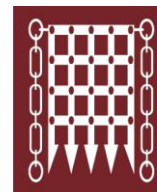


Westminster Media Forum policy conference
Next steps for regional media and creative industries

Timing: Morning, Tuesday, 18th January 2022

Taking Place Online



**WESTMINSTER
MEDIA FORUM**

Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Dr Lisa Cameron MP
- 9.05 **The BBC's vision for its 'across the UK' initiative and what the expansion of regional productive hubs mean for the UK's nations and regions**
Rhodri Talfan Davies, Director, Nations, BBC
Questions and comments from the floor
- 9.30 Break
- 9.35 **Meeting the demand for regional content and local news, the developing approach to commissioning across the media sector, and the role of public sector media**
Helen Keefe, Head of Policy & Regulation, Oliver & Ohlbaum Associates
Lisa Holdsworth, Chair, Writers' Guild of Great Britain
Adam Minns, Executive Director, COBA
David Higginson, Chief Audience Officer, Reach
Senior speaker confirmed from **STV**
Questions and comments from the floor
- 10.45 **Chair's closing remarks**
Dr Lisa Cameron MP
- 10.50 Break
- 11.00 **Chair's opening remarks**
Senior Parliamentarian
- 11.05 **Priorities for facilitating creative opportunities for the screen and TV industries outside of London**
Sally Joynson, Chief Executive Officer, Screen Yorkshire
- 11.20 **Advancing creative skills across the UK's wider creative market and supporting local platforms to foster creative talent**
Richard Williams, CEO, Northern Ireland Screen
Professor Stuart Allan, Professor of Journalism and Communication, Cardiff University, School of Journalism
Sarah Joyce, Head, Unscripted and Children's TV, ScreenSkills
Senior representative, local authority
Senior representative, finance
Questions and comments from the floor
- 12.25 Break
- 12.30 **Policy priorities for levelling up regional media activity across the UK**
Claire Bradshaw, Deputy Director, Media Policy, Department for Digital, Culture, Media and Sport
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