

**Westminster Media Forum policy conference:**  
**Creative clusters, and next steps for growth and innovation in the UK creative industries**  
*Timing: Morning, Wednesday, 19<sup>th</sup> April 2023*  
**\*\*\*Taking place online\*\*\***



*Draft agenda subject to change*

- 8.30 Registration
- 9.00 **Chair's opening remarks**  
**Matthew Bell**, Director, Frontier Economics
- 9.05 **The vision for creative clusters - priorities for education, research, development, and support for the UK creative industries**  
**Professor Christopher Smith**, Executive Chair, Arts and Humanities Research Council, UKRI  
Questions and comments from the floor
- 9.30 Break
- 9.35 **The potential of creative clusters and key enablers for their growth across the UK**  
**Matthew Bell**, Director, Frontier Economics
- 9.45 **Adapting to meet the future of the creative industries - assessing the possibilities, priorities for R&D and innovation in emerging technology, business models and protecting IP, investment, and adapting to change and disruption**  
**Professor Damian Murphy**, Director, XR Stories  
**Fran Sanderson**, Director, Arts & Culture Investments and Programmes, Nesta  
**Professor Justin Lewis**, Director, Clwstwr  
**Irene Graham**, Chief Executive Officer, ScaleUp Institute  
**Sean Taylor**, Managing Director, InGAME  
Questions and comments from the floor
- 11.00 **Chair's closing remarks**  
**Matthew Bell**, Director, Frontier Economics
- 11.05 Break
- 11.15 **Chair's opening remarks**  
**Lynda Rooke**, President, Equity
- 11.20 **The talent pipeline - meeting challenges for the education system, data on skills gaps, the future for qualifications and the blend of digital and creative, apprenticeships and career pathways, and boosting diversity**  
**Lynda Rooke**, President, Equity  
**Professor Steven Spier**, Vice-Chancellor, Kingston University  
**Heather Carey**, Director, Work Advance; and Co-Investigator, Creative Industries Policy and Evidence Centre  
Questions and comments from the floor
- 12.05 Break
- 12.10 **Strategies for building joined-up local approaches to supporting creative clusters**  
**Martin Haines**, Managing Director, Kudos  
**Annie Gascoyne**, Chief Economist, BBC  
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**  
**Lynda Rooke**, President, Equity  
**Greg Thompson**, Senior Researcher, Westminster Media Forum