



**Chair** - Andy Reed OBE

Co-Founder and Director, The Sports Think Tank

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. Since leaving parliament Andy set up Sports Think Tank working to change the landscape of sports policy making in the UK by understanding what makes policy makers tick.



**Measure** – Emma Heel

Head of Evidence and Learning, Sported

Emma is Head of Evidence and Learning at Sported, a charity which serves more than 3,000 clubs and groups across the UK, delivering sport and activity to help young people break through disadvantage. She appreciates the barriers to measurement within the voluntary sector, and is passionate about helping grassroots sport organisations strengthen their impact practice.



**Plan** – Yvonne Doyle MD CB, Director  
Public Health England

Yvonne Doyle offers 22 years of experience from senior roles in the NHS and Department of Health, the academic and independent sectors. This includes international representation of the UK at healthcare policy level and presenting her own research and published material internationally, innovation in public health and health care at national and regional level, and building and leading public health systems.



**Evidence** – Duncan Jones  
Head of Operations, Upshot

Duncan has been utilising technology to improve effectiveness and efficiency of the Football Foundation for 12 years. He delivered a be-spoke performance management system, launched PitchFinder - an online tool with the largest database of football facilities in the UK - and then turned his attention to developing a platform to improve the organisation's monitoring and evaluation. The result was Upshot, which is now being used by over 600 organisations



**Evidence** – Preeti Shetty  
Senior Consultant, Upshot

Preeti is a Senior Consultant at Upshot. Since starting in 2014, Preeti has focussed her efforts on proving the difference sport makes to people's lives through impact measurement and evaluation. Preeti is a highly-respected figure in the sport for development industry and was one of Sport Industry Group Next Generation Leaders in 2016.



**Plan** – James Noble  
Deputy Head of Measurement and Evaluation  
NPC

James is a social researcher and evaluator with 20 years of experience across a range of settings. At New Philanthropy Capital he supports charities and social enterprises to think about their impact, and decide on the best approaches for collecting evidence.



**Communicate** – Simon Lansley  
Managing Director, Connect Sport

Simon is the founder of Connect Sport, and previously spent 15 years at The Press Association, where he was Sports Editor and Editorial Director, and four years as Head of Marketing and Communications at Street League. He also provides media consultancy, PR and content services to the sport for development sector.



**Collaborate** – Alexandra Chalatz  
Managing Director, Beyond Sport

Alexandra is the Managing Director of Beyond Sport, which convenes, supports and funds organisations using sport as a tool for social change. After joining in 2008, Lex helped the organisation grow from the ground up while also co-founding thinkBeyond, a sister advisory firm that provides ways for governments, brands and charities across the world to create positive social change using sport.



**Innovate** – Peter Fitzboydon  
CEO, London Sport

Peter Fitzboydon is the Chief Executive of London Sport, the organisation set up by the Mayor of London and Sport England to make London the most physically active city in the world. Prior to this, Peter spent ten years at the Football Foundation, working up to the position of Chief Operating Officer. He has specific expertise in several areas, including data, digital technology and impact measurement



**Collaborate** – Dr William Bird MBE  
CEO, Intelligent Health

Dr William Bird founded Intelligent Health to provide ways to integrate physical activity into health and wellbeing, from Green Gyms and GP training to whole city physical activity strategies in both the UK & EU. He is a member of PA Strategy Board for PH England and advises WHO and PH Wales. William is the Co-editor of the Oxford Textbook of Nature and Public Health and BBC Wildlife magazine recently voted him one of the UK's top 30 influential conservationists.



**Diversify** – Adam Walker, Founder and Managing Partner, Oaks and Board member of the CSP Network

Adam founded Oaks in 2008 on the back of a successful 25-year career at executive level across sport, and has established it as one of the nation's leading business development agencies. Adam has vast experience in roles such as Deputy Chief Executive of UK Athletics, Commercial Director at the LTA, Team Origin and Everton Football Club, and most recently as a board member of the CSP Network.