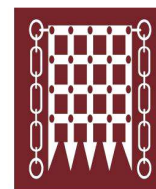


## Westminster Media Forum Keynote Seminar:

### The UK local media sector - audience growth, partnerships and policy priorities

Timing: Morning, Thursday, 21<sup>st</sup> April 2016

Venue: Royal Over-Seas League, Over-Seas House, Park Place, St James's Street, London SW1A 1LR



WESTMINSTER  
MEDIA FORUM

Agenda subject to change

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**  
**Lord Gordon of Strathblane**
- 9.05 - 9.15 **An analysis of the UK local media market**  
**Alan Ogston**, Head of Consulting, Oliver & Ohlbaum Associates
- 9.15 - 9.45 **The future of local news**  
**Ashley Highfield**, Chief Executive Officer, Johnston Press  
Questions and comments from the floor
- 9.45 - 10.30 **Content portfolios, diversifying revenue and policy options**  
*With the proliferation of choice and available outlets for media consumption in a digital landscape, how are traditional local publishers successfully competing for audiences and strengthening their editorial proposition? What are best-practice examples of innovative product development to diversify revenue streams amid declining print sales and advertising spend? How can publishers analyse and exploit data more efficiently for better audience engagement and service delivery? How are journalists faring in the changing digital marketplace; what would be the impact on the sector and the journalism profession of proposals from the BBC for shared local staffing? What other policy options might be considered going forward to support the long-term future of local journalism?*  
**Professor Paul Egglestone**, Director of Research and Innovation, College of Culture and Creative Industries, University of Central Lancashire  
**David Milne**, Head of Digital Publishing, STV  
**Nick Turner**, Digital Strategy Manager, CN Group and President, Society of Editors  
Questions and comments from the floor with **Alan Ogston**, Head of Consulting, Oliver & Ohlbaum Associates
- 10.30 - 10.35 **Chair's closing remarks**  
**Lord Gordon of Strathblane**
- 10.35 - 11.00 Coffee
- 11.00 - 11.05 **Chair's opening remarks**  
**Lord Black of Brentwood**, Executive Director, Telegraph Media Group
- 11.05 - 11.35 **The BBC and the UK local media market**  
**David Holdsworth**, Controller, English Regions, BBC  
Questions and comments from the floor
- National, local and hyperlocal collaboration - key perspectives**  
*What are the commercial and service opportunities for national, local and hyperlocal partnerships going forward to strengthen content offerings and support media pluralism? Following the BBC's consultation on how the Corporation can work in partnership with hyperlocal and local outlets, as well as the proposals from Government for the next Charter period, what are the key perspectives on the BBC's future relationship with the local media sector? At a time of increased devolution of political powers at a national, regional and local level, how can policy makers and public media outlets support growth within the UK hyperlocal media sector?*
- 11.35 - 11.45 **Kathryn Geels**, Digital Engagement Consultant
- 11.45 - 11.55 **Dave Harte**, Senior Lecturer, Media and Communication, Birmingham City University and Editor, bournvillevillage.com
- 11.55 - 12.05 **Martin Head**, Director of Content and Digital Communities, Corsham Institute and Channel Editor, Corsham TV
- 12.05 - 12.15 **Pete Clifton**, Editor-in-Chief, Press Association
- 12.15 - 12.25 **Natalie Wood**, Head of Audience Extension, Trinity Mirror Solutions
- 12.25 - 12.35 **Madhav Chinnappa**, Head of Strategic Relations, News and Publishers, Google EMEA
- 12.35 - 12.55 Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**  
**Lord Black of Brentwood**, Executive Director, Telegraph Media Group  
**Amy Cutter**, Producer, Westminster Media Forum