

<p>3.</p>	<p>LEP & Levelling Up the United Kingdom White Paper</p> <p>NT gave a verbal update on LEP activities.</p> <p>Three areas to update on: Levelling-up Fund Round 2, UK Shared Prosperity Fund, and the LEP Review process.</p> <p>The Government wished to see LEPs incorporated into future mayor-led or combined authority or devolution structures, where they exist between now and 2030.</p> <p>The Government also announced its levelling up fund, a national capital fund of approx £20 million. It operates under three tiers, Tier 1 the highest, then Tier 2, then Tier 3. Oxfordshire, with the exception of the city area which was Tier 2, is Tier 3. However, there is intent to put proposals forward by the 6th July deadline directed by the Economic Task group. The project being brought forward from the city is the Cowley branch line, an early phase of the county branch line implementation which can demonstrate benefit to a number of other districts. The second project is an infrastructure scheme, Salt Cross A40, near the new Eynsham Garden Village.</p> <p>UK SPF program allocation is over three years, split into capital and revenue.</p> <p>Oxfordshire allocations were extremely small, so each district authority, with the exception of Cherwell District (£1.278 million) had an allocation of £1 million. The program is split between three priorities: place, business, and skills. The skills element is tail ended to year three as government anticipate residual European funds still being spent in this calendar year or this financial year. A series of proposals are coming forward under business and skills and the LEP are working with district colleagues on shaping these for the benefit of the wider business community.</p> <p>With regard to the LEP review, current working programs and activity continue as described in our corporate plan with a focus on business, skills, internationalization, and inward investment.</p> <p>HRW mentioned the updated CVESG delivery plan document (April 2022 to March 2024) that was circulated with the minutes, is an update of previous versions, and any comments are welcome. It basically highlights key activities being championed by this group.</p> <p>Action – any comments on the draft CVESG delivery plan send to HRW.</p> <p>NT described that there had recently been a wider LEP sub-group review. One key change for LEPs is that they are no longer delivering or driving the delivery of major capital programs. Therefore, the transition of some of the LEP sub-groups will occur in response to a different policy environment, seeing some sub-groups coming to a close. The CVESG will continue, whilst being aware of potential DMO structure changes linked to the DCMS DeBois review.</p> <p>CJ asked whether the UKSPF proposals related to training and skills would be complimentary to the VERP digital skills funds and proposed activities.</p> <p>NT responded and highlighted that, whilst the LEP no longer fully leads on the proposals, we are working hard to ensure there is no duplication or undermining of the planned activities in the VERP and other Growth Hub led programmes.</p>	<p>ALL</p>
<p>4.</p>	<p>Working Group – OXiA</p> <p><i>MM updated the group.</i></p> <p>When we last spoke, there had been a full Council meeting to approve the signing of the lease on the ground at Stratfield Brake, however, the decision was deferred pending further consultation, community consultations, and a number of conditions that Oxford Utd FC have been working through. They have now appointed specific planning/architecture teams who are looking at all of those details. They have</p>	

	<p>established a working group with Oxford County Council, Cherwell DC, and Kidlington Parish Council with regards to consulting with all interested parties. Their website linked to the plans will launch in two weeks. The club aim to go back to cabinet by September 2022.</p> <p>JH: enquired as to an update on the Great Wolf project. MM: They are now members of Bicester Vision and are on site, and have moved the golf course, with a planned opening of 2024. Challenges will be recruiting the 600 people from an already tight local market. JH suggested that they be invited to present at the next meeting.</p> <p>JH: with regards to The Mullin project, this seems to have gone quiet. JH to chase any update.</p>	<p>MM/HRW</p> <p>JH</p>
<p>5.</p>	<p>Working Group - The Visitor Economy</p> <p>Update on Visitor Economy Renaissance Programme (VERP)</p> <p>HRW fed back that the first tender bid for the marketing campaigns is in the final contract negotiation stage with both the DMOs receiving an award. First campaigns are likely to be in the autumn, aiming to uplift our off-peak period.</p> <p>Working with our Growth Hub colleagues, the £500k Visitor Economy Grant fund is being planned with a soft launch for July 22, then applications welcomed October 22 and April 23 if funds remain. Grants of £5-£24,999 are welcomed to support activities to assist future proofing businesses and regaining income from visitors. Similar to the Business Investment Fund, there will be a panel that will assess the grants.</p> <p>Action – can members of the group let HRW know if they are willing to assist on the panel.</p> <p>Organisations that are eligible to bid, can be on the panel, just not the ones assessing their bid.</p> <p>Other VERP projects that will be developed include the Oxford Pass Stage 2, and the virtual conference desk.</p> <p>JH mentioned that it is exciting for both of our DMOs to have the opportunity to receive these funds and to put them to good use - with us hopefully seeing the benefits of the activities across Oxfordshire in 2023/4, and thanked HRW for her work on this to date.</p> <p>Update on sector from DMOs</p> <p>FS from EO:</p> <p>Visitor Economy performing quite well, quite resilient, lots to be optimistic about currently. Occupancy at 75-80%, although quite a lot of discounting. There are many festivals planned this year. Concerns still regarding the lack of manpower, not enough trained chefs or front of house staff coupled with low unemployment figures, and people having moved sectors during the pandemic.</p> <p>Staycations still there, but a few more are heading out of the country.</p> <p>Grants opening in the autumn should assist as those businesses that have come through COVID, and timing wise fits with when help will be needed. Businesses that are digital aware and know their data and customers tend to offer better experiences. The mobile phone is the information tool of choice now. Businesses with a good social identity will do well, and if grants and training through VERP can assist this more will prosper.</p>	<p>ALL</p>

	<p>International - inbound interest from the Far East, North American and Europe, Chinese, Japanese and South Korean markets. Still a lot of restrictions though in some of these countries. America is a key market.</p> <p>The language school market has been badly hit seeing 75% of their business disappear due to group travel cards now not being available.</p> <p>Early 2024 is where 2019 figures could be achieved again.</p> <p>EO have just launched the “Escape the Everyday” campaign, with funding from Visit Britain, aimed at 18-34 year olds, domestic and international travellers.</p> <p>FS then mentioned his last day at EO is next week.</p> <p>All thanked FS for his time and contribution to the visitor economy and to EO and everyone wished him well for the future.</p> <p>CJ from Cotswolds Tourism:</p> <p>Major difficulty for many businesses is still finding staff, and the costs associated with the wage increase with many having to implement 20% uplift across the board, which is a significant cost to businesses.</p> <p>Americans again recognised as a key target market, and the negative publicity about airports and issues perhaps being positive in keeping more people holidaying here.</p> <p>MM updated with regards Bicester Village. Visitors are coming from America - and also from India. She also mentioned how as a county we have a positive future with rail growth, however the summer of potential strikes will be a challenge.</p>	
<p>6. Working Group - Creative Industries</p>	<p>HRW fed back:</p> <p>The group are working hard on arranging the forthcoming Creative Industries Showcase (2) which is on Tuesday 21st June from 10-4.30pm. The link to the website and to sign up to attend is here: Oxfordshire Creative Industries Showcase 2022 OxLEP (oxfordshirelep.com)</p> <p>This year is smaller, and not a showcase but focused on four interesting topical panel events and a session to inspire future careers in both creative industries and the wider visitor economy sector.</p> <p>All are encouraged to come along and support the event and the sector. There is also a panel focused on the visitor economy being delivered by Brookes. Once again both universities are engaged alongside industry representatives.</p> <p>Action – if any other members of this group wish to have an active part in the event then please let HRW know. JH has kindly offered his time to help inspire some teachers to inspire their students.</p>	<p>ALL</p>
<p>7. Working Group – Arts and Culture</p>	<p>HRW fed back:</p> <p>Continuing to host the monthly arts and network sessions.</p> <p>These are to move to bi-monthly now. Other activities being discussed include securing funds to promote an arts and culture app and to explore opportunities to collectively bid into other national funding opportunities that are out there.</p>	

<p>8.</p>	<p>Bicester Motion Update</p> <p>JH welcomed JA to the meeting.</p> <p>JA opened with a thank you to MM for lighting the torch at Bicester Motion as part of the Jubilee celebrations.</p> <p>Bicester Motion are an established property company who own the 444-acre site. A master plan to develop the site has been created.</p> <p>Previously the site was known as a destination for historic motoring and aviation technology with over 50 businesses on site alongside an active airfield and driving experience tracks and major events facilities.</p> <p>Plans are for the site to also become a hub for business, leisure, and tourism uses.</p> <p>They also operate a range of events throughout the year and run them themselves or by dry hire. The scramble event in January had 7000 visitors. The events business sees around 100,000 visitors a year which they hope to grow as the master plan develops.</p> <p>The growth plan for the site is in mobility and the tourism market and blending the two together. (global automotive is a £five trillion market and a global eVtoll of 1 trillion by 2040).</p> <p>The masterplan aims to create a mobility, technology and experiential quarter. They have recently secured an outline consent for the experiential quarter.</p> <p>They have full planning consent for a hotel with over 200 rooms, 36 aparthotel rooms, and conference facilities.</p> <p>There is also an Innovation quarter, a wilderness quarter (a former quarry site with three lakes) with eco lodges, and a Heritage Quarter (Bicester Heritage).</p> <p>In the next 5-7 years they wish to bring the innovation and hotel elements forward.</p> <p>JH thanked JA for his presentation, and asked regarding the future plans for the four old aircraft hangers on site - possibly for conferencing or exhibition market?</p> <p>JA mentioned they are currently testing a range of different uses. Exploring the possibility of conference and exhibition space.</p> <p>HRW asked whether the filming would still continue at the site, with studios and locations being in demand in the UK.</p> <p>JA confirmed this was to continue, and studios being in the hangars is also being explored. Any enquiries can be passed to him to share with the events team.</p> <p>MM echoed how exciting the plans are for the site, and how they are beneficial for the whole of Bicester.</p> <p>JA left the meeting.</p>	
<p>9.</p>	<p>AOB</p> <p>VM mentioned the TORCH-Brookes Creative Industries project call has just closed, with a good selection of applications. Updates will be provided at the next meeting.</p> <p>2022 dates are confirmed as:</p> <p>Monday 12th September 2022 10.00-12.00 via Teams</p> <p>Monday 5th December 2022 10.00-12.00 via Teams</p> <p>Future dates to be shared.</p> <p><i>Electronic diary invites have already been sent out.</i></p>	<p>HRW/VM</p>