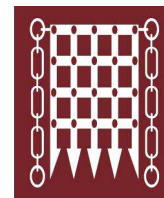


Westminster Media Forum Keynote Seminar: The creative industries in the North of England - local growth and the UK's competitiveness in global markets

Timing: Morning, Friday, 13th January 2017

Venue: The Lowry, Pier 8, Salford Quays, Manchester M50 3AZ



**WESTMINSTER
MEDIA FORUM**

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.15 **The Northern Creative Powerhouse: latest developments**
Caroline Norbury, Chief Executive Officer, Creative England
- 9.15 - 10.15 **Priorities for fostering and retaining a world-class creative talent pool**
What might be the impact of the result of the EU referendum on the creative workforce in the North - in terms of staff training, development and retention, and global competitiveness? As regional development programmes continue, what infrastructure upgrades will be most important in supporting the growth of the creative industries and employee mobility, such as improved connectivity and transport links? How can it be ensured that local young people can also benefit from new employment opportunities? In order to support the retention of skilled university graduates, how can higher education institutions more effectively build a dialogue with local creative businesses?
Rob Earnshaw, Founder, Creative North and Director, Digital City
Alice Webb, Director, BBC North and BBC Children's
Mark Varley, Managing Partner, Havas Media Manchester
Professor Nigel Weatherill, Vice-Chancellor and Chief Executive Officer, Liverpool John Moores University
Questions and comments from the floor
- 10.15 - 10.55 **Creative hubs: urban regeneration, civic engagement and the tourism economy**
What should be the most important considerations for creative hubs in contributing to creating a sustainable ecosystem for creative start-ups and SMEs? Following successful examples in Manchester and Hull, what further opportunities are there for both publically and privately funded creative-led urban regeneration projects in the North of England to help drive the Northern economy, innovation and civic engagement? What role can key stakeholders play in ensuring existing communities are not alienated by such re-developments and are able to realise the benefits?
Sue Woodward, Chair, Manchester Creative Digital Assets and Founder, The Sharp and Space Projects
Dr Jessica Symons, Research Fellow, Centre for Sustainable Urban and Regional Futures (SURF), University of Salford
Questions and comments from the floor
- 10.55 - 11.00 **Chair's closing remarks**
Caroline Norbury, Chief Executive Officer, Creative England
- 11.00 - 11.25 Coffee
- 11.25 - 11.30 **Chair's opening remarks**
Jeff Smith MP
- 11.30 - 11.40 **Stimulating local economic growth and strengthening the UK's international competitiveness**
Sir Richard Leese, Leader, Manchester City Council and Vice Chair, Greater Manchester Combined Authority
- 11.40 - 12.35 **The future for public and private investment in a post-referendum context**
What would the UK's withdrawal from the EU mean for the Northern Powerhouse project, particularly in relation to the future for European regional development funding? With this in mind, how can the sector better collectively demonstrate the wider economic and social value of the creative industries in order to strengthen its defence against future public spending cuts? With access to finance often identified as a core barrier to growth, how can key stakeholders support creative start-ups and SMEs in becoming investment-ready? As traditional creative value chains experience disruption from changing consumer trends, digitalisation and new international market entrants, how can businesses be supported in finding new ways to mitigate the impact?
Keith Burge, Managing Director, ERS
John Tulip, Managing Director, Northern Film & Media
Rosina Robson, Director of Nations & Children's, Pact
Sally Joynson, Chief Executive, Screen Yorkshire
Questions and comments from the floor with **Sir Richard Leese**, Leader, Manchester City Council and Vice Chair, Greater Manchester Combined Authority
- 12.35 - 12.55 **Policy priorities for the creative economy in the North of England**
Helen Warren, Head of Creative Industries, DCMS
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Jeff Smith MP
Amy Cutter, Producer, Westminster Media Forum