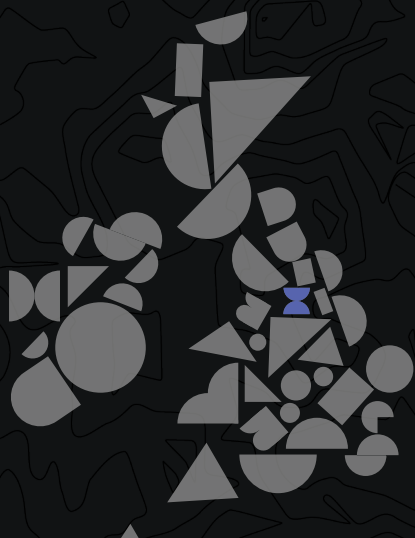




INVESTMENT IN WEST YORKSHIRE

EXHIBITION PROGRAMME

THE GREAT VICTORIA HOTEL
BRIDGE ST
BRADFORD
BD1 1JX



FOR MORE INFORMATION ON
THE DELEGATES AND AGENDA,
SCAN THE QR CODE BELOW.



investment.wearecreative.uk/west-yorkshire

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WELCOME TO



Creative UK is deeply committed to its 'boots on the ground' approach to making impact. We work in regions right across the UK to deliver a diverse range of programmes and activity. In 2023/24, we supported 630+ creative companies through various regional and national programmes, whilst growing our cohort of specialist b2e business mentors and investors.

In West Yorkshire, Creative UK works in close collaboration with West Yorkshire Combined Authority to deliver tailored business support and investment opportunities for creative and cultural organisations and SMEs based in the region.

The West Yorkshire Create Growth Programme, funded by the DCMS and delivered in partnership with West Yorkshire Combined Authority, has been designed as an intensive investment readiness programme, catering to businesses with ambitious goals for securing commercial investment. Since launching in 2024, the programme has supported 41 creative businesses to build towards their investment ambitions.

The region's creative sector has proven itself as a force to be reckoned with, worth an estimated £2bn to the local economy and experiencing the fastest creative sector growth outside of London¹. We're excited to

hold the Big Creative UK Summit: Investment in West Yorkshire in Bradford, where last month Bradford 2025 City of Culture launched with an explosive event showcasing exactly what the region has to offer. Since being crowned City of Culture 2025, Bradford has been awarded £15 million in UK Government support and is expected to bring a visitor spend of nearly £140 million into the local economy over the course of 2025. It is estimated that increased cultural and economic activity could leverage an additional £700 million of growth for the Bradford district by 2030.[2] We're delighted to share that several West Yorkshire Create Growth Programme businesses will be featured in the Bradford 2025 year-long programme, banging the drum for continued investment into the region's creative industries.

There's so much to celebrate in our region's Creative Industries, and we have a packed agenda to showcase what we have to offer. Read on to learn what the day has in store.



Department
for Culture,
Media & Sport



Innovate
UK

**DELIVERED IN
PARTNERSHIP WITH**



West
Yorkshire
Combined
Authority

Tracy
Brabin
Mayor of
West Yorkshire

**WITH SUPPORT
FROM**



BRADFORD 2025
UK City of Culture

AGENDA

09:30 **Exhibition Opens, Registration & Refreshments,**

Location: Corniche

10:00 **Introduction from the day's host,
Sharon Jandu OBE**

Location: Velasco

10:15 **Welcome from Pardeep Duggal, Creative UK
& Product & Marketing Director, Bupa**

Location: Velasco

10:30 **Keynote from Tracy Brabin,
Mayor of West Yorkshire**

Location: Velasco

10:45 **Panel: Investment in the West Yorkshire
Creative Sector**

Location: Velasco

Carol Bell, Regional Associate Director for the North -
Creative UK

Jim Farmery, Director of External Affairs - Production
Park

Helen Oldham, Co-Founder - Lifted Ventures

Andrew Sharp, Inclusive Economy Ecosystem Lead -
West Yorkshire Combined Authority.

11:30 **Coffee break and networking**

11:45 **Investor Pitches**

Location: Camargue

Pitching Businesses:

Sam Cordingley - Samson Athletics

Adam Bennett - Sticks & Glass

Investor Pitch Moderator: **Marc de Launay**

Investors panel:

Richard Ralph - Foresight Group

Gabrielle Swycher - Redrice Ventures

Maurice Disasi - Mercia Asset Management

12:15

Networking Lunch hosted by My Lahore

Location: Corniche

Join us for lunch in our exhibition space, where you can see first-hand the creative businesses the region has to offer.

13:15

Panel: Economic legacy of City of Culture

Location: Velasco

Shanaz Gulzar, Creative Director - Bradford 2025

Harman Sagger, Head Economist for Arts, Heritage and Tourism - DCMS

Mark Scott, Research Fellow - Warwick Business School

David Shepherd, Strategic Director - Place, Bradford Council

14:00

Closing remarks from Sharon Jandu

Location: Corniche

14:05

Investor pitches

Location: Camargue

Pitching businesses:

Bo Carter - Bozena Do

Buttercrumble - Abigail Baldwin & Chloe Baldwin

14:30

Pitches End

Expo space and networking space remains open until 15:00

Timings are subject to change, please check the website for the most up to date programme - investment.wearecreative.uk/west-yorkshire

SPEAKER PROFILES



Host

Sharon Jandu OBE

Director, NPH Ethnic Minority Business

& Policy Forum /

Yorkshire Asian Business Association.

Sharon Jandu OBE is the Director of the NPH Ethnic Minority Business & Policy Forum, Founder of the Yorkshire Asian Business Association, and Chair of Unity Enterprise. She sits on the board of the Unity Housing Association and is a Director for the Federation of Small Business, Board Member Association of International Accountants, Chair of the International Business Advisory Group Leeds University Business School, Advisory Board Member BREE Bradford-Renduchintala Enterprise Ecosystem University of Bradford.

She was listed in the New Year Honours list 2023 receiving an Order of the British Empire for her contributions to international trade.

Keynote Speaker

Tracy Brabin,

Mayor of West Yorkshire

Tracy Brabin is the Labour Mayor of West Yorkshire, who was re-elected with more than 50 per cent of the vote in May 2024.

Tracy has served as the first Mayor of West Yorkshire since 2021 and was the first ever woman Metro Mayor in England.

She chairs the UK Mayors Network, a group of 12 Metro Mayors in England. During her re-election campaign, Tracy pledged to improve access to culture and grassroots sports for all children, to develop a new strategy to reduce serious violence, and to create a 'region of learning'.

In her first term, Tracy took the decision to franchise the bus network and is committed to having spades in the ground for a new tram system by 2028.

Prior to her election as Mayor, Tracy was the Member of Parliament for Batley and Spen, from 2016 to 2021 and spent three decades working in the creative industries.

Keynote Speaker

Pardeep Duggal

Product & Marketing Director - Bupa Global

Pardeep is an experienced marketing and digital director for global organisations across banking, energy, international healthcare insurance and retail. With a track record of achieving growth through senior roles at E.ON, CVS, Santander, Barclaycard, and high-performing private equity companies.

MSc. And BSc. qualified.

Commercially focused, extensive experience in digital transformation, customer experience, business strategy, data, martech and product. Pardeep has a reputation for delivering results and driving best practices and is passionate about diversity and fostering high performance.

Panel Speakers: Investment in the West Yorkshire Creative Sector

Carol Bell OBE

Regional Associate Director for the North - Creative UK

Carol Bell is a strategic leader with a strong track record of creating transformational cultural capital programmes, and commissioning large scale cultural programmes for venues, and outdoor programmes. Throughout her career she has developed and delivered many complex capital and revenue cultural placemaking programmes. As Newcastle Gatesheads's Director of Major Festivals & Events, Carol has led on a number of successful bids for events and subsequent large scale event delivery, including Great Exhibition of the North, Rugby World Cup, 2012 Olympics. Prior to that she worked for the Northern Rock Foundation through its philanthropy, supporting many cultural organisations across the North East, as well as managing one of the first NE funds to support LGBT projects. Since 2020 she has worked as a Creative Sector Consultant, providing organisational and business support and establishing new investment mechanisms for many creative sector businesses and strategic organisations. She is involved in policy development, advising DCMS,

Combined and Local Authorities. She also works as an associate for Creative UK, where she is their Associate Regional Director for the North of England.

Carol was identified by Arts Council England as one of the top 100 “Women to Watch” in 2010 and was awarded an OBE in the 2019 Queens Birthday Honours, for services to the Creative Sector throughout her career to date.

Jim Farmery,

Director of External Affairs - Production Park

Jim has been an integral part of the Production Park team since 2016, contributing to its growth and expansion. With a diverse background spanning both the public and private sectors, Jim has held key roles in regional development at Yorkshire Forward, managed national sector programs with Creative England, and accumulated over a decade of experience in the private sector, working for major companies like Sainsbury's, Pace, and Terayon (now part of Google). His broad expertise has played a crucial role in driving strategic initiatives and fostering collaboration across industries.

Helen Oldham

Co Founder - Lifted Ventures

Helen Oldham is Co Founder of Lifted Ventures, whose mission is to increase the flow of early stage

capital to regional, female founders and promote the significant business benefits of backing women. The Lifted Ventures flywheel has an angel network at its core, alongside investment literacy and preparation, a lively female founder community and consultancy.

She is an Investor, a Board member of the UKBAA, a NED, and consultant for BHP Accountants. Previously Helen was a Founding Board Director of multi award winning NorthInvest, and in 2020 she launched Fund Her North, a collective of women in VCs who support female founders to get equal access to finance.

Prior to this Helen was Managing Director of the Yorkshire Post and The Scotsman.

Andrew Sharp

Inclusive Economy Lead – Business, WYCA

Andrew has worked in economic development for over 20 years. He has worked extensively across Yorkshire and the north of England, to support business growth and investment in a wide range of sectors from manufacturing to life sciences and the creative industries. He recently joined the West Yorkshire Combined Authority where he is responsible for shaping all aspects of business support, developing and delivering programmes to support business productivity, innovation and access to finance.

Panel Speakers: The Economic Legacy of City of Culture

David Shepherd

Strategic Director of Place - Bradford Council

David is the Strategic Director of Place at Bradford Council overseeing regeneration, transport, planning, highways, economic development, communities, sports, and culture. David has a proven track-record in economic development and the delivery of transformational, nationally significant infrastructure and regeneration projects.

Previously, he was the Director of Trade & Investment at the West Yorkshire Combined Authority since 2016, where he was responsible for the planning, delivery and strategic development of inward investment and international trade. He brings substantial experience of shaping and influencing key strategic partnerships across industry, Government, community, and education. He has operated at the highest levels, alongside some of the UK's most influential organisations and business leaders having led on projects such as the bid to attract Channel 4 to the region and most recently, in his role as Senior Advisor to The Bank of England on its investment plans for the North.

Shanaz Gulzar

Creative Director - Bradford 2025

Shanaz is known for her skillset as an artist, producer and for her creative vision. With a commitment to the arts and to creating work that pushes boundaries of cultural expression, Shanaz has emerged as a prominent leader in the UK cultural sector. Her career spans film, visual arts, theatre, public art and media, and she has delivered ground-breaking projects nationally and internationally, most recently as a producer at Manchester International Festival.

Shanaz has several TV credits, most notably working with the BBC to present the documentary film 'Hidden Histories: The Lost Portraits of Bradford' and bringing a contemporary artist's perspective to the Yorkshire landscape in 'Yorkshire Walks'.

In her capacity as Creative Director at Bradford 2025, UK City of Culture, Shanaz is co-leading a transformative cultural renaissance, with initiatives that celebrate diversity, artistic innovation, and community engagement. Shanaz oversees the leadership and direction of Bradford 2025 alongside Executive Director, Dan Bates.

Mark Scott

Research Fellow - Warwick Business School (University of Warwick)

Mark Scott is a Research Fellow at Warwick Business School. As an early career researcher his research focus has been the evaluation of Coventry UK City of Culture 2021 and the legacies of other major sporting and cultural events. Mark was a contributor to the AHRC-funded Warwick Cities of Culture project which demonstrates the importance of independent research sitting alongside a UK City of Culture. Mark contributed to the development of the Joint Cultural Needs Assessment Guidelines for Arts Council England and led the development team for the creation of the Coventry Cultural Place Profiler, a digital tool which brings cultural and non-cultural data together.

Harman Sagger

Head Economist for Arts, Heritage and Tourism - DCMS

Harman Sagger is the Head Economist for Culture and Creative Industries (CCI) at the Department for Digital, Culture, Media & Sport (DCMS), leading a team of approximately 12 analysts within the CCI policy directorate. With over 15 years of experience in the culture and creative sector, he has played a pivotal role in shaping policy and economic analysis.

Harman led the analytical team behind DCMS's Cultural Recovery Fund (CRF) and currently spearheads the Cultural and Heritage Capital Programme, which was nominated for a Civil Service Award. He chairs multiple key groups, including the Technical Reference Group for the UK City of Culture and the AHRC & DCMS



Culture and Heritage Capital (CHC) Research Expert Group. Additionally, he contributes to several advisory groups across the sector, focusing on cultural infrastructure, maintenance, place, and data.

Harman rejoined DCMS in 2017 after serving as Head of Economics at the British Film Institute (BFI) for two years. In his earlier tenure at DCMS, he was instrumental in embedding a rigorous, evidence-based approach within the department. His previous experience also includes roles at HM Treasury and HM Revenue & Customs, where he worked on areas such as emerging markets, globalisation, productivity, road charging, and environmental taxation.



Meet the exhibitors

BO CARTER

Follow & find out more

Founder: Bozena Do

Bo Carter



bocarter.co.uk



[@bocarterfashion](https://www.instagram.com/bocarterfashion)

Bo Carter is an exceptional independent fashion brand that stands out for its ethical values and dedication to creating contemporary garments of the highest quality.

Our fashion philosophy is crystal clear: embrace individuality, embrace boldness, and above all, embrace ethics. Deeply committed to ethical practices and staunchly opposed to animal cruelty, Bo ensures that her collections are entirely free from leather, fur, or any garments produced using child labor or exploitation. Her heartfelt dedication to ethics resonates throughout her brand, providing conscious consumers with a guilt-free fashion experience.



BUTTERCRUMBLE

Follow & find out more

Founder: Abigail Baldwin
& Chloe Baldwin

BUTTERCRUMBLE



buttercrumble.com



@Buttercrumblecreative

Buttercrumble is a creative design studio based in Leeds and London, established in 2017 by twin sisters Abigail and Chloe Baldwin.

With a focus on delivering inclusive branding, graphics and illustration that educate and connect the young and the young-at-heart, they have collaborated with high-profile brands including Mamas and Papas and Santander, and are published authors of “The Brand Power Manifest.





Meet the exhibitors

COME PLAY WITH ME

Follow & find out more

Founder: Tony Eriera



cpwm.co



[@cpwmco](https://www.instagram.com/cpwmco)

Come Play With Me CIC is a UK-based nonprofit organisation dedicated to championing diversity and beyond. Alongside its artist development programs, vinyl compilations, and mentoring schemes, the organisation offers an LGBTQ+ inclusion training strand designed to help businesses across all sectors foster inclusive environments. By providing these services, CPWM supports organisations in creating safer, more equitable workplaces while continuing to empower underrepresented artists and professionals in the music industry.





COMMONWEALTH

Follow & find out more

Founder: Ali Dunican

 commonwealththeatre.co.uk

 @common_wealthhq

Common Wealth are based in Bradford and Cardiff. we work hyper-locally, nationally and internationally. We make site-specific theatre and other public events that encompass electronic sound, new writing, visual design and verbatim. Our work is political and contemporary – with a focus on platforming working-class people, as protagonists in the work, and as collaborators, performers, participants and audiences.



Meet the exhibitors

DARE STUDIOS

Follow & find out more**Founder: Chris Rose****darestudios.co.uk****@DarestudiosUK**

DARE Studios is a newly rebranded, 4,000-square-foot photography studio successfully expanding into video production. We provide cost-effective, high-value solutions for both video and still photography, catering to blue-chip brands and startups alike. Our services are designed to accelerate product sales and boost brand awareness for businesses of all sizes. Additionally, we offer studio hire, complemented by connections to a network of industry professionals, to enhance our full-service, direct-to-client capabilities.



Meet the exhibitors

ECOGPX

Follow & find out more

Founder: Alex Boyd

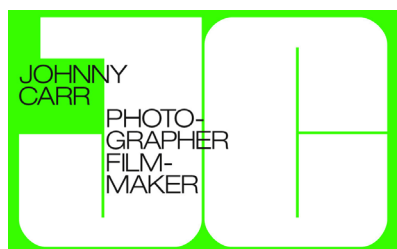
PLACES by EcoGPX®



ecogpx.com

EcoGPX Ltd develops SaaS place-based solutions, showcased by the Places by EcoGPX® app—an ethical XR social network that immerses visitors in a location’s culture, heritage, and community. Supported by £150K in Innovate UK funding, the beta MVP is proven and poised for scaling. From heritage venues to local authorities, Places by EcoGPX® drives positive outcomes across mental health, tourism, nature-connectedness, and beyond.





JC IMAGE & FILM CO LTD

Follow & find out more

Founder: Johnny Carr

 johnnycarr.co.uk

 [@JCimagefilmco](https://www.instagram.com/JCimagefilmco)

JC Image & Film Co. supplies full service video production and photography services for marketing departments, advertising agencies, network tv companies and anyone looking for stand out creative content. Run by Johnny Carr who has over three decades of industry experience, the company's client list includes, Jaguar, Landrover, William Hill, Morrisons, Audi, Turtle Wax, Barker & Stonehouse & Netflix.



MUSICLOCAL**MUSIC
LOCAL****Follow & find out more****Founder: Samuel Nicholls****musiclocal.co.uk****@musicleeds**

Music Local is a not-for-profit organisation established to support the music community in Yorkshire through skills development, access to career pathways and increased support. Through our work, our ambition is to create a more inclusive music community, and making opportunities in music accessible to everyone.

In 2017 we created Music:Leeds, a not-for-profit organisation established to act as a single, centralised point of contact that will coordinate activity to support, promote, develop and grow music-based activity within the city and have since gone on to work with local government through the region. We established Launchpad in 2019, an emerging talent development program that supports artists, musicians, producers, bands, composers and music professionals throughout the Yorkshire region, partnering with PRS Foundation for regional PPL Momentum funding for the region.



Meet the exhibitors

NORTHERN HAWK MUSIC LTD

Follow & find out more

Founder: Ewan McKechnie



northernhawkmedia.com



[@northernhawkmedia](https://www.instagram.com/northernhawkmedia)

Northern Hawk Media is a music services company based in Leeds, Yorkshire, with a global network of talented writers, audio engineers and producers. Enabling the production of music for media, NHM offers highly tailored solutions for Brands, Marketing Agencies & Media Companies.

We worry about every detail and communicate with every stakeholder, so you don't have to.



SAMSON ATHLETICS

Follow & find out more

Founder: Sam Cordingley

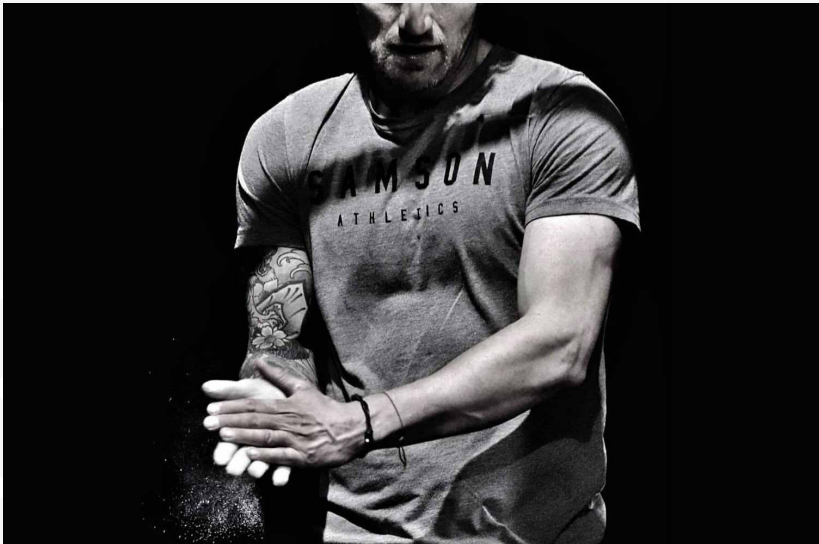


samsonathletics.co.uk



[@samsonathletics](https://www.instagram.com/samsonathletics)

Founded in March 2013, Samson Athletics produces hand printed limited edition gym apparel, both wholesale and retail. Along with our signature line Samson Athletics also work alongside brands producing cobranded items with our custom design service.



Meet the exhibitors

STICKS & GLASS

Follow & find out more

Founder: Adam Bennett
& Verdy Oliver

 sticksandglass.com

 [@sticksandglass](https://www.instagram.com/sticksandglass)

Sticks & Glass is a fresh new post-production space located in central Leeds. We have 5 finishing suites, a Dolby Atmos dub suite, ADR VO booth, DaVinci Colour Grade and a Live IP MCR/Gallery. We are a hybrid facility with expertise in remote working primarily serving the broadcast television sector.



Meet the exhibitors

**STUDIO
NEFCE****STUDIO
NEFCE**

Follow & find out more

Founder: Adam Deradji

studionefce.com

At Studio Nefce, a gaming-for-good startup, our mission is to accelerate the intention economy by helping young people build healthier relationships with their smartphones. Our unannounced title encourages our audience with Minecraft-like rewards for completing timed sessions away from distracting apps, allowing them to focus on their priorities.





Meet the exhibitors

WHO IS ISAAC LTD

Follow & find out more

Founder: Rubi-Mae Joyce



isaacwho.com



[@IsaacwhoUK](https://www.instagram.com/IsaacwhoUK)

A independent production company based in the heart of Yorkshire specialising in original content, corporate adverts and training videos and script/content development with a boutique studio/creative space with a 13ft infinity cove, performance stage, and podcast recording studio.



OTHER BUSINESSES SUPPORTED BY THE WEST YORKSHIRE CREATE GROWTH PROGRAMME

Including the exhibiting businesses, West Yorkshire Create Growth Programme Stage 2 cohort has supported 21 businesses through an intensive, 9-month investment readiness programme for creative businesses who are ambitious to secure commercial investment.

Crossfader

Crossfader is an online DJ school, community and media outlet. Providing online DJ courses to students worldwide as well as the latest hardware and software reviews.

Flying Duck Studio Lab

Flying Duck Studio Lab is a Yorkshire-based ethical and inclusive creative studio specializing in design, animation, and visual storytelling. Founded in 2022, we aim to inspire and create meaningful stories through our services.

We believe the creative process should uplift communities through positive representation and narrative innovation. Our team of experienced designers, animators, developers and storytellers collaborate with clients and partners across industries to bring visually compelling ideas to life.

New Realities Lab

Welcome to New Realities Lab! We're all about crafting immersive experiences using Spatial Computing, Augmented Reality, and Artificial Intelligence. Our focus? Creating user-friendly projection mapped immersive spaces that are sustainable and built to last. We prioritize content and UI development, ensuring long-term usage and adaptability. Our flexible solutions evolve with the immersive tech landscape.

Rhodes Music Group Ltd

Since the 1960s, Rhodes' electric piano has long been established as one of the music industry's most iconic instruments. We manufacture electro-mechanical pianos and ground breaking computer based software instruments from our base in Leeds, UK. Over 95% of our sales are export.

Studio Bokehgo

Studio Bokehgo is a socially engaged film studio with a focus on shining a spotlight on the stories that deserve to be told. We work strategically to create ethical films that bring humanity together and support a world of peace and harmony with the environment. Bokehgo has created thousands of films for positive projects we believe in and are actively building an ecosystem of community-led filmmaking through learning, showcase platforms and creative opportunities.

The Monkey Puzzle Tree

Award winning, English made wallpapers and fabrics with a twist and a conscience bring art, story and character to interiors. Established in 2017, The Monkey Puzzle Tree is proud to support its local community. Their innovative designs are created in collaboration with artists from the North of England, all manufactured within 100 miles of their Yorkshire studio. Awarded a Design Guild Mark in 2021 and 2022.

They Eat Culture

Creative stories making social, local change. They Eat Culture work with communities and partners towards developing social change and cultural engagement through creative, digital, and physical projects and product development. We programme, commission, & produce quality arts & cultural work, and run culturally engaging, in-deep projects co-designed with communities.

UK Locations

UK Locations is the leading location agency representing exclusive residential and commercial locations outside of London.

We are for brands, broadcasters and streamers who want quick and easy access to hard-to-reach locations where they can shoot high-end content without any hassle. Our first-class service comes from years of industry experience, the close relationships we have with all our exclusive Location Partners (and the ease of access this allows), and a genuine love of the creative process.

Over the last 15 years, we've built an enviable black book of clients, which includes Netflix, Amazon Prime Video, the BBC, ITV, Disney+ and countless worldwide brands. What's more, over 75% of our work is repeat business; they know they can trust us to deliver.

The West Yorkshire Create Growth Programme supported an additional 23 creative businesses through our 6-month Stage 1 programme, empowering them to explore commercial investment pathways.

**Amanya Design /
Assiduous Productions /
BEAM / CNS Productions
/ Cosmosquare Films /
Dance More Ltd / East
Leeds Project / Bog
Standard Films / Evolve3
CIC / Fly Video / Heaven
is Hell Apparel / Idle Work
Factory / Intercultured
Festival CIC / Motionworks
/ Open Gallery CIC / Rachel
Bentley Art / Reflex Arc /
Retreat 2 Rebirth / Riot Us /
The Art Exchange CIC / The
Saving Grace Collective /
The White Label Orchestra
/ Wild North Productions**

NATIONAL SUMMIT

The Big Creative UK Summit: Investment in West Yorkshire is a celebration of the West Yorkshire businesses that have completed the DCMS Create Growth Programme delivered by Creative UK in partnership with West Yorkshire Combined Authority.

This is third in a series of regional summits being held across the country by Creative UK, culminating in a national summit, Investment for Growth on 4 March in Kings Place, London.

These dynamic events showcase the UK's creative industries, featuring bold conversations with industry-leading speakers, dynamic pitching sessions, and exhibitions of creative companies supported by Creative UK, and invaluable networking and investment opportunities.

This series of events will highlight the vibrant creative sectors in the North East, West Midlands, West Yorkshire, Cornwall & Devon, and beyond. All providing a platform for investment and growth in the creative industries.

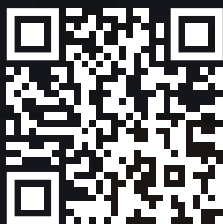


INVESTMENT FOR GROWTH

4TH MARCH

The Big Creative UK Summit: Investment for Growth is a landmark event, showcasing the extraordinary power of the UK's creative sector to supercharge economic growth through gaming, film, TV, media, fashion, design, publishing, CreaTech, heritage, culture and more.

It will be the coming-together of Investors, creatives, entrepreneurs and policy makers, from all across the country, for a day of bold conversations, dynamic pitching, and insightful networking.



Secure your space at
investment.wearecreative.uk



