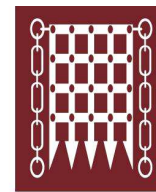


**Westminster Media Forum Keynote Seminar:  
Next steps for regional development and the creative industries in the UK**

Timing: Morning, Thursday, 14<sup>th</sup> December 2017

Venue: Central London



**WESTMINSTER  
MEDIA FORUM**

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 **Policy priorities for supporting regional growth**  
Senior representative, policy
- 9.15 - 9.25 **Investment priorities for the development of regional creative economies**  
**Caroline Norbury**, Chief Executive Officer, Creative England
- 9.25 - 9.40 Questions and comments from the floor
- 9.40 - 10.40 **Addressing regional imbalances: creative clusters, funding and access to the global marketplace**  
*With regional development a 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  
Speaker confirmed from **Walpole**  
Speaker confirmed from **The Creative Quarter, Nottingham**  
Questions and comments from the floor
- 10.40 - 10.45 **Chair's closing remarks**  
Senior Parliamentarian
- 10.45 - 11.10 Coffee
- 11.10 - 11.15 **Chair's opening remarks**  
**Bambos Charalambous MP**
- 11.15 - 11.25 **The role of arts and culture in placemaking and encouraging local engagement**  
**Paul Bristow**, Director, Strategic Partnerships, Arts Council England
- 11.25 - 11.35 **Building the creative sector outside of London: serving regional audiences and delivering representational content**  
Senior representative, broadcaster
- 11.35 - 11.50 Questions and comments from the floor
- 11.50 - 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?*  
**Sally Joynson**, Chief Executive, Screen Yorkshire  
**Dick Penny**, Managing Director, Watershed  
**Sara Pepper**, Director of Creative Economy, Cardiff University  
Senior representative, network  
Questions and comments from the floor
- 12.35 - 12.55 **Next steps for increasing productivity and talent development outside of London**  
**Amanda Nevill**, Chief Executive Officer, BFI  
Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**  
**Bambos Charalambous MP**  
**Peter van Gelder**, Director, Westminster Media Forum