

**BASL**

BRITISH ASSOCIATION FOR  
SPORT AND LAW



# 26TH ANNUAL BASL CONFERENCE

THURSDAY 28TH FEBRUARY 2019

HARRIS SUITE · CHELSEA FOOTBALL CLUB  
FULHAM ROAD · LONDON · SW6 1HS

# 26TH ANNUAL BASL CONFERENCE

THURSDAY 28TH FEBRUARY 2019

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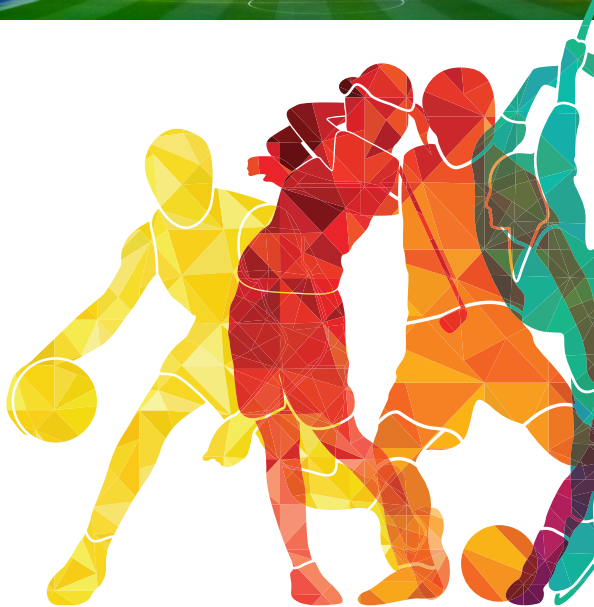
## BASL BOARD OF DIRECTORS

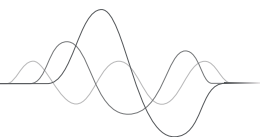
Maurice Watkins, CBE: President

Adrian Barr-Smith: Chairman

Jason Saiban: Secretary

Catherine Beloff, Morris Bentata,  
Ashley Blake, Hussein Fahmy, Mary Guest,  
Polly Handford, Andrew Haywood,  
Oliver Holland, Nick De Marco QC,  
Caroline McGrory, Stephen Ridgway,  
Alexandra Scudamore, Katie Simmonds.





## INTRODUCTION

2019 promises to be a bumper sporting year. The Cricket World Cup staged across England and Wales will be immediately followed by a home Ashes Test series. Autumn brings us the Rugby World Cup in Japan.

Please join the British Association for Sport and Law at the 26th Annual BASL Conference which will address the key issues currently concerning sports lawyers and administrators.

Amongst other sessions the Conference will hear from a distinguished panel which will debate the question:

“Is the fight against doping in sport failing?”

28 February promises to be a thoroughly informative and enjoyable day at Stamford Bridge, the home of Chelsea FC.

**Adrian Barr-Smith**  
Chair, British Association for Sport and Law

# CONFERENCE PROGRAMME

THURSDAY 28TH FEBRUARY 2019

**8.45am BASL AGM**

**9.30am OPENING WELCOME**

**9.35am Keynote Speakers**  
Diane and Vicente Modahl

**10.20am SESSION 1**  
**Is the fight against doping in sport failing?**

## **SESSION CHAIR**

**Jon Taylor QC**  
Partner and Head of Sport  
Group, Bird & Bird

**Speakers**  
**Diane Modahl**  
former Olympic Athlete

**Vicente Modahl**

**Adam Pengilly**  
former Olympic Athlete

**Nicole Sapstead**  
CEO, UK Anti-Doping

**Michael Beloff QC**  
Blackstone Chambers

**11.20am-11.40am COFFEE BREAK**



**11.40am SESSION 2**  
**Is all the talk of revolutionary change in how we consume sports programming OTT?**  
A look at the present and future of sports media.

## **SESSION CHAIR**

**Oliver Holland**  
Executive Director Commercial  
Affairs, TEAM Marketing

**Speakers**  
**Rachel Knight**  
Commercial Director, BT Sport

**Tom Burrows**  
Senior Vice President Rights  
Strategy, DAZN

**Niall Sloane**  
Director of Sport, ITV

**12.30pm-2.00pm LUNCH BREAK**

**2.00pm**

**Keynote Speaker**

**Mike Riley**

Managing Director, Professional  
Game Match Officials

**2.45pm**

**SESSION 3**

**A Safe Bet?**

Examining the relationship  
between sport and gambling

**SESSION CHAIR**

**Adam Lewis QC**

Blackstone Chambers

**Speakers**

**David Lampitt**

Managing Director of Group  
Operations, Sportradar

**Nick Rust**

Chief Executive, British  
Horseracing Authority

**Adam Brickell**

Director of External Affairs,  
Sky Betting & Gaming

**Polly Handford**

Legal and Governance Director,  
The FA

**3.25pm-  
3.45pm**

**COFFEE BREAK**

**3.45pm**

**SESSION 4**

**Brexit and its impact on sport**

**SESSION CHAIR**

**Nick De Marco QC**

Blackstone Chambers

**Speakers**

**Daniel Geey**

Partner, Sheridans

**Richard Caborn**

Former Minister for Sport and  
The Olympics

**Alastair Maclean**

General Counsel, World Rugby

**Benoît Keane**

Solicitor/Avocat, Keane Legal

**4.35pm**

**CHAIRMAN'S CLOSE**

**4.45pm**

**Networking Drinks**

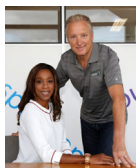
# CONFERENCE SPEAKERS

THURSDAY 28TH FEBRUARY 2019

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## KEYNOTE SPEAKERS

### Diane Modahl



Diane is one of Britain's most successful 800m runners. She won a Gold Medal in the 1990 Commonwealth Games, and followed this up with a further Silver and Bronze

Medal. She has also competed in 4 Olympic Games, 1988 in Seoul, 1992 in Barcelona, 1996 in Atlanta and 2000 in Sydney. Unbeaten for six consecutive seasons over her specialist distance, Diane won six Amateur Athletic Association of England titles and is both the former British and Commonwealth Record Holder.

Her determination, perseverance and strength were well documented on the track but she had to muster all her reserves off the track to deal with being falsely accused of taking performance-enhancing drugs. It was a battle that tore her whole life apart, but one that she finally won after being proved innocent in 1996 and was fully exonerated. Such was her determination she went on to win another medal in the Commonwealth Games in 1998 and returned to her position as one of Britain's best ever 800m runners.

Since retiring from athletics she has dedicated herself to a number of great causes; Lay Adviser to the Central Manchester Clinical Commissioning Group 2014 - 2015, Non Executive Director Primary Care Trust (PCT) NHS Manchester 2011-2014 and was previously the Chief Ambassador for the National Charity – Street Games.

In 2010 Diane and her husband Vicente established the Diane Modahl Sports Foundation (DMSF) to raise the aspirations of young people and give them resources, experience and knowledge that will help them develop into strong confident individuals.

### Vicente Modahl

Vicente has managed and coached the careers of many Olympians and former World Record Holders as well as celebrated footballers from 5 continents, including former Olympic Champion over 5000m and multi-world record holder Said Aouita of Morocco. Aouita was the first athlete ever to break the magic barriers of 3:30 minutes over 1500m (together with Steve Cram), 7.30 minutes over 3000m and 13.00 minutes over 5000m. Aouita held the World Records over 5 different distances in the same period through the 80's into the 90's (1500m, 2000m, 3000m, 2 miles and 5000m).

Vicente was the assistant Meet Director of the world famous athletics event Oslo Bislett Games for a period of 9 years as well as the Meet Director of Liverpool International High Jump Meeting to Music, Elveløpet Road Race in Drammen, Norway and Organiser of Norway's contribution to Sport Aid for Africa with Sir Bob Geldof in 1986.





## Mike Riley



Mike Riley is Managing Director of the Professional Game Match Officials Limited. He runs a team of managers and coaches who are responsible for the training, development and mentoring of 450 referees and assistant referees operating in the Premier League, the Sky Bet English Football League, Carabao Cup and the Vanarama National League.

He is one of the most experienced administrators in the game, having been involved in refereeing for over 37 years. In 2010 he retired from active refereeing to take the position of PGMOL General Manager, having completed 14 years as a Premier League referee, officiating more than 400 Premier League matches. Mike was also a FIFA International referee for 10 years, refereeing in 96 international matches throughout the world and was England's representative at the 2004 UEFA European Championships in Portugal.

## PANELISTS

### Jon Taylor QC

Jon Taylor QC is a partner at Bird & Bird LLP and head of its Sports Group. Originally qualified and practiced in New York, the past 21 years he has worked exclusively for sports governing bodies and other sports sector clients. He is an experienced advocate, appearing regularly before the Court of Arbitration for Sport in Lausanne, as well as a range of internal sports tribunals. Appointed Queen's Counsel in January 2017 in recognition of his excellence as an advocate. He is co-editor (with Adam Lewis QC) of the leading sports law text, *Sport: Law and Practice* (Bloomsbury 3rd Edn 2014), and co-author of *Challenging Sports Governing Bodies* (Bloomsbury 1st Edn 2016). He is also chairman of the World Anti-Doping Agency's Compliance Review Committee.

### Adam Pengilly

Adam Pengilly is a former skeleton athlete who has been representing fellow athletes for 15 years – initially within his National Federation, then across all sports in the UK at the British Athletes Commission, and subsequently on the international stage at the IOC Athletes' Commission and the WADA Athlete Committee. A long-time advocate of clean sport, he is a two-time Olympian and World Championships medallist who went on to become a sports administrator, spending 8 years at the IOC, 6 years on the WADA Foundation Board and until last year was a Vice President of the International Bobsleigh and Skeleton Federation. Adam holds an MBA with specialism in corporate governance in international sport.

# CONFERENCE SPEAKERS

THURSDAY 28TH FEBRUARY 2019

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## **Nicole Sapstead**

Nicole was appointed as interim Chief Executive of UK Anti-Doping (UKAD) in January 2015 and was appointed to the position permanently two months later. Previously UKAD's Director of Operations, Nicole was responsible for the delivery of the organisation's testing, intelligence and investigations, and science and medicine functions. Nicole has worked in anti-doping since 1997, having previously worked as the Assistant to the Director and Legal Advisor at the Drug Control Centre at King's College, and in various roles at UK Sport, where she progressed to Head of Operations before joining UKAD in 2009.

## **Oliver Holland**

Oliver has over 15 years' experience negotiating and advising on key commercial deals within the sports industry, with a particular focus on sports media rights. Whether acquiring sports rights from global sports organisations for Sky Sports or selling UEFA Champions League and UEFA Europa League media rights to broadcasters worldwide, Oliver has negotiated a number of the highest value media rights deals in the industry. Alongside his role at TEAM, Oliver is also a Director of the British Association for Sport and Law.

## **Michael Beloff QC**

Michael Beloff QC is a former President of Trinity College, Oxford, Treasurer of Gray's Inn, Senior Ordinary Judge of the Courts of Appeal of Jersey and Guernsey, and President of BASL. He has been a Member of the Court of Arbitration for Sport since 1996, and an arbitrator at 5 Olympic Games and 3 Commonwealth Games. He is Chairman of the IAAF Ethics Board and Disciplinary Tribunal and of the ICC Code of Conduct Commission and Dispute Resolution Committee, a member of the Ironman and Mixed Martial Arts Doping Appeal Panels, and was for 10 years on the FIA International Appeal Tribunal. He edits Sweet and Maxwell's International Sports Law Review, is an author of Beloff on Sports Law and a consultant on Halsbury's Laws (Sport) and Atkins Court Forms (Sport). He has been called the 'Godfather of Sports Law'.





### **Rachel Knight**

Rachel leads on sports rights acquisitions for BT Sport. Her roles encompasses the valuation of rights to the BT Consumer business, the acquisition process and negotiating rights for the BT Sport channels. Rachel also works closely with the Business Development team to create BT Sport content partnerships with the likes of Google and Neulion, and with the EE team to integrate BT Sport into the EE customer proposition to drive continued growth.

Rachel has been at BT since September 2015. Prior to that she spent 6 years at IMG and 2 years at BBC Sport managing Tennis, Rugby, Golf and Olympic rights.

### **Tom Burrows**

Tom is primarily responsible for DAZN's global rights acquisition strategy. He is involved in all aspects of DAZN's rights acquisitions from valuation through to the negotiation of acquisition contracts.

He was formerly Head of Legal – Content & Global partnerships at Perform Group, where he was responsible for advising on Perform's strategic media rights partnerships and its content division. Prior to joining Perform, Tom was an Associate in the Sport Group at Sheridans and a professional cricketer with Hampshire.

### **Niall Sloane**

Niall grew up in Northern Ireland and played football for Portadown FC and Northern Ireland Youth. He signed an amateur contract with Sheffield Wednesday while studying law at Sheffield University. Neither worked out well! He moved on to newspapers in St Albans and then to the BBC in 1982 working on a range of sports for Grandstand. In 1988 he moved to ITV but returned to the BBC a year later. This time he stayed for 20 years during which time he was Editor on Match of the Day and Sportsnight; Head of Football and Documentaries and Head of Football and Formula One. He won BAFTA, RTS and Broadcast awards during this time. Niall rejoined ITV in 2009 and since then has signed Six Nations, the French Open and Racing for ITV as well as renewing Football and Rugby World Cups, European Championships, and the Tour de France.

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THURSDAY 28TH FEBRUARY 2019

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## **Adam Lewis QC**

Adam Lewis QC has for some time been recognised as the leading expert on sports law at the Bar, and is ranked as the only Star Individual in this area by Chambers UK 2018. He co-edits the principal textbook, *Lewis and Taylor, Sport: Law and Practice*, the 4th edition of which is under preparation.

He regularly advises national and international sports governing bodies, clubs and individual competitors, and acts on their behalf before the courts and tribunals (national and the Court of Arbitration for Sport) and regulatory authorities. His sports law work covers the full range from the legality of governing bodies' rules and actions to disciplinary and drugs related work, and from player/club disputes to the commercial exploitation of sport through broadcasting, sponsorship and merchandising. Adam chaired the Independent Review of Integrity in Tennis which recently published its final report.

## **Polly Handford**

Polly was a partner in a law firm based in Mayfair before moving in-house. She has been involved in sports law for a number of years. She previously worked for the Rugby Football Union dealing with a wide range of legal and governance issues spanning commercial, contentious, regulatory and governance.

Polly joined The Football Association in 2014 and, since 2016, has been the Legal and Governance Director for The FA. She is responsible for overseeing all aspects of the legal function for The FA, as well as the game governance function which includes Integrity (including betting, match fixing and anti-doping), Safeguarding Case Management, and all aspects of FA Discipline both on and off-field. She is also responsible for the Company Secretarial function.

## **David Lampitt**

David Lampitt is Managing Director of Group Operations for Sportradar AG. Initially joining the Board of Sportradar AG in August 2012 in a non-executive capacity, he took on an executive role in 2013. He has responsibility for Sportradar's strategic approach on key topics such as the development of the data market. He leads the UK business but his remit also includes a number of group functions such as sports partnerships, rights protection, commercial compliance, corporate policy and CSR, as well as strategically significant group projects.

Prior to joining Sportradar, David worked at the English Football Association, he was a member of UEFA's Club Licensing Committee and spent two years as CEO of Portsmouth Football Club. David also worked as CEO of Supporters Direct, a not-for-profit organisation promoting good governance in sport.

### **Nick Rust**

Nick, 51, was born in Newcastle, in the North-East of England. He's a keen racing fan, having first gone to the races at Kelso as a 14-year-old. He has owned shares in racehorses since 2005 and currently has shares in two flat and four jumps horses.

Nick started a 29-year stint in the betting and gaming industry with Ladbrokes as a trainee shop manager. Fifteen years later, having held roles from shop floor to Executive level, he left to join the broadcaster BSkyB in 2002 followed by Gala Coral in 2007. Nick rejoined Ladbrokes in February 2011, to lead the retail business.

Nick took up the role of Chief Executive at the British Horseracing Authority in January 2015. He has led reforms of British Racing's disciplinary structure and the introduction of progressive regulation, as well as playing a leading role in improving central funding from betting through the Levy reforms of 2017. In his role he is also a member of the Horserace Betting Levy Board and sits on the International Federation of Horseracing Authority's Executive Council.

### **Adam Brickell**

Adam is the Director of External Affairs at Sky Betting & Gaming, where his responsibilities include SBG's Safer Gambling strategy and corporate communications. Before joining SBG in November 2018, Adam advised a variety of clients across the gambling and sport sectors as a partner at Regulus. Prior to that he worked for eight years at the BHA where he was Director of Integrity, Legal and Risk. That role included overseeing various aspects of the sport's relationship with the betting industry.



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THURSDAY 28TH FEBRUARY 2019

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## **Nick De Marco QC**

Nick is one of the leading barristers in sports law. He regularly acts for sports governing bodies, clubs, players, agents, sponsors and broadcasters.

Nick is recognised as a leading individual in the latest editions of both the leading legal directories, Chambers UK 2019 and Legal 500 2018, for his expertise in sport and employment law.

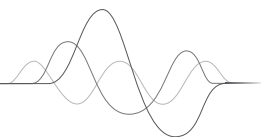
He writes and lectures regularly on sports law issues. He is co-author of "Challenging Sports Governing Bodies" (Bloomsbury, 2016) and is the author and general editor of "Football and the Law" (Bloomsbury, 2018), the first comprehensive guide to football law in the world. He helped set up and lectures on the Professional Certificate Programme for Sports Agents course at Loughborough University, and lectures on the post graduate sports course at ISDE in Madrid and DMU in London. He founded and chairs the Law in Sport Mentoring Programme. He is also a director of the British Association for Sport and the Law.

## **Richard Caborn**

Richard Caborn began his career as an engineer before moving into politics, firstly as a Member of the European Parliament and consequently a Member of Parliament. During his time as an MP Richard's roles included Minister for Regions and Planning, Minister for Trade and English Regions and Minister for Sport and the Olympics.

Since leaving Parliament, Richard has maintained his passion for sport and industry. Richard is currently Chair of Sheffield Olympic Legacy Park – a health and wellbeing research and innovation hub, Advisor to the Advanced Manufacturing Research Centre – a world-leading centre for research into advanced machining, manufacturing and materials, Advisor to the Leader of Sheffield City Council and Advisor to Quest - strategic intelligence and risk mitigation services. He is also past President of the Youth Hostel Association and a former Trustee of the Football Foundation.





### **Alistair Maclean**

Ali joined World Rugby in January 2017 as General Counsel. Prior to this he worked at The Football Association for over 11 years as Group Legal Director, Company Secretary and was a Board Director of the National Football Centre. Ali is involved in a diverse range of projects including the bidding and staging of World Rugby's major events, the sale of commercial rights associated with those events and the regulatory, integrity and disciplinary matters involved in the global game of rugby.

### **Benoît Keane**

Benoît is a leading European lawyer based in Brussels. He is qualified as a solicitor (England and Wales) and avocat (Brussels bar). He is also an independent consultant to Northridge LLP.

Benoît is recognised as an expert in European sports law by the directory, "Who's Who Legal" and is ranked for competition law by Chambers. He has acted in many of the leading cases of the last decade on a range of matters relating to both the regulatory and commercial aspects of sport. He has also appeared as an expert witness on EU law before the Court of Arbitration for Sport.

Drawing on this experience, Benoît advises on European sports law issues and, in particular, the application of European free movement and competition law to the regulatory rules of sports organisations, as well as their commercial activities.

He is a trustee of the Institute of International & European Affairs, Brussels.

### **Daniel Geey**

Daniel is a partner in the Sport Group at Sheridans. His practice focuses on helping clients in the sports sector, including rights holders, leagues, governing bodies, clubs, agencies, athletes, sports technology companies, broadcasters and financial institutions.

Daniel has significant experience in the football industry and has worked on a variety of club takeovers, high profile transfers, commercial endorsement deals and disputes. He also works in the wider entertainment industry advising on competition and anti-trust matters and is the author of the recently published book "Done Deal: An Insider's Guide to Football Contracts, Multi-Million Pound Transfers and Premier League Big Business" (Bloomsbury, 2019).

# CONFERENCE BOOKING FORM

THURSDAY 28TH FEBRUARY 2019

## DELEGATE DETAILS

DELEGATE 1	
DELEGATE 2	
DELEGATE 3	
DELEGATE 4	
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## STANDARD CONFERENCE COST

- MEMBER:** £399+VAT = £478.80
- NON-MEMBER:** £499+VAT = £598.80
- FULL-TIME STUDENT:** £180 (Incl. VAT) = £180.00

We want BASL events to be fully inclusive for all in the sports community and do not want to exclude any on the basis of ability to pay.

Concession rates may be available if anyone's circumstances mean that they would be unable to afford the delegate rates. Please email [info@grassrootsfootball.co.uk](mailto:info@grassrootsfootball.co.uk) or call 01244 470114 for further information.



## PAYMENT

Pre-payments to be made with booking form or, where agreed, payment to be made upon receipt of invoice. A receipted VAT invoice will be issued once payment has been received.

### TOTAL AMOUNT £:

Enclosed is a cheque for the above amount made payable to:

**British Association for Sport and Law Limited**

### PURCHASE ORDER:

I wish to be invoiced. Purchase order numbers are required.

## HOW TO BOOK

1. Post this completed form to:  
**BASL Conference 2019, PO Box 1656,  
MALPAS, Cheshire, SY13 9BN**
2. Email this completed form to:  
**[info@grassrootsfootball.co.uk](mailto:info@grassrootsfootball.co.uk)**

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The British Association for Sport and Law Limited would like to use the details that you have provided on the conference booking form in the ways set out below. If you consent to us doing so, please tick the appropriate box(es). The British Association for Sport and Law Limited would like to:

Consent (please tick to indicate your consent)

- ☐ Provide you with information relating to your booking by using your email, direct mail, fax and/or telephone details.
- ☐ Store your name, company, position, and email, direct mail, fax and/or telephone details for the purposes of assessing conference attendance after the event and to ensure that future editions of the conference remain relevant, engaging, and fit for purpose.

## CANCELLATIONS

Cancellations must be made in writing to the address above no later than 8/2/19. Such cancellations are subject to a handling and administration charge of £125+VAT per delegate, which will be deducted from any due refund or invoice. No cancellations are accepted after this date, but substitute delegates can be nominated.

## CPD 6 HOURS SELF-CERTIFIED

**FOR MORE DETAILS EMAIL: [INFO@GRASSROOTSFOOTBALL.CO.UK](mailto:info@grassrootsfootball.co.uk)**

