



November 2020 Update
OxLEP sub-group terms of reference
Culture and Visitor Economy Sub-Group

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, creative industries, and visitor economy sectors in Oxfordshire. COVID-19 has had a crippling effect on these sectors not only in Oxfordshire, but across the UK.

The group will provide strategic oversight of the following activities:

- **Visitor Economy** – the aim is to return to pre-Covid visitor levels by 2024 at the latest, achievable according to the national organisations. Also attracting increased Business Visitor and Events will be a key focus alongside fostering and encouraging real innovation to promote Oxfordshire as a place to visit, increase visitor spend, and to enhance the visitor experience throughout Oxfordshire utilising new innovative methods where appropriate.
- **Arts and Culture** – encourage innovation and adaptation finding new methods of showcasing the vast cultural offer by multiple organisations within Oxfordshire. This would assist in future proofing this sector as much as possible. Collaboration and best practice sharing will be critical for survival of many of the smaller charitable organisations.
- **Creative Industries** – 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 sector focusing on known specialisms such as in gaming, film and tv. A key outcome will be the successful delivery of a Creative Industries Hub in Oxford city, working with partners.
- 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.

All members of the subgroup will be required to be active on at least one of the following working groups:

- **Visitor Economy** – supporting the Visitor Economy across Oxfordshire to survive the impacts of COVID-19. Key themes include business survival; competitiveness; and management of Oxfordshire as a destination.
- **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** – Take forward the actions prescribed in the Arts and Culture Strategic Framework. Connect into the wider Cultural Partnership to ensure streamlined activities.

- **Creative Industries** – Work with wider partners to support the development of a Creative Industries Hub at Cave Street; and create a virtual Film/TV hub to engage stakeholders to showcase the breadth of talent and expertise in Oxfordshire, whilst connecting into the wider Thames Valley film corridor. Explore the creation of an interactive business directory which includes mapping freelancers and start-ups (with Creative Industries Federation). 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.

To ensure better connectivity, a representative from OxLEP Growth Hub, or Skills, will be invited to attend twice yearly to allow cross working and share intel on need and demand from these sectors with the growth hub and skills teams.

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

Current Members	Organisation
John Hoy (chair)	Independent Heritage Consultant
Professor Peter Lugosi	Oxford Brookes University
Cllr Lorraine Lindsay-Gale	Oxfordshire County Council - Cabinet Member for Education & Cultural Services
Hayley Beer-Gamage	Experience Oxfordshire
TBC	Arts Council England
John Newbiggin	London Mayor's Ambassador for the Creative Industries Founder and first Chairman of Creative England
Miranda Markham	Bicester Village
Lucy Shaw (deputy Kevin Rodd)	University of Oxford Museums
Stuart McLeod (deputy Richard Bellamy)	National Heritage Lottery Fund
Ruth Taylor	Artsworld
Paul Hobson	Modern Art Oxford
Ahmed Goga	OxLEP
Lucinda Whiteley	Novel Entertainment
Lucy Elliott	Oxford Playhouse
<i>In attendance:</i>	
Mark Haynes	Oxfordshire County Council
Helen Ryan-Wallis	OxLEP

Josh Fedder	Assistant Director for Oxfordshire, BEIS
Alexandra Capata	OxLEP
Dr Victoria McGuinness	Head of Cultural Programming and Partnerships, Humanities, University of Oxford