

**Westminster Media Forum policy conference:**  
**Priorities for the creative industries - investment, growth, and the Sector Plan**  
*Timing: Morning, Wednesday, 30<sup>th</sup> April 2025*  
**\*\*\*Taking Place Online\*\*\***



**WESTMINSTER  
MEDIA FORUM**

*Agenda subject to change*

- 8.30 Registration
- 9.00 **Chair's opening remarks**  
**Mark Leaver**, R&D and Investment Specialist, Creative Industries, Department for Business and Trade
- 9.05 **Key considerations for supporting growth in UK creative industries**  
**Bernard Hay**, Head of Policy, Creative Industries Policy and Evidence Centre  
Questions and comments from the floor
- 9.35 **The role of public service broadcasters in the creative economy**  
**Annie Gascoyne**, Chief Economist, BBC
- 9.50 **Priorities for the design and implementation of the Creative Industries Sector Plan**  
*priorities for the Creative Industries Taskforce / coordination with the Industrial Strategy and wider policy objectives / latest thinking on supporting, scaling and protecting smaller and emerging creative businesses / career pathways and upskilling the creative workforce / strategies for attracting investment / fostering growth in the nations and regions / key considerations for addressing creative IP and copyright issues*  
**Professor Sara Pepper**, Deputy Director, Media Cymru; and Co-Director, Centre for the Creative Economy, Cardiff University  
**Rebecca Steer**, Partner, Charles Russell Speechlys  
**Philippa Childs**, Deputy General Secretary, Bectu  
**Sarah Ellis**, Director, Creative Innovation, Royal Shakespeare Company  
**Professor Marc Cowling**, Professor, Economics and Productivity, Oxford Brookes University
- 10.20 Questions and comments from the floor
- 10.55 Break
- 11.05 **Strategies for remaining internationally competitive and attracting inward investment**  
**Adrian Wootton**, Chief Executive, British Film Commission  
Questions and comments from the floor
- 11.35 **Priorities for supporting creative rights holders**  
**Reema Selhi**, Head, Policy and International, Design and Artists Copyright Society
- 11.45 **Putting in place the enablers for supporting growth in the creative subsectors**  
*assessing sector funds and distribution / strategies for stimulating subsector investment / strengthening creative supply chains / opportunities to leverage emerging technology / key considerations for regulation and the future relationship between technology, creativity and enabling growth / priorities for creative rights holders*  
**Lucie Caswell**, Chief Innovation and Government Affairs Officer, Entertainment and Retail Association  
**Elizabeth Diaferia**, Senior Advisor, Creative Industries Trade and Investment Board  
**Dave Moutrey**, Director, Culture and Creative Industries, Manchester City Council
- 12.05 Questions and comments from the floor
- 12.30 **Policy priorities for the creative industries and the UK's creative technology landscape**  
**Dr Vicki Williams**, Manager, Policy and Partnerships, CoSTAR Foresight Lab, Loughborough University London  
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**  
**Mark Leaver**, R&D and Investment Specialist, Creative Industries, Department for Business and Trade  
**Thomas Howard**, Westminster Media Forum