

Nominee's Name:

Sue Anstiss MBE

Organisation Name:

Promote PR Ltd

Your Nominee's place of work:

Promote PR Ltd

Please provide a narrative (600 words max) about your nominee in the space below:

Sue Anstiss is an outstanding, inspirational leader, determined to reverse the tide of physical inactivity. She's had a momentous impact on grassroots sports participation and physical activity through the leadership of her multi-award-winning PR agency, along with her selfless, voluntary contributions to sports and leisure over 25 years. She was awarded an MBE in 2018 in recognition of her services to grassroots and women's sport.

Sue is currently Chair, Get Berkshire Active; Trustee, Women's Sport Trust; Director, County Sport Partnership Network and Member of ukactive's Supplier Council. She was recently appointed to the Society of Leadership Fellows at St George's House. Previous voluntary roles have included Board positions at ukactive, Proactive West London and the British Association of Sport and Exercise Sciences.

Much respected and admired across the active leisure industry, Sue is a trusted adviser and mentor whose wise counsel is often sought by those wanting to increase levels of physical activity for the nation.

Sue's game changing vision has had huge impact on the sector. Her leadership was integral to the development of the FIA (now ukactive), raising profile for the organisation in the 1990's and generating £200,000 of sponsorship. Her dedication to women's sport, culminating in her innovative work as a founding Trustee of the Women's Sport Trust, has changed the perception of female athletes, attracting funding and increasing media coverage in the process.

Her creativity, determination and passion are infectious both within the team she heads at Promote PR and more widely across an entire sector. Examples of her recent campaigns have seen England Athletics sign up over 27,000 people to join local running groups, British Triathlon attract 7,000 people to try their first triathlon and the RFU hit its target of 25,000 women and girls playing rugby through Inner Warrior Camps.

As a female business leader in a primarily male sector, Sue has faced challenges in her career. She remains an inspiring role model, balancing a full-time role heading up a successful communications agency, with raising three sporty daughters whilst also volunteering on four sports boards.

Leading by example when it comes to an active lifestyle, Sue represents GB as an Age Group triathlete and competes at British Championships for swimming and indoor rowing.

Sue drives commercial success with a social conscience. Her passion for getting people active runs completely through the agency, where 10% of the team's time is donated pro bono to charitable organisations in sport and fitness. Her agency was twice voted ukactive Supplier of the Year.

Sue uses her extensive connections and communication skills to influence policy for sport and physical activity which has had a significant impact on the sector.

A well-respected speaker, Sue freely shares her expertise to help other organisations create sustainable programmes to reach new audiences and attract the public to sport and physical activity. Sue was an early adopter of social media and championed its use to reach potential sports and fitness participants at grassroots, providing free training and workshops to over 1,000 people in the sports and active leisure sector, enabling them to utilise social media tools.

Sue has contributed to a vast number of initiatives targeting under-represented groups. Inclusivity and access sit at the heart of all Sue delivers, demonstrated by her pro bono support for the British Paralympic Association and her work with EFDS, The British Wheelchair Federation, Sportsable, Stoke Mandeville, Sitting Volleyball, Adaptive Yoga, Paratriathlon and the Special Olympics.

The UK sport and fitness sector has benefited substantially from the commitment and passion of this tenacious and inspirational woman. The impact of her work will positively affect others for years to come.

