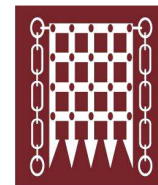


**Westminster Media Forum Keynote Seminar:  
The future for sports funding in the UK - grassroots, commercial revenue streams,  
and the future elite funding strategy**

*Timing: Morning, Tuesday, 30<sup>th</sup> April 2019*

*Venue: Central London*



**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 - 9.15 **Investing in mass participation - targeting funding, developing facilities and engaging communities**  
**Tim Hollingsworth**, Chief Executive, Sport England
- 9.15 - 10.05 **Driving social outcomes through funding grassroots sport - next steps for achieving a whole-systems approach**  
**Steven Day**, Head of Participation, The FA  
**Jane Ashworth**, Chief Executive, StreetGames  
**Councillor Faye Abbott**, Member, Culture, Tourism and Sport Board, Local Government Association Athlete  
Questions and comments from the floor with **Tim Hollingsworth**, Chief Executive, Sport England
- 10.05 - 10.30 **How can policymakers develop sport as a tool for promoting wider socio-economic benefits?**  
**Nico Heslop**, Head of Sport, DCMS  
Questions and comments from the floor
- 10.30 - 10.35 **Chair's closing remarks**  
Senior Parliamentarian
- 10.35 - 11.00 Coffee
- 11.00 - 11.05 **Chair's opening remarks**  
**Gavin Newlands MP**, Shadow SNP Spokesperson (Sport)
- 11.05 - 11.15 **The case for revenue diversification in elite sport budgets**  
**Ed Warner**, former Chair, UK Athletics and Author, *Sport Inc.: Why money is the winner in the business of sport*
- 11.15 - 12.30 **The future framework for elite sport - funding allocations, commercial revenue streams, and building stronger links with grassroots**  
  
**Adrian Christy**, Chief Executive, Badminton England  
  
**Stephen Park**, Performance Director, British Cycling  
  
Senior representative, broadcasting  
  
Senior representative, sponsorship  
  
Senior speaker to be announced  
  
Questions and comments from the floor with **Ed Warner**, former Chair, UK Athletics and Author, *Sport Inc.: Why money is the winner in the business of sport*
- 12.30 - 12.55 **Next steps for developing elite sport following UK Sport's new funding strategy**  
**Liz Nicholl**, Chief Executive Officer, UK Sport  
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**  
**Gavin Newlands MP**, Shadow SNP Spokesperson (Sport)  
**Peter van Gelder**, Director, Westminster Media Forum