Salford Media Festival 2013

19 and 20 November

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#SMF13
www.salfordmediafestival.co.uk

Hosted by:

University of Salford
MANCHESTER

Salford Professional Development
Foreword

It was 20 years ago today David Plowright with the support and backing of the University of Salford established the event, which is now the Salford Media Festival. David firmly believed the Nations and Regions of the United Kingdom should have a bigger share in the production and decision-making processes of the major broadcasters. I doubt if even David could have foreseen the remarkable changes that our industry has experienced during these last two decades. We have moved from a four channel analogue age into a digital world of infinite possibilities. But during that period the purpose of the Salford conference has not changed. We have always championed the cause of regional broadcasters and producers and argued that media in the UK should reflect the disparate nature of the country. The Salford Conference is by far the most important arena for debate on media issues and strategy from a non-metropolitan perspective. Many of the developments of recent years are in no small measure down to the pressure and influence exerted by the Salford Conference.

But just as the industry is changing so too must the Conference. I welcome you to our 20th year and introduce you to the Salford Media Festival. The Festival will continue to debate media strategy for the nations and regions but will also be outward looking and international in its attitude. We also remain committed to playing a leading part in developing the talent of the future.

I would like to thank University of Salford for its renewed commitment to the Festival and to thank you for attending.

I hope David Plowright would approve of how we have developed his original idea. Enjoy the festival.

Sandy Ross
Chair of Salford Media Festival

Welcome to Salford Media Festival 2013

This is an especially significant year for us as it marks the 20th anniversary of the Nations and Regions Media conference, re-launched as Salford Media Festival. The broad theme of our Festival is ‘The Future of Broadcasting in an Era of Convergence’. Much of our programme thus explores the present and looks to the future, though we also celebrate the past achievements of the UK’s nations and regions in media since the inception of our event.

The programme’s content centres around the core inter-related themes of policy, key industry developments and contemporary practices in our burgeoning and increasingly complex and inter-related media field. The Festival aims to get to the heart of key policy debates on issues such as the future of media in Scotland, the internationalisation of media content, public service media and local TV in the UK. We aim to make sense of key industry trends, such as new strategies for scheduling, the role of crowd funding, audience retention and transmedia. We also explore the latest trends in key genres such as online video, breakfast media, radio and drama, to name but a few.

Our programme aims to lift the lid on the key issues confronting those of us with a passion for the development of media in its key forms and contexts. I hope you have a great Festival!

Professor Seamus Simpson (University of Salford), Festival Content Director
Sandy Ross is a television producer who has worked for Granada Television and Scottish Television. He is the former managing director of Scottish Television and is currently developing projects and working as a consultant with his company Murrayfield Media. He lives in Edinburgh.

Steve Hewlett is a Guardian Columnist, broadcasting consultant and independent television producer (Tiger Aspect, the Guardian Media Group, Ofcom, DCMS, Channel 4, BSkyB and New South Wales FTO). He is Visiting Professor of Journalism and Broadcast policy at the University of Salford. He is a regular contributor/presenter on programmes on Radio 4 and 5 Live, presenting Radio 4’s Media Show. He was chair (2003-2011) for DocFest – the Sheffield International Documentary festival and is now a board member. He is a fellow of the Royal Television Society.

Louise Blythe is an award-winning journalist and filmmaker. A graduate of the University of Oxford, Louise was a Guardian / MEN group apprentice, then a crime reporter before joining ITV to produce radio and TV news. She has made current affairs, documentary, consumer and factual entertainment programmes and headed a digital health channel. Louise works with the Windsor Leadership Trust to facilitate the growth of good leadership at a national and international level. As a MeylerCampbell executive coach, she works in the public and third sector. Louise is an Executive Producer and leads for the BBC Academy on training and learning in the North of England.

Jan Bradley is a freelance Project Manager. Jan produces, develops and manages projects and events for television/media, the arts and education. Jan is currently working at the University of Salford, at the MediaCityUK campus. @Janb07.

Martin Brooks headed up BBC North and BBC North West, and was part of the team that planned the move of five key BBC departments from London to Salford. After spells working for newspapers and independent local radio, his BBC career started in Manchester and took him to Newcastle and Leeds before returning to the North West as Head of Regional and Local Programmes. After leaving the BBC, he was a co-founder of the Gordon Burns Partnership, a media consultancy business.

Katy Boulton is a consultant with a specialism in broadcast compliance and media policy. She is also Development Manager for the leading new music ensemble Psappha. Her career began leading creative education projects for WNO. She then made documentaries for a range of broadcasters. Katy moved from production into policy as the ITC’s and then Ofcom’s representative in the north of England in 2001. Katy joined Ofcom’s Public Service Broadcasting Content team taking a key role in policy projects in 2005.

Ashley Byrne is the Creative Director of Made in Manchester, the award-winning radio and TV production company he co-founded with James Hickman, the five times world swimming champion. Ashley began his career as a newspaper journalist before becoming a radio reporter and later Head of News at various commercial radio stations. He has presented programmes for ITV and the BBC. He is one of the Directors of the Radio Independents Group (RIG), the trade body of the independent radio production sector.

Alex Connock is Director of New Business at Shine UK and Managing Director of Shine North and Shine On. He is currently Visiting Fellow at University of Oxford’s Reuter’s Institute and Manchester Business School, Visiting Professor of Digital Media at University of Sunderland, Director of Digital Innovation at Manchester Metropolitan University and Entrepreneur In Residence at INSEAD. He previously co-founded and ran factual TV producer, Ten Alps, and was six times shortlisted as Entrepreneur of the Year. He is Chairman of the Royal Television Society (North West).

Ron Cook is Emeritus Professor in the School of Arts & Media at the University of Salford and Director of the Digital Fiction Factory’s academic network. He was formerly Director of the International Media Centre, and the Northern Edge, a collaborative project of northern universities. With extensive experience in the fields of media production / media education, he led the establishment of the School of Media, Music and Performance at Salford. He regularly works with public agencies: DCMS, Skillet and Creative England. He is a founding committee member of the annual Nations and Regions Media conference - now Salford Media Festival.
Andrew Cooper is Academic Director, MediaCityUK, leading and managing all academic activity at the University of Salford's new campus. With a track record in teaching and published research in the HE sector, he has made trans-disciplinary learning, educational partnerships, and the promotion of next generation talent central to teaching, research and enterprise at the MediaCityUK campus.

Henry Eagles is Creative Skills’ Academy Network Manager in Scotland. With a career in the broadcasting and newspaper industries, he has been a financial and political journalist, television and radio producer, executive producer and department head. He worked at The Scotsman, Mentorn, Grampian TV and STV in range of senior roles. He is a member of BAFTA and was Chair of the Royal Television Society’s Scotland Centre (2007 to 2013).

Beth Hewitt is Director of Conversion for the School of Arts and Media and Programme Leader in MA Children’s Digital Media at the University of Salford. She began with work experience at Cosgrove Hall, progressing to Granada ITV culminating as a Director of arts and factual documentaries / programmes. She then worked as a Producer Director for BBC Factual Entertainment, then as a Producer at the National Media Museum and at Urbis creating projects connecting the media industry and young people. Beth was Co-director of Exposures Festival in collaboration with Cornerhouse. She is a Royal Television Society (North West) committee member. Beth is a member of Salford Media Festival’s Steering Committee.

Jason Legget is Head of Media Convergence and Principal Lecturer in Digital Media Content at the University of Sunderland. He is an experienced senior media executive, experienced in leadership, marketing and business development who has worked across a range of media / tech industries and both private / public sectors. Jason leads the Broadcast, Multiphatform and Film programmes at the University of Sunderland, championing media convergence across the Faculty and the University.

Jane Luca is Controller of External Affairs for ITV. Jane joined Granada as a production secretary in drama. She progressed through the ranks and, following the merger with Carlton, became the Controller of Regional Affairs for ITV plc. She manages the broadcaster’s relationship with key stakeholders, including the Houses of Parliament and government bodies with a focus on public policy issues. She is a Board Member of Marketing Manchester, a Governor of Manchester Grammar School, and sits on the Council of the University of Salford.

Scott Martin is a freelance TV Producer/Director. Beginning at Granada Television on the fledging MUTV channel, he moved to the documentaries department working on factual programmes for ITV, Channel 4, Five, History Channel, Sky One, Discovery Channel and National Geographic. As a freelancer, Scott has worked with Blakeway Productions, True North Productions, Lime Pictures and ITV Studios. Currently he is working with the CBBC’s in-house production team. Scott has previously produced sessions for the Nations and Regions and judged the Royal Television Society North West Student Awards.

Lynne McCadden began her career as a reporter with the Belfast Telegraph, and then as a Presenter and Producer for BBC Producer Direct. She then moved to ITV London where she was a News Producer. Lynne was formerly Director of Skills and New Projects at Northwest Vision+ Media, and Chief Executive of Media Training North West. She is currently Head of Development for Creative England. She also runs her own training and consultancy company, Mora Ltd.

Denis Mooney is Deputy Director of Glasgow based TRC Media. Denis spent twenty years in ITV, Granada TV and Scottish Television prior to TRC media in 2002. He runs a number of training programmes for TRC, including a Series Producer Programme for the BBC, as well as a Network Development Producer scheme in partnership with Channel 4 for independent producers. Prior to TV, Denis did social work with young offenders in Edinburgh and Bootle.

Edward Pugh was recently Series Producer on the second run of House of Anubis (Lime Pictures for Nickedoleon). Edward directed Jackanory and Grange Hill, and then was Children’s Executive Producer at BBC Manchester, Granada TV and BBC Scotland. He ran Talent TV in Manchester. He was Series Producer for Byker Grove for four series. He went on to work at the screen agency Northwest Vision and Media.

Mike Ryan @mikemanchester He is Manchester’s first disruptive digital futurist: skilled in predicting future trends who realigns businesses struggling with the new normal.

Roy Saatchi is a change management consultant in broadcasting. His BBC programme-making career spans television news and radio features. As Editor of Midlands Today, he won the Royal Television Society award for the best nightly regional news programme. Current work includes training assignments with local television stations in Georgia. Roy is an Honorary Professor of Broadcast Journalism at Liverpool John Moore’s University and a member of the board of Salford City Radio, the community radio station for Salford.

Seamus Simpson is Professor of Media Policy in the School of Arts and Media at University of Salford, where he publishes and teaches on European and global media policy and regulatory governance. He was part of the PWC team that carried out the EU-funded evaluation of the Body of European Regulators in Electronic Communications. Seamus is currently elected Vice-Chair of the International Communication Association Communication Law and Policy Division.

Andy Spinoza is Managing Director of award-winning agency SKV Communications. He founded and edited the original City Life magazine in 1983, later being appointed Manchester Evening News Diary Editor. In 1998 he set up PR agency, Spin Media, renamed SKV Communications in 2006. He received the North West Institute of PR Outstanding Achievement Award in 2007. Andy was the first chairman of the Alumni Association at the newly unified University of Manchester, from 2005 to 2011. He was appointed as a Governor on the Board of the University of Manchester in 2012.

Allan Walker is Head of the School of Arts and Media at the University of Salford, formerly the Deputy Director of the Glasgow School of Art. Prior to this, he was Visiting Professor at Birmingham City University and a visiting professor at the University of the West of England. Allan is a print artist and researcher. His work is included in the Brooklyn Museum of Art, New York; Machida Museum of Graphic Arts, Tokyo; and Victoria and Albert Museum, London.
Tuesday 19 November

Entry to Salford Media Festival sessions
Entry to sessions is on a first-come, first served basis. To secure a seat, please make sure that you arrive in good time before the start of the session that you wish to attend.

9.00 - 10.00 Registration Egg Reception

10.00 - 10.15 Welcome and Opening Address: Steve Hewlett, Festival Chair
Room: Digital Performance Lab (DPL)

10.30 - 11.30 Parallel Sessions 1

1.1 The Radio Renaissance: Who Needs Pictures?
Room: DPL
Chair: Trevor Dann, (Creative Director, TDC)
Panel: Mark Evans (Writer on the new series of That Mitchell and Webb Sound), Kirsty Reid (Editor of the award-winning history series, Witness), Robert Rigby (writer of recently adapted new wave classic drama, Saturday Night and Sunday Morning for Radio 4) and Sheila DeCourcey (RTE Jr, a national radio network dedicated to children).

Radio listening figures are soaring with the medium continuing to engage mass audiences. In a world of near obsession with visualisation, how does audio compete? Here, we discover how radio continues to enthral audiences and attract the very best in writing, acting, journalism and production across its different genres. This session includes the recording of the latest edition of The Radio Today Programme, the weekly online radio show about the radio industry.

1.2 Public Service Media in an Era of Media Convergence
Room: 3.07-3.08
Chair: Steve Hewlett
Panel: Professor Natalie Fenton (Goldsmiths College, London), Professor Hilde Van Den Bulck (University of Antwerp) Professor Manuel Puppis (University of Fribourg), Dr Damian Tambini (Senior Lecturer, London School of Economics and Political Science) and Daniel Wilson (Head of International Policy, BBC) This session provides an international perspective on some of the most important current and likely future issues in public service media. The contributors explore a range of different national perspectives on what public service media does, and what it should do, in an increasingly complex media environment underpinned by market based competition.

1.3 The Business of Convergence: Exploring the Creative, Technical and Legal Implications of Integrated Media
Room: 3.10-3.11
Chair: Paul Gosling (Director at Young PLC)
Panel: Steve Kuncewicz (Head of IP and Media at Bermans) Chris Marsh (Director of Partner Development at UKFast), Daniel Nolan (Managing Director, theEword).

As media channels and delivery methods continue to converge, this panel looks, from a creative, technological, legal and business perspective, at the implications of second screen, integrated social media and the consumer trend towards receiving multiple media through a single point of delivery.

11.45-12.45 Keynote Session 1
Josh Weinstein in Conversation with Clint Boon
Room: DPL

Josh Weinstein has enjoyed an illustrious career in the media business. He was writer and Showrunner of The Simpsons and Head Writer on Strange Hill High. Josh talks to broadcaster and Inspiral Carpets member Clint Boon about his career and why Manchester is a place of special significance for him.
This session explores the world of transmedia storytelling and poses the question: ‘media revolution - and to a significant extent driven - by Shazam is the key focus of this session.

3.3 Community Media

This is an extended session which will conclude at 17.15

3.1 How the Beatles Rocked the Kremlin and other stories

Room: DPL
Speaker: Leslie Woodhead introduced by Katy Boulton.
This session will conclude at 16.30.

Featuring inspirational film clips, the internationally acclaimed documentary filmmaker, Leslie Woodhead, tells the story of his distinguished career. Working in local programmes at Granada in the early 1960s, Leslie was one of the first people to film The Beatles. He went on to film the iconic Rolling Stones concert in Hyde Park, to form the UK’s first drama documentary unit, to create the Disappearing World series, to document the Srebrenica massacre and to make How the Beatles Rocked the Kremlin, exploring the enduring popularity of the Fab Four in a world where Beatlemania was against the law.

2.3 Live Online Video! How You Become the Broadcaster

Room: 3.10-3.11
Speaker: Alex Connock (Managing Director Shine North, Chair Royal Television Society (North West) and Director of Digital Innovation at Manchester Metropolitan University)
Online video has been with us for a decade, but tools such as Live – YouTube, and Facebook Live, or even a basic Google Hangout are facilitating a whole new generation of live global broadcasting. What opportunities exist for programme makers to create instant after-show live chats? What can brands and recording artists do with live online video? And what is the creative opportunity here for the public and audience to become involved?

15.15-16.15 Parallel sessions: 3

2.2 Transmedia - the Future of Storytelling

Room: 3.07-3.08
Chair: Mark Gorton (owner of Storycentral Digital, Storyworld Conference Chair and Transmedia Masterclass presenter for the European Broadcast Union)
Panel: Jody Smith (Multiplatform Commissioning Editor – Entertainment / Comedy, Channel 4), Cristen Caine - (Senior Producer for Shine On), Hazel Grian, (Transmedia Producer), Mark Gorton (owner of Storycentral Digital, Storyworld Conference Chair and Transmedia Masterclass presenter for the European Broadcast Union)

The modern media landscape is constantly evolving with the introduction of new ways to consume content. This session explores the world of transmedia storytelling and poses the question: ‘media revolution or media fad’? The panel discusses new opportunities being generated in transmedia to benefit talented creatives willing to think differently and tell compelling narratives across several platforms. Drawing on experiences from US Transmedia, this session scrutinises the current state of cross platform development in the UK and considers what creators and broadcasters need to do to generate engaging and innovative transmedia content.

3.2 New Ways of Delivering and Consuming Multimedia Content: Shazam

Room: 3.07-3.08
Speaker: Sam Woods (Account Director, Shazam)
This session focuses on news ways of delivering and consuming multimedia content through a focus on leading edge player, Shazam. Exemplifying many of the ways in which audiovisual media is developing, Shazam connects more than 300 million people, in more than 200 countries and 33 languages to music and TV shows. It is a leading example of what is now termed ‘a media engagement company’. People around the world have used the Shazam App more than ten billion times to discover and experience music, TV shows and ads. The implications of the consumption patterns witnessed - and to a significant extent driven - by Shazam is the key focus of this session.

16.30-19.00 Networking followed by Festival reception
Room: Ground Floor, MediaCityUK building

Wednesday 20 November

9.00-10.00 Arrivals/Registration
10.00-11.00 Keynote Session
Introduced by Cat Lewis (CEO / Executive Producer, Nine Lives Media)
Stuart Cosgrove, (Director of Creative Diversity), Channel 4
The Shows that Changed the Game: How Production Outside London Came of Age.
Room: DPL

In 2013, the Nations and Regions Media Conference re-launches as Salford Media Festival. NARM was developed 20 years ago to highlight and celebrate the quality and achievements of media in the UK’s nations and regions. In that period, what have been the key landmarks in the development of media in the nations and regions and what are their significance? In this keynote address, Stuart Cosgrove reflects on the fortunes of the UK’s nations and regions in media over 20 years.

11.15-12.15 Parallel Sessions: 4

4.1 ITV - Going for Growth

Room: DPL
Chair: David Liddiment (BBC Trustee)
Panel: Simon Pitts (Director of Technology and Transformation, ITV plc), John Whiston (Creative Director, Serial Dramas, ITV Studios), Alex Gardiner (Director of Factual, ITV Studios), Lucy West (Head of News, Granada Reports) and Magnus Temple (Chief Executive, The Garden).

As the biggest original content provider in the region for over a half a century, ITV’s move to MediaCityUK is an important milestone in the company’s transformation. This session looks at how ITV is changing and growing the business; the importance of building a national and international production and broadcasting business; the move of Coronation Street to a state-of-the-art production centre at MediaCityUK; and ITV’s commitment to being a Public Service Broadcaster and the importance of regional news.

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4.2 Scheduling the Future

Room: 3.10-3.11
Chair: Lorraine Heggesssey (Executive Chair, Room Pictures)
Panel: Dan McGolpin, (Head of Planning & Scheduling), BBC One; Victoria Jane, (Head of IPTV & TV Online Content), BBC; Andy Culpin, (Managing Director), 12 Yard Productions.

This session explores the importance of the traditional schedule and how it may change in the future. Are schedulers currently more influential than at any point to date? Does the uptake of second screen and tablet coupled with the proliferation of catch up services and on-demand outlets mean we are about to see a revolution in the way viewers consume programmes? Or will it mean that, in fact, people will feel an even greater need to have a clear delineated schedule in which programmes ‘make sense’? Are Youtube channels a passing fancy or the future of mass media entertainment? Or will BBC One and ITV1 always be ‘a safe and important port in a storm’?

4.3 Local TV – “What's in it for us?”

Room: 3.07-3.08
Chair: Winifred Robinson (BBC Broadcaster and Journalist)
Panel: Bobby Hain (Director of Channels, STV), John Marshall (Group Marketing Director, Mediacom), Lia Nici (Executive Producer, Estuary TV) and Nicholas Wheeler (YouTV Group Programme Director).

Local TV may be coming to a screen near you soon. The first, Estuary TV, in Grimsby, is already on Virgin Media and will go on air on 26 November. 57 applications were received by Ofcom to provide the first 19 channels but Bristol; Brighton and Hove; and Swansea received no bids from potential broadcasters. Up to 30 other stations are due to follow. So can local TV switch-on new audiences to programmes made in and about the areas where they live?

12.30-13.30 Keynote Session
Broadcasting in an Independent Scotland
Fiona Hyslop MSP (Cabinet Secretary for Culture and External Affairs, Scottish Government)

Room: DPL

With just nine months to go until the referendum on Scotland's independence, Fiona Hyslop MSP, the Scottish Government's Cabinet Secretary with responsibility for media affairs, describes her vision of the media landscape in an independent Scotland. What would a Scottish media network look like? Would Scottish viewers and listeners want a new media infrastructure? What would be the role of the BBC? How would media provision be funded? And would Scots have to pay more for Sky Sports, Coronation Street and Strictly Come Dancing?

13.30-14.30 Networking and Lunch

4.5 From Zero to Eternity

Room: DPL
Chair: Lynn Whitaker (Centre for Cultural Policy Research, University of Glasgow)
Panel: Joe Godwin (Director of BBC Children's), Marc Goodchild, (SyncScreen TV and The Little Big partnership); Melanie Stokes (Kindle Entertainment)

How do producers of children's programming plan to keep their audiences in an ever competitive and fragmented marketplace? How will they keep content attractive to an audience growing up with second screen, social media, online video and gaming? How do channel controllers grab the attention of five to six year olds ready to move on from pre-school programming? This panel explores the stories content producers are developing to engage with audiences as they grow up. How do broadcasters retain those young viewers once they are post traditional children's TV age (12)?

5.2 Wakey Wakey! What's Next for Breakfast?

Room: 3.10-3.11
Chair: Simon 'Hirsty' Hirst (Presenter Capital FM Yorkshire Breakfast show)
Panel: Gill Farrington (Editor of 5 Live Breakfast), Chris Pegg (Head of Breakfast Development / Regional Content Director NE, Bauer Media); Damian Cox (Product Owner, TV Frameworks, BBC Future Media), Adam Bullimore (Editor of BBC TV Breakfast).

We all do it every morning! Millions of people wake up to the digital world of Breakfast, but it's evolving radically. We listen to Commercial and BBC Radio, tune into TV Networks and like never before interact using social media. Texting, emailing, downloading, browsing, tweeting, getting essential information to make our sleepy start to the day even easier and more fun. As Breakfast is one of the most hotly contended areas for audience ratings, our panel discusses where Breakfast is in 2013 and, more importantly, how new technologies will make it snap, crackle and pop in the future.

6.1 - It's Drama Up North!
Nicola Shindler (Red Productions) in conversation with Katy Jones (Commissioning Executive Producer, Learning Zone, BBC)

Room: DPL

This session will explore the future of drama production in the North West region in relation to the theme of Salford Media Festival: the future of broadcasting in an era of media convergence. Nicola will talk about the successes of Red Production Company, one of the most highly regarded independent drama production companies in the UK. She will discuss the need for cutting edge drama to be created for - and commissioned by - broadcasters, both nationally and internationally, in the challenging new hybrid environment of cross-platform delivery.

6.2 Internationalising Media Content:
Experiences, Current Opportunities and Future Potentials

Room: 3.10-3.11
Chair: Annabelle Waller (University of Salford)
Panel: Mike Beale (Head of International Formats, ITV), Peter Humphreys (Professor of Politics, University of Manchester); Lynn Lugsden (Head of Worldwide Distribution, Argonon) and Tony Collingwood (Writer/Director Collingwood & Co)

The new UK Govt tax relief for animation (in law from July 2013) is set to impact the UK animation industry with a rebate of approx. 20% of spend. The implications of this important initiative are the focus of this panel. The panel experts addresses a number of key questions: how will the tax breaks system affect the growth of the industry outside of London and the South East? What are the obstacles being experienced by companies (such as the cultural test, State Aid approval, etc)? Will there be a step-change in co-productions, which are also eligible and what will be the impact of this? What might the employment implications of tax breaks be? Will the system help UK producers export?

6.1-16.45 Parallel Sessions: 6

17.00-17.15 Festival Closing - Steve Hewlett
Mike Beale is Director of International Formats at ITV, joining in 2011 after 20 years experience in international production. He currently oversees ITV’s slate of new and established formats including Stepping Out, Dancing on Ice and Come Dine with Me.

Clint Boon is keyboardist and occasional vocalist of the Inspiral Carpets and founder of The Clint Boon Experience. He made a cameo appearance in 24 Hour Party People (2002) as a train conductor, and says some of his best work was with the legendary Cosgrove Hall where he provided voice-overs and music for the Engie Benjy cartoon series. Clint has a huge following as a DJ, his fans known as The Boon Army. He currently presents on Manchester’s Xfm, and has just completed the voice-over for Channel 4’s Up All Night, Britain On Call, screened in October.

Hilde Van den Bulck is Professor of Communication Studies, Head of the Media, Policy and Culture research group and Dean of the Faculty of Social and Political Sciences, University of Antwerp. She combines complementary expertise in media policies and structures - and a focus on public service media - with expertise in media culture and identity, and a recent research focus on celebrity culture.

Adam Bullimore is Editor of BBC Breakfast and was formerly Deputy Editor. He led the complex project moving the programme to its Salford home in 2012. As launch editor, he was instrumental in ensuring a smooth transition and maintaining Breakfast’s dominant position as the UK’s most watched early morning TV show.

Cristen Caine is Senior Digital Producer for Shine ON, managing social media and digital content for Shine Group shows such as The Face, Ashley Banjo’s Secret Street Crew and Sunday Brunch. Previously, he has worked as part of a Broadcast Digital Award-winning team producing live social content for Sky 1, and has overseen digital content for Channel 4’s youth brand T4, including live streams, apps and events.

Tony Collingwood is Writer/Director with Collingwood & Co. Tony has been making animated children’s series through his own company since 1998. He is currently writing and directing Ruff-Ruff, Tweet & Dave (a CGI pre-school series for Cbeebies) and Sprout. He has been a longstanding member of the FACT Children’s Committee and Directors UK.

Stuart Cosgrove leads Channel 4’s diversity of content and supply and in doing so works closely with production companies throughout the UK. He has management responsibility for UK’s Nations and Regions, Creative and Cultural Diversity, Indie Relations and the Paralympics.

He also oversees Channel 4’s new talent support fund – The Alpha Fund. Stuart was formerly Director of Nations and Regions with overall responsibility for Channel 4’s strategy and corporate development outside London. Stuart has overseen a transformation of Channel 4’s investment outside London from £65m in 2000 to £120m in 2009. He was the Executive who raised and launched the funding for Channel 4’s digital innovation fund, 4iP.

Stuart takes a leadership role in Channel 4’s work with major public bodies and external organisations, such as the Arts Council, the Screen Agencies and devolved government. In 2012, he led Channel 4’s multi-award winning Paralympics 2012 team.

Sheila de Courcy is Controller of RTÉjr, taking responsibility for under-7s across TV, radio, online and mobile. She also is responsible for the development of RTÉ’s services for young people across all platforms. As a TV Producer and Location / Multi-Camera Director, Sheila has worked in live and pre-recorded programming across all genres including factual, music, documentary, drama and current affairs. Executive Producer credits include the year-long 40 Years of RTE Television event and the creation of a teen soap for RTÉ.

Damian Cox is the Product Owner for TV Frameworks in BBC Future Media. As a Broadcast & Software Engineer, Damian works with talented teams to create BBC TV Applications including Connected Red Button, BBC News, BBC Sport, BBC Music and BBC iPlayer.

Andy Culpin is the Managing Director of 12 Yard Productions, the independent production company acquired by ITV in 2007. 12 Yard have created and produced hit formats including BBC’s daytime quiz, Eggheads; Saturday night BBC One lottery formats In It To Win It and Who Dare Wins; Big Stars, Little Stars for ITV and Coach Trip for Channel 4. Previously Andy was Head of Development for BBC Entertainment overseeing the development of formats including The Weakest Link, Jet Set and Dog Eat Dog.

Trevor Dann is creative director of TDC, an independent radio production company currently working on commissions from BBC Radios 2, 4 and 5Live as well as audio projects in the corporate sector. He is chair of the talent Agency London Voiceover, secretary of the trade body, the Radio Independents Group and a Visiting Professor at the University of Lincoln. He was previously Chief Executive of the Radio Academy, Head of BBC Radio & TV Music Entertainment and MD of Pop for Emap.

Mark Evans has written five series of Bleak Expectations for Radio 4 and the Christmas special and mini-series, The Bleak Old Shop of Stuff for BBC Two.
Marc is a co-founder of SyncScreen.TV, a new technology company providing a unique second-screen production toolkit and authoring solutions for creative and brand owners and broadcasters. He is also a partner with ‘The Little Big Partnership’, providing specialist media advice across the kids and family sector (from branded advertising to apps to TV shows and experiential events) to a variety of high profile clients and IP owners.

Mark Gorton is a BAFTA award winning television producer, but never mentions this fact in short biographies in case it looks like a desperate attempt to establish his credibility. He has devised and made content for many major broadcasters at home and abroad in almost every genre including transmedia. He is currently working for BBC Learning in Salford.

Paul Gosling is co-owner of the award winning animation and illustration studio, Young. He is responsible for the Young brand and its growth strategy, the development of the company’s IP, growth and new business opportunities and the development and delivery of creative work. Paul is co-founder of the monthly business development event Blood Sweat and Beers and has set up Crazy Animal Face Records, a record label fusing art and music projects.

Hazel Grian is Creative Ideas Developer at Bristol’s Knowle West Media Centre. Previous work includes Creative Director at multi-BAFTA winning Aardman Digital. Hailed as a ‘funny filmmaking genius’ by The Simpson’s Matt Groening, Hazel is an interactive sci-fi, fantasy and comedy writer. Credits include Star Trek (2009), online drama KateModern, game 2.8 Hours Later. She is also a Transmedia consultant to broadcasters and big brands.

Bobby Hain has over thirty years’ experience in broadcasting across television, radio and online, having started as a presenter in 1981. He is responsible for STV’s increasing range of consumer facing services across broadcast and digital. He was previously responsible for the two STV Channel 3 licences in north and central Scotland and reports STV at the ITV Network Council. He is a member of both the RTS and BAFTA and chairs the Creative Skillet Scotland Board.

Dave Harte is Senior Lecturer in Media and Communication at Birmingham City University, leading the MA in Social Media. His Connected Communities project, Media, Community and the Creative Citizen, is investigating the scale and value of hyperlocal news websites, and has been published by Ofcom to support its understanding of this emerging sector.

Lorraine Heggessey is Executive Chair of Boom Pictures, a new independent TV company, launched in 2012. Boom Pictures creates entertainment, factual, factual entertainment, sport, music, drama, comedy and children’s programmes for TV, radio and online platforms. Previously, Lorraine was the first female Controller of BBC One, where she oversaw the channel’s re-branding and a comprehensive shake-up of its schedule. Lorraine was also the first woman CEO of a major independent production company when she joined TalkbackThames.

Simon Hirst - Hirsty to his friends and listeners - is one of the UK’s best-known presenters. Hirsty became known across the country for hosting Hit40UK, the national commercial radio chart show, which also crossed onto Channel 4. He currently hosts Hirsty’s Daily Dose on Capital FM, but started his radio career at just 12 years old at Radio Aire.

Peter Humphreys is Professor of Politics, University of Manchester. Peter has published extensively on comparative media and telecommunications policy and regulation. In 2008 he completed a three and a half year ESRC funded research award exploring audiovisual regulation in Canada, France, Germany, UK and USA, with regard to public service broadcasting and cultural policy in the audiovisual sector. He is co-author (with Thomas Gibbons, also at Manchester) of Audiovisual Regulation Under Pressure: Comparative Cases from North America and Europe (Routledge, 2012)

Fiona Hyslop MSP is Minister for Culture and External Affairs, Scottish Government, responsible for the promotion of Scotland and its cultural assets. Previously she was Cabinet Secretary for Education and Lifelong Learning. Prior to her election in 1999, she worked as a Brand Development Manager in financial services.

Victoria Jaye is Head of IPTV & TV Online Content. She is responsible for driving editorial strategy, transforming it from a catch-up TV service into a primary entertainment destination. She oversaw the introduction of programme premieres, archive collections and the commissioning of BBC iPlayer exclusive content. Premieres include: BBC Three’s scripted comedy, Jimmy McGovern’s Moving On and Peter Kay’s Car Share. Commissions include Comedy Feeds, showcasing up and coming writers and directors.

Archive collections on BBC iPlayer celebrate the UK’s broadcast heritage, such as David Attenborough’s The Early Years, a pioneering collaboration with the Imperial War Museum to remaster original interviews with WW1 veterans as part of the BBC’s Great War season.

Katy Jones is a Commissioning Executive Producer for Learning Zone on BBC Two, commissioning more than 100 new educational programmes including drama, documentaries and animations for 3-16 year olds. She was Executive Producer for Doctor Who Script to Screen - a national script writing competition for children which led to tens of thousands of children writing a script for The Doctor; she co-exec’d Wallace and Gromit Sound Track Competition and NewSound’s Absolute Genius Inventions Competition.

Katy’s programmes have won more than 40 national and international nominations and awards ranging from children’s film to feature-length dramas. Collaborations include: Jimmy McGovern, Simon Beaufoy, Neil McKay and Tony Marchant. Prior to the BBC, Katy worked as an investigative journalist and factual producer including work on the Hillsborough Independent Panel.

Steve Kuncewicz is Head of Intellectual Property, Media at Bermans LLP.

Cat Lewis is CEO / Executive Producer of Nine Lives Media where she is a BAFTA award winning programme maker, specialising in factual, current affairs, drama documentaries and factual format programmes. Nine Lives produce programmes for Channel 4’s Dispatches and BBC’s Panorama. They also develop programmes for Five, TLC in America, Sky Living, The Crime & Investigation Network and BIO. Cat is Vice Chair of the PACT Council and a member of Royal Television Society Committee (North West). She established the Indie Club in the region, a hub for Independent Producers. Cat began work at the BBC, moving to Granada (now ITV) where she worked on many of the key factual programmes from This Morning to World in Action.

David Liddiment is a BBC Trustee. He began his career as a promotions scriptwriter at Granada TV, Manchester rising to become Director of Programmes. He joined the BBC in 1993 as Head of Entertainment and then two years later joined LWT as Deputy MD and Director of Programmes. In 1997 he was appointed Director of Television for the ITV network. In 2003 he co-founded Allmedia - now Britain’s biggest indie and joined Kevin Spacey as his producer at the Old Vic theatre. He is chair of the Hepworth Wakefield gallery and recipient of the RTS Gold Medal for outstanding contribution to British television.

Ann Light is Professor of Design at Northumbria University. She works extensively with arts organisations, grass-roots community groups, older people and marginalised communities focusing on meaning making, identity, inclusion and experience of technology.
George McKay is Professor of Cultural Studies at the University of Salford at MediaCityUK. He established the Communication, Cultural and Media Studies Research Centre at Salford and was its director until this year. His research focuses on cultural politics, popular music, community arts/media, disability and gardens. His new book is Shakin’ All Over: Popular Music and Disability (University of Michigan).

Chris Marsh is Director of Partner Development at UKFast, a managed, dedicated and cloud server provider with Manchester based Datacentres. With over 13 years’ experience in the hosting and tech industry, he has worked in a commercial customer-facing role in Birmingham and Manchester with a focus on running the business the right way. Chris is a Council Member of Manchester Digital and an Ambassador for Forever Manchester.

John Marshall is Group Marketing Director of the regional division of MediaCom, the UK’s most successful media planning and buying agency. Previously, he worked mainly in the media owner world, including roles at ITV, Talk Radio, the now defunct UKIrish channel Tara TV, and Viasat Broadcasting, the Swedish media group broadcasting across Scandinavia and the Baltic.

Laura Bessell-Martin is the Chief Operating Officer at production supergroup, Arqonon. Bessell-Martin’s role at Arqonon focuses on finance and operational areas of the company. She is also responsible for both strategic acquisition and commercial exploitation of IP.

Previously she worked at Shed Media Group, during a period of meteoric growth for the group when revenue increased six fold. Bessell-Martin was involved in a string of deals that saw Shed acquire Outright Distribution, Ricochet, Twenty Twenty and Wall to Wall. Bessell-Martin also played a key role in the deal that saw Time Warner take a majority stake in the group in 2010. Trained at PWC, Bessell-Martin’s previous experience includes Citigate Dewe Roberson and BSkyB.

Tamar Millen is Arts Co-ordinator of the Community Media Association. She has worked in DTY media since the late 1990s. Tamar aims to foster creative collaboration between the arts and the community media sectors to enhance participation and engagement in the arts.
Gemma Thorpe is a socially engaged photographer, specialising in documentary storytelling with photography, audio and video, focusing on youth issues, migration, identity and belonging. She has published and exhibited work in the UK, China, Spain, Germany and Russia. Working as a freelance educator, running participatory workshops for young people and marginalised groups.

www.gemmathorpe.com

Alan Tyler is Executive Editor, Entertainment Commissioning, BBC Television. He’s responsible for programming all four BBC channels from outside of London. Commissions include: The Sarah Millican Television Programme; Frank Skinner’s Opinionated; Who Dares Wins; Hole in the Wall; Kevin Bridges: That’s What’s Up; In It To Win It: Mrs Brown’s Celebrities; Ask Rhod Gilbert; The Ruth Jones Show; Tonight’s The Night and The Many Faces of... Prior to this, Alan was Head of Comedy and Entertainment at BBC Scotland. Having worked at STV and Granada, he was Head of Mentorn, Scotland.

Timo Vuorensola is a Film Director from Finland. His first feature, the sci-fi crime story Weack: In The Pirkining, seven years in the making, has achieved cult success and been downloaded over eight million times through official torrents. Timo’s second feature, another sci-fi comedy, Iron Sky telling the story of Nazis who come from the far side of the moon, premiered in the Panorama Section of the Berlin Film Festival 2012 and was released internationally in April. Timo is now working on his first US film Jeremiah Harm, and begun the work on Iron Sky sequel, The Coming Race. Timo also directs short films, music videos and ads. Interested in finding new ways of working within the film industry, he believes the Internet can provide various and interesting possibilities to replace traditional production models.

He is a member of the AHRC Peer Review College and the Fixer’s Agenda and Twitter has been the main tool to communicate the project, especially over the past year, following a period of testing, development and pilot. Timo is now working on his first US film Jeremiah Harm, and begun the work on Iron Sky sequel, The Coming Race. Timo also directs short films, music videos and ads. Interested in finding new ways of working within the film industry, he believes the Internet can provide various and interesting possibilities to replace traditional production models.

Jody Smith is Multiplatform Commissioning Editor Entertainment and Comedy for Channel 4. He has commissioned projects such as The Million Pound Drop play-along game, and Was It Something I Said – a panel show which began as online development and is accompanied by a game run entirely through Twitter. Other commissions include an adventure game to introduce Full English, a mobile app for Facejacker and a game to test contestants for The Bank Job. Jody looks after Comedy Blaps – an online pilot scheme for new comedy talent. He launched and ran e4.com leading online campaigns for Misfits and Skins harnessing video, games and social media. His CV includes the BBC and heading up the web team for the first two series of Big Brother.

Melanie Stokes set up Kindle Entertainment with Anne Brogan in 2007. At Kindle, she’s exec-produced Jinx a live-action comedy series for CBBC; Dustin Baby, an International Emmy-winning drama for BBC One; Some Dogs Bite for BBC Three (winner of Best Youth Programme, Kid Screen, NY 2012); and Treasure Island for Sky One. Melanie has also exec-produced Leonardo (season two for CBBC; and The Life & Adventures of Nick Nickleby for BBC). Melanie is currently working on Dinopaws for CBeebies and Doo. Melanie is a former Head of Development at Granada Kids.

Damian Tambini is Senior Lecturer and Research Director at the Media and Communications Department at LSE. He is also an Associate Fellow at the Institute for Public Policy Research (IPPR) and the Oxford Internet Institute. Damian is a fellow of the Royal Society of Arts and serves on the advisory groups of: The Oxford Media Convention, Reporters Without Frontiers, POLIS and the Open Rights Group. He also served on the Communications Consumer Panel from 2009 – 2011.

Magnus Temple was a documentary director and series producer before founding Firefly, later re-named Dragonfly, with Nick Curwin in 2004. The company became known for its distinctive factual programming and in particular the fixed-rig genre, pioneered with the BAFTA-nominated The Family and the BAFTA-winning One Born Every Minute. Firefly was sold to Shine in 2007 and Magnus and Nick left in 2010. Since setting up The Garden, Magnus’ Executive Producer credits include has included Perfume, 24 Hours in A&E, Seven Dwarves, Inside Claridge’s and Keeping Britain Safe: One Day in the NHS. In April 2013 The Garden was acquired by ITV Studios.

Josh Weinstein is best known for his work on the animated comedy series The Simpsons and Futurama. His career began when he penned a spec script for Seinfeld after which he wrote an episode for The Simpsons. Along with his co-writer Bill Oakley, he was hired as a permanent writer in 1992 and was later appointed executive producer and showrunner winning three Emmys for his work. Josh was also co-executive producer on Futurama winning another Emmy in 2011.

Weinstein co-created, produced and wrote the animated comedy-mystery series Strange Hill High for CBBC, now commissioned for a second series. The show uses the animation technique hyper-nymorana, a mix of puppetry and CGI. Weinstein says making a series in the UK is “a dream”: lists Monty Python and Fawlty Towers as his favourite British programmes, and considers The IT Crowd as his “favourite comedy of all time.”

Lucy West is Head of News for ITV Granada Reports, returning to the North West after being Head of News for ITV’s Tyne Tees and Border. Whilst in the North East, she was responsible for the coverage of the Cumbria shootings for BBC News, and also the reporting on the Raoul Moat manhunt. At Granada Reports, the news team won an unprecedented second BAFTA for their coverage of the Hillsborough Independent Panel’s report. Lucy began her career at the BBC World Service followed by Radio 4 and 5 Live, before joining ITV Tyne Tees.

Nicholas Wheeler has had a transmedia career spanning newspapers, radio, television and new media. His career has included ITN, Capital Radio and BCB. In addition to successfully running a national news network, IRN, Nicholas has held two major start up roles – one in speech radio and the other in new media creating a pioneering new business out of mobile video content.

John Whiston is a researcher concentrating on policy and production in UK children’s media. Her PhD, funded as an AHRC collaborative doctoral award, was a production study of BBC Scotland’s Children’s Department at both a ‘small nations’ production facility and a BBC ‘centre of excellence’. Lynn has carried out audience research for Disney and for the International Central Institute for Youth and Educational Television (IZI), exploring every stage of the production cycle from development to consumption in domestic and global contexts. She is independent editor of The Children’s Media Yearbook, published by the Children’s Media Foundation. Lynn is currently conducting research with children as an adjunct to the Office of Fair Trading investigation into children’s purchasing in online games.

Daniel Wilson is the BBC’s Head of International Policy. He is responsible for engagement within the EU and other international institutions as well as with other international public broadcasters. This includes issues such as broadcasters’ access to radio spectrum, net neutrality and the regulatory consequences of convergence. Now leading on media plurality at EU and UK level, his previous role at the BBC, as Senior Adviser, focused on UK Policy issues covering local news, broadband rollout, commercial activity and other issues. Prior to the BBC, he worked in Parliament as an adviser on media policy.

Leslie Woodhead is one of Britain’s most distinguished documentary makers, and winner of many international awards. From the mid-1960s he was a Producer/Director at Granada TV. Since the 1990s Leslie Woodhead has produced and directed many documentaries for BBC, ITV, Channel 4, US television and Hollywood. Woodhead has an OBE for Services to Television.

Sam Woods is Account Director for Shazam and has responsibility for building and managing relationships with clients and partners around Europe, as well as advocating the use of Shazam TV and second screen across the region. Prior to Shazam, Sam held positions with AXL, MTV and Channel 4. This varied background gives him a unique perspective and helped him spearhead growth in key European markets and emerging markets such as India.
Sponsor contributions

Arts & Humanities Research Council

AHRC are unique in the world as a national funding agency supporting both arts and humanities research. They use public funding to fund research among one quarter of the United Kingdom’s research population. The research financed by the AHRC is a vital part of this cultural wealth, underpinning the exhibitions we visit, the music we hear, the texts used in theatres, the books we read, and the films we watch.

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01793 41 6000 | enquiries@ahrc.ac.uk | www.ahrc.ac.uk

Blitz Communications

Formed in 1989, Blitz is now recognised as the country’s leading technical event staging specialist with an unrivalled in-house portfolio of services. Blitz is the only company in the UK to possess our depth of resource and expertise in Video, Sound, Lighting, Graphics, Set and Stage and Digital Media supplied from our own inventory and delivered by our specialist staff.

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www.blitzcommunications.co.uk

British Academy of Film & Television Arts

BAFTA is an independent charity that supports, develops and promotes the art forms of the moving image by identifying and rewarding excellence, and inspiring practitioners. In addition to its Awards ceremonies, BAFTA has a year-round Learning & Events programme offering unique access to some of the world’s most inspiring talent through workshops, masterclasses, lectures, scholarships and mentoring, connecting with audiences of all backgrounds. BAFTA relies on membership subscriptions, donations, trusts, foundations and corporate partnerships to support its on-going work.

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Broadcasting, Entertainment, Cinematograph and Theatre Union

BECTU is the UK trade union for staff and freelancers working in creative media; sectors covered include broadcasting, film, independent production, theatre and the arts, leisure, digital media and gaming. Members benefit from support on a range of employment issues, including health and safety and training, legal services, copyright advice, low-cost public liability insurance, networking and career events.

Contact: Jo Livesey
0161 848 8489 | jlvsey@bectu.org.uk | www.bectu.org.uk

Channel 4

Channel 4 is a publicly-owned, commercially-funded public service broadcaster, with a remit to be innovative, experimental and distinctive. Channel 4 was set up as a publisher-broadcaster, commissioning all of its content from the independent production sector rather than from an in-house base, and they work to maximise investment into high-quality UK content. Channel 4’s portfolio includes E4, More4, Film4 and 4Music, as well as a range of online activities including the video-on-demand service 4oD and standalone digital projects. Through its film arm - Film4 - they support British film making talent.

Contact: Helen Jay
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Creative Clyde

A natural home for media, technology and creatively-minded businesses, Creative Clyde is a flourishing and vibrant riverside community where great ideas and creative energy flow. In a nutshell, Creative Clyde is a business hub based in Glasgow - with office space, land for commercial development, and a community of creative minds to collaborate with.

Contact: Colette McBride
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Hungry Eye

Hungry Eye is on an insatiable search for original and exceptional image-making in every aspect and every discipline. They showcase the work of artists driven to push their creativity further and deeper than their contemporaries, those innovators whose work poses the most thought-provoking questions. They scrutinise the sparks of their inspiration and chart the unfolding journeys frame by frame.

Contact: Simon Skinner
simon@hungryeyemagazine.com | www.hungryeyemagazine.com
ITV
ITV is an integrated producer broadcaster. It is the largest commercial television network in the UK operating a family of channels. It also delivers content across multiple platforms either directly or via itv.com and ITV Player. ITV Studios is an international production and distribution business which produces and sells programmes and formats in the UK and worldwide.

Contact: Jane Luca
020 71157 3000

Kays
For 32 years Kays have been the essential resource for Producers, Production Managers, Location Managers and all key personnel in today’s industry, with constantly updated listings for thousands of top level companies and technicians. Their website alone receives over 300,000 visitors a month & with their new App, you can now access this on the go using iPhone, iPad and Android devices.

Contact: Bernard Kay
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Knowledge Transfer Network
The Creative Industries Knowledge Transfer Network works to accelerate innovation in the Creative Industries in the UK. They work closely with the government’s innovation agency, the Technology Strategy Board, to provide networking opportunities, access to finance and other services to businesses across all sectors of the Creative Industries from Advertising to Fashion and Design, from Architecture to New Media, TV, Games and beyond.

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Real SFX
Real SFX are an Emmy nominated physical effects company for Film, Television, and Live Events. They design and build effects for specific requirements at competitive prices. Their qualified technicians are experienced in atmospherics, fire effects, explosives, mechanical rigs, model making, and soft props. They continually work on high end programmes such as Sherlock, Doctor Who, Da Vinci Demons and Outlander to name a few.

Contact: Danny Hargreaves
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Screen & Music Travel
Screen and Music Travel are specialist agents for the media, television and film industry. We offer innovative solutions to your most demanding travel requirements and possible discounts on excess baggage, along with visa and carnet advice. We have extended office working hours and 24 hour emergency service all year round.

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Wohler
Wohler offers in-rack audio and video monitoring solutions, closed captioning and ancillary data products. The RadiantGrid Intelligent Media Transformation Platform includes unique solutions for file-based multi-platform content creation & distribution with faster-than-real-time transcoding and conversion.

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