

Westminster Media Forum policy conference:

Next steps for technology and innovation in the UK creative industries - growth, regulation, AI and responsible use

Timing: Morning, Thursday, 24th September 2026

Taking Place Online



WESTMINSTER
MEDIA FORUM

Draft agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Lord McNally, Member, Communications and Digital Committee
- 9.05 **Latest developments in technology and innovation in the UK creative industries - policy, research and innovation**
Professor Christopher Smith, Executive Chair, Arts and Humanities Research Council
Questions and comments from the floor
- 9.30 **Growth potential of creative technologies and implications for the wider UK creative industries - priorities for investment, infrastructure and the skills pipeline**
CreaTech market conditions in the UK / UKRI's creative industries strategy / priorities for R&D / deployment of AI in creative businesses and cultural organisations / supporting adoption beyond experimentation and pilot projects / access to testing environments, specialist support networks and computing capacity / scaling innovative companies and support for start-ups / early-stage and growth investment / role of emerging clusters and higher education partnerships / local authority support, regional strengths and addressing disparities / strengthening collaboration between creative industries and technology sectors / skills pipelines, workforce capacity and fostering creative talent
Professor Lyndsay Duthie, Pro Vice Chancellor, Academic Partnerships and Industry Engagement, University for the Creative Arts
Rebecca Gregory-Clarke, Head, Innovation, National Film and Television School and CoSTAR National R&D
Leila Alexander, Artist, LUCIA_VR; and Director, Development, Cathedral Music Trust
Elisa Alvares, Managing Partner and Chief Investment Officer, Global Intellectual Property, Tower Peak Partners
Annie Gascoyne, Head, Economics, BBC
Questions and comments from the floor
- 10.20 **Regional approaches to supporting innovation in the UK creative industries**
Hayley Pepler, Head, Culture, Creative Industries and Digital Roadmap, West Midlands Combined Authority
Questions and comments from the floor
- 10.45 **Chair's closing remarks**
Lord McNally, Member, Communications and Digital Committee
- 10.50 Break
- 11.00 **Chair's opening remarks**
Lord Colville, Member, Communications and Digital Committee
- 11.05 **Digital replicas, AI-generated content and emerging policy frameworks**
Alexandru Voica, Head, Corporate Affairs and Policy, Synthesia
Questions and comments from the floor
- 11.30 **Licensing, data use and commercialisation in the creative sector**
Philip James, Partner and Co-head, International Data, Privacy and Cybersecurity Group, Browne Jacobson
- 11.40 **Safeguards for AI innovation - priorities for AI training practices, transparency and creator protections**
protecting IP and creative rights / licensing models for AI training and use of creative content / collective licensing, creator remuneration and new revenue models / mechanisms for creator control over use of creative works online / ensuring transparency and accountability in content creation / approaches to AI-generated content labelling and transparency / managing potential risks of generative AI and AI-generated content / safeguarding creative value chains and revenue models / platform responsibility and consumer trust / regulatory approaches to emerging creative technologies / balancing innovation with ethical and legal safeguards / development of a responsible AI framework
Deborah Annetts, CEO, Independent Society of Musicians; and Member, Creative Industries Council
David Cuckow, Director, Digital Sector and Standards Development, Knowledge Solutions, British Standards Institution
Will Crook, Head, Policy and Communications, Publishers' Licensing Services
Tim Flagg, Chief Executive, UKAI
- 12.10 Questions and comments from the floor
- 12.30 **Next steps for creative technologies in the UK - responsible innovation, creative opportunity and growth**
Senior representative, policy
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Lord Colville, Member, Communications and Digital Committee
Thomas Howard, Westminster Media Forum