

TOURISM

Indicator 30 (Local)	Number and type and location of new short-stay accommodation, hotels, guest houses and dual use, to include number of bedspaces.
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Objective

To improve both the range and standard of accommodation available to visitors to Oxford, and to encourage tourists to stay longer and spend more.

Target

National guidance in PPS6¹ recognises the importance of arts, cultural and tourism uses to the vitality and viability of town centres. Hotels are specifically referred to as key tourist related uses.

Regional planning guidance for the South East (RPG9)² (Nov 2004) aims to positively promote diversity in the range of tourist accommodation. Protection should be afforded to the existing stock, where market demand exists and support given to proposals to upgrade the quality of the stock to meet consumer demand. Policies should require assessments of the need for additional hotel provision and promote sustainable locations for new development. Opportunities for longer stays should be encouraged.

The Oxford Local Plan³ aims to retain the existing stock of tourist accommodation and support the provision of additional accommodation in a range of appropriate locations and to encourage longer stays in Oxford.

Data analysis

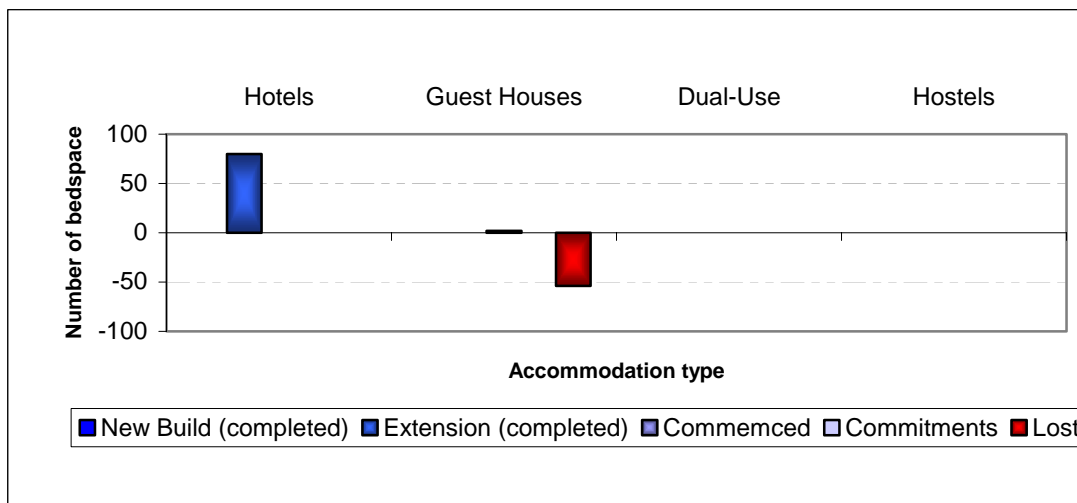


Figure 39: The location number of bed-spaces gained or lost, by type of short stay accommodation establishments.

¹ Planning Policy Statement 6: Planning for Town Centres, ODPM 2005

² Regional Planning Guidance for the South East (RPG9), GOSE

³ Oxford Local Plan 2001-2016, Oxford City Council, December 2005

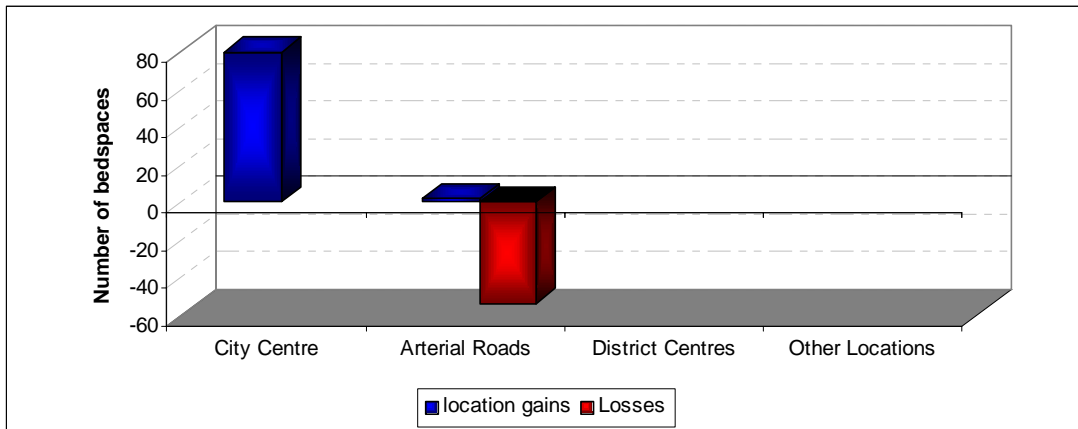


Figure 40: The location of where new bed-spaces are situated, and where losses have occurred, during 2004/2005.

Commentary

Oxford is one of the South East's major visitor destinations, particularly for overseas visitors, attracted by its national importance as a centre of culture and education.

There has been an overall increase in the supply of short stay accommodation in Oxford. The principal growth has taken place in the hotel sector, which has seen an increase in the provision of bedspaces completed. There has however been a loss of bedspaces in the guest house market.

The net increase in short stay accommodation has been provided in sequentially preferable locations principally within the City centre. It has therefore successfully achieved National, Regional and Local Plan policy objectives by adding to the range and diversity of short stay accommodation within sequentially preferable locations, improving the stock of accommodation and encouraging longer stays in Oxford.

However the loss of guest house accommodation is of concern, with the closure of two large guest houses on arterial routes into the City within the monitoring period, resulting in a substantial number of bedspaces lost. Stringent retention policies in the Local Plan 2001-2016 will in future aim to curb this level of loss.

This overall pattern of development has taken place within the principal aim of the Local Plan tourism strategy to promote long-term sustainable growth. Such development of all year facilities and longer stays aims to make the most efficient use of the tourism infrastructure to the benefit of both the transport systems and accommodation.

On target? ✓

Indicator 31 (Local)	Number & type of new facilities/attractions completed (new build, extensions & changes of use).
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Objective

To promote greater use of all existing attractions, and encourage additional cultural and tourist attractions, to add diversity and to offer a wider range of activities for visitors to Oxford to enjoy.

Target

National guidance in PPS6¹ recognises the importance of arts, cultural and tourism uses to the vitality and viability of town centres. Theatres, museums and galleries are specifically referred to as key arts, cultural and tourist related uses.

Regional policy for the South East² encourages Local Authorities to improve existing tourist attractions to enhance the visitor experience, and to promote high standards of design.

The City Council will promote Oxford's cultural status, through the retention of art and entertainment venues. It aims to protect public venues, cultural and art attractions and promote enhancements or extensions to existing art-related premises.

Data analysis

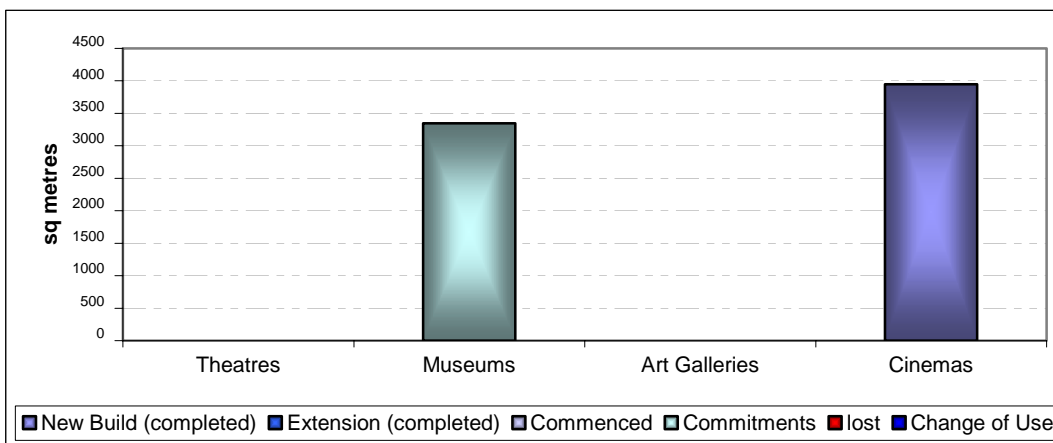


Figure 41: Floor-space lost or gained for Arts & Cultural Uses, in sq metres, during 2004/2005.

¹ Planning Policy Statement 6: Planning for Town Centres, ODPM 2005

² The South East Plan, South East England Assembly, January 2005

Commentary

Oxford has successfully increased the amount of floorspace for arts and cultural related facilities, and in particular museum (the Ashmolean Museum, receiving planning permission to extend its premises to increase gallery space) and new cinema provision, thereby improving the range and amount of facilities available to visitors and residents of Oxford.

There has been no loss in the provision of existing arts and cultural related facilities.

On target? ✓

Indicator 32 (Contextual)	Monitor the number of visitors to Oxford's principal tourist attractions
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Objective

To promote greater use of Oxford's tourist attractions, and seek to enhance the overall visitor experience.

Target

Regional policy (TSR4) for the South East¹ encourages Local Authorities to improve existing tourist attractions to enhance the visitor experience, and to promote high standards of design.

The City Council will support extensions and enhancement and promote greater use of all existing attractions.

It will also encourage additional tourist attractions to add diversity and to offer a wide range of activities for visitors to Oxford to enjoy.

Data analysis

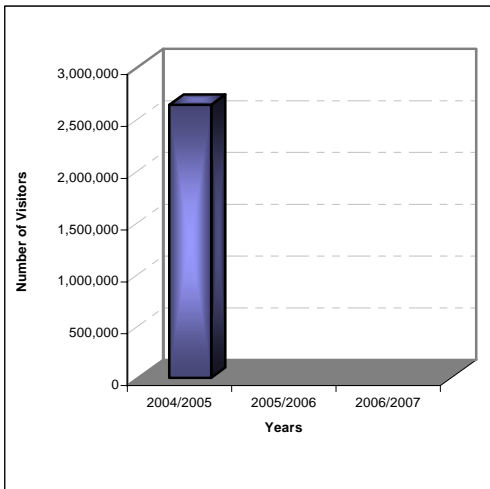


Figure 42: Bar Chart Showing Number of Visitors to Principal Tourist Attractions

Source: Oxford City Council, Survey

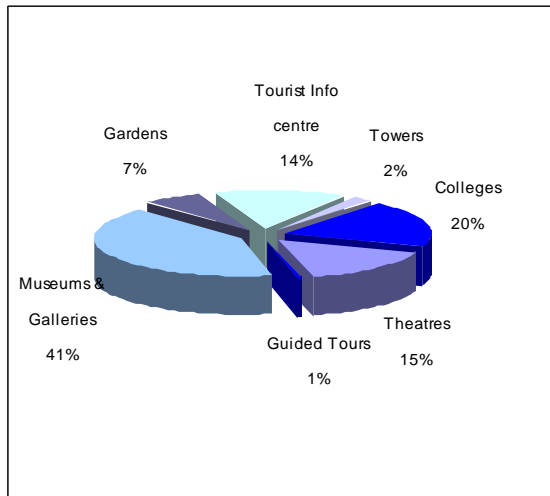


Figure 43: Pie Chart Showing % of Visitors to Type of Attraction

¹ The South East Plan, South East England Assembly, January 2005

Commentary

Regional policy advises that 'regionally significant' attractions should only be encouraged in exceptional circumstances. Oxford is however fortunate in having many established tourist attractions, of local, regional and national importance.

The City Council's policy approach in line with regional advice therefore promotes improvements and enhancements to these recognised existing attractions. The range and diversity of tourist attractions is already well established, however by monitoring their use on an annual basis an evidence base can be established to monitor change, allow comparisons to be made and highlight areas of future provision.

On target? N/A

No target appropriate, as this is contextual information.