

The Sports Think Tank – Round-Table Attendees 23rd May 2012

Dr. Neil King

Dr. Neil King is a senior researcher and published author in the field of sport, recreation and physical activity. His research specialism is local government sport services where he has recently written a report for the Association of Professional Service Excellence (APSE) on future options for local authorities in the context of an economic recession. Neil is a member of a network of researchers, practitioners and professional body representatives including CIMSPA and CLOA members. Previously, Neil has undertaken research for the Institute of Sport and Leisure Policy at Loughborough University, the Institute of Youth Sport, English Federation of Disability Sport, Liverpool Sports Forum and a Member of Parliament. Neil is founder and director of HK consultancy that launches in June 2012. Neil established HK with a senior practitioner to conduct Social Return on Investment audits for organisations seeking to ‘make the case’ for sport and physical activity.

Richard Callaway – Nike UK/Ireland

From my perspective I am the Sports Marketing Director for Nike in the UK and Ireland. We focus on key category sports namely Football, Rugby, Track and Field, Tennis, Basketball and Women’s training amongst others.

Within the portfolio of assets that we sponsor are Manchester United, Arsenal, Celtic, Manchester City, The Premier League, The RFU, The LTA and numerous players such as Rooney, Wilshere and Rio Ferdinand.

We work closely with many key influencers in sport at a variety of different levels on a whole host of different projects and work on the premise that if you have a body then you are an athlete.

Holly Marshall – O2

Holly is responsible for ensuring Telefonica O2 UK is prepared for major sporting events. From building extra capacity in our network to support an increase in traffic, to creating products and services to respond to any unique customer need driven by the event.

Telefonica UK has sponsored England Rugby for many years and has in the past been involved with various football clubs and more niche sports, such as Taekwondo. We also have The O2 which hosts sporting events such as Basketball, Gymnastics, Polo and Tennis.

Colin Grannell – Visa Europe

Colin is an Executive Vice President at Visa Europe, responsible for Partnership Marketing which includes sponsorship. The role of sponsorship in Visa is to enhance the Visa brand, engage with our customers and provide an innovation showcase for “the future of payments”.

In the past eight years Colin has managed Visa Europe sponsorship at the following Events:

The UK School Games, Visa Paralympic World Cup, Rugby World Cup: France, FIFA World Cup: South Africa, Olympic & Paralympic Games: Torino, Beijing, Vancouver and London., Sponsorship of Team 2012 presented by Visa, Sponsorship of European Team Visa athletes across 10 European markets, Sponsorship of Usain Bolt.

He was part of the support team that published: Raising the Bar – a review of UK Sport administration and sits on the BOA Advisory Board.

Visa has been a TOP partner of the IOC for 26 years, London will be our 14th Olympic Games and the largest activation of any sports property in our history.

Mike de Giorgio – Greenhouse

Mike spent 19 years as an accountant before selling his financial consulting business shortly after he ran a successful pilot multisports scheme with the Metropolitan Police for young offenders. He decided to start a new charity and together with Justin Byam Shaw, he co-founded Greenhouse in 2002. He continues to be involved full-time. In 2011, Mike chaired the Centre for Social Justice's report on how best to harness the power of sport to transform the lives of young people. He has played sport all his life, but is now picking up tips from Greenhouse players.

Simon Cooper – Greater London Authority

Simon's role at the GLA is to oversee delivery of the Mayor's contribution to the sporting legacy from the 2012 Olympic and Paralympic Games.

He is a former civil servant with a background in sport policy at the Department for Culture, Media and Sport. In 2002 he worked in the Prime Minister's Strategy Unit in the team that wrote the Government policy document on sport and physical activity, '*Game Plan*'.

Barry Horne - EFDS

Barry Horne took up his post as Chief Executive of the English Federation of Disability Sport in May 2010. EFDS is the lead National body promoting and enabling more disabled people to become active in sport and physical activity across England. Barry's former role was as a Corporate Director in a City Council but has worked in a range of roles including as Chief Executive of the East Midlands Regional Assembly/Local Government Association. His first seven years of employment were in the community and voluntary sector and he is delighted to be heading up a National charity with such a vital role to play.

Paul Thorogood – The Football Foundation

Paul Thorogood joined the Football Foundation in April 2006, following a successful career in the Royal Air Force where he specialised in operational logistics; latterly, in more senior roles, he specialised in change management, organisational process redesign and performance management and strategic leadership. A decent footballer in his youth, Paul was involved in football administration for most of his RAF career. The RAF County FA is a full voting member of the FA Council and Paul held key appointments on the RAF County FA Executive Committee for more than 20 years, becoming Chairman of the Association in 2002. Paul also has a passion for winter sports and is a qualified Alpine ski instructor.

The Football Foundation is responsible for delivering a transformation in grassroots football and general sports facilities provision across the country, using money provided by the FA, the Premier League and the Government via Sport England. The Foundation has invested in grassroots projects worth circa £1 billion since 2000. In addition to this, the Foundation uses its unique delivery system to deliver corporate social responsibility programmes on behalf of large corporates such as Barclays Bank, as well as on behalf of organisations such as the GLA in the form of the Mayor of London's Legacy (sports) Facilities Fund.

Jo Stocks - sported

Jo came to sported in 2008, bringing with her 15 years of experience in the UK voluntary sector. From delivery roles in outdoor education and youth work, through to fundraising, senior management and director level roles in national charities, Jo has always worked in organisations whose aim is to develop young people's potential through sport and outdoor education. Jo worked with Sir Keith Mills to develop the concept of sported, having identified a gap to build the capacity of off-the-radar organisations which use sport for social change in disadvantaged communities. Sported already has over 1,000 Member organisations around the UK who receive funding and bespoke business advice from sported and has 12 offices covering the whole of the UK.

Roger Draper – LTA

Roger Draper is the CEO of the LTA. He's one of the new breed of sports leaders who are applying direct experience of competing as an elite athlete and first-rate business skills and experience to achieve radical improvement in the way sport is run.

Over the past 6 years he has led the transformation of British tennis, putting in place a practical and widely acclaimed strategy, modernised the organisation, engineered the joining-up of all aspects of the sport and secured new commercial backing. He is now leading a more informed approach to sports business management ensuring the growth of British tennis is sustained and the best return on investment secured.

He has wide experience in the 'business of sport', this has included 3 years as CEO of Sport England, leading a major review and reorganisation of the £500m spent on sport in the UK, involvement in the 2012 bid and Team England's 2006 Commonwealth Games campaign.

As an elite athlete, Roger has gained international honours in both rugby league and tennis..

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Andy Reed

Andy was the MP for Loughborough between 1997 and 2010. During that time he became known as the 'backbench voice' on sport at all levels in Parliament from school, grassroots to elite. He was Parliamentary Private Secretary to the Department of Culture Media and Sport in 1998 - working with Sports Minister Kate Hoey until 2001. Throughout the next decade Sports Ministers used Andy for policy advice using his connections to sport in Loughborough. In 2007 the new Prime Minister Gordon Brown asked Andy to oversee the publication of the 2010 Sports Manifesto. After leaving Parliament Andy has been approached to use his experience to help sport - something he has been only too willing to take up! He established his own company in 2010 - SajeImpact Ltd, he is director of the Board of Amateur Swimming Association, Chair of Trustees of the Volleyball Foundation and Chair of the Sport and Recreation Alliance.

Nick King

Nick King has worn various sporting hats and can boast experience in sponsorship consultancy, sports policy and political work, strategic communications and sports public affairs.

He worked at sports marketing agency Octagon before covering the Culture, Media and Sport policy brief at Conservative Central Office, working with Jeremy Hunt and Hugh Robertson.

He became a Director of the Sports Think Tank in 2011 and has recently taken up the role of Senior Account Director with Hanover Communications.

James Thellusson

James is head of corporate and public affairs at Lexis the Recommendation Agency. He also oversees Glasshouse Partnership, Lexis's CSR and sustainability consultancy. Over 20 years in communications, James has worked extensively in the areas of sports sponsorship, sponsorship activation, sports based community programming as well as corporate CSR strategy, especially around social and community issues.

He has worked for sports right owners, brand sponsors and NGBs such as Braun, Coca-Cola, Football League, Premier Rugby, Reebok and Visa International, often with a brief to unite their commercial and CSR goals through their sports investments.

He is currently co-authoring a book on rugby's community investments and has published a number of articles on the social value of sport and the 'social contract' between sports stars and sports businesses.

Prior to selling his business to Lexis in 2010, James was CEO at Edelman UK and before that Managing Director, Europe for global public relations firm Cohn & Wolfe, a subsidiary of the WPP Group.

Mark Balcar

After 5 years as Head of Professional Sport at the Department for Culture, Media and Sport and advising six Secretaries of State and numerous Ministers on a wide range of policy areas including the arts, culture and sport over 13 years, Mark left in April 2011 to pursue new opportunities. Throughout the rest of 2011 he lead the development of a new philanthropy service for artists, musicians and sports people and he is now a freelance advisor specialising in government relations, the third sector and the sport sector. He is also involved in a number of diverse projects including developing business opportunities in the renewal energy sector, supporting an explorer and as an social entrepreneur. Before life in the Civil Service Mark, taught at St Pauls' Boys School, in West London.

In 2008 he was invited to be a Trustee of a start up charity Hope in Action to advise on strategy and stakeholder relationships and he is now a Trustee of the Sports Think Tank. Mark is also a Fellow of the Royal Geographical Society.