

**PUBLIC SERVICE BOARD - 5 SEPTEMBER 2007****BLOCK FOCUS: ECONOMIC DEVELOPMENT AND ENTERPRISE (EDE)  
UPDATE, SEPT 2007**

During the Annual Review of progress on the LAA it was agreed that the work of the EDE block would be feature at the September PSB meeting.

The attached papers provide updates on three EDE LAA targets:

1. Adult Learning double stretch target
2. Enterprise Journey non-stretch target
3. Tourism non-stretch target

For each there is a description of the target, a summary of progress and issues and some recommendations for agreement by the Board.

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Oxfordshire County Council  
23<sup>rd</sup> August 2007

**Summary of the recommendations in this report. The Board is asked to approve,**

**Adult Skills**

- I. Encourage SEEDA to do everything possible to continue its funding for this area of work beyond March 08**
- II. Support Oxfordshire County Council as it seeks to assure the continuity of the Learning Communities Project**

**Enterprise**

- III. The deletion from the target of “2% increase p.a. 2006-07 to 2008-09 in young people aged 14 -25 in starting their own business (pre start)” because it is unmeasureable**
- IV. That support to enterprise education and promotion of an entrepreneurial culture are priorities that should, if other criteria are met, continue to figure in the next round of the LAA**
- V. That the detailed design of the future project(s) be developed with the involvement of schools and businesses**

**Tourism**

- VI. The final revision of the tourism target and baseline indicators.**
- VII. Tourism officers and the OEP Special Interest Group exploring options for further targets for the next round of LAA currently under development**

## 1. LAA Adult Skills (Double) Stretch Target

### Introduction

Achieving the LAA Adult Skills target – see below and in Appendix A –will result in a double reward grant of £2.7 million. The target has two parts:

**Baseline element** – 4,655 adults within the 13 most deprived Super Output Areas (SOAs) participating in learning between April 2006 and August 2009

**Stretch element** – An additional 720 adults within the 13 SOAs achieving at least and NVQ level 1 or equivalent qualification.

The stretch target was developed by the SEEDA funded Area Programme but delivery of both parts of the target is dependent on learning provided by colleges of further education, by work based learning and by adult and community learning as well as by the projects of the Area Programme.

**This note outlines some of the reasons for concern about current progress on this target and makes recommendations to the Public Service Board.**

### Performance

Data provided by the LSC – see appendix B – shows that overall the skills target is on track. The project is slightly ahead of target on qualifications and slightly behind on participation.

### Risks

The Area Programme has allocated the largest proportion (35%) of its funding (£714,000 out of £2.05 million) through the Oxfordshire County Council's Children Young People and Family's (CYPF) Learning Communities project which works to encourage participation in adult learning in the deprived areas of Oxford. (See Appendix C) The Area Programme comes to an end in March 08 fifteen months before the end of the LAA in August 09<sup>1</sup>.

As a result the Learning Communities programme faces a funding shortfall from April 08 until August 09 and achieving the LAA target will be much less likely if the Learning Communities project does not perform well.

The project manager, John Ord, and two other key staff are leaving in the coming months. Uncertainty about future funding means that replacing them is more difficult.

### Recommendations

**The Board is asked to:**

- I Encourage SEEDA to do everything possible to continue its funding for this area of work beyond March 08.**
- II Support Oxfordshire County Council as it seeks to assure the continuity of the Learning Communities Project.**

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<sup>1</sup> Although most of the LAA finishes in Mar 09 the Adult Skills target will continue until Aug 09 to take account of the academic year.

## Appendix A: Description of the LAA Adult Skills target

- 1.1. The Economic Development and Enterprise (EDE) block has one stretch target, which if successfully achieved will attract a double reward of £2,767,062.40.
- 1.2. This target has slightly longer timescales to recognise the importance of the academic year. So the target started on 1<sup>st</sup> April 2006 and runs until 31<sup>st</sup> August 2009 whereas the rest of the LAA has to be achieved by 31<sup>st</sup> March 2009
- 1.3. The target can be expressed as follows –

**Baseline element** – 4,655 adults within the 13 most deprived Super Output Areas (SOAs) participating in learning between April 2006 and August 2009

**Stretch element** – An additional 720 adults within the 13 SOAs achieving at least an NVQ level 1 or equivalent qualification.

### 1.4. Definitions

- Adult – individual aged 19 years or older (LSC definition)
- Super Output Area – small geographic area, smaller than ward level, used for statistical comparison. Oxfordshire is made up of 404 SOAs.
- 13 target SOAs are those in the most deprived 20% nationally as defined by the Indices of Multiple Deprivation –
  - 5 in Blackbird Leys/Northfield Brook, Oxford
  - 2 in Rose Hill, Oxford
  - 2 in Barton, Oxford
  - 1 in Carfax, Oxford
  - 3 in Ruscote, Banbury (Bretch Hill area)

### 1.5. Development of the target

The baseline element of the target was calculated using Individual Learner Record (ILR) data from the LSC.

Based on learner postcodes for the 13 target SOAs LSC records show the following levels of adult participation for the academic year 04/05:

- 1117 (out of 31949) for Further Education. The most significant providers in the 13 SOAs are Oxford and Cherwell Valley College (OCVC) and Oxfordshire County Council (OCC).
- 240 (out of 11354) for Adult and Community Education. The most significant provider in the 13 SOAs is OCC.
- 104 (out of 2473) for Work Based Learning. The most significant provider in the 13 SOAs is OCVC.

The total number of adults participating in 2004/05 in the 13 target SOAs was multiplied by 3 (the number of years in the LAA) and a percentage growth added to arrive at the baseline figure of 4655.

The stretch element of the target was based on the Area Programme target for SEEDA of 720 people participating in learning. The original Area Programme target was related to achievement (hence the alignment with the stretch element), but analysis of Area Programme projects indicates they are not delivering qualifications.

2. Delivering the Adult Skills target

2.1. A number of issues have come to light when trying to understand the target and how it can be delivered.

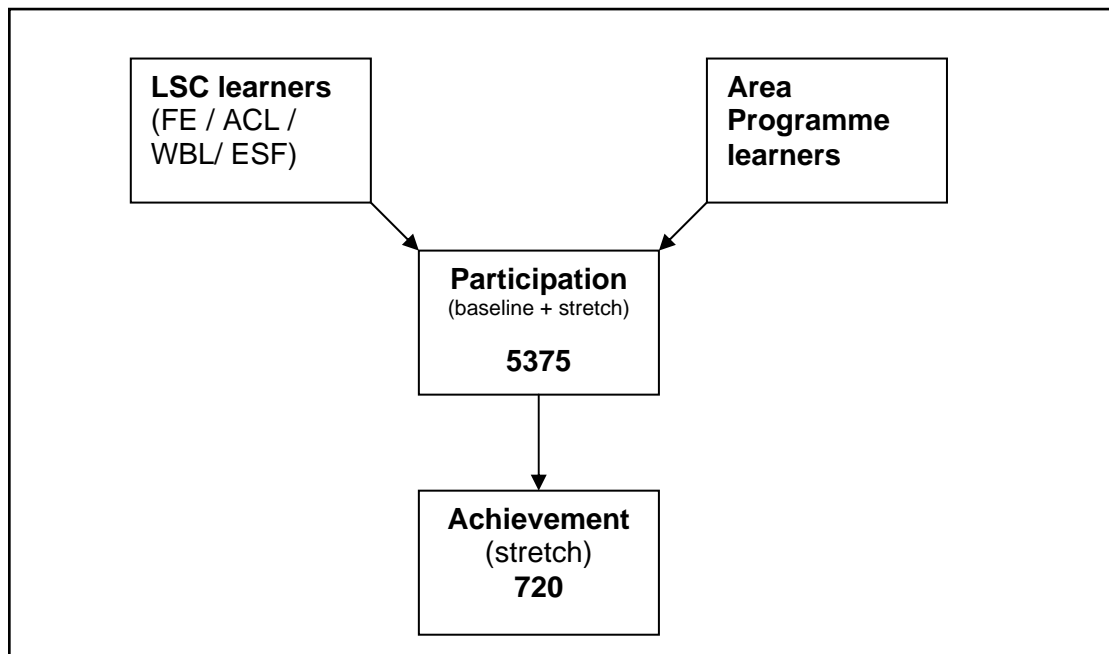
- The baseline and stretch elements are counting different things
- The Area Programme is not delivering accredited outcomes, so will not deliver the stretch element as originally thought.
- The calculation of the baseline element takes no account of changes to priorities for funding adult learning.
- The target is not expressed in a very ‘friendly’ way

2.2. The target can be better understood by saying that we need **5370** people (4655+720) aged 19 years or older, resident in the 13 most deprived Super Output Area in Oxfordshire to participate in learning activity of at least 6 guided learning hours. Then, of those 5370 people, **720** to achieve a qualification at Level 1 or higher.

2.3. Given the possibility of further reductions in funding for adult learning, it is possible that participation figures for LSC funded adult learners will reduce over the period of the LAA. The Area Programme is funding significant levels of learning activity that will boost participation (baseline element) figures.

Equally, activity funded by the Area Programme is often ‘first step’ learning that will not always lead to an NVQ or equivalent qualification. The majority of LSC funding is targeted at Skills for Life and training at NVQ level 2 and above, hence producing a significant number of achievements (stretch element).

2.4. The aim is to pool learners to achieve the participation (baseline) element of the target and then monitor the level of achievements, in order to achieve both parts of the target.



FE= Further Education, ACL= Adult and Community Learning, WBL=Work Based Learning, ESF = European Social Fund

## **Appendix B: Progress report - Adult skills stretch target**

Data on participation and qualifications come from the Individual Learning Records established for each learner that are recorded by the Learning and Skills Council, LSC. Data for each academic year take some time to be finalised and to date we only have confirmed information for the first year of the Area Programme (05-06). During that period:

- 1,081 learners in the 13 SOAs had participated, representing 20% of the target being met within 30% of the target timeframe
- 281 learners in the 13 SOAs have gained at least a notional Level 1 qualification in the first year of the programme, representing 39% of the target within 30% of the time frame

Final, verified figures have now been supplied by the LSC for the first year of the target. Set out below are some key data.

### **Participation**

At the end of the first year of the programme, March 06, 1,081 learners had participated, representing 20% of the target being met within 30% of the target timeframe. Of these 1,081 learners:

- 17% are in Ruscote in Banbury
- 14% in Barton & Sandhills
- 23% in Blackbird Leys
- 9% in Carfax (Oxford City centre)
- 17% in Northfield Brook (Greater Leys)
- 21% in Rose Hill & Iffley

In terms of funding stream:

- Further Education accounted for 62% of the programme
- European Social Fund – 20%
- Adult & Community Learning – 8%
- Work Based Learning – 5%
- Train 2 Gain – 4%

### **Achievement**

281 learners have gained at least a notional Level 1 qualification in the first year of the programme, representing 39% of the target within 30% of the time frame. Of these:

- 15% of learners were in Ruscote, Banbury
- 16% in Barton & Sandhills
- 18% in Blackbird Leys
- 9% in Carfax
- 16% in Northfield Brook
- 26% in Rose Hill & Iffley

In terms of funding stream:

- Further Education – 85%
- Work Based Learning – 12%
- European Social Fund – 2%
- Adult & Community Learning – 1%.

## Appendix C: Learning Communities indicative budget

Project Name	SEEDA Funding	Other Funding (list funders and amounts)		Total LC Budget	Total Area Programme Funding
<b>2005-2006</b>					
<b>Learning Communities</b>	£85,455	Other Funders	£44,668	£130,123	£350,000
<b>% of Learning Community Budget</b>	<b>66%</b>		<b>34%</b>		
<b>2006-2007</b>					
<b>Learning Communities</b>	£353,869	Other Funders	£285,000	£638,869	£935,000
<b>% of Learning Community Budget</b>	55%		45%		
<b>2007-2008</b>					
<b>Learning Communities</b>	£274,520	Other Funders	£12,231	£286,752	£765,000
<b>% of Learning Community Budget</b>	96%		4%		
<b>Total</b>	£713,846		£341,900	£1,055,744	£2,050,000
<b>% of Learning Community Budget</b>	68%		32%		
<b>% of Area Programme budget</b>	35%				

## **2. EDE Enterprise target**

### **Summary**

The Annual Review of the LAA and GOSE's report on it highlighted areas of concern with the Economic Development and Enterprise block of the LAA. It was agreed at the review meeting that progress in this block would be reviewed at the next meeting of the PSB.

This report looks specifically at the Enterprise Target to increase employment and increase levels of business start ups and:

- details the progress made/not made
- draws lessons and suggests possible areas of interest for consideration in developing future LAA targets in this area
- establishes the links between the Enterprise project and work to support business start ups
- Makes recommendations on how to proceed

### **Introduction**

1. The LAA Annual Review highlighted this target as being at a high risk of not being met, and at the Review meeting with GOSE it was agreed that there was an urgent need for action to be taken to set a baseline and to encourage a wider focus on the target. GOSE recommended that the Public Service Board reviews progress on this target at the September meeting. See Appendix 2 for extract from GOSE report concerning the EDE block of work
2. A key point made by GOSE was that work carried out so far (the Enterprise Journey project (see below) is focussed on schools and so misses entirely 19 to 25 year olds.
3. The outcome, indicator and targets are in Appendix D.

### **Why the target was included**

4. This LAA target was worked up by the Economy & Enterprise Delivery Group because all members consider that encouraging enterprise and entrepreneurship amongst young people is key in developing a new culture around the world of work and business. They also felt that the target would help the Oxfordshire Economic Partnership to realise Oxfordshire's potential as a pioneering, productive, world-class economic sub-region.

However, enterprise education and promoting entrepreneurship are very different areas that are frequently confused. The targets as expressed in the LAA reflect this.

### **What has happened so far**

5. The first of the targets to develop materials and planning workshops for Key Stage 4 enterprise students and thus to increase the proportion of young people 'considering enterprise as a career option' is being progressed through the Enterprise Journey project, which has been funded by GROW, SEEDA and the County Council and is being managed by the Oxfordshire Education Business Partnership (OEBP). The baseline data has been collated through Focus Groups meetings in 5 schools, one in each district.

6. In terms of the second target, which seeks to encourage young people 14-25 to start their own businesses, a small working group was established to scrutinise the target and to draw up a work plan for taking it forward.. However, once it was verified that neither Business Link Solutions, VAT Registrations nor Young Enterprise Oxfordshire collect such information on the age of individuals starting their own business, **it was agreed to report to the Public Service Board that the target is un-measurable and should be deleted from LAA 2006-2009.** It needs to be recognised that no resources in terms of funding and staff time were allocated to this target, and measuring the number of young people starting their own businesses is not a function of the OEBP or any other organisation.
7. The draft Baseline report makes some revealing points that the PSB should consider when discussing this target. In response to the question ‘would you start a business’ most students said “no”. Many qualified their responses which when unpacked could be translated to “not right now” with 96% stating they wanted to go to University after school. Many students considered that starting your own business was “something people do in their 30s.”
8. While the materials and workshops have been successfully developed by OEBP it is clear that:
  - a. Schools based work can only deal with part of the 14-25 cohort
  - b. “Considering enterprise as a career option” is too vague a concept and is not necessarily affected by the measures delivered by the project
  - c. The aim of encouraging young people to set up their own businesses as a result of improved enterprise education in school is ‘off beam’. The young people the consultants met were bright and driven, but have plans to further their education after A Levels. They are more than willing to take on the challenge offered in today’s business environment, but they believe they need more training and preparation at this stage in their school careers. It is likely therefore that the numbers of young people aged 14 to 25 starting their own business is likely to be so minuscule that it is not worthy of an LAA target. The final report will set out some key policy interventions which could assist in shifting attitudes.

The lessons learnt to date concerning the design and management of this target are set out in Appendix G.

## **Considerations for LAA2**

9. The Oxfordshire Economic Partnership has recently established Special Interest Group (SIG) for Business Support. A list of members of the SIG is at Appendix F. A mapping exercise will be undertaken to show the journey from enterprise and business education in schools right through to growing a business, and the support available at each stage of that journey. There are gaps in the support on offer and it is the aim of the SIG to identify the gaps and potentially to identify how the gaps might be addressed. Outlined below are some initial ideas for projects that the PSB might like to consider:

## **Promoting Entrepreneurship**

- Focussing the project on helping young people consider starting a business as one of their options.

- Provide distinct support to enterprise education and promotion of entrepreneurship through schools and other organisations, possibly strengthening the role of Education Business Links organisations
- Offering a menu of options that schools could take up – Young Enterprise, adapted Business Boffins type materials, FE college courses and other education business activities, Metrics: participation and graduation from courses
- Supporting other initiatives promoting entrepreneurship: both for young people and, through PRIME, for over 55s. Metrics – participation and graduation
- Strengthen support provided by business and other employers to schools to the mutual benefit of both schools and businesses
- Link to 14-19 development of Business Diploma when it comes on line and with the specialist Enterprise schools

There is already a sufficiency of initiatives and projects in this area: the need is for coordination not more initiatives.

### **Recommendations to PSB**

#### **10. The Board is asked to approve:**

- III The deletion from the target of “2% increase p.a. 2006-07 to 2008-09 in young people aged 14 -25 in starting their own business (pre start)” because it is unmeasurable.**
- IV That support to enterprise education and promotion of an entrepreneurial culture are priorities that should, if other criteria are met, continue to figure in the next round of the LAA.**
- V That the detailed design of the future project(s) be developed with the involvement of schools and businesses.**

**Appendix D – the LAA target**

Outcome	Indicator	Target	Funding streams contributing to outcomes
Increased employment and increased levels of business start ups	Attitudes of young people to enterprise and entrepreneurial activity (setting up a business)	<p>The project will start in June 2006. Initial work will include developing materials and planning workshops for Key Stage 4 enterprise students.</p> <p>4.5% increase in total from 2006-07 to 2008-09 of young people aged 14 -25 considering enterprise as a career option. Baseline to be established by September 2006</p> <p>2% increase p.a. 2006-07 to 2008-09 in young people aged 14 -25 in starting their own business (pre start)</p>	Enterprise Journey funded by GROW, SEEDA and Oxfordshire County Council. Baseline data funding provided by the 4 district Councils and Oxford City Council

**Appendix E: Extract from GOSE. Highlight Report on Oxfordshire Local Area Agreement (LAA), Annual review April 2006 – March 2007**

**2 EDE Block**

**2.1 Main outcome at risk:**

*There is high risk of one outcome in this block not being met. This is the outcome “increased employment and increased levels of business start up”. The risk to delivery is mainly around the setting of baselines and ownership for delivery of this outcome.*

*The target set an increase from 2006/7 of 4.5% by 2008/9. Research has been commissioned but not yet been completed. Also, activity on this target has started with teachers being trained to encourage pupils to consider enterprise as a career option. But GOSE considers that the weakness to delivery in this target is that the activity as presented at the review was solely within schools and there is no focused work for 19-25 year olds, who are also included in this target. Also there is no way at present to measure their consideration of enterprise as a career option either post 16 or post HE and whether this has increased. We also discussed at the review the need to be able to measure pre-starts and as yet this data is not available.*

*We discussed and agreed at the review that there was an urgent need for action to be taken to set a baseline and to encourage a wider focus on this target. A further risk is that there are no specific action plans in place at present relating to delivery of this outcome and GOSE recommended that the PSB reviews progress on this target at their next meeting.*

**2.2 Further data gap on EDE**

*There is also a time lag in the setting of targets for EDE outcome 3 “increase Oxfordshire’s GVA by developing tourism” However, this risk is likely to be mitigated as there is considerable activity by partners to set a baseline and propose targets. We agreed at the review that these would be presented to the PSB in September.*

**2.3 Finalisation of Change to wording on stretch target**

*We have now agreed the 13 SOAs and the wording for the EDE target on adult skills. We agreed at the review that GOSE would write to formally confirm this, which we have now done. Good progress is however, being made on this outcome and the amendment required has not delayed progress by partners on this outcome.*

**Appendix F – Members of the OEP Business Start Up Special Interest Group (SIG)**

<b>Name</b>	<b>Organisation</b>
Barry Wheatley	Federation of Small Businesses
Chris Carr	Oxfordshire Business Enterprise
Dave Waller	Oxfordshire County Council
David North	Business Link
Karen Matthews	Cherwell DC
Keith Slater	Chamber of Commerce
Kiron Noonon	
Mike Jennings	Jennings of Garsington
Nick Quail	South Oxfordshire DC
Philip Wootton	Business Link
Will Barton	West Oxfordshire DC
Llewlyn Banks-Hughes	Petrospot
Dawn Pettis	Oxfordshire County Council

**Appendix G: Lessons Learnt**

1. It is very important that partners start planning the LAA targets early.
2. Each LAA target must have:
  - Ownership from one organisation that will provide leadership and be accountable for delivery
  - Support from members of the Public Service Board and managers of the organisation responsible for delivery
  - Clear metrics that can be provided as a base line and reassessed in an auditable fashion upon completion
  - A clear strategy (project) for delivering the change in metric that is promised
3. Targets and projects should not be developed just because funding is available to deliver them – this distorts priorities

### 3. Tourism target

#### Introduction

This paper outlines reasons and the rationale for the alteration of the detail behind the tourism target (full details in Appendix H). Whilst the overall outcome has remained the same: 'Increase Oxfordshire's GVA by developing tourism', the measurable aspect of the target and the baseline data (benchmarks) have been changed as we have worked together to design the programme in more detail.

The target, baseline, and a new list of projects to assist in achievement of the target are due to be finalised at a tourism officers group meeting on Wednesday 29<sup>th</sup> August 2007 which has meant the information is not ready for the circulation of papers. Therefore this information will be verbally presented at the meeting.

#### Risks

To date there have been concerns made by GOSE in relation to baselines not having been finalised. This has been due to a lack of solid tourism data across the county as individual districts have varying amounts of data which do not reflect the overall value of tourism in Oxfordshire. Work was commissioned to develop the baseline which has now been received. The tourism officers group are actively working on refining the target and baseline alongside a list of additional projects to achieve the overall outcome.

#### Progress to date

##### **a. Target amendments**

The tourism target agreed in November 2006 looked at improving accommodation standards. Initial research discovered that there were no real issues regarding the quality and current availability of the accommodation stock. The May 2007 revision of the target was an interim, for reporting to GOSE, until the commissioned tourism data had been received. The data, 'Economic Impact of Tourism in Oxfordshire – Estimates based on 2005' (prepared by Tourism South East) was received June 2007. The proposed final revision of the target will be verbally presented as mentioned above.

##### **b. Achievements**

In relation to the original project initiation document (dated 20th November 2006) the planned project (milestones) for year one have been achieved as shown below. Further information is available in Appendix I.

<b>Milestone</b>	<b>Start</b>	<b>Finish</b>	<b>Complete</b>
<i>Data collection for 2005, 2006 are scoped and agreed with Tourism South East.</i>	<i>12<sup>th</sup> January 2007</i>	<i>31<sup>st</sup> March 2007</i>	<i>Jan 2007</i>
<i>Non stretch target and indicators (baseline) are agreed.</i>	<i>1<sup>st</sup> April 2007</i>	<i>30<sup>th</sup> April 2007</i>	<i>Will be completed by September 2007</i>
<i>County-wide Publication</i>	<i>1<sup>st</sup> November</i>	<i>28<sup>th</sup></i>	<i>February 2007</i>

<i>designed, printed and circulated</i>	<i>2006</i>	<i>February 2007</i>	
<i>Joint exhibition by all 5 districts at British Travel Trade Fair</i>	<i>13<sup>th</sup> September 2006</i>	<i>28<sup>th</sup> February 2007</i>	<i>March 2007</i>

### **Further planned activities**

As mentioned, a definitive list of new projects will be circulated at the meeting. Joint projects that have been discussed within the tourism officer group include:

- Utilising the larger Tourist Information Centres (TIC's) and staff to 'sell' and signpost visitors to other parts of Oxfordshire. This will require county wide familiarisation trips for all TIC staff so they know other areas of the county.
- Following this, possible production of a tear-off Oxfordshire map which will list main attractions and towns to visit that will be available in all TIC's.
- joint commissioning of further research (2007 data) to lower overall cost and improving our relationships and coordination with other bodies such as Tourism South East, SEEDA, the Environment Agency (who manage the River Thames), and GOSE.
- Engaging Oxfordshire communities in developing and promoting tourism by encouraging positive perceptions of tourism and visitors and encouraging more local tourism (residents visiting other parts of the county).

### **Future consideration**

The Oxfordshire Economic Partnership has additionally set up a Special Interest Group on tourism, with a wider group of stakeholders. This will require integration with the work of the tourism officers group for the benefit of Oxfordshire's tourism economy.

### **Recommendations to PSB**

**The Board is asked to approve:**

- VI The final revision of the tourism target and baseline indicators.**
- VIII Tourism officers and the OEP Special Interest Group exploring options for further targets for the next round of LAA currently under development**

**Appendix H: Revisions of target and indicators**

**Proposed final revision** – being finalized at a tourism officers group meeting on Wednesday 29<sup>th</sup> August 2007.

<b>Outcomes</b>	<b>Indicators/ Baseline</b>	<b>Targets</b>	<b>Funding Streams</b>
Increase Oxfordshire's GVA by developing tourism	<i>Key Indicators: To be verbally presented as not fully finalised.</i>	Increase the value of tourism to the local economy in Oxfordshire  <i>Baseline value is to be slightly modified and will be updated at the meeting</i>	SEEDA (via Tourism South East, Oxfordshire County Council, and the 5 District Councils)

**Second revision of the tourism target (May 2007)**

<b>Outcomes</b>	<b>Indicators/ Baseline</b>	<b>Targets</b>	<b>Funding Streams</b>
Increase Oxfordshire's GVA by developing tourism	Key Indicators: Understand current market, spread visitors across Oxfordshire, the average length of trip stay for holiday purpose, and the total expenditure to be based upon baseline indicators (revised data due in June/July 07 from Tourism South East)	Increase the value of tourism in Oxfordshire through developing a countywide approach to tourism. Increase the total amount of trip expenditure from £1.2 billion (2005 baseline data)	SEEDA (via Tourism South East, Oxfordshire County Council, and the 5 District Councils)

**Original Tourism Target (November 2006)**

<b>Outcomes</b>	<b>Indicators/ Baseline</b>	<b>Targets</b>	<b>Funding Streams</b>
Increase Oxfordshire's GVA by developing tourism	<ul style="list-style-type: none"> <li>▪ Value and volume of tourism sector (5% above national average) – Tourism South East and Oxford Model from Oxford City Council</li> <li>▪ Spend on accommodation as a percentage of tourism expenditure (UK Trade and Investment and TSE)</li> <li>▪ Decrease in the number of hotels failing to meet the minimum legal requirements to operate</li> <li>▪ Number of accommodation providers signed up to the scheme</li> <li>▪ Visitor Satisfaction</li> </ul>	Increase the value of tourism to the Oxfordshire economy by increasing the percentage of staying visitors. A fit for purpose scheme is proposed for Oxfordshire accommodation providers	SEEDA – via Tourism South East Oxfordshire County Council Districts

## **Appendix I: Detail regarding milestones achieved**

As mentioned previously, the planned projects for the first year have mostly been achieved. These include:

### **(a) Co-ordination of Oxfordshire presence at Trade Fairs**

It was decided that collective presence at trade events such as the British Travel Trade Fair (BTTF) would be beneficial for Oxfordshire. At the recent BTTF (March 2007), all districts and the county, for the first time, had a joint presence alongside Tourism South East.

### **(b) Creation of an umbrella publication – ‘Explore Oxfordshire’**

There has not been a single Oxfordshire guide produced for a very long time. ‘Explore Oxfordshire’ (the guide) has now been produced and has been distributed both through the Oxfordshire Visitor Information Centres and district tourism officers networks, and also to the national tourist information centre network, neighboring areas of Berkshire, Buckinghamshire, Gloucestershire, Worcester, Warwickshire, and Wiltshire.

The ‘Explore Oxfordshire’ Guide was launched at a Tourism Dinner, organised by Oxford Economic Partnership, at Blenheim Palace March 2007. Display materials were also created initially for the launch of the Oxfordshire Guide, and these can now be utilised at further trade shows and exhibitions.

### **(c) Baseline Data collection**

To date in Oxfordshire there is a lack of tourism statistics. Individual districts have varying amounts of data which do not tell us the actual value of tourism in Oxfordshire. Reliable Oxfordshire data was therefore commissioned to be able to gain a baseline to then set out a measurable target.

The first Economic Model using 2005 data has been received and will provide the baseline data for this target. The figures state that the total number of Tourism Trips made to and within Oxfordshire in 2005 amounted to over 22 million generating a total of £1.2 billion trip expenditure. Of this amount, over 90% is estimated to have directly benefited businesses in Oxfordshire. Drawing together direct and indirect/induced business turnover and the additional expenditure on second homes, boats and by friends and relatives, the total value of visitor expenditure to the Oxfordshire economy in 2005 is estimated to be in the region of £1.46 billion.

The second economic impact assessment based upon figures for 2006 will be produced by the end of February 2008. In addition a "destination benchmarking" visitor survey (based upon the Oxford City survey of 2005) is being carried out by Tourism South East. The findings will be reported (due by Christmas 2007) on a county-wide basis but also broken down by district.

A further, third, economic impact assessment based upon figures for 2007 and including the results of the visitor survey being conducted during the summer of 2007 will need to be commissioned to be able to profile progress against the target.