

## 15.0 SOCIO-ECONOMICS

### Introduction

- 15.1 This Chapter has been prepared by ekosgen and sets out the likely socio-economic effects of the Proposed Development on socio-economics.

### Legislation and Policy

- 15.2 The adopted Cherwell Local Plan 2011-2031<sup>i</sup> sets out the long-term spatial vision for the District and policies that will help to deliver that vision. Objectives of the Local Plan that are of relevance to Socio-economics include: Objective 1 which aims to facilitate economic growth and employment and a more diverse local economy; Strategic Objective 2 which is to support the diversification of Cherwell's rural economy; and Strategic Objective 5 which is to encourage sustainable tourism. Policies SLE 1 and SLE 3 seek to develop employment and support tourism growth in the area, whilst policies PR6a, PR7a and PR7b aim to increase the supply of housing in the North Oxford and Kidlington area.
- 15.3 The Kidlington Framework Masterplan<sup>ii</sup> designates opportunity areas to the north and south of Kidlington, aiming to create a sense of arrival. It outlines how Kidlington has been identified within the Local Plan as a location for small scale housing growth (although this has now been superseded by the local Plan Part 1 Partial Review which allocates larger scale housing sites), Village Centre expansion and employment growth in the plan period. The Masterplan identifies a need for business tourism facilities, and Theme 4 focuses on supporting community needs, enhancing access to quality community facilities and recreation spaces for all residents. Theme 5 looks at supporting future economic success and outlines different ways to support the growth of high value employment and the need to integrate employment areas with the rest of the village to maximise benefits to the village as a whole and the wider district.
- 15.4 The Oxfordshire Local Enterprise Partnership (LEP) Corporate Plan<sup>iii</sup> sets out the LEP's response to the changing local, regional and national landscape, addressing challenges and opportunities arising from Covid-19 and Brexit. The Plan has four strategic themes, looking at People, Place, Enterprise, and Connectivity. It focuses on strategic activities to support the economic recovery of Oxfordshire, with a priority on developing skilled talent and creating pathways to employment.
- 15.5 The Oxfordshire Economic Recovery Plan<sup>iv</sup> provides a comprehensive and co-ordinated County-level economic route map to recover from the impact of Covid-19 and the damage impacted on Oxfordshire's strategic themes of *People, Places and Businesses*. It sets out actions against these three strategic themes. Target Proposal 1 focuses on improving labour supply and skills in the health and social care sector. Target Proposal 6 aims to enable a visitor economy renaissance and boost

the visitor economy, increase capability of visitor economy businesses and ensure it remains a safe place to visit, making Oxfordshire an attractive destination.

- 15.6 The Oxfordshire Local Industrial Plan<sup>v</sup> sets out a plan to build on Oxfordshire's strong foundations to achieve transformative growth that is clean, sustainable, and benefits all communities in the county. It presents a long-term framework against which private and public sector investment decisions can be assessed, grouped around the five foundations of productivity: Ideas; People; Infrastructure; Business environment; and Places. It focuses on strengthening the tourism and hospitality industry because this is identified as being vital for employment in the area, and increased investment in high-grade hotel facilities to enhance the sector and create more accessible, permanent jobs for the community.
- 15.7 The Oxfordshire Investment Plan<sup>vi</sup> takes forward the ambitions set out in the Local Industrial Strategy and turns these into a transformational programme for action and delivery. Among the various ambitions of the Plan includes the ambition to develop economic engagement and career opportunities to build an inclusive economy. Other ambitions include the ambition to support the creative industries and tourism sector to recover and flourish after Covid-19 and to create new employment-generating floorspace across the county.
- 15.8 The Oxfordshire Strategic Economic Plan<sup>vii</sup> seeks to deliver and attract specialist and flexible skills at all levels, across all sectors, as required by businesses. The Plan also looks to ensure a strong link between jobs and housing growth, and providing a quality environment that supports and sustains growth.
- 15.9 The Creative, Cultural and Tourism Plan<sup>viii</sup> aligns with the Strategic Economic Plan and emphasises the significance of the creative and tourism industries, which already account for about 10% of jobs in Oxfordshire. Its principal goal is to coordinate the sector better, with attractions and tourism organisations collaborating for growth and talent retention, ultimately encouraging sectoral growth.

## Assessment Methodology and Significance Criteria

### **Scope of the Assessment**

- 15.10 The effects considered in this Chapter are associated with the Works and with the completed and operational Proposed Development. The EIA Scoping process (**Appendix 2.2**) provides more detail on the scope of this Chapter, including any effects which have been scoped out. The likely significant socio-economic effects are listed as:

*Demolition and Construction Effects:*

- The generation of temporary employment opportunities during the demolition and construction phase.

*Completed Development Effects:*

- The creation of any net additional long-term employment opportunities from the proposed commercial uses of the Proposed Development;
- The economic effect of additional expenditure in the surrounding area resulting from both visitors and additional employees;
- Direct, indirect and induced economic output measured by GVA;
- An increase in the local business rate revenue collectible as a result of the development of new commercial floorspace on the site;
- The effect of access to additional employment opportunities on existing deprivation levels; and
- The effect of additional publicly accessible open space on existing provision.

## **Defining The Baseline**

### **Spatial Scope and Study Area**

15.11 The effects of the Proposed Development's effects on the identified receptors have been considered across a range of spatial areas which include:

- Site level – the Site;
- Local Impact Area (LIA) – defined as the wards of Kidlington West and Kidlington East
- District – Cherwell, defined as the administrative area in which the Proposed Development is located
- Sub-regional – Oxfordshire, defined as the county in which the Proposed Development is located
- Regional – South East, for benchmarking purposes South East data has been included to set the relevant baseline data in context; and
- National – England. National averages for England have been included to contextualise local and regional baselines.

15.12 **Figure 15.1** (Volume 2) illustrates the site location, the LIA and the district boundary.

### **Current baseline conditions**

15.13 Data used to establish the current baseline conditions are drawn from a range of sources which are referenced at relevant sections throughout this ES Chapter. These include:

- The Census of Population<sup>ix</sup>.

- Annual Population Survey<sup>x</sup>.
- Business Register and Employment Survey<sup>xi</sup>.
- Non-Domestic Business Rates<sup>xii</sup>;
- Ordnance Survey Zoomstack<sup>xiii</sup>; and
- Annual Business Survey<sup>xiv</sup> (ABS).

15.14 Where data from the most recent year is not available, the next best alternative has been used i.e. the most up to date.

## **Impact Assessment Methodology – The Works**

### **Temporary Construction Employment**

15.15 To estimate the impact of temporary employment supported as a result of the construction activity, the turnover per employee<sup>xv</sup> within the construction industry in the South East is applied to forecast costs associated with the construction works and then divided by the expected duration of the construction works (in number of years) as set out in **Chapter 4**, to provide the average annual number of construction workers per annum.

## **Impact Assessment Methodology – Completed and Operational**

### **Employment**

15.16 The assessment of employment once the Proposed Development is complete and occupied has been based on the proposed schedule of development including the capacity of the stadium and the commercial floorspace and land uses (refer to ES Volume 1, Chapter 4: The Proposed Development) together with information provided to the club by Legends International who have been advising on the commercial feasibility and operation of the stadium.

15.17 OUFC have supplied data on the current number of non-match day staff (133 FTEs) which includes players and academy players, football and academy staff, administrative staff and Oxford United in the Community (OUiC) staff. This number of non-match day staff is projected to remain the same. They also provided data on the current number of match day staff (e.g. stewards and security). A FTE for match day staff was calculated (18 FTEs) based on an assumption of 6 hours per staff per fixture and 26 fixtures per annum. Legends have supplied data on the projected new stadium operational and projected match-day staff. Where necessary, adjustments have been made to employment figures to estimate a Full Time Equivalent (FTE). For non-match day part-time staff this has been based on assumption of one part-time role per 0.5 FTE.

- 15.18 For on-site employment floorspace supporting uses, the HCA Employment Density Guide<sup>xvi</sup> has been used to calculate the likely number of full-time equivalent (FTE) jobs that would be supported by each type of floorspace (both existing and proposed scenarios). Employment densities that have been used are as follows:
- Hotel – 1 FTE per 3 beds
  - Club Merchandise Store – 17.5 sqm NIA per FTE
  - Gym – 100 sqm GIA per FTE
  - Health and Wellbeing Space – 165 sqm GIA per FTE
  - Restaurant – 17.5 sqm NIA per FTE
  - Sports Bar – 17.5 sqm NIA per FTE
- 15.19 For other employment supporting uses such as conferencing and events and non-OU bowl events, FTEs were estimated based on applying turnover per FTE within the sports activities and recreation sector to the projected revenue figures for these events supplied by Legends.
- 15.20 A series of additionality adjustments (listed below) have been applied to the estimated direct job numbers to estimate net additional job numbers. The adjustments are based on best practice from the HCA's Additionality Guide<sup>xvii</sup>, and include:
- **Deadweight** – Deadweight refers to the jobs that are currently generated on-site which will be lost (and replaced) as a result of the **Proposed Development** coming forward. Deadweight is assumed to be zero given that no employment is currently supported on the site;
  - **Displacement** – refers to the proportion of outputs (such as jobs) accounted for by reduced outputs elsewhere within the impact areas assessed. Displacement assumptions have been made in line with the HCA Additionality Guide and will vary **depending** on floorspace type. Key assumptions are as follows:
    - For retained OUFC and retained match day FTEs, no displacement has been applied as these jobs are already assumed to be in existence and their retention will therefore not lead to any further displacement;
    - For projected stadium operational and matchday staff, no displacement is applied because of the lack of similar or competing facilities in Oxfordshire;
    - For other employment supporting uses, such as the hotel, retail, restaurant and health and wellbeing uses, the assessment applies a 25% (low) displacement level to reflect that a limited amount of displacement may occur due to the displacement of activities from other retailers, restaurants and hotels in the area. This is a worst-case scenario.
  - **Leakage** – when considering the impact of the Proposed Development on jobs and\_GVA output, leakage refers to the proportion of outputs that occur outside of the impact areas(s) as a result of the Proposed Development. Leakage of jobs and GVA is assumed to be zero as all new jobs will be contained within the Site and will not 'leak' to locations outside of the Proposed Development. When considering the impact on the labour market, leakage refers

to the proportion of jobs that will benefit people outside of the impact area(s) as a result of the Proposed Development. Travel to Work (TTW) data from the 2011 Census indicates that 60% of people who work in Cherwell also live in Cherwell and 74% live in Oxfordshire as a whole. In this case, leakage to areas outside of the district (Cherwell) is therefore estimated at 40% and 25% for outside of Oxfordshire.

- **Multipliers** – indirect and induced multipliers have been used to measure the off-site jobs supported by the direct, on-site jobs occurring as a result of the Proposed Development;
- **Indirect** – (also referred to as supply chain) impacts are generated as a result of spend by the on-site activities on services and/or supplies required for their day-to-day operations; and
- **Induced** – impacts are associated with local expenditure as a result of those who derive incomes from the direct (i.e., on-site) and/or supply chain (i.e. off-site) impacts of the Proposed Development.

15.21 A composite multiplier of 1.5 has been used to assess indirect and induced impacts generated at the Regional level. This is based on the guidance set out in the HCA’s Additionality Guide.

15.22 The formula that has been used to derive net additional employment is set out below:

$$\text{Gross Employment} - [(\text{Leakage} + \text{Displacement}) * \text{Multipliers}] - \text{Deadweight} = \text{Net Additional Employment}$$

15.23 Net additional on-site employment is assessed at the district level, whilst off-site employment is assessed at the Regional level.

## Visitor Expenditure

15.24 The economic effects of expenditure have been based on estimated football supporter visitors per annum supplied by Legends together with estimates of off-site visitor spend derived from research undertaken in 2021 on OUFC visitor spend<sup>xviii</sup>. On-site visitor spend has not been included in order to avoid double counting the economic effects of the Proposed Development with employment and GVA outputs. A turnover per FTE has then been applied to the expenditure to estimate the likely number of jobs supported.

## Economic Output

15.25 The economic output of the direct on-site and off-site jobs supported by the Proposed Development has been measured in terms of GVA. This is a measure of the increase in the value of the economy due to the production of good and/or services supported on-site. In simple terms, GVA is a measure

of the additional profits generated within businesses plus the additional salaries that are paid to employees.

- 15.26 GVA has been calculated using benchmarks of GVA output per employee for relevant sectors (in line with the proposed use classes within the Proposed Development), taken from the ONS's Annual Business Survey.

### **Business Rates**

- 15.27 Business rates have been estimated based on average of benchmarks of current rateable value of similar sized stadiums and hotels (Valuation Office Agency) and multiplier of 0.504. This excludes estimates of business rates derived from other on-site uses such as the gym, health and wellbeing space, restaurant and bar to avoid double counting with stadium business rates.

### **Deprivation Levels**

- 15.28 A qualitative judgement has been made on the effect of the Proposed Development on existing deprivation levels with particular consideration of employment and income deprivation impacts when compared with the baseline position of relative levels of deprivation within the LIA and district.

### **Access to open space**

- 15.29 The impact of the Proposed Development on access to public realm (open space and greenspace) provision within the district has included a review of the current baseline (using the OS's Zoomstack dataset) together with the Cherwell Local Plan and has been based on professional judgement and best practice from elsewhere.

### **Cumulative Effects Assessment**

- 15.30 The potential effects of the Proposed Development in combination with the potential effects of other cumulative schemes within the surrounding area is based on those sites listed within **Chapter 2**.
- 15.31 The cumulative effects assessment has been undertaken in line with the methodologies described above for each receptor and is based on the following assumptions:
- The assessment has been completed based on available information regarding each cumulative scheme in the public domain; and
  - Any mitigation measures required to minimise or avoid likely significant adverse effects arising from each cumulative scheme will be adopted in full as part of the implementation of each respective scheme.

## **Assumptions and Limitations**

- 15.32 The assessment of effects is carried out against the socio-economic baseline conditions as defined by the data sources referenced throughout this ES Chapter. As with any data set, these may be subject to change. The assessment of effects has assumed that the Proposed Development would be constructed in accordance with the permission sought.
- 15.33 The assessment prepared has been based on information accessed from various sources, and from the Applicant, which are assumed to be accurate for the purposes of the assessment.
- 15.34 The assessment of the sensitivity of receptors and magnitude of the impacts once the Proposed Development is completed has been based on professional judgement and experience of similar projects elsewhere within the South East and the UK.

## **Methodology for Defining Effects**

### **Receptor Sensitivity**

- 15.35 The sensitivity of each receptor is evaluated as being high, medium, low or negligible based on a review of the baseline position of each receptor and its performance against the benchmark spatial areas. The importance of the receptor in policy terms is also considered. This has been summarised below in **Table 15.1**.

**Table 15.1: Definition of Sensitivity of Receptor**

<b>Sensitivity</b>	<b>Definition</b>
High	Evidence of direct and significant socio-economic concern relating to the receptor. May be given a high priority in local, region and/or national economic and regeneration policy.
Medium	Some evidence of socio-economic concern linked to receptor, which may be indirect. Change relating to receptor has medium priority in local, regional and/or national economic and regeneration policy.
Low	There is little evidence of socio-economic concern relating to receptor. Receptor is given a low priority in local, regional and/or national economic and regeneration policy.
Negligible	Very low importance with little or no priority even at the local scale.

### **Magnitude of Impact**

- 15.36 The magnitude of impact (i.e. change) experienced by a receptor is determined by considering the estimated change from the baseline conditions, both before and, if required, after mitigation. The criteria used for the assessment of the magnitude of socio-economic impacts (both beneficial and adverse) are shown in **Table 15.2**.

**Table 15.2: Definition of Magnitude of Impact**

<b>Magnitude</b>	<b>Definition</b>
High	The Proposed Development will cause a large change to the quality and/or integrity of the resource when compared with existing socio-economic conditions.
Medium	The Proposed Development will cause a moderate change to the quality and/or integrity of receptor when compared with existing socio-economic conditions.
Low	The Proposed Development will cause slight change to the quality and/or integrity of the receptor when compared with existing socio-economic conditions.
Negligible	No discernible change to the baseline socio-economic conditions.

### **Scale, Nature and Duration of Effect**

#### Scale of Effect

15.37 The overall scale or significance of effect is determined by the interaction between receptor sensitivity (**Table 15.1**) and magnitude of impact (**Table 15.2**). Effect significance is therefore based on the following matrix (**Table 15.3**).

**Table 15.3: Significance Matrix**

<b>Magnitude of Change</b>	<b>Sensitivity of Receptor</b>			
	<b>High</b>	<b>Medium</b>	<b>Low</b>	<b>Negligible</b>
<b>High</b>	Major	Major/Moderate	Moderate/Minor	Negligible
<b>Medium</b>	Major/Moderate	Moderate	Minor	Negligible
<b>Low</b>	Moderate/Minor	Minor	Minor/Negligible	Negligible
<b>Negligible</b>	Negligible	Negligible	Negligible	Negligible

#### Nature of Effect

15.38 The nature of effect is defined as either:

- Beneficial – an advantageous effect on the impact area; or
- Adverse – a detrimental effect on the impact area.

#### Duration of Effect

15.39 Effects that are generated as a result of the deconstruction and construction works (i.e. those that last for this set period of time) are classed as 'temporary'. Effects arising from the operation of the Proposed Development are classed as 'permanent'. Additionally, the following classification determines the duration of effect:

- Short term – effects that arise within 1 year;
- Medium term – effects that arise within 1-10 years; and
- Long term – effects that arise over a period greater than 10 years.

## Categorising Likely Significant Effects

- 15.40 Effects are defined as either ‘significant’ or ‘not significant’. Based on the above, effects of Moderate and Major scale are considered significant in EIA terms (highlighted grey in **Table 15.3**) and those of Minor or Negligible scale are considered not significant. Professional judgement is used to determine whether a moderate/minor scale effect is significant or not.
- 15.41 Following identification of the significance of the likely effects, the requirement for any mitigation to either eliminate or reduce likely significant adverse effects is considered.
- 15.42 Where measures have been accounted for to either eliminate or reduce likely significant adverse effects, these have been incorporated into the Proposed Development. The assessment then highlights whether the ‘residual’ effects remain significant following the implementation of suitable mitigation measures.

## Baseline Conditions

### **Population and Labour Market**

- 15.43 Data from the 2021 Census shows that the LIA population was around 19,000 in 2021, accounting for 12% of Cherwell’s total population (161,000). The population of Cherwell has increased by 19,000 (13%) over the last decade, exceeding the rate of growth of Oxfordshire and nationally during the same period (11% and 7% respectively).
- 15.44 The LIA has a lower proportion of people aged 0-15 years old (16%) than Cherwell (19%), Oxfordshire (18%) and nationally (19%). The LIA also has a lower proportion of working aged people (61%) than both Cherwell and Oxfordshire (both 64%), and nationally (63%). The LIA’s older population (65+) accounts for a higher proportion of total population (23%) than Cherwell (17%), Oxfordshire and nationally (both 18%).

**Table 15.4: Demographic profile**

	<b>LIA</b>	<b>Cherwell</b>	<b>Oxfordshire</b>	<b>National</b>
Total Population	19,000	161,000	725,000	56,490,000
% aged 0-15 yrs	16%	19%	18%	19%
% aged 16-64 yrs	61%	64%	64%	63%
% aged 65+ yrs	23%	17%	18%	18%
Source: ONS Census 2021				

- 15.45 Of Cherwell’s total population, around 78% are economically active as of 2022, compared to 82% across Oxfordshire and 79% nationally<sup>xix</sup>. As of 2021, the unemployment rate in Cherwell was 2.2%

of the working age population, standing at approximately 1,700 people. This compares to an unemployment rate of 2.8% for Oxfordshire and 4.6% nationally.

- 15.46 Data from the 2011 Census indicates that there was a net outflow of people leaving Cherwell each day for work in 2011. Notwithstanding the limitations of using data from 2011, the latest Census (2021) does not allow for an equivalent analysis of commuting patterns. In 2011, around 61,000 people left the district to travel to their place of work, whilst around 58,000 commuted into the area. All of those commuting in did so from nearby areas, while those commuting out had a further reach, with the data showing notable flows to London. While not a major imbalance – and on the assumption that commuting patterns have not altered in the intervening period – it does show that the district had a net outflow of commuters, suggesting there are opportunities to support more sustainable patterns of travel to work, and reducing the need to travel, by additional job creation within the district. The data shows that for those residents whose place of work is Cherwell, 60% also live in Cherwell, and a further 14% live in the rest of Oxfordshire, bringing the total to 74% across Oxfordshire.

### **Employment Workplace Based**

- 15.47 As of 2021, there were approximately 11,000 jobs in the LIA, accounting for 13% of the total jobs district-wide. Total employment in the LIA has risen by 6% between 2016 and 2021, matching the rate of increase in Cherwell (6%) and exceeding the rate of Oxfordshire and nationally (1% and 4% respectively).
- 15.48 In 2021 the largest sectors in Cherwell were wholesale and retail trade; repair of motor vehicles and motorcycles and administrative and support service activities.<sup>xx</sup> In the LIA, the largest sectors were the same, with the addition of manufacturing as a large proportion of total employment (13%).
- 15.49 A location quotient (LQ) is an analytical statistic that measures a region's industrial specialisation relative to a larger geographic unit. **Table 15.5** summarises the LQ of sectors in the LIA against Cherwell, Oxfordshire and nationally. The table shows that the LIA has a LQ of 1.45 in the construction sector and a higher concentration of employment in the industry than any of the other three comparative areas. Similarly, the LIA has a higher LQ, and concentration of employment, in the manufacturing sector (1.53) than any of the other areas. The LIA has a lower LQ (0.59) in the human health and social work activities sector than the other comparative areas and thus a lower concentration of employment in the area. However, the LIA has a significantly higher LQ (1.97) in the arts, entertainment and recreation sector, demonstrating an above average concentration of employment in the sector.

**Table 15.5: Employment specialisation by sector**

Sector	LIA	Cherwell	Oxfordshire	National
Agriculture, forestry and fishing	1.98	1.96	1.16	1.00
Mining and quarrying	2.01	1.85	1.10	1.00
Manufacturing	1.53	1.39	0.88	1.00
Electricity, gas, steam and air conditioning supply	0.10	1.05	0.99	1.00
Water supply; sewerage, waste management and remediation activities	1.23	1.17	1.57	1.00
Construction	1.45	0.97	0.92	1.00
Wholesale and retail trade; repair of motor vehicles and motorcycles	1.07	1.50	0.98	1.00
Transportation and storage	0.93	0.86	0.71	1.00
Accommodation and food service activities	1.17	0.80	0.89	1.00
Information and communication	0.85	0.59	1.08	1.00
Financial and insurance activities	0.49	0.32	0.36	1.00
Real estate activities	1.70	0.99	1.01	1.00
Professional, scientific and technical activities	0.93	0.90	1.32	1.00
Administrative and support service activities	0.81	1.28	0.88	1.00
Public administration and support service activities	0.35	0.94	0.61	1.00
Education	0.96	0.70	1.73	1.00
Human health and social work activities	0.59	0.78	0.93	1.00
Arts, entertainment and recreation	1.97	0.64	0.84	1.00
Other service activities	1.28	1.12	0.97	1.00
Total Jobs	11,080	83,685	381,000	
Source: ONS BRES 2021				

15.50 In the LIA the construction sector has experienced a 1% growth in employment and retail trade employment has decreased by 6% between 2016-2021. Employment in the human health and social work sector employment increased by 4% across the period. Employment in the arts, entertainment and recreation sector grew by 50% across the period. In Cherwell, employment in the construction sector has increased by 14% from 2016-2021, with human health and social work employment increasing by 13% across the same period. The arts, entertainment and recreation sector did not experience growth or decline between 2016-2021, whilst the retail trade sectors grew by 3% and accommodation and food services sector by 11%. Employment in these sectors in Oxfordshire as a whole has seen similar trends. The construction sector across Oxfordshire employed approximately 17,000 people as of 2021, down 15% from 2016 when it stood at approximately 21,000.

### **Employment Resident Based**

15.51 According to the 2021 Census, approximately 9,500 residents in the LIA are in employment, although not necessarily in the LIA. The LIA has an economic activity rate of 62%, compared to 66% in Cherwell, 61% across Oxfordshire and 59% nationally. The LIA has an unemployment rate of

2.1%, which is broadly in line with both the rate of unemployment in Cherwell (2.2%) and Oxfordshire (2.0%), but lower than nationally (2.9%).

**Table 15.6: Economic Activity and Unemployment**

	<b>LIA</b>	<b>Cherwell</b>	<b>Oxfordshire</b>	<b>National</b>
Total No. in Employment	9,500	83,200	353,500	46,007,000
Economic Activity Rate (%)	62%	66%	61%	59%
Unemployment Rate (%)	2.1%	2.2%	2.0%	2.9%
Source: ONS Census 2021				

## **GVA**

15.52 The total GVA of Cherwell stands at approximately £4.9bn and accounts for around 21% of the wider Oxfordshire region (£24.2bn). This grew by 13% between 2016 and 2021, compared to 17% growth experienced by the wider region. Cherwell has a GVA per head of population of approximately £31,000 as of 2021, compared to £33,000 per head of population in Oxfordshire and £31,138 nationally.

15.53 The GVA performance of sectors relevant to the development in Cherwell in 2021 were retail trade (£464m), construction (£247m), accommodation and food services (£127m), and arts, entertainment and recreation (£77m).

## **Business Rates**

15.54 Business Rates income is one of the leading sources of revenue for Cherwell District Council in order to fund essential local services. According to data from Cherwell District Council<sup>xxi</sup>, in 2021/22 it received £95.5m in business rates.

15.55 Data from the 2023/24 VOA<sup>xxii</sup> forecasts that Cherwell District Council will receive £98.6m in Business rates for the financial year. Business rates revenues are dependent on the rateable values of properties, which are in turn influenced by the quality of the floorspace available. This means that as both the quantum and quality of floorspace improves, so does the level of business rates revenue generated.

## **Deprivation**

15.56 In terms of deprivation, Cherwell district ranks in the 7th decile of deprivation (where 1 indicates the highest levels of deprivation) and therefore in the top 30% least deprived areas in the country. However, there are 6 LSOAs in Cherwell that rank among the 20% most deprived areas in the country and 4 that rank in the 30% most deprived areas in the country. In comparison, Oxford ranks in the 6th decile of deprivation and the Vale of White Horse and West and South Oxfordshire are all in the 9th.

- 15.57 In terms of the different domains of deprivation, Cherwell district ranks in the 7th decile of the income domain of deprivation and the 8th decile of the employment domain. In comparison, West Oxfordshire ranks in the 8th decile for both the income and employment domains of deprivation. South Oxfordshire is similar in its lack of deprivation, it ranks in the 8th decile for the income domain and the 9th decile for the employment domain. Oxford ranks in the 6th decile for the income domain of deprivation and in the 7th decile for the employment domain. Vale of White Horse ranks in the 8th decile for both the income and employment domains of deprivation.
- 15.58 **Figure 15.2** (Volume 2) outlines the Index of Multiple Deprivation across Cherwell and **Figure 15.3** (Volume 2) outlines the employment domain deprivation levels.

### **Access to Open Space**

- 15.59 The Cherwell Open Space and Play Areas Strategy<sup>xxiii</sup> outlines the adopted standard for open space which is 2.4 ha per 1,000 population for urban dwellers, and 2.74 per 1,000 population for rural/urban dwellers. With the accessibility standard being 5 minutes' walk (400m) to an amenity open space or 15 minutes' walk (1,200m) to other spaces.
- 15.60 The Strategy notes that for the urban areas, the current provision of general green space in Bicester exactly meets the adopted standard per 1,000 population, whilst in Banbury the provision is only marginally below the standard at 2.34 ha per 1,000 population. However, Kidlington's network of provision easily exceeds the quantity requirement, at 3.66 per 1,000 population. **Figure 15.3** shows greenspace in Kidlington, the LIA and those within 2km of the site. Greenspaces within both the 2km radius and the LIA include: Stratfield Brake Sports Ground, Kidlington & Gosford Leisure Centre, North Oxford Golf Club, Littlemarsh Playing Field, Exeter Recreational Ground, Exeter Close Play Area, Orchard Park Play Area, and Morton Close Park, as well as other smaller spaces.
- 15.61 **Figure 15.4** (Volume 2) highlights the green spaces around the Site.
- 15.62 At the time of the Strategy's audit, Kidlington had a population of just over 16,000 and an existing provision of 58.59 ha of open space. The largest natural and semi-natural green space in Kidlington is Stratfield Brake Sports Ground which provides open access to 20.68 ha of open space. This space constitutes a large proportion of the total natural and semi-natural green space in Kidlington which totals 34.72 ha. There were 55 natural and semi-natural green space sites, with 12 of these sites being large and accounting for approximately 83% of these sites' total provision. At the time of the audit, there were 680 sites with unrestricted access, providing approximately 618 ha of open space.

## **Future Baseline**

15.63 It is assumed that the existing baseline conditions would continue to change in the absence of the Proposed Development. These would arise as other development schemes, are delivered, as well as continual change in employment and business activity (and the related GVA and business rates revenue this activity generates) driven by the substantial number of businesses, public sector and other organisations who trade, deliver services and operate within the area, the gains and losses in employment that these generate, and the wider impacts that result from this activity through indirect and induced impacts.

15.64 When also taking account of policy drivers, the future baseline of Cherwell and Oxfordshire would therefore be expected to see an increase in local employment provision and economic output across a diverse range of sectors in the economy. Deprivation and open space conditions are not expected to materially change.

15.65 **Table 15.7** below summarises the sensitivity of each of the receptors identified in the baseline.

**Table 15.7 Receptor Sensitivity**

<b>Receptor</b>	<b>Sensitivity</b>	<b>Impact Area</b>	<b>Justification</b>
Temporary Construction Employment	Low	Sub-Regional (Oxfordshire)	Rates of unemployment across Oxfordshire are lower than the national average. Across Oxfordshire the total workforce employed in the construction sector has declined by 15% between 2016-2021 and the area is less specialised in terms of employment in this sector compared to the national average.
Employment (on-site and off-site)	Medium	District (Cherwell) and Sub-Regional (Oxfordshire)	Cherwell and Oxfordshire support a broad range of sectors and have seen overall growth in employment over the last five years, A number of sectors of relevance have experienced increases in employment in recent years, including retail and accommodation and food services. Employment specialisation within the arts, entertainment and recreation and accommodation and food services sectors (in the LIA) is high, suggesting the potential for jobs created by the Proposed Development being aligned to the existing local employment base. Employment growth is a strategic priority for Cherwell and the sub-region.
Labour Market	Medium	District (Cherwell) and Sub-regional (Oxfordshire)	The unemployment rate at district and regional level is below the national rate however, the district is a net-out commuting district and there are pockets of deprivation relating to employment and income.
Visitor Expenditure	Medium	Sub-Regional (Oxfordshire)	Visitor expenditure will support a range of jobs in the retail, accommodation and food services sector and recreation sector. These sectors are well aligned to the employment base in Cherwell and Oxfordshire and growth in the visitor economy is a strategic priority at the Oxfordshire level.

Economic performance	Medium	District (Cherwell) and Sub-Regional (Oxfordshire)	Economic output per head of the population is lower at the district level compared to nationally, but higher at the sub-regional level.
Business Rates Revenues	Medium	District (Cherwell)	Business rates income is one of the leading sources of revenue for Cherwell District Council to fund essential local services.
Deprivation	Medium	LIA District (Cherwell)	Levels of both income and employment deprivation in the area are low for the LIA and Cherwell District, however, there are pockets of higher levels of deprivation in the LIA.
Open space provision	Low	LIA	The quantity of open space provision locally (Kidlington) per head of population easily exceeds the adopted local standards.

## Potential Effects

### **Construction**

#### **Temporary Construction Jobs**

- 15.66 The period of construction of the Proposed Development will support a number of on-site and off-site employment opportunities within the construction sector.
- 15.67 It is anticipated that 426-person years of temporary construction employment could be supported as a result of construction activity related to the Proposed Development. An anticipated two—year construction programme means that an average of 210 FTE jobs could be supported each year during the construction phase. This employment could be expected to include a broad range of job-types and occupations, both on-site as well as off-site (i.e. both direct and indirect / supply chain employment). A number of these jobs could be expected to be filled by residents of Cherwell who may currently be unemployed. However, it is assumed that the majority of construction jobs would be accessed by people (i.e. both employed as well as unemployed) from across the wider Oxfordshire region.
- 15.68 The nature of the jobs supported during the period of Works is expected to vary. On-site employment could include highly skilled professions (such as site surveyors) alongside lower skilled supply chain jobs (such as labourers), whilst off-site activity could be expected to support employment across a wide supply chain ranging from suppliers of building materials to architects.
- 15.69 The construction sector currently supports around 17,000 jobs across Oxfordshire. The estimated annual construction jobs supported during the period of works could therefore be expected to represent 1.2% of all sub-regional employment in the construction sector. The magnitude of change is therefore assessed to be Low.

15.70 With the sensitivity of the receptor assessed as Low, the significance of effect on the receptor (i.e. temporary construction jobs) at the sub-regional (Oxfordshire) level is therefore assessed as direct, temporary, short term and of **Minor beneficial significance (not significant)**.

### **The Completed and Operational Development**

15.71 Once completed, the Proposed Development is anticipated to lead to the delivery of a 16,000 seater stadium including fan zones and flexible commercial and community facilities for conferences, exhibitions, education and other events as well as a 180-bed hotel, public realm, landscaping and other supporting infrastructure.

15.72 The effects which are expected to occur as a result of the Proposed Development are described below, and are all expected to be Direct, and Long-Term in nature.

### **Employment: On-Site Employment**

15.73 Based on the size and capacity of the stadium as well as the nature of the proposed commercial/ancillary uses, it is estimated the Proposed Development would support up to 319.5 FTE jobs on-site or 590 total jobs including part-time and full-time roles. **Table 15.8** below provides a break down of these jobs by type.

**Table 15.8: On-Site FTE Jobs**

<b>Source of Jobs</b>	<b>Total FTEs</b>	<b>Total Jobs</b>
Retained Oxford United Staff	133	144
Retained Matchday Staff	18	194
<i>Sub-total</i>	<i>151</i>	<i>338</i>
Projected Additional Matchday Staff	3.5	31
Projected Stadium Operation Staff	30	40
<i>Sub-total</i>	<i>33.5</i>	<i>71</i>
Other On-Site Employment Supporting Uses		
Hotel	60	75
Club Merch Store	16	23
Gym	7	10
Health and Wellbeing Space	8	10
Restaurant	14	20
Sports Bar	10	15
Conferencing and Events and Non-OUFC Bowl Events	20	28
<i>Sub-total</i>	<i>135</i>	<i>181</i>
<b>Overall Total</b>	<b>319.5</b>	<b>590</b>
<i>Source: OUFC, Legends, Ekosgen</i>		

15.74 The figures presented in **Table 15.8** above are gross figures and include the 133 OUFC Staff that will be retained as well as the current 18 FTE matchday staff. Whilst these jobs will not be additional to the activities of OUFC, they will be additional to Cherwell, having previously been supported at

the Kassam Stadium in Oxford City. This is taken into account when considering the net additionality of jobs and GVA supported at the district level.

15.75 **Table 15.9** below sets out the additionality adjustments applied to the estimated gross FTE on-site employment supported by the Proposed Development. It shows that once all additionality adjustments are taken into consideration (i.e., leakage, displacement and deadweight), the Proposed Development has potential to support 285 net additional FTE jobs in Cherwell.

**Table 15. 9 Net Additional FTE Jobs**

Source of Jobs	Deadweight	Leakage	Displacement	Net FTEs
Retained OUFC Staff	0%	0%	0%	133
Retained Matchday Staff	0%	0%	0%	18
Projected Stadium Operation Staff	0%	0%	0%	30
Projected Matchday additional staff	0%	0%	0%	3
Other on-site supporting uses	0%	0%	25%	102
<b>Total</b>				<b>285</b>
<i>Source: ekosgen n.b. numbers may not sum due to rounding</i>				

15.76 The increase in net additional FTE jobs in Cherwell will represent an increase of 0.3% from the baseline levels of jobs in the district. On this basis, the net additional employment supported by the Proposed Development at the district level is considered to result in a Low magnitude of change. With the sensitivity of the receptor assessed as Medium, the significance of the effect at the district level if therefore assessed to be direct, long-term and of **Minor beneficial significance (not significant)**.

### Labour Market

15.77 Based on TTW data, together with an understanding of the current labour supply (see Baseline Conditions) it is expected that a substantial proportion of the jobs would be taken-up by people that are resident within the district (Cherwell) and sub-region (Oxfordshire). As described in the baseline, around 60% of the people working in Cherwell are resident within Cherwell itself and around 74% in Oxfordshire as a whole. It is therefore expected that around 170 of the net additional FTEs are taken up by Cherwell residents, whilst 210 of the net additional FTEs are taken up by people residing in the sub-region.

15.78 It is expected that jobs would be taken up by residents from within the sub-region and local area including:

- those that are unemployed and seeking work;
- those that choose to move jobs, including those that are currently out-commuting; and
- those that move in to the area as a result of planned new housing supply.

15.79 According to the TTW data, over 60,000 residents commute out of the Cherwell district for work and the district is a net-out commuting district. The Proposed Development therefore offers an

opportunity to reduce out commuting levels and support more sustainable travel to work patterns amongst the labour force.

- 15.80 The occupations required will vary from professional and managerial roles to administrative, hospitality and entry roles providing a wide-range of opportunities in part-time and full-time roles to suit variety of skills levels.
- 15.81 The Applicant is committed to local recruitment and engaging with stakeholders to support employment amongst local residents. An end-use Community Employment Plan (CEP) will be prepared in partnership with a range of organisations including the Oxfordshire LEP and Cherwell DC amongst others. This will set out in more detail how the scheme will support local recruitment and skills development. The Applicant has started to consider what measures will be included within the CEP to support the following initiatives:
- Providing Oxfordshire residents with sustainable jobs; and
  - Equipping people with the skills to be successful with a particular focus on youth and disadvantaged groups.
- 15.82 Further details on measures are included within the Economic Benefits Statement submitted with this Application.
- 15.83 Taking into consideration the scale of the opportunity for residents to access employment across a range of occupations and skills levels, the magnitude of change is assessed as Medium at the district level and Low at the sub-regional level. With the sensitivity of the receptor identified as Medium, the significance of the effect will be direct, long-term and **Moderate beneficial** at the district level (**significant**) and **Minor beneficial** at the sub-regional level (**not significant**).

### **Employment: Off-site Employment**

- 15.84 Off-site jobs (indirect jobs) are likely to be created as a result of the increase in spending on goods and services associated with the Proposed Development. In addition, both the direct and the indirect supply chain jobs support further employment in the economy through these workers expenditure – this employment is referred to as an induced employment impact. Whilst there are uncertainties about the extent to which both supply chain and induced spend will occur locally, the Applicant is targeting 40% of spend with suppliers within Oxfordshire as well as reasonable endeavours to ensure 70% of the workforce is within Oxfordshire. This will help to ensure that beneficial effects of supply chain expenditure are retained within the sub-region.
- 15.85 As outlined above, once operational, the Proposed Development is expected to support around 285 net additional FTEs in Cherwell. Given that 151 of these FTEs (current OUFC and Matchday staff) are being retained in the Oxfordshire sub-region, these are not considered net additional to the sub-

region, meaning that 134 FTEs are additional to the sub-region (285 FTEs less 151 FTEs). Based on applying a 'medium' regional indirect and induced composite multiplier, it is estimated that the Proposed Development would support a further 67 FTEs within the wider sub-regional economy. In addition, 75 indirect and induced FTEs would be retained as a result of the retention of existing direct FTEs in the sub-region, however, these are not taken into account in assessing the magnitude of change.

- 15.86 Taking into consideration existing employment levels within the sub-region the magnitude of change is assessed as Negligible. With the sensitivity of the receptor assessed as Medium the significance of effect is **Negligible (not significant)**.

## **GVA**

- 15.87 Once completed and occupied, the Proposed Development is estimated to support 285 net additional FTEs in Cherwell. Using GVA per FTE job estimates derived from ONS GVA data series and ONS BRES data<sup>xxiv</sup>, it is estimated the Proposed Development will generate around £12.6m in net additional GVA for Cherwell annually.

- 15.88 At the sub-regional level (Oxfordshire), which also takes account of GVA supported by the additional indirect and induced FTEs (i.e. excluding retained GVA), the net additional GVA generated will be £18.7m.

- 15.89 The baseline assessment identified economic activity at the district level contributes around £4.9bn annually to the Cherwell economy and at the sub-regional level around £24.2bn billion. This means the net additional economic activity supported by the Proposed Development would represent a 0.3% increase at the district level and less than 0.1% increase at the sub-regional level. The magnitude of change is therefore assessed as Low at the district level and Negligible at the sub-regional level.

- 15.90 With the sensitivity of the receptor assessed as Medium, the significance of effect is therefore assessed as direct, long-term, beneficial and of **Minor significance** at the district level (**not significant**), and **Negligible significance** at the sub-regional level (**not significant**).

## **Visitor Expenditure**

- 15.91 The Proposed Development will generate further expenditure in the local and wider economy through off-site spending of football fans attending matches and visiting the stadium. This includes those attending to watch OUFC and their opponents. This will include expenditure on food, beverages, retail and travel, which in turn will help to support businesses and local amenity. Research undertaken by BiGGAR Economics in 2021 for OUFC and based on experience of similar

sized league one clubs, made estimates of average spending from football supporters attending games. This included estimates of off-site spend (e.g. not double counting with on-site spend, which may support on-site jobs estimates at para 15.74. above) and spend specifically within the sub-region (Oxfordshire). Applying these estimates to the projected annual football supporter visitors of the Proposed Development (266,786) supplied by Legends gives rise to total off-site visitor spend of £5.8m per annum. By applying a turnover per FTE figure to this spend, it is estimated that the visitor off-site spend supports around 95 FTEs. BiGGAR Economics estimate that around 70% of off-site expenditure is spent within Oxfordshire equating to around £4m per annum and 66 FTEs. When these projected levels of off-site expenditure are compared with the existing levels estimated by BiGGAR Economics this equates to an uplift of around £1.5m and 17 FTEs (34%). However, it is important to note that the Proposed Development will lead to the retention of current levels of expenditure in the Oxfordshire economy, which may otherwise be lost.

- 15.92 Taking into account the current health of the visitor economy including recent growth in the retail, accommodation and food services sectors, the magnitude of changes is assessed as Low. With the sensitivity of the receptor assessed as Medium, the significance of effect is assessed as direct, long-term, beneficial and of **Minor significance (not significant)** at the sub-regional (Oxfordshire) level.

### **Business Rates**

- 15.93 Once complete and operational, the Proposed Development is anticipated to generate additional revenue for Cherwell through business rates. Based on average benchmarks of current rateable value of similar sized stadiums and hotels derived from the Valuation Office Agency (VOA) and applying a standard business rates multiplier of 0.504 it is estimated that the Proposed Development would lead to additional business rates revenue for Cherwell of around £280,000 per annum which could be used to support essential local services. When compared with the baseline of what Cherwell currently receives (£98.6m) this will equate to a 0.3% increase and the magnitude of change is therefore assessed as Low at the district level.
- 15.94 With the sensitivity of the receptor assessed as Medium, the significance of effect is assessed as direct, long-term, beneficial and of **Minor significance** at the **district level (not significant)**.

### **Local Deprivation**

- 15.95 The Proposed Development has the potential to reduce local deprivation across multiple domains by improving access to employment opportunities, skills and training and fair incomes as well as increasing access to open space and amenity and opportunities to support healthy activities. The Applicant is committed to preparing and agreeing a Community Employment Plan (CEP) for both construction and operation stages of the Proposed Development which will help to secure local

employment and supply chain opportunities. The Applicant has started to consider measures that will be included in the CEPs and these will support the following initiatives:

- Construction Stage:
  - Local Labour Supply Chain and Procurement
  - Engaging with Education
  - Youth and Apprenticeships
  - Inclusive economic activities and communities
- Operational Stage:
  - Providing Oxfordshire residents with sustainable jobs; and
  - Equipping people with the skills to be successful with a particular focus on youth and disadvantaged groups.

15.96 Travel to Work data indicates that 60% of people who work in Cherwell also live in Cherwell and therefore the Proposed Development is likely to create substantial opportunities for residents of Cherwell to access a range of employment types.

15.97 The Proposed Development will increase the amount of publicly accessible open space thereby helping to improve the living environment and health of those residing in the local area.

15.98 The magnitude of change is therefore assessed as High at the LIA level and Medium at the Cherwell level. With the sensitivity of the receptor assessed as Medium, the significance of effect is assessed as direct, long term, and **Moderate beneficial significance** at both the local and district level.

### **Access to Open Space**

15.99 The Proposed Development will lead to an increase in accessible open space and public realm in the LIA and aims to connect the stadium with the wider countryside, woodlands, canal walks and nearby towns. In total, over 12,000 sq m of publicly accessible open space will be provided with specific measures including:

- *Landscape proposals which see the retention of Priority Habitat/District Wildlife Site woodland block along the southern boundary of the Site and the trees/vegetation along the northern boundary;*
- *The northern section of the Site is proposed as 'the Gardens' providing 4,500 sq m in total of open space including the village green which includes a 'sculptured mound' providing a natural amphitheatre and vantage point within the Site;*
- *A Plaza with 3,015 sq m of open space. This includes a formal walkway along the southern edge establishing a new pedestrian connection across the Site to link the land to the east of the Site within the PR7A allocation and PRow 229/4/30 to Stratfield Sports Ground;*
- *Away fan open space provision of 1,152 sq m and 1,322 sq m provided as part of frontage to Oxford Road; and*

- *Others areas of landscaping and SUDs drainage, totalling 2,297sq m.*

15.100 The magnitude of change is therefore assessed as Low at the local level. With the sensitivity of the receptor assessed as Low, the significance of effect is assessed as direct, long term, beneficial and of **Minor beneficial significance** at the local level (**not significant**).

## Mitigation Measures and Residual Effects

### **Construction**

15.101 No adverse effects are identified with regards to the construction works of the Proposed Development and therefore no mitigation measures are proposed during the construction works of the Proposed Development in respect of socio-economics.

### **Completed and Operational Stage**

15.102 There are no adverse socio-economic effects assessed for the Proposed Development once complete and occupied, all effect are beneficial and therefore no additional mitigation measures have been identified as being required.

## Cumulative Effects

15.103 This section of the Chapter has assessed the potential effects of the Proposed Development in combination with the potential effects of other cumulative schemes within the surrounding area, as listed within **Chapter 2**. In total, it is estimated that cumulative schemes are anticipated to deliver over 7,000 new residential dwellings, commercial, retail and flexible community space, education facilities and additional open space, landscaping and public realm. A number of the cumulative schemes are located outside of Cherwell District. Therefore, where district level effects are considered only those schemes located within Cherwell District are included in the assessment.

### **Construction**

15.104 The construction activity associated with the cumulative schemes in combination with the Proposed Development has the potential to generate increased demand for construction labour as well as substantial opportunities within the construction sector. A recent publication by RICS UK suggests that the construction sector is improving in terms of activity and that looking forward, indicators are upbeat. Whilst the scale of construction activity across the cumulative schemes is likely to be substantial, the timeframes and extent to which activity will overlap is uncertain as a number of the schemes are not yet consented and construction is unlikely to start for several years. Taking this into account, when compared with the scale of existing construction activity across Oxfordshire, the magnitude of change is assessed as Medium.

15.105 With the sensitivity of the receptor assessed as Low, the scale of the effect on the receptor (i.e. temporary construction jobs) is therefore assessed as direct, temporary, short term and of **Minor beneficial significance** at the sub-regional (Oxfordshire) level (**not significant**).

### **The Completed and Operational Development**

#### **Employment: On-Site**

15.106 The cumulative schemes identify a range of commercial and flexible commercial floorspace that will be brought forward and could be occupied by a range of uses including retail, office, science and technology parks, community and industrial uses. Overall, it is estimated that once completed and operational, the cumulative schemes could support around 1,800 FTEs in commercial and retail uses and as well as further FTEs in education and health uses. It is not possible to estimate the full scale of FTEs that could be supported as a number of the cumulative schemes do not specify uses or floorspace areas. This should therefore be treated as a minimum. In combination with the Proposed Development, the magnitude of change is assessed as Medium. With the sensitivity of the receptor assessed as Medium, the significance of the effect at the district level is therefore assessed to be direct, long-term and of **Moderate beneficial significance (significant)**.

#### **Labour Market**

15.107 As noted above, the cumulative schemes located within the district (Cherwell) would support a minimum of 1,800 direct FTEs, whilst at the sub-regional level, taking the Northern Gateway scheme into account the number of FTEs supported across Oxfordshire as a whole could be over 6,400 direct FTEs. These jobs will range in terms of skills levels and occupations and will provide a wide range of opportunities for those seeking employment, wishing to change roles, upskill or start a career. The extent to which the jobs will be taken up by the labour market within Cherwell and Oxfordshire will in part depend on TTW patterns, and in part depend on local recruitment initiatives which will be specific to each scheme. Existing TTW patterns suggest that take-up of jobs in Cherwell amongst Cherwell residents could be around 60% and up to 75% for Oxfordshire residents.

15.108 Taking into consideration the scale of opportunity and when combined with local employment measures that are likely to be secured through individual planning applications (e.g. through Community Employment Plans) the impact of the cumulative schemes combined with the Proposed Development on the local labour market will be beneficial. The magnitude of change is assessed as Medium at both the district and sub-regional level.

15.109 With the sensitivity of the receptor identified as Medium, the significance of the effect will be direct, long-term and **Moderate beneficial** at the district level (**significant**) and **Moderate beneficial** at the sub-regional level (**significant**).

### **Employment: Off-Site**

15.110 Based on the estimated direct FTE jobs supported by the cumulative schemes (4,400) in combination with the Proposed Development, it is estimated (by applying benchmarks from the HCA Additionality Guide) that up to 3,200 FTE jobs could be supported off-site via indirect and induced effects in the Oxfordshire sub-region. When compared with the total number of jobs in Oxfordshire (381,000), this would equate to an increase of 0.8%. The magnitude of change is therefore considered to be Low.

15.111 With the sensitivity of the receptor identified as Medium, the significance of the effect will be direct, long-term and **Minor beneficial** at the sub-regional level (**significant**).

### **GVA**

15.112 The direct employment supported by the cumulative schemes in combination with the Proposed Development could be expected to generate around £147m in GVA each year for Cherwell. This represents an increase of around 3% on Cherwell's current total GVA per annum and the magnitude of change is therefore assessed to be Medium at the district level.

15.113 At the sub-regional level, the cumulative schemes across Oxfordshire as well as the off-site jobs supported by the cumulative schemes will also generate GVA. Taking into account the GVA generated by the direct and off-site jobs of all cumulative schemes combined with the Proposed Development equates to an increase of around 3.3% of Oxfordshire's GVA per annum. The magnitude of change is therefore assessed as Medium.

15.114 With the sensitivity of the receptor assessed as Medium, the significance of effect is therefore assessed as direct, long-term, beneficial and of **Moderate significance** at the district level (**significant**), and **Moderate significance** at the sub-regional level (**significant**).

### **Visitor Expenditure**

15.115 Whilst the cumulative schemes include some elements that will help support the visitor economy such as a hotel, retail and amenity provision, none of the cumulative schemes include elements that will generate substantial visitor numbers in their own right. Taking this into consideration, the cumulative effects in combination with the Proposed Development remains as stated in the main

assessment: direct, long-term, beneficial and of **Minor significance (not significant)** at the sub-regional (Oxfordshire) level.

### **Business Rates**

- 15.116 The cumulative schemes located within Cherwell District Council include residential-led schemes with some supporting commercial floorspace in the form of local centres, retail amenity and small amount of office/light industrial space, This is unlikely to amount to more than 5,000 sq m in total. In addition, Oxford Technology Park and the proposed New Science Park at the Airport will include more substantial amounts of commercial floorspace. The precise amount and type of floorspace across all the cumulative schemes is not yet determined due to the outline nature of proposals or pre-planning stage that the sites are at. It is therefore considered, that whilst beneficial, the cumulative schemes will not make a substantial quantitative contribution to business rates within the district in the context of existing rates received by the Council.
- 15.117 Taking this into consideration, the cumulative effects in combination with the Proposed Development remains as stated in the main assessment: direct, long-term, beneficial and of **Minor significance** at the district level (**not significant**).

### **Open Space**

- 15.118 The cumulative schemes located within the LIA (the geographic scale at which the main assessment is undertaken) have been removed from the Green Belt (within the adopted Local Plan Part 1 Partial Review) and are seeking to enhance the beneficial use of this land through net gains in biodiversity, providing publicly accessible open space, provision of sport and recreation facilities and the use of green infrastructure. Combined with the increase in accessible open space as part of the Proposed Development, this will lead a beneficial increase in publicly accessible open space within the LIA.
- 15.119 The magnitude of change is therefore assessed as Medium at the local level. With the sensitivity of the receptor assessed as Low, the significance of effect is assessed as direct, long term, beneficial and of **Moderate significance** at the local level (**significant**).

### **Local Deprivation**

- 15.120 The cumulative schemes located within the LIA (the geographic scale at which the main assessment is undertaken) and within Cherwell as a whole include a number of elements that will help to improve the LIAs current deprivation levels. These elements include improved access to good quality housing and affordable housing, improved access to employment opportunities and incomes, additional education and training facilities, improved access to publicly accessible open space.

15.121 The magnitude of change is therefore assessed as Medium at the LIA level and Medium at the Cherwell level. With the sensitivity of the receptor assessed as Medium, the significance of effect is assessed as direct, long term, beneficial and of **Moderate significance** at both the local level and district level (**significant**).

## Conclusions

15.122 During the works, the Proposed Development would provide economic benefits to the sub-region, supporting 210 construction jobs per year over a two-year construction period. Beneficial effects would be enhanced through the Applicant targeting and engaging with local employment initiatives.

15.123 Once completed and operational, the Proposed Development would support 285 net direct FTE jobs and £12.6m in GVA in Cherwell annually. In addition, the scheme will support a number of off-site jobs and GVA through indirect and induced effects across the sub-region (Oxfordshire) amounting to 142 FTE off-site jobs and £13m in GVA including new and retained jobs and GVA. A high proportion of the net direct jobs will likely be taken up by Cherwell residents (60%) and Oxfordshire residents (75%). In addition, the Proposed Development is expected to support off-site visitor spending in the region of £5.8m, which in turn will support around 95 FTEs around 70% of which is expected to be captured in Oxfordshire. The Proposed Development is also expected to have a beneficial effect on Cherwell District Council’s income derived from an estimate contribution of £280,000 in business rates per annum.

15.124 The Proposed Development will lead to an increase in publicly accessible open space of over 12,000 sqm (1.2 ha) and improvements in deprivation levels across multiple domains including the employment and income, environment and living domains.

15.125 Together with the cumulative schemes, there will be beneficial cumulative effects in terms of job creation, local economic performance (GVA), fiscal contributions (business rates) and open space provision.

**Table 15.9: Summary Table**

Effect	Receptor (Sensitivity)	Magnitude	Nature/Level of Effect	Mitigation	Residual Effect
<b>Construction Phase</b>					
Temporary construction employment	Low	Low	Sub-regional Short-term temporary, direct, minor beneficial, not significant	N/A	Minor beneficial, not significant
<b>Operational Phase</b>					
Employment (on-site)	Medium	Low	District, direct, long-term, minor beneficial, not significant	N/A	Minor beneficial, not significant

Labour Market	Medium	Medium	District, direct, long-term, moderate beneficial Sub-regional, minor beneficial, not significant	N/A	Moderate beneficial, significant (District) Minor beneficial, not significant (sub-regional)
Employment (off-site)	Medium	Negligible	Sub-regional, negligible	N/A	Negligible, not significant
Visitor Expenditure	Medium	Low	Sub-regional, direct, long-term, minor beneficial, not significant	N/A	Minor beneficial, not significant
Economic Performance	Medium	Low district level Negligible sub-regional level	District, direct, long-term, minor beneficial, not significant Sub-regional level, insignificant	N/A	Minor beneficial, not significant
Business Rates	Medium	Low	District level, direct, long-term, minor beneficial, minor not significant	N/A	Minor beneficial, not significant
Deprivation	Medium	High Local Level, Medium District Level	Local, direct, long-term, moderate beneficial, significant District, direct, long-term, moderate beneficial, significant	N/A	Moderate beneficial, significant (local and District)
Open Space Provision	Low	Low	Local level, direct, long-term, beneficial, minor beneficial, not significant	N/A	Minor beneficial, not significant
<b>Cumulative Effects</b>					
Temporary construction employment	Low	Medium	Sub-regional, direct, temporary, short-term, minor beneficial, not significant		Minor beneficial, not significant
Employment (on-site)	Medium	Low	District, direct, long-term, moderate beneficial, significant	N/A	Moderate beneficial, significant
Labour Market	Medium	Medium	District, direct, long-term, moderate beneficial, significant Sub-regional, moderate beneficial, significant	N/A	Moderate beneficial, significant (District and sub-regional)
Employment (off-site)	Medium	Low	Sub-regional, direct, long-term, minor beneficial, not significant	N/A	Minor beneficial, not significant

Visitor Expenditure	Medium	Low	Sub-regional, direct, long-term, beneficial, significant minor not	N/A	Minor beneficial, not significant
Economic Performance	Medium	Medium	District, direct, long-term, beneficial, moderate significance Sub-regional level, moderate beneficial, significant	N/A	Moderate beneficial, significant (District and sub-regional)
Business Rates	Medium		District level, direct, long-term, beneficial, minor not significant	N/A	Minor beneficial, not significant
Deprivation	Medium	Medium	Local Level, direct, long-term, moderate beneficial, significant	N/A	Moderate beneficial, significant
Open Space Provision	Low	Medium	Local level, direct, long-term, moderate beneficial, significant	N/A	Moderate beneficial, significant

## References

- <sup>i</sup> Cherwell District Council, Formally adopted 2015, Cherwell Local Plan 2011-2031 and Cherwell Local Plan 2011- 2031 (Part 1) Partial Review – Oxford’s Unmet Housing Need
- <sup>ii</sup> Cherwell District Council, Approved 2016, Kidlington Framework Masterplan
- <sup>iii</sup> Oxfordshire Local Enterprise Partnership, 2022, OxLEP Corporate Plan 2022-24
- <sup>iv</sup> Cherwell District Council, 2021, Oxfordshire’s Economic Recovery Plan: The ERP Action Plan
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- <sup>xxii</sup> Department for Leveling Up, Housing and Communities, National non-domestic rates collected by councils in England: forecast 2023 to 2024
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- <sup>xxiv</sup> ONS’s Balanced GVA data (2019) and BRES FTE employment data (2019) with GDP inflation factors applied to estimate 2023 values.