



**Culture & Visitor Economy Sub-Group Meeting**

**Monday 28<sup>th</sup> February 2022, 10.00am-11.30am**

**Virtual via Microsoft Teams**

**Draft Minutes**

**Present:**

John Hoy, Hoy Consultancy (Chair)  
 Nigel Tipple, OxLEP  
 Ruth Taylor, Artswork  
 Miranda Markham, Bicester Village  
 Vanessa LeFrancois, Oxford Playhouse  
 Helen Ryan-Wallis, OxLEP  
 Chris Jackson, Cotswolds Tourism  
 Dr Peter Lugosi, Oxford Brookes University  
 Dr Victoria McGuinness, University of Oxford  
 Cllr Neil Fawcett, Oxfordshire County Council  
 Suzanne de la Rosa, GLAM, University of Oxford

Alexandra Capata, OxLEP  
 Kevin Kaley (observer) on behalf of Experience Oxfordshire

**Apologies:**

Peter Heslip, Arts Council England  
 Paula Redway, Oxford City Council  
 Paul Hobson, Modern Art Oxford  
 Frank Smith, Experience Oxfordshire  
 Ross Burton, BEIS

	<b>Item</b>	<b>Action</b>
<b>1.</b>	<p><b>Introductions and welcome</b></p> <p>JH opened the meeting and welcomed Kevin Kaley who will represent EO as an observer.</p> <p>Apologies were given for not having an external contributor for this meeting, and that other meetings have external contributors who are being lined up.</p>	
<b>2.</b>	<p><b>Minutes</b> from the meeting held on 6<sup>th</sup> December 2021 were accepted as a true record of that meeting.</p> <p>Work is still ongoing for a session on 'Oxfordshire Plan 2050' to be possibly included for the next meeting in June.</p> <p>Update on the Working Group OxiA – based on the consultation timeline, Oxford United Football Club will be invited to either the next meeting or to a special session.</p> <p>HRW to follow up on Action from last meeting: PH to meet with FS and discuss with the Arts and Culture Working Group.</p>	<b>HRW</b>

<p><b>3.</b></p>	<p><b>LEP &amp; Levelling Up the United Kingdom White Paper</b></p> <p>NT gave a verbal update based on the briefing paper of the Levelling Up White Paper which has been previously circulated with the group.</p> <p>The summary focuses on some of the key areas of the activity.</p> <p>Points to note:</p> <ul style="list-style-type: none"> <li>- Policy environment is in place.</li> <li>- It clarifies government ambitions around future devolution.</li> <li>- Setting up a framework for the LEP Review process.</li> <li>- Endorsement of OxLEP continuation.</li> <li>- Three tiers of governance: Mayoral Combined Authorities, areas that are going through transition, and those they're hoping to work through over the next 12 to 24 months.</li> <li>- There is agreement to work through the existing LEP future, Oxfordshire Partnership and Health and Wellbeing Board structures to support activity going forward.</li> </ul> <p>Initial guidance on the UK Shared Prosperity Fund (UKSPF) has been published.</p> <p>This is intended to be the successor program to the European Structural Funds and it is a capital and revenue based program. £2.6 billion has been identified through 3 broad themes:</p> <ul style="list-style-type: none"> <li>- place and having healthy, effective, well supported communities and services.</li> <li>- business - looking at supply chains, aftercare, internationalisation opportunities, export, import and investment, and</li> <li>- people and skills.</li> </ul> <p>Alignment with UKSPF has been identified through the work done on the economic recovery.</p> <p>OxLEP corporate plan will be published in the following month, with an update to be made at the Board Meeting on the 8<sup>th</sup> March 2022.</p> <p>JH: Where does the Cambridge-Oxford arc fit into any of the levelling white paper?</p> <p>NT: There is still support for that joint collaborative working and we are continuing to drive forward activity under those interventions especially around the economy. An arc wide internationalisation plan which OxLEP commissioned support for will be launched over the next two-three months.</p> <p>MM: How well-placed is Oxfordshire to benefit from the UK Shared Prosperity Fund?</p> <p>NT: The UKSPF will be an allocated fund – the value allocated is not yet known – albeit it probably will be small - but there will be a district allocation.</p>	
<p><b>4.</b></p>	<p><b>Working Group – OXiA</b></p> <p><i>MM and HRW updated the group.</i></p> <p>There is positive progress regarding the plans for a major hub for sport, entertainment, business, and tourism that will serve the whole of Oxfordshire.</p> <p>The next phase will be for the county council officers to recommend to the cabinet meeting on the 15<sup>th</sup> March whether they allow proceeding with formal negotiations with the club around the lease.</p> <p>Oxford United will be invited to host a special meeting post the 15<sup>th</sup> March to give a lot more detail on the site should the outcome on the 15<sup>th</sup> prove positive.</p>	

	<p>More details to follow.</p> <p><b>Action: HRW to circulate the link to the Cabinet meeting when it is available.</b></p> <p>MM shared with the group the progress made on two further sites in Oxfordshire. Permission was granted for Bicester Motion and their Experience quarter - also with regards Great Wolfe they are currently actioning the moving of the golf course at Chesterton. Further updates on both will follow at future meetings.</p>	<p><b>HRW/JH</b></p>
<p><b>5.</b></p>	<p><b>Working Group - The Visitor Economy</b></p> <p>Update on the COMF Proposal</p> <p><i>HRW fed back:</i></p> <p>Current activity is focused on ensuring the programme and associated tenders are procurement compliant. There are to be four distinct packages to be delivered within the Visitor Economy Renaissance programme.</p> <p>It is envisaged that the first work stream covering the strategic marketing campaigns tender will be shared with invited organisations during March.</p> <p>The technology and innovation fund will be developed by May which will be processed by OxLEP Growth Hub.</p> <p>The conference desk element will probably fall into next year 2023/24 - when international visitors are assumed to be more likely to return.</p> <p>The visitor action plan element will be tendered in 2023 to look at a timeline of 2023-25.</p> <p>A tourism task group has been set with three of the CVESG members (Vanessa, Victoria, John H) and Phil Southall who is a OxLEP board director.</p> <p>The first tender (marketing elements) will be going out early March 2022 for £395k. The 2nd element is a package of £700k at the moment to be delivered by Growth Hub- although some funding may change depending on costs to develop some elements. £120k has been assigned for the next stage of the Oxford Pass, leaving £40k for the vision and action plan and £100k for the virtual conference desk element. Again, more details will be shared once tender specifications are developed.</p> <p><b>Update on sector from DMOs</b></p> <p>KK updated on the DuBois Review on Destination Management Organisations.</p> <p>The inter-ministerial group has met for the first time. There is a pilot exercise in the northeast looking at what the barriers are to making a more successful visitor destination in England through trying to understand the landscape of the region through a policy perspective and aiming to identify what the barriers are to making a more successful visitor destination.</p> <p>More details to be provided on the Dubois Review when these are available.</p> <p><i>CJ fed back:</i></p> <p>Many businesses are continuing online bookings as they are beneficial especially with regards aiding visitor flows and managing numbers. Many report lower numbers has actually led to an enhanced visitor experience.</p> <p>December/January figures were on a par with 2019 which is a positive sign.</p> <p>Domestic demand has been strong –many organisations are looking to revert to pre COVID cancellation policies.</p> <p>The staffing issues are improving.</p> <p>There are very strong demands still within the self-catering sector.</p>	<p><b>HRW</b></p>

	The overseas market is definitely showing increased interest.	
<b>6.</b>	<p><b>Working Group - Creative Industries</b></p> <p>JN fed back:</p> <p>The event is moving forward which is to take place on the 21<sup>st</sup> June 2022, at Oxford Brookes University. The intention is to build on what are the specific assets that the city and the county have in relation to the Creative Industries and the theme is around "Future Storytelling".</p> <p>Four panels will be organised for the day looking at different aspects of storytelling and the technology that brings the storytelling to life.</p> <p>The other element that will be organised for the day will be breakout sessions such as to promote and find out what is required from schools to help promote careers for young people in both the Creative Industries and Visitor Economy sectors.</p> <p>NT mentioned he is keen to help at the event where required.</p> <p><b>Action: CJ and KK to feed the updates back to DMO's teams.</b></p> <p>VM offered an update on the forthcoming shared fellowship collaboration that will be match funded between the two universities and the higher Education Innovation Fund.</p>	<b>CJ/KK</b>
<b>7.</b>	<p><b>Working Group – Arts and Culture</b></p> <p>HRW fed back:</p> <p>The smaller group is planning to reconvene and take some actions from previous meetings forward, around promotion of the sub sector. How to better promote the arts and cultural organisations better within Oxfordshire and beyond.</p> <p>HRW added that the Oxford City culture network - which Paula Redway leads - is also highly beneficial and providing great intel.</p> <p>VL added that the prequel to 'Charlie and Chocolate Factory' has been filmed in Oxford a few weeks ago – film location is a great opportunity for visitor trails and film tourism.</p> <p><i>VL added that they are experiencing a lot of vacancies across the organisations as many people left this sector during this time.</i></p>	
<b>8.</b>	<p><b>AOB</b></p> <p><b>2022 dates are confirmed as:</b></p> <p>Monday 6th June 2022 10.00-12.00 via Teams</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><i>Electronic diary invites have already been sent out.</i></p>	