

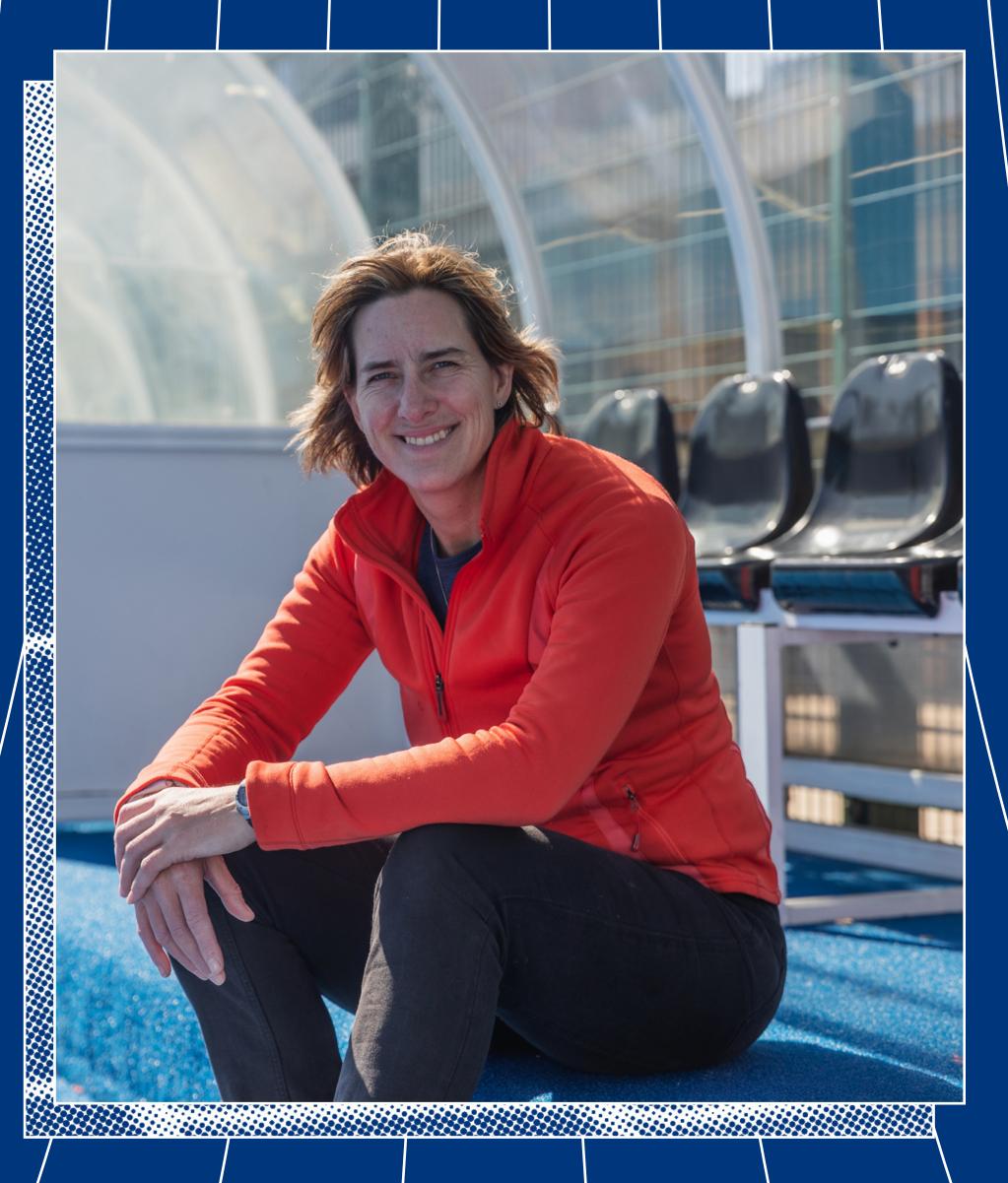
PARIS 2024





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UKSPORT WELCOME

The Paris Olympic and Paralympic Games promise to be a fitting finale to a spectacular summer of sport, and I have no doubt that British athletes will inspire and unite the British public with unforgettable sporting moments in the French capital. The presence of athletes' friends and families will make this experience even more special, a stark contrast to the situation just three years ago during the delayed Tokyo Games.

This will likely be the only summer Games on European soil for a quarter of a century following London 2012, offering us a unique opportunity to reignite the spirit and enthusiasm of the British public. The success of Olympic and Paralympic sports extends beyond medals; it drives economic growth, instils national pride, fosters community cohesion, and positions Britain prominently on the global stage.

Great Britain currently boasts 102 world champions across Olympic and Paralympic sports. Our aim is to maintain our world-leading status across a diverse range of sports, leveraging this platform to create substantial social impact. We are fortunate to have a generation of athletes who are increasingly advocating for social causes that matter deeply to them while managing the demands of their rigorous training and competition schedules. Team GB and ParalympicsGB athletes are remarkable ambassadors, and it is crucial that we support and amplify their voices.

As we look ahead to Paris, it is essential to acknowledge the 'team behind the team' - the world-class coaches and support staff within each national governing body who have dedicated countless hours over the years to ensure athletes have the best chance of delivering their peak performance when it really matters.

Our ambition to remain a top-five Olympic and Paralympic nation is as strong as ever. This ambition would not be attainable without the support of the government and The National Lottery players since 1997. Their contributions have enabled athletes to train full-time and access the best coaches, facilities, and medical support globally. From our 36th place finish in Atlanta 1996, their support has transformed our high-performance system into the world-leading model it is today.

Thanks to you, the media, who continue to tell the stories of our athletes and sports, inspiring the nation by sharing the journeys of both new and familiar faces within the Olympic and Paralympic community.

As this will sadly be my final Games as Chair of UK Sport, I feel incredibly honoured to have been a part of this remarkable period for British sport. Over the past eight years, I have witnessed the phenomenal achievements of our athletes and the efforts of the teams behind these successes. It has been heartening to see how athletes are increasingly using their platforms to drive positive change in areas such as environmental sustainability, mental health, and access to sport and I have no doubt this will continue when I hand over the baton to my successor.

Thank you for your continued support and let us look forward to a fantastic Paris 2024.

DAME KATHERINE GRAINGER DBE CHAIR, UK SPORT



UKSPORTS INSTITUTE WELCOME

I took over as CEO of the UK Sports Institute at the start of 2022 and I'm incredibly proud to be leading such a brilliant organisation, which has been contributing daily towards enabling sports and athletes to excel at the Olympic and Paralympic Games in Paris.

This shortened cycle into Paris has presented challenges to the entire system, but we have met those challenges with the innovation that we have become known for. We've prioritised the mental and physical health of athletes, surrounding them with world class support teams to ensure that they will be heading to the Games healthy and well prepared.

A large percentage of our team will be heading to the Games, either in support roles for Team GB and ParalympicsGB, or with a sport. Across physiotherapy alone, around 40 of our staff will be in Paris, while UKSI people will head up significant areas such as nutrition, psychology, performance analysis and mental health. We're conscious that our work can feel very 'behind the scenes' and sometimes that's a deliberate effort, to keep quiet about developments that we feel could have significant performance benefit so that our sports and athletes can gain competitive advantage. However, we feel it's important to share what we're doing with the funding we are provided with and we'd welcome your support in helping to tell those stories during the Games.

I would like to close by saying thank you. Thank you to our people for being so excellent; our people are absolutely fundamental to everything we do and their excellence is crucial to our ongoing reputation. Thank you to our system partners; without their support and investment we would cease to exist and in return we commit to constantly seeking opportunities to develop what we do. And thank you to The National Lottery and the Great British public; without their love and commitment to sport, none of us would be able to do what we do.

MATTARCHIBALD

CEO, UK SPORTS INSTITUTE

UKSPORT EXPLAINER

WHO WE ARE

UK Sport is the UK's trusted highperformance experts, powering our greatest athletes, teams, sports and events to achieve positive success.

Established in 1997, UK Sport has transformed the high-performance sporting community in the UK – through strategic leadership and investment of National Lottery and Government funds – winning more Olympic and Paralympic medals than ever before and is recognised as one of the top nations in the world for event hosting capabilities.

UK Sport's purpose is to lead high-performance sport to enable extraordinary moments that enrich lives and aims to work collaboratively with partners to deliver the greatest decade of extraordinary moments; reaching, inspiring and uniting the nation.

A decade where winning and being competitive at the highest level remains the priority, but where we also recognise the powerful platform sporting success has to inspire and effect lasting positive change for individuals and society. Ensuring we create that inspiration relies on winning with integrity and through a broader range of sports and champions, as well as growing a thriving sporting system with collaboration at its heart.

OUR PURPOSE

To lead high-performance sports to enable extraordinary moments that enrich lives.

OUR MISSION

To create the greatest decade of extraordinary sporting moments, reaching, inspiring and uniting the nation.



AMBITIONS

UK Sport's Strategic Plan 2021-31 involves some significant shifts for the high-performance sport community. While winning and being competitive at the highest level remains the priority, there is a recognition that sporting success creates a powerful platform to inspire and effect lasting positive change for individuals and society.

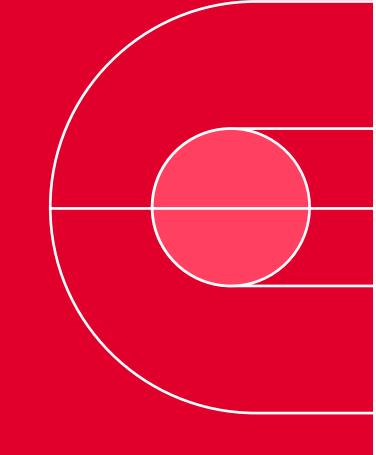
Keeping winning and winning well includes an ambitious target of achieving a top five finish in the Summer Olympic and Paralympic medal tables in Paris and beyond while also becoming an ever-greater force in Winter Olympic and Paralympic sport. Alongside this, to focus is on upholding high ethical standards and prioritising athlete welfare, fostering a united, high-performance sports community while supporting a more diverse group of athletes to win medals across a broader range of Olympic and Paralympic sports.

Grow a **Thriving sporting system** is the second ambition and here UK Sport wants to drive increased collaboration and ensure every organisation which receives investment upholds the highest standards of ethics and integrity while also operating efficiently and effectively. Success needs to be sustainable and so UK Sport will be working with partners to unlock future investment while also making sure the UK continues to shape the future of high-performance sport on the world stage.

The third ambition is to **Inspire positive change**; UK Sport will harness the power and platform of sporting success to drive change across wellbeing, diversity, inclusion and sustainability. Increasing the relevance and appeal of Olympic and Paralympic sports is a key goal, with efforts to build a diverse and engaged fanbase.

OUR AMBITIONS KEEP WINNING AND WIN WELL INSPIRE POSITIVE CHANGE GROW A THRIVING SPORTING SYSTEM

UKSPORTS INSTITUTE EXPLAINER





The UK Sports Institute (UKSI) delivers outstanding support that enables sports and athletes to excel. The UKSI is the largest single provider of world-class performance support such as science, medicine, technology, data and engineering services within the sport sector to Olympic and Paralympic sports in the UK.

Established in 2002 and grant funded by
The National Lottery and Exchequer (via UK Sport)
since 2006, the support services the UKSI offers
has expanded, from more traditional sports support
such as medicine, physiotherapy and strength and
conditioning, into services such as biomechanics,
performance innovation and performance data.

Just as importantly, the UKSI operates as a network, connecting all these outstanding support services into one delivery system. By sharing challenges, information and breakthroughs across the UKSI network, sports benefit from the cumulative knowledge of all the people

in the UKSI network and community and solutions and practice can be shared across multiple sports.

The UKSI currently has more than 400 employees, operating out of eight official sites across the country, with more than 50% of staff embedded within over 50 World Class Programmes of Olympic and Paralympic summer and winter sports.

Our Values

WE CARE
WE COLLABORATE
WE INNOVATE
WE EXCEL

THE UKSI HAS FIVE OBJECTIVES:

01

PEOPLE

World class people enabled to be the best version of themselves



ENVIRONMENT

Centres of excellence where people can excel and drive a hyperconnected system



HEALTH

Enable athletes to be physically and mentally well by reducing the risk of injury & illness



PERFORMANCE

A culture of excellence, in planning, innovation and support which shapes the future of human performance

05

GOVERNANCE

Professional and ethical standards for Performance and Health Support

THE PARIS 2024 CYCLE







UK SPORT



INVESTED

£314.5m

in **53 summer** Olympic and Paralympic sports for the Paris 2024 cycle IN 2021-24

333

towns and cities across the UK have hosted major sports events that **UK Sport has supported**

UK SPORTS INSTITUTE

funding from UK Sport for the Paris 2024 cycle

UK adults believe that athletes have a role to play in **championing** causes they believe in and **raising awareness of social issues**

236

World Champions from Great Britain and NI across the cycle

OLYMPIC

PARALYMPIC

UKSI WORKED WITH

32/35

medal-winning sports
from Tokyo 2020

MORE THAN

120

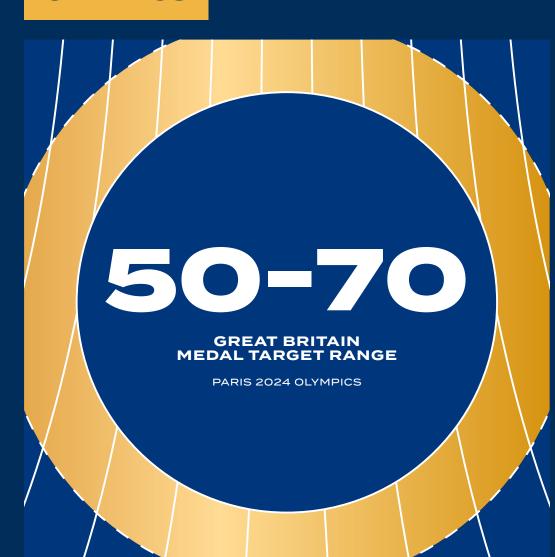
UKSI people travelling to the Paris Games with Team GB and ParalympicsGB



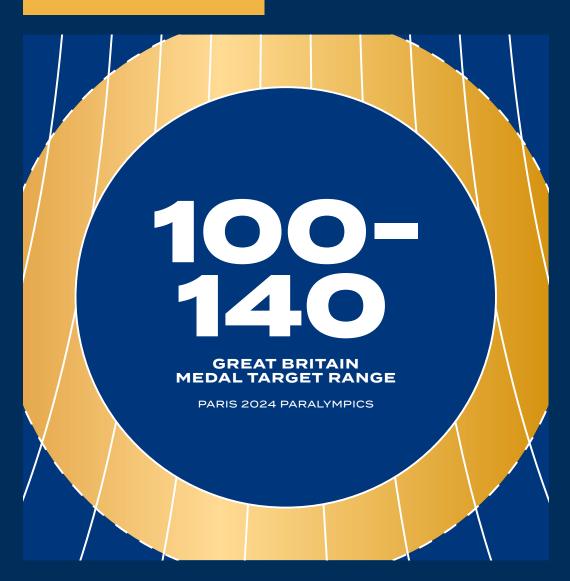
OLYMPIC AND PARALYMPIC

TARGET MEDAL RANGES

OLYMPICS



PARALYMPICS





Our ambition remains for Team GB and ParalympicsGB to secure a top-five position in the medal table at both Games, harnessing the power and platform that this success provides to drive positive impact in society.

After breaking into the top five of the Olympic medal table for the first time in The National Lottery era at the Beijing 2008 Olympic Games, Team GB has won 51 (Beijing 2008), 65 (London 2012), 67 (Rio 2016) and 64 (Tokyo 2020) medals. ParalympicsGB has never been outside the top five of the medal table since the inaugural Games in Rome in 1960 and has been a top three nation since the National Lottery funding was introduced ahead of the Sydney 2000 Paralympic Games.

This breadth of investment supports our commitment to continue the UK's track record of winning in an almost unrivalled breadth of sports. In Tokyo, British athletes won medals in 18 Olympic sports and 18 Paralympic sports, the most of any nation ever. We also won Paralympic gold medals in 12 different sports, which was more than any other nation. Over the course of the Paris cycle, UK Sport has invested £315 million of government and National Lottery funds across 53 Olympic and Paralympic sports, with a further £70 million channelled directly to 1,100 athletes in the form of Athlete Performance Awards.

Dr Kate Baker, UK Sport Director of Performance said:

"GB currently boasts 41 current World Champions in Olympic disciplines and a further 61 in Paralympic disciplines, highlighting the immense talent across our sports. I'm incredibly excited to see all our athletes in action over the coming weeks and have every confidence we'll see a fresh group of Team GB and ParalympicsGB stars emerge over the summer. We want to continue our streak of top five Olympic medal table finishes, but that won't be easy. However, we've built a world-class system with brilliant people, which has been fantastically well supported by the government and The National Lottery, so I'm confident British athletes will write the next chapter of British Olympic and Paralympic success in the coming weeks. A compressed three-year cycle has also presented plenty of challenges, but the coaches and support staff working in the National Governing Bodies have wrapped incredible support around their athletes, and they deserve huge credit as the unsung heroes of Olympic and Paralympic sport."

FUNDING FIGURES

OLYMPIC SPORTS

ARCHERY	£2,632,674
ARTISTIC SWIMMING	£467,250
ATHLETICS	£22,766,243
BADMINTON	£3,379,544
BASEBALL	£176,250
BASKETBALL	£1,350,000
BOXING	£12,075,886
BREAKING	£135,000
CANOEING	£13,943,804
CLIMBING	£1,629,345
CYCLING	£29,314,683
DIVING	£8,911,163
EQUESTRIAN	£12,353,376
FENCING	£1,542,015
GYMNASTICS	£13,445,737
HANDBALL	£375,000
HOCKEY	£13,689,907

DO	£6,439,612
DDERN PENTATHLON	£5,681,906
WING £	23,794,482
ILING £2	22,800,520
IOOTING 4	6,246,092
ATEBOARDING	£1,839,045
FTBALL	£428,750
IRFING	£1,404,457
/IMMING £	18,928,318
BLE TENNIS :	£1,350,000
EKWONDO :	£8,259,987
IATHLON :	£7,246,639
LLEYBALL	£286,000
ATER POLO	£375,000
EIGHTLIFTING	2,293,000
RESTLING	£276,000



BOCCIA	£3,737,326	PARA TAEKWONDO
GOALBALL	£346,600	PARA TRIATHLON
PARA ARCHERY	£2,729,195	PARA POWERLIFTING
PARA ATHLETICS	£9,532,871	SHOOTING PARA SPC
PARA BADMINTON	£1,329,057	SITTING VOLLEYBALL
PARA CANOE	£3,654,116	VIJUDO
PARA CYCLING	£8,043,492	WHEELCHAIR
PARA EQUESTRIAN	£3,425,493	BASKETBALL
PARA ROWING	£3,617,954	WHEELCHAIR FENCING
PARA SWIMMING	£ 8,492,875	WHEELCHAIR
PARA TABLE TENNIS	£3,879,900	RUGBY

£801,657	PARA TAEKWONDO
£4,187,618	PARA TRIATHLON
£1,781,381	PARA POWERLIFTING
£2,102,468	SHOOTING PARA SPORT
£375,000	SITTING VOLLEYBALL
£1,228,900	VIJUDO
£4,598,794	WHEELCHAIR BASKETBALL
£1,797,399	WHEELCHAIR FENCING
£3,000,289	WHEELCHAIR RUGBY

TOTAL EXCHEQUER AND THE NATIONAL LOTTERY FUNDING INVESTED

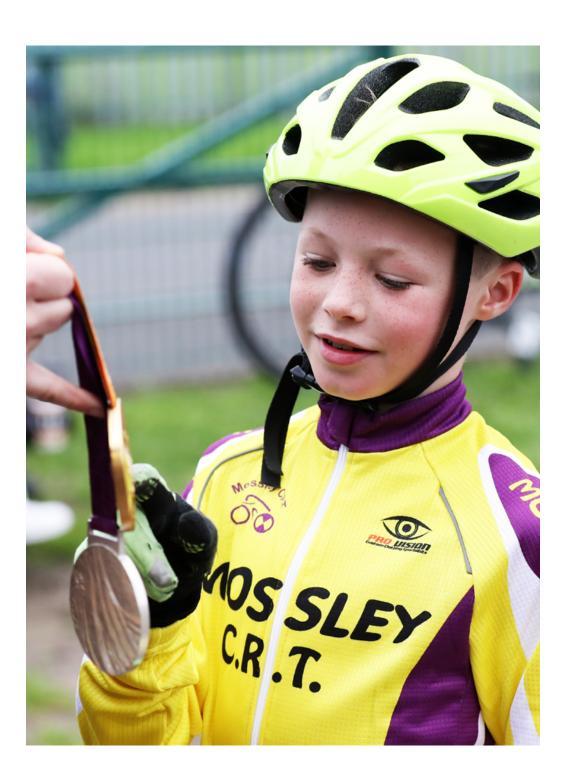
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in **53 summer** Olympic and Paralympic sports for the Paris 2024 cycle

CHANGE MARIERS



Olympic and Paralympic athletes returning from the Paris 2024 Games are set to be supported to get out into their communities and make a difference to the causes they care about.



The 'ChangeMakers' initiative is a partnership between The National Lottery's operator, Allwyn, Team GB, ParalympicsGB and UK Sport to help athletes maximise their impact upon their return from the Paris 2024 Olympic and Paralympic Games and give back to the communities that have supported them.

Alongside inspiring a nation, Britain's athletes have voiced their desire to do more, and give back to causes in their local communities. Athletes can choose the social impact project they wish to support, this could be anything from grassroots sport projects, mental health initiatives, environmental programmes - whatever their passion is. They will be helped to make a difference to this cause back home in the UK in the two weeks immediately after the Olympic and Paralympic Games. The initiative will matchmake athletes to causes that reflect their passions and provide them with support to ensure that they can use their voice to make a difference.

The campaign is being made possible by the new operator of The National Lottery, Allwyn, which has pledged to make a difference through its annual £1m Social Value Fund. This will see the new operator create additional value to existing funding and collaborate with partners to amplify the overall impact that The National Lottery has on high streets and communities. The 'ChangeMaker' initiative is the first programme launched, made possible by around half of the annual fund, with further initiatives to be rolled out with different partners across this summer.



"ParalympicsGB and Team GB athletes feel strongly about a wide range of different causes and I personally would like to get more involved in championing social inclusion. I want disabled people to be able to achieve their full potential, in whatever it is they love doing and I'm grateful to The National Lottery and the other partners for giving us this chance to give back to our communities."

DAVID SMITH

PARALYMPICSGB TOKYO 2020, GOLD MEDALLIST IN BOCCIA

"As athletes we put our heart and soul into representing our nation to make everyone proud, but we're people too, each with our own passions outside of sport. I want to use my voice to empower more children, and young females specifically, to be strong, healthy and confident by having positive conversations about body image and tackling outdated opinions around female appearance and health."

EMILY CAMPBELL

TEAM GB TOYKO 2020, SILVER MEDALLIST IN WEIGHTLIFTING



THE JOURNEY FROM ATLANTA 1996 TO

PARIS 2024

When Steve Redgrave rowed over the finish line to win his fourth consecutive gold medal at the Atlanta Olympics in 1996, few people had any idea how significant it would prove to be for British sport.

The victory for Matthew Pinsent and Redgrave for the coxless pairs was a momentous personal achievement and re-affirmed the rower's status, at the time, as Great Britain's most decorated Olympian.

Yet for British Olympic and Paralympic sport, Redgrave and Pinsent's success in winning Great Britain's sole Olympic gold medal, highlighted the disparity between their achievement and the wider performance of the team which finished 36th in the medal table with one gold, eight silver and five bronze, with just one female medal winner in Densie Lewis in the heptathlon.





This ignited the acknowledgement of the need for change and proved to be a significant turning point when in 1997 John Major's Government committed to the principle of using some of the money raised by The National Lottery to fund Olympic and Paralympic sport.

It was a hugely influential decision that sparked incremental improvements in the performance of British athletes at subsequent Games and, ultimately, ushered in a golden age that would see Team GB and Paralympics GB achieve previously unimaginable success and inspire the nation.

The athletes who delivered the medals and the inspiration – Steve Redgrave, Kelly Holmes, Jessica Ennis-Hill, Ellie Simmonds, Mo Farah, Chris Hoy, Hannah Cockroft, Jason and Laura Kenny, Jonny Peacock, Adam Peaty, Sarah Storey, Tom Daley, Max Whitlock and Nicola Adams, to name just a handful – are the stars who provided the iconic moments and became household names.

Yet the achievement of British Olympic and Paralympic sport over the last 30 years would not have happened without the vision and leadership of successive political leaders from all parties or the efforts of those people and organisations behind the scenes who designed and engineered a system of supporting elite athletes that would become the envy of the world.

They created a system for investing in sport that has delivered unforgettable moments, boosted national pride, and brought the nation together in a way that few other things can, and it is rightly regarded as a modern-day British success story.

Following the decision to allocate some National Lottery money to Olympic Sports, one of the key milestones in the evolution of elite sport in Great Britain, was the creation of UK Sport in July 1997, as an organisation to which sport National Governing Bodies (NGBs) could apply for funding to deliver World Class Programmes (WCPs) to support athletes that exhibited Olympic and Paralympic medal winning potential.

In the Sydney 2000 cycle (1997-2001), UK Sport allocated £54 million to 13 Olympic and 11 Paralympic sports to

support athletes on WCPs. The benefits were shown in performances at Sydney which saw a marked improvement as Team GB rose up the medal table.

Fast forward to 2024, Team GB and Paralympics GB has become a source of national pride and the home of hundreds of stories about endeavour and overcoming adversity that have inspired and captivated the British public.

Rising costs and increased international competition, make the task of delivering a top-five finish in the medal table harder than ever. However, UK Sport believe this to be an achievable target and will continue to make investment decisions focused on delivering it in LA, Brisbane and beyond. However, their ability to make this ambition a reality will be reliant on sustained real terms investment from the Government and The National Lottery.

That Great Britain has a system that has been so successful is a source of great pride for which many people deserve credit.



OLYMPIC GAMES

GAMES	POSITION IN MEDAL TABLE	GOLD	SILVER	BRONZE	TOTAL
токуо	4	22	20	22	64
RIO	2	27	23	17	67
LONDON	3	29	18	18	65
BEIJING	4	19	13	19	51
ATHENS	10	9	9	12	30
SYDNEY	10	11	10	7	28
ATLANTA	36	1	8	6	15

PARALYMPIC GAMES

GAMES	POSITION IN MEDAL TABLE	GOLD	SILVER	BRONZE	TOTAL
TOKYO	2	41	38	45	124
RIO	2	64	39	44	147
LONDON	3	34	43	43	120
BEIJING	2	42	29	31	102
ATHENS	2	35	30	29	94
SYDNEY	2	41	43	47	131
ATLANTA	4	39	42	41	122

UK SPORT WHO'S WHO







Katherine, who has been the Chair of UK Sport since 2017, is one of Great Britain's most decorated female Olympic athletes.

She was the first British woman to win medals at five successive Olympic Games. Her gold medal in the double sculls at London 2012 followed silver medals at Sydney, Athens and Beijing. After a two-year break from the sport, Katherine returned in 2014 and won her record-breaking fifth medal, a silver in Rio. Katherine was born and educated in Scotland and graduated in law from Edinburgh University. She went on to achieve an MPhil in Medical Law and Medical Ethics from Glasgow University. She also has a PhD in the sentencing of homicide at King's College, University of London. She is a fellow of King's College, a Regent of Edinburgh University and has received honorary doctorates from nine universities. Since 2020 she has been Chancellor of the University of Glasgow.



SALLY MUNDAY



Sally has spent her entire career working in sport and joined UK Sport as CEO in September 2019, having held the same position at England and GB Hockey for the previous 10 years.

During her time so far, Sally has helped guide Olympic and Paralympic sport through an unprecedented period of change and collaboration. Under her leadership, UK Sport launched a new ten year strategy and an increase in Government funding for the Paris cycle. She played a central role in developing guidance for sports and athletes to return to training and competition during the first year of the pandemic and championed several pieces of work with partners on equality, diversity and inclusion.

During her time in hockey, Sally oversaw a golden era for the sport, with highlights including the Team GB women securing their first ever Olympic title at the Rio 2016 Games, the men's team finishing in fourth place at London 2012, their best Olympic Games finish in a quarter of a century, the successful hosting of the Women's Hockey World Cup in London in 2018 and a huge increase in participation in the sport since London 2012. Domestically while at hockey, Sally was also an active member of the NGB CEO Forum and internationally represented her worldwide peers (CEOs in hockey) on the FIH Pro League Management panel. She has also held various other Board positions including as a Trustee for the charity the Youth Sport Trust, Non-Executive Director of the English Institute of Sport and a member of the Governments Sports Business Council.



Kate joined UK Sport from The Football Association (FA) where she was Head of Performance Insights for over three years. Her remit within UK Sport's Executive Team is to lead UK Sport's Performance Teams and their investment into and in support of athletes across the Olympic and Paralympic high-performance community. Kate was part of the Olympic and Paralympic high performance community prior to joining the FA, working with UK Sport and the English Institute of Sport (EIS) as Head of Performance Pathways. She also has vast experience of working within rugby, notably leading sports science and nutrition programmes at Saracens. Kate holds a PhD in Sport Science from Durham University and has also been Programme Leader for Sports Science at the London Metropolitan University.



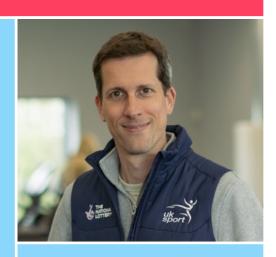
DR KATE
BAKER

DIRECTOR OF
PERFORMANCE
& PEOPLE



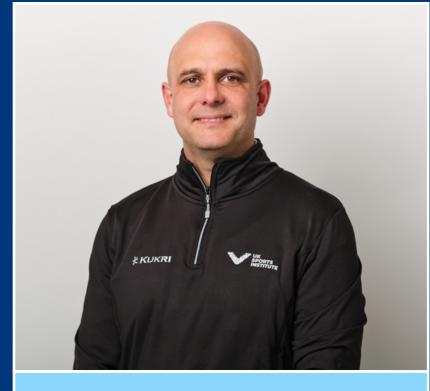
Simon leads UK Sport's Major Events Programme which has helped to establish the UK as one of the world's leading hosts of international sporting events, a key component of the organisation's strategy to create the greatest decade of extraordinary sporting moments that reach, inspire and unite the nation.

During the last ten years he has overseen support for the bidding and staging of more than 150 World and European events in the UK and has been a Non-Executive Director on the Boards of the Organising Companies for the World Athletics Championships and World Road Cycling Championships. He is also responsible for leading UK Sport's work to help develop a strong and connected sporting system across the UK, including the long-term organisational health of the national sporting bodies into which UK Sport invests. This includes leadership of UK Sport's work to help develop and implement the Code for Sports Governance, its activity to drive the highest standards of Integrity across high performance sport, and its Equality, Diversity, and Inclusion Strategy. Simon has worked in international elite sport for more than two decades. Before joining UK Sport, he was the Head of Marketing at the International Badminton Federation.



SIMON MORTON DEPUTY CEO AND DIRECTOR OF EVENTS & SPORTING SYSTEM

UK SPORTS INSTITUTE WHO'S WHO



MATT ARCHIBALD Chief Executive



DIANA BENHAM Co-Head of Operations



CLAIRE HAGUE Co-Head of Operations



MATT PARKER Director of Performance Innovation













CONTACTS

UK SPORT

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Attending Paris Olympic Games (24th July – 12th August)

UK based for Paralympic Games

BETH MOORLEY

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Attending Paris Paralympic Games (27th August – 9th September) UK based for Olympic Games

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THE NATIONAL LOTTERY





STRATEGIC PARTNERS

British Paralympic Association

T BRITAIN









