



New Government New Direction?

June 2015

Rob Bailey, Principal Advisor, APSE

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DCMS – Ministers - Sport



The Rt Hon John Whittingdale MP
Secretary of State for Culture, Media and Sport



Tracey Crouch MP
Parliamentary Under Secretary of State for Sport, Tourism and Heritage



Heather Wheeler MP
Parliamentary Private Secretary (PPS)

DCMS Management



Sue Owen
Permanent Secretary



Ruby McGregor-Smith CBE
Non-executive director

Priorities



- Recognising the grassroots
- Fairness
- Welfare and wellbeing of athletes
- Continued success at elite level

Funding

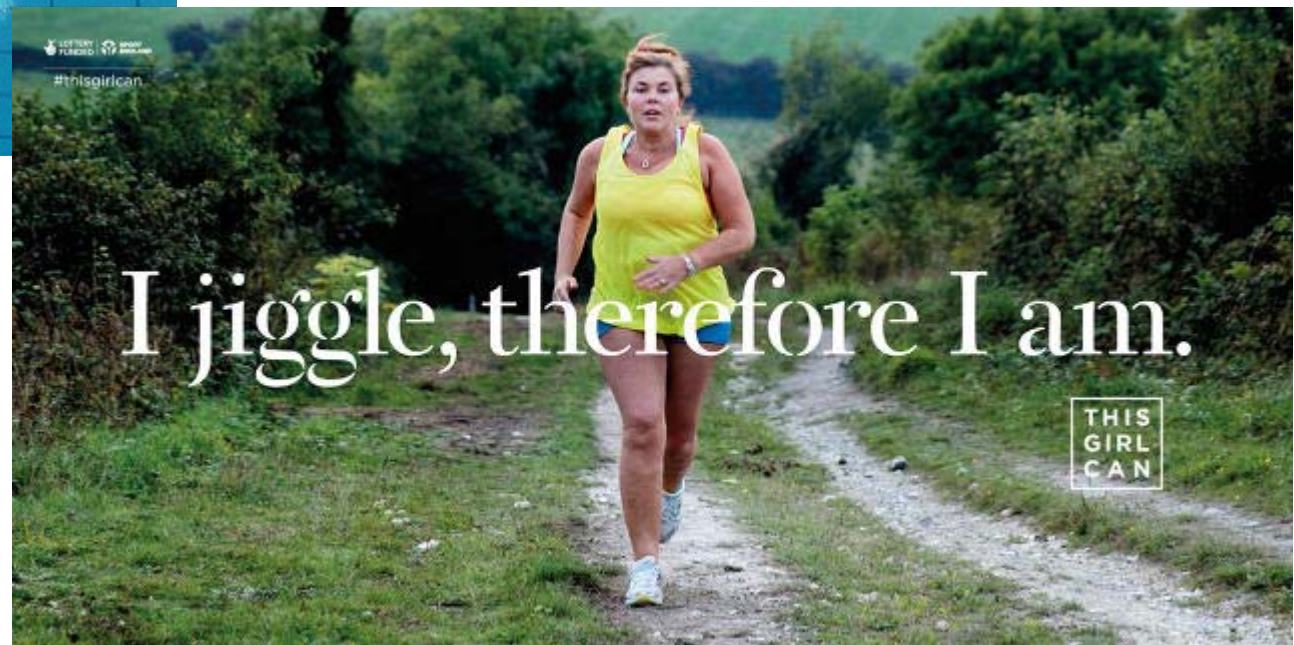


- **George Osborne cuts public health spending by £200 million**
- DCLG - £230m – No impact?
 - "They have been made through higher-than-expected receipts from the sale of public sector land for house building and by reducing contingency that is no longer needed for the European Regional Development Programme,"

Continuing....



- Women's participation





I kick balls. Deal with it.

THIS
GIRL
CAN

LOTTERY FUNDED
#thisgirlcan



Sweating like a pig,
feeling like a fox.



I swim because I love my body.
Not because I hate it.

THIS
GIRL
CAN

LOTTERY FUNDED
#thisgirlcan

thisgirlcan.co.uk

Participation



Top five sports

Number of adults taking part at least once a week by sport



Source: Active People Survey 8Q3-9Q2 (Sport England, 2014-15)

LOCAL SERVICES

LOCAL SOLUTIONS



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INVESTOR IN PEOPLE



GB 11409



GB 11132



GB 14074