

# OCCHT Workshop Project Ideas

Workshop 1 // Bicester Golf and Spa Hotel

Workshop 2 // Blenheim Palace

June 2015

Session 2: Oxford Creative, Cultural, Heritage and Tourism  
Project Ideas

<p><b>Main priority this idea addresses</b></p>	<p>PROMOTING THE VISITOR ECONOMY IN RURAL AREAS <u>OXFORD CANAL WALK</u></p>	
<p><b>What is the project/programme idea?</b> call it: BnB &amp; C.</p>	<p>Making it easier for non-car visitors to access rural tourism, and overnight accommodation* (small + medium attractions + settlements)</p> <p>* Enhance internet &amp; reception in rural communities.</p>	
<p><b>Who should be involved? - types of partners with individual organisations identified where possible</b></p>	<ul style="list-style-type: none"> <li>• Train + bus companies</li> <li>• accommodation providers</li> <li>• Experience Oxfordshire</li> <li>• Canal + River Trust</li> <li>• Walking organisations (eg Ramblers)</li> </ul>	<ul style="list-style-type: none"> <li>• Local authorities (Oxleas)</li> <li>• village shops/businesses etc</li> <li>• Parish Councils</li> <li>• Oxford REC.</li> </ul> <p>* Arts groups &amp; enterprises * FE College</p>
<p><b>How could it be funded?</b></p>	<p>CDC has seed-corn for consultancy (initial feasibility) + promotion</p> <p>Requires OxLEP match-funding - LEADER? EXPLO - OxLEP.</p> <p>SEMLEP - - - -</p>	
<p><b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b></p>	<p><u>Social</u>: Community engagement. Retention of families, such as those who live through local history sensitively</p> <p><u>Economic</u>: Job safeguarding + creation. Great benefits to the wider economy.</p> <p><u>Environ</u>: 'Green' tourism. Spreading visitor load &amp; harm/density.</p> <p>DB - National Project Leader: Consultant? or social enterprise (or other)?</p>	

\* similar to the Peak District + other Day Distance Walks  
+ co-ordinate + map a series of circular walks linked to the Oxford Canal + Cotswolds.

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Jaegui Ibbotson

<p><b>Main priority this idea addresses</b></p>	<p>Pop up</p>
<p><b>What is the project/programme idea?</b></p>	<p>Hackathon - 48 hours geeks in a site, Smart Coders doing interesting things Uni Museum doing Game Jam. The Bunker - New Festival of Ideas / TED - New version</p>
<p><b>Who should be involved? - types of partners with individual organisations identified where possible</b></p>	<p>SKOLL 'Sandpit' Ideas Network Day to come up with 10 projects Digital Oxford could work from Story Museum</p>
<p><b>How could it be funded?</b></p>	<p>Marketing Project - Coordination of events + promotion Launch Pad at Said</p>
<p><b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b></p>	<p>smaller rural museums + heritage sites would benefit could improve skills, opportunities + grow</p>

TOMY HART

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<b>Main priority this idea addresses</b>	Connectivity between Culture & Tourism & the Digital & Creative Industry
<b>What is the project/programme idea?</b>	A series of Hackathons with Thames Valley Country House Partnership engaging Digital Oxford, Universities etc.
<b>Who should be involved? – types of partners with individual organisations identified where possible</b>	TV Country House Partnership Digital Oxford Oxford University Brookes University
<b>How could it be funded?</b>	
<b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b>	

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R Venables

<b>Main priority this idea addresses</b>	Strengthen Experience Oxfordshire
<b>What is the project/programme idea?</b>	Connectivity - bring together and organise / market the Tourism / Cultural environment
<b>Who should be involved? - types of partners with individual organisations identified where possible</b>	All organisations involved in the cultural / tourism industry.
<b>How could it be funded?</b>	
<b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b>	Bring together and organise / market the Oxford / Oxfordshire offering. Coordinating the dynamic and diverse landscape

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L. Venables

<b>Main priority this idea addresses</b>	Broad St - public realm / streetscape improvement.
<b>What is the project/programme idea?</b>	Reduce vehicle traffic and improve public offering
<b>Who should be involved? - types of partners with individual organisations identified where possible</b>	County / University / City
<b>How could it be funded?</b>	?
<b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b>	Improve public realm and appeal of Oxford

TFM

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<b>Main priority this idea addresses</b>	ALL
<b>What is the project/programme idea?</b>	ALICE'S DAY JULY ANNUALLY DEVELOPMENT + PRODN INVESTMENT MAJOR VISITOR ATTRACTION - engaging and appealing to local regional + international audiences
<b>Who should be involved? - types of partners with individual organisations identified where possible</b>	UNIVERSITY MUSEUM'S BUSINESSES ES. TOWN TEAMS COLLEGES CULTURAL ORGANISATIONS
<b>How could it be funded?</b>	CITY COUNCIL GRANT PROGRAMME INCOME
<b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b>	

TIM

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<b>Main priority this idea addresses</b>	ALL
<b>What is the project/programme idea?</b>	2015-2018 THE STORY MUSEUM - CAPITAL PROJECT - DEVELOPMENT OF THE OLD TELEPHONE EXCHANGE UNIQUE - NEW KIND OF MUSEUM - inspiring learning
<b>Who should be involved? - * types of partners with individual organisations identified where possible</b>	ARTS COUNCIL ENGLAND MAJOR + MINOR FOUNDATIONS CORPORATE SUPPORTERS. *we already have many tourists. Stakeholders of educational all forms cultural. schools + colleges. digital
<b>How could it be funded?</b>	individual donors public appeal. LEP could be instrumental in lowering major £1-2 million public investment.
<b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b>	many ways. most info available. best business plan and current visitw data.

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Project Ideas

Esther Lafferty [esther@artweek.org](mailto:esther@artweek.org)

01367 242498.

<p><b>Main priority this idea addresses</b></p>	
<p><b>What is the project/programme idea?</b></p>	<p>Art across the county in the town-centre venues as part of Artweeks - MAY festival. AT ALMOST NO COST!</p>
<p><b>Who should be involved? – types of partners with individual organisations identified where possible</b></p>	<p>businesses / premises in town centres who can welcome new footfall for ten days. e.g. car show rooms kitchen show rooms entrances to accountants / lawyers printers estate agents antique shops etc etc.</p>
<p><b>How could it be funded?</b></p>	<p>Each business would pay to be part of the Artweeks promotional umbrella at the same rate as ads in mags etc. but generate so much more. A bargain!</p>
<p><b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b></p>	<p><del>pulls in visitors to rural locations</del> pulls in visitors to rural locations builds new markets for local businesses helps artists become self-sufficient.</p>

→ Gateway to  
Oxfordshire  
- improving the  
experience

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Problem: Visitor Welcome  
Poor Experience

<p><b>Main priority this idea addresses</b></p>	<p>Oxfordshire Visitor App - link into rural funding</p>
<p><b>What is the project/programme idea?</b></p>	<p>Attraction, transport, map, content</p>
<p><b>Who should be involved? - types of partners with individual organisations identified where possible</b></p>	<p><del>oxford</del> EO + Ox Brookes + others.</p>
<p><b>How could it be funded?</b></p>	<p>Funding / cost is <u>time based</u>.</p>
<p><b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b></p>	<p>Part of a wider project: Gateway to Oxfordshire ↳ Park + node developments - link this to digital capabilities</p>

Alison

Hannah

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<b>Main priority this idea addresses</b>	
<b>What is the project/programme idea?</b>	<p>+ Communities</p> <p>Branding - winter sense of arrival project</p> <p>App - Smart City - Passport to the city - Students + Residents.</p> <p>Hive Projects - App Development.</p>
<b>Who should be involved? - types of partners with individual organisations identified where possible</b>	<p>→ Programme of 'Fewer, Quality Events!'</p> <p>→ Develop Live Labs - as a 'Space for Collaboration! working + interdisciplinary'</p> <p>Creative Industries.</p>
<b>How could it be funded?</b>	
<b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b>	

Clare Thompson | Euton Daley

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Lit Fest Alice's Day  
Folk Fest Scene Fest  
Dance Fest Fringe v.  
(CRC) AA weeks  
cef MCS festival  
New Jazz v.  
(from) Scheduling  
left for  
co-ship  
rather than  
competing

<p><b>Main priority this idea addresses</b></p>	<p>People &amp; Place. (+ Connectivity within the City) <sup>+ new st</sup> &amp; <sup>gone up</sup> <sup>creation</sup> <sup>of</sup> <sup>festival</sup> <sup>culture</sup></p>
<p><b>What is the project/programme idea?</b></p>	<p>Capitalizing on festivals (existing &amp; potential new ones) - opportunities thro' development within public realm (i.e. public squares (spaces / gateway areas). Cohesive approach to branding / style - 'wow' factor. Buy-in + 'pull' offer with cafes / restaurants / hotels (encouragement of</p>
<p><b>Who should be involved? - types of partners with individual organisations identified where possible</b></p>	<p>- Festival / cultural orgs - Businesses - i.e. cafes / restaurants / hotels - Planners - <sup>dev of</sup> public realm. - LA investment + driver (Manchester / Liverpool) <sup>more digital engagement</sup> <sup>increased o/n stays</sup> <sup>for promotion</sup> <sup>incl cultural</sup> <sup>offer to</sup> <sup>engage with</sup> <sup>digital</sup> <sup>platforms</sup> - Exp Oxfordshire</p>
<p><b>How could it be funded?</b></p>	<p>- Potential for sponsorship investment - Public subsidy - i.e. ACE / HLF (Gateways reflecting history + culture of the city)</p>
<p><b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b></p>	<p>- <del>Increased</del> Increased tourism investment thro' encouraging increase in overnight stays - Increased employmentability thro' <sup>incl</sup> need for staffing to support <sup>(i.e. CRC)</sup> festivals' infrastructure - Increased sense of civic pride - thro' greater sense of 'place' - particularly thro' greater offer with better public realm. = Redclaiming public space + enhanced environment</p>

CAROLINE CLAPSON  
STEVE NEWMAN

Session 2: Oxford Creative, Cultural, Heritage and Tourism  
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- Moaumi  
- Start + home town

<p><b>Main priority this idea addresses</b></p>	<p>INCREASING <sup>AND DIVERSIFYING</sup> THE VISITOR <del>THE VISITOR</del> ECONOMY IN BICESTER (INNOVATION) <sup>(INNOVATIVE PLACE)</sup></p>
<p><b>What is the project/programme idea?</b></p>	<p>TO MAXIMISE ECONOMIC BENEFITS OF THE "WALKING TOWN" <sup>EMERGING OF ENVIRONMENTALITY</sup> BICESTER AS A UNIQUE FOCUS IN THE UK FOR SUSTAINABLE DEVELOPMENT. — TO PROVIDE ONLINE AND PHYSICAL INFO FOR PEOPLE USING THE ECO TOWN — WITH SUSTAINABLE TRANSPORT OPTION — SUSTAINABLE TIE-UP WITH (BTS), HOTELS,</p>
<p><b>Who should be involved? — types of partners with individual organisations identified where possible</b></p>	<p>BICESTER TOWN COUNCIL BICESTER GREEN (VOLUNTARY) CDC ECO TOWN DEVELOPER EXPERIENCE OXFORDSHIRE BICESTER VISION BICESTER CHAMBER OF COMMERCE AND COMMUNITY SECTOR ORGANISATION</p>
<p><b>How could it be funded?</b></p>	<p>— BICESTER <sup>VISION</sup> INVESTMENT POT — CDC — SEED FUNDING — OXLEP — SENLEP</p>
<p><b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b></p>	<p>— SOCIAL — WILL ENGAGE COMMUNITY (RESIDENTS AND BUSINESS) TO CHAMPION THEIR TOWN — "AMBASSADORS FOR GREEN TOURISM"</p> <p>— ECONOMIC — WILL DEVELOP VISITOR ECONOMY TO BE MORE THAN JUST BICESTER VILLAGE — A DIFFERENT STRIKE TO BICESTER'S BOW</p> <p>— TO RELIEVE PRESSURE ON LOCAL TRANSPORT INFRASTRUCTURE IN BICESTER BY ENCOURAGING VISITORS TO TRAVEL TO AND WITHIN THE TOWN'S SUSTAINABLE — eg BY TRAIN, BY CYCLE (HIRE), WALKING</p>

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<p><b>Main priority this idea addresses</b></p>	<p>DIGITAL EVENT CALENDAR ~ contemporary / creative BRANDING</p>
<p><b>What is the project/programme idea?</b></p>	<p>Develop a joint creative / cultural events platform / magazine / <u>digital</u>          • not only showcasing historic but also the 'cool' &amp; emergent project          • 'Daily Info' ~ what's on is great but making it sound special / inspiring          → with reviews / bloggers / video</p>
<p><b>Who should be involved? - types of partners with individual organisations identified where possible</b></p>	<p>- all the cultural venues          = universities / (lectures are amazing!) ⇒ showcasing fragmented nature of Oxford          - museums          - community groups - City &amp; County Council</p>
<p><b>How could it be funded?</b></p>	<p>~ experience Oxfordshire ~ APP download fee          ~ advertising          ~ membership</p>
<p><b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b></p>	<p>- economy ⇒ attract more audience increasing offer by showcasing resource          - local communities ~ less fragmented community          - environmental ⇒ less printing</p>

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<p><b>Main priority this idea addresses</b></p>	<p>General Customer Service Training - "Upserving" rather than upselling</p>	
<p><b>What is the project/programme idea?</b></p>	<ul style="list-style-type: none"> <li>- Upskill front facing tourism/cultural service industries</li> <li>- address needs - accessibility. Upsencing not upselling.</li> <li>- Staff and volunteers.</li> <li>- cross exposure, imparting great knowledge of current landscape.</li> </ul>	
<p><b>Who should be involved? - types of partners with individual organisations identified where possible</b></p>	<ul style="list-style-type: none"> <li>- Tap into local partners. (eg. Randolph staff going on bus tour)</li> <li>- Countywide Co-ordination.</li> <li>- Identify gaps of local partnerships that need support to create</li> <li>- Train the trainer</li> <li>- How to engage retail? Through developers</li> </ul>	<p>Differentiate from winter welcome training South East Tourism Board? Partner with them to increase the offer</p>
<p><b>How could it be funded?</b></p>	<ul style="list-style-type: none"> <li>- Link to local college/ FE for qualification for national funding</li> <li>- Increased funding for Experience Oxfordshire, build on previous investment + infrastructure.</li> <li>- Link to a specific development eg. Westgate Shopping Centre.</li> <li>- Fees to attend training.</li> </ul>	
<p><b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b></p>	<ul style="list-style-type: none"> <li>- Increased tourism &amp; visitor engagement - economic</li> <li>- Increased customer satisfaction</li> <li>- Increased skill set - well-being of participants</li> <li>- Increased access, new audiences/communities</li> <li>- Increased use of public transport</li> <li>- Treat the environment better if have a better understanding/respect of it.</li> <li>- Create resources, available online</li> </ul>	

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Research

Main priority this idea addresses	Cross sector working / Testing sustainability (De-risk organisations)
What is the project/programme idea?	Collection/facilitation and brokering of projects, ideas, partnerships and funding. Experimenting with a cross sector investment model.
Who should be involved? – types of partners with individual organisations identified where possible	Individuals with a vested interest in Oxfordshire, OCC Young people + individuals, wide range of organisations involved in proj. development, funding organisation. NO LONG TERM OVERALL ORGANISATION TO BE SETUP. LOW-COST, FLEXIBLE COORDINATION.
How could it be funded?	Cross-sector investment funds
How would the idea contribute to other priorities and wider social, economic and environmental outcomes?	



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<b>Main priority this idea addresses</b>	Enterprise - People.
<b>What is the project/programme idea?</b>	opportunities to inspire - just started.
<b>Who should be involved? - types of partners with individual organisations identified where possible</b>	schools, colleges, parents - carers.
<b>How could it be funded?</b>	County started funding
<b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b>	



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<p><b>Main priority this idea addresses</b></p>	<p>People + Place</p>
<p><b>What is the project/programme idea?</b></p>	<p>Nurturing + retaining artistic talent in Oxon          Encourage more contemporary art/culture in and around heritage } Skills Development          Educating audiences</p>
<p><b>Who should be involved? – types of partners with individual organisations identified where possible</b></p>	<p>Un.versity - Heritage sites - Art Schools - Art Centres (organisations)</p>
<p><b>How could it be funded?</b></p>	
<p><b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b></p>	

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Main priority this idea addresses	All the target sectors: enterprise, people, place + connectivity.
What is the project/programme idea?	<p>OXFORD<sup>SHIRE</sup> CENTRE FOR HERITAGE, RESEARCH + ENGAGEMENT (OCHRE)</p> <p>ie a clearing house for university-based researchers to work with and add value to the visitor economy. Facilitates effective + efficient knowledge exchange between partners across the creative, cultural heritage + tourism sector.</p>
Who should be involved? - types of partners with individual organisations identified where possible	<p>Brings together all the partners building upon Oliver Cox's pilot of the Thames Valley Country House Partnership but broadens the offer to museums, galleries, town centres, villages. This centre streamlines the connection between the research output of the universities which can then be translated into improving the visitor offer. Already some studies developed in Oxfordshire (eg Oxfordshire Museums Service, Oxford University Museums) + an efficient way of co-ordinating the <u>density</u> of existing projects.</p>
How could it be funded?	<p>Academic Research Councils (eg AHRC) (interested in guaranteeing public impact of research); matched with central funding via OxLEP. Connecting people in this way would not - necessarily - require physical infrastructure, but would be an innovative <u>ask</u> for AHRC etc.</p>
How would the idea contribute to other priorities and wider social, economic and environmental outcomes?	<p>Driven by the need to ensure the cultural/heritage offer is competitive on an international stage by focusing on a high-quality innovative visitor experience. Get the <u>story</u> right and things will follow.</p>

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<p><b>Main priority this idea addresses</b></p>	<p><del>World class</del> Connectivity / People</p>
<p><b>What is the project/programme idea?</b></p>	<p>- World class visitor welcome: - <u>Brand</u>          - Training/serve/Respect programme.          - Physical Investment in renewed way-finding &amp; Interpretation. ) - both need investment</p>
<p><b>Who should be involved? - types of partners with individual organisations identified where possible</b></p>	<p>- All strategic public sector &amp; DMO partners          - universities          - colleges (FE)          - Transport providers          - Business in all visitor (cultural, creative, heritage) - sectors</p>
<p><b>How could it be funded?</b></p>	<p>- Combination of skills Funds (where available)          - Business Investment          - sponsorship          - crowd Funding</p>
<p><b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b></p>	<p>- Enhance skill levels &amp; career paths          - raise dwell-time, repeat business, turnover - Impact jobs          - Reduce wasted journeys (to some extent)</p>

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<p><b>Main priority this idea addresses</b></p>	<p>VIRTUAL CONCIERGE - All priorities addressed.</p>
<p><b>What is the project/programme idea?</b></p>	<p>An innovative digital application / platform which is easily accessible by all and informs visitors of the entire Oxfordshire offer including transport, safety, well-being + environment.</p>
<p><b>Who should be involved? - types of partners with individual organisations identified where possible</b></p>	<ul style="list-style-type: none"> <li>• Smart Cities</li> <li>• Local businesses / retailers</li> <li>• Transport</li> <li>• City / County Councils</li> <li>• Universities</li> <li>• Town Team</li> </ul>
<p><b>How could it be funded?</b></p>	<p>Various funding streams available (Smart cities - govt)</p>
<p><b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b></p>	

Signposts to Lectures + talks.

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<p>Main priority this idea addresses</p>	<p>Oxfordshire Literary Festival. ... Folk Music/Festivals.</p>
<p>What is the project/programme idea?</p>	<p>Join up all the literary festivals + brand them as one. Joining the music venues and festivals? - celebrate the vibrant book club culture in Oxfordshire</p>
<p>Who should be involved? - types of partners with individual organisations identified where possible</p>	<p>Join up existing Oxsh literary Festival + Woodstock - OUP. + Blackwells + Story Museum + Litmagazine Bodleian. + Tringe Coverts. <span style="float: right;">(part of Poetry)</span></p>
<p>How could it be funded?</p>	<p>Sponsorship + Publications. + Promoting</p>
<p>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</p>	<p>connecting - literary creative holder + celebrator of literature. entertainment. Education</p>



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Main priority this idea addresses	Place
What is the project/programme idea?	Promoting the county as a place to enjoy food, drink of good quality. Locally grown and brewed and prepared. Food festivals + home-made international food (eg Costa Rd).
Who should be involved? - types of partners with individual organisations identified where possible	Restaurants, Breweries, Pubs. All street so-called. E. Oxford Finner Market and Jhan. Cogges Farm. + HLF project (County town). Young people (opportunities to share between cultures).
How could it be funded?	+ hotels + restaurants. WEXBER+. HLF? ✓ The beer labors. Breweries?
How would the idea contribute to other priorities and wider social, economic and environmental outcomes?	Environmental sustainability - locally grown food. healthier, stronger communities.

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<p><b>Main priority this idea addresses</b></p>	<p>Knowledge Hubs + Enterprise Centre. + Creative Space.</p>
<p><b>What is the project/programme idea?</b></p>	<p>Use <sup>exiting</sup> space in libraries to extend the range of services. Opportunities to support start up enterprises, cultural activities. creative incubator, contemporary arts</p>
<p><b>Who should be involved? – types of partners with individual organisations identified where possible</b></p>	<p>County Council, LEP, + Cultural Forum. City + Districts. University Creative Industries.</p>
<p><b>How could it be funded?</b></p>	<p>LEP. County Council. local sponsors.</p>
<p><b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b></p>	

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Main priority this idea addresses	PEOPLE      ENTERPRISE      (CONNECTIVITY)
What is the project/programme idea?	Bringing young people into employment - enterprise opportunities - by creating more links for cultural organisations + businesses to work in HE/FE institutions to address opportunities / skills gap.      Mentoring.
Who should be involved? - types of partners with individual organisations identified where possible	HE FE cultural orgs creative industries Scholarship?
How could it be funded?	HE / FE pots Commercial businesses? ESF funding
How would the idea contribute to other priorities and wider social, economic and environmental outcomes?	Skills improvement Recruitment Uni places take-up. entrepreneurial - incubation

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Main priority this idea addresses	Oxford Castle - New Arts Centre
What is the project/programme idea?	Develop the Castle Complex to provide an arts and culture centre for the City. Provide Museum of County Artefacts.
Who should be involved? - types of partners with individual organisations identified where possible	Local Authorities :: Commercial organisations: Continuum, Tenants, Oxford Preservation Trust Arts Council. Westgate??
How could it be funded?	Private Sector, Arts Council?
How would the idea contribute to other priorities and wider social, economic and environmental outcomes?	The focal point of local history - its where Oxford began. A point of interest for visitors and local residents alike. Build up employment opportunities, increased economic activity.



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Main priority this idea addresses	PLACE
What is the project/programme idea?	cultural infrastructure plan - not just mapping but eventually taking a strategic view about what <sup>shanty spaces?</sup> <del>are</del> resources (buildings) we have + need <del>to</del> for future. <sup>Dis-investing?</sup>
Who should be involved? - types of partners with individual organisations identified where possible	Local authorities - planning authorities could use this to plan better.
How could it be funded?	?
How would the idea contribute to other priorities and wider social, economic and environmental outcomes?	Places more vibrant - with cultural resources. Looking limited resources currently invested in buildings + spaces

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<b>Main priority this idea addresses</b>	innovative connectivity
<b>What is the project/programme idea?</b>	better mobile phone reception free public wifi improved broadband
<b>Who should be involved? - types of partners with individual organisations identified where possible</b>	local authorities - planning authorities providers
<b>How could it be funded?</b>	providers
<b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b>	excellent connectivity underpins enterprise in the county entrepreneurial activities/businesses

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Main priority this idea addresses	<b>CONNECTIVITY</b>
What is the project/programme idea?	<b>CENTRAL SERVICE</b> Knowledge exchange
Who should be involved? – types of partners with individual organisations identified where possible	Experience Oxfordshire could be expanded – needs greater coverage + broader sector involvement B4? All.
How could it be funded?	Membership fees
How would the idea contribute to other priorities and wider social, economic and environmental outcomes?	Boost visitor economy Share resources



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<p><b>Main priority this idea addresses</b></p>	
<p><b>What is the project/programme idea?</b></p>	<p>Oxford Oyster - especially for <sup>and residents</sup> tourists. (bus &amp; train). inter-company - ease contact between place to place. attractions. → have a type of 'reward' scheme to promote less well-known venues. A deal could be brokered with the companies for reciprocal publicity for cultural events.</p>
<p><b>Who should be involved? – types of partners with individual organisations identified where possible</b></p>	<p>Stagecoach Oxford Bus Company. Train companies - eg Great Western</p>
<p><b>How could it be funded?</b></p>	
<p><b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b></p>	<p>Promote transport, connect people to places Environmentally more sound - especially if locals are going from N → S E → W etc.</p>

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Main priority this idea addresses	<del>Local Ambassadors</del> . People + Connectivity
What is the project/programme idea?	Develop & train locals to be ambassadors - young people, taxi drivers, customer facing people across all sectors. + single info. point
Who should be involved? - types of partners with individual organisations identified where possible	Local govt, libraries, retailers, educational orgs (trainers & venues) Arts organisations Bns companies School children - work/volunteer experience train staff & volunteers. young people
How could it be funded?	In kind support eg free city tours, tickets to theatre etc. Sponsorship Advertising on Apps?
How would the idea contribute to other priorities and wider social, economic and environmental outcomes?	<del>(more longer stays)</del> Economic - attract visitors for longer Build skills & experience



Session 2: Oxford Creative, Cultural, Heritage and Tourism  
Project Ideas

<p><b>Main priority this idea addresses</b></p>	<p>Place, People, Enterprise</p>
<p><b>What is the project/programme idea?</b></p>	<p>Contemporary <sup>Cultural</sup> Oxfordshire — recolor the history &amp; heritage branding. Innovation in cultural sector. How to retain well supported artistic talent to sit alongside heritage.</p>
<p><b>Who should be involved? — types of partners with individual organisations identified where possible</b></p>	<p>Publishers &amp; industry supporting artists in residence commissioning knowledge exchange organisations eg Isis, Social, Oxford Innovation. University colleges with artists in residence.</p>
<p><b>How could it be funded?</b></p>	<p></p>
<p><b>How would the idea contribute to other priorities and wider social, economic and environmental outcomes?</b></p>	<p>Retain talent, contemporary &amp; vibrant (as we retain scientists). Investment in creative talent.</p>