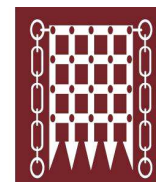


**Westminster Media Forum Keynote Seminar:
Next steps for regional development and the creative industries in the UK**

Timing: Morning, Thursday, 14th December 2017

Venue: The Caledonian Club, 9 Halkin Street, London SW1X 7DR



**WESTMINSTER
MEDIA FORUM**

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Deidre Brock MP
- 9.05 - 9.15 **Policy priorities for supporting regional growth**
Liam Nwanze, Head of Policy Analysis, Creative Industries, DCMS
- 9.15 - 9.25 **Investment priorities for the development of regional creative economies**
Dawn Paine, Chief Marketing and Strategy Officer, Creative England
- 9.25 - 9.40 Questions and comments from the floor
- 9.40 - 10.35 **Addressing regional imbalances: creative clusters, funding and access to the global marketplace**
With regional development an industry focus in the development of an early sector deal for the UK's Industrial Strategy, what are the key policy priorities - particularly around trade, infrastructure and connectivity, and investment - and what might the challenges be in meeting individual sector needs? How can the sector effectively collaborate to develop creative centres outside of London and address regional imbalances - including building anchor organisations from emerging markets such as VR and AI, investment in R&D and promoting the sector's impact on socio-economic growth? With existing creative and cultural businesses being encouraged to develop outside of London, what are the key challenges around cost, workforce and clients, and what more could be done by policy to support expansion and relocation? As the UK withdraws from the EU, how might policymakers review funding structures to mitigate the potential loss of EU funding, and work with the sector to stimulate investment into the regions and develop the wider supply chain? What role should regional development play in a sector-wide export strategy to maximise the international growth and reach of creative businesses, and what further support could policymakers offer to facilitate their access to the global marketplace?
Tom Campbell, Specialist, Creative Industries, Digital & Creative, Knowledge Transfer Network
Professor Andrew Chitty, Creative Economy Champion, Arts & Humanities Research Council and Professor of Creative and Digital Economy, Royal Holloway, University of London
Mary-Alice Stack, Chief Executive, Creative United
Stephen Barker, Chief Executive Officer, Creative Quarter, Nottingham
Questions and comments from the floor
- 10.35 - 10.40 **Chair's closing remarks**
Deidre Brock MP
- 10.40 - 11.05 Coffee
- 11.05 - 11.10 **Chair's opening remarks**
Bambos Charalambous MP
- 11.10 - 11.20 **The role of arts and culture in placemaking and encouraging local engagement**
Paul Bristow, Director, Strategic Partnerships, Arts Council England
- 11.20 - 11.30 **Building the creative sector outside of London: serving regional audiences and delivering representational content**
Amanda Rees, Creative Content Director, S4C
- 11.30 - 11.45 Questions and comments from the floor
- 11.45 - 12.35 **Developing the talent pipeline and supporting enterprise: skills, training and SMEs**
How might creative hubs and clusters take a more active role in education and the development of talent, such as through outreach programmes and closer collaboration with schools and colleges? In light of increased devolution, what opportunities might there be to provide a more coherent and localised strategy around investment, business support and fiscal frameworks for encouraging creative entrepreneurship and the development of SMEs and micros? How could public and private sector stakeholders work together to identify and address current and future regional skill needs - particularly in terms of commissioning research, utilising Big Data and improving links with higher education institutions? How can the sector co-ordinate more effectively with policymakers to address concerns regarding the new Apprenticeship Levy and ensure that apprenticeship standards and technical education routes meet localised requirements? What more can be done to support professional development and the retention of talent, including around the provision of careers advice and access to mentoring schemes and creative networks?
Kate O'Connor, Independent Consultant, Regional Skills Plan, Screen Yorkshire
Dick Penny, Managing Director, Watershed
Sara Pepper, Director of Creative Economy, Cardiff University
Tom Hadley, Director of Policy & Professional Services, Recruitment & Employment Confederation
Questions and comments from the floor
- 12.35 - 12.55 **Next steps for increasing productivity and talent development outside of London**
Richard Johnston, Chief Executive Officer, EndemolShine UK; Member, Pact Council and Chair, Creative Skillset
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Bambos Charalambous MP
Emily Darling, Associate Forum Lead, Westminster Media Forum