



OXFORDTOWNTEAM Creating Opportunity

Terms of Reference

Oxford Town Team Aims

- To develop Oxford's city centre through helping to improve the public realm, increasing footfall and growing business revenues.
- To represent the interests of businesses throughout OX1 and to support their needs and objectives.
- To foster strong, fruitful relationships with public and private sector organisations involved in the development of Oxford city centre.

How these aims will be delivered

The Oxford Town Team will deliver these aims by ensuring there is regular, frequent communication with its constituent members – the businesses in OX1 – in order to ensure it understands and can represent their needs. To this end it will adopt a structure to enable broad participation among city centre businesses and make full use of their expertise and knowledge. The structure of the Oxford Town Team is a Steering Group and project specific Delivery Groups (see below).

Steering Group

This group is comprised of city centre organisations and includes significant representation from the retail, hospitality and transport sectors. Each member of the Steering Group is responsible for representing their organisation as well as the wider partnerships and networks in which they are involved. They are also expected to take forward the work of the Oxford Town Team in their own organisations and other partnerships/networks. The chairperson of each Delivery Group is a Steering Group member.

The Steering Group may also co-opt other individuals from time to time to fill identified gaps. The Oxford Town Team's Steering Group will review membership on an ongoing basis, which may alter according to specific priorities. Any changes will be based on the principle that the group is focused on the agreed strategic intention rather than aiming for representation of particular groups or interests.

Frequency of meetings will be agreed by the Steering Group and is currently every three months. The Chairperson of the OTT will be elected from the members of the Steering Group and the position will be reviewed annually. The total number of members is to be agreed by the Group.

Delivery Groups

The Delivery Groups will be responsible for delivering progress in line with their objectives and each will report quarterly on their progress to the Steering Group. The Steering Group may establish new delivery groups or reorganise existing groups as and when necessary to meet changing needs and priorities.

The current Delivery Groups are as follows:

1. Retailing (chair: Brendan Hattam)

Objectives:

- *To deliver a series of linked projects to support and develop business performance in the retail sector.*
- *To support and enhance each customer's journey into and around the city centre.*
- *To support and enhance the transformation of Oxford in the next few years.*

2. Evening & Night Time Economy (chair: Sam Pace)

Objective:

- *To increase footfall by improving the visitor journey and experience with emphasis on accessibility, safety, dwell time and customer service.*

3. Environment, Safety & Well-being (Kevin Newcombe)

Objective:

- *To develop and coordinate a city centre charter to maximise the quality of user experience including the highest standard of safety, wellbeing and environment to reflect Oxford's international status.*

4. Events & Marketing (chair: Giles Ingram)

Objectives:

- *To identify an annual programme of events that the Town Team will support in order to increase city centre footfall, duration of stay, return visits and consumer spend.*
- *Work with city centre retailers and businesses to identify ways in which they can take better advantage of such opportunities and cross promotion.*

5. Data Sharing (chair: Phil Southall)

Objectives:

- *To produce regular information and analysis regarding market conditions for all businesses in OX1.*
- *To recommend potential action to deal with specific issues relating to the business environment.*

6. Communications (chair: Shamus Donald)

Objective:

- *To prepare and deliver a communications strategy for the Oxford Town Team to raise the profile of the city centre and its constituent businesses.*



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Steering Group Members

Shamus Donald

Oxford Town Team Chairman
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Ginny Fellows

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Kevin Newcombe

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Michael Crofton-Briggs

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Steering Group Members

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Paul Goffin

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Giles Ingram

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Oxford Castle Quarter
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Helen Brind

Growth and Enterprise Manager
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Town Team Group	Membership		Agreed Aims
Retailing	<i>Brendan Hattam (Chair)</i> <i>Westgate Shopping Centre</i>	<i>Ginny Fellows</i> <i>Clarendon Centre</i>	<i>To deliver a series of linked projects to support and develop business performance in the retail sector.</i>
	<i>Caroline Reynolds</i> <i>Land securities</i>	<i>Amanda Suliman</i> <i>Rainbow and Spoon</i>	
	<i>Shane Harding</i> <i>Newsquest</i>	<i>Craig Shuttleworth</i> <i>Debenhams</i>	<i>To support and enhance each customer's journey into and around the city centre.</i>
	<i>Jonathan Pearson</i> <i>Boswells</i>	<i>Shamus Donald</i> <i>Oxford Town Team</i>	<i>To support and enhance the transformation of Oxford in the next few years.</i>
	<i>Elaine Philip</i> <i>Covered market</i>	<i>Laurie-Jane Taylor</i> <i>City & County Councils</i>	
	<i>Phil Scaysbrook</i> <i>Hoyles</i>		
Evening and Night Time Economy (ENTE)	<i>Sam Pace (Chair)</i> <i>Castle Quarter</i>	<i>Sgt. Russ Stevenson</i> <i>Thames Valley Police</i>	<i>To increase footfall by improving the visitor journey and experience with emphasis on accessibility, safety, dwell time and customer service.</i>
	<i>Pete Mortimore</i> <i>Wahoo & The Junction</i>	<i>Javier Padron Iribarne</i> <i>Turl Street Kitchen</i>	
	<i>Elizabeth Adlington</i> <i>New Theatre</i>	<i>Shamus Donald</i> <i>Oxford Town Team</i>	
	<i>Martin Walker</i> <i>Experience Oxfordshire</i>	<i>Laurie-Jane Taylor</i> <i>City & County Councils</i>	
	<i>Louise Chantel</i> <i>Oxford Playhouse</i>		
Environment, safety and well-being	<i>Kevin Newcombe (Chair)</i> <i>Marks and Spencer</i>	<i>Brendan Hattam</i> <i>Westgate Shopping Centre</i>	<i>To develop and coordinate a city centre charter to maximise the quality of user experience including the highest standard of safety, wellbeing and environment to reflect Oxford's international status.</i>
	<i>Wilf Stevenson</i> <i>Oriel College</i>	<i>Tom Flanagan</i> <i>County Council</i>	
	<i>Paul Goffin</i> <i>University of Oxford</i>	<i>Ben Saunders</i> <i>Randolph Hotel</i>	
	<i>Insp. Andrew Thompson</i> <i>Thames Valley Police</i>	<i>Shamus Donald</i> <i>Oxford Town Team</i>	
	<i>Cllr Alex Hollingsworth</i> <i>City Council</i>	<i>Laurie-Jane Taylor</i> <i>City & County Councils</i>	
	<i>Cllr Ruthi Brandt</i> <i>Oxford City Council</i>		

Town Team Group	Membership		Agreed Aims
Data Sharing	<i>Phil Southall (Chair) Oxford Bus Company</i>	<i>Graham Jones ROX</i>	<i>To produce regular information and analysis regarding market conditions for all businesses in OX1.</i>
	<i>Richard Venables VSL Ltd</i>	<i>Shamus Donald Oxford Town Team</i>	
	<i>Paul Goffin University of Oxford</i>	<i>Laurie-Jane Taylor City & County Councils</i>	<i>To recommend potential action to deal with specific issues relating to the business environment.</i>
Events and Marketing	<i>Giles Ingram (Chair) Experience Oxfordshire</i>	<i>Alison Drummond Oxford City Council</i>	<i>To identify an annual programme of events that the Town Team will support in order to increase city centre footfall, duration of stay, return visits and consumer spend.</i>
	<i>Sam Pace (deputy chair) Castle Quarter</i>	<i>Becca Chaplin Bitten Oxford</i>	
	<i>Karen Coventry Stagecoach</i>	<i>Jacqui Thorndyke Bitten Oxford</i>	
	<i>Ginny Fellows Clarendon Centre</i>	<i>Shamus Donald Oxford Town Team</i>	<i>Work with city centre retailers and businesses to identify ways in which they can take better advantage of such opportunities and cross promotion.</i>
	<i>Laurie-Jane Taylor City & County Councils</i>		
Town Team Communications	<i>Shamus Donald (Chair) Oxford Town Team</i>	<i>Laurie-Jane Taylor City & County Councils</i>	<i>To prepare and deliver a communications strategy for the Oxford Town Team to raise the profile of the city centre and its constituent businesses.</i>