



Press release
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Alison Donnelly Appointed New Digital, Marketing and Communications Director at Sport England

Alison Donnelly, the Prime Minister's Deputy Official Spokesperson and Head of News at Number 10 has been appointed as Sport England's new Digital, Marketing and Communications Executive Director.

Ali brings a wealth of senior communications, campaigning and marketing experience to Sport England. Her current role, which she has held since early 2017, involves her speaking daily on behalf of the Prime Minister to the world's media and ensuring that the Government's policy and messaging is both effectively advocated and understood, as well as leading and managing a high performing No 10 Press Office team.

Prior to joining Number 10, Ali worked at HM Treasury, holding positions including Head of News and Head of Strategic Communications. A former journalist, Ali has previously worked in sport as Head of Communications at Premiership Rugby club Wasps, and has held media and public affairs roles at the BBC and BBC Worldwide. She is also a passionate women's rugby fan and campaigner and runs the award winning website Scrumqueens.com.

Ali will be taking up a newly created Executive level Director role which will see her bring together and lead Sport England's existing digital, marketing, campaigns, communications and external affairs teams, including the team responsible for the flagship This Girl Can campaign. She will work closely with Chief Executive Tim Hollingsworth to raise the public profile of Sport England's mission to enable everyone to benefit from sport and physical activity.

Commenting on the appointment, Tim Hollingsworth, Chief Executive, Sport England said:

"I am absolutely delighted that Ali will be joining us this autumn. This is a new and crucial leadership role for the organisation as we continue actively and passionately to make the case for sport and physical activity for all. Ali came through a highly competitive process with a strong field of highly

qualified candidates and brings a huge amount of relevant experience coupled with a genuine passion for sport and its transformative power. I look forward to welcoming her later this year."

Ali Donnelly said: "I am thrilled to be joining Sport England later this year and am looking forward to being part of a great team at such an exciting time under Tim's leadership.

"I have long believed in the power of sport and physical activity to change people's lives and hope to play a key role in helping Sport England to deliver against its ambitious vision."

Ali Donnelly will join Sport England in November.

-ENDS-

Notes for Editors

About Sport England

Sport England is a public body and invests up to £300 million National Lottery and government money each year in projects and programmes that help people get active and play sport.

It wants everyone in England, regardless of age, background, or level of ability, to feel able to engage in sport and physical activity. That's why a lot of its work is specifically focused on helping people who do no, or very little, physical activity and groups who are typically less active - like women, disabled people and people on lower incomes.

For further information and interview opportunities please contact:

Jonathan Jones

jonathan.jones@sportengland.org

020 7273 1593