

# Economic Growth Steering Board



**24.02.2021**

[www.oxford.gov.uk](http://www.oxford.gov.uk)



# Agenda

www.oxford.gov.uk



Item	Lead
Welcome and apologies	<b>Chair:</b> Peter Nolan
Updates: a) Station and West End b) Workspace Projects (George St and Cave St)- update c) Meanwhile in Oxfordshire... d) Kickstart Update e) Workplace Parking Levy f) Oxfordshire 2050 Plan g) OxLEP	<b>a)</b> Carolyn Ploszynski <b>b)</b> Matt Peachey  <b>c)</b> Matt Peachey <b>d)</b> Clayton Lavallin <b>e)</b> Carolyn Ploszynski <b>f)</b> Written update in advance – Peter N <b>g)</b> Ahmed Goga
Main Discussion Items: 1. County-wide Recovery Plan	Ahmed Goga
2. Draft Economic Strategy Update	Matt Peachey
3. Visitor Economy-Update	Hayley Beer-Gamage
AOB	<b>Chair:</b> Peter Nolan
Next Meeting	<b>Chair:</b> Peter Nolan

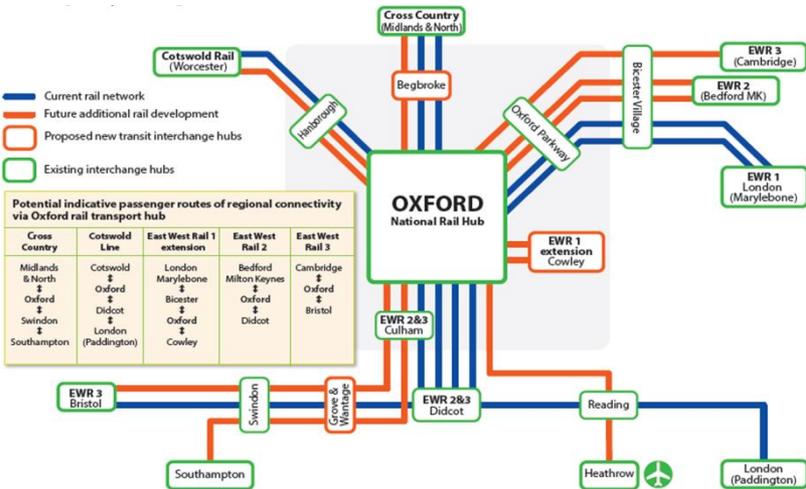
# West End Innovation District Update

## Oxford Station

- Phase 2 Funding
- Oxfordshire Corridor Rail Study and Oxfordshire Connect
- Station Masterplan

## Wider West End

- Oxpens
- Island Site
- Jam Factory Area
- Osney Mead
- Masterplan SPD WID



# West End Innovation District: Governance and Coordination

[www.oxford.gov.uk](http://www.oxford.gov.uk)



## Governance

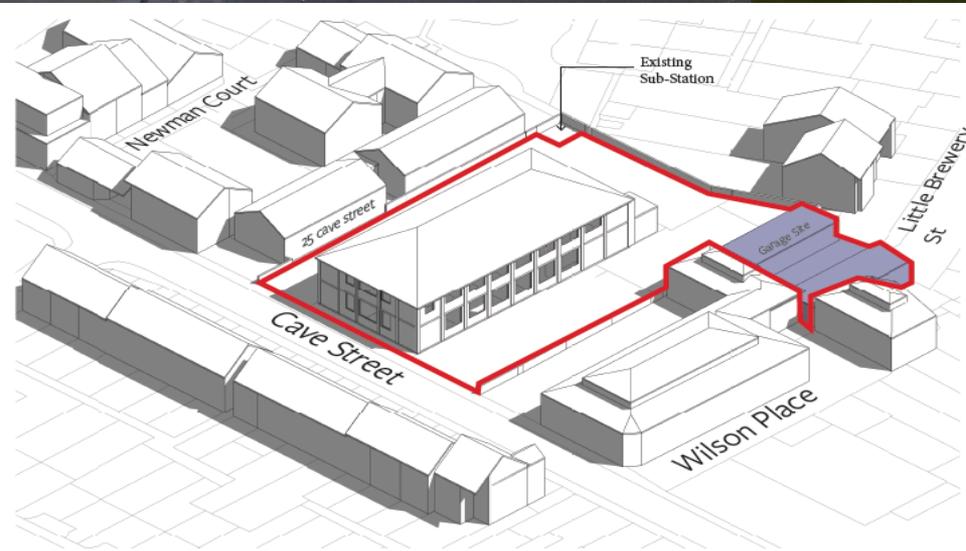
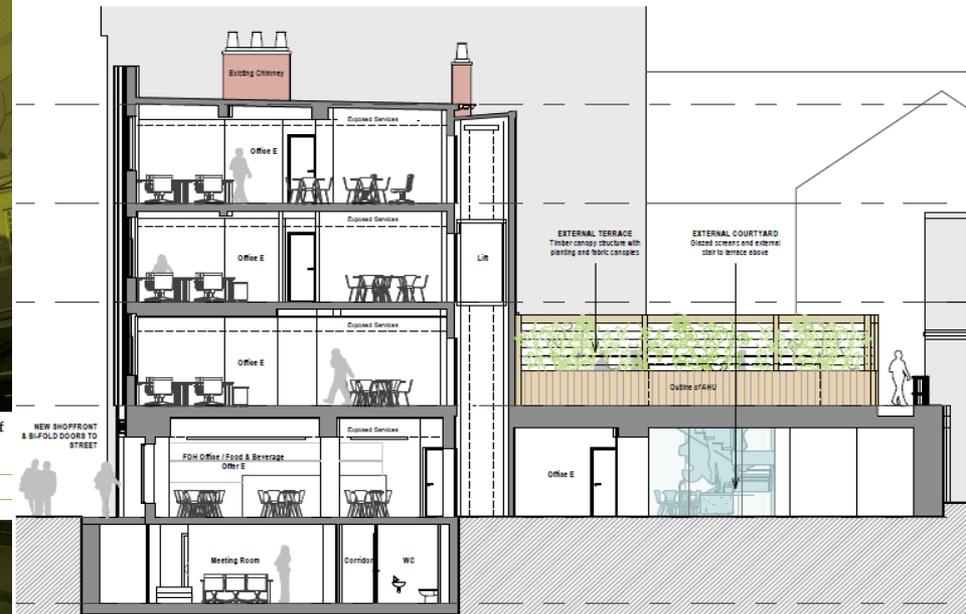
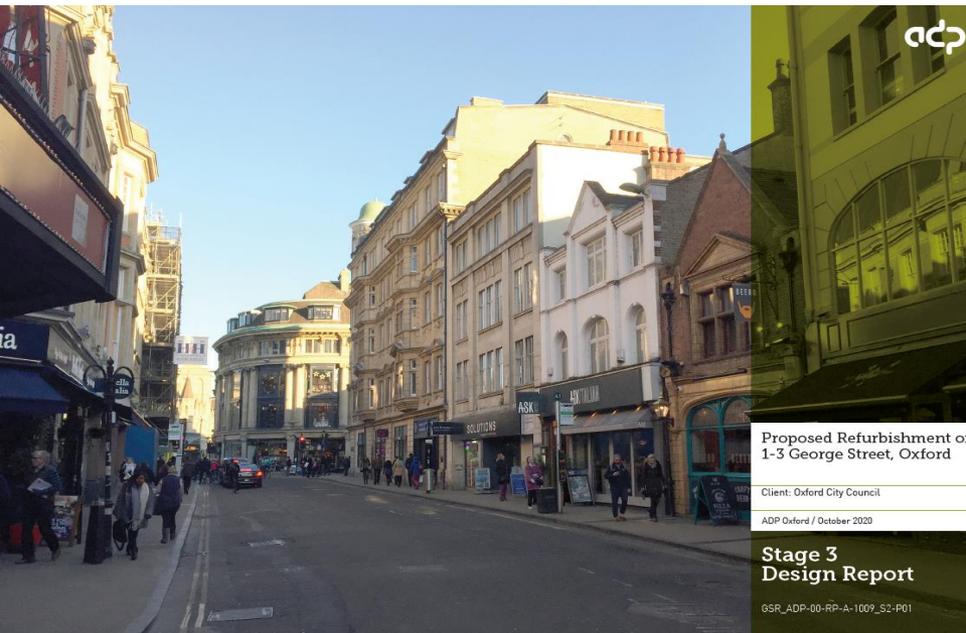
- Oxford Station Strategic Board
  - Jeremy Long
  - Cllr Susan Brown
  - Cllr Ian Hudspeth
  - Sir Andrew Dilnot
  - Sir Peter Hendy
  - David Prout
  - James Lawrie
  - DfT TBC
- Station and West End Stakeholders Group
- West End Landowners Group

## Landowner Coordination

- Innovation District Vision & Objectives
  - Stakeholder workshop
  - Landowner workshop
  - Strategic Board Workshop
- WID Investment Prospectus (April)
- Launch WID alongside Oxfordshire Connect (April/May)
- Commission new economic impact assessment - May
- Seeking infrastructure funds post budget
- Delivery and coordination resource



# Workspace Projects Update



# Workspace Projects Update

- LGF Funding £1.93m through OxLEP
- Works at 1-3 George St now underway
  - 85 jobs across
  - 7,286 GEA sq. ft. space
  - £1.9m total cost
  - BREEAM V. Good
- Preferred Operator partner appointed (subject to contract)
- Cave St design options to be agreed by June
  - Workspace (refurb and extend): 19,849 sq. ft. GEA, 15,552 NIA
  - Mixed use resi and commercial (new build): 18,464 sq. ft. GEA 14,283 NIA
  - Workspace (new build): 23,668 sq. ft. GEA 18,509 NIA
  - Input from Operator and agents on broad range of options
  - Seeking additional funds for larger workspace option, creative sector focus
  - Expected budget circa £6 to £8.5m.



# Meanwhile in Oxfordshire....

- Partnering with Makespace consortium to launch £1.875m revitalisation of vacant shops across Oxfordshire.
- Entrepreneurs to bring new ideas to diversify the offer and boost footfall; independent traders, cultural venues, creative studios and co-working spaces
- 112 organisations, across 50 units, supporting up to 300 jobs
- £1.875m Getting Building Fund through OxLEP. Makespace plans to use the funding to leverage additional investment
- Wider benefits; resident engagement, energy efficiency, affordable rent, RLW/OLW, work placements, traineeships or apprenticeships
- Challenging, experimental project
- Support, connections and ideas needed
- <https://makespaceoxford.org>

www.oxford.gov.uk



In collaboration with partners



# Kickstart Update

- Launched by the Government in September 2020 and provides funding to create job placements for 16 to 24 year olds on Universal Credit who are at risk of long term unemployment.
- Oxford CC are acting as a 'gateway' organisation, supporting local employers to take part in the national Kickstart Scheme.
- The Council helps them to register and apply to the scheme, create and advertise vacancies. Employers are provided with a 'placement pack' and the Council also administers the government grant to them

## **Two Kickstart Cohorts supported to date:**

Cohort 1: 15 Employers, 36 Placements

Cohort 2: 7 employers, 29 placements

Cohort 3 & 4: TBC

- Do pass on referrals for future placement through ourselves or another 'gateway organisation



# CONNECTING OXFORD

Improving connectivity / Reducing congestion / Tackling pollution

[www.connectingoxford.co.uk](http://www.connectingoxford.co.uk)



Cleaner air

Nicer walking environment

Better and faster public transport

Less congestion

Better cycling conditions

# What is Connecting Oxford?

Central to the vision of the councils' transport vision for Oxford

“a modern, efficient, reliable, affordable and sustainable transport system”

Building on past and ongoing investment in Oxford's transport system, Connecting Oxford's key components are:

- New traffic filters on strategic routes approaching city centre and in the Eastern Arc
- A Workplace Parking Levy in the Eastern Arc
- New and improved bus services, cycling and pedestrian access

# Proposed traffic filters and Workplace Parking Levy (Eastern Arc)

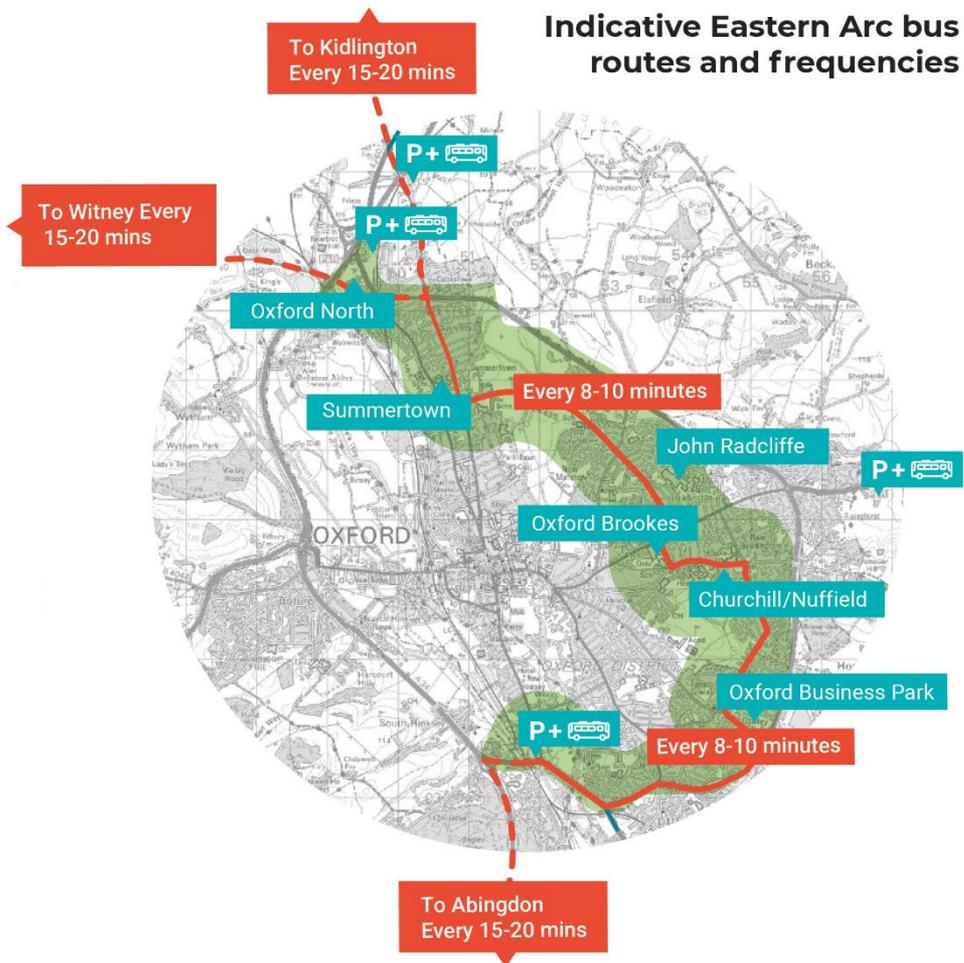


# Eastern Arc Workplace Parking Levy (WPL)

- Annual charge paid by employers for each car parking space they provide for employee car commuting (where there are 11 or more spaces)
- Operational, fleet and visitor parking would be exempt
- All net income raised must, by law, be spent on transport improvements e.g. more and better bus services, cycle schemes

## Why the Eastern Arc?

- High levels of workplace parking which contributes to pollution and congestion within the ring road
- Substantial long-term investment in public transport is most needed



Suggested benefits for employers in the WPL area:

- Grants for on-site sustainable transport improvements (e.g. cycle parking, showers, lockers)
- Grants for on-site car parking management (e.g. monitoring & enforcement systems)

- Access to a Travel Plan advisor dedicated to the WPL zone

Suggested benefits for employees in the WPL area:

As well as significantly improved bus connectivity and quicker journeys

- Discounts on bus fares
- Discounted P&R fares
- Reserved P&R parking
- Discounts on bike purchases

# Update re the WPL

- First meeting of the WPL Partnership (employers most affected) was on 26 Jan 2021, chaired by Nigel Tipple
- Partnership includes representatives of eastern arc employers most affected by the WPL – purpose of Partnership is for the employers to shape the Connecting Oxford plan, particularly the WPL and how funds raised should be spent
- Next Partnership meeting in March will include: discussion of the boundary where the WPL will apply; establishing partners' transport priorities; and sharing learnings from the implemented WPL in Nottingham
- (Investigating the size of the zone will be part of the technical consultant's work, starting in next few months.)

# Next steps - high level programme including consultation

- Development of a detailed scheme – consultants to be appointed to do detailed technical work (including traffic modelling) - 2021
- Ongoing consultation and engagement with residents, businesses and stakeholders/organisations incl. WPL Partnership and Connecting Oxford Forum
- Informal consultation on scheme – Autumn 2021
- Further scheme detail development – Winter 2021/22
- Formal consultation on scheme elements – Spring 2022
- Submission to Government of a final scheme and its business case – bid for funding Spring/Summer 2022

Website [www.connectingoxford.co.uk](http://www.connectingoxford.co.uk) will be kept up to date with latest info

# Oxfordshire 2050 Plan

By having all six authorities involved, the Plan will allow an aligned consideration of the needs of the county, building on existing local plans and aligning strategies so that future housing and infrastructure is more joined up.



## Timescales revised

- Consult on Spatial Growth Options (scale & locations) Summer 2021
- Consult on a final draft Spring 2022
- Submit for examination Sept 2022
- Adoption in May/June 2023

## Plan Preparation

- Skeleton Document Preparation
- Strategic Vision
- Spatial Options
- Settlement Potential

Opportunity for detailed discussion April 12th

[www.oxford.gov.uk](http://www.oxford.gov.uk)





# OxLEP Update

Ahmed Goga

[www.oxford.gov.uk](http://www.oxford.gov.uk)



# Main Discussion Items



Item	Lead
Main Discussion Items: 1. County-wide Recovery Plan	Ahmed Goga
2. Draft Economic Strategy Update	Matt Peachey
3. Visitor Economy-Update	Experience Oxfordshire

[ oxfordshirelep.com ]

# Oxford City EGSB Oxfordshire ERP Briefing

Ahmed Goga, Director of Strategy & Programmes  
Wednesday 24<sup>th</sup> February



HM Government



# What we will cover

## Oxfordshire COVID-19 Economic Response

- Current economic picture – headline issues
- Economic Recovery Plan

## Q&A / Open Discussion

[ oxfordshirelep.com ]

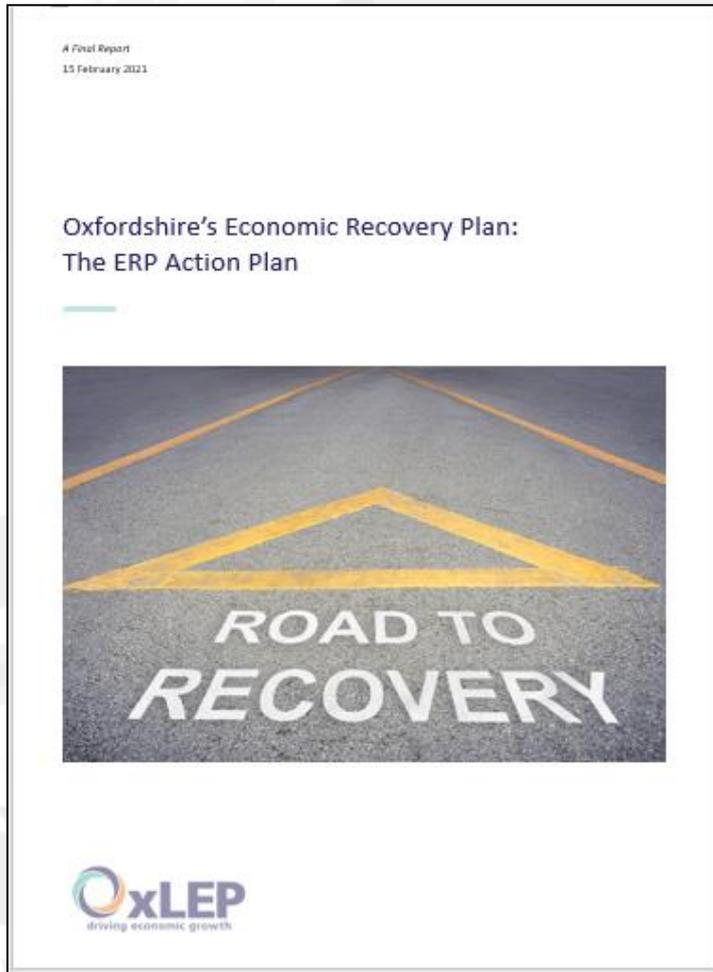
# Economic Recovery Planning



HM Government

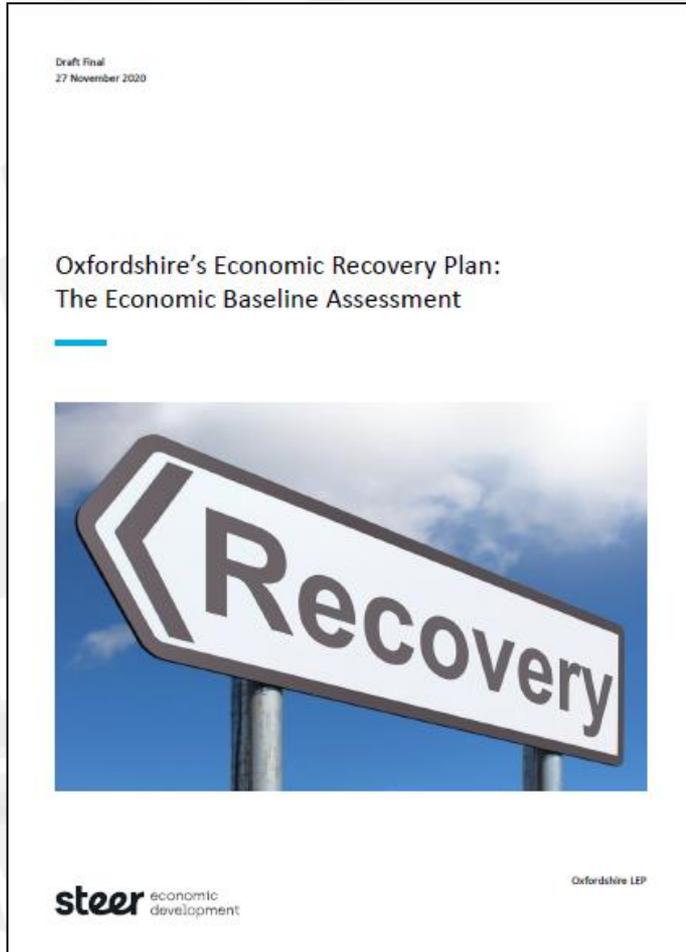


# Economic Recovery Plan



- Prepared by Oxfordshire partners
- Live document – will need to be agile
- Refreshed economic baseline including structural and labour market analysis
- Informed by insight sessions with business leaders and experts in key thematic areas
- Plan will focus on 2-3 year horizon
- Focus on economic renewal and resilience but also maximise take up of current COVID 19 response measures, where available
- Complement LIS Investment Plan
- Aligned with wider Oxfordshire Recovery Planning (public health / community planning / resilience fora)

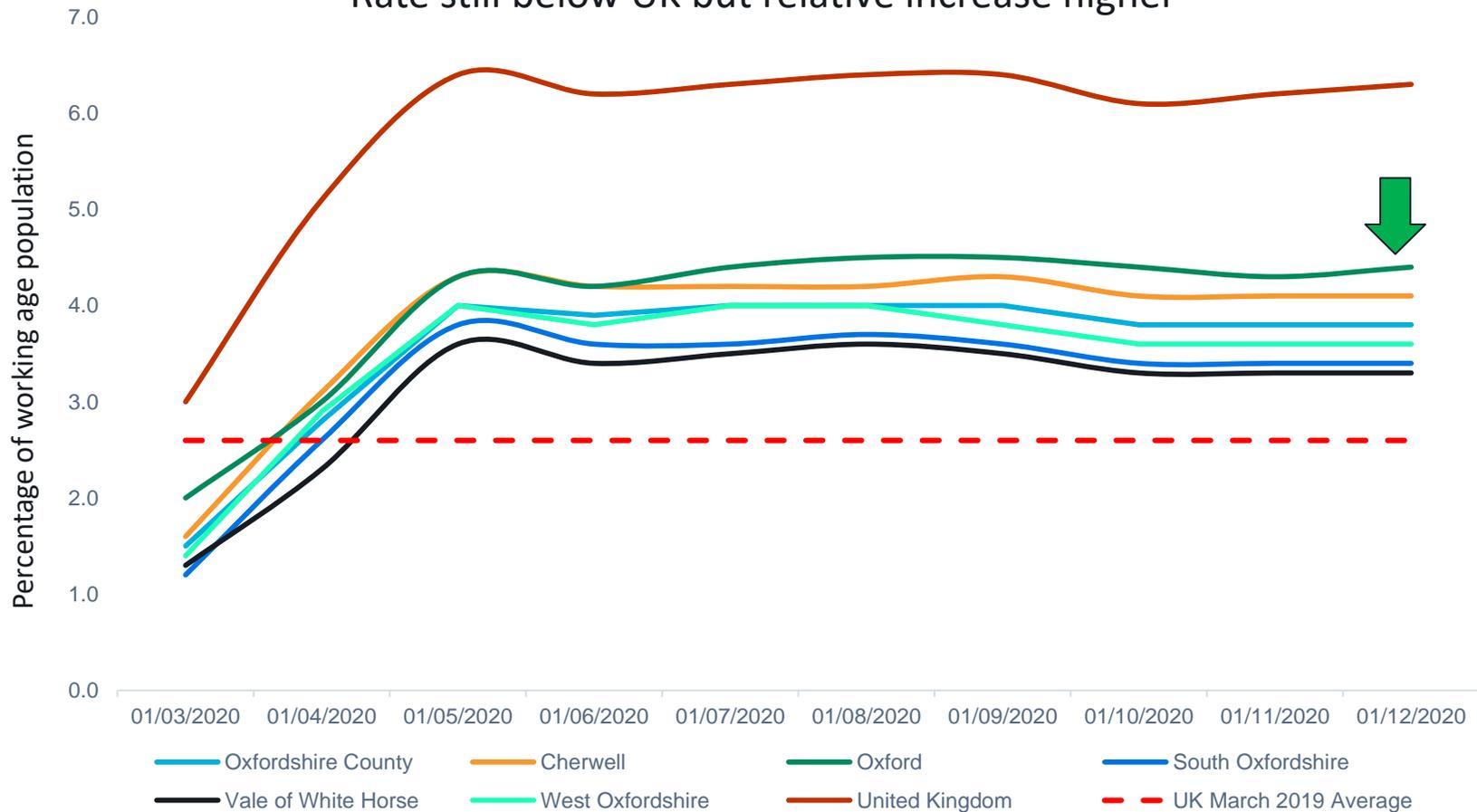
# Economic Baseline Assessment



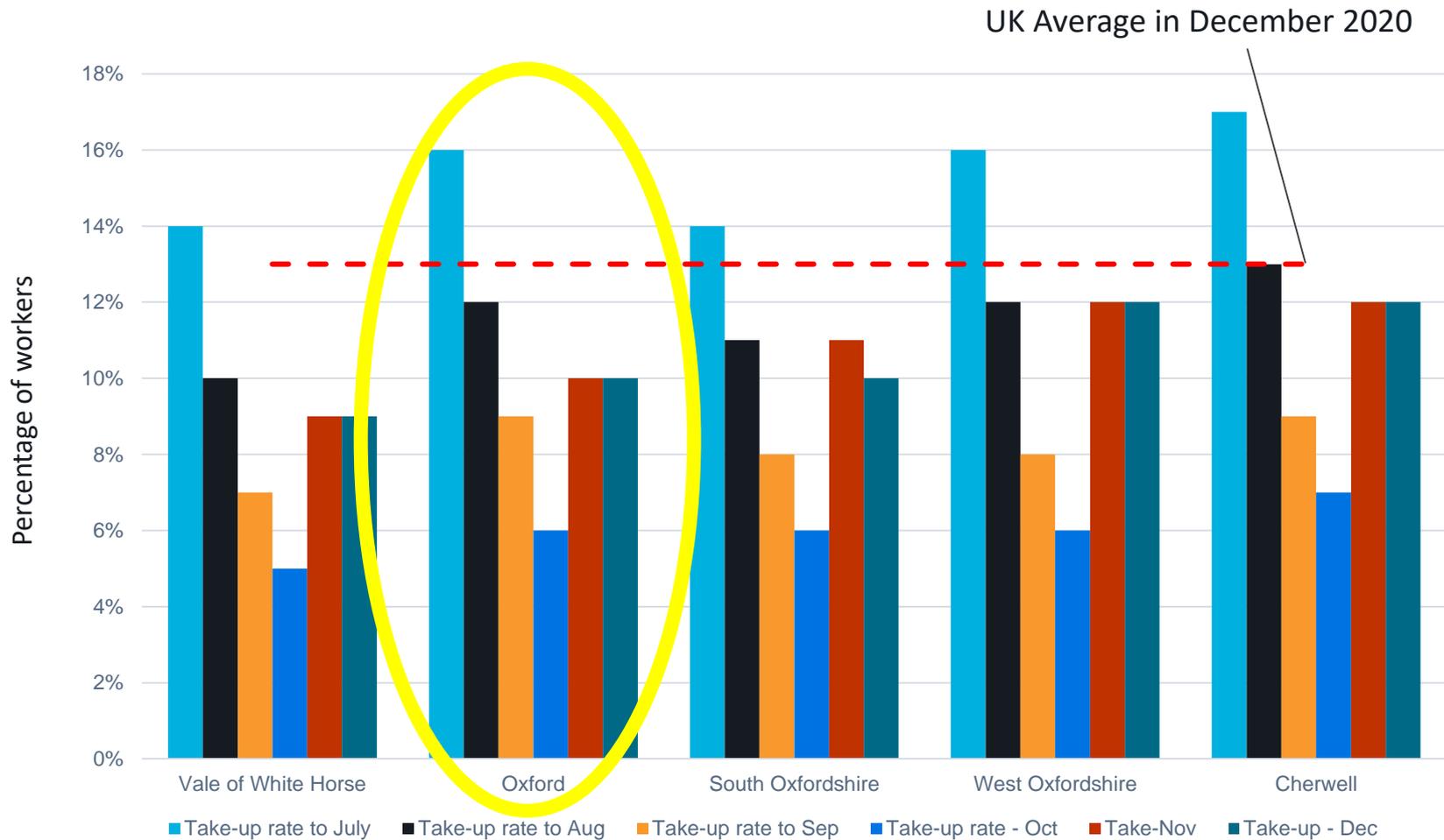
- Overall, Oxfordshire economy hit less hard than wider UK but exposed key challenges
- Visitor economy most significantly affected
- Unemployment up but from historical low and levelled off by Autumn 2020 – note closure of furlough scheme in April 2021
- Variation across Oxon - Cherwell and City more impacted than other district areas
- Expectation of short contraction and strong recovery due to underlying strength
- Significant contraction in Apprenticeship opportunities but now on upward trend
- Opportunity to accelerate key strengths in economy but will need investment in skills, supply chain resilience and technology

# Oxfordshire Unemployment Claimant Count

Rate still below UK but relative increase higher



# Job Retention Scheme Take-up



Note: ONS revised down JRS take-up values for July and August 2020 in the December 2020 update

# Oxfordshire Take Up of HMG Backed Business Loans

## CBILS

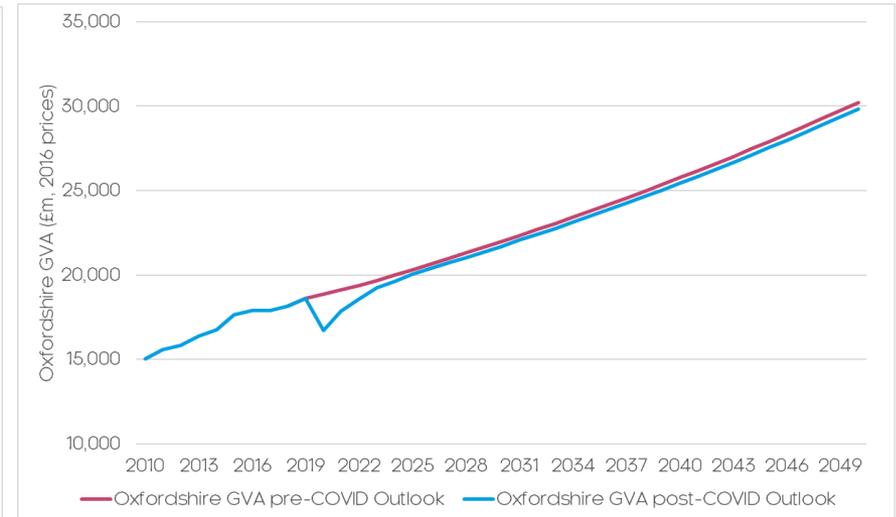
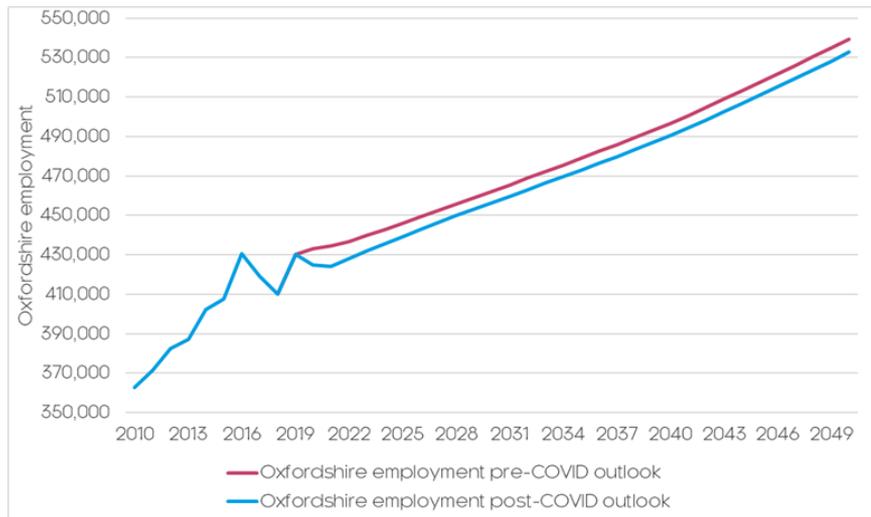
Constituency	Number of CBILS Offered	Value of Loans Offered (£m)	Average value (£)
Banbury	185	57	307,000
Henley	188	44	232,000
Oxford East	96	26	266,000
Oxford West and Abingdon	164	46	281,000
Wantage	117	33	280,000
Witney	163	41	251,000
<b>Oxfordshire</b>	<b>913</b>	<b>246</b>	<b>269,000</b>
UK	72,016	18,520	257,000

## BBLs

Constituency	Number of BBLs Offered	Value of Loans Offered (£m)	Average value (£)
Banbury	2,333	69	30,000
Henley	2,395	76	32,000
Oxford East	1,574	52	33,000
Oxford West and Abingdon	1,514	48	32,000
Wantage	1,954	58	29,000
Witney	2,240	68	30,000
<b>Oxfordshire</b>	<b>12,010</b>	<b>371</b>	<b>31,000</b>
UK	1,434,730	43,644	30,000

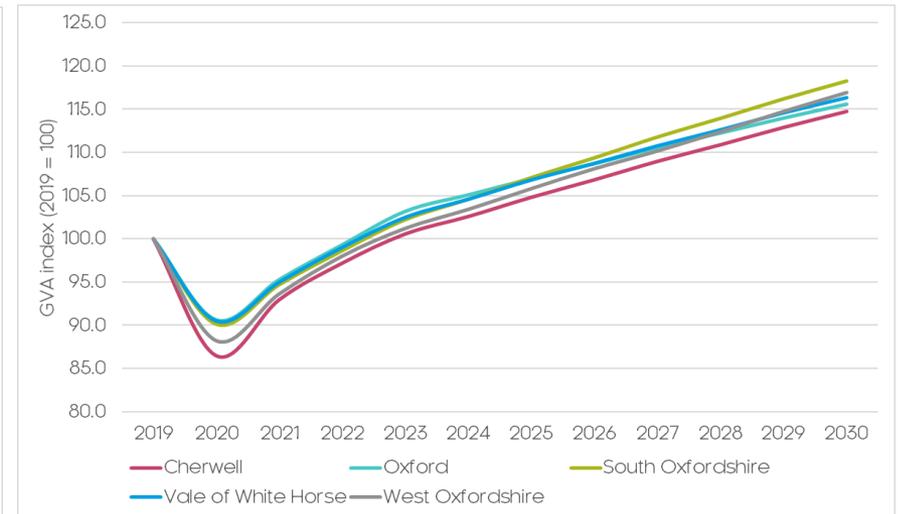
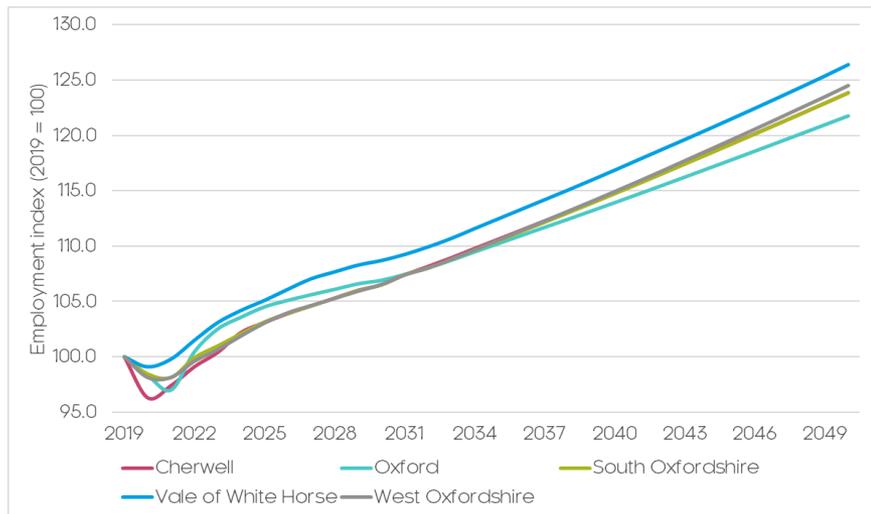
# Oxfordshire Economic Projection

- Short term: short & sharp contraction, fast recovery. Fewer job losses (-6k jobs) than 2008-09 (-19k jobs)
- Long term: catch up with robust growth trajectory (as experienced past decade), some 'lost growth' though



# District Level Projections

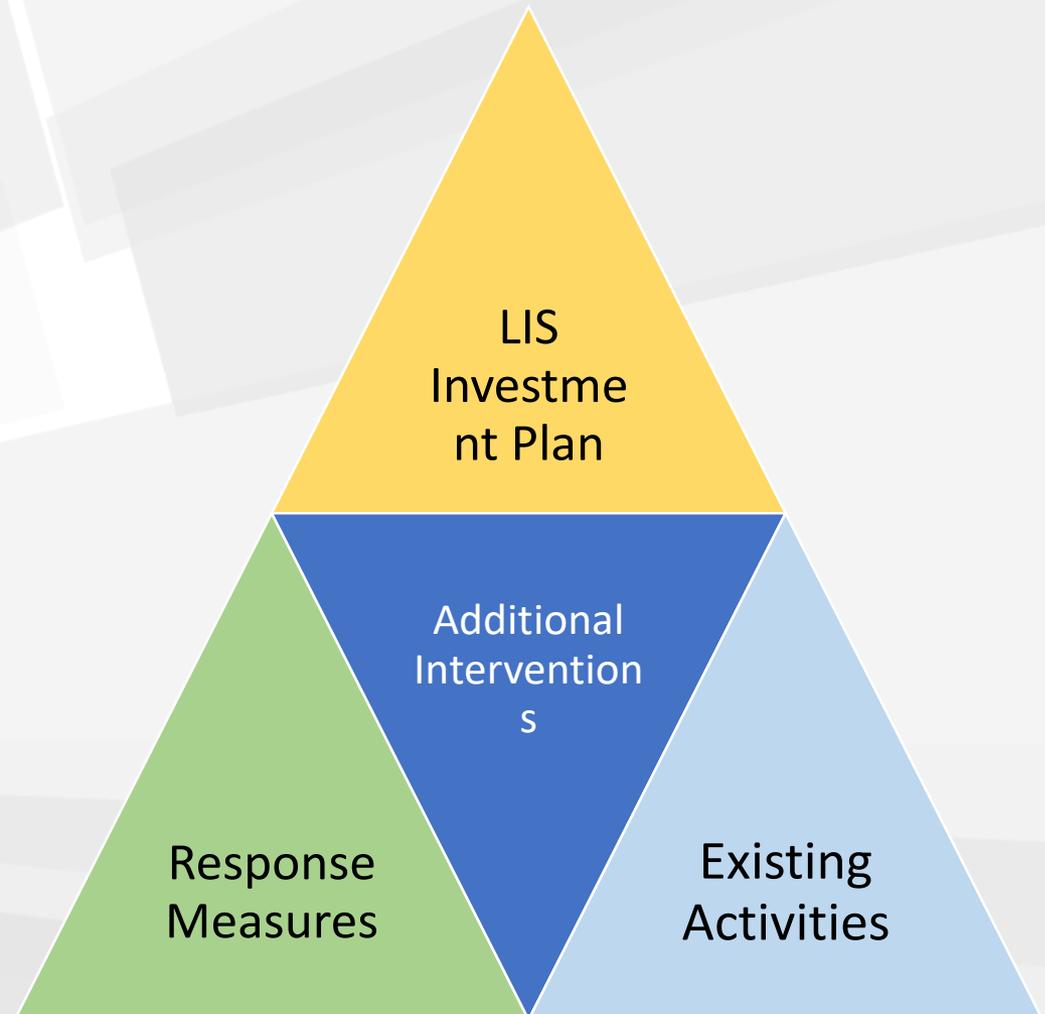
- South & West similar to county average. Vale of White Horse most resilient (professional services, IT & Digital, Adv. Manufacturing)
- Cherwell & Oxford city most impacted (retail & leisure, tourism, education). Oxford recovers later, but has bigger rebound



# Economic Recovery Plan – Core Components

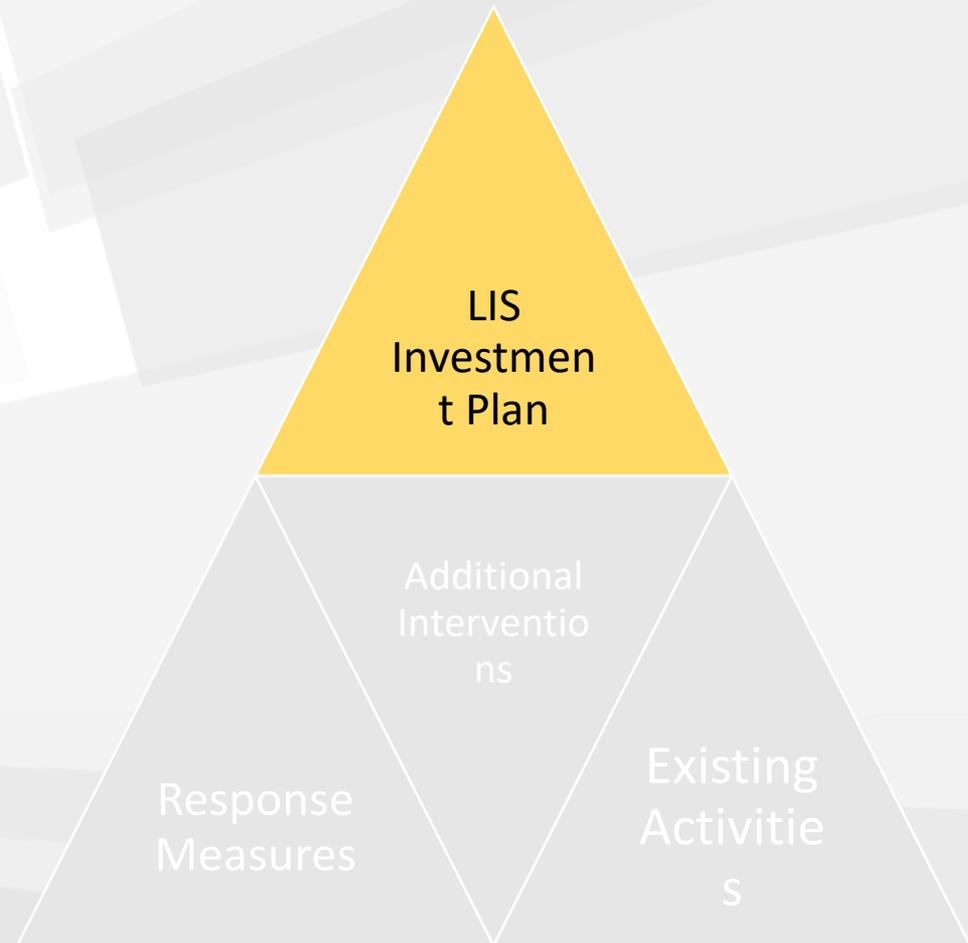
## *Plan encompasses c60 projects*

- **LIS Investment Plan** – activities which focus on labour market and the arts and visitor economy
- **Existing Activities** – projects which can be flexed and repurposed to support recovery
- **Response Measures** – COVID specific business support schemes introduced in 2020
- **Additional Interventions** – targeted proposals responding to economic baseline assessment



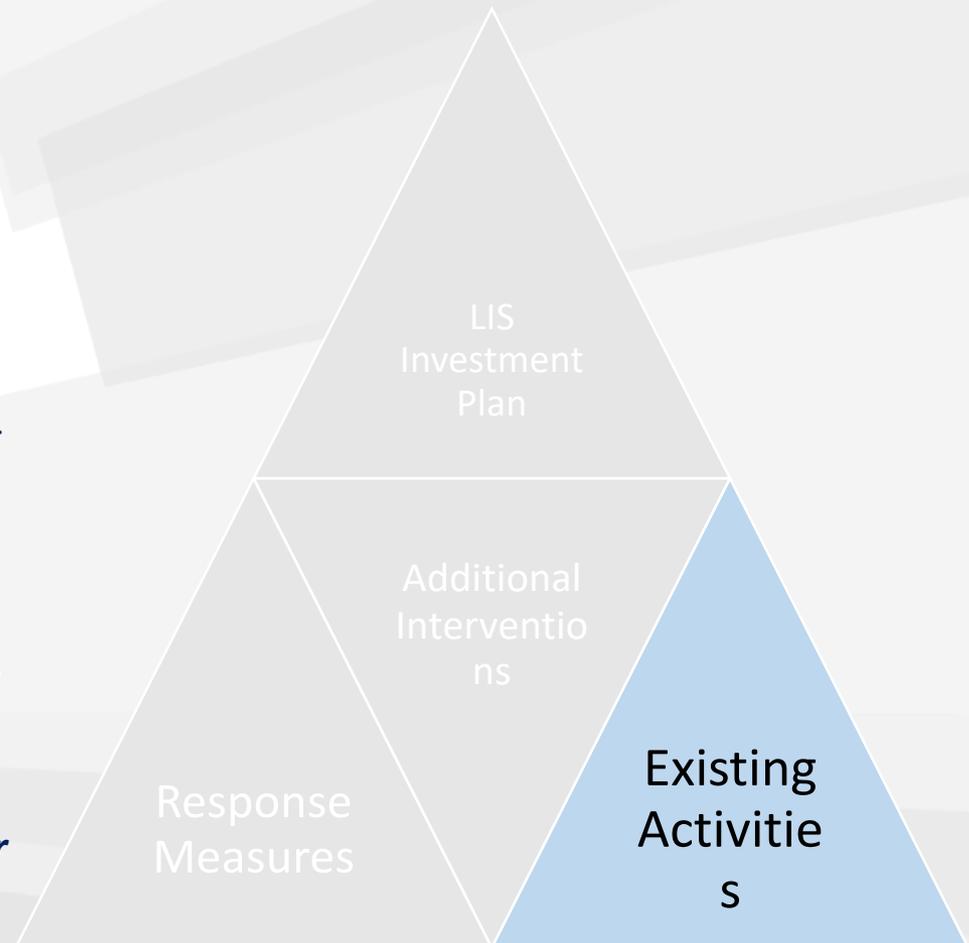
# Economic Recovery Plan – Core Components

- **LIS Investment Plan** – activities which focus on labour market and the arts and visitor economy
  - **Creative & Cultural Hub** – new 1,560m<sup>2</sup> workspace in Oxford to support digital, creative and social enterprises
  - **Oxfordshire Social Contract** – support for young people to work with employers to develop careers and skills for workplace
  - **Entrepreneurship Hub** – new business hub at Brookes to support start ups and mentoring
  - **Internationalisation Plan** – support businesses to plan for EU transition, increase export potential, promote global investment opportunities



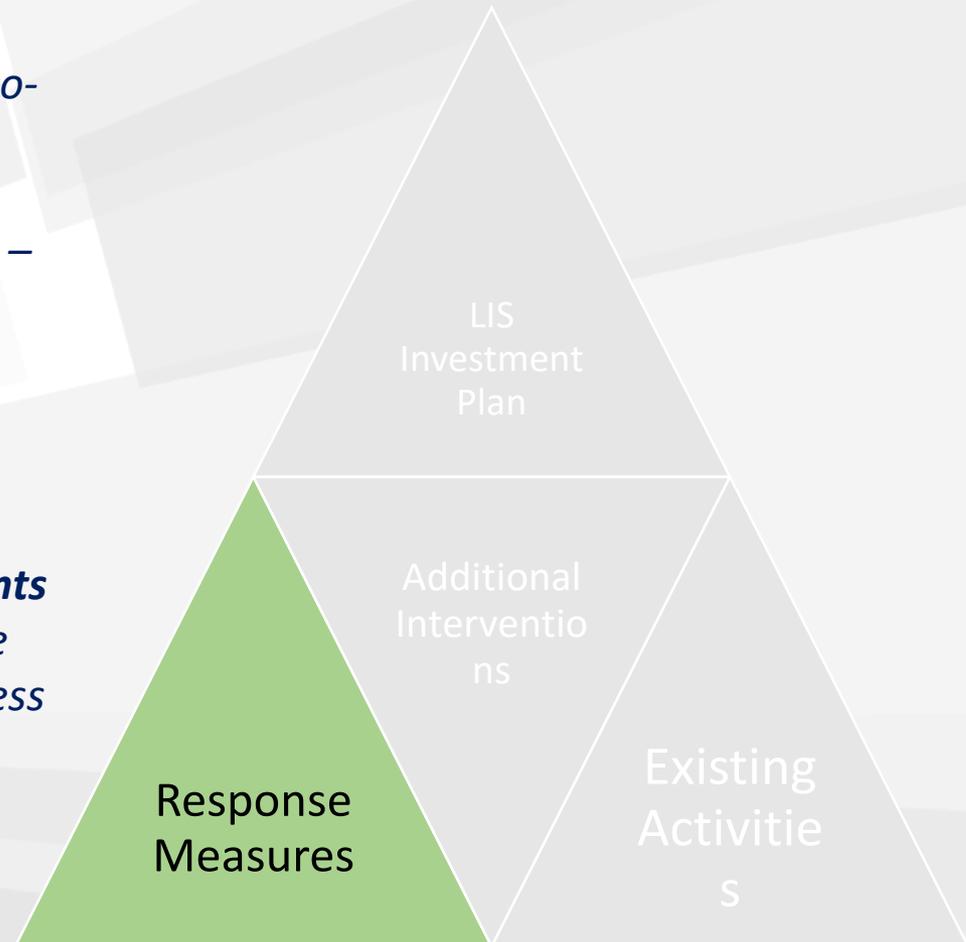
# Economic Recovery Plan – Core Components

- **Existing Activities** – projects which can be flexed to support recovery
- **Skills for Business** – support for SMEs to undertake workforce planning and build training plans for their business
- **Skills Support for Workplace** – support for individuals at risk of redundancy in vulnerable sectors of economy
- **Innovation Support for Business** – grants, mentoring and advice for businesses to adopt new innovation to build resilience in their operations
- **New skills and training facilities for young people** – focusing on key sectors including hospitality, health engineering, digital technology
- **Accelerate planning and delivery**



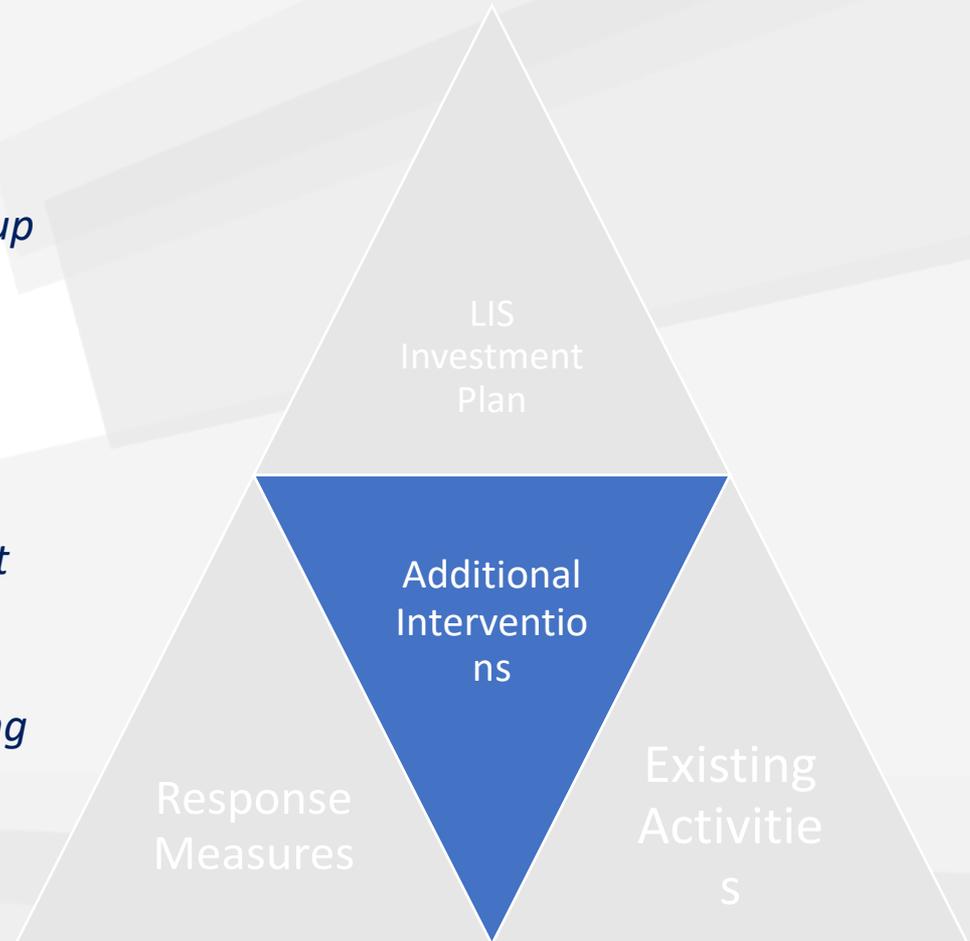
# Economic Recovery Plan – Core Components

- **Response Measures** – COVID specific business support schemes
  - **Business Investment Fund** – £4m co-investment fund for businesses to develop
  - **Town Centre ‘Meanwhile Scheme’** – c£2m project to bring back in use vacant retail properties x-County
  - **Gigabyte Voucher Scheme** - £1m project to increase take up of high speed gigabyte technology
  - **Local Authority Discretionary Grants** – maximise take up of c£3m of rate relief and funding offered to business
  - **Growth Hub Support** – c£1m of business support, grants, business resilience planning, sector specific and peer to peer support



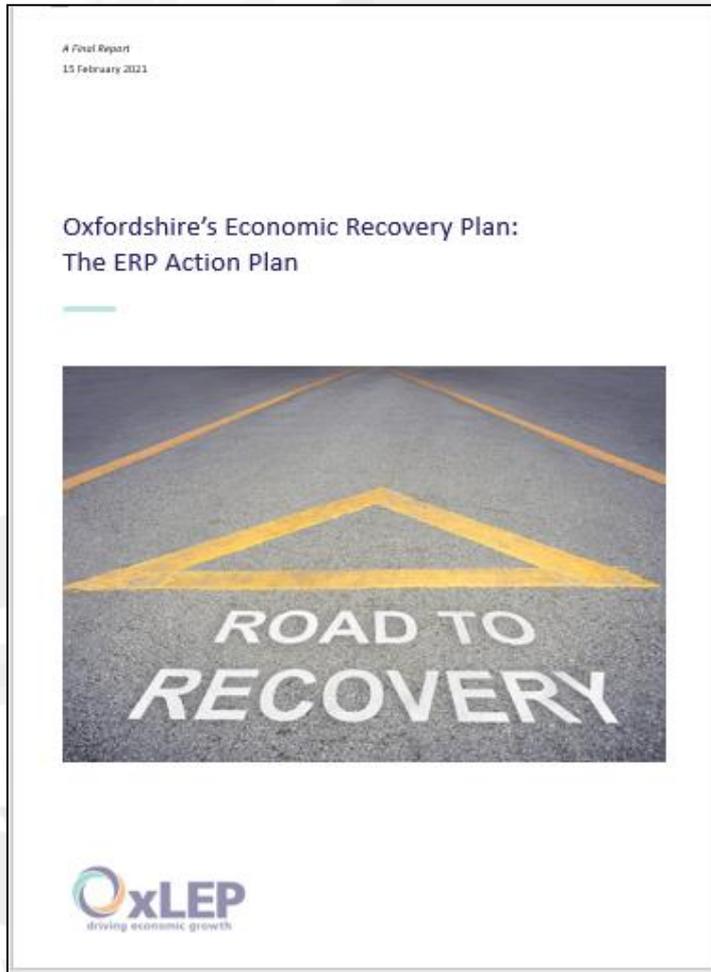
# Economic Recovery Plan – Core Components

- **Additional Interventions** – targeted proposals responding to economic baseline assessment:
  - **Business Renewal** – including start-up programme, business accelerator, Growth Hub service
  - **Supply Chain Resilience** – including greening supply chain initiative and masterclass programme
  - **Town Centre Renaissance** inc district level town action plans, connectivity and public realm improvements
  - **Visitor Economy Recovery** – including COVID-ready business, digital innovation health checks,
  - **Skills Investment** – skills advice and support for ‘at risk’ young people; training and job matching for adults



# Moving To Delivery

- 5<sup>th</sup> Feb - ERP endorsed by OxLEP Board
- February – project sponsors take forward and finalise ERP proposals
- March – Spring Budget and expected publication of *Levelling Up Fund* and *UK Shared Prosperity Fund* guidance
- March - addendum to economic baseline assessment
- April – initial impact assessment by partners of economic response measures



[ oxfordshirelep.com ]

# Any Questions?



HM Government



# Draft Economic Strategy Update

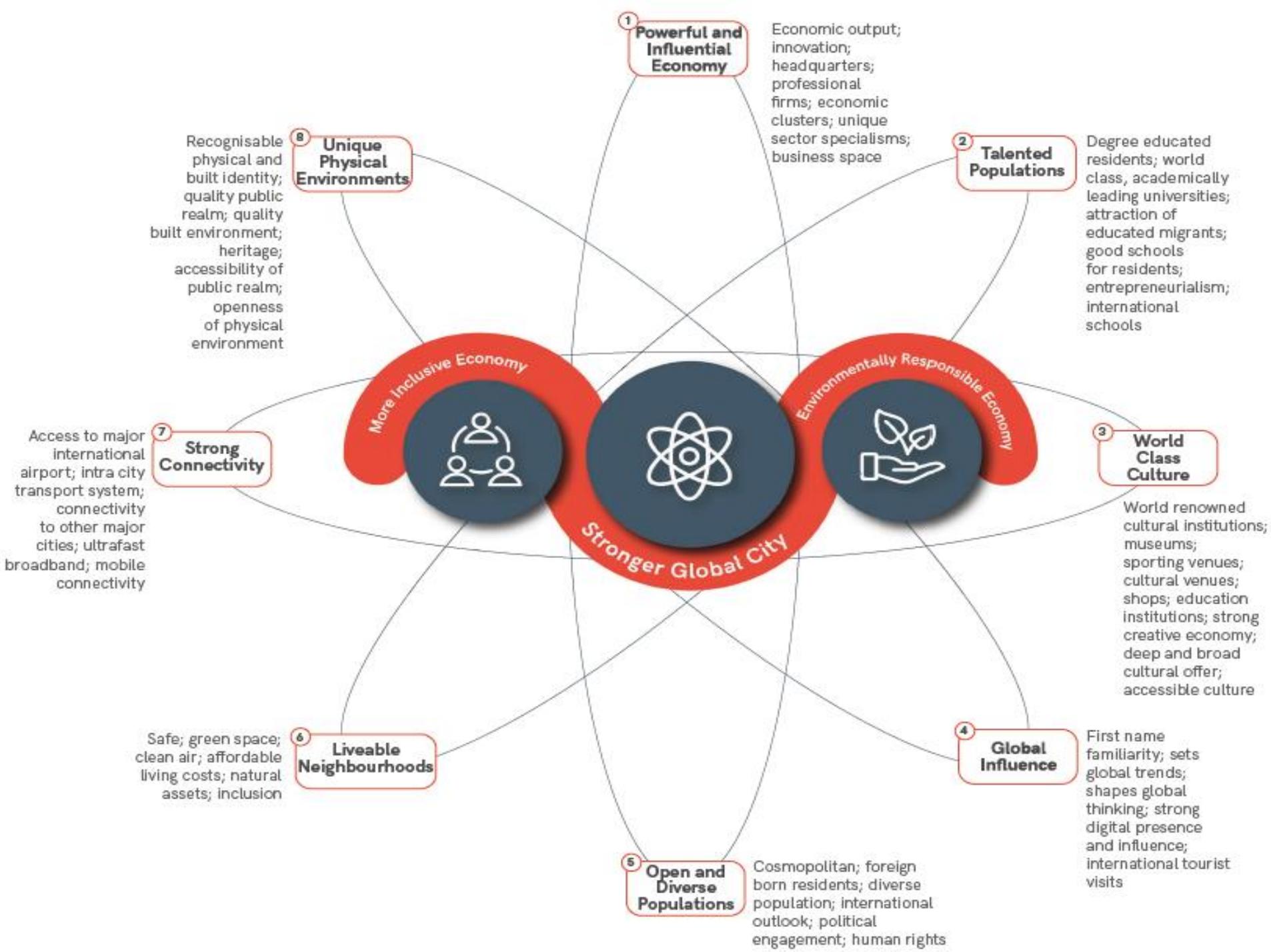


## Oxford's Economic Strategy 2020 - 2030



- Post-Pandemic redrafts undertaken, structure and graphic design work remains
- Briefing for Members late March
- Propose a briefing in March with this group (ahead of the next quarterly)
- Wider consultation from April
- Optional Briefing on City Centre Vision and Action Plan
- We need your views on priorities for the central pillar of the strategy and the role of this group





# Becoming a Stronger Global City

1. Increasing the quantum and quality of commercial space
2. Expediting infrastructure developments that unlock economic opportunities
3. Supporting businesses to recover from and adapt to changing economic conditions
4. Driving forward a clear physical and strategic approach for a West End Innovation District
5. Boosting domestic and international inward investment
6. Retaining a greater proportion of spin out companies that start up in the city and increasing the economic value of knowledge and innovation
7. Creating the conditions for businesses in priority sectors to grow and scale
8. Maximising the recovery of and positive impacts of the visitor economy
9. Improving liveability and quality of life
10. Retaining and attracting talent, while also harnessing the potential of the local population

- + **Health and Life Sciences:** Includes activities associated with hospitals, manufacture of pharmaceuticals and medical equipment, pharmaceuticals, biotechnological and medical research
- + **Technology and Digital:** Includes businesses providing digital and computer services as well as computer and electronic manufacturing
- + **Creative Production:** Includes a diverse range of activities including advertising and marketing, architecture, crafts, design, fashion, film, television, radio, photography, publishing, and visual arts
- + **Green and Low Carbon:** Array of businesses spanning environmental activities, renewable energy and low carbon activities

**What are your priority projects and initiatives for the city under this framework?**

**What are the priority assets to be developed to enable our sector specialisms?**



# Becoming a Stronger Global City

## Delivery Principles

### COMMITMENT & FOCUS

A shared and long-term commitment to responding to the priority challenges and opportunities identified in this strategy

### COLLABORATION

Making the most of available capacity and resource that exists across the city by building on the work of partners, brokering new relationships and working across new areas

### PARTICIPATION

Embedding participatory principles within delivery to ensure that Oxford's residents are actively involved in idea development, decision making and delivery

### INNOVATION

Using the city as a 'living lab' to try innovative projects, alongside taking innovative approaches to leverage funding and realising ambitions

### AGILITY

Continuously reviewing delivery mechanisms, project priorities and ways of working to ensure the city remains agile in responding to changing needs

### PACE

Working rapidly to deliver projects that deliver positive economic, social and environmental impacts

### Vision

Collaborate to enable Oxford to fulfil its role as a world leading city that supports sustainable, inclusive and innovation led economic growth region-wide; aligning with and complementing the strengths of Oxfordshire.

### Objectives

- + Identify areas of both concern and new opportunity, and act in partnership to enable positive change, attracting the appropriate support and resources to do so
- + Engage widely with business/employers in Oxford and voice their needs, ensuring that these are understood by OxLEP, educational institutions, local authorities and national government alike
- + Regularly review and monitor the Oxford economic position and progress of the Oxford Economic Strategy
- + Align action with wider local, regional and national strategic plans and projects

Are these the right principles for delivery?

What are your views on the role of the EGSB?

1. Supporting partners to overcome barriers and blockers
2. Scoping opportunities to maximise impact
3. Identifying potential partners to involve in delivery
4. Championing and lobbying for change
5. Guiding delivery and direction where appropriate



# Oxfordshire Visitor Economy-Update

[www.oxford.gov.uk](http://www.oxford.gov.uk)



# AOB/Meeting Dates



Next Meeting Dates	Times
Strategy Briefing March TBC	TBC
Tuesday 13 <sup>th</sup> April	10-12pm
Tuesday 13 <sup>th</sup> July	10-12pm
Tuesday 12 <sup>th</sup> October	10-12pm



# AOB - City Restart 3.0

Dates known for easing of restrictions so restart work ramping up from ideas to implementation for a safe and successful restart

- Outside seating for hospitality business – 12<sup>th</sup> April
- City Centre Task Force Marketing sub-group on communications plan
- Mix of public health and promotional themes when time is right
- Working with Director of Public Health on signage
- Using Additional Restrictions Grant for Restart & #Buildbackbetter business support
- Considering the use the public transport led survey with workers

Based on latest insight, how soon will office and visitor markets might pick up and what might this look like?

[www.oxford.gov.uk](http://www.oxford.gov.uk)



Spares below here.

[www.oxford.gov.uk](http://www.oxford.gov.uk)



# Becoming a Stronger Global City

Global City Characteristic	Opportunities to Strengthen
Talented population	<ul style="list-style-type: none"> <li>+ Graduate retention rate is lower than other major university cities</li> <li>+ There is currently a net migration of people out of the city to neighbouring areas</li> </ul>
World class culture	<ul style="list-style-type: none"> <li>+ The creative economy is shrinking</li> <li>+ The night time and evening economy is less vibrant than in other major cities, with poor night time travel to neighbouring towns and villages</li> <li>+ There are few internationally recognised cultural venues for a city of Oxford's status and stature</li> </ul>
Global influence	<ul style="list-style-type: none"> <li>+ The economic potential of the visitor economy is constrained by relatively low levels of overnight stays</li> <li>+ The city is not currently recognised a globally important businesses and industry hub</li> </ul>
Open and diverse population	<ul style="list-style-type: none"> <li>+ Severe inequality and deprivation exist which limits economic opportunities for many residents</li> <li>+ Social mobility is poor for disadvantaged young people growing up in the city</li> </ul>
Liveable neighbourhoods	<ul style="list-style-type: none"> <li>+ Air pollution and quality is a major issue which bring a range of economic costs</li> <li>+ House prices are 17x the average annual salary and rental costs are higher than most competitor cities</li> </ul>
Strong connectivity	<ul style="list-style-type: none"> <li>+ Road traffic and congestion make it difficult to move around and impact productivity</li> <li>+ Parts of the city are underserved by public transport and active travel infrastructure</li> <li>+ The city could be better connected to economic nodes such as Heathrow</li> <li>+ Digital connectivity is not as rapid or widely accessible as it could be</li> </ul>

www.oxford.gov.uk

