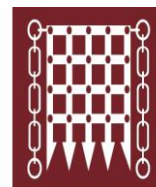


Westminster Media Forum policy conference

Next steps for creative clusters in the UK - progress, opportunities for support, and role in local and national economic recovery

Timing: Morning, Wednesday, 28th April 2021

Taking Place Online



WESTMINSTER
MEDIA FORUM

Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Senior Parliamentarian
- 9.05 **Supporting creative industries in the wake of the pandemic**
Caroline Norbury, Chief Executive Officer, Creative England
Questions and comments from the floor
- 9.30 **Progress so far with the Creative Industries Cluster Programme and next steps going forward**
Professor Andrew Chitty, Challenge Director: Audience of the Future, UKRI and Creative Economy Champion, Arts and Humanities Research Council
Questions and comments from the floor
- 9.55 Break
- 10.00 **Harnessing the potential of the creative industries to support post-pandemic economic and social recovery**
Supporting creative businesses, new entrants and SMEs, and entrepreneurs in creative fields
Fiona Latter, Creative Enterprise Scale Up Programme Lead, West Midlands Combined Authority
Growing the UK creative talent pipeline and unlocking the potential of creative skills
Senior representative, think tank
The role of local authorities in supporting local creative economies
Councillor Gerald Vernon-Jackson, Chair, Culture, Tourism and Sport Board, LGA
Creative microclusters - policy priorities for levelling up localities outside established clusters
Dr Josh Siepel, Senior Lecturer, Science Policy Research Unit (SPRU), University of Sussex Business School
Questions and comments from the floor
- 10.45 **Chair's closing remarks**
Senior Parliamentarian
- 10.50 Break
- 11.00 **Chair's opening remarks**
Senior Parliamentarian
- 11.05 **Research and innovation in creative industries - knowledge exchange and joining up pools of expertise, intellectual property, investment, and coordinating with the R&D Roadmap**
Tamara Cincik, Chief Executive Officer and Founder, Fashion Roundtable
Niall Santamaria, Senior Investment Manager, Edge Investment
Senior representative, research
Senior representative, law
Questions and comments from the floor
- 11.55 Break
- 12.00 **The UK's creative sector in the global economy**
Supporting UK creative businesses in competing on a world stage
Senior representative, policy
Access to international creative talent post-Brexit
Senior representative, trade body
Questions and comments from the floor
- 12.30 **The way forward for the creative industries and innovation in the UK**
Senior representative, policy
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Senior Parliamentarian
Michael Ryan, Deputy Editor, Westminster Media Forum