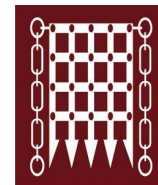


**Westminster Media Forum policy conference**  
**Women and the sport sector - participation, representation, and prominence**  
*Timing: Morning, Tuesday, 21<sup>st</sup> April 2020*



**WESTMINSTER  
MEDIA FORUM**

*Draft agenda subject to change*

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**  
Senior Parliamentarian
- 9.05 - 9.45 **Encouraging greater physical activity among women and girls - key next steps and challenges for the sector**  
**Huw Edwards**, Chief Executive Officer, ukactive  
  
**Lisa O'Keefe**, Executive Director of Insight, Sport England  
  
Questions and comments from the floor
- 9.45 - 9.55 Break
- 9.55 - 10.45 **Developing grassroots sports across the UK - access to facilities, reducing socio-economic barriers to participation, and assessing the impact of social restrictions on future sport offerings**  
**Councillor Kamran A. Caan**, Cabinet Member, Public Health and Sport and Chair, Coventry Health and Wellbeing Board  
**Amna Rafiq**, Clubs and Community Development Manager, Yorkshire County Cricket Club  
**Owen Hathway**, Assistant Director of Insight, Public Affairs and Policy, Sport Wales  
**Ceri Crawford**, Director of Sport, Howell's School Llandaff, Girls' Day School Trust  
**Siobhán Prior**, Athlete, Nottingham Wildcats and Basketball England and Director, Basketball Operations, Nottingham Wildcats  
Questions and comments from the floor
- 10.45 - 10.50 **Chair's closing remarks**  
Senior Parliamentarian
- 10.50 - 11.00 Break
- 11.00 - 11.05 **Chair's opening remarks**  
Senior Parliamentarian
- 11.05 - 11.30 **Broadcasting and the sport sector - reaching new audiences and sustaining growth in the women's market**  
**Barbara Slater**, Director, BBC Sport  
Questions and comments from the floor
- 11.30 - 11.40 Break
- 11.40 - 11.50 **Nurturing elite talent - priorities for physical and professional development, and improving gender equality in sport**  
**Dame Sarah Storey**, British Cycling Policy Advocate and Active Travel Commissioner, Sheffield City Region
- 11.50 - 12.25 **Women in leadership and the workforce, media portrayal of women and women's sport, and growing commercial investment**  
**Andy Parkinson**, Chief Executive Officer, British Rowing  
**Nick Read**, Managing Director, Vitality Programme, Vitality  
**Dame Heather Rabbatts**, Managing Director, Cove Pictures; Chair, Vero Communications; Founder, Women's Sports Group and Former non-executive Director, The Football Association  
Questions and comments from the floor with **Dame Sarah Storey**, British Cycling Policy Advocate and Active Travel Commissioner, Sheffield City Region
- 12.25 - 12.35 Break
- 12.35 - 12.55 **Policy priorities for supporting diversity and representation across the sport sector**  
Senior speaker to be confirmed  
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum's closing remarks**  
Senior Parliamentarian  
**Peter van Gelder**, Director, Westminster Media Forum