



Experience Oxfordshire

Application pack for Experience Oxfordshire Chair



experienceoxfordshire.org
experienceoxfordshire.org/partners
conferencing.experienceoxfordshire.org

Introduction to Experience Oxfordshire

Visitors to Oxfordshire are vitally important to the county's economy. The iconic city and surrounding county attract local, national and international visitors. Our proximity to London and other key cities in the UK make Oxfordshire an attractive destination for leisure and business travellers.

Experience Oxfordshire is the Destination Management Organisation (DMO) for Oxfordshire. We are a not-for-profit partnership organisation committed to the promotion, management and development of Oxfordshire as a great destination to live, work, visit and do business. Our goal is to promote leisure, culture and business tourism to Oxfordshire to domestic and international markets.

We have a growing partnership network of 150 businesses spanning all parts of the visitor economy, and through effective collaboration we are all working to ensure Oxfordshire becomes a leading destination for tourism, culture and business.

It is a very exciting time for Experience Oxfordshire as more development across the County is taking place. October 2017 sees the opening of the brand new Westgate Oxford which will make the city a retail destination. The connectivity from London has improved with the introduction of the new Chiltern Railways Line to complement existing rail and road network links that go across the County. We are also seeing increased hotel development across the County as well as a year round events programme to be proud of. It is a time to explore new partnership opportunities that will enable growth and development in the visitor economy.



About Experience Oxfordshire

A professional Approach to Partnership

We are an ambitious organisation and work with our partners to champion the sector and the great products that we have across the County. We currently have over 150 partners which include businesses from visitor attractions, hotels, transport, retail, restaurants, events, conference venues, Local Authorities and the wider business community.

We have a growing Ambassador network who support and promote Experience Oxfordshire and are a driving force behind ensuring that Oxfordshire has a DMO, their support is invaluable. Current Ambassadors are;



About Experience Oxfordshire

Experience Oxfordshire Networking Events

We run a year round programme of networking opportunities for our partners. These have included networking events at Eynsham Hall, Holiday Inn Oxford, Oxford Brookes University and our very own Oxford Visitor information centre. We also hold our Cultural Platform annually which over recent years has seen special guests such as the former Prime Minister the Rt Hon David Cameron attend and this year we welcomed Robert Peston. We have also run training for businesses on social media, marketing and the travel trade including working in the Chinese market. This year we also hosted an 'Insights from the Experts' event at Jurys Inn Oxford which welcomed senior professionals from across the sector including representatives from VisitBritain and VisitEngland, Arts Council England, UKinbound and The Tourism Alliance.



About Experience Oxfordshire

Experience Oxfordshire Conferencing

We run a dedicated website for our conference partners that promotes Oxfordshire's profile as a great place for meetings, conferences and events. We also operate a booking facility that is available to partners. We attend events to promote the conference offer and these have included Confex as well as a showcase at One Moorgate Place in London and the Saïd Business School.

Our service includes:

- Find the most appropriate conference, meeting or wedding venue;
- Find and book group accommodation;
- Suggest great places for private dining in Oxfordshire;
- Recommend the best things to see and do while in Oxfordshire;
- Provide delegate welcome packs and souvenirs.

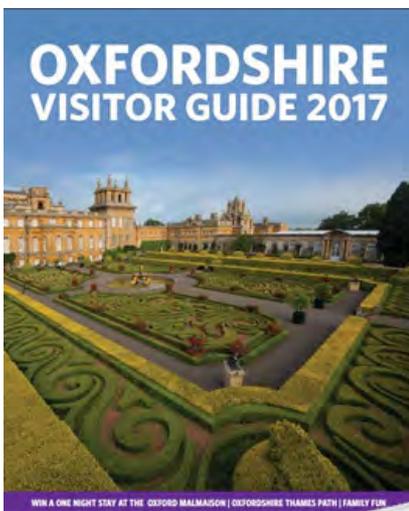


About Experience Oxfordshire

Promoting Oxfordshire to Local, National and International Audiences

We have a dedicated consumer website to promote the County and our partners. We also produce targeted monthly e-newsletters to consumers, travel trade and groups. We produce an annual destination guide and have introduced a new Country Houses and Gardens Guide. We have a good relationship with local and national media and support campaigns run by the national tourist board, such as the GREAT campaigns and celebrating literary anniversaries. We also attend groups travel shows and travel trade shows as well as international sales missions.

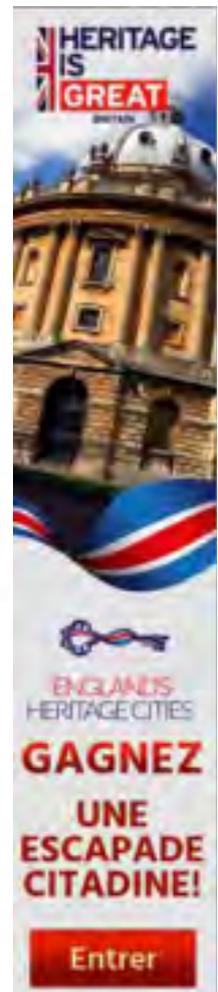
We have also secured funding from the UK Challenge Fund for a French Consumer Campaign and from the Discover England Fund for an Augmented Reality project targeting the under 35's in the USA.



Welcome to Oxfordshire

Experience Oxfordshire, one of the most breathtaking counties in England
Oxford and Oxfordshire has a lot to offer to visitors and there is a reason why people return to the county again and again. From the ancient University of Oxford to the rolling hills of the Cotswolds there is so much rich history and culture for you to explore. Whether you want to discover an ancient civilisation at a world famous museum, wander around some of the most famous landmarks in the UK or relax with the Cotswold Ales, you will find something to do for all occasions and all members of the family.

What to do in Oxford and Oxfordshire? Be inspired by our 2017 Visitor 10 Things To Do - from walking tours, cycling to there is something for everyone!



About Experience Oxfordshire

Building Stronger Partnerships Locally and Nationally

We have worked hard to establish ourselves locally as THE DMO for Oxfordshire and we were endorsed by the former Prime Minister Rt. Hon David Cameron as the organisation to work with locally to promote and support the visitor economy. We have also been highlighted by the current Tourism Minister Tracey Crouch MP as a case study of best practice in bringing industry together. We work with a range of national organisations to ensure that Oxfordshire is receiving profile.

"We're proud to have been a founding Ambassador Partner of Experience Oxfordshire. We've been a part of Oxford for over 135 years so it's only fitting that we play a leading role in promoting everything our beautiful county has to offer."

Phil Southall, Managing Director
Oxford Bus Company



"I am delighted that Experience Oxfordshire have joined UKinbound. This beautiful part of the English countryside is a huge draw for our inbound visitors - combining iconic heritage, stunning countryside and excellent hospitality - and i know that Hayley and her team have some really exciting and innovative plans to maximise this important sector of the tourism market. We look forward to collaborating over the next year to grow this valuable business even further."

Deirdre Wells, Chief Executive
UKinbound



"Destination Management Organisations play a vital role in British tourism, ensuring that our destinations provide a quality experience for visitors. We fully support Experience Oxfordshire's aims- as the official DMO for the area - in developing and investing in improving the Oxfordshire Experience. Collectively we work with them and the wider tourism industry to inspire more international visitors to Oxfordshire and Beyond."

Sally Balcombe, Chief Executive
Visit England and VisitBritain



About Experience Oxfordshire

Oxford Official Walking Tours and Visitor Information Centre

Oxford Official Walking Tours

Experience Oxfordshire operates public and private walking tours with the Oxford Guild of Guides that attract 40,000 visitors per year. Theme tours include; The University and City Tours, Harry Potter and Alice in Wonderland and Bampton – The Real Village of Downton Abbey.

Oxford Visitor Information Centre

We operate the Visitor Information Centre on Broad Street that welcomes over 500,000 visitors a year. We have a retail offer and ticket sales as well as a left luggage service. We also produce local guide books and arrange training for local businesses. The Information Centre was a finalist in 2016 in the Beautiful South Awards.



About Experience Oxfordshire

A thriving Visitor Economy

The Visitor Economy is a vitally important sector in Oxfordshire. Each year we welcome 26.5 million visitors to the County who spend £1.96 billion in the local economy which in turn supports over 33,000 jobs. At Experience Oxfordshire we monitor and analyse trends to measure performance of the destination.

THE ECONOMIC IMPACT OF THE VISITOR ECONOMY 2015

SUMMARY



Approx. 26.5 million
trips were made to
Oxfordshire in 2015.



**Approx.
£1.96 billion**

Total value of tourism in
Oxfordshire



33,447 jobs

Employment supported by
tourism activity.



About Experience Oxfordshire

Experience Oxfordshire Board Members



Professor Graham Upton –
Current Chairman of Experience
Oxfordshire and former Vice
Chancellor of Oxford Brookes
University



John Hoy – Vice Chair of
Experience Oxfordshire and
Equity Partner at Bidwells, former
CEO of Blenheim Palace



Helen Morton – Chair of
Finance and Resources
Committee and former
Treasurer at Somerville College



Fiona Piercy – Regeneration
Programme Director at Oxford
City Council



Michael Grange – General
Manager at the Macdonald
Randolph Hotel



Richard Munro – Former Head of
Culture at Oxfordshire County
Council



Richard Rosser – CEO In Oxford
Group



Richard Venables – Director at
VSL&Partners



Miranda Markham – Director at
Value Retail (Bicester Village)



Lorraine Lindsay-Gale – Cabinet
Member for Cultural and
Community Services, Oxfordshire
County Council



Debbie Dance – Director at
Oxford Preservation Trust



Stuart Crook – Partner at Wellers
Accountants



Christopher Wigg – Former
Treasurer and Finance
Director at St Anne's College,
University of Oxford



Dominic Hare – Chief Executive at
Blenheim Palace

Chair - Experience Oxfordshire

Application

We are seeking a new Chair of the Board to start in mid 2017 to allow for a handover from the current Chair, Professor Graham Upton, who will be stepping down after 5 years.

Role Description:

Purpose of role: To lead the Experience Oxfordshire Charitable Trust (EOCT) and Experience Oxfordshire (EO) Boards in giving strategic direction and support to enable the organisations' continuing viability and achievement of its goals.

Key Tasks

- To provide leadership to the Board of Directors, ensuring that the most effective use is made of their individual and collective skills and knowledge in the interests of EOCT and EO and that proper governance is in place.
- To give strategic leadership and guidance and act as line manager to the Chief Executive.
- To be an effective ambassador for the organisation and cultivate relationships with our partners, our network of businesses and other organisations involved in the visitor economy, local authorities, national organisations and the public.
- To work effectively with OxLEP to ensure that tourism, culture and the visitor economy is seen as a key economic driver across the County and that Experience Oxfordshire takes the lead on its delivery.
- To enable a clear articulation of EOCT and EO's purpose and goals, which is shared and understood by all Board Members and staff, and which is effectively communicated to stakeholders.
- To work with the Finance & Resources Committee to ensure that appropriate strategic planning and business management processes are in place, that a commercial approach is taken to all activities and that financial planning, control and monitoring of the organisation is effective in ensuring its viability.

Time commitment: up to 4 days a month but with the time distributed across a number of days, meetings and events.

The role is unpaid and the initial appointment is for three years.

Chair - Experience Oxfordshire

Person Specification

Knowledge

- Understanding of the visitor economy in Oxfordshire and how it works.
- Understanding of the County more generally including local government and politics, the broader economy, transport, education and training and the cultural sector.
- Operational understanding of a medium-sized business.

Skills

- Excellent verbal, presentational and social skills, including public speaking, dealing with media, communicating with the Board, staff and stakeholders.
- Practical and personal skills in effective chairing of board meetings.
- Ability to develop relationships with stakeholders, potential funders and others, and to influence and persuade.
- Ability to listen, analyse, prioritise, and inspire.
- Ability to lead and support, plus the intuition to know which to employ and when.
- Financial management.

Experience

- Substantial business and commercial experience, including strategic management, preferably in the visitor economy.
- Good connections with relevant Oxfordshire networks and a willingness to assist in 'opening relevant doors'.
- Good connections with relevant regional and national networks.

Other

- Time flexibility to cope with demands to attend meetings/functions early or late in the day.
- Experience running a charitable organisation.
- Experience running a not for profit organisation.
- Experience securing Government funding.
- Experience developing commercially viable business models.

Chair - Experience Oxfordshire

Appointment process and how to apply

Those wishing to find out more about the role are invited to contact Helen Morton, Chair of the Experience Oxfordshire Finance & Resources Committee, on 01865 311937 or at helen.morton@some.ox.ac.uk.

Applications should consist of a full curriculum vitae along with a covering letter of application addressing the role and person specification.

Completed applications should be sent to Helen Morton by 31st March 2017 and interviews are expected to take place in April.