

UNLEASHING OUR POTENTIAL

Screen Sector Growth in
the Nations and Regions

BRITISH
SCREEN
FORUM

FRAME THE DEBATE

UNLEASHING OUR POTENTIAL

Screen Sector Growth in the Nations and Regions

Tuesday 4 July 2023 from 9.30am – 12.40pm

Registration from 9.00am; sandwich lunch following conclusion of event
18 Smith Square, London SW1P 3HZ and via Video Conference

AGENDA

1. Chair's Welcome

Isabel Davis, Deputy Chair, British Screen Forum

2. London is not the UK

Andy Street, Mayor of the West Midlands
in conversation with Isabel Davis, Deputy Chair, British Screen Forum

3. Economic Overview of the Screen Sectors' Impact Regionally Around the UK

Leon Forde, Managing Director, Olsberg•SPI

4. Sunshine on Leith

The Role of Infrastructure in the Growth of Scotland's Screen Sector
Isabel Davis, Executive Director, Screen Scotland

5. Coffee Break

6. The Role of the PSBs in Regional Development

Rhodri Talfan Davies, Director of Nations, BBC

7. Panel: Top Down, Bottom Up, Whatever Works?

Chair: Dr Tarek Virani, Associate Professor, Creative Economies Lab, UWE Bristol
Gerwyn Evans, Deputy Director, Creative Wales
Alison Gwynn, Chief Executive, North East Screen
Prof Jonathan Sapsed, Newcastle University/Co-Investigator, PEC
Richard Williams, Chief Executive, Northern Ireland Screen

8. Closing Remarks

Isabel Davis, Deputy Chair, British Screen Forum

ISABEL DAVIS

Executive Director, Screen Scotland



Isabel leads Screen Scotland, the screen agency for the growth of the Scottish sector which sits within Creative Scotland. Screen Scotland is leading the growth of the Scottish sector through investing in development and production, enhancing skills and production infrastructure, advocating for screen education, and supporting Scottish talent to increase the quality and diversity of film and television production across scripted and unscripted genres.

From 2011–2018, Isabel was the BFI's Head of International. In a role combining editorial, production and policy expertise, Isabel delivered the BFI's international strategy. Isabel negotiated film co-production treaties with China and Brazil and led on the building of industry relationships with these countries as well as with India, Morocco, Jamaica, and several key European territories.

Since Isabel joined Screen Scotland in late 2018, the establishment of new studio infrastructure in Scotland has seen a significant shift in Scotland's international production environment, with large scale international film and TV projects being wholly produced in Scotland for the first time.

Local production has also seen a boost with a pipeline of network commissions including STV's *Screw* and World Productions' *Vigil*, and first features from Scotland-based writing and directing talent such as Jono McLeod's *My Old School* and Adura Onashile's *Girl*.

Isabel has served as Production executive / Executive Producer on Pawel Pawlikowski's *Cold War*, Haifaa Al Mansour's *Mary Shelley*, Yorgos Lanthimos's *The Lobster*, Claire Denis's *High Life*, and Victor Kossakovsky's *Aquarela*.



GERWYN EVANS

Deputy Director, Creative Wales

Gerwyn Evans is Deputy Director at Creative Wales, a Welsh Government internal agency that supports the development of the fast-growing creative industry in Wales. They focus on developing and promoting growth across a wealth of Creative Sectors including Film and TV, Animation, Games, Music, Comedy and Publishing; positioning Wales as one of the best places in the world for creative businesses to thrive.

Appointed in 2019, Gerwyn is responsible for leading the development of the new approach to supporting the creative sectors in Wales.

LEON FORDE

Managing Director, Olsberg•SPI



Leon is SPI's Managing Director, leading and delivering high-level strategic advice, insight and business planning for SPI's global client base.

With extensive knowledge of production strategy and incentives, Leon has overseen the creation and development of sectoral policy and funding mechanisms in a wide range of markets globally.

Leon has spoken about the screen sector at international events including Focus in London, Screen International's Finance Forum, AFCI's Cineposium and AFCI Week, the Guadalajara International Film Festival, Durban FilmMart, and the Reykjavik International Film Festival.

Prior to joining SPI in 2013, Leon was a film business journalist and editor for 15 years.

Leon is also a member of the British Academy of Film and Television Arts (BAFTA).



ALISON GWYNN

Chief Executive, North East Screen

From providing marketing leadership at the Centre for Life to being instrumental in the planning and development of Seven Stories, the National Centre for Children's Books, Alison is now leading the resurgence of the TV and Film industry in the North East. Her role at North East Screen is to drive strategic development identifying new sources of revenue and ensuring North East Screen is best place to serve the growing industry. Alison has recently brought together 12 local authorities and 3 combined authorities to form the North East Screen Industries Partnership (NESIP) working alongside the BBC to deliver growth through partnership working, creating jobs and encouraging inward investment.

JONATHAN SAPSED

Senior Professor, Newcastle University Business School
Co-Investigator, Creative Industries PEC



Jonathan Sapsed is Professor of Innovation and Entrepreneurship at Newcastle University Business School.

He leads Creative Fuse North East, a £2.2m collaboration between the five North East universities funded by AHRC and ERDF, which supports innovation and research-led growth in the region. This is a successor to The Brighton Fuse projects, which he led previously in a significant creative-digital cluster.

He is a Co-Investigator of the Creative Industries Policy and Evidence Centre (PEC) and advises the UK government on creative industries policy, and digital innovation adoption.

He is also a published comics writer and cartoonist.



ANDY STREET

Mayor of the West Midlands

Andy Street was elected as Mayor of the West Midlands in 2017.

Andy started his career at John Lewis, where he was a graduate trainee. He became Managing Director of John Lewis in 2007 and stayed with the company until 2016.

Andy has worked with local and national government in economic development roles. He was chair of the Greater Birmingham & Solihull Local Enterprise Partnership between 2011 and 2016. He has also been lead non-executive director for the Department for Communities and Local Government as well as a member of the Prime Minister's Business Advisory Group.

In 2015, Andy was awarded a CBE for services to the economy. He also received the President's Award from the Greater Birmingham Chambers of Commerce for his work in the region.

Andy studied politics, philosophy and economics at Oxford University. He also holds honorary degrees from Birmingham City University, Aston University and the University of Birmingham. Outside work, he is passionate about the arts, and was previously vice chairman of Performances Birmingham Limited, which runs the city's Symphony and Town Halls.

He grew up in Birmingham.

RHODRI TALFAN DAVIES

Director BBC Nations



Rhodri Talfan Davies is the BBC Director of Nations and sits on the BBC's Executive Committee. Appointed to the role in January 2021, Rhodri leads the BBC's work serving nations and local audiences across England, Scotland, Wales and Northern Ireland.

The BBC Nations division is one of the largest in the BBC and produces a range of content across TV, radio and online for audiences in the nations, across the whole of the UK and globally. He leads the teams responsible for the UK's biggest news show - the regional BBC One 6.30 programmes - and a network of local and nations radio stations reaching almost 8m listeners across the UK.

As Director, Rhodri oversees a major slate of high-impact programming TV programming from the devolved nations, including *The Pact*, *Granite Harbour*, *Guilt* and *Steeltown Murders*.

Prior to this role, Rhodri was Director of BBC Wales. Appointed in 2011 he oversaw all BBC content produced for Wales in both English and Welsh. During this period, he led a transformation in drama programming – including the hit series' *In My Skin*, *Keeping Faith* and *Hinterland* - as well as a major expansion of Welsh language services with the launch of *BBC Cymru Fyw* and *Radio Cymru 2*, and the introduction of *S4C* programming to BBC iPlayer.

In 2020, Rhodri led BBC Wales's move to its new home at Central Square. The new facility, designed by *Fosters & Partners*, is the most advanced production centre in Europe and was the catalyst for a major regeneration of Cardiff city centre. The development is expected to deliver over £1bn of economic benefits to the region over the coming years.

From 2004-2006, Rhodri was Head of Television Marketing at the cable operator *Telewest* and, from 2001-2004, he led the development of *HomeChoice*, one of the world's first on-demand television services. In 2004, his team won a UK BAFTA for the service's pioneering interactive facilities.

From 1999 to 2001, Rhodri was Head of Regional and Local Programmes for BBC West. He joined the BBC in 1993 as a news trainee, spending six years as a news reporter and producer at a number of BBC centres including Newcastle, Manchester and London. Rhodri began his career as a sub-editor with the *Western Mail* newspaper in Cardiff.

Rhodri is a Vice-President of the Royal Welsh College of Music & Drama and a Trustee of the Wales Millennium Centre.



DR TAREK VIRANI

Associate Professor of Creative Industries, UWE

Tarek has been deeply involved in a number of areas within the creative and cultural industries in the UK and internationally.

His research interests span a number of areas within the creative and cultural economy including: The impact of Covid-19 on the creative and cultural sector, organisational resilience in the sector, cultural policy, creative and cultural ecosystems, the role of micro-community engagement in culture-led regeneration, the link between the creative industries and local development, creative and cultural hubs, new/novel research methodologies to examine socio-economic urban dynamics, and the changing nature of creative and cultural labour and businesses globally.

Tarek teaches on the MA Screen Business and Screen Production pathways at UWE Bristol. Previously he was part founder and Deputy Director of Network: Queen Mary University of London's Centre for the Creative and Cultural Economy. He co-led the Creative Economies Lab at UWE Bristol from 2020 - 2023; and is now director of the Global Creative and Cultural Industries Research and Policy Group based at UWE which includes influential members from across the globe.

His newest publication is an edited volume entitled Global Creative Ecosystems (in press) and published by Palgrave Macmillan.

RICHARD WILLIAMS

Chief Executive, Northern Ireland Screen



Richard Williams is Chief Executive of Northern Ireland Screen. With over three decades of experience in the creative industries he has made significant contributions to the development and success of Northern Ireland's screen industry.

Under Richard's leadership, Northern Ireland's screen industry has attracted major film and television productions such as HBO's *Game of Thrones*, Netflix's *The School for Good and Evil*, Channel 4's *Derry Girls* and he has supported the creation of a thriving ecosystem for local filmmakers and emerging talent such as Oscar, BAFTA and IFTA award winning team behind *An Irish Goodbye*. During his time, Northern Ireland Screen has expanded its support to cover large-scale production, TV drama, independent film, factual/entertainment, animation and interactive content, partnering with Belfast Harbour Commission in the development of Belfast Harbour Studios and Titanic Quarter on the development of Titanic Studios.

Richard previously worked for Waddell Media, during that time representing Northern Ireland on PACT, the Producers Alliance for Cinema & Television. He also previously worked in newspaper management and was a commercial solicitor. He was awarded an OBE in 2019 for services to the Screen Industries in Northern Ireland.

REGISTERED ATTENDEES

Joseph Adesunloye	Dreamcoat Films	Paul Fleming	Equity
Moe Alatawi	Independent	Leon Forde	Olsberg•SPI
Ken Anderson	Wild Child Animation	Verity Freeman	DeHavilland
Lauren Atkins	DeHavilland	Lee Gibbs	BBC
Jack Averty	West Midlands CA	Laura Giles	Screen Cornwall
Helen Baehr	British Screen Forum	Erica Gilson	Essex County Council
Liz Bales	BASE/DEGI	Oliver Goodhall	We Made That
Gareth Barr	ITV	Kris Green	BBC Studios
Tamara Barton-Campbell	Renaissance Studios	Nell Green	Island Films
Amy Basil	Independent	Alison Gwynn	North East Screen
Kate Beal Blyth	Woodcut Media	Francesca Gyado	Independent Film Trust
Michael Beavan	PGGB	Mark Hackett	Space Studios
Chenine Bhatena	CreateConnectConsult	Martin Haines	Kudos
Heenan Bhatti	Clockwork films	Susie Halliday	PACT
Kevin Blacoe	Channel 4	Sonny Hanley	ITV
Iain Bundred	YouTube	Iain Harvey	Illuminated Films
James Butler	BFC	Maureen Hascoet	Firewalker Films
Tom Carr	BBC	Neil Hatton	UK Screen Association
Pete Chapman	DBT	Adam Hawley	CDN
Tendai Chetse	DBT	Emma Hewitt	BBC Film
Dustin Chodorowicz	Nordicity	Chris Hordley	Screen Yorkshire
Nada Cirjanic	Platform Release Films	Jafna Islam	British Screen Forum
Anderona Cole	Independent	Linda James	Sly Fox Films
Becky Collier	West Yorkshire CA	Pete Johnson	British Screen Forum
Craig Connell	British Screen Forum	Leo Jordan	National Theatre
Cheryl Conway	Screen Scotland	Naomi Joseph	ScreenSkills
Caroline Cooper Charles	Screen Yorkshire	Michael Kelt	Artem Special Effects
Chris Curley	PACT	Peter Kinkead	Hibiscus Red
Rupert Daniels	DBT	Gareth Kirkman	BFC & Film London
Isabel Davis	British Screen Forum	Muki Kulhan	Muki-International
Paul De Carvalho	3 Mills Studios	Bob Last	First Stage Studios
Giles Derrington	TikTok	Ross Lewis	DBT
Chris Dixon	Ashford Council	Jonny Lincoln	Screen South
Phil Drake	MMU	Gabrielle Lindemann	Kent County Council
Fiona Duncan	ITV	Michael Logan	Channel 4
Lyndsay Duthie	PGGB	Stephen Lynch	Channel 4
Christopher Elkins	MUSO	Anna MacDonald	London Film Academy
Katie Ellen	Hanway Films	Trevor MacFarlane	Culture Commons
Richard Elliot	DBT	Alexander Mann	GLA
Rosa Estevez	DBT	Anna Mansi	BFI
Gerwyn Evans	Creative Wales	Jonny McCausland	Independent
Heather Fallon	Broadcast Magazine	Tina McFarling	BFI
Chris Filip	BFI	Malcolm Moore	Planispheres

Natalie Moore	Bristol City Council	Martin Smith	Ingenious Group
Marta Moretto	Olsberg•SPI	Andrew Spicer	UWE Bristol
Adam Morley	Hertfordshire LEP	Samantha Stamp	True North
Jasmin Morrison	Sky	Gabrielle Stewart	Hanway Films
Matt Mueller	Screen Daily	Niall Stewart	Independent
Jo Nolan	Screen South	Andrew Stirling	Larkhill Consultancy
Suzie Norton	Zanna Creative	Adam Strawford	Big Smoke Corporation
Hazel Noton	Ofcom	Rhodri Talfan Davies	BBC
Laurel O'Dell	CMS CMNO	Ellie Thomas	Oliver & Ohlbaum
Jonathan Olsberg	Olsberg•SPI	Jessica Thrift	Netflix
Deirdre O'Reilly	Knight Frank	Andy Tomlinson	Electronic Arts
David Parfitt	Trademark Films	Nick Toon	Rationale Consulting
James Penny	Mammoth Screen	Peter Touche	Ingenious Group
Tom Peters	Equity	Tarek Virani	UWE Bristol
Teresa Potocka	Sensethefuture Pictures	Jon Wardle	NFTS
Jack Powell	BFI	Sara Whybrew	BFI
Annika Rasanen	Netflix	Laura Wilkinson	BBC
Haylie Read	BFC & Film London	Richard Williams	Northern Ireland Screen
Beryl Richards	Strangford Pictures	Martin Woodhouse	PRD
Diana Rosu	NFTS	Carrie Wootton	Rise
Jonathan Sapsed	Newcastle University/PEC	Adrian Wootton	BFC & Film London
William Sayers	British Screen Forum	Sarah Wren	Kent County Council
Jonathan Simon	Inflection Point	Yen Yau	Independent
Ben Smith	Rebellion	Denitsa Yordanova	BFI
David Smith	Screen Scotland		