



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

### **Terms of Reference – May 2023**

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 (from Oxfordshire County Council). 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 events, working with both universities to aid knowledge exchange and support the talent pipeline.

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 Strategic Economic Plans and other local authority policies recognising the contribution that they also make to health, wellbeing and educational achievement.

In addition to the main subgroup there are 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.

- **Creative Industries incl. of Arts and Culture** – Work with wider partners to champion the creative industries in Oxfordshire. Support arts and culture organisations utilising the Cultural Partners and Oxfordshire Arts and Culture Network as required.

### **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.

### **Current members**

- John Hoy: Hoy Consultancy (CHAIR)
- Nigel Tipple: OxLEP
- Helen Ryan-Wallis: OxLEP
- Miranda Markham: Bicester Village
- John Newbiggin: Chair: PEC International Advisory Council on the creative economy and the London Mayor's Ambassador for the creative economy
- Vanessa Le Francois: Lefrancois Consultancy
- Dr 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 Jenny Hannaby: Oxfordshire County Council

Invited to update the group bi-annually:

- Representative from the Arts Council England