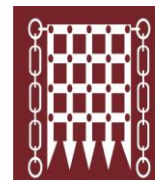


Westminster Media Forum policy conference:

Next steps for elite, professional and community sports - sustainability, governance, participation and media consumption, and emerging from COVID-19

Timing: Morning, Friday 30th April 2021

Taking place online



**WESTMINSTER
MEDIA FORUM**

Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Senior Parliamentarian
- 9.05 **The outlook for the sports sector - key challenges, and assessing what sector support might be required to recover from the COVID-19 crisis**
Ed Warner, Chair, GB Wheelchair Rugby and Author, Sport Inc
- 9.15 **The impact of COVID-19 on grassroots and community sport - regrowing participation, financial sustainability, liability for safety and duty of care, and opportunities for collaboration harnessing the power of innovation in technology**

Heather Douglas, Head of Policy & Impact, UK Coaching

Senior representative, local authority

Senior representative, grassroots sport
- 9.45 Questions and comments from the floor
- 10.05 Break
- 10.10 **The way forward for elite sport - finances, training and learning from the sector's response to changing circumstances, priorities for governance, and key issues for risk mitigation going forward**
Adrian Christy, Chief Executive, Badminton England; and Director, Sport and Recreation Alliance
Questions and comments from the floor
- 10.35 **Chair's closing remarks**
Senior Parliamentarian
- 10.40 Break
- 10.50 **Chair's opening remarks**
Senior Parliamentarian
- 10.55 **Innovation in commercial broadcasting and online distribution - partnerships, responding to the pandemic and implications for the sector going forward**
Senior representative, broadcaster
Senior representative, sports body
- 11.15 **Sport sponsorship - the regulatory and commercial outlook, and adapting to changes in consumption**
Senior analyst
- 11.25 Questions and comments from the floor
- 11.40 Break
- 11.45 **Preparing for the delayed Olympic and Paralympic Games - the outlook for elite sport funding, support, sustainability and governance**

Victoria Aggar, Chair, British Athletes Commission

Anna Scott-Marshall, Director of Communications, British Paralympic Association

Jack Buckner, CEO, British Swimming

Robert Morini, Head of Governance and International Relations, UK Sport

Questions and comments from the floor
- 12.30 **Policy priorities for supporting elite, community and grassroots sport and sector recovery**
Senior speaker to be announced
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Michael Ryan, Deputy Editor, Westminster Media Forum