

Westminster Media Forum policy conference:

Next steps for creative clusters in the UK

Timing: Morning, Monday, 17th June 2024

Taking place online



WESTMINSTER
MEDIA FORUM

Agenda subject to change

- 8.30 Registration
- 9.00 **Chair's opening remarks**
Lord Razzall
- 9.05 **Progressing the vision for creative clusters - priorities, stakeholder roles and maximising impact for the creative industries and their partners**
Dr Josh Siepel, Research Lead for Creative Clusters, Creative Industries Policy and Evidence Centre
Questions and comments from the floor
- 9.35 **Case study: holistic, multi-disciplinary approaches to innovation**
Jo Lansdowne, Executive Producer, Pervasive Media Studio and Bristol+Bath Creative R+D
- 9.50 **Frameworks for harnessing investment in creative clusters**
identifying and supporting long-term strategic aims | priorities for R&D to support growth | the role of incubators in supporting scale-up
Lorraine Cox, Director, Creative Estuary
Bernard Hay, Head of Policy, Creative Industries Policy and Evidence Centre
Stephen Pegge, Managing Director and Senior Advisor, UK Finance
Dr George Musgrave, Senior Lecturer, Goldsmiths, University of London
- 10.20 Questions and comments from the floor
- 10.45 **'The BBC's role in building UK creative clusters'**
Tom Wrathmell, Director, Across the UK, BBC
Questions and comments from the floor
- 11.10 **Chair's closing remarks**
Lord Razzall
- 11.15 Break
- 11.25 **Chair's opening remarks**
Professor Holly Rogers, Professor of Music and Director of Research, Goldsmiths, University of London
- 11.30 **Priorities for the growth and sustainability of creative clusters**
Tom Adeyoola, Strategic Director, Extend Ventures
- 11.45 **Implementing frameworks for the development of commercial skills**
flexibility in training programmes | adapting to innovation and student expectations | collaboration between clusters and the wider business and education sectors | attracting and retaining experience | integrating the arts into STEM education | cross-sector skills development
Dr James Davies, Research Fellow, University of Birmingham
Professor Liz Bacon, Principal and Vice-Chancellor, Abertay University
Patrick Towell, Director of Creative Economy, The Audience Agency
- 12.05 Questions and comments from the floor
- 12.25 **Next steps for creative clusters within UK industrial strategy**
Professor Andrew Chitty, former Challenge Director for the Creative Industries, UKRI; and Project Director, CoSTAR
Questions and comments from the floor
- 12.55 **Chair's and Westminster Media Forum closing remarks**
Professor Holly Rogers, Professor of Music and Director of Research, Goldsmiths, University of London
Thomas Howard, Westminster Media Forum