

**Westminster Media Forum policy conference:
Priorities for the creative industries - investment, growth, and the Sector Plan**

Timing: Morning, Wednesday, 30th April 2025

*****Taking Place Online*****



**WESTMINSTER
MEDIA FORUM**

Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Senior Parliamentarian
- 9.05 **Key considerations for supporting growth in the UK creative industries**
Bernard Hay, Head of Policy, Creative Industries Policy and Evidence Centre
Questions and comments from the floor
- 9.30 **The role of public service broadcasters in the creative economy**
Annie Gascoyne, Chief Economist, BBC
- 9.45 **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
Senior representative, creative industries
Senior representative, investment
- 10.15 Questions and comments from the floor
- 10.40 **Chair's closing remarks**
Senior Parliamentarian
- 10.45 Break
- 10.55 **Chair's opening remarks**
Senior Parliamentarian
- 11.00 **Strategies for remaining internationally competitive and attracting inward investment**
Senior commentator
Questions and comments from the floor
- 11.25 **Priorities for unlocking innovation in the creative industries**
Senior representative, innovation
- 11.35 **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
Helen Keefe, Head, Policy and Regulation, Oliver & Ohlbaum Associates
Elizabeth Diaferia, Senior Advisor, Creative Industries Trade and Investment Board
Dave Moutrey, Director, Culture and Creative Industries, Manchester City Council
Senior representative, rights holders
- 12.05 Questions and comments from the floor
- 12.30 **Policy priorities for the development of the Creative Industries Sector Plan**
Senior representative, policy
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Thomas Howard, Westminster Media Forum