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***

Draft agenda subject to change

8.30 Registration

9.00 **Chair’s opening remarks**
   Gerwyn Evans, Deputy Director, Creative Wales, Welsh Government

9.05 **Supporting creative industries in the wake of the pandemic**
   Caroline Norbury, Chief Executive Officer, Creative England
   Questions and comments from the floor

9.35 **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

10.00 Break

10.05 **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**
   Shahnial Saeed, Programme Director, Digital Schoolhouse, UKIE
   **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

11.00 **Chair’s closing remarks**
   Gerwyn Evans, Deputy Director, Creative Wales, Welsh Government

11.05 Break

11.15 **Chair’s opening remarks**
   James Daly MP, Co-chair, Northern Culture All-Party Parliamentary Group

11.20 **Research and innovation in creative industries - knowledge exchange and joining up pools of expertise, intellectual property, investment, and coordinating with the R&D Roadmap**
   Evelyn Wilson, Co-Director, The Culture Capital Exchange, and Co-Director, National Centre for Academic and Cultural Exchange
   Sarah Talland, Partner, and Chartered Trademark Attorney, Potter Clarkson
   Tamara Cincik, Chief Executive Officer and Founder, Fashion Roundtable
   Niall Santamaria, Senior Investment Manager, Edge Investment
   Questions and comments from the floor

12.05 Break

12.10 **The UK’s creative sector in the global economy**
   ‘Across the UK - the BBC’s plan for its biggest transformation in decades and what it means for local and regional broadcasting’
   Rhodri Talfan Davies, Director, Nations, BBC
   ‘Creative ways to grow - developing Lambeth’s creative clusters to compete globally’
   Matthew Blades, Assistant Director - Economy and Inward Investment, London Borough of Lambeth
   **Global positioning and outreach for UK creative clusters - opportunities for the creative industries and innovation**
   Jessica Driscoll, Head of Immersive Technologies, Digital Catapult

12.40 Questions and comments from the floor

12.55 **Chair’s and Westminster Media Forum closing remarks**
   James Daly MP, Co-chair, Northern Culture All-Party Parliamentary Group
   Michael Ryan, Deputy Editor, Westminster Media Forum