



## **Culture and Visitor Economy Sub-Group (CVESG)**

### **Terms of Reference - July 2022**

The Culture and Visitor Economy Sub-group ('the Group') is charged with developing a strategic and coordinated approach to activities that will strengthen, future proof, and grow the culture and arts, creative industries, and visitor economy in Oxfordshire.

The group will provide strategic oversight of the following activities:

**Visitor Economy** – delivery of the **£1.64 million Visitor Economy Renaissance Programme (VERP)** which is being supported through funding secured by OxLEP via the government's Contain Outbreak Management Fund. The programme will assist the sector's ongoing re-emergence from Covid-19 through a variety of positive interventions allowing the strengthening of the sector post-pandemic, as well as maintaining and retaining consumer confidence for the industry.

Champion and support ambitions, working with commercial partners, to re-encourage business visitors to Oxfordshire. A key outcome would be a new large multi-purpose Conference Facility in Oxfordshire.

**Creative Industries and Arts and Culture** – play a vital role in the wider government agenda of providing skills development and employment opportunities across the country. Oxfordshire should continue to harness and strengthen the creative industries focusing on known specialisms such as in gaming, film and tv. Key outcomes will include hosting of regular showcase events, and the successful delivery of a Creative Industries Hub in Oxford city, working with partners.

Actively support and encourage innovation and adaptation and finding new methods of showcasing the vast **arts and cultural** offer by multiple organisations within Oxfordshire.

Fully embed the County's **arts, creative, visitor, and cultural assets** to support the placemaking imperatives as part of Economic Recovery Plans recognising the contribution that they also make to health, wellbeing and educational achievement. A key focus being on aligning the demand for skills and training.

In addition to the main subgroup there are currently four active working groups of which CVESG members are engaged to deliver specific activities:

- **Tourism Task Group** –an advisory group for the Visitor Economy Renaissance programme.
- **OXiA** – Drive forward ambitions, working with commercial partners, to create a large multi-purpose Conference Facility in Oxfordshire to attract increased business visitors.

- **Arts and Culture** – support the visibility of this sub sector, provide ongoing support via the Oxfordshire Arts and Culture Network as required.
- **Creative Industries** – Work with wider partners to support the development of a Creative Industries Hub in the city; host regular showcase Creative Industries events with partners that include industry and both Universities. Explore the creation of an online portal that includes a interactive business directory. Also, improve the effectiveness of the FE/HE/apprenticeship pipeline and career progression for new and current creative sector workers.

### **Members requirement**

All members are required to attend the four subgroup meetings throughout the year.

In addition, all should partake in at least one work group and the associated meetings.

A national body representative will be invited to at least one meeting a year to ensure local actions are connect:ed into National plans.

### **Current members**

- John Hoy: Hoy Consultancy (CHAIR)
- Nigel Tipple: OxLEP
- Helen Ryan-Wallis: OxLEP
- Miranda Markham: Bicester Village
- John Newbiggin: Creative England
- Vanessa Le Francois: Oxford Playhouse
- Ruth Taylor: Artswork
- Paul Hobson: Modern Art Oxford
- Victoria McGuinness: University of Oxford
- Paula Redway: Oxford City Council
- Peter Lugosi: Oxford Brookes University
- Suzanne de la Rosa: University of Oxford
- Hayley Beer-Gammage: Experience Oxfordshire
- Chris Jackson: West Oxfordshire District Council, Cotswolds Tourism
- Cllr Neil Fawcett: Oxfordshire County Council