



Culture & Visitor Economy Sub-Group Meeting

Friday 15th February 2019, 14:30 – 16:30

**Board Room, OxLEP Offices, Jericho Building, City of Oxford College, Oxpens Road,
Oxford, OX1 1SA**

Draft Minutes

Present:

John Hoy, Hoy Consultancy (Chair)
Ahmed Goga, Director of Strategy and Programmes, OxLEP
Cllr Lorraine Lindsay-Gale, Oxfordshire County Council
Miranda Markham, Bicester Village
Bob Price, Pegasus Theatre
Hedley Swain, Area Director South East, Arts Council England
Paul Hobson, Director, Modern Art Oxford
Peter Lugosi, Oxford Brookes University

In Attendance:

Rosanna Sheehan, OxLEP
Helen Ryan-Wallis, OxLEP
Giles Orr, Oxford Brookes University (*for Item 3 only – BVE Study*)
Matt Peachey, Oxford City Council (*for Item 3 only – BVE Study*)
Peter Russell, Oxford Brookes University (*for Item 3 only – BVE Study*)
Andres Kolb, Oxford Brookes University (*for Item 3 only – BVE Study*)
Kate MacLeod, Oxfordshire County Council (*for Item 3 only – BVE Study*)

Apologies:

John McPherson, ACE
John Newbiggin, Creative England
Lucy Shaw, GLAM, University of Oxford
Hayley Beer-Gamage, Experience Oxfordshire
Ruth Taylor, Strategic Manager, Artswork

	Item	Action
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1.	<p>Introductions/Apologies for Absence</p> <p>JH welcomed all to the meeting and noted apologies as above. Special welcome and introductions to PH and PL on their first meeting as members of the group.</p>	
2.	<p>Minutes from meeting held on 19th November 2018, and matters arising</p> <p>Minutes discussed and agreed</p>	
3.	<p>BVE Study Draft Report</p> <p>PR and AK presented a summary of conclusions from the draft report that had been circulated prior to the meeting. This included how a venue could fit into existing assets, venue offer in the UK and the shape of the market, and what would be needed from any development.</p> <p>Comments/actions</p> <ul style="list-style-type: none"> • PR requested for the CVESG members to pass any comments and suggested amendments to the draft BVE Study report to him as soon as possible • GO noted that coordinated marketing would be important, to which there was consensus <ul style="list-style-type: none"> ○ AG added that this would encourage inward investment and generating a sense of ambition in Oxfordshire • There was discussion of the practicalities and financial reality of running the venue as a business. It was agreed that these discussions will be important in the follow steps. <ul style="list-style-type: none"> ○ It was recognised that there would be a role for hosting events in a manner that makes best use of collaborating with partners, especially given that the market is not worried about competition ○ There was acknowledgement that this links to other offers in the county • There was discussion of the challenges and opportunities that a venue could present. These included building ambition around it and developing a consistent narrative aimed at the business visitor economy, proactively articulating the offer, and understanding the demand side. JH suggested a short detailed summary of the report that could be shared. • Potential partners were considered who might have the resources and ambition to add value – Bicester Heritage was floated as a potential location • It was discussed that a potential site may need to be earmarked as part of the Joint Spatial Plan process and also the Local Transport Plans 	ALL

	<ul style="list-style-type: none"> • Bicester Heritage Conference Centre plans were mentioned as possibly future competition, to be aware of their plans • AG encouraged the CVESG to start thinking about messaging and how this will be taken forward, and that this should fit in with the other strategy streams which are being taken forward. • AG noted that the next LEP board meeting is 12 March, and that it would be ideal to have the report finalised in time for then. If not, June 25th. • Reminder that this is locked in in terms of press. • JH congratulated and thanks GO and team for their work on this study and for the helpful report that had been tabled at this stage of the work. 	
<p>4. Creative Industries Showcase Update</p>	<p>AG gave a presentation on the Creative Industries Showcase to be held at Oxford Brookes at the end of June. It will be a half day event comprising of panel talks, networking, and a showcase of established creative tech companies. The aims are to convene the sector and promote it nationally as well as raising awareness of investment opportunities and highlighting the use of cross sector technology.</p> <p>Comments/actions</p> <ul style="list-style-type: none"> • AG requests recommendations for businesses that should be included as exhibitors in the showcase • JH and HS commented that the event should not have an exclusively tech focus and needs to be tied into the wider sector • MM suggested a method of showing a wider range of companies from the Arts etc – possibly a brochure to be circulated at the event 	<p>ALL</p>
<p>5. Tourism Sector Deal Update</p>	<p>AG confirmed that Government was looking to ‘green light’ the Tourism Sector Deal within the next month or so and various round table sessions were being held up and down the Country. Jh had attended a Business Leaders Breakfast in London on 12 February and was attending a similar event in Yorkshire on 27 February.</p> <p>Government were seeking further input from the sector on Accessibility; Overall Accommodation investment and Data Sharing & Understanding the Customer.</p> <p>With regards to the tourism zones idea, government are in debate though are aware of the triangle proposition of Blenheim, Bicester, and Oxford. There was discussion of the possibility of this group moving this idea</p>	

	<p>forward but it was noted that many Tourism Zones were being promoted across the country and only a handful would be set-up.</p>	
<p>6.</p>	<p>Delivery Plan Workstream Progress:</p> <p>There was discussion surrounding the Arts and Culture workstream development for 2019/20. It was agreed that it should work on tying Arts and Culture into JSSP, housing developing etc, and that this group has large potential to champion placemaking thus ensuring arts and culture infrastructure in new developments</p> <p>MM commented that the high street has a government focus now, and an arts and culture offering can help with many problems here – such as the growing social problems in Bicester which can be to some extent alleviated by a stronger arts and culture offer in the community</p>	
<p>7.</p>	<p>Any other business</p> <p>LIS Update given by AG</p> <ul style="list-style-type: none"> • The date for a formalised document is now likely May/June • Government are giving the clear message that it is not about money, but about ambition and policy levers and that this will sequence into spending review, and commercial investments unlocked by small public sector investments. • It was clarified that the draft document is in discussion with government because it is a joint document, and so ministers will be putting their names against it and it will be jointly owned. This is a new level of communication with Whitehall for us. It was also reiterated that the LIS is a document setting out the ambitions for Oxfordshire, as separate though of course tying in to the Arc. <p>AG informed the group that OxLEP has part-funded Experience Oxfordshire attending the MeetGB event at Windsor in May – this will provide an opportunity to meet travel buyers.</p> <p>There was discussion of the Experience Oxfordshire funding cuts, and recognition of the need to send the wider messages out about the value of tourism, for example over the tourism tax discussion.</p> <p>Next Meeting: 31st May, 14:30 – 16:30</p>	