

Business in Oxford 2014: City and County – 23rd April 2014

Report on the event and plans for 2015

Purpose of this Paper:

- To report on the successful event attended by over 250 people held on 23rd April
- To provide a list of organisations that attended
- To outline plans and format for the event in 2015

1. About the Event

The first Business in Oxford event took place on Wednesday 23rd April at Saïd Business School.

The event was co-ordinated by Sebastian Johnson, Manager of The Oxford Strategic Partnership, Richard Venables, Director VSL & Partners and Board Member of the Local Enterprise Partnership and Event Director, Richard Rosser, Managing Director of The In Oxford Group and B4 Magazine. The event was organised by Tina Rosser of TERA Events.

The opening session was attended by 250 delegates (organisations represented listed in appendix 1) in The Nelson Mandela Lecture Theatre where Richard Rosser welcomed the six opening session speakers to the stage.

2. Presentations

Clare Edwards, Deputy CEO of Helen & Douglas House was asked to introduce the official event charity, followed by Sally Dicketts CBE, Chief Executive, Activate Learning, who urged local businesses to give college students an opportunity to shine. In fact, Business in Oxford did just that as students assisted superbly in registration, directing delegates and a number of other key activities. Peter Tufano, Peter Moores Dean of Saïd Business School was next on stage to officially welcome the delegates to one of Oxford's most iconic venues, followed by Councillor Bob Price, Leader of Oxford City Council, who officially opened the inaugural Business in Oxford event. Councillor Price focused on the future of the city's economy and the opportunities that the Council and its partners are seeking to realise for all who live, work or visit Oxford.

Next on stage was Professor Ian Walmsley, Pro-Vice-Chancellor (Research, Academic Services & University Collections) and chair of the University's Research Committee. Professor Walmsley outlined the University's approach to innovation and its plans for bringing together research expertise and knowledge with new and existing businesses to contribute to economic growth in and around Oxfordshire.

Finally, delegates heard from David Edwards, who is Executive Director for City Regeneration and Housing at Oxford City Council. David's presentation focused on the wider economic growth and major regeneration projects including Westgate, Oxpens and Oxford station and the impact on the city and opportunities for business and economic growth.

3. The PODs

The event then transferred to three of the venue's superb Harvard Lecture Theatres, where presentations were given in a series of nine PODs. Themes included Great Brands, Property, Green, Smart City, Tourism and Culture, Business Growth, Invest, Professional and Education. Locally based companies and organisations including Harley Davidson, Blackwell's, Darbys, Chiltern Railways, Experience Oxfordshire, Oxford Castle, Land Securities, Aston & James, Breckon and Breckon, Isis Innovation, Oxford Innovation, VSL, University of Oxford and Finders Keepers each gave twelve minute presentations followed by Q&A'S in each POD.

The event concluded in the reception area with drinks, networking and positive reflection on a successful event and thoughts towards Business in Oxford 2015.

More details and comments from a range of sponsors, attendees and speakers can be found at http://oxfordshire.b4-business.com/newsletter/business_in_oxford_newsletter_mon28042014.html.

Photographs can be found at

<https://www.flickr.com/photos/b4magazine/sets/72157644317657983/>

4. Plans for 2015

Saïd Business School has been booked for the day on Tuesday 30th June 2015 for Business in Oxford 2015.

Sponsorship and support is being sought by the In Oxford Group for 2015 with sponsorship packages going up to £4,000.

The format for the event is being considered with lessons learnt from the 2014 event. Although the feedback from 2014 was extremely positive, suggestions for improvement included:

- A requirement for more networking
- Presentations to focus on providing information – some were deemed as sales pitches
- Delegate lists to be provided
- Presentation length raised by some as too short and some too long
- Keeping presenters to time – although on the whole this was respected

Input and ideas from partners most welcome.

Richard Rosser and Sebastian Johnson, June 2014

Appendix One – List of organisations in attendance

Sector	Company
PR	Adapt Communications
Accountants	BDO LLP
Accountants	Critchleys
Accountants	Grant Thornton UK LLP
Accountants	Wenn Townsend
Accountants	Whitley Stimpson Ltd
Agricultural and Environmental Consultancy	ADAS UK Ltd
Architects	Gray, Baynes + Shew
Architects	Jessop and Cook Architects
Bank	Barclays
Bank	Coutts
Bank	Lloyds Bank
Bank	NatWest
Builders	Savvy Group
Business Consultant	Anrah Development Ltd
Business Consultant	Coaching Mindset Ltd
Business Consultant	Hilltop Consultancy
Business Consultant	MD2MD
Business Consultant	My FD Recruitment
Business Consultant	Shared Intelligence
Business Consultant	Strategic Mentors
Business Consultant	Sustainable Business Matters
Business Park	Howbery Business Park
Business Services	Data Centre Response Limited
Caterers	Complete Catering
Caterers	Passion for Food
Charity	Aspire Oxford
Charity	CLIC Sargent
Charity	Collaborent / ROBIN
Charity	Helen and Douglas House
Charity	Insight Oxford / ROBIN
Charity	ORH Charitable Funds
Charity	Oxfordshire Community Foundation
Chauffeurs	JK Oxford Chauffeurs
Clothing	Suit the City
Computer Support	The Oxford Knowledge Company
Database Management	In Touch CRM
Education	City of Oxford College
Education	Exeter College
Education	Oxford Brookes University

Education	Oxford International Study Centre
E-Mail Marketing	Client Mailer
Entertainment	Creation Theatre
Entertainment	Orchestra of St John's
Environmental Agency	Aether
Event Hire	Oxford Event Hire
Event Management	Tera Events
Financial Management	Correlate Financial Management
Fitness	Prime Energy Fitness Ltd
Fitness	TLA Fitness
Food delivery	Philip Dennis Foodservice
Food delivery	Roots of Oxford
Food produce	Haymans Fisheries
Framing	ISIS Creative Framing
Gym	Feel Fit Gym & Oxford Martial Arts Academy
Hair Salon	Anne Veck Hair
Health	Oxfordshire PCT
Hotel and Resort	Heythrop Park Resort
Hotel and Resort	Macdonald Randolph Hotel
Hotel and Resort	Malmaison
Hotel and Resort	The Oxford Hotel
Intellectual Property	Sipara
Investment Management	Charles Stanely
IT	Control Shift
Local Government / LG Organisations	Invest in Oxfordshire
Local Government / LG Organisations	Low Carbon Hub
Local Government / LG Organisations	Oxford City Council
Local Government / LG Organisations	Oxfordshire LEP
Local Government / LG Organisations	The Oxford Transport Laboratory
Local Government / LG Organisations	Trust for Oxfordshire's Environment
Manufacturing	Ceramic Fuel Cells Ltd
Manufacturing	Oxford Instruments
Marketing Agency	Advertising & Design (Oxford) Ltd
Marketing Agency	Endeavour Consulting
Marketing Agency	Kettle Studio
Marketing Agency	Strangebrew
Medical Research	Perspectum Diagnostics
Mesuem	Ashmolean
Motor Dealer	Land Rover
Motor Dealer	Ridgeway

Motor Dealer	Ridgeway Jaguar
Motor Dealer	Skoda
Motorbike Manufacturers	Harley-Davidson Europe Ltd
Networking Organisations	Oxford Technology Media & Finance Network
Nutritional Advice	Helen Money Nutrition
Office Space	Pure Offices
Office Space and Support	Oxford Innovation
Office Stationery	Spicers Ltd
Office Supplies	Aston & James Office Supplies Ltd
Photography Studio	Studio 8
Police	Thames Valley Police
PR	Blue Penguin Communications
PR	Spriggs David
PR	The Buzzworks
Print Broker	Amberley Court Associates Ltd
Printers	Advent Print Group
Printers	Hunts
Property Agents	Breckon & Breckon Ltd
Property Agents	Carter Jonas
Property Agents	Finders Keepers
Property Agents	Premier Letting
Property Agents	Savills
Property Agents	VSL and Partners
Property Developers	Land Securities (Westgate)
Psychometric Testing	OPP Ltd
Publisher	B4 Business Magazine
Publisher	Code Mantra
Recruitment	Better People Ltd
Restaurant	Chariots and Cherry Pie
Restaurant	La Cucina
Restaurant	Restaurant Developments Ltd
Retail	Blackwell's UK Limited
Sales Consultant	Andrew Docker Associates
Science Park	Begbroke Science Park
Security	Executive Alarms Ltd
Software	QPQ Software
Solicitors	Brethertons LLP
Solicitors	Brook Street des Roche LLP
Solicitors	Darbys Solicitors LLP
Solicitors	Hedges Law Ltd
Solicitors	Henmans Freeth LLP
Solicitors	Morgan Cole LLP
Solicitors	Penningtons Manches LLP
Solicitors	Plainlaw Solicitors
Solicitors	Turpin & Miller LLP
Solicitors	Wildbore & Gibbons LLP

Sports Clubs	Oxford United FC
Sustainable Developments	Blue Sky Sustainable Developments LLP
Tourism	Experience Oxfordshire
Town Centre Management	Bicester Vision
Training	Oxford Professional Consulting
Training	Rocket Consultancy / Part of Activate Learning
Transport	Chiltern Railways
Transport	Oxford Bus Company, Thames Travel & Carousel Buses
University of Oxford	ISIS Innovation
University of Oxford	Lady Margaret Hall
University of Oxford	Oxford University Student Union
University of Oxford	Pembroke College
University of Oxford	Research Services & Head of Knowledge Exchange University of Oxford
Utilities	British Gas Business Services
Utilities	Thames Water
Venue	Kassam Stadium
Venue	Oxford Castle Quarter
Venue	Rhodes House Ltd
Venue	Williams Grand Prix Engineering Ltd
Video	StudioX1
Vineyard	Brightwell Vineyard
Waste Management	Grundon Waste Management Ltd
Web designers	Alberon
Web designers	Obergine
Web designers	Urban Element
Web designers	White October