

**Shaun Woodward MP**  
Minister for Creative Industries,  
DCMS tbc

**Tom Bewick**  
CEO, Creative and Cultural Skills

**Martin Wyn Griffith**  
CEO, DTI Small Business Service

**Chris Powell**  
Chairman, NESTA

**Sir George Cox**  
Chairman, Design Council

**Stuart McFarlane**  
Yorkshire Forward

# THE NATIONAL CREATIVE INDUSTRIES CONFERENCE 2006 SUPPORTING ENTERPRISE 5TH DECEMBER, BRADFORD

“Policy makers and all those working across the creative sector need to deliver a robust support framework which allows the sector to flourish.”

## SUPPORTED BY



ARUP



## MEDIA PARTNER



**‘Supporting Enterprise’ is a conference to investigate the role of the Public Sector in supporting the Creative Industry Sector and agreeing upon how and when to intervene to assist enterprise. Leading figures will review the latest policy framework at a national and local level. Contributors will showcase successful initiatives and will seek to understand how success was created and enterprise supported. The day will also hear from leading professionals and entrepreneurs in the creative sector who have developed creative businesses themselves, highlighting the factors that have both prevented and supported sustainable growth.**

**Creative Industries now represent over 8 per cent of the UK economy, accounting for a total of £56 billion. Fully exploiting the commercial potential of creative industries will be key to ensuring the ongoing growth and development of this important sector, which is often hindered by the lack of an appropriate and accessible business environment. As such, policy makers and all those working in the creative sector need to concentrate on the opportunities and challenges facing entrepreneurs from an economic and strategic point of view and how to deliver a robust support framework which allows the sector to flourish.**

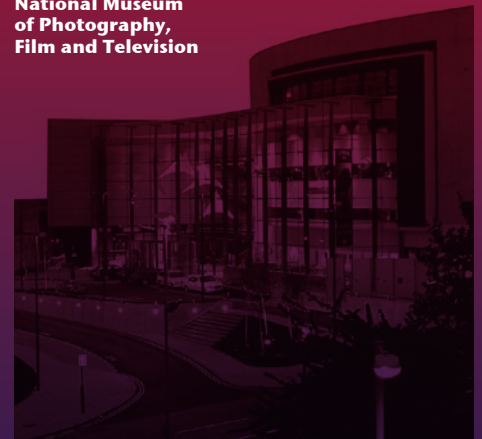
## **WHO SHOULD ATTEND?**

**Supporting Enterprise** is targeted at a national and regional audience, and presents an opportunity for professionals and practitioners from across the creative sector to contribute to the debate on how to develop a distinct support framework for generating sustainable enterprise.

### **Who should attend:**

- Business Support Agencies
- Creative Businesses
- Creative Sector Agencies
- Digital Media Companies
- Educational Institutions
- Funding Agencies
- Government Agencies
- Property Professionals
- Public Sector and Local Authorities
- Regional Development Agencies
- Urban Regeneration Companies

**National Museum  
of Photography,  
Film and Television**



## KEY OBJECTIVES:

- **To understand how national policy aimed at the creative sector has developed and to hear the strategy in place for implementing it into regional and local initiatives.**
- **To showcase examples of successful support for and investment to achieve sustainable enterprise growth.**
- **To consider some of the key barriers faced by those in the creative sector, bringing into question the necessary policy and strategy responses needed to develop a framework of support which fosters a culture of enterprise and productivity.**
- **By means of workshops, to practically address some of the common constraints faced by the creative sector, identifying solutions and models of best practice.**

## CONFERENCE EVE MONDAY 4TH DECEMBER

### 2.30pm Guided Visits (Optional)

The conference will begin with a choice of three guided visits to highly successful creative initiatives in and around Bradford.

- 1 **Velocity** (Business Incubator) / **WOW Academy** (Digital Media Technology Centre)
- 2 **Salts Mill** (David Hockney Gallery and studios, Saltaire)
- 3 Behind the Scenes Tour of **National Museum of Photography, Film and Television**

### 7.30pm Evening Reception National Museum for Photography, Film and Television

## CONFERENCE DAY TUESDAY 5TH DECEMBER

### Session 1: Policy and Strategy

This session will hear from Sir George Cox “one year on” from his review, consider NESTA’s ‘Creating Growth’ report direct from the authors and debate DCMS’s Creative Economy Programme.

### Key contributors include:

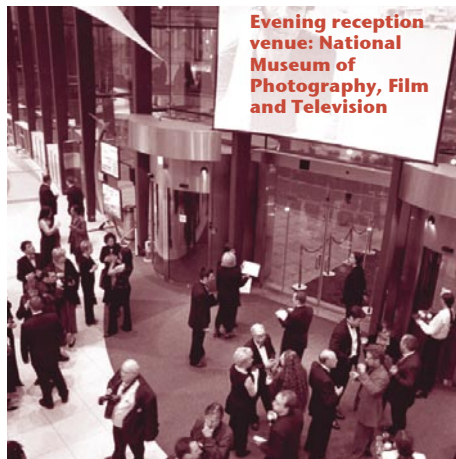
Chair: Chris Powell, *Chairman NESTA*

- Shaun Woodward MP, *Minister for Creative Industries, DCMS tbc*
- Sir George Cox, *Chairman, Design Council*
- Martin Wyn Griffith, *CEO, DTI Small Business Service*
- Paul Owen, *Director, Burns Owen Partnership*
- Tom Bewick, *CEO, Creative and Cultural Skills*

**Tom Bewick**  
CEO, Creative and  
Cultural Skills



**Shaun Woodward MP**  
Minister for Creative  
Industries DCMS



Evening reception  
venue: National  
Museum of  
Photography, Film  
and Television



**George Cox**  
Design Council



**Chris Powell**  
Chairman, NESTA



**Jane Glaister**  
Bradford Metropolitan  
District Council

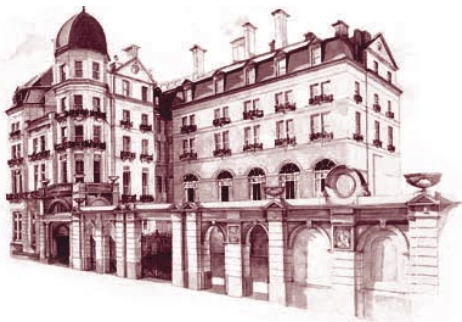
## Session 2: Supporting Creativity

This session will hear from those involved directly in supporting and delivering regional and citywide initiatives. Contributors will showcase examples of successful projects from across the public and private sector and will consider the necessary ingredients to support creative enterprise and productivity.

### Key contributors include:

Chair: Phil Wood, *Comedia*

- Stuart Mcfarlane, *Cluster Development Manager, Yorkshire Forward*
- Martin Manning, *Director, CIQ Sheffield*
- Graham Hitchen, *Director, Creative London*
- Jane Glaister, *Director of Arts, Heritage and Leisure, Bradford Metropolitan District Council*
- Greg Orme, *CEO, Centre for Creative Business, London Business School*



**The Midland Hotel,  
Bradford**

## Session 3: Supporting Enterprise Workshops

After lunch the conference will breakout into four workshops which will consider in greater detail how to intervene and support enterprises that face common barriers to growth and sector specific issues.

### 1 Intellectual Property

- Marice Cumber, *Director, Own-It*
- Sean Egan, *Partner, Bates Wells and Braithwaite*
- Nigel McClea, *Pinsent Mason*

### 2 Flexible Space

- ARUP
- Toby Hyam, *Director, Creative Space Management*

### 3 Digital Media

- Hashim Hashim, *Innovations Manager WOW Academy*
- Volker Buscher, *ARUP Communications*

### 4 Supporting Film

- Zulfi Karim, *Head of IIFA UK*
- Hugo Heppell, *Head of Production, Screen Yorkshire*
- Film Pur

**Chris Brown**  
*Igloo Regeneration*



**Stuart Mcfarlane**  
*Yorkshire Forward*



## Session 4: Inspiring Enterprise in Space

The conference will look at the relationship between buildings, place and the creative sector to focus ideas on how intervention in the physical and property sphere can support creative enterprise.

### Key contributors include:

Chair: Toby Hyam, *Director, Creative Space Management*

- Simon Gawthorpe, *Director, Urban Splash Yorkshire*
- Chris Brown, *CEO, Igloo Regeneration*
- Tom Fleming, *Director, TF Consultancy*
- Teo Greenstreet, *CEO, Huddersfield Media Centre*
- Mike Dunne, *Enterprise Manager, Barnsley Development Agency*



**Simon Gawthorpe**  
*Urban Splash*

**Martin Wyn Griffith**  
*DTI Small Business Service*



## BOOKING FORM

### Conference fees

Public sector - £250 + VAT

Third Sector - £200 + VAT

Private sector - £300 + VAT

Please invoice me for:

£

\_\_\_\_\_

No. of tickets (public)

\_\_\_\_\_

No. of tickets (3rd sector)

\_\_\_\_\_

No. of tickets (private)

## DELEGATE INFORMATION

\_\_\_\_\_

Title

\_\_\_\_\_

Postcode

\_\_\_\_\_

Country

\_\_\_\_\_

First name

\_\_\_\_\_

Surname

\_\_\_\_\_

Booking contact name

\_\_\_\_\_

Job title

\_\_\_\_\_

Department

\_\_\_\_\_

Tel

\_\_\_\_\_

Fax

\_\_\_\_\_

Organisation

\_\_\_\_\_

Email

\_\_\_\_\_

The nature of your organisation's activities:

\_\_\_\_\_

My preferred Guided Visit is:

\_\_\_\_\_

Address

\_\_\_\_\_

Velocity and WOW Academy

\_\_\_\_\_

Salts Mill

\_\_\_\_\_

Behind the scenes museum tour

\_\_\_\_\_

Town

\_\_\_\_\_

County

\_\_\_\_\_

I will attend the Evening Reception

## HOW TO BOOK

Please return this form to Civic Conferences, 1st Floor, 6 Southwark Street, London, SE1 1TQ, or by fax to 0207 357 8015. Further copies of this brochure and booking form are available to download at [www.civicconferences.co.uk](http://www.civicconferences.co.uk)

### Venue details

The conference will be held at  
The Midland Hotel, Forster Square,  
Bradford, BD1 4HU.

For a map and directions, please visit:  
[www.midland-hotel-bradford.com](http://www.midland-hotel-bradford.com) or  
phone 01274 735735.

### Accommodation

A special discounted rate of £75 per night is being offered at the Midland Hotel for the night of 4th December. Please contact the Midland Hotel on 01274 735735 for further details.

For further information on hotels in the area, please visit:  
[www.visitbradford.com](http://www.visitbradford.com)

### Booking and Payment Information

The conference fee includes:

- Introductory Guided Visits in Bradford
- Evening Reception at the National Museum for Photography, Film and Television
- Admission to the main conference including lunch and refreshments upon arrival and throughout the day

An invoice will be sent upon receipt of a booking form. In the event of a cancellation not less than 21 days before the conference, full payment will be refunded less a 20 per cent administration charge. No refunds will be possible in the 21 days prior to the conference, but you will be entitled to send a substitute.

Civic Conferences reserves the right to alter the programme of speakers without notification and, at its absolute discretion, reserves the right to cancel the event.

\_\_\_\_\_

My preferred workshop option is:

\_\_\_\_\_

Intellectual Property

\_\_\_\_\_

Flexible Space

\_\_\_\_\_

Digital Media

\_\_\_\_\_

Supporting Film



If you have any specific access or dietary requirements please detail them in the space below or contact us on 020 7378 0422.

I have read the cancellation policy and agree with the terms and conditions

\_\_\_\_\_

Signature

## CONFERENCE PROGRAMME

### Conference Eve – 4 December

2.30pm Guided Visits in Bradford  
7.30pm Evening Reception, National Museum  
of Photography, Film and Television

### Conference Day – 5 December

THE MIDLAND HOTEL, BRADFORD

9.00 am Registration  
9.30 am Session 1: Policy and Strategy  
11.00am Coffee Break  
11.30am Session 2: Supporting Creativity  
1.00pm Lunch  
2.00pm Session 3: Supporting Enterprise Breakout Workshops  
3.00pm Coffee Break  
3.30pm Session 4: Inspiring Enterprise in Space  
4.45pm Closing remarks from Conference Chair

## CONTACT INFORMATION

For further information about  
'Supporting Enterprise', please contact  
Rebecca Lovatt or Joanna Humphries  
on 0207 378 0422 or by email at  
info@civicregeneration.co.uk

**CIVIC**  
conferences

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[www.civicconferences.co.uk](http://www.civicconferences.co.uk)

## CONTRIBUTORS



**CIVIC**  
regeneration



CREATIVE  
& CULTURAL  
SKILLS



tom fleming / creative consultancy /

URBAN SPLASH