

DELEGATE PACK

UNITING THE SPORTS SECTOR TO PREVENT SUICIDE

THURSDAY 10TH SEPTEMBER

11:30 - 17:00

**HILL DICKINSON STADIUM,
LIVERPOOL L3 0BW**


**ROYAL
FOUNDATION**
OF THE PRINCE AND PRINCESS
OF WALES



**HUB
OF HOPE**
BY CHASING THE STIGMA

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Sport reaches millions of people every day. It brings communities together, creates a sense of belonging, and offers support, purpose and connection. For many, it can also be a lifeline during life's most difficult moments.

This World Suicide Prevention Day, we are proud to launch a first-of-its-kind toolkit to help the sports industry take action on suicide.

Up and down the country, sports organisations, clubs and their fanbases are a powerful force for connection and support. But, whilst inspiring work is already happening, we know that there's an opportunity to go further.

Developed in partnership with the UK's national standards body – the British Standards Institution – and mental health charity Chasing the Stigma, the toolkit aims to turn good intentions into everyday action by equipping people across sport with the confidence to recognise warning signs, start supportive conversations and connect individuals with help before they reach crisis point.

At the Hill Dickinson Stadium in Liverpool, the home of Everton FC, we are bringing together leaders, practitioners and organisations from every level of sport to celebrate the progress already being made and explore what more we can achieve together. Creating safe, more supportive environments is not the responsibility of any one person or organisation. It requires collaboration, commitment and a shared belief that early intervention can make a difference.

To everyone here, thank you. Your commitment has the power to create meaningful change, both within sport and across the communities you serve. Whatever role you play, you have the opportunity to help someone find support when they need it most.

What we do next matters, and we hope this toolkit gives you the confidence and practical tools to take that next step.



A handwritten signature in black ink that reads "Hazel Detsiny".

HAZEL DETSINY,

Executive Director,
The Royal Foundation of
The Prince and Princess of Wales

SCHEDULE

THURSDAY 10TH SEPTEMBER
HILL DICKINSON STADIUM

11:30-11:50

GUEST ARRIVAL

12:00-13:15

NETWORKING LUNCH

13:25-13:35

WELCOME: WHY WE ARE HERE TODAY

GABBY LOGAN OBE,
Broadcaster and Writer

13:35-13:40

KEYNOTE SPEECH

13:40-14:00

PART ONE: WHY SPORT?

- **CAMPBELL HATTON,**
Boxer
 - **DAME LAURA KENNY,**
British and Olympic Female Cyclist
-

14:00-14:20

PART TWO: HOW TO HAVE THE CONVERSATION

- **GABBY LOGAN OBE,**
Broadcaster and Writer
 - **DAME KELLY HOLMES,**
Double Olympic Champion
-

14:20-14:30

COMFORT BREAK

14:30-14:45

**PART THREE: BUSTING MYTHS AND
UNDERSTANDING THE FACTS**

- **PROFESSOR ANN JOHN OBE,**
Professor of Public Health and Psychiatry, Swansea University
 - **BEN WEST,**
Mental Health Campaigner
-

SCHEDULE

THURSDAY 10TH SEPTEMBER
HILL DICKINSON STADIUM

14:45-15:05

PART FOUR: TAKING ACTION IN YOUR SETTING

HOSTED BY SIMON JACK, BUSINESS EDITOR, BBC

- **MARK BULLINGHAM,**
CEO, The Football Association
- **CLARE SUMNER CBE,**
Chief Policy and Social Impact Officer, Premier League
- **JEN ROUSE,**
Managing Director, Team GB Foundation
- **TRACY POWER,**
Managing Director, British Cycling Foundation

15:05-15:10

REFLECTIONS

SARAH HENWOOD,
CEO, The Royal Foundation of The Prince and Princess of Wales

15:10-15:30

COMFORT BREAK

15:30-16:15

PART FIVE: KNOWING YOUR ROLE

Breakout sessions to brainstorm the different ways organisations can implement the toolkit

INTRODUCED AND MODERATED BY HAZEL DETSINY,
Executive Director of Homewards and Suicide Prevention,
The Royal Foundation of The Prince and Princess of Wales

INCLUDING A WELCOME FROM SUE GREGORY,
CEO, Everton in the Community

16:15-17:00

NETWORKING DRINKS

17:00

GUESTS DEPART

SPEAKER BIOGRAPHIES



GABBY LOGAN OBE

Gabby is one of the UK's leading broadcasters and won the presenter of the year award at the 2024 Broadcast Sport Awards. In 2025, Gabby was awarded the WFTV Paramount Contribution to the Medium Award as well as being recognised with an OBE for services to sports broadcasting and to charity. Most recently, Gabby won the Sports Presenter, Commentator, or Pundit award at the Royal Television Society (RTS) Programme Awards 2026 for her work on the 2025 Women's Rugby World Cup. A former international gymnast, Gabby began her broadcasting career in radio in 1992 and joined Sky Sports in 1996 where she quickly established herself as one of their key presenters. In 2004 Gabby hosted Sport Relief for the BBC before joining the corporation in 2007. While at the BBC Gabby has presented the Final Score, Inside Sport, Invictus Games, MOTD & The Six Nations, and covered the 2008-2024 Olympics and multiple World Cups and Commonwealth Games. She is now also a regular presenter for Amazon Prime Video's sport fixtures and BBC's Match of The Day. Gabby is a prolific writer, including writing books 'The First Half' and 'The Midpoint Plan' and hosts the chart-topping series 'The Midpoint' and 'The Sports Agents' with Mark Chapman.



DAME LAURA KENNY

Dame Laura Kenny is Britain's greatest ever female Olympian and the first British woman to win gold at three consecutive Olympic Games. Alongside her 6 Olympic medals (5 gold, 1 silver), during her stellar career, Dame Laura also achieved 7 World titles, 14 European titles and 2 Commonwealth titles, and is one of the all-time velodrome greats.

Laura's journey to Olympic stardom began in her teenage years, where she quickly rose through the ranks, representing Great Britain at major international events, including the Olympics, where she made her debut at the 2012 London Games, winning two gold medals in the team pursuit and omnium events. At the 2016 Rio de Janeiro Olympics, she again claimed two gold medals in the same events. After giving birth to her first son Albie in 2018, Laura returned to the track once more for Tokyo 2020, and despite being hampered by crashes, broken bones and the Covid-19 pandemic, Laura sensationally defied the odds to capture yet more Olympic gold, winning the Madison, cementing her position as the most decorated female British Olympian of all time.

Laura was named in 2022 New Years Honours list, receiving her Damehood in May 2022 for services to cycling and after retiring in March 2024, Laura stepped straight into the media landscape, working with the BBC throughout the Paris Olympics.



CAMPBELL HATTON

Campbell Hatton is a British professional boxer from Greater Manchester and the son of two-weight world champion Ricky Hatton. He made his professional debut in 2021 and went on to record 14 victories, including five by knockout, from 16 professional contests. Competing in the lightweight and super-lightweight divisions, Hatton fought on major boxing events in the UK and internationally.



DAME KELLY HOLMES MBE (MIL) OLY

Dame Kelly joined the British Army at 17, serving for nearly a decade as a qualified HGV driver and Physical Training Instructor. Her dedication and service were recognised in 1998 when she was awarded an MBE by the now King Charles. Her illustrious athletic career spanned 12 years, during which she claimed multiple medals at the Commonwealth, European, World, and Olympic levels, and culminated at the 2004 Athens Olympic Games, where she made history as the first British woman to win two gold medals at a single Olympics, triumphing in the 800m and 1500m. In recognition of her achievements, she was honoured with a Damehood in 2005. In 2008, Dame Kelly founded the Dame Kelly Holmes Trust, empowering disadvantaged young people through mentorship from world-class athletes. A global inspirational and motivational speaker for over 20 years, TV presenter, trained Mental Health First Aider, and founder of The Athena Effect, Dame Kelly continues to be a voice for change.



PROFESSOR ANN JOHN OBE

Ann John is clinical Professor of Public Health and Psychiatry, Swansea University, and Director of the National Centre for Suicide Prevention and Self-Harm Research. She is an internationally recognised expert in suicide prevention and self-harm research and its translation into actionable recommendations for policy and practice. Ann chaired the Committee that produced British Standards Institution standard BS 30480: Suicide Prevention in the Workplace (2025). She is Chair of The Royal Foundation of The Prince and Princess of Wales's National Suicide Prevention Network and Vice President of the International Association of Suicide Prevention.



BEN WEST

Ben West is one of the most prominent mental health campaigners in the world. From losing his brother Sam to suicide in 2018, Ben's work has now reached over 120 million people in 180 countries, changed government policy and through his Reasons to Stay project directly supported hundreds of thousands of people considering suicide.



SIMON JACK

Simon has been the BBC's Business Editor since 2016 and is a familiar face and voice on TV, radio and podcasts. Simon also made a BBC documentary in 2014 about the suicide of his own father – who took his life at the age of 44 – the age Simon was when he made the film.



MARK BULLINGHAM

Mark was appointed as CEO of The Football Association in August 2019. Having joined the organisation as Commercial Director in 2016, he led the commercial, marketing, digital and participation functions, helping grow annual revenue by more than £100 million. Under Mark's leadership, The FA has also strengthened its commitment to mental health and wellbeing by investing in a specialist mental health team, reflecting a long-term commitment to supporting its own workforce and the parts of football where The FA can have the biggest impact. Prior to The FA, Mark was CEO EMEA at Fuse Sports & Entertainment and Marketing Director for the America's Cup Event Authority. He has negotiated over \$2 billion in partnerships and remains actively involved in grassroots football as a qualified Level One coach and trustee of the Football Foundation.



CLARE SUMNER CBE

Clare Sumner is the Chief Policy and Social Impact Officer overseeing the Premier League's community investment using the power of football to give young people inspiration, opportunity and helping them succeed both on and off the pitch. The Premier League is more than 90 minutes on the pitch; it is more than a game. Clare is also responsible for the Premier League's policies including working with Clubs on diversity, sustainability and matchday safety. Clare also manages the relationships with external stakeholders including Government, the new Independent Football Regulator, and the police. Clare sponsors the Premier League's women's network. Previously Clare spent ten years at the BBC, most recently as the BBC's Policy Director leading on government relations at UK and EU levels and the relationship with the BBC's regulator, Ofcom. Clare was the executive lead on Disability and helped set up a BBC Carers network.

Clare started her career in the Civil Service as a press officer and subsequently held a number of senior roles including managing the Criminal Courts and working in the heart of Government both in the Cabinet Office and as Private Secretary to the Prime Minister leading on the legislative programme and Prime Minister's Questions.



JEN ROUSE

With more than 25 years' experience across sport, education, children's services and the charity sector, Jen is a passionate advocate for the power of sport to create positive social change.

Now Managing Director of Team GB Foundation, the charity foundation of Team GB, Jen focuses on building impactful partnerships with brands, businesses and funders to maximise outcomes for beneficiaries. Previously, Jen spent five years as Commercial and Fundraising Director at the Youth Sport Trust, leading commercial partnerships and unrestricted income generation.

Jen also holds two Non-Executive Director roles within education, sport and children's organisations and is Chair of the Advisory Board of Brave Mind, reflecting a strong personal and professional commitment to improving mental health through sport.

A relationship-led and innovative leader, Jen brings together sport, charity, business and communities to create partnerships that deliver meaningful and sustainable impact.



TRACY POWER

Tracy is a values-led leader who believes deeply in the power of sport to change lives. As Managing Director of the British Cycling Foundation, she leads work that tackles inequalities, creates opportunities and brings the joy of cycling to communities facing the greatest barriers.

Her career spans national governing bodies and major international events, including British Cycling and Rugby League World Cup 2021. She also leads the Grand Départ social impact programme, helping to turn this landmark event into a lasting force for inclusion and positive change.



SARAH HENWOOD

Sarah is CEO of The Royal Foundation. She leads strategic direction and organisational delivery, bringing a wealth of experience from two decades at the forefront of UK broadcasting and global media.

Sarah joined the Foundation in February 2026 after serving as President of 5 and UK Regional Lead for Paramount. In this role, she led the organisation's UK broadcasting and streaming activity and maintained commercial oversight for Paramount brands including MTV, Comedy Central and Nickelodeon in the region. Prior to that, as Paramount's Chief Operating & Commercial Officer for UK Broadcast & International Studios, Sarah oversaw key UK business functions and the commercial and operational work of the network of creative hubs across Paramount's International Studio Business.

Previously, Sarah held leadership roles at Channel 4, including Chief Consumer and Strategy Officer, where she shaped corporate strategy, data and insight, and led the launch and growth of All4.



SUE GREGORY

Sue joined Everton in the Community over 11 years ago, initially as a programme manager before progressing to Director of Youth Engagement, Employability and Sports Development – a role which she held for ten years until her appointment as CEO in April 2022.

Significant highlights under her tenure as CEO so far have included two award wins – Premier League's Best Community Scheme at the Football Business Awards and Premier League Community Club of the Year at the Armstrong Projects NorthWest Football Business Awards.

Sue continues to lead the charity's ever-evolving vision, embracing the many opportunities presented by the new Bramley Moore Dock stadium, the Goodison Park Legacy Project and much more.



HAZEL DETSINY

Hazel joined The Royal Foundation in September 2025 and serves as Executive Director of Suicide Prevention, which spans all four nations and aims to transform suicide prevention in the UK. Hazel also takes responsibility for the overall delivery of the Foundation's work tackling homelessness. As the flagship Homewards programme moves into its fourth year, Hazel's focus is on successful delivery of the five year initiative and on future possibilities beyond its current plans.

Prior to joining the Foundation, Hazel was Unilever plc's General Manager and Executive Vice President, Ice Cream for Europe and Australia NZ, with brands such as Magnum, Ben & Jerry's, Walls, and Viennetta. Having steered that team of 3,000 people, and its factory network across 28 countries, Hazel is known for driving complex programmes from vision to execution.

Hazel started her career in marketing before moving into general management. She gained extensive experience at a national, European and global level with roles at Asda, Manpower, Shell, and Procter & Gamble. Hazel was a trustee for Hospitality Action for six years.

WHERE CAN I TAKE A MOMENT IF I NEED A QUIET SPACE?

We recognise that some of the conversations taking place may feel personal, emotional or difficult at times. A dedicated SensoryCalm™ Wellbeing Space, provided by EventWell®, is available throughout the event for anyone who would like to step away, pause or take some time out.

The space offers a calm, welcoming and low-pressure environment where you can sit quietly, regulate and recharge, or simply give your mind a break. Sensory and grounding resources, weighted items and simple activities including colouring, games and reading materials will be available for you to use.

Two trained EventWell® SensoryCalm™ Hosts will be available throughout the event. Our Hosts are trained in Mental & Neuro Health First Aid, including suicide awareness and response, and safeguarding. If something discussed during the event has affected you, or you simply feel that you would benefit from talking to someone, you are welcome to speak with a Host in confidence.

You don't need to be in distress to use the space, you don't need to explain why you're there, and there is no expectation to talk.

The Royal Foundation staff will be able to direct you to the space, which will be hosted in the Navigator room, next to the main event space.

Come in, take the time you need, and use the space in whatever way feels most helpful to you.

ABOUT ON YOUR SIDE

A SUICIDE PREVENTION TOOLKIT FOR SPORT

WHO IS THE TOOLKIT FOR?

The Toolkit is for anyone involved in sport who wants to better understand their role in suicide prevention. It is designed to build confidence, knowledge, skills and expertise, helping individuals and organisations understand what works and how to take action.

IT EXPLAINS HOW YOU CAN:

- 1** Create safe and supportive environments where people feel able to speak up and support others in distress

- 2** Make suicide prevention part of everyday practice, including policies and ways of working

- 3** Educate those within your organisation, from raising awareness to responding to someone in crisis

- 4** Put clear procedures in place for responding to crisis situations and providing support after a suicide

Together, these actions can make sporting environments not just places to perform and connect, but places where people feel safe and supported and know what to do to help prevent suicide.

The Toolkit can be used across all sporting environments, from local clubs to sports academies and elite organisations, regardless of size, structure, or level. It is relevant to everyone involved in sport, including players, coaches, staff, volunteers, families and spectators. It does not replace legal responsibilities, but it can strengthen how organisations meet their duty of care.

WHY SPORT?

Sport is as much about participation, community and discipline as it is about winning and performance. Sport can be both challenging and rewarding. It can bring frustration, disappointment and pressure, but also joy, connection, and a sense of achievement. These experiences don't just affect players – they extend to families, volunteers, supporters, and wider communities.

Sport has the power to reach people from all walks of life, including those at higher risk of suicide. The Toolkit supports individuals to recognise and respond to someone in need, while helping sports organisations use the strengths of sport to reduce risk factors and create supportive environments for everyone involved.

WHAT IS THE TOOLKIT BASED ON?

The Toolkit has been co-produced in partnership with The Royal Foundation, British Standards Institution and Chasing the Stigma following sports sector research conducted by Thinks Insight & Strategy. Informed by a wide range of partners from across the suicide prevention and sports sectors, it tailors the content from the British Standard into a practical tool for the sports sector.

The British Standards Institution's standard [BS 30480](#) '*Suicide and the workplace – intervention, prevention and support for those affected by suicide*' was co-produced with over 70 organisations and individual contributors. The Standard emphasises that suicide prevention isn't just about individuals; it's about how organisations show up for their people and play their role in suicide prevention. That means creating safe spaces, training people to know what to do, and continuing to learn and improve.

TOOLKIT PARTNERS



THE ROYAL FOUNDATION OF THE PRINCE AND PRINCESS OF WALES

The Prince and Princess of Wales and The Royal Foundation lead with the belief that change is always possible and are committed to building innovative, collaborative and optimistic solutions that deliver positive impact where it matters most.

Together, Their Royal Highnesses and The Royal Foundation have an unparalleled ability to take a long-term view and unite people, ideas and resources; inspiring action to deliver meaningful change for a better future for individuals, communities, society and our planet.

For more information on The Royal Foundation and its programmes of work, please visit: royalfoundation.com



BSI

BSI is a business improvement and standards company with more than 77,500 clients globally across multiple industry sectors. BSI regulatory services and conformity assessments provide organizations with the confidence to progress their business safely and responsibly – from climate change to building trust in AI and everything in between – to help shape a fair society and a sustainable world.

For over a century BSI has been recognized for having a positive impact on organizations and society, building trust and enhancing lives. Today BSI engages with a 15,000 strong global community of experts, industry and consumer groups, organizations and governments to deliver on its purpose by helping its clients fulfil theirs.

BSI is appointed by the UK Government as the National Standards Body and represents UK interests at the International Organization for Standardization (ISO), the International Electrotechnical Commission (IEC) and the European Standards Organizations (CEN, CENELEC and ETSI).



CHASING THE STIGMA

Chasing the Stigma is a national mental health charity on a mission to normalise and humanise conversations about mental health, while ensuring that everyone in the UK can access clear pathways to support, whenever and wherever they need it.

It is the creator of the Hub of Hope, the UK's largest mental health directory with almost 14,500 services listed alongside crisis resources. Since its launch, the Hub of Hope has assisted more than 1 million people in finding vital support. It is recognised as the UK's go-to mental health signposting solution across key Government departments and agendas, has been described by NHS England as the "main national signposting tool" included on the NHS.uk website and NHS App, has been written into Government's Five Year Suicide Prevention Strategy and is the National Suicide Prevention Network's (NSPN) official signposting platform.

More than just a signposting tool, the Hub of Hope is also the only national platform of its kind that gathers real-time data showing what mental health provision looks like across the country; where people are searching for support, what they need help with, and whether appropriate services are available in their area.

Chasing the Stigma also delivers accessible mental health training through its Ambassador of Hope programme, which has trained more than 20,000 individuals. It believes that everyone should feel comfortable talking about mental health and confident knowing where to turn for support. The Ambassador of Hope training gives people the knowledge, confidence and practical tools to have open conversations about mental health and support themselves and others when it matters most. Find out more here: chasingthestigma.co.uk/ambassadorofhope

For more information about Chasing the Stigma, chasingthestigma.co.uk

STRICTLY EMBARGOED UNTIL 00:00HRS BST 10TH SEPTEMBER

SOCIAL MEDIA TOOLKIT

To help us reach as many people as possible, we would be grateful if you could support the launch across your social channels, particularly [Instagram](#), [TikTok](#) and [LinkedIn](#).

ON YOUR SIDE FILM

Reshare or repost after 07:00 BST 10th September.

SHARE PHOTOS FROM THE LAUNCH EVENT

- Please credit all images in [this link](#) to The Royal Foundation. Available from the evening of 10th September.
- Please credit all images in [this link](#) to Kensington Palace. Available from the afternoon of 10th September.

ON YOUR SIDE DIGITAL TOOLKIT

Please ensure you share a link to the digital Toolkit, everytime you post either in the comments, copy, on stories or in your bio.

OUR KEY MESSAGE

Sport can be a powerful force for connection and support. Everyone engaged in sport has the power to make a difference to those at risk of suicide. The Royal Foundation is uniting the world of sport to bring about meaningful change at every level.

ACCOUNTS TO ENGAGE WITH



KENSINGTON PALACE INSTAGRAM



THE ROYAL FOUNDATION LINKEDIN



KENSINGTON PALACE YOUTUBE



THE ROYAL FOUNDATION YOUTUBE

**MORE DETAIL CAN BE FOUND IN THE SOCIAL MEDIA GUIDE,
INCLUDING DRAFT COPY AND LANGUAGE ON HOW TO TALK ABOUT SUICIDE.**