



CULTURAL &
CREATIVE
INDUSTRIES
PAVILION

FACILITATED BY



Creative UK

CREATIVITY
LIVES
HERE

LABOUR PARTY CONFERENCE

SUNDAY 28 SEPT >>>
TUESDAY 30 SEPT 2025



City Centre &
Liverpool ONE
Bus Station



Big Wheel



Royal Albert
Dock

Entrance
Marquee 1

Leonardo
Hotel

Sodexo Lounge

Auditorium 1B

Pullman Bar

Entrance
Marquee 2

Conference
Services

Sodexo
Live!
Lounge
entrance

M&S Bank
Arena
Liverpool

ACC
Liverpool

The
Auditorium
Liverpool

Pullman
Bar

Main
Conference
Hall &
Exhibition



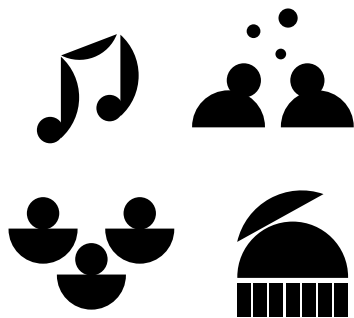
MAP

River
Mersey

WHAT TO EXPECT

Creative UK has teamed up with A-list talent and over 35 renowned creative sector partners to deliver three days of vital policy discussion and inspiring performances at the Labour Party Conference, located in Auditorium 1B in the ACC Liverpool.

This extraordinary moment of collaboration is facilitated by Creative UK – the national membership body for the cultural and creative industries – for the second consecutive year and promises to deliver vital conversations to help propel our creative industries.



With a range of celebrated artists and speakers on board to showcase the might of the sector, our programme will explore how creativity can offer the answers to some of the country's social and economic challenges.

This event is delivered thanks to the support of our sponsors and presenting partners, including Sunday sessions sponsor: 5; session sponsor: YouTube; Piano Lates Sponsor, Channel 4 and session sponsor: Creative Alliance South West.

Read on for full details of the sessions taking place over three days at the Cultural and Creative Industries Pavilion and plan how to spread your time across policy-led discussions, fireside chats between A list creatives, and evening receptions to toast the day.



3 DAYS - 23 SESSIONS - 60+ SPEAKERS, POLICYMAKERS AND PERFORMERS

SUNDAY 28TH SEPT

1 - 2PM - Panel - Designing the Future: The Creative Industries as Digital Leaders

2.30 - 3.30PM - Fireside Chat - Author Kate Mosse in conversation with broadcaster Nihal Arthanayake

3.45 - 5.15PM - Open Roundtable - Financing the Future: Funding Creativity in New Ways

5.30 - 6.30PM - Fireside Chat - Actress and Director Angela Griffin on Widening Access to the Creative Industries

7 - 8.30PM - Media Launch and Showcase - Welcome to Liverpool: A Celebration of Creativity

8.30PM - 1AM - Piano Lates - at the Pullman Bar

MONDAY 29TH SEPT

9.15 - 10.15AM - Panel - Representation in the Creative Industries: Maximising the Value of Greater Diversity

10.30 - 11.30AM - Panel - Creative Industries and the UK Industrial Strategy: A Growth Engine Across Sectors

11.45 - 12.45PM - Fireside Chat - Alison Lomax in conversation with Gary Neville

1 - 2PM - Panel - Just the Tonic: The Power of Culture and Sport to Improve our Wellbeing (With Angela Rippon)

2.30 - 3.30PM - Fireside Chat - Carol Vorderman and Carole Cadwalladr on the New Media Landscape

4 - 5.30PM - Open Roundtable - Building Tomorrow's Workforce: Creative Skills for the Future Economy

6 - 7PM - Fireside Chat - Nick Park and Sean Clarke on Wallace & Gromit

10PM - 1AM - Piano Lates - at the Pullman Bar

TUESDAY 30TH SEPT

9 - 10AM - Panel - Innovation on the Edge: Pioneering Placemaking & Regional Identity

10.15 - 11.15AM - Panel - Creative Learners, Future Leaders: A Curriculum for Growth

11.30 - 12.30PM - Fireside Chat - Armando Iannucci on Political Satire

1 - 2PM - Panel - Making Work Work? Fairer Futures for Creative Freelancers and the Creator Economy

3 - 4.30PM - Open Roundtable - IP in the Age of Gen AI: Rights, Revenues & Responsibilities

4.45 - 5.45PM - Panel - Creativity in Our Regions: The Cluster Effect

6 - 7PM - Fireside Chat - Joe Dempsie on working class access

8 - 10PM - Reception - The Cultural and Creative Pavilion Closing Party - at the Sodexo Lounge

10PM - 1AM Piano Lates - at the Pullman Bar



5 is pleased to support the Creative UK Pavilion at Labour Conference.

Through a mix of live TV channels and bingeable boxsets, the free-to-air service allows UK audiences to watch or stream the breadth of programming from Channel 5 – including Milkshake!, Its dedicated preschool brand – and a wide selection from the wider Paramount family of brands, including BET, CBS, Comedy Central, MTV Entertainment Studios.

Working with regional independent producers and supporting new talent, 5 tells the story of modern Britain by reflecting the lives of people across the UK, featuring well-known faces and fresh new talent. Its programme roster spans original UK drama, premium factual, true crime, science, news & current affairs and kids' content, which continue to attract critical acclaim.

5 was awarded Channel of the Year at the Edinburgh Television Awards 2025.

Sponsor spotlight

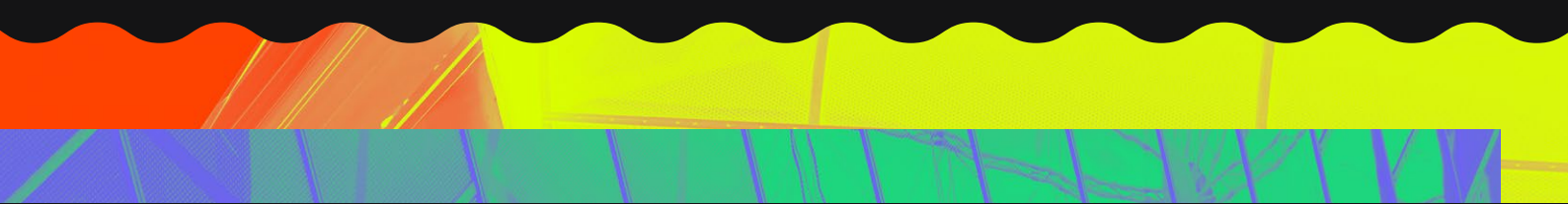


*"We are absolutely delighted to work with Creative UK in joining this vital conversation at the **Labour party conference**. The UK's creative sector is a world-leading economic and cultural powerhouse, and YouTube is proud to be a platform where British creators and music artists can share their stories with a global audience. It is incredibly encouraging to see the industry uniting at such a key political moment to advocate for its future."*



Alison Lomax,
Managing Director of
YouTube UK and Ireland

Sponsor spotlight



CONFERENCE PROGRAMME



for most up to date scheduling
please check the website
conference.wearecreative.uk
or scan here



1 – 2pm – Auditorium (B)

PANEL – DESIGNING THE FUTURE: THE CREATIVE INDUSTRIES AS DIGITAL LEADERS

SUNDAY SESSIONS
SPONSORED BY



The creative sector has long pioneered digital innovation. This continues as organisations embrace digital tools - not to replace creativity, but to enhance it. With panellists from Into Film, UKIE, Alliance for IP and Surrey Institute of People-Centred Artificial Intelligence.

Catherine Nicholls (Director of Public Affairs, Sony Music UK) Mark Frodsham (Director of Communications & Development, Into Film), Dominic Murphy (Head of Policy & Public Affairs, UKIE: UK Interactive Entertainment), Daniel Guthrie (Director General, Alliance for IP), Andrew Rogoyski (Director of Innovation, Surrey Institute for People-Centred AI), The Rt Hon Ian Murray MP, (Minister of State for Creative Industries, Media and Arts), Allison Gardner MP, (Member of the SIT Committee, co-chair of APPG on AI, academic specialising in AI and data science)

WITH OUR PRESENTING PARTNERS: INTO FILM, UKIE: UK INTERACTIVE ENTERTAINMENT, ALLIANCE FOR IP, SURREY INSTITUTE OF PEOPLE-CENTRED ARTIFICIAL INTELLIGENCE

2.30 – 3.30pm – Auditorium (B)

FIRESIDE CHAT – AUTHOR KATE MOSSE IN CONVERSATION WITH BROADCASTER NIHAL ARTHANAYAKE

Award-winning writer Kate Mosse is joined by acclaimed broadcaster, presenter, musician and author Nihal Arthanayake.

Kate Mosse (Author), Nihal Arthanayake (Broadcaster, Presenter, Musician and Author)



3.45 – 5.15pm – Auditorium (B)

OPEN ROUNDTABLE – FINANCING THE FUTURE: FUNDING CREATIVITY IN NEW WAYS

**SUNDAY SESSIONS
SPONSORED BY**



The Creative Industries Sector Plan demonstrates the Government's recognition of culture and creativity as vital economic drivers, contributing significantly to growth, jobs, and innovation across the UK. Building on this validation, this session will explore how strategic diversification of income streams can unlock the sector's full potential. We'll examine scalable models - from innovative finance and commercial investment to pioneering cultural funding approaches - that can accelerate growth and job creation. The discussion will focus on the structural funding solutions and policy enablers needed to capitalize on the enormous opportunities ahead, ensuring our creative industries continue to lead globally while delivering sustainable economic impact.

Nick Poole (moderator) (Chief Executive, UKIE: UK Interactive Entertainment), Sophie Brownlee (Political Consultant at Music Venue Trust and Associate Director, Whitehouse Communications), Professor Christoph Lindner (President & Vice Chancellor, Royal College of Art), Jim Farmery (Director of External Affairs, Production Park), Claire Malcolm (CEO, New Writing North), Sophie Wybrev-Bond (Chief Commercial Officer, Royal Ballet and Opera), Matt Armstrong (Associate Director of Policy, National Theatre), Howard Dawber OBE, (Deputy Mayor, Business and Growth)

WITH OUR PRESENTING PARTNERS: UKIE: ASSOCIATION FOR UK INTERACTIVE ENTERTAINMENT, MUSIC VENUE TRUST, ROYAL COLLEGE OF ART, PRODUCTION PARK, NEW WRITING NORTH, ROYAL BALLET AND OPERA, NATIONAL THEATRE

5.30 – 6.30pm – Auditorium (B)

FIRESIDE CHAT – ACTRESS AND DIRECTOR ANGELA GRIFFIN AND PRODUCER CAMERON ROACH ON WIDENING ACCESS TO THE CREATIVE INDUSTRIES

Angela Griffin has worked in TV, film, and theatre for over 30 years, with roles in Waterloo Road, Coronation Street, Lewis, Help and White Lines - taking the step behind the camera in 2023. In this Fireside Chat with Cameron Roach, Founder of Rope Ladder Fiction, Angela Griffin reflects on her own path to industry – and what more we can do to improve access for the next generation of creative talent.

Angela Griffin (Actor, Director), Cameron Roach (Founder, Rope Ladder Fiction)

7 – 8.30pm – Auditorium (B)

MEDIA LAUNCH AND SHOWCASE – WELCOME TO LIVERPOOL: A CELEBRATION OF CREATIVITY

**SUNDAY SESSIONS
SPONSORED BY**



Over 35 organisations from across the cultural and creative industries have come together to showcase the transformative power of creativity. Sponsored by 5 and hosted by broadcaster Nihal Arthanayake in Auditorium B of the ACC Liverpool, this celebration of creativity will welcome The RT Hon Lisa Nandy MP, Secretary of State for Culture, Media & Sport, Sarah Rose, President of 5 and UK Regional Lead, Paramount, and Caroline Norbury OBE, CEO, Creative UK. Featuring the Liverpool Philharmonic Youth Company and local poet Joseph Roberts. More at conference.wearecreative.uk.

Nihal Arthanayake (Broadcaster, Presenter, Musician and Author) (host) The RT Hon Lisa Nandy MP, (Secretary of State for Culture, Media & Sport), Joseph Roberts (poet), Sarah Rose (5), Caroline Norbury (Creative UK), Members of the Liverpool Philharmonic Youth Company (with Vanessa Reed, CEO, Liverpool Philharmonic), Briony Robinson (Head of Policy & Public Affairs, Channel 4)

8.30pm – 1am – The Pullman Bar

PIANO LATES

**PIANO LATES
SPONSORED BY
CHANNEL 4**



After a long day of panels, presentations and policy discussions, conference-goers can relax, reflect, and enjoy informal chats around the grand piano.

Max O'Hara (pianist)



9.15 – 10.15am – Auditorium (B)

PANEL – REPRESENTATION IN THE CREATIVE INDUSTRIES: MAXIMISING THE VALUE OF GREATER DIVERSITY

Diversity isn't a 'nice to have' — it's good business. How do we move beyond best intentions to lasting change? This panel explores how inclusivity fuels innovation, opens new markets, and builds stronger organisations. With Talawa Theatre, Association of Photographers, Manchester Metropolitan University, Big Creative Education and Casarotto Ramsay & Associates.

Carolyn ML Forsyth (Executive Director & JCEO, Talawa Theatre Company), Francis Augusto (Photographer/Director, Studio Augusto Ltd on behalf of Association of Photographers), Sacha Corcoran MBE (Principal and CEO, Big Creative Academy), Professor Martyn Evans (Pro-Vice-Chancellor, Manchester Metropolitan University & Director, Manchester School of Art), Sara Johnson (Agent & Access Consultant, Casarotto Ramsay & Associates), David Burton-Sampson MP

WITH OUR PRESENTING PARTNERS: TALAWA THEATRE, ASSOCIATION OF PHOTOGRAPHERS, MANCHESTER METROPOLITAN UNIVERSITY, BIG CREATIVE EDUCATION

10.30 – 11.30am – Auditorium (B)

PANEL – CREATIVE INDUSTRIES AND THE UK INDUSTRIAL STRATEGY: A GROWTH ENGINE ACROSS SECTORS

From headline innovation to transformation, the creative sector sparks progress across manufacturing, finance and beyond. Their influence is reshaping how sectors innovate, grow and collaborate, placing creativity at the heart of the UK economy. With 5, Royal College of Art, Royal Ballet and Opera, British Fashion Council, DACS: The Design and Artist Copyright Society, Make UK and techUK.

Sarah Rose (President of 5 & UK Regional Lead, Paramount), Professor Christoph Lindner (Royal College of Art), Sophie Wybrew-Bond (Chief Commercial Officer, Royal Ballet and Opera), David Leigh-Pemberton (Deputy Director, Policy & Engagement, British Fashion Council), Reema Selhi (DACS) Antony Walker (moderator - techUK), Lord Richard Harrington (Make UK), Rosie Wrighting MP (Member of Business and Trade Committee), The Rt Hon Ian Murray MP (Minister of State for Creative Industries, Media and Arts)

WITH OUR PRESENTING PARTNERS: 5, ROYAL COLLEGE OF ART, ROYAL BALLET AND OPERA, BRITISH FASHION COUNCIL, DACS: THE DESIGN AND ARTIST COPYRIGHT SOCIETY

11.45 – 12.45pm – Auditorium (B)

FIRESIDE CHAT – LESSONS FROM THE OVERLAP: HOW TO WORK TOGETHER TO SUPPORT UK CREATORS

Alison Lomax, Managing Director of YouTube UK and Ireland, in conversation with Rt Hon Ian Murray MP, Creative Industries Minister, and Gary Neville, former footballer and Founder of the Overlap

Alison Lomax (Managing Director of YouTube UK and Ireland), Gary Neville (Broadcaster, Business Entrepreneur and Former Professional Footballer.), The Rt Hon Ian Murray MP (Minister of State for Creative Industries, Media and Arts)

SESSION
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1 – 2pm – Auditorium (B)

JUST THE TONIC: THE POWER OF CULTURE AND SPORT TO IMPROVE OUR WELLBEING WITH ANGELA RIPPON

Broadcaster, writer, journalist and founder of Let's Dance! Angela Rippon hosts this discussion on the role culture and sport play on prevention, recovery, and community wellbeing. From social prescribing to creative interventions reshaping national narratives, these activities should be viewed as essential. With speakers from Southbank Centre, Heart of Glass, Premier League and Let's Dance!

Mark Ball (Artistic Director, Southbank Centre), Patrick Fox (Chief Executive, Heart of Glass), Nick Perchard (Director of Communities, Premier League), Angela Rippon (Founder, Let's Dance!), Simon Opher MP (Chair, APPG on Creative Health) Steph Peacock MP (Parliamentary Under Secretary of State, DCMS)

WITH OUR PRESENTING PARTNERS: SOUTHBANK CENTRE, HEART OF GLASS, PREMIER LEAGUE

2.30 – 3.30pm – Auditorium (B)

FIRESIDE CHAT – CAROL VORDERMAN AND CAROLE CADWALLADR ON THE NEW MEDIA LANDSCAPE

Broadcaster, media personality, and writer Carol Vorderman is joined by author, investigative journalist, and features writer Carole Cadwalladr to discuss the power of independent journalism, and explore how new media can drive change.

Carol Vorderman (Broadcaster, Media Personality, and Writer), Carole Cadwalladr (Independent Journalist, and Features Writer)



4 – 5.30pm – Auditorium (B)

OPEN ROUNDTABLE – BUILDING TOMORROW'S WORKFORCE: CREATIVE SKILLS FOR THE FUTURE ECONOMY

How do education, training, skills development and mentorship connect to real industry needs? With Sadler's Wells, Southbank Centre, University of the Arts London, Music Mark, The Film and TV Charity, Kingston University, Manchester Metropolitan University, Orchestra of the Age of Enlightenment, GuildHE, Bath Spa University and Bectu, a sector of Prospect Union.

Sir Alistair Spalding CBE (Artistic Director and Co-Chief Executive, Sadler's Wells), Mark Ball (Artistic Director, Southbank Centre), Professor Kene Igweonu (Provost of London College of Communication and Executive Dean for Impact & Innovation, UAL: University of the Arts London), Bridget Whyte (CEO, The UK Association for Music Education - Music Mark), Marcus Ryder (CEO, Film and TV Charity), Professor Martyn Evans (Pro-Vice-Chancellor, Manchester Metropolitan University & Director, Manchester School of Art), Crispin Woodhead (Chief Executive, Orchestra of the Age of Enlightenment), Brooke Storer-Church (GuildHE), Andy Salmon (Pro Vice-Chancellor External Relations, Bath Spa University), Philippa Childs (Head of Bectu), Jo Platt MP

WITH OUR PRESENTING PARTNERS: SADLER'S WELLS, SOUTHBANK CENTRE, UNIVERSITY OF THE ARTS LONDON, THE UK ASSOCIATION FOR MUSIC EDUCATION - MUSIC MARK, THE FILM AND TV CHARITY, KINGSTON UNIVERSITY, MANCHESTER METROPOLITAN UNIVERSITY, ORCHESTRA OF THE AGE OF ENLIGHTENMENT, GUILDHE, BATH SPA UNIVERSITY, BECTU

6 – 7pm – Auditorium (B)

FIRESIDE CHAT – NICK PARK AND SEAN CLARKE ON WALLACE & GROMIT

Academy Award-winning filmmaker and animator Nick Park joins Aardman's Managing Director, Sean Clarke, to discuss the making of the multi-award-winning Wallace & Gromit. In this Fireside Chat, the pair will reflect on the value of creativity, the making of an iconic British brand, and the challenges facing creatives today –including IP protection in the age of AI.

Nick Park (Filmmaker and Animator), Sean Clarke (Aardman, Managing Director), Caroline Norbury OBE - (Chief Executive, Creative UK)



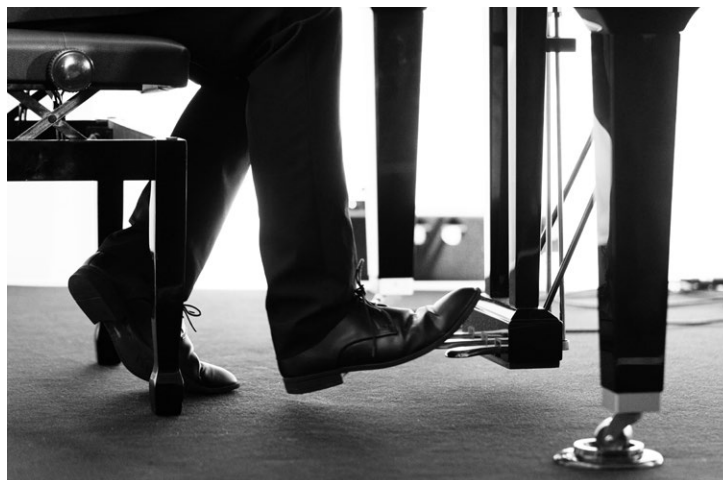
10pm – 1am – The Pullman Bar

PIANO LATES

After a long day of panels, presentations and policy discussions, conference-goers can relax, reflect, and enjoy informal chats around the grand piano.

Max O'Hara, (Pianist), Jack Pepper (Composer, Broadcaster and Writer)

**PIANO LATES
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9 – 10am – Auditorium (B)

SESSION SPONSORED BY

**Creative Alliance
South West**

PANEL – INNOVATION ON THE EDGE: PIONEERING PLACEMAKING & REGIONAL IDENTITY

Following the Westminster Creativity on the Edge report launch, we explore how R&D and innovation intersects with creative placemaking, transforming regional identity. Cultural assets attract visitors; tech innovation creates spillover benefits across healthcare, defence, and agriculture; creative industries and community pride flourish delivering lasting economic impact. Convened by the Creative Alliance South West.

Caroline Norbury OBE, (Chief Executive, Creative UK), Lindsey Hall (CEO, Real Ideas Organisation CIC), Professor Emma Hunt (Vice-Chancellor and Chief Executive, Falmouth University), Claire Lewis, (CEO, Baltic Ventures), Dawn Bébe (Founder, Co-CEO, Crowdfunder), Anna Gelderd MP

10.15 – 11.15am – Auditorium (B)

PANEL – CREATIVE LEARNERS. FUTURE LEADERS: A CURRICULUM FOR GROWTH

From early years to higher education, experiences that foster imagination and visual communication are invaluable for our collective growth. Speakers from Kingston University London, Music Mark, National Theatre, Art Fund and National Museum Directors' Council reflect on how nurturing creativity supports individual growth, future leadership, and economic impact.

Keith Merrin (Deputy Chair, National Museum Directors' Council & Director, North East Museums), Professor Steven Spier (Vice-Chancellor, Kingston University London), Bridget Whyte (CEO, The UK Association for Music Education - Music Mark), Ellara Wakely (Head of Schools Engagement, National Theatre), Jenny Waldman (Director, Art Fund), Jonathan Davies MP

**WITH OUR PRESENTING PARTNERS: KINGSTON UNIVERSITY LONDON, THE UK ASSOCIATION FOR MUSIC EDUCATION -
MUSIC MARK, NATIONAL THEATRE, ART FUND/NATIONAL MUSEUM DIRECTORS' COUNCIL**

11.30 – 12.30pm – Auditorium (B)

FIRESIDE CHAT – ARMANDO IANNUCCI ON POLITICAL SATIRE. WITH KRISHNAN GURU-MURTHY

As *The Thick of It* turns 20, renowned writer, director, producer and performer Armando Iannucci reflects on the power of storytelling, satire and imagination to shift political understanding – as well as the economic might of the UK's creative industries.

Armando Iannucci (Satirist, Writer, Director, Producer and Performer), Krishnan Guru-Murthy (Journalist)



1 – 2pm – Auditorium (B)

PANEL – MAKING WORK WORK? FAIRER FUTURES FOR CREATIVE FREELANCERS AND THE CREATOR ECONOMY

Creative freelancers and online creators face ongoing challenges such as unfair pay, financial precarity, lack of protections, and exclusion from industry decisions. What might a fairer creative economy look like - with a freelance champion in position? With speakers from YouTube UK & Ireland, Bectu, ScreenSkills and Directors UK.

Arusa Qureshi (Author and Writer), Alex Rawle (Head of Policy, YouTube UK), Max Klymenko (YouTuber & content creator), Philippa Childs (Head of Bectu), Laura Mansfield (CEO, ScreenSkills), Alexander Jacobs (on behalf of Directors UK), Polly Billington MP, Gordon McKee MP, Alison Hume MP

WITH OUR PRESENTING PARTNERS: YOUTUBE UK & IRELAND, BECTU, SCREENSKILLS

3 – 4.30pm – Auditorium (B)

OPEN ROUNDTABLE – IP IN THE AGE OF GEN AI: RIGHTS, REVENUES & RESPONSIBILITIES

As AI transforms how work is made, shared, and monetised, creatives are navigating risks and opportunities. Addressing evolving IP frameworks, & ethical licensing, how can creators protect rights, sustain revenues, and shape safe AI use? With Premier League, DACS: Design and Artists Copyright Society, Publishers' Association, BPI (British Recorded Music Industry) Ltd. and independent journalist Carol Cadwalladr.

Richard Mollett (Head of European Government Affairs, RELX plc), Max Chambers (Director of Corporate Affairs, Premier League), Reema Selhi (Head of Policy & International, DACS), Mandy Hill (President, Publishers' Association), Sophie Jones (Chief Strategy Officer, BPI: British Recorded Music Industry Ltd), Carole Cadwalladr (independent journalist), Samantha Niblett MP, Backbench Labour MP and Founder of Labour: Women in Tech, James Frith MP, Officer APPG Advertising

WITH OUR PRESENTING PARTNERS: PREMIER LEAGUE, DACS: DESIGN AND ARTISTS COPYRIGHT SOCIETY, PUBLISHERS ASSOCIATION, BPI (BRITISH RECORDED MUSIC INDUSTRY) LTD.

4.45 – 5.45pm – Auditorium (B)

PANEL – CREATIVITY IN OUR REGIONS: THE CLUSTER EFFECT

The UK's creative future is being built across its nations, from world-class production hubs to education-led innovation clusters. Place-based creativity powers economic growth, civic pride and global influence. With local leadership at the helm, regional centres are not just rising - but leading the charge. With Sadler's Wells, Production Park and Bath Spa University.

Carol Bell OBE (Regional Associate Director, North, Creative UK), Robert Jones (Associate Artistic Director, Sadler's Wells), Jim Farmery (Director of External Affairs, Production Park), Andy Salmon (Pro Vice-Chancellor, Bath Spa University), Helen Godwin (Mayor of the West of England), Tracy Brabin (Mayor of West Yorkshire)

WITH OUR PRESENTING PARTNERS: SADLER'S WELLS, PRODUCTION PARK, BATH SPA UNIVERSITY

6 – 7pm – Auditorium (B)

**FIRESIDE CHAT – JOE DEMPSIE ON WORKING-
CLASS ACCESS. WITH ALISON RASHLEY**

Joe Dempsie (*Skins*, *Game of Thrones*, *This is England*) in conversation with Alison Rashley (Executive Artistic Director, The Television Workshop).

Joe Dempsie (Skins, Game of Thrones, This is England), Alison Rashley (Executive Artistic Director, The Television)



8 – 10pm – The Sedexo Lounge

**RECEPTION – THE CULTURAL AND CREATIVE
PAVILION CLOSING PARTY**

A celebration of the Cultural and Creative Industries in the Sodexo Live Lounge.

10pm – 1am – The Pullman Bar

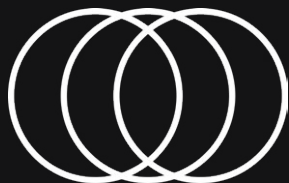
PIANO LATES

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Max O'Hara (pianist)

PIANO LATES
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SPEAKER INDEX

For further details on each speaker and to find out more about our sponsors & presenting partners, go to

conference.wearecreative.uk

For further detail on each speaker go to conference.wearecreative.uk/speakers



**ALEX
RAWLE**

Head of Public Policy,
YouTube UK



**ALEXANDER
JACOB**

Freelance Director,
Directors UK



**ALISON
LOMAX**

YouTube, Managing Director,
YouTube UK & Ireland



**ALISON
RASHLEY**

Executive Director,
The Television Workshop



**SIR ALISTAIR
SPALDING**

Artistic Director and Co-
Chief Executive, Sadler's
Wells



**ANDY
SALMON**

Pro Vice-Chancellor
External Relations, Bath Spa
University



**ANGELA
GRIFFIN**

Actor/director



**ANGELA
RIPPON**

Presenter, BBC



**ANDREW
ROGOYSKI**

Director of Innovation,
Surrey Institute for People-
Centred AI



**ARMANDO
IANNUCCI**

Writer, Producer, Director



**BRIDGET
WHYTE**

CEO, The UK Association
for Music Education – Music
Mark



**BROOKE
STORER-
CHURCH**

CEO, GuildHE

continued.

For further detail on each speaker go to conference.wearecreative.uk/speakers



**CAMERON
ROACH**

Founder, Rope Ladder Fiction



**CAROL
CADWALLADR**

Investigative Journalist



**CAROL
VORDERMAN**

Broadcaster and campaigner



**CAROLINE
NORBURY OBE**

CEO, Creative UK



**CAROLYN ML
FORSYTH**

Executive Director & JCEO,
Talawa Theatre Company



**PROFESSOR
CHRISTOPH
LINDNER**

President & Vice-Chancellor,
Royal College of Art



**CLAIRE
LEWIS**

CEO, Baltic Ventures



**CLAIRE
MALCOLM**

CEO, New Writing North



**CRISPIN
WOODHEAD**

Chief Executive, Orchestra of
the Age of Enlightenment



**DANIEL
GUTHRIE**

Director General, Alliance for
Intellectual Property



**DAWN
BÈBE**

CoCEO, Crowdfunder



**DAVID
LEIGH-
PEMBERTON**

Deputy Director - Policy &
Engagement, British Fashion
Council

For further detail on each speaker go to conference.wearecreative.uk/speakers



DOMINIC MURPHY

Head of Policy and Public Affairs, Ukie (UK Interactive Entertainment)



ELLARA WAKELY

Head of Schools Engagement, National Theatre



FEATHERS MCGRAW

Theif, antagonist, diamond aficionado, Wallace and Gromit



FRANCIS AUGUSTO

Photographer/Director, Studio Augusto Limited



GARY NEVILLE

Commentator and former coach



JENNY WALDMAN

Director, Art Fund



JIM FARMERY

Director of External Affairs, Production Park



JOE DEMPSIE

Actor



KATE MOSSE

Writer



KEITH MERRIN

Deputy Chair, National Museum Directors' Council



PROFESSOR KENE IGWEONU

Provost of London College of Communication and Executive Dean for Impact and Innovation, UAL



KRISHNAN GURU-MURTHY

journalist, lead presenter of Channel 4 News

For further detail on each speaker go to conference.wearecreative.uk/speakers



**LAURA
MANSFIELD**
CEO, ScreenSkills



**LINDSEY
HALL**
CEO, Real Ideas



**MARK
BALL**
Artistic Director, Southbank
Centre



**MARK
FRODSHAM**
Director of Communications
& Development, Into Film



**MARCUS
RYDER**
CEO, Film and TV Charity



**MARTYN
EVANS**
Faculty Pro-Vice-Chancellor
Arts & Humanities,
Manchester Metropolitan
University



**MATT
ARMSTRONG**
Associate Director of Policy,
National Theatre



**MAX
CHAMBERS**
Corporate Affairs Director,
The Premier League



**MAX
KLYMENKO**
YouTuber & content creator



NICK PARK
Creator of Wallace & Gromit,
Aardman



**NICK
PERCHARD**
Director of Community,
The Premier League



**NICK
POOLE**
Chief Executive, UKIE

For further detail on each speaker go to conference.wearecreative.uk/speakers



**NIHAAL
ARTHANAYAKE**
Co-Founder. Creative Origins



**PATRICK
FOX**
Chief Executive. Heart of
Glass



**PHILIPPA
CHILDS**
Head of Bectu. Bectu



**REEMA
SELHI**
Head of Policy and
International.
DACs: The Design and Artist
Copyright Society



**LORD
RICHARD
HARRINGTON**
Chair. Make UK



**ROBERT
JONES**
Associate Artistic Director.
Sadler's Wells



**SACHA
CORCORAN
MBE**
Principal & CEO. Big Creative
Academy



**SARA
JOHNSON**
Access Consultant/Agent.
Casarotto Ramsay &
Associates Access Team



**SARAH
ROSE**
President of 5 and UK
Regional Lead. Paramount. 5



**SEAN
CLARKE**
Managing Director. Aardman
Animations



**SOPHIE
BROWNLEE**
Political Consultant at Music
Venue Trust and Associate
Director. Whitehouse
Communications



**SOPHIE
JONES**
Chief Strategy Officer. BPI
(British Recorded Music
Industry) Ltd



**SOPHIE
WYBREW-
BOND**

Chief Commercial Officer.
Royal Ballet and Opera



**PROFESSOR
STEVEN SPIER**

Vice-Chancellor, Kingston
University London



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conference.wearecreative.uk

THE FACTS & STATS:

Quantifying the impact of the UK's Cultural and Creative Industries

In June, the UK Government published its Industrial Strategy, which named the Creative Industries as one of eight priority sectors for investment.

Undoubtedly, the creative sector is a growth driver for the UK: creating jobs and meaningful work, driving GVA, and positioning the UK as a world-leader in innovation.

Here's how the sector stacks up – in numbers...

WE CREATE JOBS

The Creative Industries **employs 2.41m workers** – or just **over 7% of the entire UK workforce**.

The Cultural Sector **employs 700,000 workers** - or a little **more than 2% of the UK workforce**.

Freelancers are the backbone of the sector: **more than 28%** of the creative workforce is self-employed – **rising to 45%** in the cultural sector.

WE ADD VALUE

From July 2024 to June 2025, the Creative Industries and the Cultural Sector both grew **by over double the rate of the wider economy**.

Creative Industries generated a GVA estimated at **£125.36bn, growing by over 5%**, and representing just **over 5% of total UK GVA**.

Cultural Sector **grew 3% on the prior year**, contributing **£34.29bn to the UK economy**.

WE ARE AGILE

Creative and Cultural businesses contain a higher proportion of Small and Medium Enterprises (SMEs) than the wider UK economy. Around 99% of creative businesses fall into this category.

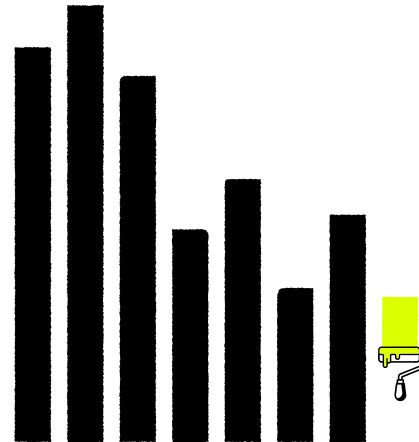
In 2024, just under 10% of all UK businesses were in the Creative Industries, with **82,350** businesses operating in the cultural sector.

WE STRENGTHEN THE UK'S GLOBAL REACH

In contrast to the wider UK economy, the Cultural and Creative Industries are net exporters.

In 2023, the **Creative Industries made a total of £69.57bn of exports**, (just over **7%** of total UK exports). That's a **net export total of £23.26bn**.

In the same period, the Cultural Sector registered a **net export figure of £7.18bn** - a total of **£21.44bn of exports**, or **2.41%** of total UK exports.



CREATIVE UK MEMBERSHIP

The Cultural and Creative Industries Pavilion has been convened by Creative UK on behalf of our membership - a membership that comprises just under 300 organisations spanning all cultural and creative subsectors - all of whom share the wish to collaborate for the betterment of our industry.

Supporting and representing our members means advocating on their behalf for better policy decisions that will positively impact both the individuals and the organisations that make up the creative population of this country. From freelancers through to large scale organisations, we are proud to connect creatives from across the country; to call for change on the issues that matter to

the sector; and to see that change implemented – for example the decision of DCMS to appoint a Freelance Champion, something we have called for consistently over recent years

Creative UK members are at the heart of all that we do, benefiting from a unique combination of exclusive events, weekly policy and research briefings, regular opportunities for profile boosting, and sector-cutting research.

To discover what a membership could do for your organisation, scan the QR code on this page and get in touch with us. We'd love for you to join us.

wearecreative.uk/connect/membership



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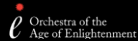


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