



UK SPORT & ENGLISH INSTITUTE OF SPORT

MEDIA GUIDE

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BEIJING
2022



ENGLISH
INSTITUTE
OF SPORT

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“We know athletes will capture the imagination of the British public with their dramatic, thrilling and pulse-racing performances – just like the stars of skateboarding, BMX and wheelchair rugby did in Tokyo.”

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UK SPORT WELCOME

This is a Games of great opportunity and the unique proximity to Tokyo is truly exciting for all involved. Team GB and ParalympicsGB will undoubtedly capture the imagination of the public just like they did in Tokyo – it's time for us all to get behind them again.

Last summer we saw new stars emerge in skateboarding, BMX and wheelchair rugby. We also saw British athletes become amazing ambassadors for societal issues like mental wellbeing, equality, diversity and sustainability.

British winter athletes have spoken in the build up to these Games about being inspired by their summer teammates in Tokyo. We are now ready to watch the character, skill and daring of the winter athletes in the Olympic and Paralympic theatre.

We know they will also talk passionately about causes close to their hearts – and we look forward to celebrating each and every one of these moments.

We all acknowledge though that Beijing is going to be another extraordinarily challenging Games. While they are going ahead as scheduled – unlike Tokyo – that doesn't mean the hurdles faced by British athletes to train, prepare and qualify have been any easier.

With limitations on international travel and access to facilities and competitions being postponed or delayed, British winter athletes have had to adapt and show great resilience and dedication to get to the Games.

We are immensely proud of them and their welfare and wellbeing is of the upmost importance. Our focus, working with the British Olympic Association and British Paralympic Association, is on doing everything within our power to ensure

every athlete selected gets safely to the start line and has the opportunity to compete for their country.

PyeongChang, alongside Sochi, was Team GB's best ever Winter Olympics and the best Winter Paralympics for a number of decades and we have confidence in the great potential of athletes heading to Beijing.

Our ambitions for Beijing would not be possible without the unwavering support of Government and National Lottery players over the past 25 years. For the Beijing cycle £27million has been invested into World Class Programmes with an additional £5million of Lottery money spent to directly support the athletes via Athlete Performance Awards.

I also want to take this opportunity to say thank you to those journalists travelling to Beijing to cover the Games, and also those reporting from back home.

We know you will tell athletes' stories brilliantly. It's important that they can use their platform to share their passion for the world around them and we know the role you'll play in that.

Your effort, endeavour and commitment to covering Olympic and Paralympic sport is greatly appreciated by all of us in the high-performance community.

**Dame Katherine Grainger
DBE
Chair, UK Sport**

MINISTER FOR SPORT FOREWORD



The recent Tokyo 2020 Olympic and Paralympics brought so much joy and a sense of real unity to our home nations as Team GB and ParalympicsGB both turned out amazing performances against the odds.

Competing at this level takes years of training and commitment. Athletes give their all in order to challenge the best in the world, and our current crop of stars have overcome even greater challenges as a result of two years of a global pandemic. I pay tribute to their dedication and determination.

Our Winter Olympian and Paralympians will now step up for their own medal pursuit in Beijing. I encourage you all to get behind our athletes to support and encourage our stars as they take on the world.

Alongside our National Lottery Partners, the Government has invested £32 million in our Team GB and Paralympics GB winter sports World Class and Athlete Performance Award programmes to ensure our teams are one of the best supported and funded teams competing in Beijing 2022.

I am hopeful that the recent success at the World Cup in Austria and the X Games in Aspen will be emulated this February as our athletes seek to better their record five medal haul achieved in Pyeongchang in 2018.



This year, we have the most diverse range of athletes, competing in the broadest range of competitions ever for Team GB. Charlotte Bankes in Snowboard Cross, Gus Kenworthy in Freestyle Skiing, and Bruce Mouat and Jen Dodds in the Mixed Curling are among our medal contenders. Team GB will also field competitors in both the men's and women's long track speed skating following a 30 year hiatus.

Our Paralympics team, fresh from the World Para Snow Sports Championships in Lillehammer will no doubt seek to break records and achieve winter Paralympic immortality. Menna Fitzpatrick in the slalom, and Millie Knight and Neil Simpson in the super-combined will all be looking forward to repeating their recent success.

UK Sport, alongside the British Olympic Association and the British Paralympic Association have done a fantastic job in preparing our teams for Beijing and they've had the best possible preparation to go out there and make Great Britain proud.

The legacy of our teams at Beijing 2022 to inspire our winter sports stars of the future will also hinge on your roles as members of the media in reporting on their achievements. So I thank you for all your support in covering Team GB and ParalympicsGB, and I hope you have a safe and enjoyable games witnessing the talents of our world-class athletes.

Nigel Huddleston, MP
Minister for Sport





UK SPORT EXPLAINER

WHO WE ARE

UK Sport is the UK's trusted high-performance 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.

OUR PURPOSE

Our purpose is to lead high-performance sport to enable extraordinary moments that enrich lives.

OUR MISSION

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

OUR AMBITIONS

1

**KEEP WINNING
AND
WIN WELL**

2

**GROW A
THRIVING
SPORTING
SYSTEM**

3

**INSPIRE
POSITIVE
CHANGE**

A complete overview of the new strategic plan is available [here](#).

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 win 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. In parallel, there is a commitment to uphold the highest standards of ethics, integrity and athlete welfare while supporting a more diverse group of athletes to win medals across a broader range of Olympic and Paralympic sports.

As part of the second ambition around **a thriving sporting system**, 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.

To achieve the third ambition, **inspiring positive change**, UK Sport will harness the power and platform of sporting success to drive change across wellbeing, diversity, inclusion and sustainability. This will be supported by an aspiration to see a growing, more diverse and engaged Olympic and Paralympic sport fanbase.



EIS EXPLAINER

WHO WE ARE

The English Institute of Sport (EIS) delivers outstanding support in areas such as sports science, medicine, technology and innovation that enables sports and athletes to excel.

It is unlike any other organisation in high performance sport, with an unrivalled network of experts in their fields delivering people-first solutions to over 40 Olympic and Paralympic sports. Established in 2002, and now a wholly owned subsidiary of UK Sport, the EIS has been providing support to Olympic and Paralympic sports for almost 20 years and is now one of the largest organisations in high performance sport globally.

At the EIS we have around 350 high performing and highly motivated staff who work in a complex environment of external stakeholder relationships. The EIS sits in a pivotal role in the UK within high performance sport. On a day-to-day basis our people provide outstanding support services to sports in elite training centres. We are also at the heart of leading innovation across sport as well as being a key voice in the world of sports science, technical and medical challenges that will face the world of sport over the coming years; mental health, anti-doping, safeguarding and concussion, to name just a few.

THE EIS HAS FIVE KEY OBJECTIVES

1

PEOPLE

Putting people at the heart of extraordinary performance, enabling them to be the best versions of themselves.

2

ENVIRONMENT

Operating elite high performance centres, home to hundreds of athletes, which are hubs for sport's fastest learning network.

3

HEALTH

Taking collective responsibility for enabling athletes to be physically and mentally well through reducing their risk of illness and injury.

4

PERFORMANCE

Delivering a culture of excellence in planning, innovation and support - shaping the future of human performance.

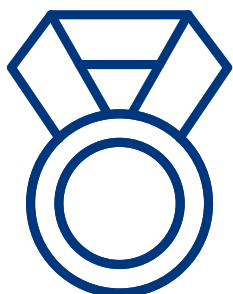
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GOVERNANCE

Protecting sports and athletes by setting and upholding the highest governance standards and committing to ethical ways of working.

BEIJING CYCLE IN NUMBERS

In partnership with The National Lottery, UK Sport has:



**Invested
£27m**

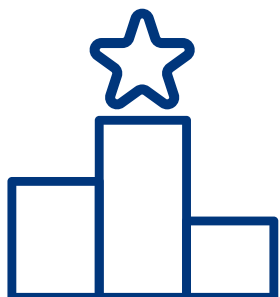
into Olympic and Paralympic
World Class Programmes



Established the Beijing
Support Fund, providing a
further seven sports with a
crucial share of

£218k

investment to lift final
preparations for, and
performances at, Beijing



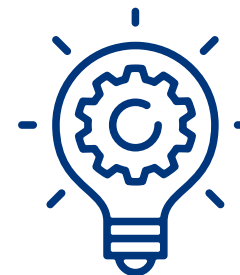
**Distributed
approximately
£5m**

of Athlete Performance
Awards for winter sports

There have been
more than

**27,000 athlete
volunteering appearances**
since 2016 inspiring clubs,
communities and children
from all corners of the UK

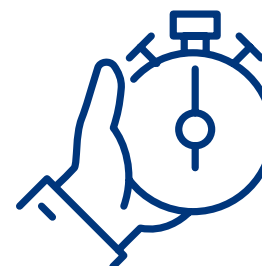
The English Institute
of Sport has:



14

Performance Innovation
projects undertaken

More than **20** expert
practitioners directly
supporting GB winter
athletes



Support delivered out of **7**
official elite training
centres spread across
the country



**Bespoke EIS
support for
GB Snowsport began in
April 2019**



The EIS worked with
3 of the **5** athletes
that won
a medal for GB at the
Pyeongchang 2018
Winter Olympic Games

UK SPORT INVESTMENT FUNDING FIGURES

OLYMPIC	World Class Programme Award	Athlete(s) Support Plan	Beijing Support Fund	TOTAL
Biathlon	–	–	£6,000	£6,000
Bobsleigh	–	–	£120,000	£120,000
Curling	£5,257,900	–	–	£5,257,900
Figure Skating	–	–	£40,000	£40,000
Luge	–	–	£6,000	£6,000
Short Track	–	£700,271	£20,000	£720,271
Skeleton	£6,425,000	–	–	£6,425,000
Ski and Snowboard	£9,524,628	–	£6,000	£9,530,628
Speed Skating	–	–	£20,000	£20,000
				£22,125,799

PARALYMPIC	World Class Programme Award	Athlete(s) Support Plan	Beijing Support Fund	TOTAL
Para-Ski and Snowboard	£4,539,964	–	–	£4,539,964
Wheelchair Curling	–	£735,606	–	£735,606
TOTAL	£25,747,492	£1,435,877	£218,000	£5,099,570
OVERALL				£27,401,369

The figures listed do not include:

Athlete Performance Awards (approximately £5million for winter sports)



SELECTED ATHLETES

Team GB



Bobsleigh

Greg Cackett,
Montell Douglas,
Nick Gleeson, Brad Hall,
Taylor Lawrence,
Mica McNeill,
Adele Nicoll (*alternate*),
Ben Simons (*alternate*)



Curling

Jennifer Dodds, Hailey Duff,
Grant Hardie, Bobby Lammie,
Hammy McMillan,
Bruce Mouat, Eve Muirhead,
Mili Smith (*alternate*),
Ross Whyte (*alternate*),
Vicky Wright



Figure Skating

Lilah Fear
Lewis Gibson
Natasha McKay



Luge

Rupert Staudinger



Short Track Speed Skating

Farrell Treacy
Niall Treacy
Kathryn Thomson



Skeleton

Brogan Crowley, Laura Deas,
Matt Weston, Marcus Wyatt



Ski and Snowboard

Izzy Atkin, Zoe Atkin,
Charlotte Banks,
James Clugnet, Ollie Davies,
Will Feneley,
Leonie Gerken-Schofield,
Makayla Gerken-Schofield,
Charlie Guest,
Gus Kenworthy, Billy Major,
Kirsty Muir, Andrew Musgrave,
Huw Nightingale,
Katie Ormerod, Dave Ryding,
Katie Summerhayes,
Alex Tilley, Lloyd Wallace,
James Woods, Andrew Young



Speed Skating

Cornelius Kersten,
Ellia Smeding

ParalympicsGB



Nordic Combined

TBC



Para Ski and Snowboard

TBC



Wheelchair Curling

Meggan Dawson-Farrell
Charlotte McKenna (*alternate*)
Gregor Ewan
Hugh Nibloe
David Melrose



UK SPORT'S GAMES AMBITION

The unique proximity of the Tokyo Olympic and Paralympic Games and Beijing provides the perfect platform to directly showcase British winter athletes and sports as an integral part of the Olympic and Paralympic high-performance community.

Winter sports and athletes help to broaden the reach and increase the visibility of the high-performance community all year round and Beijing can play a significant role in sustaining and growing the fanbase of Olympic and Paralympic sport.

British athletes have faced great challenges to get to Beijing, with limitations on international travel, access to facilities and competitions for large periods, and their welfare and wellbeing is of the upmost importance.

They will, though, capture the imagination of the British public with their dramatic, thrilling and pulse-racing performances in the same way the stars of sports such as skateboarding, BMX and wheelchair rugby did in Tokyo.

UK Sport takes a holistic approach to success taking into consideration a wide variety of factors.

This includes performances coming from a broader range of events and from a range of athletes, with a greater gender balance and variety of backgrounds and pathways to achieving the pinnacle of their sport.

Intelligence gathered by UK Sport suggests that British athletes have the potential to win between **3-7 medals** at the Olympic Games and between **5-9 medals** at the Paralympics Games.



UK SPORT

Katherine Grainger
Chair, UK Sport



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
Chief Executive, UK Sport



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 secured financial support from Government to cover the extended Tokyo cycle and then 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 Government's Sports Business Council.



UK SPORT

Dr Kate Baker

Director of Performance, UK Sport



Dr Baker has an extensive career in sport and reconnected with UK Sport as Director of Performance in May 2021.

Dr Baker 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.

Dr Baker 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 (EI) as Head of Performance Pathways. She also has vast experience of working within rugby, notably leading sports science and nutrition programmes at Saracens.

Dr Baker holds a PhD in Sport Science from Durham University and has also been Programme Leader for Sports Science at the London Metropolitan University.

Simon Morton

Chief Operating Officer, UK Sport



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.



UK SPORT

Naomi Hicks

Director of Engagement & External Affairs, UK Sport



Naomi joined UK Sport in 2019 shortly after the appointment of new CEO Sally Munday, working as part of the Directors' Team responsible for creating the organisation's new strategy, to create the greatest decade of extraordinary sporting moments.

She oversees UK Sport's engagement, influencing and impact work; leading UK Sport's engagement, external affairs and social impact teams. Her focus is on harnessing the power of sport to drive social impact and change. She has held several senior leadership and consultancy roles working with charities, corporates and government departments alike, across strategy development, public engagement and social and environmental impact.

During her time at UK Sport Naomi has worked to maintain the partnerships with internal and external stakeholders through the challenging months of 2020 and 2021. She has also ensured the delivery of a strong, consistent and supportive communication and engagement strategy in that time, alongside actively developing the ambitious new strategy for UK Sport, to create the greatest decade of extraordinary sporting moments; reaching, inspiring and uniting the nation.

“This year, we have the most diverse range of athletes, competing in the broadest range of competitions ever for Team GB.”



ENGLISH INSTITUTE OF SPORT

WHO'S WHO



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Director of
Athlete Health



Matt Parker
Director of
Performance Innovation



Dr Kevin Currell
Director of Performance
Support and Science



Dr Rod Jaques OBE
Director of
Medical Services



Jamie Skiggs
Director of Finance and
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Jaqui Perryer
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