

<u>Subject:</u> Visitor Economy Sub Group Update	
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Oxfordshire Local Enterprise Partnership: OxLEP, City of Oxford College Campus, Oxpens Rd, Oxford, OX1 1SA	

Recommendations:

- The OxLEP Board are asked to endorse the Delivery Plan for the Visitor Economy Sub Group (VESG);
- Agree the name of the Sub Group be changed to the Culture & Visitor Economy Sub Group.

Background

In July 2016 we launched the Creative, Cultural, Heritage and Tourism Investment Plan (CCHTIP). It attempts to build on our already successful visitor economy, and at the same time extract additional value for the Oxfordshire economy, as a whole. There are three strategic priorities:

- Foster productive and engaging experiences;
- Focus on skills, talent development and business growth;
- Influence creative place-making.

A Sub Group was set up with the aim of taking forward the CCHTIP and is now chaired by John Hoy after being chaired by the Rt Hon Ed Vaizey MP from October 2016 to October 2017; members of the Sub Group can be found in Annex 1 of the attached VESG Delivery Plan.

The value of tourism and the cultural and creative industries is recognised in the [Industrial Strategy](#). It highlights the importance of place making and that a region’s cultural and heritage assets and attractions play an influential role in fostering a sense of identity, as well as acting as a stimulus for inward investment. For Oxfordshire, as the sixth most visited destination in the UK, and worth over £2bn in value to the economy, it is a vital part of our drive to position the region as a key international location for business travel and investment.

VESG Delivery Plan 2018/19

The Delivery Plan (see Annex 1) reinforces OxLEP's role in making the visitor economy agenda a success (Lead, Deliver, Broker and Facilitate), working collaboratively with key partners including Experience Oxfordshire, the private sector and national and regional bodies. It sets out some underpinning principles to guide our identified activities where we will ensure that for each activity:

- There is a clear need for it, and which is backed up by evidence;
- There is a baseline on which to measure our progress annually;
- It does not duplicate existing activity;
- It is achievable;
- Fosters collaborative working.

We are focused on looking to deliver a small number of high value interventions which can have a positive demonstrable impact on Oxfordshire's market position both nationally and internationally:

1. Develop a world class Business Visitor & Events (BVE) offer for Oxfordshire;
2. Fostering innovative ways of promoting the whole of Oxfordshire as a place to visit, increasing visitor spend and enhancing the visitor experience;
3. Building on the themes of the Bazelgette Review and Creative Industries Sector Deal, harness, develop and position our creative industries sector as a market leader;
4. Development of the County's arts and cultural assets to support the placemaking opportunities deriving from a growing population, and tourism and visitor economy.

Each stream is led by a Sub-Group member and specific Task and Finish Groups have been working to identify the actions and projects required to meet the aspirations for each area. These are set out in the detailed tables pages 7 to 13 of the Delivery Plan with identified resource requirements.

Key Performance Indicators for annual monitoring purposes, are in development to ensure we can track progress; these will be in place by September.

Collaboration with other OxLEP Sub Groups

There are clear synergies with the activities of other sub groups and it is important that we increase the opportunities for greater collaboration across key initiatives. There are examples where this has commenced, for example, with the proposed Hospitality Centre under the LGF3 Round and it is vital that sub-group chairs look to increase joint working between groups particularly with initiatives through the Growth Hub and skills development projects where there are clear common objectives.

Within the VESG Delivery Plan, there are several areas where greater collaboration will deliver a better outcome during 2018/19. For example, the development of a multi-functional conference and performance venue will need to consider the transport implications, what opportunities exist for skills development and business support for supply chain development. We will look to encourage a joint approach in these areas with the relevant sub-groups.

John Hoy,
Chair, Visitor Economy Sub Group