

TITLE OF BID (This will be used for ease of reference only)**Becoming a World Class Economy****PRIORITIES**

The Public Service Board have revised the criteria for the final round. Bids must now demonstrate how they meet one or more of the following criteria.

- Targets skills improvement.
- Targets job creation.
- Improves health and well-being for people in the most deprived communities.
- Improves the physical environment in the most deprived communities.
- Improves public involvement and engagement in the most deprived communities.

Note; most deprived communities means the most deprived areas based on the indices of deprivation - and pockets of deprivation anywhere in the county. For example where there are inequalities in accessing services. If your bid targets deprivation please explain who and where you are targeting.

Bids are also expected to support strategic objectives/pledges in the Oxfordshire 2030 Strategy.

OUTCOMES

1. What will the outcomes of this project be? What will the positive impact of this activity/project be in the next 2 years? No more than 100 words.

Increased employment across the county in the following areas:

Visitor Economy

- in hospitality, retail, leisure and tourism due to increases in the:
 - total number of visitors
 - average length of stay
 - number of overnights
 - average spend per head

World Class Economy

- due to increased investment by businesses new to the area as well as those already established in the county

Business Formation and Growth

- due to increases in the:
 - number of sustainable businesses created
 - sustainable growth of existing companies
 - number of local businesses winning public sector procurement tenders
 - profitability, efficiency, resilience, competitiveness and marketability of local businesses

PLANS

2. Please describe how you are going to do this. No more than 200 words

Visitor Economy

- ◆ Visitor Experience Development

By

- *Delivering an integrated tourism campaign to generate longer stays and increased spend through domestic and international marketing campaigns centred on Oxford, the Oxfordshire Cotswolds and places of interest in Oxfordshire capitalising on the 2012 Olympics*

- ◆ Cultural Tourism Development

By

- *Developing existing and future cultural tourism offers; increasing the number of national and international festivals; maximising the potential of the World Book Capital 2014 bid, Children's Food and Oxfordshire Science Festivals.*

World Class Economy

- ◆ Inward Investment

By

- *Understanding and promoting the advantages Oxfordshire has to offer as a business location.*
- *Coordinating and adding value to existing work undertaken in the County.*
- *Coordinating enquiries and data bases county-wide.*
- *Engaging with and supporting key clusters such as bio-science, ICT and clean technology*

Business Formation and Growth

- ◆ Business Mentoring

By

- *supporting the business mentoring services currently provided by OBE (specialising in business start-ups) and TBAC (specialising in established businesses).as part of a county-wide service covering the complete spectrum of mentoring services from on-line mentoring through to peer-group mentoring and including business mentoring provided as BSSP products and by the Oxfordshire IGT.*

- ◆ Public Sector Procurement

By

- *Delivering training sessions for local businesses on the public sector procurement process and focusing on how to win work with public sector agencies.*
- *Encouraging the public sector procurement agencies to utilise private sector expertise to create greater procurement efficiencies*

- ◆ Business Support Fund

By

- *Prioritising the needs of businesses in Oxfordshire and providing support to achieve sustainable recovery and growth across the spectrum of Oxfordshire business activity. Examples of uses to which the fund will be put include the following:*
 - *Digital inclusion of individuals and businesses to maximise their market potential*
 - *Support to help retailers adapt to a rapidly changing business environment*
 - *Review of the scope of the Village Shops Development support scheme.*
 - *Support for businesses in Market towns*

EVIDENCE OF NEED

3. How have you identified that there is a need for this activity and what evidence do you have to support the approach? No more than 100 words.

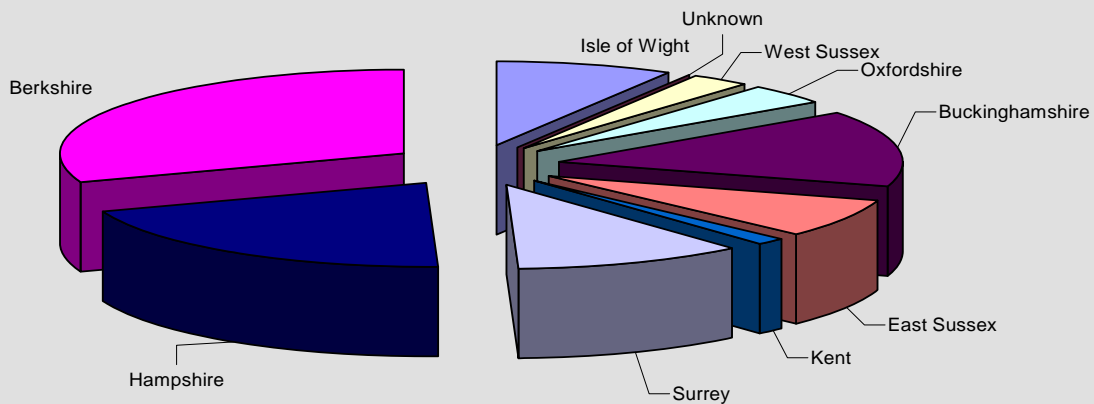
Visitor Economy

Compared with other regions in the UK, Oxfordshire has fewer total visitor numbers, shorter average stay durations, fewer overnight stays and lower average spend per visit than the leading areas.

Top 10 towns: visits, nights and spending, 2008	Visits	Nights	Spend
	1000s	1000s	£mil
London	14,753	90,815	8,126
Edinburgh	1,191	5,376	377
Manchester	889	5,891	299
Birmingham	763	5,068	257
Glasgow	629	3,876	208
Liverpool	553	2,830	188
Bristol	492	3,703	157
Oxford	437	2,999	198
Cambridge	382	2,754	200
Cardiff	342	2,032	103

World Class Economy

In 2008, only 48 new jobs were created in Oxfordshire by inward investment by 8 global businesses and only 16 companies relocated last year accounting for only 7.5% of SE Inward Investment successes.



Business Formation and Growth

Whilst Oxfordshire creates businesses at a similar rate to its neighbours the number of jobs created significantly lags behind – our businesses are not growing at the same rate as they are in surrounding counties.



4. Do you have any evidence or examples to demonstrate that the approach is effective? No more than 100 words.

Visitor Economy

Destination management is recognised by the World Tourism Organisation as being a key to sustainable tourism development at the destination level.

World Class Economy

Swindon, Thames Valley and Milton Keynes have all demonstrated the effectiveness of having dedicated resources focused on enquiry generation, enquiry handling, investor support and aftercare.

Business Formation and Growth

OBE, TBAC and other mentoring programmes in the South East have shown that new businesses are more likely to succeed if they have mentoring support.

There are many examples to show that providing assistance with the public sector procurement process can reap real dividends.

Targeted business support has been shown to have the greatest impact in making a difference to the local economy.

RESOURCING

5. How much are you applying for? Please consult the relevant partnership tasked with co-ordinating bidding and also note the decisions of the Public Service Board about the maximum amounts which are available to bid for.

The table below gives a break down of the total of £1,000,000 which is being applied for.

Bid theme	Project	Reward Grant Allocation
Visitor Economy		
	Visitor Experience Development	£200,000
	Cultural Tourism Development	£50,000
		£250,000
World Class Economy		
	Inward Investment	£450,000
		£450,000
Business Formation and Growth		
	Business Mentoring	£120,000
	Public Sector Procurement	£25,000
	Business Support Fund	£155,000
		£300,000
		£1,000,000

6. What are you planning to spend the money on? Please note

- funding is not for “business-as-usual” activity, it is for activity to deliver something new or different.
- Activity/projects must be self-sustaining and not create further funding problems in the future – for example by creating posts that will have to be funded beyond the life of the project. If posts are a part of this bid, please explain how that is dealt with.
- Overall the expenditure of all reward grant must achieve a 50% capital and 50% revenue balance. Please indicate the capital and revenue elements of the bid and say whether there any balancing issues which will need to be addressed when considering all the bids together.

The outline plans for the application of the funds requested are given for each project below:

Visitor Economy

Visitor Experience Development

Description	Sustainability	Capital	Revenue
To deliver a new integrated approach to the promotion of tourism in Oxfordshire	Funding will be used directly to deliver an international marketing campaign for two years engaging all districts and the local industry and demonstrating added value to achieve significant industry support by year 3	Set-up costs for infrastructure, database, interactive website and international marketing collateral.	Direct marketing costs for 2 years with minimal administration costs
Sub Total		£100,000	£100,000

Cultural Tourism Development

Description	Sustainability	Capital	Revenue
To support improved marketing and promotion to grow at least 2 existing Oxfordshire festivals to national status by 2011 and to equip them to maintain that status from 2012.	Funding will be used to support the promotion of up to 5 festivals for 2 years to enable them to become sustainable national events by year 3	Improvements to infrastructure, database, web-sites and marketing collateral	Delivery costs to increase the national profile of existing festivals and the county as a destination for cultural tourism
Sub Total		£25,000	£25,000

World Class Economy

Inward Investment

Description	Sustainability	Capital	Revenue
To deliver a new county-wide inward investment service.	Funding will be used to pump-prime the establishment of a county-wide Inward Investment Service for 2 years to enable it to demonstrate sufficient added value to achieve 100% industry support by year 3	Set-up costs for infrastructure, database, interactive web-site and international marketing collateral	Employment costs for dedicated resource for 2 years either on secondment or fixed term contract
Sub Total		£225,000	£225,000

Business Formation & Growth

Business Mentoring

Description	Sustainability	Capital	Revenue
To deliver a new county-wide business mentoring service building on the activities currently carried out by OBE and TBAC.	Funding will be used to pump-prime the establishment of a county-wide Business Mentoring Service for 2 years to enable it to demonstrate sufficient added value to achieve 100% industry support by year 3	Set-up costs for infrastructure, database, interactive web-site and marketing collateral	Employment costs for dedicated resource for 2 years either on secondment or fixed term contract
Sub Total		£60,000	£60,000

Public Sector Procurement

Description	Sustainability	Capital	Revenue
To deliver a new county-wide service to help local businesses to become suppliers to the public sector and to encourage best practice in public sector procurement	Funding will be used to support the development and promotion of the Source Oxford procurement portal.	Set-up costs for infrastructure, database, interactive web-site, literature, training materials and marketing collateral	Delivery costs to provide training and facilitate engagement between local business and public sector procurement organisations
Sub Total		£12,500	£12,500

Business Support Fund*

Description	Sustainability	Capital	Revenue
To provide targeted support to businesses to make the greatest economic impact both during the recession and beyond into future recovery in areas that are not covered by existing business support initiatives.	Funding will be used to set up a fund to provide support for local businesses both during the recession and into the future for a period of 2 years. All funded activities will look to be pump-priming leading to self sufficiency in year 3	To help business with set-up costs for infrastructure, databases, web-sites and marketing collateral	Delivery costs to identify and prioritise the needs of local businesses to provide support to achieve sustainable recovery and growth across the spectrum of Oxfordshire business activity
Sub Total		£77,500	£77,500
Total		£500,000	£500,000

**The prioritisation, selection criteria and performance monitoring framework for the Business Support Fund will be produced by the OEP Business Support Task Group and will be submitted to PSB for approval prior to the release of funds under this category.*

All activities funded by these projects are new or different additional services to enable the businesses and people in Oxfordshire to build on the county's significant asset base to be able to compete on a global stage as a world class economy.

All projects are designed to become self-sustaining after the LAA funding has been used to pump prime activities.

The 50/50 capital/revenue split is in line with the requirements for the bid and uses the widest definition of capital, as provided by OCC, which follows the general principle that revenue will be broadly used to pay for human resources to deliver project activity and capital will be spent on creating added value assets which will endure beyond the life of the projects.

7. Outline the phasing of resources required and the type of expenditure

Financial year	Capital	Revenue
2010/11	250,000	250,000
2011/12	250,000	250,000
Total	500,000	500,000

8. Please outline what other resources, if any, will support the delivery of the project. Please note that projects/activity must be fully funded either from this bid or from a mixture of this bid and other sources.

Visitor Economy

The Visitor Experience Development project will be supported by £267,000 match funding from Oxford City Council, Oxfordshire County Council, OEP, District Partners and from membership fees from industry. It is also anticipated that income will be raised from a number of other avenues to include: industry contributions to targeted "package" campaigns, Corporate Sponsorship, and other trading activities: Conference Bureau, Oxfordshire Film Office (from August 2010), Booking commissions via website and E-sales.

The Cultural Tourism Development project will receive £225,000 in-kind matched funding from Oxford Inspires and Science Oxford. Northmoor Trust will contribute £60,000 in-kind and £140,000 new leveraged funds. Over £400,000 of in-kind resources and £250,000 in new leveraged funds are expected from participating cultural organisations. Additional income will come from regional cultural agencies, businesses, trusts/foundations and earned income.

World Class Economy

The Oxfordshire Inward Investment Service will receive £42,612 of match funding from OEP to appoint a senior administrator and £10,000 of LABGI's Promoting Oxfordshire funding.

Business Formation and Growth

The Business Formation and Growth projects will be administered by OEP staff as part of their match funding contribution.

PROJECT MANAGEMENT

- Describe project management arrangements and how performance will be monitored and managed

The project management and performance monitoring arrangements are summarised below:

Theme	Project	Lead	Partners	Performance
Visitor Economy	Visitor Experience Development	OEP Tourism Task Group	OCC, Oxford City Council, WODC	Monthly by OEP Board Quarterly by OEP Members
Visitor Economy	Cultural Tourism Development	OEP Tourism Task Group	Oxford Inspires, OCC, Oxford City Council	Monthly by OEP Board Quarterly by OEP Members
World Class Economy	Inward Investment	OEP Promoting Oxfordshire Task Group	Science Vale UK, OCC, Local Authorities, SEEDA, UKTI	Monthly by OEP Board Quarterly by OEP Members
Business Formation & Growth	Business Mentoring	OEP Business Support Task Group	Cherwell District Council, OBE, TBAC, Business Link, Oxfordshire IGT	Monthly by OEP Board Quarterly by OEP Members
Business Formation & Growth	Public Procurement	OEP Business Support Task Group	Federation of Small Businesses, OCC, Oxford City Council	Monthly by OEP Board Quarterly by OEP Members
Business Formation & Growth	Business Support Fund	OEP Business Support Task Group	OCC, Local Authorities, OTCN, ORCC, FSB, IoD	Monthly by OEP Board Quarterly by OEP Members

Under the new governance structure for OEP which will come into force in January 2010, each of the three themes will be the responsibility of the OEP Board Director who holds the portfolio for the corresponding area of activity. There will be a dedicated member of the OEP executive staff assigned to each of the three themes.

On a day to day basis, the individual projects will be managed by designated members of staff within one or more of the partner organisations and the operational detail will be managed within existing OEP Task Groups, reporting monthly to the OEP Board. There will be quarterly reports to the OEP Membership and PSB.

At the end of the project, post 2012, an independent review/evaluation will be commissioned to make sure the project has met its three year targets and that the funding has been spent according to plan.

- Partnership submitting this bid

Oxfordshire Economic Partnership

- Lead officer, for queries relating to this bid

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- Lead accountable body responsible for managing the funding

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