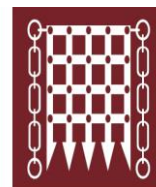


Westminster Media Forum policy conference

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**
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
Shahneila 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