

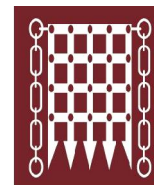
**Westminster Media Forum Keynote Seminar:
Next steps for creative clusters across the UK - investment priorities, partnerships and supporting local growth**

Timing: Morning, Tuesday, 19th February 2019

Venue: Central London

Draft agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Senior Parliamentarian
- 9.05 - 9.15 **Supporting creative growth across the UK: latest on the Sector Deal**
Senior representative, policy
- 9.15 - 9.25 **Investment priorities for the development of creative clusters**
Senior representative, investment
- 9.25 - 9.45 Questions and comments from the floor
- 9.45 - 10.30 **Developing the talent pipeline and supporting creative business growth: advice, attracting and retaining talent, and cross-sector working**
What more can be done to attract and retain talent in the regions and nations, and promote innovation outside of London - including best practice in offering attractive work environments, work-life balance, and providing clear career and development pathways? How are opportunities being created by successful cross-sector collaboration, what role can higher education play in supporting the development of creative clusters, and how can the wider education sector more effectively work with businesses to identify and address local skills gaps and demand from employers? As well as advice on finance, IP management and attracting investment, what are the priority areas where support is needed for entrepreneurship and start-up growth, and how should it be provided and its availability communicated?
Kate Kennally, Chief Executive, Cornwall Council
Professor Jonathan Dovey, Director, Research & Enterprise for Arts and Creative Technologies, University of the West of England
Senior representative, creative business
Senior representative, creative hub
Questions and comments from the floor
- 10.30 - 10.35 **Chair's closing remarks**
Senior Parliamentarian
- 10.35 - 11.00 Coffee
- 11.00 - 11.05 **Chair's opening remarks**
Senior Parliamentarian
- 11.05 - 11.35 **Investing in the creative sector outside of London and serving regional audiences**
Speaker confirmed from **Channel 4**
Senior speaker to be announced
Questions and comments from the floor
- 11.35 - 11.45 **Addressing regional imbalances: supporting innovation and access to the global marketplace**
John McVay, Chief Executive Officer, Pact and Member, Creative Industries Council
- 11.45 - 12.35 **Delivering creative clusters and stimulating local economic growth: collaboration, leadership and addressing regional disparities**
To what extent do the actions outlined in the Sector Deal for narrowing the gap between London, the South East and other regions meet the needs of the UK-wide sector and how might greater collaboration with devolved administrations be encouraged? How can the Deal's deliverables be most effectively measured and analysed? What can be learnt from existing creative clusters, including around the relationship between the public and private sector, utilising anchor institutions, and sharing of infrastructure, R&D and data, and how might potential limitations and regional differences be addressed? How can the sector work more effectively with cities and regions to embed the role of the creative industries in placemaking, boosting local growth and driving productivity? What are the key challenges around developing a 'place-based' approach - including developing leadership and bringing together different stakeholders, and addressing funding and investment disparities, and potential new regional divides?
Chris Murray, Director, Core Cities UK
Sarah Windrum, Chief Executive Officer, The Emerald Group and Chair, Digital and Creative Business Group, CWLEP
Professor Eric Cross, Professor of Music and Culture, Newcastle University and Principal Investigator, Creative Fuse North East
Senior representative, creative business
Questions and comments from the floor with **John McVay**, Chief Executive Officer, Pact and Member, Creative Industries Council
- 12.35 - 12.55 **Next steps for driving sustainable growth across the cities, regions and nations**
John Newbigin, Co-Chair, Regions & Clusters Working Group, Creative Industries Council and Chairman, Advisory Group for Arts and Creative Economy, British Council
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Peter van Gelder, Director, Westminster Media Forum



**WESTMINSTER
MEDIA FORUM**