



Culture & Visitor Economy Sub-Group Meeting

Monday 24th February 2020, 9.30-11.30

OXLEP Boardroom

Draft Minutes

Present:

John Hoy, Hoy Consultancy (Chair)
Ahmed Goga, Director of Strategy and Programmes, OxLEP
Cllr Lorraine Lindsay-Gale, Oxfordshire County Council
Bob Price, Pegasus Theatre
Ruth Taylor, Strategic Manager, Artswork
Miranda Markham, Bicester Village
Peter Lugosi, Oxford Brookes University
Lucinda Whiteley, Novel Entertainment
Hayley Beer Gamage, Experience Oxfordshire
John Newbiggin
John McPherson, Arts Council (via dial in)

In Attendance:

Helen Ryan-Wallis, OxLEP
Alexandra Capata, OxLEP
Josh Fedder, BEIS
Dr Vicky McGuinness, University of Oxford TORCH

Apologies:

Paul Hobson, Modern Art Oxford
Hedley Swain, Arts Council
Lucy Shaw, University of Oxford GLAM
Stuart McLeod, Heritage Lottery Fund
Peter Szende, Oxford Brookes University

	Item	Action
1.	Introductions/Apologies for Absence JH welcomed all to the meeting and noted apologies as above.	

	Welcome to Dr Vicky McGuinness joining us for Item 4.	
2.	<p>Minutes from meeting held on 8th November 2019.</p> <p>Previous minutes approved.</p> <p>Matters arising:</p> <p>HRW to gain an update from Oxford Utd. All other matters are covered within this agenda.</p>	
3.	<p>BVE Conference Facility</p> <p>A- Update from Oxford Utd – agenda item postponed to next meeting due to NM being unable to attend at last minute. HRW to gain an update and share with the group ahead of the next meeting.</p> <p>B- BVE- Next steps for the group</p> <p>MM advised that initial discussions had been held with Bicester Motion to find out about their conference facility plans. The group agreed to invite them to the next meeting in order to inform & update on their plans. Their scheme includes an 800 capacity hotel, 2000 delegates across the two hangars on site.</p> <p>MM queried as to the LEP role with regards the current conference facility plans?</p> <p>AG responded reminding the group that the LEP generally have four key roles- Lead/Broker/Facilitate/Deliver. With regards the conference facility the LEP roles are to Lead and Broker.</p> <p>Bicester Motion are one of two key sites being promoted with Department for International Trade at MIPIM this year.</p> <p>The group agreed that a conference facility at Parkway would be highly desirable particularly looking forward to HS2 having a nearby interchange (10 mins from Bicester), and for connectivity reasons more generally. A facility at Parkway could play a much wider role by way of a 'hub and satellite' offer across Oxfordshire.</p> <p>Therefore the role of this sub-group in relation to a potential confence facility is to aim to deliver key components within a facility that works on behalf of aims such as increasing BVE.</p>	<p>HRW</p> <p>HRW</p>
4.	<p>Arts & Cultural Workstream</p> <p>Schwarzmann Building update –</p> <p>Dr Vicky McGuinness [Head of Research Partnerships in the Humanities Division at the University of Oxford] was welcomed to the meeting. Recently Hopkins have been announced as the architects behind the scheme. The new building will house 7 of the 10 'Facilities' within the Humanities Division, but will accommodate the teaching and research activities of all ten of the Humanities Faculties. A 500 seat concert hall, Lecture theatre, exhibition hall and performance lab will be created and programming will include researcher and student led</p>	

<p>activity, as well as being also available for community hire. The Concert Hall, is being planned so that acoustically of the highest quality . Other specifications will include: 16/30mm film, performance lab, essentially future proofing the building ‘digitally’. Next steps – scoping programming is underway for the next 5 years which will contribute to building design. There is a temporary ‘Big Tent!’ is being programmed to be on site for 28 days from 23rd April to 30th May 2020 (dependant on external factors). It will enable 450 standing/300 seated capacity and a full programme of events is being developed. Dance and Music will be key.</p> <p>HGB and VM to connect with regards to connecting this into the Oxford Pass.</p> <p>JM mentioned regarding Arts Council connection to ongoing conversations. VM highlighted that she and Prof Karen O’Brien, Humanities Head of Division, to ensure regional engagement into the Humanities new building planning.</p> <p>BP enquired as to whether visual arts would be incorporated into the building? VM mentioned an exhibition hall is being planned, and also that the programme already includes exhibitions and installations in open spaces and in the street .</p> <p>VM suggested to the group to let her know of key partners/groups to engage with. LW queried as to the audience profile? VM responded with examples from existing events of 20-30% currently as public. Public projection events were higher, more likely 50% public –it all depends on the programming of events. AG then asked how is the future building being promoted? Looking forward at how to link it into Oxfordshire’s profile –incorporating Cultural aspects of place etc. Also about access/inclusivity –connectivity with colleges/partners etc. The group noted that it could be connected into the Oxford Pass (as noted earlier) LLG offered to connect VM with the Oxfordshire Schools Music Service.</p>	<p>HGB/DVM</p> <p>ALL</p> <p>LLG</p>
<p>Update on Arts Framework</p> <p>BP outlined the updates from the final arts framework document that was shared with the group. JH, on behalf of the sub-group, thanked BP for the document and agreed ‘next steps’ as:</p> <ul style="list-style-type: none"> • Publish the document onto OXLEP website, having gained an endorsement statement from the Arts Council • The document will be utilised to integrate into the Plan 2050 process with projects in section 28 being highlighted. • A smaller working group will be created that will report into the CVESG meetings to drive actions. <p>JN also reminded the group of the opportunity to bid into the next round of the Market Towns Fund for some of the activities highlighted. JF to advise the group when Round Two is open</p>	<p>HRW/BP/JM</p> <p>AG to action on 10th March</p> <p>BP</p> <p>JF</p>

<p>5.</p>	<p>Creative Industries</p> <p>Creative Cities Convention – LW advised the group that a last minute bid was prepared by Novel Entertainment to look to attract the CIC to Oxford in 2021. It is a high profile 300/400 broadcast media delegate event.</p> <p>It was unsuccessful on this occasion, however the bid is likely to be revised and resubmitted for 2022 – and LW was thanked for highlighting the opportunity and for all her hard work in pulling together the bid in a very short time frame. LW is attending this years event in April (Glasgow) to gain more knowledge and insight on the event and will feed back findings at the next meeting.</p> <p>JN mentioned he knew the bid writer for the Leeds event and would find out more from them.</p> <p>DVM – also offered to support a future bid by way of offering/sourcing a venue for the event.</p> <p>Creative Industries Showcase – HRW updated the group that this event would run again this year on Wednesday 10th June early afternoon to early evening at Oxford Brookes University. Themes and format are currently being discussed and all the group are asked to feed ideas into this process.</p> <p>JN mentioned he could connect HRW with the Crafts Council as crafts are a significant growing export market.</p> <p>JMc mentioned he will connect HRW with Julia Ravenscroft from Craftnet.</p> <p>JF advised he can assist in trying to secure a Ministerial presence at the event like last year.</p>	<p>LW</p> <p>JN</p> <p>ALL</p> <p>JMc</p> <p>JF</p>
<p>6.</p>	<p>Visitor Economy</p> <p>Feedback from Tourism Zone Working Group (TZWG)</p> <p>HBG fed back that the TZWG had recently met. There is still no government guidance or allocated funding for Tourism Zones. A prospectus is due in the next 2-3 months. In the meantime the TZWG have been working on a draft baseline data document and are looking to identify Oxfordshire's 'market failure' that a Tourism Zone would address.</p> <p>It was decided that broader 'buy-in' is required from partners at senior level to support activities that would fall within a proposed Tourism Zone for Oxfordshire regardless of external government funding or not. It is proposed that a roundtable to engage with senior level at Local Authorities should be the first step. AG to ascertain the best route to gaining a meeting.</p> <p>HBG also reminded the group that any potential funding will be extremely competitive as only 5 zones are planned. Other areas are bidding on behalf of much larger geographical areas.</p> <p>The group decided that we weren't ready to submit a Tourism Zone paper to the Growth Board on 2nd June.</p> <p>'Meet GB' Financial Support request from Experience Oxfordshire.</p>	<p>AG</p>

	<p>It is minuted that £2k support for EO to attend this years Meet GB will be supported on behalf of the group as it fits with the aim to increase the BVE, and increase the international length of stays across Oxfordshire.</p> <p>Experience Oxfordshire (EO) Updates HBG updated that the Oxford Pass was coming to the end of its pilot year. They are onboarding businesses now to keep it running. Ideally a £20k investment is required for project development. It is minuted that the group are fully supportive of the Oxford Pass, and that all would help raise the profile of it at Board events etc and politically. HBG asked AG to explore whether any funding from the LEP might be possible to support the Oxford Pass. The next EO event is the Cultural Platform on 11th March which all CVESG members should have received an invite to. The Annual Conference will be at the Jury's Inn Hotel on 13th May.</p>	AG
7.	<p>LIS update</p> <p>AG updated the group with regards the recent event at Oxford Brookes which was held to help shape the focus of the LIS.</p> <p>The team are currently assisting in the development of an investment programme of approximately 40 propositions across Oxfordshire. These will be prepared so that they are investment ready – all are mostly capital projects.</p> <p>AG reminded the group that the last significant funding into the LEP was back in 2015.</p> <p>HRW advised that there are two projects linked to this group – Creative City at Upper Heyford, and the BVE facility. Creative City is currently paused until the full scheme has planning in place for the whole site.</p> <p>LLG asked that from now on we use the working title 'OXIA' when referring to a planned BVE conference facility. The group agreed.</p>	
8.	<p>Any other business</p> <p>JH – there are two new ministers: Caroline Dineage is the Digital & Culture Minister, and Nigel Huddleston is the Sport, Tourism and Heritage Minister. Both sit under the new Secretary of State for Digital, Culture, Media and Sport - Oliver Dowden CBE. It was noted that Tourism & Culture had been split.</p> <p>HRW – mentioned that completed Declaration of Interest forms may be going onto the OXLEP website in the future. Also that an update of the CVESG delivery plan has been done and will be shared with the minutes. The June meeting will be held in the Library.</p> <p>Also the University of Oxford held their first successful and well attended Creative Careers Night (over 500 students and more on the waiting list) event at the Ashmolean. It portrayed demand from students for careers in the creative industries.</p>	HRW

	<p>JH – Festival 2022 (a Teresa May initiative) is still being planned and it has £120 million allocated towards it from treasury funds. Martin Green CBE is leading on the planning of this event. It will have five pillars: Arts, Tech, Heritage, Culture, and Design. HRW to investigate how Oxfordshire might engage – or register interest?</p> <p>DVM – the university are open to collaboration opportunities/events linked to the 100 year anniversary of the rediscovery of Tutankhamun.</p> <p>AG – the LEP have had their Annual Performance Review recently and are viewed by national government as performing well as a LEP area.</p> <p>HRW to add Arts Council Strategy as an item on the June agenda.</p> <p>JM – Arts Council will publish plans in April.</p>	HRW
8.	<p>Dates of next meetings:</p> <p>Monday 1st June 10.00-12.00 County Library Meeting Room 1 (second floor)</p> <p>Monday 14th September 10.00-12.00 OXLEP Boardroom</p> <p>Monday 23rd November 10.00-12.00 OXLEP Boardroom</p> <p><i>Electronic invitations have gone out</i></p>	ALL

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