

Oxford Economic Growth Strategy Steering Group Meeting, 28th August 2013

Paper One – Update on Projects and Further Development of the Action Plan

1. Introduction

At our meeting on 3rd May we presented and reported on the draft Action Plan around the 11 Elements of the Oxford Economic Growth Strategy:

1. Expanding Oxford's knowledge economy using the global connections of Oxford's Universities and major/large employers to attract new companies, and promote new start-ups;
2. Supporting the growth of existing employers including large, global companies, high value small and medium sized enterprise, the Universities, and the health care sector;
3. Ensuring sufficient supply of employment land;
4. Strengthening Oxford's city centre retailing offer;
5. Expanding the value of Oxford's tourism across the region;
6. Continuing to improve education and skills attainment to support future economic growth opportunities;
7. Increasing, the annual rate of housing development in locations which are easily accessible to the city centre and other main employment areas by cycle, bus, and rail;
8. Ensuring on-going investment in broadband infrastructure;
9. Addressing the environmental challenges and opportunities presented by economic growth;
10. Investing in the physical and transport infrastructure to enable economic growth; and
11. Securing an effective partnership for implementation and 'single team' delivery for Oxford.

We agreed that at our next meeting we'd focus on gaps in the action plan around the following elements:

4. Strengthening Oxford's city centre retailing offer;
5. Expanding the value of Oxford's tourism across the region;
6. Continuing to improve education and skills attainment to support future economic growth opportunities;

7. Increasing, the annual rate of housing development in locations which are easily accessible to the city centre and other main employment areas by cycle, bus, and rail;

2. Update on Projects

David Edwards will provide a short verbal update on key projects in the city, these will include:

- Discussions held with University of Oxford and key land owning colleges to agree narrative for growth and joint strategic approach
- The Oxpens Masterplan Supplementary Planning Document now published and out for consultation
- The Westgate development is progressing and the plans have been on display and consulted on
- Barton housing project will deliver 855 new homes
- Broadband and Wireless project funding of just under £5m now confirmed by Government as allocation to Oxford
- The Magnet has been successful in its bid for Regional Growth Fund
- City Deal discussions on-going with a list of projects being prioritised for phasing – these include Oxford based projects
 - Northern Gateway and associated transport schemes
 - Oxpens and Westgate under West End Renaissance
 - BioEscalator
 - The Magnet
 - Barton
 - Accelerated Housing Delivery
 - Oxford Station
- Working with partners to better engage with businesses and create a business voice or forum for Oxford City (to be discussed later)

3. Retail and Town Team Update

Gordon Reid will provide an update on the emerging Action Plan for Element Four of the Economic Growth Strategy (to be sent separately) and an update on the development of a Town Team.

4. Tourism

Giles Ingram will provide a short verbal update on the work of Experience Oxfordshire and the draft Action Plan around the tourism element of the Economic Growth Strategy which was drafted as follows:

Element Five

Expanding the value of Oxford's tourism across the region.

Recommended Actions:

- Build on the success of Visit Oxfordshire, the Destination Management Organisation and extend the tourism and cultural offer and event calendar.
- Focus attention on increasing the quality of the tourism offer and driving up standards across the sector.
- Extend the range of tourist accommodation, in particular hotels, to support extended trips and visitor expenditure across the region.

Expanding the value of Oxford's tourism across the region						
Project Actions	Project Lead	Project Partners	Key Dates and Milestones	Outputs	Outcomes	How can OSP / Partners support this
Development of a Destination Management Plan for Oxford and Oxfordshire	Visit Oxfordshire	Districts and County Private sector stakeholders	Target completion Autumn 2013	Increased length of stay Improving the quality of accommodation and the visitor offer	Improvement in the range and quality of the visitor offer and the size of the visitor economy in the county (economic benefit)	Supporting the DM plan – all partners individually and collectively supporting the DM Plan Partners can provide advice, details on trends and opportunities
Increasing the number of quality hotel rooms in and around the city	Oxford City Council (planning)	Visit Oxfordshire Developers County (Transport)	Target of one new hotel for the next three years	Increased number of hotel rooms	Increased economic benefit through increased number of o/n stays	Partners support resourcing of marketing and promotion

To increase number of overseas overnight stays (from visits)	VO	Private sector Visit Britain Visit England LEP (link to Inward Investment) Universities and Colleges City and County Councils	Annual review with the aim of Baseline 2011 data: O/s nights 2.67m nights Increase by 1% per annum for the next three years	Increased length of stay and number of trips (targeted key markets eg BRICs)	Broaden appeal of city to key target markets Increased economic benefit	
Business Tourism – Improving the awareness of Oxford as a conference destination (link to inward investment)	VO (Meet Oxfordshire Conference desk)	LEP County City Meet England UKTI Private sector partners Universities and Colleges Conference Oxford	By end of 2015 to have increased the value of conference business to the city (linked to the Visit England RGF funded project)	Increased use of available venues Increase business o/n stays	Increased economic benefit	

5. Education and Skills

The following Action Plan has been developed

Element Six

Continuing to improve educational and skills attainment to support future economic growth opportunities.

Recommended Actions:

- Extend current initiatives to raise schools attainment and to bring greater co-ordination to the existing education/business initiatives, University volunteering schemes and relevant voluntary sector programmes to scale up support for schools (e.g. STEM engagement).
- Work with schools to improve employability skills amongst leavers, to ensure that they are better equipped for the world of work.
- Review with the business sector whether there is the potential to sustain a stronger apprenticeship and skills programmes across the city and county to expand existing initiatives. Link this with the OSP development programme to support and develop employability for young people and adults who are currently excluded from the workforce.

Project Actions	Project Lead	Project Partners	Key Dates and Milestones	Outputs	Outcomes	How can OSP / Partners support this
Procure and monitor and instructional programme to raise literacy and numeracy levels in Oxford City primary schools serving disadvantaged areas	Anna Wright	KRM Psychological and Educational Research Consultants City Primary Schools Francis Craven Oxfordshire County Council	Programme started between November 2012 and April 2013 Initial programme review July 2013 Second phase of programme starts September 2013	Over 100 training sessions and observation sessions for teachers in 8 schools	Improved reading, writing and mathematics on tests at age 7 and 11 in participating schools	Consider what support they might provide participating schools
Procure and monitor a leadership programme for middle and sector leaders in in Oxford City primary schools serving disadvantaged areas	Anna Wright	Oxford University Education Department Oxford Brookes University Oxford Schools learning Consortium City Primary Schools Francis Craven Oxfordshire County Council	Two programmes being run one from Jan to Dec 2013 and one from Jan to Dec 2014	3 core workshops, 6 public seminars 6 action learning sets Online learning access for 80 school leaders	Improved reading, writing and mathematics on tests at age 7 and 11 in participating schools	Consider what support they might provide participating schools

Increase the number of leaders applying for leadership roles in Oxford City primary schools serving disadvantaged areas	Steve Northey	Housing Association	Set up shared equity housing scheme for newly appointed school leaders	Increased number of leaders on shortlists for identified schools	Improved reading, writing and mathematics on tests at age 7 and 11 in participating schools	
Increase the number of year 9 students in Oxford City Secondary schools that have access to the internet	Anna Wright	Rebecca Enyon, The Internet Institute Oxford City Secondary Schools	Work with schools to identify students who are digitally excluded Procure equipment and broadband connection Monitor and support students	Up to 150 students with broadband access at home	Improved GCSE results in 2016 in target students	
Increase the number of partners who employ apprenticeships	Anna Wright/Jay Brine	Paddy Patterson	Work with partners on the OSP to increase the number of partners with active apprenticeship programmes	Increased numbers of apprenticeships available to Oxford City residents	Reduced numbers of NEET	Sign up to have an apprenticeship scheme

Work is continuing through a number of programmes through the Skills Board and locally through the “Breaking the Cycle of Deprivation” and “Back to Work” Groups on work with schools to improve employability skills amongst leavers, to ensure that they are better equipped for the world of work. And also on review with the business sector to sustain stronger apprenticeship and skills programmes across the city and county to expand existing initiatives.

6. Housing Development

The following Action Plan has been developed

Element Seven

Increasing the annual rate of housing development in locations which are easily accessible to the city centre and other main employment areas by cycle, bus, and rail.

Recommended Actions:

- Review the city housing requirement in the context of the forthcoming county-wide assessment to seek to reduce the burden of in-commuting, and improve the city housing-employment balance.
- Develop with adjoining District and County Councils, through SPIP, a set of compacts sharing the benefits and costs (under the Duty to Co-operate) to address the requirements of regional economic growth.

Review City housing requirement within a County-wide assessment						
Project Actions	Project Lead	Project Partners	Key Dates and Milestones	Outputs	Outcomes	How can OSP / Partners support this
<ul style="list-style-type: none"> • To work with neighbouring Districts to agree a brief and appoint consultants to produce a Strategic Housing Market Assessment (SHMA) • To discuss with neighbouring Districts through the 'duty to co-operate' and as part of SPIP how to take forward the findings of the SHMA 	SPIP West Oxfordshire	City Council County Council District Councils LEP Private sector Local commercial agents Key landowners	May 2013 (SHMA consultants appointed) September 2013 (Draft SHMA Report to be received) October 2013 (Discussion at SPIP re findings of	A Strategic Housing Market Assessment (SHMA). An accurate up to date evidence base for population forecast and housing need within City and District areas. Develop a housing delivery strategy that	To provide an up to date understanding of housing need in Oxford and the sub-region. To review the Green Belt and identify sites for future housing and employment growth.	<ul style="list-style-type: none"> • To provide support for the development of major housing sites. • To provide evidence to support the link between housing as part of the labour supply (retention and recruitment of staff) and employment growth; • To support discussion of Oxford's housing and employment needs

<ul style="list-style-type: none"> In the context of the SHMA to seek a wider review of the Green Belt to explore potential opportunities to accommodate further housing and or employment growth. To seek to align key infrastructure and transport projects/funding to facilitate the development of future housing and employment sites. 			SHMA and potential for wider review of Green Belt)	links the new housing sites to infrastructure needs to increase prospects of sites coming forward earlier.		<p>within the sub-region</p> <ul style="list-style-type: none"> To encourage the LEP and SPIP to work together to seek solutions to infrastructure and transport projects that could support both housing and employment growth.
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Develop a set of compacts, through SPIP, to share the costs and benefits to support economic growth						
Project Actions	Project Lead	Project Partners	Key Dates and Milestones	Outputs	Outcomes	How can OSP / Partners support this
<ul style="list-style-type: none"> To explore how the SHMA and wider review of the Green Belt will impact on the future transport and infrastructure priorities can be taken forward in partnership with SPIP To show clear progress in taking forward the main 'asks' in the City Deal to increase housing delivery To establish a timetable and programme to bring 	SPIP West Oxfordshire	City Council County Council District Councils LEP Private sector Local commercial agents Key landowners	<p>May 2013 (SHMA consultants appointed)</p> <p>September 2013 (Draft SHMA Report to be received)</p> <p>June 2013 Submission of detailed City Deal 'ask' to Government.</p>	<p>A Strategic Housing Market Assessment (SHMA)</p> <p>Provide accurate up to date evidence base for population forecast and housing need within City and District areas.</p> <p>Undertake wider Green Belt Review and identify potential new sites to accommodate</p>	<p>An up to date understanding of housing need in Oxford and the sub-region.</p> <p>A Review of the Green Belt which identifies sites for future housing and employment growth.</p> <p>Set out a programme for</p>	<ul style="list-style-type: none"> To provide evidence to support the link between housing as part of the labour supply (retention and recruitment of staff) and employment growth; To encourage partnership working between the LEP and SPIP. To support infrastructure and transport projects together with funding

<p>major housing sites including urban extensions.</p> <ul style="list-style-type: none"> To seek to align key infrastructure and transport projects/funding to deliver future development of these sites. 			<p>July 2013 Presentation of City Deal to Ministers.</p>	<p>housing and employment growth.</p>	<p>increasing the delivery of housing linked to areas of employment growth within Oxford and the sub-region (including Science Vale and Bicester).</p> <p>Set out a delivery plan for unlocking key sites, including public sector sites and provide market support that stimulates a wider range of housing opportunities.</p>	<p>bids that could support both housing and employment growth.</p>
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7. Broadband and Wireless

Oxford is one of 22 Cities that has been allocated funding from the £150m Urban Broadband Fund (Wave 1 - Large Cities £100m; and Wave 2 - Smaller Cities £50m). In July Government confirmed that Oxford has been allocated just under £5m, as follows:

- up to £3.1m for a voucher scheme
- up to £1.5m for a wireless concession
- up to £230k for wireless on public transport

Voucher Scheme

- Due to state aid challenges the original plan to provide funding for fixed infrastructure build (fibre) was scrapped and Government has moved towards a voucher scheme
- Government has consulted on the voucher scheme and we are awaiting outcomes from the consultation.

- It will be targeted at SMEs and the voucher will be made available to cover connection costs for ultrafast broadband (100 megabytes per second or faster)
- A range of suppliers (national and local) will be in the scheme and it will be up to the SME to choose a supplier – we would welcome contact details of any potential local suppliers that we can invite to register
- Likely maximum value of voucher will be £3000
- Effectively it will be a national scheme administered locally
- Likely launch in October following short trial with four cities - www.connectionvouchers.co.uk
- We need to do some work on demand stimulation and are in discussions with partners about doing some joint work and joint resourcing – offers of help welcome
- SMEs in postcodes in the city boundary that benefit from the County Better Broadband project will not be entitled to a voucher – state aid regulations do not allow more than one intervention per area
- City Project can only benefit premises with the Oxford City Council administrative boundary
- Some of the voucher scheme allocation can be spent on the wider “public sector family” to improve delivery and access to services – e.g. Health Centres, Leisure Centres, Community Centres etc.

Wireless Concession Project

- Aiming a wireless concession model that covers city centre area and other key areas of the city including Cowley Road, Headington (Hospital and Brookes sites) and Banbury Road area
- Concession model along the lines of the O2 and Westminster partnership – O2 have access to street lights and other public sector assets and have used them to install the kit required to deliver a wireless network which has been made available free of charge to members of the public
- We’ll be undertaking a three stage process
 - Audit of public sector assets that can be used (City Council, County Council, Universities and NHS)
 - Upgrade of assets so that they are ready to be used (e.g. 24/7 power)
 - Procure supplier on competitive dialogue basis – aim to cover as much of the city as possible
- Also looking at linking this with wireless hotspots in museums, galleries and public sector buildings

Wireless Public Transport

- Supporting bus companies to provide free wireless services on all city based bus services

- State aid regulations mean that a limited amount of financial support can be provided and this limit is at a parent company level rather than a divisional level.
- Currently in discussion with bus companies in the city with very positive responses so far

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