 29th January 2015

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



Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Barbara Keeley MP, Co-Chair, All-Party Parliamentary Group on Women's Sport and Fitness
- 9.05 - 9.30 **'Active girls and active women'**
Lisa O'Keefe, Executive Director for Insight, Sport England
Questions and comments from the floor
- 9.30 - 10.15 **Next steps for increasing girls' participation rates in school sport**
How can sport bodies, associations and schools work together more effectively with government to implement a coherent strategy for female school sport? What key changes need to be made to the content and delivery of PE provision to increase girls' enjoyment of and participation in extra-curricular sport activities? Is the current system of separating PE activities by gender at mixed secondary schools appropriate going forward? Should policy ensure equal expenditure on girls' and boys' sport? Are the levels of funding available, particularly for smaller schools, sufficient to provide the financial investment identified as being needed by Sport England to diversify PE activities and improve changing facilities? What role can external organisations such as sport governing bodies and professional clubs play in supporting girls' sporting development?
Dr Laura Hills, Senior Lecturer Youth Sport, Brunel University London
Gary Palmer, Primary PE and School Sport Manager, London Sport
Shaun Dowling, Head of Sport, United Learning
Rachel Pavlou, National Women's Football Development Manager, The FA
Questions and comments from the floor
- 10.15 - 10.40 **'Women in high performance sport'**
Liz Nicholl, Chief Executive, UK Sport
Questions and comments from the floor
- 10.40 - 11.25 **Priorities for elite female athletes, coaches and board members**
What are the key barriers to sustaining girls' involvement in sport after they leave school and how can this be addressed going forward - particularly in terms of facilities, confidence campaigns and flexible programmes? What can be learnt from examples of best practice for sporting bodies - particularly for traditionally male sports - investing in women's elite teams and implementing community engagement programmes? What are the next steps for addressing the gender gap between support and rewards to ensure elite sportswomen are equally supported financially? How can the key barriers for women looking to make a career in both grass-roots and elite coaching be further addressed - particularly in relation to the qualification and recruitment process - to increase accessibility and encourage more women into coaching networks? Is a voluntary code for good governance an effective strategy for getting more women in key decision making roles on sports boards going forward or should compliance be tied to funding outcomes?
Ruth Holdaway, Chief Executive, Women in Sport
Gavin Makel, Head of Women's Football, Manchester City Football Club
Helen Davey, Deputy Chief Executive Officer, sports coach UK
Amanda Coulson, Athlete Mentor and GB Performance Boxing Coach, GB Boxing and Former International Boxer
Questions and comments from the floor
- 11.25 - 11.30 **Chair's closing remarks**
Barbara Keeley MP, Co-Chair, All-Party Parliamentary Group on Women's Sport and Fitness
- 11.30 - 11.55 Coffee
- 11.55 - 12.00 **Chair's opening remarks**
Tracey Crouch MP, Member, Culture, Media and Sport Select Committee
- 12.00 - 12.20 **'Lessons learned from the BBC's coverage of women's sport'**
Barbara Slater, Director, BBC Sport
Questions and comments from the floor
- 12.20 - 13.10 **Media coverage, commercial investment and audience engagement**
What is known about the current audience base for women's sport? What is the present landscape for the amount and type of women's sport media coverage? How can broadcasters, journalists, governing bodies and sponsors work together to increase long-term growth of women's sport through media exposure and financial investment? With consumers increasingly accessing sports content online, how can the industry make better use of new channels such as social media and on-demand services to encourage discoverability and engage new audiences with women's sport? What are current examples of best practice in women's sport sponsorship and the commercial benefits for businesses and how is this likely to develop? How should success be measured best - through participation rates, investment or media exposure?
Alex Kelham, Managing Associate & Head of Sports Group, Lewis Silkin
David Kerr, Managing Director, British Eurosport
Gisela Gier, Executive Chair, Hera Sports Media
Sarah Juggins, Freelance Journalist and Treasurer, Sports Journalists' Association
Questions and comments from the floor
- 13.10 - 13.15 **Chair's and Westminster Media Forum closing remarks**
Tracey Crouch MP, Member, Culture, Media and Sport Select Committee
Amy Cutter, Associate Producer, Westminster Media Forum



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