



Oxford United Football Club New Stadium Development

Statement of Community involvement February 2024





Contents

Executive Summary

Introduction

Methodology

Stakeholder Organisations

Stakeholder Engagement

Summary of Consultation Activities

Stakeholder Meetings

Stakeholder discussion points and meeting notes

Outcomes

Engagement with the public

Conclusions

Appendices

Annex 1 – Invitations, leaflets and other collateral

Annex 2 – Seven Strategic Priorities exhibition boards

Annex 3 – Planning exhibition boards.

Annex 4 – Planning exhibition survey.

Annex 5 – Media launch coverage

Annex 6 - Stand United Document

Executive Summary

This Statement of Community Involvement (SCI) summarises the process of stakeholder and public engagement that has been undertaken with and on behalf of Oxford United Football Club during the land deal negotiations with Oxfordshire County Council and as part of the preparation for the proposed development of a new home for the club in Kidlington.

JBP Associates is part of a project team which includes Ridge and Partners, Fabrik Architects and Mott Macdonald. JBP was appointed to identify and consult both stakeholders and the public, the local community, businesses, local sports clubs, schools, Oxford United Football Club fans and all interested groups in the design process.

The consultations took place in conjunction with pre-application meetings with Cherwell District Council and land negotiations with Oxfordshire County Council. The methodology aligned with central government guidance within the National Planning Policy Framework (2023), which recommends the involvement of the local community in planning matters. It has also been informed by the Cherwell District Council Statement of Community Involvement (2021) and relevant policies in the Cherwell Local Plan.

The purpose of the engagement process was to:

- Identify all stakeholders and members of the public who may have an interest in the project and ensure they have an opportunity to engage with the consultation.
- Work with stakeholders and the public to ensure that the engagement process is accessible to all.
- Ensure the consultation materials are presented in a clear and articulate manner to ensure the proposals are properly understood.
- Secure feedback to enable further development of the proposals in a way that responds appropriately to the needs and aspirations of stakeholders and the public.

The approach was designed to ensure that a diverse range of stakeholders were included in the engagement and that both geographic and sector specific factors were considered when the strategy was being drawn up. To this end, the engagement focused on three key parts:

- Stakeholders with an interest in the relocation of the club because of their geographic proximity to the new site.
- Stakeholders with an interest due to their political role, sector position or other expertise.
- Members of the public, including Oxford United fans.

To ensure a comprehensive engagement was undertaken, a stakeholder mapping exercise was the first step. This drew up an initial list of political, community and organisational stakeholders who would form the core of the stakeholder engagement programme.

This consultation format has enabled a significant number of stakeholders and members of the public to be involved in the design and project development process. Up to December 2023, more than 70,000 people have visited the project website, 1450 attended all the different meetings and exhibitions and over 150 individual meetings have been held so far with stakeholders.

Most consultees have welcomed the relocation of the club to Kidlington and are positive about the design and structure of the project. A minority of consultees do remain concerned about the impact on surrounding roads and parking in the village of Kidlington. Primarily these concerns focus on congestion on match days and the impact on the village of cars parking in residential roads.



Communications.
Public Policy.
Digital & Marketing.

Oxford United Football Club – New Stadium Development Statement of Community Involvement (SCI)

The Applicant has used this feedback to update the application to tackle the issues raised in the consultation. The applicant is also committed to continuing to work with all interested parties throughout the application process to ensure there continues to be meaningful dialogue on matters relating to the scheme. This will include ongoing engagement with politicians, residents, businesses, the community and interested parties. As part of this, the club has developed the 'Dreaming Spires' project to bring together all their community work in one place.

Introduction

This document provides a summary of the strategy for stakeholder and public consultation. It sets-out both the activities undertaken and outcomes of those activities during both the land negotiations and pre-planning process.

It starts with a breakdown of the methodology used to identify interested stakeholders and members of the public, and the rationale behind choices made in identifying these.

- This section contains a breakdown of the pre-application discussions with officers at Cherwell District Council.
- It then sets out the approach which was taken to requirements within the Cherwell District Council Statement of Community Involvement and how these have been met by the applicant.
- Following this, there is an audit of key stakeholders who are interested in the project, divided by category and a table which sets these out.
- Next there is an explanation of how stakeholders have been engaged, including the methods which have been used, the consultation channels included, and the steps taken to ensure these are accessible to all.
- There is then a detailed description of the specific methods which have been included in the engagement and why these were chosen. This includes a set of comparative statistics to similar applications.
- Finally, this section summarises the consultation activities undertaken during the consultation period.

The second section of the document starts with a timeline of activities that have taken place in 2023, in a graphic form which is easy to understand.

- Including a detailed list of all the meetings which have been held and a clear reason for these.
- Following this, there is a brief discussion of the outcomes and how this has informed the 'you said, we did'.

The third section summarises the engagement with the public, fans, opposition groups and others.

- This starts with an explanation of how public meetings were approached and a description of the development forum, 'Stand United Community'.
- Following this is a short section on some of the correspondence the project has had with opposition groups.
- After this, the engagement with the public is detailed. Starting with initial survey work, listening events, public exhibitions, fan events and planning exhibitions. There is a set of detailed feedback around this and the changes to the project which have come from these.

Finally, the report ends with a set of conclusions, showing that the applicant has made repeated engagements with the community and stakeholders and has adjusted the plans to incorporate feedback. A series of Appendices contain leaflets, invitations and other collateral. There are also copies of documents submitted as part of the lease.

Methodology

This section details the methodology which was used when approaching the engagement strategy. It builds from the Pre-application discussions with Cherwell District Council and explains how decisions were taken and why.

The applicant recognises that early engagement in the planning and development process will help to deliver a high quality, sustainable project which creates a new destination for Oxfordshire.

During the land negotiations and pre-application consultation on the on the proposed development, Oxfordshire County Council and Cherwell District Council have agreed that the proposed development would be described as:

‘Full planning permission for the erection of a stadium (Use Class F2) with flexible commercial and community facilities and uses including for conferences, exhibitions, education, and other events, club shop, public restaurant, bar, health and wellbeing facility/clinic, and gym (Use Class E/Sui Generis), hotel (Use Class C1), external concourse/fan-zone, car and cycle parking, access and highway works, utilities, public realm, landscaping and all associated and ancillary works and structures.’

At land to the east of Stratfield Brake, between Frieze Way and Oxford Road, Kidlington OX2 8JD. The only planning history on the site relates to its previous use as a motorcycle track, this change of use from agricultural was permitted in 1998 under the reference 97/01897/F.

The applicant and Cherwell District Council have agreed a Planning Performance Agreement (PPA) which is designed to *‘... facilitate the effective and efficient consideration of the Proposed Development by the Council and to provide both a level of service and certainty of process not available by way of the submission of an application for planning permission or other planning application...’*

As part of this, the applicant and Cherwell District Council have agreed 8 principles which both parties will follow at all times. These can be found in the table below:

Principle 1:	To work together in good faith, and to respect each other’s interests and confidentiality
Principle 2:	To commit and provide promptly information to support and manage the development management process, in accordance with the Performance Standards contained in this agreement.
Principle 3:	To be transparent and consistent at all times between all parties so that outcomes are anticipated, defined and understood.
Principle 4:	To provide effective involvement and consultation with the surrounding community, statutory and other stakeholders, and any individual or group with a legitimate interest led by the applicant team.
Principle 5:	To reach agreement milestones which will remain fixed unless agreed by all parties otherwise.
Principle 6:	To identify and involve specialist consultees and advisors including authority officers/managers where appropriate.
Principle 7:	Ensure resources are appropriately allocated from all parties to deal with all matters relating to the proposed development.
Principle 8:	Ensure appropriate consultation and engagement with Council Members, stakeholders and the public led by the applicant.

At all times, the applicant has sought to align with and exceed these requirements to ensure a quality consultation. The aim was to give consultees multiple opportunities to comment, discuss and feedback on many aspects of the plans and to influence both design and facilities on site. For this reason, stakeholder engagement commenced at an early stage of the process.

The applicant used the eight principles discussed above to produce a series of requirements which have formed the basis for the engagement process these are:

Requirement	Applicant response
Agreement of approach with officers	Pre-app meetings have been held at which the consultation format was discussed and agreed.
Sharing information with OCC & CDC	OCC & CDC has been provided with copies of collateral and exhibition information.
Leaflets and online communications	7 leaflets totalling more than 80,000 items have been delivered. Digital and press adverts have been sent out. Online and email advertising of events have been sent.
Digital engagement platform	Exhibition physical feedback forms have been replicated in digital form on the website.
Engagement with councillors	Councillors from both OCC and CDC have been engaged since the start of 2023.
Public exhibitions	Public exhibitions have been held in July 2023 and between the 9 th and 21 st of October.
Stakeholder presentations and workshops	Stakeholder workshops have been carried out in October 2023. Ongoing engagement has been carried out since March 2023.
Sharing consultation data	Consultation responses have been provided in this document.

The approach

The applicant and project team have approached the consultation process by building on the Seven Strategic Priorities set down by Oxfordshire County Council. To these, the club added their own eighth priority.

These strategic priorities are:

Priority 1: Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats and supporting nature recovery.

Priority 2: Improving public access to high quality nature and green spaces.

Priority 3: Enhancing inclusive facilities for local sport groups and ongoing financial support.

Priority 4: Significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling and rail use.

Priority 5: Developing local employment opportunities in Oxfordshire.

Priority 6: Increasing education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing.

Priority 7: Supporting the council's net zero carbon emissions pledge through highly sustainable development.

Additional Priority 8: Demonstrating our commitment to equality, diversity and inclusivity.

A full explanation of the strategic priorities and detail about how the applicant is working to meet these can be found at *Appendix 6 – Stand United Document*.

Building on these, the applicant recognises that as a key location in Oxfordshire, adjacent to a transport hub and located in the green belt, The Triangle site is at an important confluence.

The applicant has sought to engage regularly with stakeholders as the design evolved. This has enabled the involvement of residents, fans, community leaders, sports groups, schools, local businesses, amenity groups and councillors. The applicant kept in mind the need to meet the 7 Strategic Priorities, the principles of the Planning Performance Agreement and requirements set out above.

As a first step, detailed assessment was made of organisations and stakeholders who might have an interest in the project. This looked specifically at nine categories of stakeholders and identified more than 150 stakeholders, groups or organisations.

These were broken down into:

- Community
- Business
- Transport
- Accessibility
- Sustainability
- Political
- Education
- Sport
- Fans

See Fig 1 for a detailed breakdown, overleaf.

Stakeholder Organisations

Woodland Trust	Stratfield Brake Sports Ground	Kidlington Parish Council	Gosford All Blacks	Kidlington Cricket Club	Kidlington Running Club
Greyfriars School	Gosford Hill School	Edward Field Primary School	Gosford Hill School	Sainsbury's Kidlington	Wolvercote Primary School
DHLUC	DCMS	St Clare's, Oxford	Places of Worship	The Cherwell School North Site	University of Oxford
Oxfordshire County Council	Cherwell District Council	Oxford Brookes University	Oxford High School	Cuttleslowe Primary School	Blackbird Lees
Blackbird lees	Oxford University Development	English Premier League	English Football League	Active Oxfordshire	Sport England
Football Association	Chiltern Railways	National Highways	Network Rail	Oxford Bus	Stagecoach
Oxford United Supporters Panel	OxVox	Friends of Stratfield Brake	OXLEP	Experience Oxfordshire	Oxfordshire City Council
EDF	Kidlington Business Breakfast	TOCA social	Oxford Hawks Hockey Club	North Oxford Golf Club	Wolvercote Cricket Club
Kidlington Football Club	St John the Baptist Hall	Kidlington & Gosford Leisure Centre	Trax Education Centre	Godstow Abbey	Cuttleslowe Park Miniature Railway
Exeter Hall	Kidlington with Hampton Poyle Anglican Churches	Thrupp Canoe and Kayak Hire Centre	Thames Valley Police	Wild Oxfordshire	The Chiltern Line Appreciation Society
Trust for Oxfordshire's Environment	Kidlington Development Watch	Oxfordshire Badger Group	Planning Oxfordshire's Environment and Transport Sustainability	Oxfordshire Treescape Project	CPRE Oxfordshire
Friends of the Earth	Oxfordshire Environment Board	Oxford Conservation Volunteers	Kidlington Eco Group	Trust for Oxfordshire's Environment	Great Western Railway
Cherwell Collective	Central Oxfordshire Travel Plan	Energy Superhub Oxford	Oxford Sustainable Enterprise	Zero Carbon Oxford Partnership	Thames Travel
Bicester & Kidlington Ramblers	Oxonian Cycling Club	Kidlington Recreation Trust	St Edward's School		

Stakeholder Engagement

This section describes the process of stakeholder engagement in detail. It sets out how key stakeholders were identified and the methods which were used to consult with these. It also sets out the numbers of consultation events and the methods used for informing stakeholders and the public these were taking place.

The table in the previous section outlines a range of stakeholder organisations identified as having potential interest in the project. The majority of these have or are being provided with summary details and invited to meet with the applicant. Many have met several times and have provided input into the design of the proposals. Stakeholders were also invited to attend listening events, public exhibitions and other stakeholder meetings.

While more than 100 meetings and events have been held with stakeholders, fans and the public, not all stakeholders have engaged with the applicant and the project team. For a full list of meetings with stakeholders which have taken place, please see below.

Public engagement

Surveying, listening events and public exhibitions were held during the consultation to ensure that members of the public could be involved at different points in the evolution of the proposals prior to submission of the application.

Surveying – Initial survey work was carried out in July 2022 to gather the views of fans and non-fans about the potential of relocating to Kidlington.

Listening events – Three listening events were held in Kidlington and north Oxford in April and May 2023. These focused on people's views of the proposals in general and took feedback on early concerns.

Seven Strategic Priorities exhibition – The strategic priorities exhibition in June 2023 was focused on the land negotiations. It included boards and allowed people to feedback directly on the commitments made in the Seven Strategic Priorities. A copy of the boards can be found at Annex 2.

Planning Exhibition – The planning exhibition was held from 9th to the 21st of October 2023 and set out details of the specific proposals. It included plans, elevations and tackled issues raised at the Listening events. A copy of the boards can be found at Annex 3.

Copies of invitations, leaflets and other collateral for these events can be found at Annex 1.

Consultation channels

The table below provides a summary of the channels through which the consultation was delivered. It has been a priority to include a mix of methods to ensure that communication is inclusive and meets the needs of different audiences, allowing them to fully participate in the consultation.

	Traditional	Online
Public and awareness	Leaflets and invitations to events delivered to members of the public via delivery company to local area.	Paid for social media advertising, project newsletters and online community forum .
	Letters to stakeholder groups and individuals.	Emails to identified stakeholder groups and individuals.
		Project website enabling visitors to sign up for updates and act as the online portal of the consultation, containing copies of all consultation material and hosting project updates.
	Advertising in local publications.	Advertising via online newspapers, online fan forums and online platforms.
Engagement	A Contact Centre was established for the life of the project, containing a dedicated phone line and email address.	The project website hosted all consultation material, available in a downloadable format.
	Stakeholders were offered private briefings and meetings with the project team.	Virtual meetings were offered alongside in person meetings.
	Public listening events and exhibitions were held in the local area.	Materials and feedback forms were put onto the project website in an easy to complete format.
	A preview of the planning exhibition was held for key stakeholders.	Stand United Community . The project development forum is held monthly to allow the public to ask questions of the design team and receive the latest information.
Feedback	Feedback forms were provided at consultation events	Online surveys replicated the physical feedback forms online
	Meeting notes were taken	Web-meeting notes were taken.
	The Contact Centre , with a telephone number and email address, was maintained throughout the life of the project to enable people to correspond with the team.	In addition to email correspondence, a contact and comments form was maintained on the project website.

Consultation accessibility

At all times, the applicant considered how to make the consultation materials accessible to everyone. All consultation events were held in accessible venues, and alternative forms of consultation materials were available on request.

Language barriers, both for non-English speakers and for those not used to engaging with the planning process were removed by ensuring all material was produced in a clear and concise way, with lots of images to accompany the text. Technical terms were avoided or explained alongside in non-technical language.

Promotion of events and exhibitions was undertaken both online and offline, to make sure those without access to the internet were still able to engage with the process. Physical copies of materials were available on request. For those who could not physically come to the events, an online version of materials and the opportunity to engage directly with the project team was included.

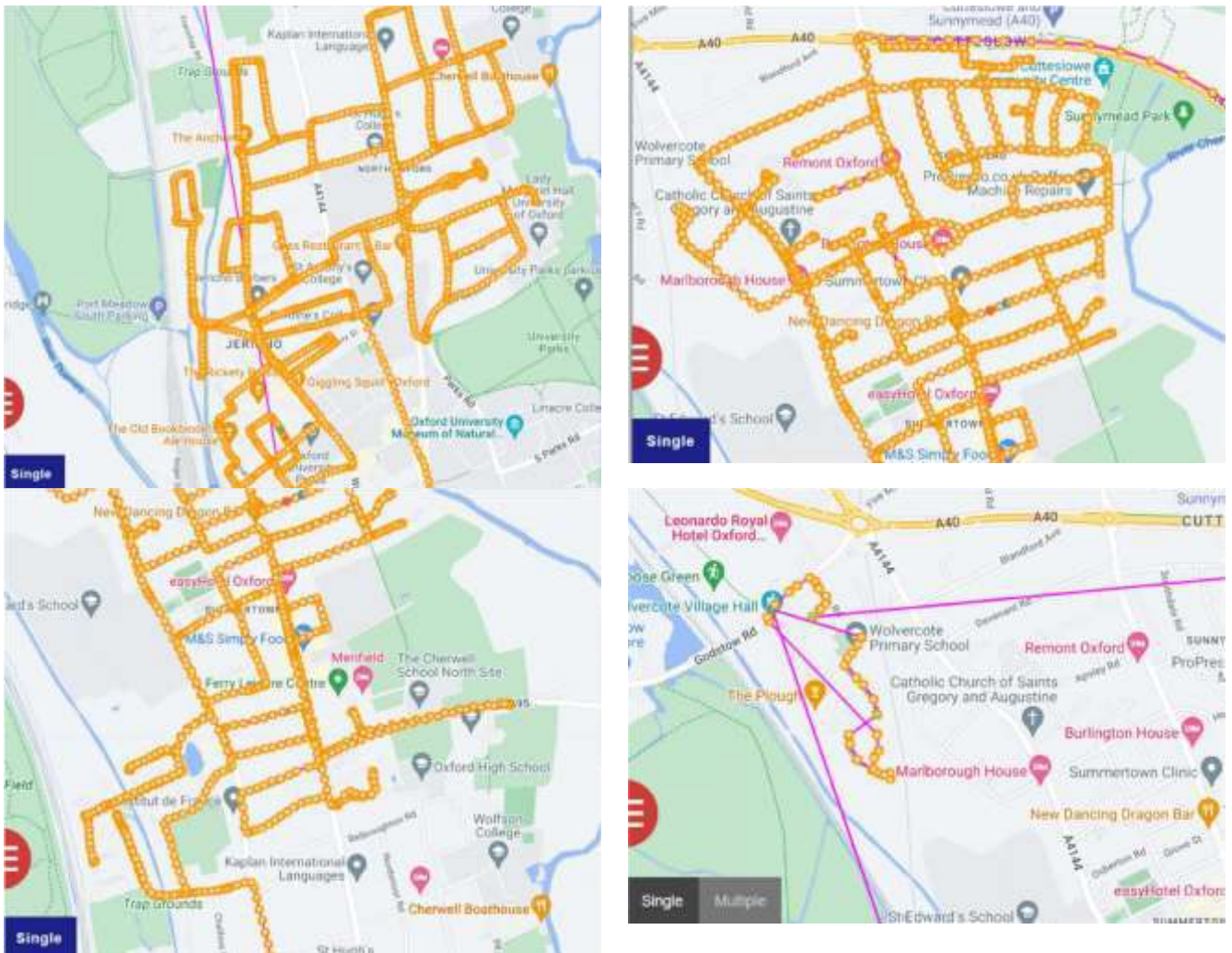
Consultation promotion techniques

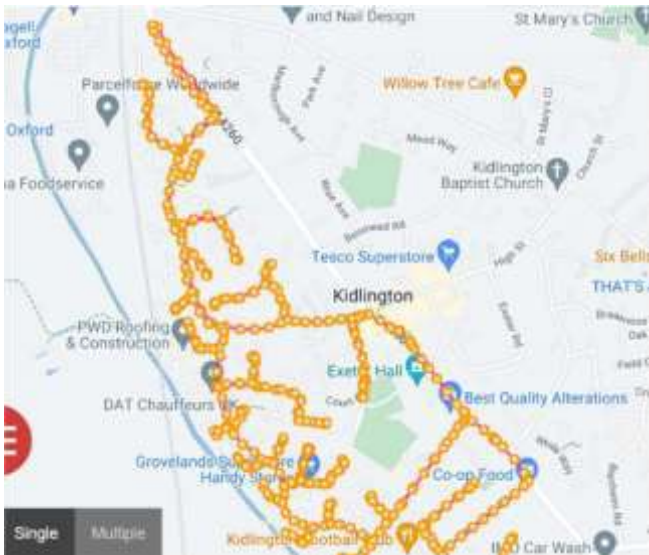
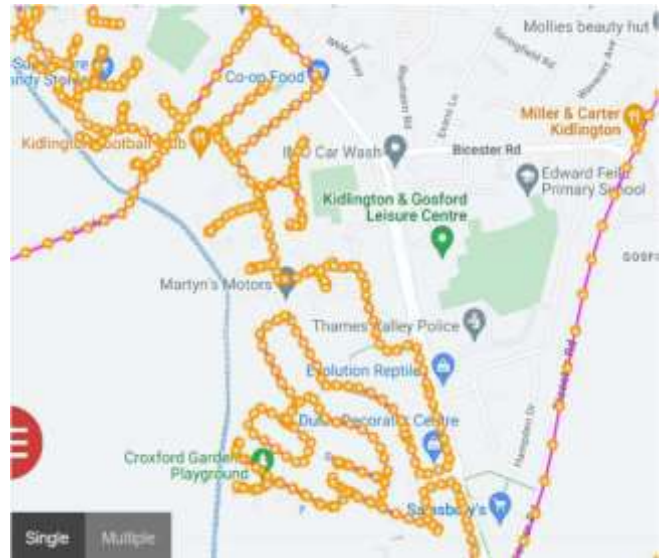
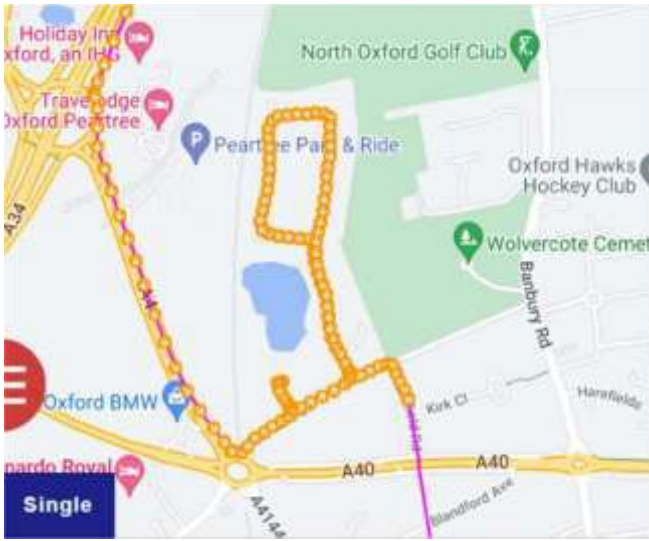
Consultation event	Promotion techniques
Listening events (x3)	10,000 leaflets delivered locally. Sent to fan mailing list. Added to project website. Added to club social media. Pushed to local media outlets.
Seven Strategic Priorities exhibitions (x3 dates)	10,000 leaflets delivered locally. Sent to fan mailing list. Added to project website. Added to club social media. Pushed to local media outlets.
Event for fans	Sent to fan mailing list. Added to project website. Added to club social media.
Event for businesses	1000 letters direct mailed to local business addresses. Added to project website. Added to club social media.
Parliamentary reception and national engagement	Parliamentarians were invited to a reception in the Palace of Westminster. Separately meetings have been held with MPs, Peers and civil servants.
Planning exhibitions (2 weeks long)	20,000 leaflets delivered locally. Sent to fan and stadium mailing list. Added to project website. Added to club social media. Paid social media posts. Pushed to local and national media outlets. Press adverts.

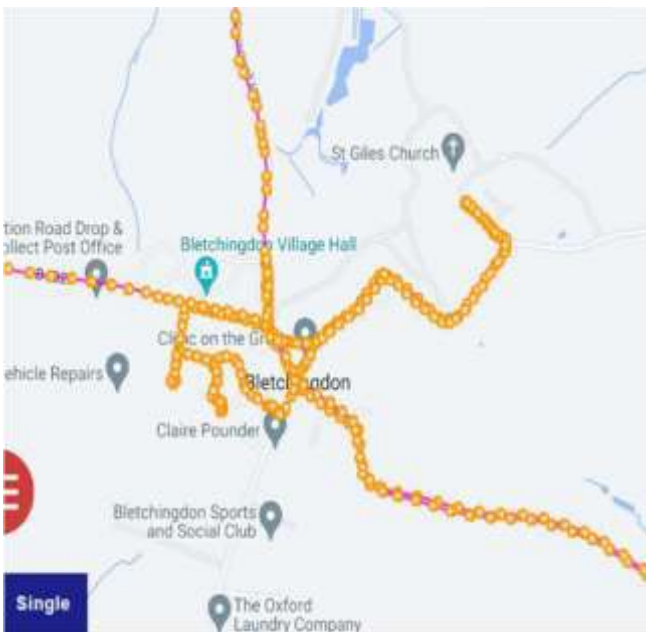
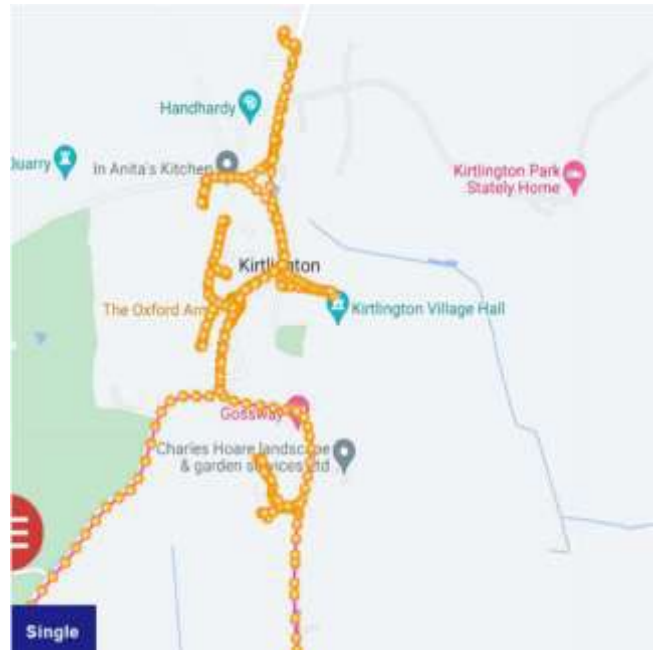
Email addresses were provided by members of the public through the website at via forms at events. They were used for the purpose of keeping stakeholders informed of the progress of the project and inviting people to future events.

An area was also agreed to receive postal communications from the project team. It was agreed that correspondence to these addresses should be sent via tracked delivery company.

The following maps detail the tracked delivery routes for exhibition invitations:







The decision was taken to cover the village of Kidlington, surrounding villages and North Oxford with delivered invitations. This area was selected to ensure that those households who would be impacted by the proposals could engage fully with the process and submit their comments.

Several of the listening events and part of the first public exhibition were held in Summertown and Wolvercote to ensure a geographic spread of physical opportunities to engage.

Summary of Consultation Activities

The following is an outline of all the activities undertaken during the consultation on the proposals for the project.

- Sending of more than 80,000 invitations and leaflets to households in the local area around the proposed site.
- Advertisements in the Oxford Mail. Press releases to local outlets.
- Social media promotion across Facebook and X targeting residents and those with an interest in the new site.
- Email correspondence with the project’s email database.
- The establishment of a Contact Centre, with a dedicated telephone number and email address.
- Direct email contact with more than 100 key stakeholders with offers of briefings and individual meetings.
- Project workshops for stakeholder groups.
- A public consultation website visited by more than 70,000 individuals.
- Listening events, exhibitions and events for fans/businesses attended by 1345 individuals.
- A parliamentary reception attended by 18 parliamentarians.
- More than 60 meetings with stakeholders.

Consultation Summary

150 MEETINGS WITH
STAKEHOLDER GROUPS

1450 PEOPLE ATTENDED
ALL EVENTS AND EXHIBITIONS

MORE THAN 70,000 PEOPLE VISITED THE
PROJECT WEBSITE

During the media launch

9 MEDIA OUTLETS
COVERED THE LAUNCH

1.49

75 UNIQUE
ENGAGEMENTS

MILLION
ESTIMATED PAGE
VIEWS OF THE LAUNCH

During the planning exhibition

50,000

PAGE VIEWS OF THE
PROJECT WEBSITE

THE PROJECT WEBSITE SAW

23,000 UNIQUE USERS

AND 227 NEWSLETTER SIGNUPS

**THE PLANNING EXHIBITION
BOARDS RECEIVED**

448 FEEDBACK FORMS WERE COMPLETED
ALONG WITH **184 SIGN-IN SLIPS**

1,800

DOWNLOADS

167 ONLINE FORMS WERE SUBMITTED,
INDICATING SUBSTANTIAL DIGITAL ENGAGEMENT

112 SEPARATE COMMENTS WERE EITHER EMAILED
OR LEFT THROUGH THE WEBSITE'S COMMENTS BOX

Snapshot of stakeholder organisations we have met during the consultation.



Comparative statistics

This consultation has received significantly more feedback than other similar projects. Even some Premier League teams do not receive this level of engagement with the public.

- **2019, Nottingham Forest** (Rushcliffe - **19/02589/HYBRID**) received 1008 people to their exhibitions for demolition and redevelopment of the Peter Taylor stand.
- **2008, Brighton and Hove Albion** (Brighton and Hove - **BH2008/02732**) received 700 attendees in total to their exhibitions.
- **2017 Tottenham Hotspur** (a much larger Premier League club) received 1,100 attendees in total to their exhibitions.

Stakeholder Meetings

Throughout the consultation, meetings have been held with individual stakeholders and stakeholder groups to discuss the proposals and seek feedback on the plans.

Purpose of stakeholder meetings.

- Establish a dialogue with stakeholders.
- Discuss the proposals and explain the rationale for the project.
- Consider and integrate feedback from stakeholders and the public.

Format of stakeholder meetings

Stakeholder meetings were held in person and online. Meetings either took the form of a presentation on the proposals followed by a discussion on the plans or, if materials had been provided in advance, a discussion and Q&A.

Content

Stakeholder presentations prior to the 9th of October focused more on specific issues raised as concerns within the project. After that date, proposed elevations and drawings of the site were included. Stakeholders met prior to the release of plans were sent update briefings and invited to the later planning exhibition to give them another opportunity to update their thoughts and concerns.

A non-exhaustive, general list of topics covered in meetings with stakeholders is as follows:

- Reasons for the new site
- Green belt
- Ecology
- Traffic and travel
- Community benefit
- The legacy of the current site
- Sustainability
- Accessibility

Additional material was provided where a specific interest in a particular topic was highlighted or as requested. A series of frequently asked questions were added to the project website and updated frequently to encourage discussion on the 'tough' questions around the project. Additional concerns which were raised frequently were added to the FAQ page as well.

Additional material was provided on:

- Access to Oxford Parkway Station
- Parking and traffic
- Biodiversity net gain
- Active travel
- Disabled access to the proposed development.

Stakeholder discussion points and meeting notes

The table below summarises the meetings held, topics discussed and the reasons for the meetings.

Date	Meeting	Reason for meeting	Summary
March 22nd	Teams meeting with Claire Taylor, Corporate Director, Oxfordshire CC	Update from Corporate Director on how the engagement will progress and the timescales	Claire Taylor confirmed she would be leaving OCC on 5/5/23, and Martin Reeves would be the new Chief Executive, overseeing the project. The Forward Plan shows a September 2023 trajectory, subject to updates. OCC Cabinet and officers want to understand OUFC's compliance with strategic priorities.
March 23 rd	Meeting with Oxfordshire County Council officers re public engagement	Meeting with key senior officers to discuss the mechanics of the engagement	Drafting 7 Tests document for July cabinet decision. Previous engagement exercise yielded 3,000 responses. "Closed engagement" during April, open engagement post-district elections with workshops, surveys, and community events. Consultation Institute facilitating closed engagement.
March 23 rd	Cllr John Howson, Oxfordshire County Council.	Updating interested councillor on the project	Discussed local development pressures, green barrier, engagement with other councillors, East - West rail will help, why is Triangle only viable site?
March 24 th	Legends - Jack Cobbold Business Planning Manager.	Meeting with possible project partner	Meeting to discuss Kidlington Stadium's commercial aspects with Legends, a premium experience company.
March 27 th	Cllr Liz Leffman – Leader of Oxfordshire County Council.	Meeting with the Leader of the county council to update her	Discussed political situation – reminder to ensure to engage with Wolvercote, Summertown and other areas in North Oxford.
March 27 th	Cllr Calum Miller, Portfolio Holder Oxfordshire County Council	Meeting with the relevant portfolio holder to update him	Introduced project and agreed terms of approach. Cllr Miller would stay at arm's length through the process.
March 29th	Layla Moran MP Cllr Neil Fawcett, Oxfordshire County Council	Meeting with local MP and interested local councillor	Need to give Kidlington a good deal and work with the local community. Really important that issues raised by the community are addressed
April 4 th	Oxfordshire County Council, Informal cabinet, at County Hall, Oxford.	Meeting to update the Cabinet informally of the	Discussed green belt land sale. Discussed mitigating car impact and non-football residents.

		latest detail of the proposals.	Urged club prompt information sharing. Worries about 2026 position Welcomes equalities and diversity statements, suggests higher pay for women players.
April 5th	Teams meeting with Susannah Wintersgill, Communications Director, Oxfordshire CC	Meeting with key officers responsible for making recommendations to Cabinet	Update on OUFC engagement and prepare for the 17/4 presentation to all OCC members.
April 6th	Cllr Andy Graham, Oxfordshire County Councillor	Meeting an interested Oxfordshire County Councillor.	Discussed traffic mitigation and local issues. Took questions from the cllr and took away his suggestions
April 13th	Cllr Katherine Miles, Oxford City Council	Meeting an interested Oxford City Councillor.	Discussed north Oxford engagement, residents care about green belt, impact on Banbury Rd shops and traffic. Very keen on improved cycle access to Kidlington.
April 17th	Oxford United Supporters Panel (Ousp)	Meeting with Janine Bailey and Paul Scaysbrook representing the supporters' panel.	Discussed the engagement plan, emphasizing the need to counter misconceptions and present factual information. Transport improvements were highlighted, comparing travel times to the current Kassam stadium and the proposed Kidlington site from various locations. Insights into accessibility issues for disabled fans, including transportation and stadium design considerations.
April 17th	OxVox supporters' trust	Meeting with fan group. Chairman Paul Peros	Keen to help offer suggestions for engagement. Keeping the fans as part of the process is important.
April 17th	Kidlington resident Liam Walker	Meeting to understand fan concerns and thoughts.	Liam, a lifelong OUFC fan and Kidlington resident, believes there's strong support for the new stadium. Benefits for families and improve Stratfield Brake facilities for children. Address parking and congestion concerns
April 17th	Oxfordshire County Council. All members briefing	Meeting to brief all councillors on the plans.	Questions on green belt, transport, Kassam stadium, impact on Kidlington
April 17th	Cllr Nigel Simpson, Local Oxfordshire County and Cherwell District Councillor	Meeting with a local councillor to understand their views	Transport needs a cycling superhighway, e-scooters, and parking at the stadium. Management plan for match day traffic and Chiltern Rail deal.
April 19th	Meeting with Claire Taylor and Susannah Wintersgill,	Meeting with key officers in OCC	Addressing additional info requested by councillors during presentation.

	Communications Oxfordshire CC	communications department	Share draft FAQs, engagement plan, and meeting notes.
April 25th	Teams meeting with Martin Reeves & Claire Taylor Oxfordshire CC	Discussion with key officers on aspects of the project	Meeting focused on the decision-making timetable and material needed for 14/5/23 milestone. Need to ensure OUFC is providing enough info for 7 tests. Discussion on Blackbird Leys community legacy and collaboration on local deprivation and health outcomes.
April 26th	Teams update meeting with Susannah Wintersgill	Update meeting with officers responsible for communications	Discussed All-Member Q&A, legal info and upcoming document set. OCC's engagement ongoing, to share summary with OUFC.
April 28th	Kidlington Business breakfast presentation	Meeting with local businesses to update them on the project	Questions centred around traffic, economic impact, parking, and the present licence agreement.
April 28th	Cllr Lesley Mclean, Cherwell District Council	Meeting with a key local councillor to update them	Discussed how issue has divided village. Discussed non-football benefits of the stadium spaces, in particular hotel and a quality restaurant, which Kidlington lacks.
May 3rd	Church community meeting. Cllr Simpson, Canon Felicity Scroggie.	Meeting to engage local place of worship	Discussion of mental health issues within young people in Kidlington and the rising cases within the village. Felicity conducted the service for Joey Beauchamp and is working closely with organisations to support mental health within the village. This is even more high profile following the Joey Beauchamp situation. Felicity is supportive of the stadium project. Moving forward she was hoping that the mental health support programme would be an integral part of the community pledge and would be happy to support us.
May 5th	Meeting with Oxfordshire County Council Director of Public Health and Integrated Care Board Director of Place	Meeting with key local health boards to discuss possible facilities if permission is granted	Introductory discussion about public health and wellbeing priorities. New stadium could provide space for healthcare related services – ICB will connect OUFC to a health planner to better understand the options. Ongoing activities of OUitC could be flexed to provide more particularly in disadvantaged locations.

May 9th	Oxfordshire County Council Chief Officers, at County Hall,	Update with senior officers to understand next steps and how things stand	Discussions covered the ongoing engagement and website updates. Phase 2 of OCC consultation starts in June. OUFC exhibitions commence on May 22nd. Key themes included transport, EDI, stadium build management, and local job opportunities.
May 9th	Meeting between Tim Williams and Cllr Liz Leffman.	Meeting with Leader of Oxfordshire County Council.	Discussed the stadium plans and the challenges to ensure North Oxford was also included in engagement.
May 17th	Oxfordshire MP meetings at Portcullis House – Anneliese Dodds.	Local MP's office in Oxfordshire	Oxford East MP and chair of Labour Party, discussed OUFC's move plans. Club emphasized maintaining community relations, citing Planet IT and Training Ground's presence. AD stressed maintaining links with Oxford Academy and local clubs. Transport and bike accessibility concerns were raised, with plans to collaborate on these aspects. Received embargoed exhibition boards.
May 17th	Oxfordshire MP meetings at Portcullis House - Office of Victoria Prentis.	Local MP's office in Oxfordshire.	Discussed OUFC work in Banbury, possible visit. Talked about possible health provision.
May 17th	Oxfordshire MP meetings at Portcullis House - David Johnson	Local MP in Oxfordshire.	OUFC need to consider all options around potential sites. Keen to understand more detail about the proposal.
May 19th	Event for Cllrs – Wolvercote	Meeting with local councillors to understand concerns and set out latest update on the project	Themes from discussions with parish councillors and officials included parking as a top concern. Questions about noise, light, and other events at the stadium, to which it was explained that other events would require licensing. Sought detailed transport and parking plans about the Very Special Circumstances test for planning. Parking emerged as a major concern and Oxford Road access clarification was requested.
May 20th	Kidlington Youth Football Club Presentation Day	Attendance by Niall McWilliams at presentation day to take feedback from parents and attendees.	Players awarded the trophies to relevant teams and were in group photographs. Questions from attendees in relation to the stadium. Main concerns were as follows: Traffic Parking Kassam – why can't it be bought/lease extended Noise Majority of people who attended this event were in support. Over 300 in attendance.

May 23rd	Meeting with Layla Moran MP	Updating local MP in Oxfordshire.	Layla Moran, MP for Oxford West and Abingdon, discussed various issues with Tim Williams including the need to move the stadium, alternative options, community engagement, and concerns about anti-social behaviour. Clarified that Triangle was the only viable option after considering multiple criteria. Layla inquired about EFL rules on proximity and club name. Discussed potential community benefits, addressing anti-social behaviour concerns.
May 31st	OCC weekly catch up with officers	Meeting with senior officers to discuss updates and next steps	Emphasis on "Commercial Innovations" in OUFC vision. Biodiversity target "10% required by planning policy." Footbridge, plaza, public parking clarifications. Council engagement phase 2 from June 5. Scheduled Teams meeting for document checks.
June 5th	Weekly catch-up with Oxfordshire County Council officers.	Meeting with senior officers to discuss updates and next steps	Confirmed public engagement cleared and would be started.
June 6th	Additional meeting with OCC officers	Additional meeting with senior officers	meet with officers to run through engagement plan and logistics, requested bound copies of all docs for libraries.
June 6th	Public exhibition event-Cherwell	Public meeting to discuss the Seven Strategic Priorities	Main questions surrounded traffic and parking and the impact it would have on North Oxford, community involvement into the design. How would the community of North Oxford benefit? Why do OUFC need to move, can OUFC not stay at the Kassam? One question about building on green belt including the challenges surrounding biodiversity improvements
June 7th	OCC weekly catch up	Meeting with senior officers to discuss updates and next steps	Discussion on the 'high level summary' report. OCC engagement phase 2 starts on 5th June, further Teams meeting planned to check document links.
June 9th	Kidlington Parish Council Chair (David Robey) and Vice Chair (Lesley Mclean)	Meeting with key local parish council to update them on the plans and take feedback	Parking challenges, potential Park & Rides expansion. Main vehicle access to Triangle, Friese Way likely. OUFC's shuttle bus operation, addressing driver shortages. Existing parking pressure, potential for residents parking scheme.

			<p>Suggested inclusion of residents parking scheme as an option.</p> <p>Match days and event frequency, noise/light pollution mitigation.</p> <p>On-site parking spaces (150-200), preservation of green space.</p> <p>Visibility of stadium from Kidlington, site layout considerations.</p> <p>Sequencing of developments, community benefits specifics.</p> <p>Sports pitch benefits, cricket club, PR7a, facility accessibility.</p> <p>Job creation, unemployment rates in Kidlington.</p> <p>Free gym membership, sustainability features, green roofs, PV panels.</p> <p>2026 legal position clarification, stadium relocation necessity.</p>
June 13th	Cherwell DC Chief Executive Yvonne Rhys	Meeting with Chief Executive of local district council	<p>Yvonne Rees (YR), also Corporate Director for Sport & Wellbeing at CDC, outlined her previous involvement with planning but not the current stadium application.</p> <p>CDC is keen to see the stadium proposals come forward but community support and green credentials are important.</p> <p>Periodic meetings on strategic issues between CDC and OUFC are seen as useful, and ongoing discussions on planning matters will be handled separately.</p>
June 14th	OCC weekly catch up	Meeting with senior officers to discuss updates and next steps	<p>The OCC survey has received 1300 responses. Cabinet meeting on September 19th, papers published on 11th. OUFC documents needed for libraries. OCC exhibitions confirmed.</p>
June 16th	Kidlington Recreation Trust, Phil Parker Trustee	Meeting with a local group affiliated to Kidlington Parish Council about how the club can work to support the Trust.	<p>Focus – Cherwell and Kidlington Pitch Playing Strategy</p> <p>Following public disclosure of the pitch playing strategy that indicated that Kidlington needed 3 additional 3 g pitches for football and additional grass pitches, Kidlington Recreation Trust were looking at how OUFC and the trust could work together.</p>
June 21st	Kidlington Football Club - Committee Meeting. David Platt Committee member	Meeting with a local sports club to talk about how the club can help them.	<p>To discuss how KFC and OUFC can mutually support each other in relation to the proposed stadium development. Discussion about pitch advertising and temporary training facilities for</p>

			KFC. Interest in a development plan for the village.
June 21st	Kidlington Cricket Club, meeting with John Moss, Chair	Meeting with a key local sports team. Neighbours to the new site.	<p>Organisation continues to be supportive the project.</p> <p>To discuss the provision at Stratfield Brake and the possible move to the Moors.</p> <p>In essence the wickets at Stratfield Brake are in poor condition and have been for some time. John remains hopeful of a move to The Moors which would free up a great deal of space at Stratfield Brake.</p>
June 21st	OCC weekly catch up with officers	Meeting with senior officers to discuss updates and next steps	<p>Noted OCC had received 2,140 (1300 responses last week), no new issues identified.</p> <p>The Cabinet decision is planned for September 19th. OUFC required to provide information before the report's finalisation on September 7th.</p> <p>OCC exhibitions confirmed for June 28th, July 7th, and July 8th, managed by Westco, with feedback shared between OUFC and OCC.</p>
June 28th	OCC weekly catch up with officers	Meeting with senior officers to discuss updates and next steps	<p>OCC survey received 2,501 responses, 67% OUFC fans. No new issues.</p> <p>OCC exhibitions started, Kidlington event went well.</p> <p>All-member Council meeting set for July 12, technical support arranged.</p> <p>Vic drafting Cabinet paper, seeking supplemental info since June 2 submission. Grant Ferguson signed Heads of Terms, willow business tenant considered, relocation efforts ongoing.</p> <p>Regular "Project Spotlights" initiated on stadium website, first sent to OCC.</p>
June 28th	OCC - PT - Will Madgwick & Dave Harrison	Statutory consultees	Discussion about the transport elements of the project and traffic models. Discussions about surveying.
June 28th	Work experience event at Greyfriars school	Niall McWilliams attended to discuss the stadium with pupils and staff of a local school	<p>Focus on the benefits a new stadium may bring to the village.</p> <p>Emphasis on the possibility of increasing the number of high-level apprenticeships the project may bring.</p>
June 30th	Kidlington Cricket Club meeting with John Moss	Meeting with a key local sports team. Neighbours to the proposed site.	Discussion on club following meeting on 21 st of June. Community benefit and Stratfield Brake

June 30th	Kidlington Voice Business Network	Meeting with business network of key local publication	<p>Focus: Presentation by Emily Connolly</p> <p>Emily gave a presentation in relation to the work of The Cherwell Collective and the different components.</p> <p>There was a focus on carbon literacy in schools and the circular economy. Emily speaking to MPs in July regarding the work of the Cherwell Collective. She mentioned that OUFC was her first formal sponsor.</p>
June 30th	Meetings at Gosford Hill School	Meeting with local school. Discussion on the project.	A discussion centring around the Community Pledge with the focus on the apprenticeship scheme and the mental health support.
July 3rd	Gosford Hill school council Headteacher – Nigel Sellars	Meeting with local school. Discussion on the project.	<p>what facilities would young people wish to see at the proposed new stadium.</p> <p>Indoor cinema, space for arts/drama, big name concerts, café/bar with teenage access, discounts on facilities, more detail on the mental health proposals.</p>
July 3rd	Experience Oxfordshire Event with Patricia Yates (Chief Executive of Visit England)	Meeting with CX of major national tourist body	<p>Attended by high profile partners of Experience Oxfordshire with an opportunity to explain the project to Patricia Yates and other guests.</p> <p>Patricia would be willing to write a letter of support for the project.</p> <p>The main focus for us was the emphasis that in terms of visitor experience to Oxfordshire this was a ground-breaking project.</p>
July 4th	Fan event – training ground	Event for fans at the training ground to ensure they understand the released plans and can feedback.	<p>Discussions with stakeholders reveal common themes and concerns for the new Oxford United FC stadium.</p> <p>Fans and officials highlighted desires for a members club, accessible parking, transportation improvements, and a clear funding model. Issues such as stadium fit within the Triangle, access via Network Rail, and bridge construction were debated. Community uses, local business involvement, and concerns over the Kassam stadium's fate were raised.</p> <p>While traffic, accessibility, and facilities topped concerns, greenbelt and sustainability aspects received limited attention.</p> <p>Overall, positive fan enthusiasm and engagement were observed, indicating a keen interest in the new stadium project.</p>
July 4th	Stand United Community Panel	Meeting of development forum to inform	Topics included transportation arrangements with Chiltern Railways, fan confidence in project success, reasons for reducing capacity to 16,000, ways supporters can contribute, requests for a

		subscribers and take feedback	PDF version of the presentation, provision of medical facilities, the Kassam Stadium termination, a backup plan if OCC denies the Triangle, the stadium's long-term connection to the club, fan consultation on design, biodiversity net gain, water reuse impact, vegan and traditional outlets, green belt challenges, community support, addressing opposition concerns, spatial coordination, park and ride accessibility, Kidlington community engagement, blue badge parking, inclusive messaging, construction disruption management, cycling facilities, stadium separation prevention, and timeline challenges.
July 5th	Meeting with Emily Connolly - Cherwell Collective	Important local community group	Presentation by Emily Connolly who runs Cherwell Collective, OUFC is an official partner of this. The talk from Emily centred around sustainability.
July 5th	OCC weekly regular catch up	Update with senior officers on the status of the engagement and next steps	OCC exploring alternative sites for the Triangle willow business. Engagement responses at 3,073, mainly Oxfordshire residents (78%) and OUFC fans (63%), with no significant issues. Top priorities from the survey: Transport infrastructure (58%), Support for local sport (53%), and Support for local education (42%). Private briefing on August 4th at 10 am.
July 7th	Work experience follow-up meeting at Greyfriars school - Ms L Calwell, Headteacher	Meeting with a local school to discuss work experience	Work experience discussion with a workshop on the potential new stadium and benefits associated with the development. Question and answer session re new stadium: . Will anyone lose their job with the new stadium move? . You have talked about apprenticeship opportunities what will they be? Are they all building apprenticeships? . Will there be any part time jobs at the new stadium? . Why do you have to move? . What will happen to the businesses that rely on OUFC in Blackbird Leys?
July 7th	Meeting with OXVOX	Meeting with fan group. Chairman Paul Peros	Discussion surrounding the process by OXVOX encouraging fans to e mail their council representative and the cabinet in support of the proposed stadium project.
July 8th	University of Oxford sustainability/education	A key education consultee and a	Guest speakers were Dr. Kruger and Dr. Finnegan from Oxford University and Niall McWilliams.

		major local landowner	Conference was well attended by senior leaders from the secondary school sector. Schools are now placing an ever-increasing emphasis on carbon literacy and sustainability. Action point for OUFC again to consider an education centre within the new stadium.
July 8th	Oxford Deanery Conference - Travis Fuchs	Meeting with local places of worship to discuss project and joint working	The conference, focused on sustainability in education, seeks to engage school senior leaders in regenerative practices. This discussion will explore how institutions can equip students with skills and knowledge for an evolving future.
July 10th	Network Rail	Statutory consultee	Discussion on train usage for the stadium and possible ways to approach fans arriving by train
July 10th	OCC - Transport	Statutory consultee	Update meeting on road and transport issues
July 11th	Oxford United Supporters Panel meeting with OUFC	Meeting with Janine Bailey and Paul Scaysbrook representing the supporter panel.	OUSP asked if they could be involved and at what stage in the stadium design. This was particularly related to disability access and inclusion. For example, parking for people with mobility issues, viewing platforms, sensory rooms.
July 12th	Oxford Bus Company	Key consultee	Discussions around bus provision and the elements of the scheme relating to bus integration
July 12th	Stagecoach	Key consultee	Discussions around bus provision and the elements of the scheme relating to bus integration
July 12th	OCC weekly catch up with officers	Weekly update with senior officers about the engagement and updates on the status of the project	Discussions covered various topics: no core document updates but continued Spotlights, Newsletters, and FAQs; 18 councillors confirmed for Q&A, some cabinet members attending in listening mode; exhibition conclusions with interest in Blackbird Leys event, survey responses at 3,697 Top priorities: Infrastructure (58%), Sports support (54%), education <50%; "Infrastructure" details and CPZ alignment
July 12th	Full member council meeting - Oxfordshire County Council all member Q&A	Meeting with all Oxfordshire County Councillors. Discussion and briefing for councillors	Oxford United Football Club (OUFC) participated in a private Q&A session with Oxfordshire County Council (OCC) members. Topics included community engagement, funding sources, staff retention during the stadium move, and future commitments. OUFC outlined plans to engage with schools and the community. Financial advisors, banks, and private equity will fund the new stadium, and revenue is expected to increase.

			<p>OUFC's dedication to the women's team was highlighted. Discussions covered transportation, inclusivity, and health facilities.</p> <p>The licensing situation and legal constraints were explained. The session clarified OUFC's vision for the new stadium and addressed OCC members' queries on various aspects of the project.</p>
July 13th	FA meeting with OUFC	Important meeting with national football body.	Meeting to discuss the project and to provide an update.
July 19th	OCC weekly catch up with officers	Weekly catch-up	<p>Officers shared positive feedback on a recent Q&A session with councillors, highlighting clear answers and resolution of the 2026 issue. Minor follow-up discussions with councillors and officers followed.</p> <p>4,156 responses from ongoing exhibitions, primarily from fans, with unchanged top priorities. Draft and final reports are due on August 4th and 14th, respectively.</p>
July 19th	Exhibition – Kidlington	Public exhibition on the strategic priorities	Exhibition on the priorities, exhibition boards and the public in attendance. Topics included roads, community, impact of the plans, parking, Kassam stadium, accessibility. For full details see next section
July 20th	Exhibition – Cherwell	Public exhibition on the strategic priorities	Exhibition on the priorities, exhibition board and the public in attendance. Topics included roads, community, parking, railway station, what will be on the site, nature and biodiversity. For full details, see next section
July 24th	OUFC – KYFC catch up. Members of the club committee, Richard Hague, Warren Jones, Mark Hawtin	Meeting with key local sports team. Located next door to the proposed site	Focus was pitches and flooding.
July 26th	Oxfordshire County Council, Active Oxfordshire.	Meeting with county council and key physical activity group in the county to discuss possible joint working on the project	<p>The aim of the meeting was to explore the possible community facilities that could be provided in and around the stadium.</p> <p>Facilities Requested:</p> <ul style="list-style-type: none"> . Meeting place for Teenage Girls . Climbing Wall- non competitive facility for girls . Gymnastics facility . Outdoor space for young children to learn to cycle <p>Strong comments that they would like to see the community involved in the design of the outdoor</p>

			space. I gave no commitments to providing any of the above.
July 26th	OCC – Highways	Statutory consultee meeting	Update meeting with Highways officers
July 28th	Kidlington Business Breakfast	Meeting of the local group of businesses	Standard meeting to discuss local business issues. Keen to discuss the project and to understand the opportunities for local firms. Concerned about traffic and parking issues.
July 31st	Clive Betts MP	Meeting with an MP, Chairman of the DCMS Select Committee	Chief Executive of OUFC set out details of the project and the linking in with the fan led review. Mr Betts was impressed with the plans and offered support for the stadium project, said it reminded him of previous stadiums he had seen as chairman of the Select Committee Agreed we should keep him informed and meet again when the stadium project was further along.
August 1st	Robin Rogers from Oxfordshire County Council – Partnerships Development Manager	Meeting with Oxfordshire County Council about Blackbird Lees, the area around the current stadium and ensuring legacy	The meeting, centred on a subset of Strategic Priority 3, focusing on legacy work in the deprived south-east area of the city. Programs in Blackbird Leys and East Oxford, involving coaches from the southeast.
August 2nd	OCC weekly catch up with officers	Weekly meeting with senior officers to discuss the project and to receive updates about the engagement	EAI (Environmental Assessment Information) discussed. Seven Strategic Priorities reviewed. Emphasized strong social element club represents and potential losses without stadium development. Final draft of Seven Strategic Priorities needed by end of next week.
August 7th	Meeting with Cherwell DC about health and wellbeing, Nicola Riley Housing Director	Meeting with Housing Director of local district council	This meeting, stemming from prior talks with Cherwell CX and housing director Nicola Riley, emphasized health and wellbeing separate from planning concerns. Cherwell's K5 Better Together project expressed interest in partnering for infrastructure and green spaces. A new stadium (subject to land and planning) could bolster health provisions, with around 1,000 sq m for community use, a gym, and rehabilitation facilities. OUFC's engagement with disadvantaged SE Oxford areas and partnerships was noted, along with commitments to support Stratfield Brake.

August 8th	Meeting with Neil Allan manager of Sainsburys Kidlington.	Meeting with Sainsbury's closest business to the site.	<p>Queries covered parking time reduction, construction timeline, walking distances, and sustainability of the new stadium, showing general support.</p> <p>Opportunities include a consultation event at Sainsbury's, possibly renting parking for match days. Overall, Neil backs the proposal, noting its potential to revitalize Kidlington.</p> <p>Actions include coordinating with him via OUFC in the Community, connecting with relevant individuals, and initiating contact with Sainsbury's National Parking Manager, Simon Fraser, about parking strategy.</p>
August 8th	Meeting with Oxfordshire FA, Jonathan Duckworth Chief Executive	Meeting with Oxfordshire branch of national football governing body	<p>Purpose of the meeting was to discuss OXON FA support for the expansion of the football soccer courses. In summary there was an agreement that official partnership between the two organisations would be agreed.</p> <p>New stadium facilities were briefly discussed in addition to the community pledge.</p>
August 9th	Kidlington Parish Council catch up	Meeting with local parish council to discuss the project	<p>Discussed the Stratfield Brake pitches flooding and maintenance. Both stated there was no clear evidence of flooding.</p> <p>The focus for the parish council meeting should be on the community pledge detail and perhaps OUFC could provide more detail relating to this before that meeting. For example, more detail in relation to the Stratfield Brake Commitment. Questions arose around the Bridge and the difference in the published versions.</p>
August 9th	Stratfield Brake Playing Fields. Parish councillors and Kidlington Youth Football Club.	Meeting with local sports club, sports ground site owner and parish council	<p>Aim of the meeting was to further analyse the potential costs of the community pledge to maintain the fields at Stratfield Brake. The present costs to the parish council in terms of grounds maintenance is approximately £80k per year, additional costs go towards the upkeep of the buildings.</p>
August 18th	English Football League meeting	Presentation to EFL, a national football body, about the stadium	<p>The EFL's regulation requirements were reviewed, with focus on engagement with smaller clubs impacted by the relocation.</p> <p>A presentation of the stadium design led to discussions about design aspects like c-values and rail seating percentages.</p> <p>The site search process was detailed, and "The Triangle" site's suitability was confirmed by the EFL.</p>

			Project milestones and potential risks were outlined, and sharing the community engagement strategy with the EFL was agreed.
August 23rd	Oxfordshire County Council catch-up with officers	Update meeting with senior officers about the project and the engagement	Oxford United FC's stadium development progress was discussed. Engagement issues and non-resident responses were addressed. Planning discussions with Cherwell were mentioned, along with plans for Triangle willow business.
August 24 th	Meeting with Jonathan Duckworth CEO of Oxfordshire FA.	Meeting with the Oxfordshire branch of a national football governing body	Discussed the recent letter sent by JD in relation to the new stadium and explained the business aspects. Discussed the possibility of grant funding and a meeting was provisionally organised with the football foundation for the 8th of September.
August 29 th	OUFC – KYFC catch up. Members of the club committee, Richard Hague, Warren Jones, Mark Hawtin	Meeting of local sports team next door to the proposed site. Including Oxford United in the Community	OUIiTC – Trustee Matt Everett explained to the KYFC group the principles behind the hub and spoke model and stated that this was an area for development and expansion for OUIiTC. Matt indicated that they were keen to develop a partnership with KYFC as per the one with Easington in the north of the county. KYFC were very keen to explore this further. Action point – Matt to discuss further with OUIiTC and then send draft agreement to KYFC by September 6th.
September 4 th	OUFC – OUSP catch up	Meeting with Janine Bailey and Paul Scaysbrook representing the supporter panel.	Discussions on Oxfordshire community involvement. Meeting to discuss how the fan group can be involved and what they would like to see from the project.
September 6 th	OCC Catch up with senior officers	Weekly meeting with senior officers to discuss the engagement and to update on status	The engagement process was considered highly successful with a significant number of responses. Key individuals, including Cllr Liz Leffman and Martin Reeves, would be present at the scrutiny meeting, representing the political and officer hierarchy.
September 7 th	Stand united panel	Meeting of project development forum	Presentation about the project and the plans for 9 th October. Q&A. Topics included roads, facilities, match days, cleanliness, seat allocation, away fans, number of sides of the stadium, the Ox, the colour of the stadium, sports bar

September 11 th	OUFC – KYFC catch up. Members of the club committee, Richard Hague, Warren Jones, Mark Hawtin	Meeting with local sports team to discuss the project and the upcoming exhibition.	Discussions with KYFC (Kidlington Youth Football Club) and the project team regarding plans for the future. RH provided an overview of KYFC, emphasizing its status as the largest provider of grassroots football clubs, serving over 500 players, including competitive female football. The club anticipates a significant increase in the number of players in the coming years, prompting the need for improved provisions. Clarified that comprehensive plans will be published on October 9th during the exhibition. KYFC to provide a clear strategy, which OUFC (Oxford United Football Club) would support.
September 13 th	OUFC parliamentary reception	Reception for MPs as part of national engagement.	Parliamentary reception with 18 MPs. Meetings with individual Oxfordshire MPs and civil servants.
September 18 th	OUFC – OXVOX catch up	Meeting with fan group. Chairman Paul Peros	Several key points were discussed, highlighting a shared commitment to working together and promoting positive initiatives. The meeting note summary is as follows: Collaboration: The meeting emphasised the need for OUFC and OXVOX to collaborate closely. Both parties recognised the importance of a united approach in shaping the future of the stadium and enhancing the overall fan experience. Influence on Stadium Design: A key topic of discussion was OXVOX's potential input into stadium design. OXVOX expressed their interest in submitting design ideas to influence the stadium's appearance and features. This reflects a cooperative effort to make the stadium align with the preferences and needs of the fanbase. Environmental Initiative: OXVOX introduced a new environmental initiative aimed at encouraging fans to use eco-friendly modes of transportation when traveling to the stadium. This initiative reflects a shared commitment to sustainability and reducing the environmental impact of matchday travel. Fan Engagement: The meeting highlighted the significance of engaging with fans and seeking their input. OXVOX's involvement in stadium design and the environmental initiative are part of a broader effort to enhance fan engagement and create a positive matchday experience.
September 26 th	OUSP- OUFC catch up	Meeting with Janine Bailey and Paul Scaysbrook	Meeting to discuss upcoming planning exhibition and the aftermath of the land transfer agreement in principle.

		representing the supporter panel.	
October 2 nd	Experience Oxfordshire and OUFC Catch up. Chief Executive Hayley Beer-Gamage	Meeting with important tourism partner to update on the project and answer any questions	The primary objective was to explore potential ways in which Experience Oxfordshire, acting as a partner, could support and collaborate with OUFC. The meeting served as an introduction to the partnership between Experience Oxfordshire and OUFC, highlighting the collaborative potential.
October 6 th	Gosford All Blacks Rugby Club catch up.	Meeting with a key neighbour to the site and an important local sports club	Use of the Bar: The meeting involved discussions about the rugby club's bar. Stratfield Brake is the closest bar to the site. Revenue Generation: The rugby club's interest in using the bar as a revenue source was a prominent topic. OUFC Support: The rugby club's expansion plans. Disturbances from Construction: Potential disruptions caused by the construction of the new stadium were addressed.
October 9 th	Planning exhibition preview, including media preview	Launch of planning exhibition including media preview.	Preview of the planning exhibition. First session for journalists to see the boards and interview the project team. Please see Annex 5 for details. Followed by a preview of the exhibition for key stakeholders
October 9 th – 21 st	Planning exhibition	Exhibition of the proposals held over two weeks	Exhibition of the plans. Held at Holiday Inn Oxford, Peartree Roundabout, Woodstock Rd, Oxford, OX2 8JD. The boards were accessible every day from 0900-2000. In addition, advertised 'Meet the team' days were held on Thursday 12 th October – 3pm to 8pm, Saturday 14 th October – 9am to 8pm and Thursday 19 th October – 3pm to 8pm. During these times, representatives from across the project team were on hand to answer any specific questions.
October 10 th	Stand united panel	Meeting of project development forum	Presentation on the released boards and information which has been published. Questions included roads, facilities mix, access, impact on the village, community benefits.
October 12 th	Planning exhibition – transport workshop	Workshops held during the two week planning exhibition.	Meeting to discuss the transport elements of the project with key stakeholders. <ul style="list-style-type: none"> - How the project will integrate with existing transport networks. - What needs to be done to ensure a good connection for visitors to the stadium.

		Members of the project team in attendance.	<ul style="list-style-type: none"> - Promoting sustainable transport modes. - The ambition for a 90% modal shift to active and sustainable travel. - Other questions raised by stakeholders.
October 12 th	Planning exhibition – accessibility workshop	Workshops held during the two week planning exhibition. Members of the project team in attendance	<p>Meeting to discuss the accessibility elements of the project with key stakeholders.</p> <p>How the stadium will meet accessibility requirements and ensure the stadium is inclusive for everyone.</p> <p>Lessons to be learned from the Kassam.</p>
October 14 th	Planning exhibition – community workshop	Workshops held during the two-week planning exhibition. Members of the project team in attendance	<p>Key points covered in the meeting included: Environmental considerations, with a focus on biodiversity, accessibility, and road closures.</p> <p>Deliberations on the construction of a bridge and rational behind projects team’s stance is discussed.</p> <p>Design and aesthetics, including colours, branding, and plans for making the stadium a destination.</p> <p>Capacity and visitor experience enhancements, particularly accommodating wheelchair users.</p> <p>Inclusivity through a sensory room and positive branding strategies.</p> <p>The meeting concluded with a focus on positive messaging and appealing to a broader audience, while fostering inclusivity and promoting the benefits of the new stadium.</p>
October 16 th	O UFC – O USP catch up	Meeting with Janine Bailey and Paul Scaysbrook representing the supporter panel.	<p>Issues raised included Road Closure, education opportunities, transport, community pledges, engagement with places of worship, utilising OUiTC. community engagement, and addressing practical issues related to road closures.</p>
October 30 th	O UFC – KYFC catch up. Members of the club committee, Richard Hague, Warren Jones, Mark Hawtin	Meeting with a key neighbour to the site and an important local sports club	<p>A meeting was scheduled for the 9th of November to be held in person with the design team, specifically at Everlyn Lane.</p> <p>Agenda: The discussion primarily revolved around how the community pledge would apply to the</p>

			<p>project and set the groundwork for a productive dialogue.</p> <p>Overall, the meeting aimed to clarify commitments, address concerns about resource allocation, and ensure that the community pledge serves the best interests of all stakeholders, with a focus on transparency and collaboration.</p>
November 3 rd	Woodland trust meeting	Meeting with an adjacent landowner	Discussion about the impact of the development and the possibilities for collaboration in the future. Discussion about their car park and match days
November 9 th	Stratfield brake (Cherwell leisure)	Meeting with an adjacent landowner	Discussion about the sports ground and the impact of the development. Talking through how the club can support the plans to develop and to tackle issues such as flooding
November 9 th	Kidlington Youth Football Club Members of the club committee, Richard Hague, Warren Jones, Mark Hawtin	Meeting with a key neighbour to the site and an important local sports club	Discussion about how KYFC and OUFC could work together. Cllr Nigel Simpson also at the meeting. Agreed a future schedule of meetings and a partnership with the club helping KYFC to access funding and to deliver their vision
November 9 th	Kidlington Parish Council briefing	Meeting with a key local parish council	<p>Private briefing for parish councillors. A presentation from the project team and Q&A.</p> <p>Topics discussed included road issues, sustainability, access to the woodland, impact on the village, parking and community benefits</p>
November 16 th	Meeting with Cllr Simpson	Meeting with local councillor	Meeting to discuss community benefits of the stadium project and the asks from local residents. Discussion about local sports provision
November 16 th	Stand United Community	Meeting of project development forum	Short presentation to update subscribers about the project. Q&A session with attendees.
November 23 rd	Parliamentary Meetings	Meetings in Westminster with politicians	Meetings with local MPs, wider area MPs and football interested MPs and Peers. Discussions about wider benefits of the stadium and importance to the area.
November 30 th	Meeting with Baroness Grey-Thompson	Meeting with politician from House of Lords	Discussion with Baroness Grey-Thompson about the project and the importance of accessibility for all.
December 5 th	Meeting with Experience Oxfordshire	Meeting with local tourism group	Discussion about the current status of the project and updates from the team. Importance of the project to the county.



December 12 th	Parliamentary Meetings	Meetings in Westminster with politicians	Meetings with local MPs, wider area MPs and football interested MPs and Peers. Discussions about wider benefits of the stadium and importance to the area.
January 12th	Meeting Cllr Liz Brighthouse	Meeting with OCC councillor	Meeting with the Leader of the Labour Group on Oxfordshire County Council. To give information about the project and an update.
January 16th	Meeting Cllr Liz Leffman	Meeting leader of OCC	Meeting with the Leader of Oxfordshire County Council. To give information about the project and an update.
January 24th	Meeting With Kidlington Youth Football Club	Meeting local sports group	Meeting with KYFC. Monthly meeting and update on the community work with KYFC.
February 7th	Meeting with OCC Labour Group	Meeting with Labour group at OCC	Meeting with OCC Labour Group. Update meeting and briefing with Q&A

Outcomes

Meetings with stakeholders enabled the project team to discuss the proposals with a range of organisations and individuals. It allowed both those with an interest in the proposed site and others with a specialist topic knowledge to give their view on the proposals and suggest changes.

The majority of stakeholders welcomed the plans and supported the ambitions of the club. Many provided expert advice about the potential for public and community benefits.

Many welcomed the innovative design, sustainability, biodiversity increase and the impact which Oxford United could have on local business and community.

Opposition was received from a small number of stakeholders who were concerned about the impact of the development on the green belt and the worries about increased traffic and parking in Kidlington.

Although conversations at meetings were varied, there were some common themes which came out across the project. These included:

Meeting theme
Concerns about the impact on the local road network
Concerns about parking and the impact of extra cars in Kidlington
Questions about whether a footbridge would be a better solution to closing the road
Impact on local businesses of the development
Detail of the community benefits
Questions on how would local sports clubs be supported
Not wanting the project at all, impact on the village and on surrounding areas
Worries about the sustainability and whether it would meet net zero targets
Suggestions that the club doesn't really have to move from the Kassam
Concerns the club would not be a good neighbour
Desire to see local schools supported
Worries about biodiversity and ecology
Desire to be involved in shaping the project
Wish to ensure the facilities benefit the fans on matchdays and the community
Questions about how the stadium will benefit the wider area
Worries about the club's financial contribution to the local area and the Community Pledge

The applicant has taken this feedback, along with that received during the events and exhibitions, and has used this to develop the project and update the plans where possible.

Engagement with the public

This section sets out the applicant's engagement with the public. It explains how the process of public engagement was approached and details how the applicant's development forum, contacts with opposition groups and outreach work were linked together to form a strategy of listening, consulting and updating the proposals. This section details how initial surveying led to listening events, exhibitions, fan events and a two-week planning exhibition.

Engagement with the public took place in parallel with the engagement with stakeholders. There was a significant overlap between the two and, where possible, cross pollination of ideas was encouraged. A survey was carried out more than a year ahead of a planning application being developed. Earlier this year, the public were invited, through the channels listed above to attend a series of listening events and exhibitions as well as to view all the exhibition materials online.

Members of the public who attended exhibitions or visited the website could access the same material and complete the same surveys.

Stand United Community

The development forum has been a critical part of the engagement process. It meets monthly and is designed to continue through the planning application and the construction process.

Stand United Community is designed to act as a forum for the public to engage with the project, to ask questions and to receive the latest information from the project team.

At the initial meeting, the group was formally established, and the design team provided attendees with introductions. At subsequent meetings, one area of the project has been given a focus and members of the project team have provided presentations on key themes. The second half of the meeting is always an FAQ session, to allow members of the public to ask questions and feed their comments into the design process.

Stand United Community is advertised via the project website and social media. There is also a mailing list to allow an expanding group to be invited to every Stand United Community meeting.

An example of slides from a Stand United Community presentation can be found below:



AGENDA



1. Welcome – Niall McWilliams (Oxford United FC)
2. The vision for the club – Adam Benson (Oxford United FC)
3. Progress update – Paul Robertson (Ridge and Partners LLP)
4. Exciting new design details – Jon Clarke (Oxford United FC)
5. Planning Update – Giles Brockbank (Ridge and Partners LLP)
6. Ask us anything

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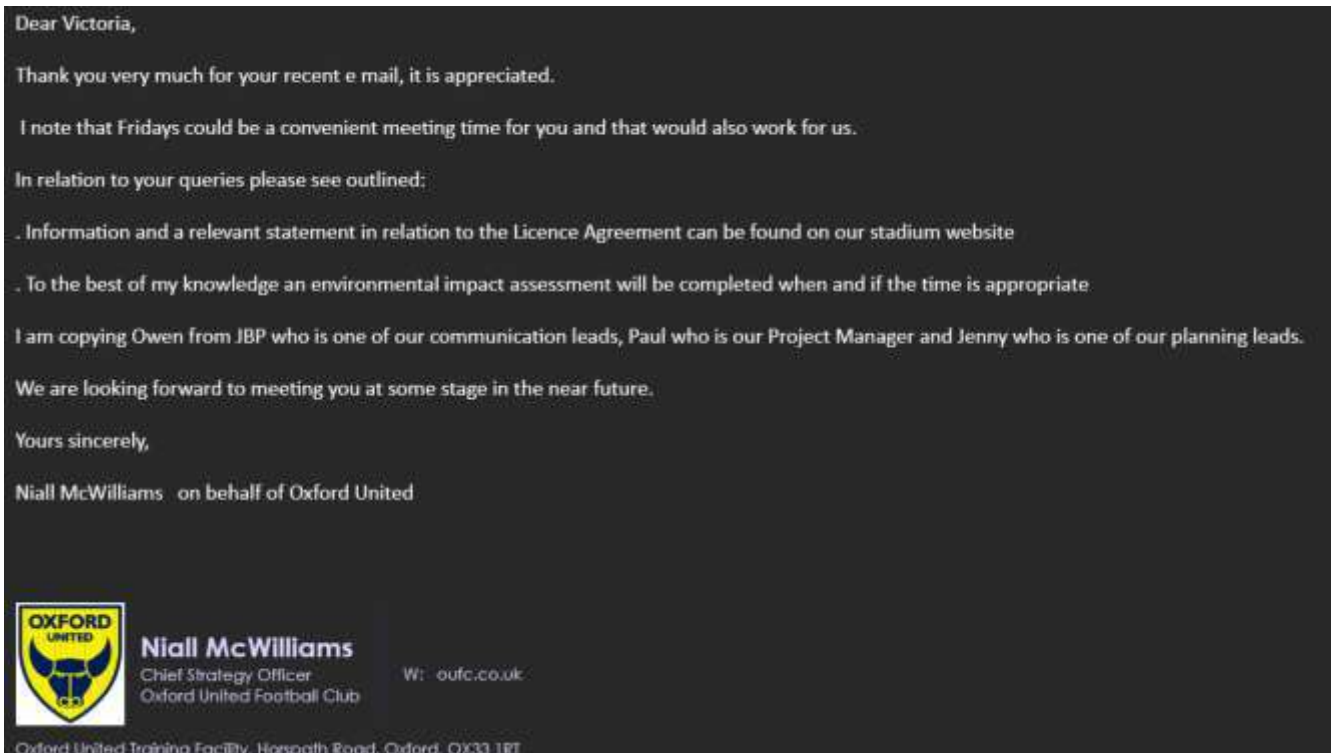


Engagement with opposition groups

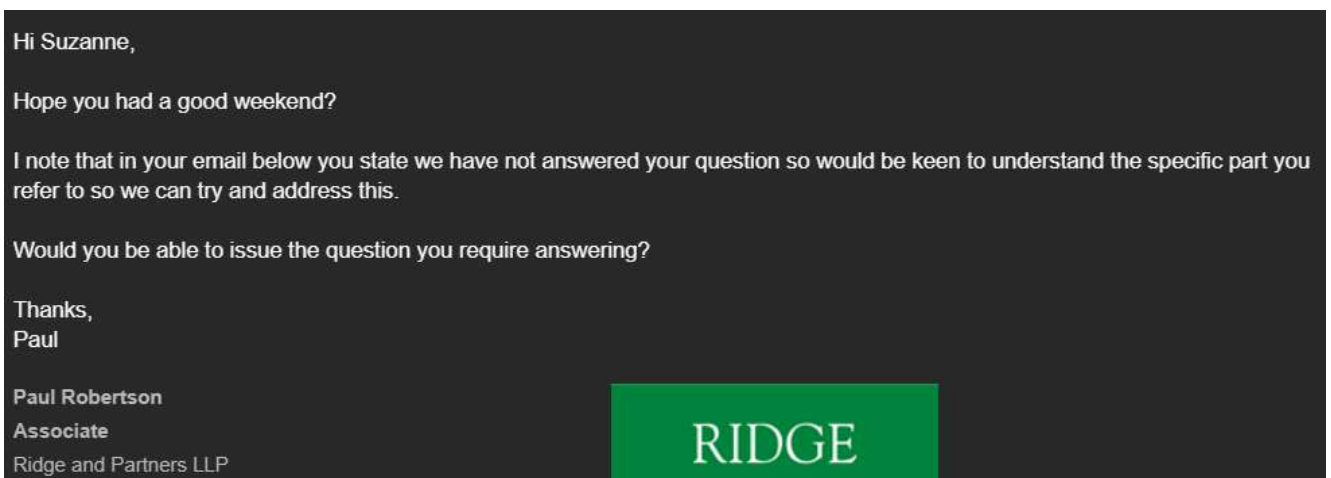
The key opposition group to the project is a collective called Friends of Stratfield Brake (FOSB). They have raised several objections to the project in general and to specific parts in particular.

The project team have attempted to engage with FOSB on several occasions. An extract of email correspondence can be found below:

7/4/2023



31/7/2023



16/8/2023

Hi Suzanne,

I refer to the below email sent on 31 July 2023 and believe we have not had a response yet.

I just wanted to check you have everything and whether there is any further information you require?

Thanks,
Paul

Paul Robertson
Associate
Ridge and Partners LLP



8/9/2023

Hi Suzanne,

Hope you are well?

Thought we'd make a final attempt in relation to the below emails issued on 16 August 2023 and 31 July 2023.

As we haven't received a response, we will conclude that there is no further action required.

Thanks,
Paul

Paul Robertson
Associate
Ridge and Partners LLP



None of this correspondence received a reply and the invitations to be briefed on the detail of the project have not been taken up. FOSB did attend the Planning Exhibition in October but didn't ask to be briefed at the event.

The applicant remains happy to engage with FOSB, or any other individual or group who oppose the plans, at any time in the future and remains willing to hold private briefings if they are requested. The applicant is more than willing to continue to brief FOSB and any other group or individual opposed to the stadium and endeavours to approach all engagement in a positive and even-handed way.

Initial survey

In August 2022, initial survey work was carried out.

This asked residents a series of questions about the proposed project. These were as follows:

1. *What are your key priorities for the club to consider in its emerging proposals for Stratfield Brake? (Pick 1-3 in priority order)*
 - a. *Sustainability*
 - b. *Transport and parking*
 - c. *Existing users of the site*
 - d. *Match day experience for local residents*
 - e. *Community outreach*
 - f. *Stadium design*
 - g. *Maximising the economic benefit for the local area*
 - h. *Creation of a world class sporting facility*

2. *Based on your previous answer, please rank them in order of importance - 1 being the most important and 3 being the least.*

3. *We want to ensure that our emerging proposals are environmentally friendly and promote ecology and wildlife. What measures would you like to see included in the proposals?*

4. *If Stratfield Brake was to come forward as the site of our new stadium, what additional facilities would you like us to consider to enable better community, education, innovation and sporting opportunities for the local Oxfordshire community?*

5. *Oxford United in the Community (OUITC) is a recognised community partner in Oxfordshire. OUITC delivers a variety of charity and sport programmes which are accessible to the local public, and the potential new ground will become their new home if the proposal for a new stadium in Kidlington is progressed. What existing and additional community programmes should OUFC prioritise delivering at our new ground?*
 - *Premier League Kicks- Football Based Youth Engagement*
 - *Premier League Primary Stars- Primary School Football Programmes*
 - *Holiday Camp and After School Club Football Programmes*
 - *Nation Citizens Service- Community Outreach Youth Programme*
 - *Divert- Reduce Reoffending*
 - *Cherwell Food Larder*
 - *Manor Club- 50+ Supporter's Club*
 - *Other (open box question)*

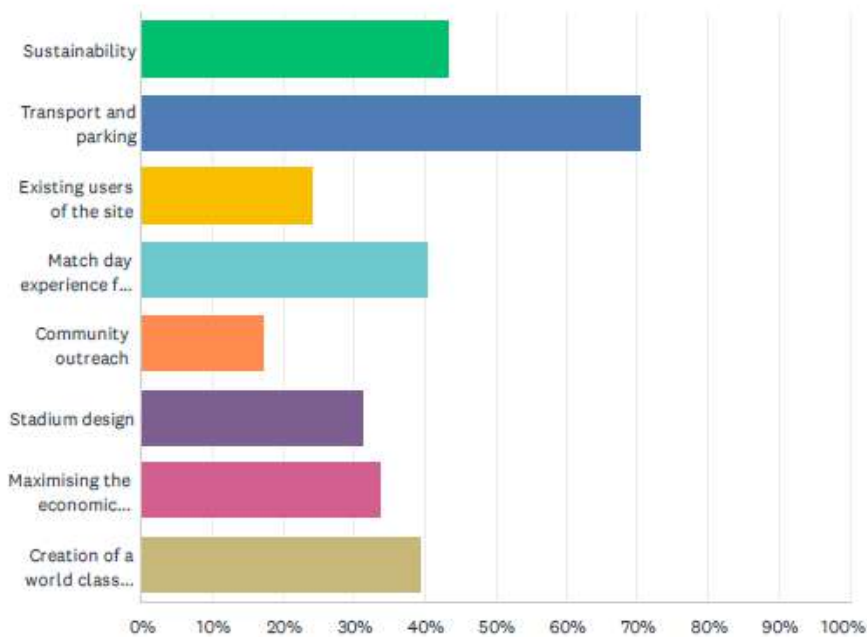
6. *If OUFC are given permission to progress their initial proposals for a new stadium at Kidlington, it would be conditional on achieving planning permission. This will include a comprehensive consultation programme for the formal pre-application phase. If the club is able to progress to that stage, which of the following methods would you prefer to be consulted via? (Choose as many as you like)*
- a. *Website*
 - b. *Exhibition roadshows*
 - c. *Workshops*
 - d. *Direct resident mailings*
 - e. *Online interactive sessions*
 - f. *Surveys*
 - g. *Social media*
 - h. *Presentations*
 - i. *Town centre drop ins*
 - j. *Other (blank box)*
7. *Is there anything else that you would like us to consider as we work towards our initial proposals for our consultation programme? (Blank box answer)*
8. *Are you a fan of Oxford United Football Club? (Yes box and No box)**
9. *Do you currently attend any OUFC matchdays? (Yes and No box)**
10. *On a scale of 1 to 5, where 1 is 'less likely' and 5 is 'more likely', how likely are you to attend OUFC matchdays if the proposals for a new stadium come forward in Kidlington? (1-5 box)*
11. *Your details:*
Your Name:
*Your House Number and Street Name**
*Your Postcode**
*Your email**
*Are you happy to be contacted in the future**
12. *Optional demographic information.*
Age: Under 18, 19-29, 30-39, 40-49, 50-59, 60+
Gender: Female, Male, Non-Binary, Prefer not to say
Ethnicity: (please use standard classes)
Disability: Yes, No, Prefer not to say.

Results

716 people responded to the survey and gave a range of views on the questions asked. These were as follows:

Q1 What are your key priorities for the club to consider in its proposals for Stratfield Brake? (Please select three options)

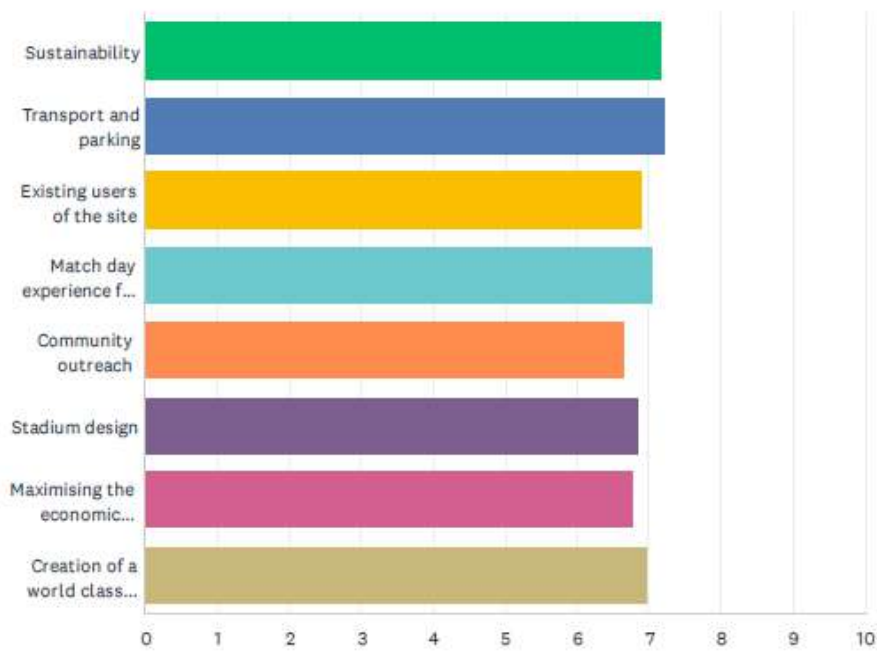
Answered: 716 Skipped: 0



ANSWER CHOICES	RESPONSES	
Sustainability	43.30%	310
Transport and parking	70.53%	505
Existing users of the site	24.02%	172
Match day experience for local residents	40.22%	288
Community outreach	17.32%	124
Stadium design	31.42%	225
Maximising the economic benefit for the local area	33.66%	241
Creation of a world class sporting facility	39.53%	283
Total Respondents: 716		

Q2 Based on your previous answer, please rank them in order of importance - 1 being the most important and 3 being the least.

Answered: 660 Skipped: 56



	1	2	3	4	5	6	7	8	TOTAL	SCORE
Sustainability	43.59% 119	28.94% 79	27.47% 75	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	273	7.16
Transport and parking	43.97% 197	32.81% 147	23.21% 104	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	448	7.21
Existing users of the site	29.87% 46	31.17% 48	38.96% 60	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	154	6.91
Match day experience for local residents	33.33% 88	39.02% 103	27.65% 73	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	264	7.06
Community outreach	8.70% 10	47.83% 55	43.48% 50	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	115	6.65
Stadium design	25.24% 52	34.47% 71	40.29% 83	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	206	6.85
Maximising the economic benefit for the local area	22.27% 49	34.09% 75	43.64% 96	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	220	6.79
Creation of a world class sporting facility	35.61% 94	25.76% 68	38.64% 102	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	264	6.97



Q3 We want to ensure that our emerging proposals are environmentally friendly and promote ecology and wildlife. What measures would you like to see included in the proposals?

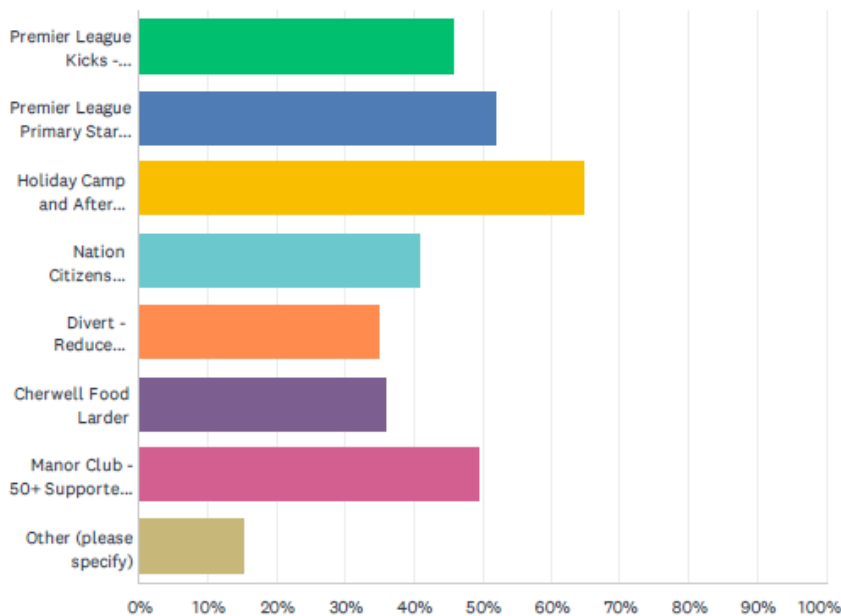
Answered: 309 Skipped: 407

Q4 If Stratfield Brake was to come forward as the site of our new stadium, what additional facilities would you like us to consider to enable better community, education, innovation and sporting opportunities for the local Oxfordshire community?

Answered: 310 Skipped: 406

Q5 Oxford United in the Community (OUITC) is a recognised community partner in Oxfordshire. OUITC delivers a variety of charity and sport programmes which are accessible to the local public, and the potential new ground will become their new home if the proposal for a new stadium in Kidlington is progressed. What existing and additional community programmes should OUFC prioritise delivering at our new ground?

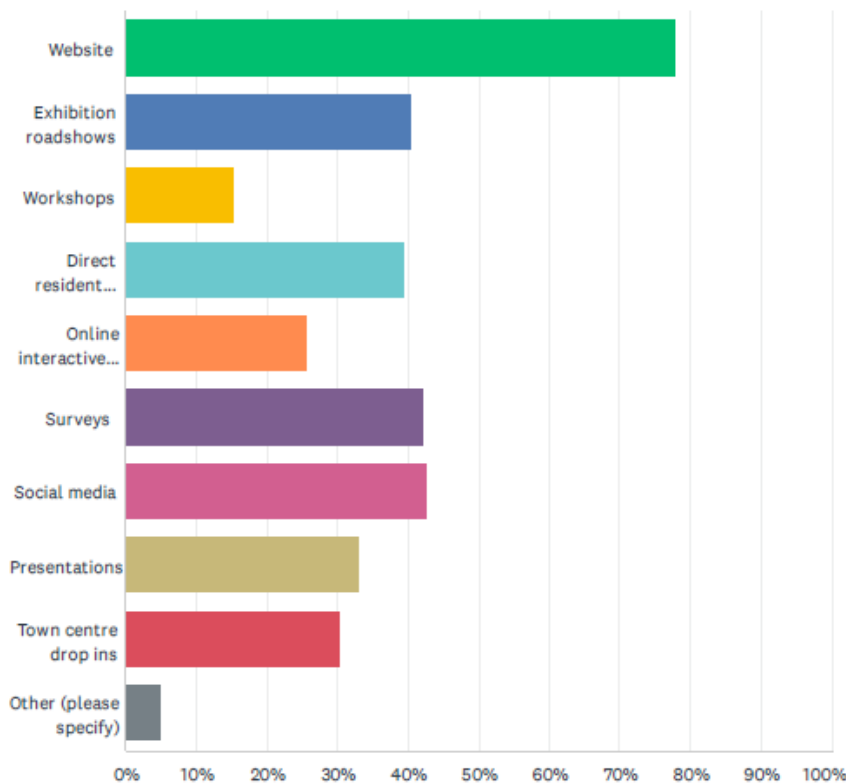
Answered: 352 Skipped: 364



ANSWER CHOICES	RESPONSES
Premier League Kicks - Football Based Youth Engagement	45.74% 161
Premier League Primary Stars - Primary School Football Programmes	51.99% 183
Holiday Camp and After School Club Football Programmes	64.77% 228
Nation Citizens Service - Community Outreach Youth Programme	40.91% 144
Divert - Reduce Reoffending	34.94% 123
Cherwell Food Larder	36.08% 127
Manor Club - 50+ Supporter's Club	49.43% 174
Other (please specify)	15.34% 54
Total Respondents: 352	

Q6 If OUFC are given permission to progress their initial proposals for a new stadium at Kidlington, it would be conditional on achieving planning permission. This will include a comprehensive consultation programme for the formal pre-application phase. If the club is able to progress to that stage, which of the following methods would you prefer to be consulted via? (Choose as many as you like)

Answered: 370 Skipped: 346



ANSWER CHOICES	RESPONSES	
Website	77.84%	288
Exhibition roadshows	40.54%	150
Workshops	15.41%	57
Direct resident mailings	39.46%	146
Online interactive sessions	25.68%	95
Surveys	42.16%	156
Social media	42.70%	158
Presentations	32.97%	122
Town centre drop ins	30.27%	112
Other (please specify)	4.86%	18
Total Respondents: 370		

Q7 Is there anything else that you would like us to consider as we work towards our initial proposals for our consultation programme?

Answered: 172 Skipped: 544

Outcomes

The initial survey work was crucial in the developments of the design. Between this and the listening events, significant work was carried out on:

- Traffic access and management
- Appearance of the development
- Mix of facilities on site
- Sustainability and biodiversity
- Matchday experience
- Community impact

The survey feedback also informed the approach to the later consultations and how people were informed of the process. In response to feedback, a mix of online and offline methods of advertising and informing residents on the consultation process was undertaken.

Listening events

In April and May 2023, more than 200 people attend in-person listening events. These were in a Q&A format with no limitations on topic. The events were designed to catalogue current views on the project (building on earlier survey work), take away issues of concern and use the feedback to develop details ahead of a planning application.

Question topics covered			
Parking	Planning details	Inclusivity	Kassam stadium
Property prices	Facilities	Capacity of new stadium	Property prices
Construction	Ownership	Community benefits	Job opportunities
Profitability	Arts centre	Stratfield Brake	Village impact
Timeline	Parish poll	Concerts	Concrete
Height of new stadium	Cleanliness	Alternative sites	League position
Document accessibility	Public transport	Parking in drives	Park and ride
Match day travel			

Promotion

The listening events were promoted via the following means:

- **Invitations and leaflets** – More than 30,000 leaflets and invitations were sent out ahead of the first listening event, via delivery company. This started with a broad outline of the project, key FAQs and invitations to attend the event.
- **Social media promotion** – Social media accounts broadcast the invitations to the listening events. Comments and questions on posts were monitored and responded to.
- **Project Website** – the project website carried an electronic version of the invitations and promoted the events on its front page.
- **Word of mouth** – Oxford United fan groups, Kidlington local groups and other groups in the area were informed of the events and asked to spread the word across their networks.
- **Email notification** – Any stakeholder groups identified with an interest in the project were notified as offered to attend in addition to private meetings and workshops.
- **Email database** – Both the community forum and general stadium email address lists were contacted and informed of the event.

Attendance and viewing statistics.

- 256 people attended the listening events combined.
- 134 people asked questions.

Seven Strategic Priorities Exhibitions

In May and June 2023, the applicant held a series of exhibitions for the public, businesses and fans which focused on the release of the next stage of information and the club’s fulfilment of the Seven Strategic Priorities (SSP) for the land deal with Oxfordshire County Council.

A series of exhibition boards were created which set out the detail of these. A copy of these can be found at Annex 5. These exhibitions were intended to inform the public of the principles of the project, explain how the listening events were being used to develop the project and encourage further feedback to staff in attendance. Discussions included the following topics.

Question topics covered			
Timeline of application.	Traffic, parking and congestion.	Access for all, including non-football fans.	Kassam stadium.
Design. Including some parts of the old Manor ground.	Impact of light and noise.	Stratfield Brake Sports Ground.	Facilities being included and ensuring fans are involved in this.
Capacity of new stadium, expansion.	Whether concerts will be held.	Women’s football.	Job opportunities.
Disruption during construction.	Safe spaces.	Impact on the village.	Plan B
Footbridge.	Pigeons.	Disabled parking.	Green belt.
Net zero.	County Council requirements.	Desire for a member’s club.	Funding.
Transport plan.			

Promotion

The SSP exhibition, fan and business events were promoted via the following means:

- **Invitations and leaflets** – More than 16,000 leaflets and invitations were sent out ahead of the exhibitions, via delivery company.
- **Social media promotion** – Social media accounts broadcast the invitations. Comments and questions on posts were monitored and responded to.
- **Project Website** – the project website carried an electronic version of the invitations and promoted the events on its front page. Exhibition boards were also hosted online, with a form to submit any comments to the project team via the Contact Centre.
- **Word of mouth** – Oxford United fan groups, Kidlington local groups and other groups in the area were informed of the events and asked to spread the word across their networks.
- **Email notification** – Any stakeholder groups identified with an interest in the project were notified as offered to attend in addition to private meetings and workshops.
- **Email database** – Both the community forum and general stadium email address lists were contacted and informed of the events.

Attendance and viewing statistics.

- 478 people attended the SSP exhibition, business and fan events combined.
- 338 conversations with members of project or club staff.

Parliamentary Reception

The Parliamentary Reception was held in September and was designed to introduce the latest plans for the project and ensure that Parliamentarians from across the political spectrum and their staff understand the project and gave national stakeholders the opportunity to feed into the plans.

Format of the Reception

The reception was hosted by Anneliese Dodds MP who is the club’s current local Member of Parliament in South Oxford. As the host, Ms Dodds made introductory remarks about her passion for supporting OUFC and the club’s vision. She also spoke about the importance of the football fan led review and the role of football in the community.

The CEO of OUFC, Tim Williams then provided some remarks on the club’s vision and Gemma Sims, General Manager of the Oxford United Women team spoke about the importance of women’s football to the community.

All attendees were provided with a briefing brochure at the reception and had discussions with club staff and members of the project team at the event and were offered follow-up meetings as well.

MPs and Peers who accepted invitations to the Reception and Rationale

The below Members of Parliament and Members of the House of Lords accepted our invitation to the reception, and we have detailed the rationale behind each invitation.

Stakeholder	Rationale
Anneliese Dodds MP, Oxford East	Chair of the Labour Party and Shadow Secretary of State for Women and Equalities Local MP
Lord Bassam	Shadow Minister for Sport
Victoria Prentis MP, Banbury	Attorney General for England and Wales Local MP
Robert Courts MP, Witney	Local MP
Caroline Nokes MP, Romsey and Southampton North	Chair of the Women and Equalities Select Committee
Claire Pursell, Chief of Staff to Caroline Nokes MP	Policy lead for Ms Nokes
Clive Betts MP, Sheffield South East	Chair of the Levelling Up Select Committee
Lord Faulkner of Worcester	APPG for Football
Sara Britcliffe MP, Hyndburn	APPG for Football



Ian Byrne MP, Liverpool West Derby	APPG for Football
Ian Lavery MP, Wansbeck	APPG for Football Supporters
Robin Millar MP, Aberconwy	APPG for Football Clubs
Ian Murray MP, Edinburgh South	APPG for Football Clubs
Baroness Tanny Gray-Thompson	Accessibility advocate
David Morris MP, Morecambe	Football fan led review
Office of Sir John Redwood MP	Football fan led review
Ellie Vardy, Office of the Minister for Levelling Up, Dehenna Davison MP	Parliamentary Assistant to the levelling up minister
Jeremy Corbyn MP, Islington North	Football fan led review advocate and football fan
Oliver Durose, Office of Jeremy Corbyn MP	Parliamentary Assistant to Mr Corbyn
Lord Mackenzie of Framwellgate	Football fan led review
Ian Mearns MP, Gateshead	Football fan led review
Laurence Robertson MP, Tewkesbury	Football fan led review
Dr Charlotte Kenealy, Department for Digital Culture Media and Sport	Official in DCMS engaging with the plans.

MPs and Peers who attended the Parliamentary Reception

Parliament adjourned unexpectedly early in the afternoon which meant many Parliamentarians returned to their constituencies early. However, there was good cross-party attendance with Liberal Democrat, Labour, and Conservative politicians.

We have detailed the Members of Parliament and Members of the House of Lords who attended the reception, with the corresponding reason, the response given or the impact of their attendance.

All stakeholders who attended and those who did not attend received a letter seeking their support and/or a meeting with OUFC to discuss the proposals.

Stakeholder	Purpose for attending/Response/Impact
Christine Jardine MP	Liberal Democrat Spokesperson for Women and Equalities. She advocates for greater representation and diversity in football. Supportive.
Brendan Clarke Smith MP	Vice-Chair of the Football Clubs All Party Parliamentary Group. He is heavily invested in the Fan-Led Football Review. Concerned about the future of Oxford United, especially if Kidlington Stadium is not built. Supportive.
Sir Peter Bottomley MP	Former captain of the Parliamentary football team. Engaged and to be kept updated.
Fleur Anderson MP	Shadow Minister for Northern Ireland and invested in the fan led review.
Anneliese Dodds MP	Member of Parliament for Oxford East Supportive
Ruth Cadbury MP	Long-term supporter of football and campaigns for greater representation of women and girls in the sport.
Lee Anderson MP	Passionate football fan, regularly watching Mansfield Town FC and Nottingham Forest FC. Interested in the Fan-Led Football Review.
Ruth Edwards MP	Active in supporting Nottingham Forest Football Club and their stadium renewal plans. Interested in stadium renewal.

Jamie Stone MP	<p>Liberal Democrat Spokesperson for Culture, Media, and Sport</p> <p>Invested in sports and interested in Oxford United's proposals</p>
Baroness Grey-Thompson	<p>Former Paralympian with an interest in sports and accessibility.</p> <p>Interested in the Kidlington stadium's potential for accessibility.</p> <p>Follow up meeting being arranged.</p>
Mike Wood MP	<p>Strong advocate for grassroots football.</p> <p>Received the FA's Grassroots Champion award for support to grassroots football in Dudley South.</p> <p>Asked to be kept informed.</p>
Barry Gardener MP	<p>Campaigner around the future of Wembley Stadium for over 25 years</p> <p>Wants to ensure the local community retains benefits from Wembley Stadium, regardless of its future.</p>
Earl of Colchester	<p>Football supporter interested in the OUFC development.</p>
James Sunderland MP	<p>Concerned about the current financial plight of Reading FC</p> <p>Desires football governance reform in the UK.</p>
Lord Bassam	<p>Heavily involved in Brighton and Hove Albion FC's campaign for a new stadium.</p> <p>Interested in Oxford United's proposals.</p> <p>Labour spokesperson for Sport in the House of Lords.</p> <p>Requested follow up meeting.</p>
Chi Onwurah MP	<p>Passionate Newcastle fan and MP with St James's Park in her constituency.</p> <p>Keen supporter of implementing the fan-led review.</p>
Peter Middleton, Special Advisor to Thangam Debbonaire, Shadow Secretary of State for Sport	<p>Attended in Thangam's capacity as Shadow Secretary of State for Sport.</p> <p>Interested in hearing OUFC's plans for the stadium and the fan-led review.</p>



	Asked to be briefed formally in the future.
James Fisk, Parliamentary Assistant to Theo Clarke MP	Supporter of the fan-led review.
Oliver Moorhouse, Parliamentary Assistant to David Morris MP	David Morris MP is a supporter of the introduction of an independent regulator.

Synopsis of Impact

The reception was well received by parliamentarians. MPs who attended found the information useful and were impressed by the answers given by members of the project team. The feedback will inform changes to the project and will act as the foundation for the next phase of engagement with national stakeholders. Feedback received at the reception included:

Feedback
Impressive plans, good to see the club being so proactive
Shows why the fan-led review is needed
Will be a great stadium, what do local people think?
Thank you for inviting me, it gives me hope for other clubs in a similar position
Does the public transport network nearby work?
How will fans in my constituency get there?
Is it sustainable?

Planning Exhibitions – 9th – 21st October

In October, the applicant held the main planning exhibition. This comprised a media event and preview exhibition for stakeholders on the 9th of October, followed by almost two weeks of public exhibitions from the 10th – 21st October.

Venues

The media preview and key stakeholder exhibition was held at the Pavilion, Stratfield Brake Sports Ground Frieze Way, Kidlington OX5 1UP. This venue was chosen as geographically the closest to the proposed site. It allowed key stakeholders, including those opposed to the stadium, to discuss the plans with the project team in a location very close to the proposed development.

The applicant had intended to hold the public exhibition at the same location. Sadly, the incredible popularity of the space meant that long-standing sports and martial arts clubs would have needed to cancel their bookings in order to do so. This highlights the need for additional flexible event space in Kidlington, something the project will deliver as part of the plans.

Instead, the decision was to hold the public exhibition at Holiday Inn Oxford, Peartree Roundabout, Woodstock Rd, Oxford, OX2 8JD. The boards were accessible every day from 0900-2000. In addition, advertised ‘Meet the team’ days were held on Thursday 12th October – 3pm to 8pm, Saturday 14th October – 9am to 8pm and Thursday 19th October – 3pm to 8pm. During these times, representatives from across the project team were on hand to answer any specific questions.

Purpose of the exhibition

- To introduce the project team and establish their experience and expertise with stadium development.
- Outline the vision for the Triangle site.
- Seek feedback on the proposals to inform further design and project evolution.
- Gather details of members of the public to involve them in future consultations and events.

Format

The proposals were shown on a series of A1 Foamex boards. These can be found at Annex 3. All attendees were encouraged to sign-in and to complete a questionnaire, details of this can be found at Annex 4. An online equivalent was placed on the project website, where the same boards and questionnaire were available.

A special slot for key stakeholders was held on the 9th of October and a series of ‘Meet the Team’ days were advertised and held throughout the consultation, to allow members of the public to ask technical questions of the project team.

Media preview

A media preview to raise the profile of the project and the consultation was held. This garnered live TV and radio as well as pre-recorded segments. Coverage was successfully placed on BBC, ITV, The Sun, Oxford Mail and several local radio stations. A detailed media breakdown can be found at Annex 5.

Content

The material showcased provided information about the latest designs and how issues including transport, ecology, community impact and sustainability would be addressed by the plans.

Further details of the specific content of the boards can be found at Annex 5.

Website users were able to access the same material shown at the exhibition, with dedicated pages to view the detail, submit feedback and contact the project team.

Feedback on the proposals was gathered via a paper and digital questionnaire which contained four open ended response questions and nine tick box questions. The open-ended questions encouraged respondents to leave prose feedback of their overall impressions of the project, specific likes and dislikes of the proposals and an opportunity to raise any other aspects or gaps in the exhibition materials. The nine tick box questions asked respondents to evaluate by level of importance (very important, important, neutral, not important, and not important at all) key principles and impacts of the proposals.

The tick box questions asked “Tell us what is important to you”:

1. A new home ground for Oxford United Football Club.
2. A stadium that can match the club’s ambition to grow its fanbase.
3. Accessibility across the stadium.
4. The stadiums environmental sustainability.
5. Enhancing the biodiversity in the area.
6. Boosting the economy in the region.
7. More public spaces and gardens that are open for all to enjoy.
8. Improved transport links to the wider area.
9. A sustainable transport plan for matchdays that minimises impact on the local community.

The open-ended questions asked were:

1. What are your first impressions of the plans?
2. What do you like about the proposals?
3. Is there anything you don’t like about the proposals?
4. Is there anything else you would like us to know?

Promotion

The planning exhibition events were promoted via the following means:

- **Invitations and leaflets** – More than 20,000 leaflets and invitations were sent out ahead of the exhibitions, via delivery company to a tracked geographic area.
- **Social media promotion** – Social media accounts broadcast the invitations. Comments and questions on posts were monitored and responded to.
- **Press adverts** – Adverts were placed in the local paper (see Annex 1 for a copy).

- **Project Website** – the project website carried an electronic version of the invitations and promoted the events on its front page. Exhibition boards were also hosted online, with a form to submit any comments. These were included in exhibition feedback,
- **Stand United Community** – The project forum was used to highlight the exhibitions and encourage members to attend.
- **Word of mouth** – Oxford United fan groups, Kidlington local groups and other groups in the area were informed of the events and asked to spread the word across their networks.
- **Email notification** – Any stakeholder groups identified with an interest in the project were notified as offered to attend in addition to private meetings and workshops.
- **Email database** – Both the community forum and general stadium email address lists were contacted and informed of the events.
-

Attendance and viewing statistics

For the period between Monday 9 October and Saturday 21 October we recorded the following statistics, The exhibition witnessed 928 visitors in total.

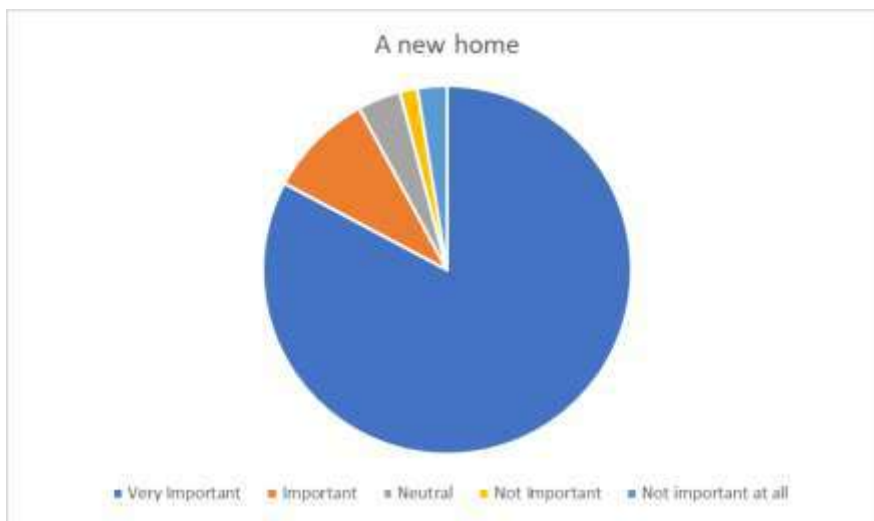
The website, within the specified consultation period, attracted significant online traffic, recording 50,000 page views, 23,000 unique users, and 227 newsletter signups. With The planning exhibition boards received 1,800 downloads.

In terms of traditional paper-based feedback, 448 feedback forms were completed along with 184 sign-in slips. 167 online forms were submitted, indicating substantial digital engagement. Additionally, a total of 112 separate comments were either emailed or left through the website's comments box.

Quantitative feedback - Results

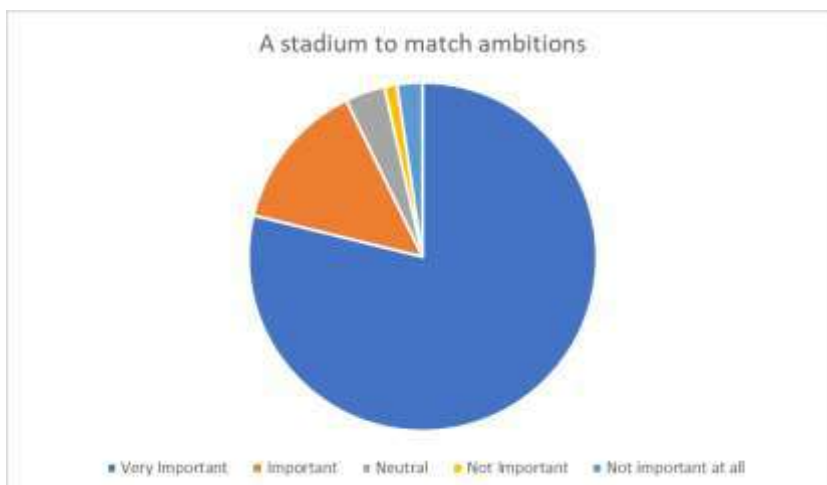
A new home ground for Oxford United Football Club

Very important	481
Important	54
Neutral	22
Not Important	9
Not important at all	15



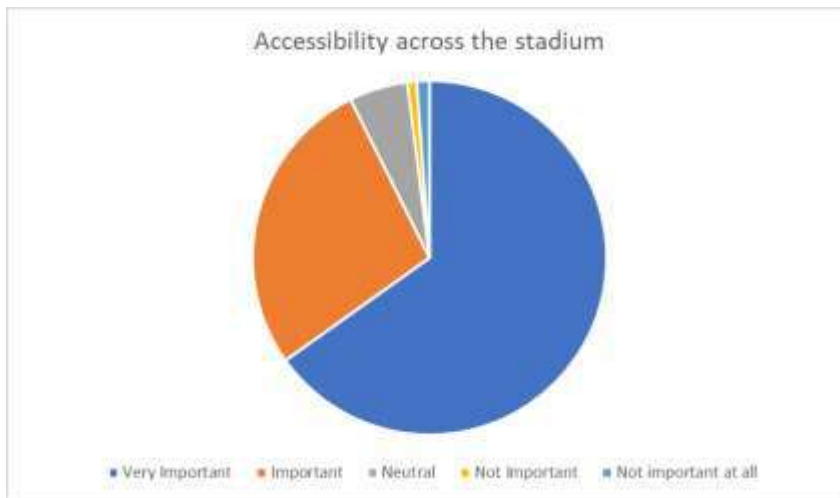
A stadium that can match the club's ambition to grow its fanbase

Very important	469
Important	83
Neutral	22
Not Important	7
Not important at all	14



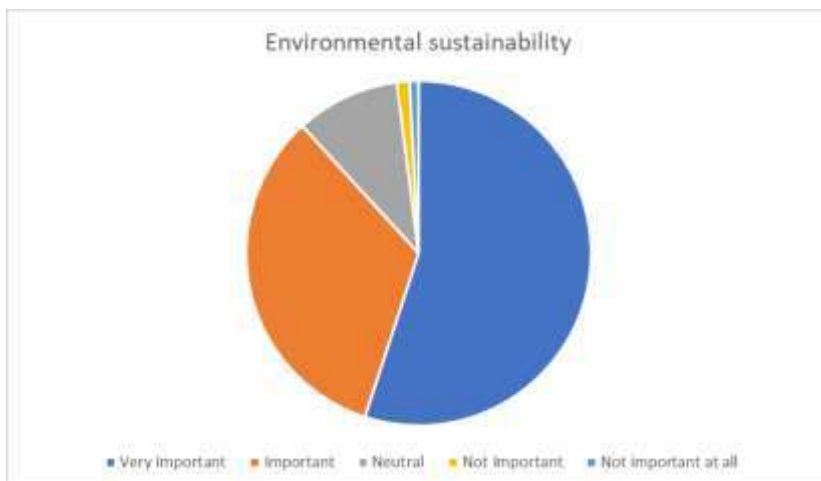
Accessibility across the stadium

Very important	389
Important	164
Neutral	32
Not Important	5
Not important at all	7



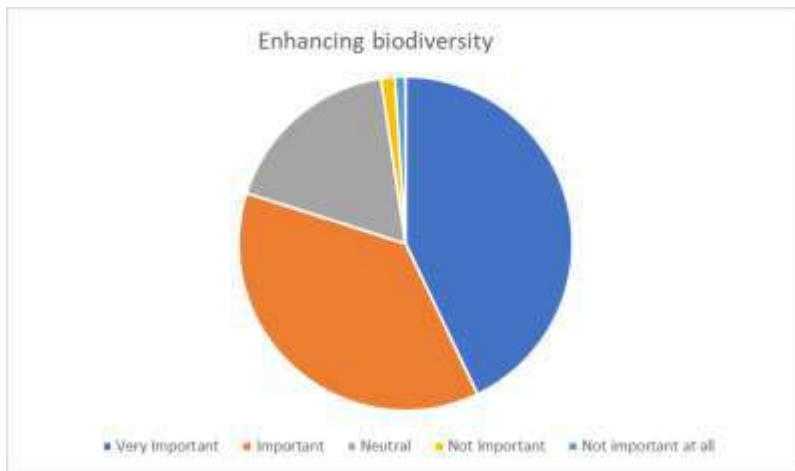
The stadium's environmental sustainability

Very important	327
Important	197
Neutral	58
Not Important	7
Not important at all	5



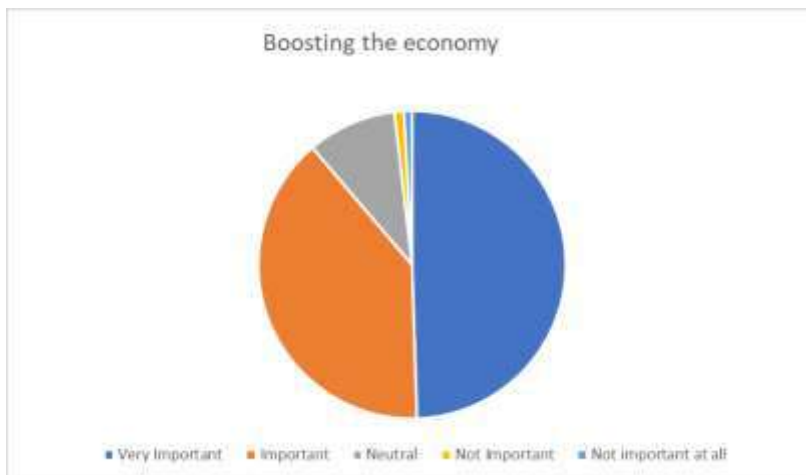
Enhancing the biodiversity in the area

Very important	254
Important	219
Neutral	105
Not Important	8
Not important at all	6



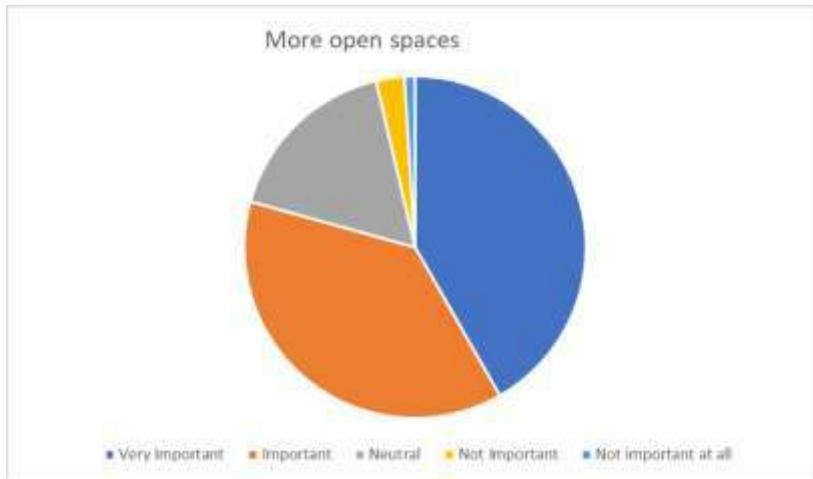
Boosting the economy in the region

Very important	295
Important	234
Neutral	56
Not Important	6
Not important at all	5



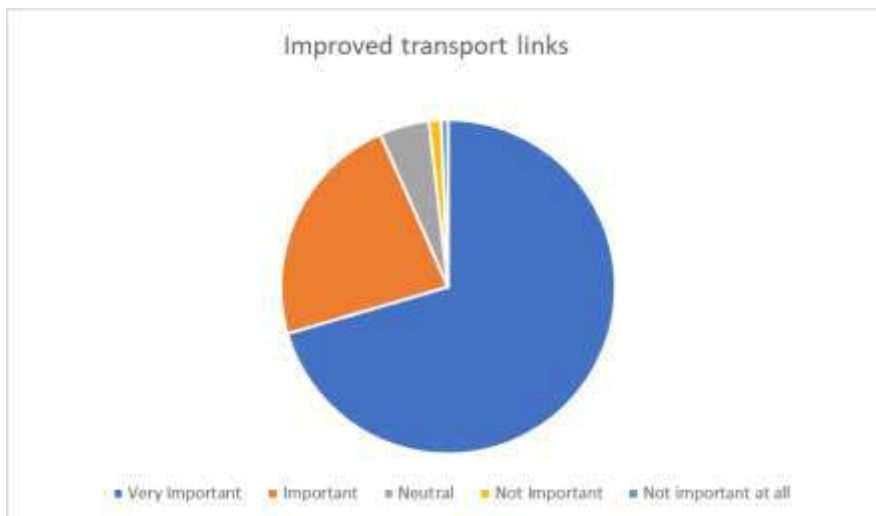
More public spaces and gardens that are open for all to enjoy

Very important	250
Important	225
Neutral	102
Not Important	15
Not important at all	6



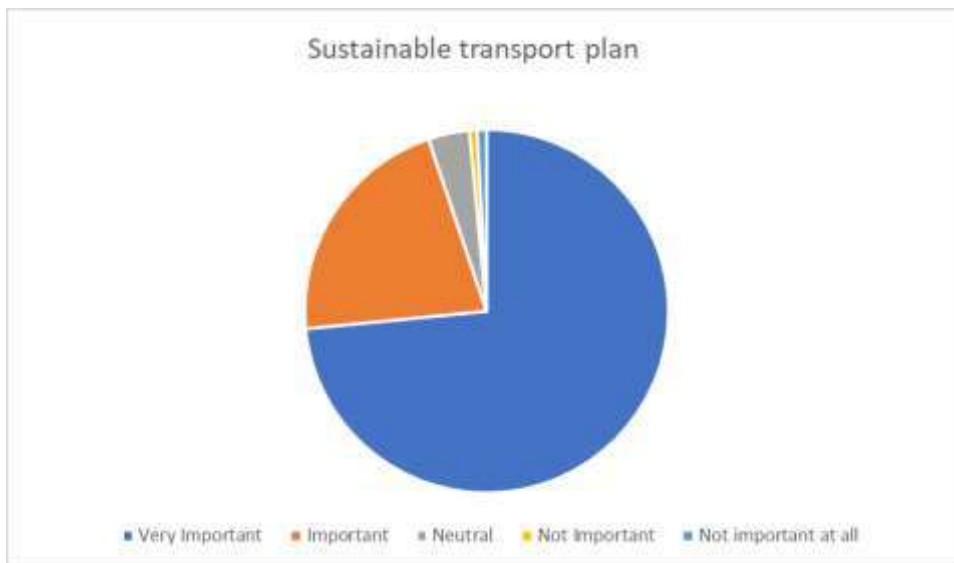
Improved transport links to the wider area

Very important	425
Important	138
Neutral	29
Not Important	7
Not important at all	4



A sustainable transport plan for matchdays that minimises impact on the local community

Very important	440
Important	128
Neutral	22
Not Important	4
Not important at all	5



Quantitative data analysis

- In total, 83% of respondents considered the need for Oxford United to establish a new home stadium ‘very important’. A further 9% of respondents considered the need ‘important’. This means that overall 92% of both online and in-person respondents were supportive of the project.
- Much of the specific principles and aspects of the development were overwhelmingly supported and ranked as being of high importance by respondents. A total of 95% of respondents registered that establishing “a stadium that can match the club’s ambition to grow its fanbase” was ‘very important’ compared to just 3% who found it ‘not important at all’, and 1% who found it not ‘important’.
- Likewise on traffic, as reflected in the prose long-form questions, 70% found that “improved transport links to the wider area” is ‘very important’ with just 2% finding the proposal ‘not important’ or ‘not important at all’. The low neutrality level of just 5% reflects how this is a key aspect of the development’s impact.
- The question asking respondents to rank the importance of “a sustainable transport plan for matchdays that minimises impact on the local community” found a matching 91% answering ‘very important’ or ‘important’. It is clear from these results that the impact on local roads around the site, the parking

provision and the closure of roads on matchdays is considered by consultees a matter of high importance.

- A total of 598 respondents answered the question relating to the provision of “more public spaces and gardens that are open for all to enjoy”. Only 41% found the provision of “more public spaces and gardens that are open for all to enjoy” to be ‘very important’, with 38% acknowledging its as ‘important’ and 17% of respondents were ‘neutral’. This demonstrates that consultees thought it was either inconsequential to their feelings about the overall scheme or an aspect what was not a priority compared to the other principles and specific plans.
- On a similar vein, the question which asked respondents to rank the importance of biodiversity gain on the site was met with a significant amount of ambivalence. A total of 17% were ‘neutral’ on this aspect. These results demonstrate that while still in favour, many consultees were unconcerned about these aspects of the proposals.
- In summary, whilst results were overwhelming supportive of the principles of the project, we can gain some understanding how what aspects are more important or less important for attendees.
 - High levels of interest for a new home for the club
 - High levels of interest about the transport arrangements and how these would be managed.
 - Medium levels of interest in the economic benefit, accessibility and sustainability
 - Lower levels of interest in the landscaping and biodiversity

Qualitative feedback

The second part of the questionnaire asked respondents to give their views on four specific questions.

- 395 consultees answered the question “What are your first impressions of the plans”.
- 358 consultees answered the question “What do you like about the proposals”.
- 275 consultees answered the question “Is there anything you don't like about the proposals”.
- 243 consultees answered the question “Is there anything else you would like us to know”.

The responses covered a huge number of individual issues and issue clusters. The following word cloud shows the importance in consultation responses of specific issues.

Concerns raised

- Capacity and ambition: Some expressed concerns about stadium capacity, believing it should be larger. There were mixed opinions on the ambitious capacity goals.
- Traffic and road closure: Concerns were raised about traffic implications and the closure of Oxford Road on match days.
- Environmental impact: A few individuals voiced concerns about the impact on the green belt and the destruction of green areas.
- Design details: Some respondents mentioned specific design elements they were concerned about, such as the blue cladding and the need for more Oxford slate.
- Access and parking: Access to the stadium, parking, and the closure of roads raised concerns about the ease of reaching the stadium.
- Local community impact: Some were worried that the plans did not adequately reflect the impact on the local community.

- **Summary**

- While there is a good level of excitement and positivity about the proposed stadium plans, there are also concerns, particularly regarding parking, traffic, and the choice of location.
- The design was the most frequently mentioned positive feedback point, with about 25% of responses picking this out for praise.
- Parking is the most significant concern of responses, with about 20% noting concern about the low number of parking spaces. This is for a range of reasons – concern about parking on local streets, and concern about the lack of parking hampering fans attending games.
- It is notable that whilst overall there are strong levels of positivity in the responses left, about 15% of responses show opposition to the proposed location of the new stadium.

What do you like about the proposals?

This question received an 86% completion rate. The feedback indicates a generally positive response to the proposed stadium plans, with respondents particularly enthusiastic about the design and the environmental considerations. However, there remain concerns about parking, traffic, and the choice of location.

Stadium design

Positivity about the design of the stadium was expressed by about 30% of the responses. These are summarised below:

- There is strong appreciation for the modern and attractive design of the stadium.
- Positive comments about the arch entrance and the Ox statue as visually appealing features.
- The bowl-like structure is praised for its potential to enhance the matchday atmosphere.
- The incorporation of green roofs, trees, and open spaces is recognised and appreciated for environmental and aesthetic benefits.

Environment and sustainability

Over 20% of respondents welcomed the environmental and sustainability initiatives, citing the following aspects as positive:

- The commitment to eco-friendly design and sustainability is highly valued.
- Praise for the inclusion of solar panels, net-zero plans, and sustainable features.
- The focus on biodiversity, green spaces, and the use of willow structures has received positive feedback.
- The zero-plastic approach and carbon-neutral goals are considered essential and commendable.

Community engagement

15% of respondents specifically referenced the efforts to engage with the local community, community groups and fan groups. A summary of these responses is provided below:

- Positive responses to the efforts to engage the local community and create a shared asset.
- The inclusivity of the proposals and potential benefits to local sports groups and the community are appreciated.
- Public spaces, support for local businesses, and the plan to host community events have garnered positive attention.

Transport and accessibility

10% of respondents made comments related to transport and accessibility:

- The importance of creating an accessible ground which accommodates all people equally.
- The proximity to a train station is well-received for improved transportation links.
- Positive feedback regarding the inclusion of 700 cycle stands and the commitment to reduce private vehicle use.
- Recognition of the need for a comprehensive transportation plan, including bus and park-and-ride options.

Support for other facilities

A range of other topics were raised by respondents, these broad themes are noted below:

- The presence of a hotel, spa, and conference facilities is seen as a valuable addition.
- The potential for a microbrewery (raised in previous discussions) was supported, as was locally sourced food and drink is well-received.
- Fans express excitement about the prospect of having a new stadium to secure the future of the club.
- Recognition of Oxford United's heritage elements, such as the Manor Arch and the Ox statue.

Summary

The feedback from respondents regarding the proposed stadium plans is overwhelmingly positive. Many express enthusiasm for various aspects, including the modern and attractive design, environmental considerations, and efforts to engage with the local community. There is also appreciation for features like the arch entrance, Ox statue, and the incorporation of green spaces. Concerns raised are primarily related to accessibility, traffic, and parking, as well as some scepticism about the location choice.

Is there anything you don't like about the proposals?

This question received a 72% completion rate. Responses to this question demonstrated a range of views, with feedback provided from those who clearly supported the overall vision of the proposals as well as those who were opposed to the plans.

Themes picked up on by respondents are outlined below:

Location and traffic

- Several respondents expressed concerns about road closures on matchdays, particularly the proposal to close Oxford Road. They worry about traffic congestion, diversions, and the impact on residents and businesses.
- Suggestions included the construction of a pedestrian bridge or tunnel over the Oxford Road to address traffic concerns.
- Concerns were raised about the disruption to Kidlington residents and the need for improved road infrastructure to manage traffic effectively.
- The need for access and parking options for those traveling from rural areas or a long way away, especially those without direct rail, bus or other active travel links, was highlighted.

Stadium capacity and expansion

- Some fans expressed a desire for a larger stadium capacity, with estimates ranging from 18,000 to 20,000. They hope the new stadium can accommodate growth if the club succeeds.
- Safe standing and the flexibility to expand the stadium were noted as areas of concern or interest.

Stadium design

- While many respondents expressed overall satisfaction with the stadium's design, some raised concerns about specific design elements.
- The blue cladding material on the hotel facade was a point of contention, with some suggesting alternative materials like brickwork, sandstone, or timber cladding.
- The potential for character and atmosphere inside the stadium was discussed, with some fans looking for a closer seating arrangement, steep stands, and safe standing options.
- Concerns about the openness of the stadium's roof, the potential for wind and weather-related issues, and noise control were mentioned.
- The need for a wider choice of food and drink outlets, including vegan options, was brought up.
- Questions about retail outlets on-site and the presence of bars and fan zones for both pre- and post-match gatherings were raised.
- Concerns about the visual impact of the stadium on the surrounding area and nearby housing estates were expressed, with requests for a less dominant appearance.

Sustainability and transport

- Many respondents expressed support for encouraging fans to use public transport or other alternatives to minimise the need for car parking.
- Some highlighted the importance of offering additional transportation options, including direct buses to the stadium.
- There were suggestions for enhancing the accessibility and safety of cycling and walking routes to the stadium.

Miscellaneous

- Concerns about the visual impact of the stadium on the surrounding area and nearby housing estates were expressed, with requests for a less dominant appearance.
- Worries about the impact on Kidlington residents, noise, and stadium lighting were mentioned.
- Concerns about vandalism, traffic management, and local opposition were noted.
- Some respondents raised questions about the financial sustainability of the new stadium project.
- Several fans expressed concerns about the lack of detail in the proposal regarding the matchday experience inside the stadium, including proximity to the pitch and safe standing arrangements.
- The provision of a safe pedestrian link between Oxford Parkway station and the stadium was raised.
- Several respondents shared concerns about the lack of a dedicated "pub" style drinking place, apart from the sports bar mentioned in the proposal.

Summary

Whilst a good number of respondents indicated they had no concerns with the proposals, there were still many issues or worries communicated to us. These concerns came from both supporters (who wanted a larger stadium for example) and those opposed to the plans (who were concerned about the impact on their daily lives).

It will be important to provide further clarity and detail to respond to the questions.

Is there anything else you'd like us to know?

This question received a 63% completion rate. Many of the comments for this question echoed answers provided by the individual to previous questions. There were a diverse range of opinions and concerns, including transportation worries, with a focus on improved public access, parking options, and potential disruptions due to road closures. Capacity and future expansion possibilities were also a focal point, along with environmental considerations and calls for sustainable energy solutions. Many see positive community impacts, anticipating economic boosts and enhanced local amenities. Additionally, there were calls for improved fan facilities, including bars, food outlets, and merchandise sales. Some expressed historical and symbolic sentiments, hoping to preserve elements from the Club's history.

Concerns raised

Transportation and access

- Concerns about road closures, traffic diversion, and parking issues were prominent.
- The need for improved transport infrastructure and additional services was highlighted.
- Local residents expressed concerns about the impact of road closures on their daily lives.

Stadium capacity and layout

- There were reservations about the proposed stadium capacity of 16,000, with some suggesting it might be too small.
- Fans requested safe standing areas and accommodations for different fan groups.
- Concerns were raised about the steepness of seating and overall seating comfort.

Community engagement

- Questions were raised about the club's commitment to community engagement.
- Many respondents emphasised the importance of ongoing communication with local residents.
- There was a strong desire to incorporate local input and address community concerns.

Matchday experience

- Suggestions were made to enhance food and beverage services and provide a wider variety of options for fans.
- Fans expressed their desire for comfortable seating and improved facilities, particularly in concourse areas.
- There was a call for designated areas for young and family supporters.

Financial and ownership

- Queries were raised regarding the financial aspects of the project, potential ownership changes, and the club's long-term stability.
- Some expressed concerns about the financial viability of the new stadium project.

Positive Impressions

Excitement and support

- Many supporters expressed their enthusiasm and support for the new stadium.
- They believed in the positive impact the new stadium could have on the club, the community, and the quality of life in Oxford.

Sustainability and green initiatives

- Several respondents suggested sustainable practices, such as using reusable food packaging.
- Some recommended incorporating solar panels and enhancing the stadium's green credentials.

Public transport

- There was support for improved transportation and the idea of including public transport as part of season tickets.
- Respondents praised the proximity of the new stadium to Oxford Parkway rail station.

- Stadium configuration and experience
- Some respondents complimented the detailed proposals and expressed interest in learning more about seating arrangements.
- They made positive comments about the stadium's design, especially from a visual perspective.

Community impact

- Many respondents acknowledged the potential positive impact on the community and the opportunities it could create for young people.
- They expressed appreciation for the benefits the stadium could bring to the area.

Hospitality and entertainment

- There was interest in hospitality lounges, boxes, and entertainment facilities within the stadium.
- Some recommended diverse pre- and post-match entertainment options.

Engagement with local businesses

- Several respondents noted interest from local businesses in participating and partnering with the new stadium project.

Summary

This document provides a comprehensive overview of the feedback gathered during the public engagement process. The data was collected through various channels, including an in-person exhibition, the consultation website, freepost submissions, and emails. This report amalgamates this information into a central summary, representing the collective perspectives of those engaged in the process. A single database also combines each data entry point.

The consultation served several purposes, including introducing the project team's expertise, providing context for the new stadium, outlining the stadium's vision and its impact on the surrounding public realm, and seeking feedback to inform further development. Additionally, contact details were collected for future involvement in consultation events and project updates.

The statistics from the consultation period reveal significant engagement: 928 attendees at the exhibition, 23,437 unique website visits, 1,843 exhibition board downloads, 227 database sign-ups, 617 completed feedback forms, and 112 comments submitted via email.

The feedback analysis focuses on understanding public sentiments towards the stadium project, uncovering insights into levels of support, opposition, recurring concerns, and omissions.

The feedback was gathered through both open-ended questions and tick box evaluations. The open-ended questions prompted respondents to share their first impressions, likes, dislikes, and any additional comments about the proposals. The tick box questions assessed the importance of key principles and impacts of the proposals.

Analysis of the responses reveals that:

- Approximately 92% of respondents consider the need for a new home ground for Oxford United Football Club to be very important or important, demonstrating strong support for the project's main objective.

- Key principles such as accommodating the club's fanbase growth, ensuring accessibility across the stadium, and prioritising environmental sustainability received high importance ratings from respondents.
- Landscaping and biodiversity, while still favourable, were ranked with slightly lower priority compared to other aspects of the project.

Open-ended responses were received from approximately 85% of respondents, indicating high engagement. Positive comments outweighed negative ones by a ratio of 3:1. Respondents were mostly pleased with the modern, impressive stadium design and praised its potential benefits to the community. However, some expressed concerns about capacity, traffic, and location.

Overall, the proposed stadium plans garnered significant excitement and positivity. While many respondents expressed enthusiasm for various aspects, including the design and environmental considerations, concerns primarily revolved around fan experience, traffic, parking, and location choice. Further clarity and detail will be essential in addressing these concerns and maintaining community support for the project.

Outcomes

The feedback which has been received during the project has influenced the continued design development of the proposals. For example:

Ref	You Said	We Did
1	We are concerned about the duration of the road closure and the impact this will have on the wider network.	We have taken on board these comments and looked to reduce the duration of the road closure from original plans for 1hr before games and 2hrs afterwards, to 30 minutes before and 30 minutes after any game which does require the road to be closed. In addition, we have looked at a solution whereby we can maintain bus travel along Oxford Road for as long as possible and updated our Transport Assessment accordingly. Stadium events requiring road closures are only expected to be between 24 and 28 times a year. Variable signage will ensure people know of such events beforehand and can plan accordingly and any traffic diverted before and after games will be capable of using the Frieze Road dual carriage way. All emergency services will have priority over road closures where necessary and stewards will be managing access to and from the stadium to ensure minimal impact on the wider road network.
2	We are concerned about the lack of choice for accessible seating.	We have redesigned the South West tier to include a raised platform which is situated in the corner of the stand. This provides an exciting opportunity to see shared use for wheelchair users and friends to use the same concourse and sit in the same area with elevated pitch views in a different location and feel to the other provided accessible platforms. Wheelchair access will also be available at centre pitch views and ground level allowing for significantly more accessible seating options than generally available in UK stadia. We will have a dedicated sensory room catering for a wide range of accessibility needs and have ensured over 40% accessible parking on site which is significantly more than standard guidance levels which sit under 10%. Access to the

		stadium from oxford parkway park and ride is all surface level crossing allowing ease of access by sustainable transport modes to and from the stadium if not parking on site. (add in family area commentary for family access?) Women’s and accessible toilets more than normal to reflect the club’s aspirations to grow the women’s game and make the stadium accessible to all.
3	We think the arch could be aligned better with the direction of travel of the end users, meaning that it will point the way people are going in and out of the site.	This has been noted and designs have been updated. We have realigned the arch, moving it away from the kerb edge and aligning it further to the steps. This has created a breathing space at the top of the steps, before the road and creates a better flow for visitors.
4	We are concerned the stadium is too small and doesn’t have the provision to expand.	We have reviewed our business plan and have incorporated the forecast growth potential in establishing the stadium capacity. We are confident that the stadium capacity creates the right balance of current and forecast visitor numbers. The current design and capacity choice allows the club to naturally grow within the bowl thus ensuring a balance of a quality atmosphere as soon as the stadium is open with some room for growth in the fan base over the coming years.
5	We are concerned that the proposals will ruin the greenbelt land and that the biodiversity of the site will be impacted.	We are continually developing our ecology and biodiversity plans based on survey results and reports received. Through feedback and engagement, the current designs are expected to achieve a Biodiversity NET Gain in excess of 10% which demonstrates our commitment in promoting ecology on site. We have pledged not to develop the northern part of the site and turn this into a biodiverse parkland and community space connecting Stratfield brake to the West and a newly planned green spaces over Oxford Road to the East. We will also provide open swales to the south of the site providing a protective barrier to the tree line to the south. A further example of one of the new additions is to include a biodiverse wall to support the biodiverse roof previously designed.
6	We are concerned about noise escaping the stadium and impacting on the neighbours and also reducing the atmosphere in the stadium.	We now proposed to “fill in” the gap between the building and roof with a transparent material to maintain sunlight but help mitigate against noise transfer. In addition, we have undertaken a full acoustic impact assessment, and light spill assessment, of the proposals which will be included within our planning application. The club wish to keep the noise and light within the stadium bowl to ensure the best possible atmosphere for all within the stadium whilst minimising light and noise spill to the surrounding areas.
7	We are concerned about who will maintain the grounds and gardens around the site.	The club have dedicated grounds staff who will manage and maintain the landscaped areas of the site and ensure the area is kept. This is already the case at the training ground and as the stadium and surrounding land will be under the clubs full control, we will have the ability to ensure property management is in place so that the area becomes a quality community destination for all.
8	We don’t see the need for Oxford United FC to relocate from its existing site.	The position is that after 30th June 2026 Oxford United will have no legal right to use or occupy the Kassam Stadium. The stadium is owned and operated privately by a stadium company “Firoka (Oxford United Stadium) Limited”. The stadium company is separate from the football club and owned by Firoz Kassam. Oxford United hold a license to use the stadium which ends on the 30th of June 2026.



		<p>Under the terms of the original licence, and because of Covid 19, Firoka (Oxford United Stadium) Limited terminated the original licence which it was legally entitled to do. The current licence terms were subsequently agreed to allow continued use until 30 June 2026.</p>
9	<p>It would be nice to see the history of the club through the design.</p>	<p>It's great to hear a desire to celebrate the history of the club. The new development creates the opportunity to be innovative and look forward to the future of the club while also celebrating our heritage. We believe that by bringing in the arch just off Oxford Road and looking at public art opportunities, we can celebrate the history of the club in the right way. This is an ongoing development, and we would welcome further thoughts and ideas.</p>
10	<p>We can't see how you are making the stadium accessible to all, considering people such as women, those with unseen disabilities and religious groups.</p>	<p>This is an important topic. We have redesigned the toilets to have a more equal gender split than current stadium design guidance proposes, truly representing the shift towards more women visiting the site. In addition, we have identified a state of the art sensory room and following comments, have redesigned the layout to move this towards an area which can act as a phased move from the sensory room into the seating bowl. We are also reviewing our lighting, acoustic and wayfinding strategies to ensure that we are considering unseen disabilities. We have now also included a prayer room within the design.</p>

Conclusion

The consultation strategy detailed within this document has demonstrated that engagement has taken place with both stakeholders and members of the public. This has included both fans and non-fans of Oxford United. Businesses, sports groups, community groups, parish councils, councillors, MPs, neighbours and residents across Kidlington and north Oxford have all been consulted.

By undertaking the engagement process, the Applicant provided an opportunity for stakeholders and members of the public to voice their opinions on the development proposals and to engage with leading members of the development and design team.

As this report sets out, many consultees have utilised this opportunity to take part in the design development process. Overall, the consultation methodology was successful as a wide range of consultees, with a wide range of views, were reached. Having consulted these parties, the project team has benefited from local insights which have influenced the latest design of the proposal.

It is key to remember that:

- The project team has started by listening to stakeholders and the public. They have taken feedback on board and amended proposals to include feedback received.
- Over many months, the proposals have developed and been improved by stakeholder meetings and public exhibitions.
- A huge amount of material has been sent to residents both online and through the mail.
- Both fans and non-fans of Oxford United have responded in detail. Of these, the vast majority are supportive.
- There is a vocal minority of people who are not happy with the plans. They are worried about the impact on the green belt and on the village of Kidlington.
- Of particular concern is the impact on traffic and parking. Respondents to the consultations see a clear traffic management strategy as key.

Next steps

The applicant remains committed to continuing engagement with stakeholders and members of the public throughout the application and determination period. This will include:

- **Continuing engagement all relevant stakeholder and the public.** The project team will continue to engage in person or virtually with interested stakeholders and members of the public, with further consultation events and exhibitions delivered should scheme amendments require.
- **Continued management of all enquiries through the Contact Centre.** The website, email address and telephone number will remain in operation following submission of the planning application.
- **You said, we did.** The production of a 'You said we did' document will allow the impact of the consultations to be set-out and will explain to stakeholders and the community how their input has developed the proposals.

STAND UNITED



Dear Residents

As part of our plans to move to a new home in Kidlington, we want to talk to all of the community about the proposals and to listen to your thoughts, concerns and ideas.

We therefore wanted to invite you to a series of events in the local area which are designed to help us listen to what you all have to say. This is not about setting out the detail of the plans or trying to convince you. It's about your football club listening to whatever you want to tell us about the proposals.

We will be holding these drop-in events in the local area:

1. Kidlington – Wednesday 26th April 2023 – 6-8pm

West Kidlington School (Main Hall)
Oxford Rd, Kidlington OX5 1EA

2. Summertown – Thursday 27th April 2023 – 6-8pm

Cuttleslowe School (Cherwell North Site)
Wren Rd, Oxford OX2 7SX

3. Wolvercote – Tuesday 2nd May 2023 – 6-8pm

Leonardo Hotel, Charlbury Room
Godstow Road, Oxford, OX2 8AL

If you can't make any of these dates, please don't worry. We will be holding a lot more events in the weeks ahead. We want to ask your views on our plans and to show you the real benefits to the community which will be at their heart.

In the meantime, you can also email newstadium@oufc.co.uk if you have anything you'd like to share.

We look forward to speaking with you.

OUFC

WWW.OUFCSTADIUM.CO.UK

Email: newstadium@oufc.co.uk

Freephone: 0800 080 3175

Published by OUFC, Grenoble Rd, OX4 4XP and printed by Blue Market Media

STAND UNITED



Oxford United's new home would have many community benefits for Kidlington and the neighbouring villages:

- Partnerships with our local schools, inspiring learning through sport and professional coaching for our girls and boys to thrive
- Boost for local businesses from an increase in visitors to our shops, bars and cafes plus many new jobs at the stadium
- Year round access to the stadium, with a gym, restaurant and community meeting spaces for work, education and leisure
- Improved safe cycling and walking to the Triangle, where the green spaces will be open every day
- More bus services serving the village and stadium, with improved pedestrian access to Oxford Parkway station

Show your support!

On the other side of this leaflet, you will find a poster to display in your window and show support for the stadium plans.

Email: newstadium@oufc.co.uk

Freephone: 0800 080 3175

Published by OUFC, Grenoble Rd, OX4 4XP and printed by Blue Market Media

I SUPPORT THE PLANS



STAND UNITED

WWW.OUFCSTADIUM.CO.UK

STAND UNITED

A new home for OUFC



Dear Resident,

You may have seen in the press or on social media that Oxford United Football Club is planning to move to a new home in Kidlington.

At present, we are discussing a potential agreement for the land known as The Triangle to the south of the village. We are working hard to meet the tough tests laid down by Oxfordshire County Council before agreeing a land transfer. If this is successful, we will submit a planning application as soon as possible.

We wanted to write to everyone locally to update you on the progress of our project and to give you some contact details so that you can be in touch if you have any concerns.

We want to engage with every part of the local community and have a full dialogue about the plans. This will mean the plans can be improved and the best scheme possible can be developed.

This is not only about building a new home for the football club but creating a fantastic local amenity for everyone in our community. We are aiming to build a new home which is sustainable, welcoming and inclusive. One which will enhance local facilities and provide great opportunities.

In the days and weeks ahead, we will be holding in-person meetings, online briefings and asking for feedback in a number of ways.

For now, we wanted to introduce the project and provide you with the information on the other side of this leaflet.

We are excited about this project, let's stand united to make it even better.

Best wishes,

Grant Ferguson
Chairman

Tim Williams
Chief Executive

Niall McWilliams
Chief Strategy Officer

FIVE FREQUENTLY ASKED QUESTIONS ABOUT OUR PLAN

Q: Is the club being here going to spoil our village?

A: No. We will be part of the community, getting involved with local events and sharing our facilities with local groups and schools. We want to work with everyone to make sure the plans are good for Oxfordshire and Kidlington.

Q: Is this going to cause traffic problems locally?

A: No. We want 90% of people to use public transport or active travel methods to get to games. There will be dedicated buses, new access to the station and pedestrian and cycle routes which will greatly improve active travel links around Kidlington.

Q: Will I be able to access the Triangle site?

A: Yes, we will be opening up the site with new safe access points for pedestrians and cyclists, so everyone can enjoy the woodland and green spaces throughout the year.

Q: What facilities will be at the stadium?

A: The stadium is primarily the setting for our home football matches which for the first time will mean both men's and women's first team games will be played there. There will be several facilities at the stadium that will be open to residents, schools and businesses throughout the year and we will announce our plans very soon.

Q: Will the stadium bring new jobs to our area?

A: Yes. We are looking to use local suppliers both for construction and when the stadium is operating. Our current activity at the Kassam Stadium secures over 250 jobs on site and in our supply chain. We also estimate over £10million of added value to the Oxfordshire economy. Our move to Kidlington would bring significant investment into the village.

WWW.OUFCSTADIUM.CO.UK

CONTACT DETAILS

We want to hear from as many people as possible about this project.

Email: newstadium@oufc.co.uk

Please do let us know your thoughts and concerns via the methods posted.

Freephone: 0800 080 3175



STAND UNITED



Dear Resident

Huge thanks to everyone who came along to our listening events in the last two weeks. We managed to speak with a large number of residents and hear their views. The detailed feedback we received will now be used to improve the detail of the community stadium plans and the questions which local people have about the plans.

If you didn't manage to speak to us about the plans, please don't worry. You can email newstadium@oufc.co.uk and we will be very happy to include your comments and feedback as the community plans develop.

The next stage of our engagement plans is to give the community more details of what we are proposing and get your thoughts on the specific proposals. We are therefore holding a series of exhibitions in the community in the next few weeks.

Details of the upcoming session is as follows:

Tuesday 6th June – 6-8pm
Cherwell School
Marston Ferry Road, Oxford, North site, Main Hall, OX2 7EE

There will be club representatives present at the exhibition to answer your immediate questions.

Please do come along and see our plans if you are able. You will also be able to see more of the detail on our stadium website oufcstadium.co.uk

We look forward to seeing as many people as possible at the exhibitions and discussing the plans with you.

Thank you for your time,

OUFC.

WWW.OUFCSTADIUM.CO.UK

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The next stage of our engagement plans is to give the community more details of what we are proposing and get your thoughts on the specific proposals. We are therefore holding a series of exhibitions in the community in the next few weeks.

Details of the upcoming sessions are as follows:

May 2023
22nd, 23rd and 24th May 2023 – 6-8pm
West Kidlington School (Main Hall)
Oxford Rd, Kidlington OX5 1EA

June 2023
8th June 2023 – 6-8pm
West Kidlington School (Main Hall)
Oxford Rd, Kidlington OX5 1EA

There will be club representatives present at the exhibition to answer your immediate questions.

Please do come along and see our plans if you are able. You will also be able to see more of the detail on our stadium website oufcstadium.co.uk

We look forward to seeing as many people as possible at the exhibitions and discussing the plans with you.

Thank you for your time

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STAND UNITED



Much like the county of Oxfordshire, Oxford United comes from a proud heritage and rich history. The club has aspirations for a new, modern, sustainable stadium which is a significant community landmark that contributes meaningfully to the economy and society of Oxfordshire. This is a once in a generation opportunity to provide a new home for sport, entertainment, business, education and tourism which the whole county can be proud of. Our vision is to deliver on the key issues identified by local residents and fans, to ensure that this is both a stadium for the elite and community use. Our proposals will provide significant and sustained benefits to Kidlington and Gosford and Water Eaton residents, our fans and the wider Oxfordshire community. Our vision is to:

- 1 Construct a landmark which puts the visitors experience at the heart.
- 2 Deliver a stadium which includes a range of community facilities such as a health and well-being gym, educational spaces, retail and relaxation areas and a high quality international hotel
- 3 Promote innovation through the utilisation of technology to improve what we do and the way we do things
- 4 Develop a well connected green infrastructure network with enhanced green and open space to the north of the site
- 5 Partner with local schools and community groups to inspire learning through sport and professional engagement, and provide skills training to those most in need
- 6 Promote diversity and inclusivity by breaking barriers around accessibility and bridging the gap in equality between the men's and women's game
- 7 Establish a community pledge to demonstrate the benefits to the local community and local sports club, establishing partnerships where possible
- 8 Ensure sustainability is at the core with the aim to achieve a minimum Biodiversity Net Gain of 10% and aspire to BREEAM Excellent.
- 9 Target 90% of fans and site visitors arriving by sustainable and active travel. Reduce on-site car parking by 85% and increase on-site cycle parking by 140% when compared to traditional levels.
- 10 Provide improvements and enhancements through better access and improvement works around Oxford Parkway Station and Oxford Road



For more information, check out our vision page on our website

Website: oufcstadium.co.uk

Email: newstadium@oufc.co.uk

Freephone: 0800 170 7178

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STAND UNITED



Exciting plans for our new stadium revealed



Proposed Facilities

- 1 Stadium Building (incl. hotel, gym, community and business facilities)
- 2 Outdoor community plaza
- 3 Multi-functional plaza
- 4 On-site car parking
- 5 Potential bridge crossing
- 6 Enhanced crossing infrastructure
- 7 Preserved woodland
- 8 Enhanced tree planting and buffer
- 9 Enhanced green space with community access
- 10 Enhancements to Oxford Parkway access

STAND UNITED



Dear Resident

Huge thanks to everyone who came along to our listening events in the last two weeks. We managed to speak with a large number of residents and hear their views. The detailed feedback we received will now be used to improve the detail of the community stadium plans and the questions which local people have about the plans.

If you didn't manage to speak to us about the plans, please don't worry. You can email newstadium@oufc.co.uk and we will be very happy to include your comments and feedback as the community plans develop.

The next stage of our engagement plans is to give the community more details of what we are proposing and get your thoughts on the specific proposals. We are therefore holding a series of exhibitions in the community in the next few weeks.

Details of the upcoming sessions are as follows:

20th June 2023 – 6-8pm
Leonardo Hotel, Blenheim Suite
Godstow Road Oxford, OX2 8AL

There will be club representatives present at the exhibition to answer your immediate questions.

Please do come along and see our plans if you are able. You will also be able to see more of the detail on our stadium website oufcstadium.co.uk

We look forward to seeing as many people as possible at the exhibitions and discussing the plans with you.

Thank you for your time

OUFC

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Dear Business Owner,

I hope this letter finds you well.

I am writing to you on behalf of Oxford United Football Club, with an exciting opportunity that we believe may be of great interest to you and your business. We are currently in the process of proposing a new stadium development, which will mark a significant milestone in the club's history and have a transformative impact on the local community. As a valued member of the business community in Kidlington, we would like to extend an invitation to you to attend an exclusive event where we will showcase the plans for this remarkable project.

The proposed new stadium will be situated on a site owned by Oxfordshire County Council, known as the 'triangle', and will serve as a new home for Oxford United Football Club, replacing the current Kassam Stadium. We envision this development to be more than just a stadium; it will be a sustainable sports, entertainment, and lifestyle landmark in Oxfordshire.

The club is committed to setting new standards in commercial innovation, environmental performance, and community engagement through this development. We aim to create an unparalleled visitor experience, one that will leave a lasting impression on fans, residents, and businesses alike. By attending the event, you will have the opportunity to gain an exclusive insight into the exciting plans we have in store.

As a business owner in Kidlington, your presence at the event will not only provide you with a unique opportunity to witness the future of Oxford United Football Club but also allow you to explore potential areas of collaboration between your business and the development. The new stadium will undoubtedly attract a significant influx of visitors, presenting a range of commercial possibilities for local enterprises.

Furthermore, we understand that any significant development of this nature can have an impact on traffic and transport in the surrounding areas. We greatly value the feedback and concerns of local businesses, and we are committed to addressing these issues proactively. Your input will be instrumental in shaping our plans and ensuring a smooth and efficient experience for everyone involved. Your feedback is invaluable to us, and we genuinely value the opportunity to address any concerns you may have.

We kindly ask that you let us know if you would be interested in attending the event by simply scanning the QR code or following the website link. We eagerly await your response and sincerely hope to welcome you to the event.

Warm regards,

Tim Williams – Chief Executive

Oxford United Football Club



<https://qrco.de/be6SC6>

STAND UNITED



Dear Resident

As you will know, we have been holding a series of listening events and exhibitions on the potential land deal with Oxfordshire County Council.

A huge thank you to everyone who came along, we managed to speak with many hundreds of residents and hear their views. The detailed feedback we received will now be used to improve the detail of the community stadium plans and the questions which local people have about the plans. If you didn't manage to speak to us about the plans, please don't worry. You can email newstadium@oufc.co.uk and we will be very happy to include your comments and feedback as the community plans develop.

With the potential for the land deal being completed in September, we are now starting to engage on a possible planning application as well

We are therefore holding two exhibitions in the community in the next few weeks.

Details of the upcoming sessions are as follows:

Wednesday 19th July 2023 – 4:30pm - 8pm
Planning Exhibition Event
West Kidlington School (Main Hall), Oxford Rd, Kidlington, OX5 1EA

Thursday 20th July 2023 – 5pm - 8pm
Planning Exhibition Event
Cherwell School Marston Ferry Road, Oxford, North Site, Main Hall, OX2 7EE

Members of our design and planning team will be present at the exhibitions to answer your immediate questions. If you are unable to make either of the dates suggested for the upcoming consultation, you will be able to view the proposals online from 12th July at www.oufcstadium.co.uk

We look forward to seeing as many people as possible at the exhibitions and discussing the plans with you.

Thank you for your time.

OUFC

WWW.OUFCSTADIUM.CO.UK

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Freephone: 0800 170 7178

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Oxford United

A New Stadium at The Triangle

Welcome to our planning exhibition about Oxford United's plans to build a new home for Oxfordshire's only professional football club, here in Kidlington. We need to move from our current home at the Kassam stadium as our licence agreement to play there expires in 2026 and will not be renewed. We have searched all around Oxford for a new home. Kidlington is our only realistic option.

We want the new stadium to be more than our new venue for matches. We want it to be part of the community of Kidlington, with facilities and services open to you every day. Our stadium will be your stadium.

We want to hear your views, which will help shape our plans. We hope you are excited as we are by the opportunity this offers for the club, for the local community and the whole of Oxfordshire.



Site and Surrounding Area/ The Triangle/Site Constraints



Oxford United have conducted an extensive land search for a site suitable for a new stadium in close proximity to Oxford.

The land known as the Triangle, south of the Sainsbury's roundabout, is the preferred site and is owned by Oxfordshire County Council.

The Triangle is part of the Oxfordshire Green Belt. Under current planning policy, building within the Green Belt is not possible unless there are very special circumstances to justify the development proposed. Very special circumstances include situations where the benefit to the community outweighs some loss of Green Belt or where the denial of permission to build would cause a loss to society.

In this case, the ability of Oxfordshire's only professional sports club to continue playing in its home area would qualify as a very special circumstance, given a lack of alternative sites. This, together with the significant economic and other benefits the proposals will deliver justify bringing this Green Belt site forward.



Technical Matters



Landscape

The stadium is nestled within the triangle site generating a unique arena blending into the surrounding landscape. To the north of the stadium sits a carefully designed open space in both hard and soft materials. This serves as a multifunctional space for the fans and neighbouring community. Throughout the year, this versatile space can be used for several activities, gatherings, and celebrations.

Embracing sustainable practices, a Sustainable Drainage System (SuDS) attenuation basin is incorporated to the south of the stadium. This, with proposed rain gardens help with on-site water management. The SuDS basin not only serves a practical purpose but also adds an element of natural beauty to the public realm. The arrangement of the stadium and its public realm aims to tie into existing pedestrian and cycleway connections, creating a facility that coexists with nature and the community.

Trees

An initial arboricultural survey of the site has been undertaken that has picked up the trees within the site but also those around the boundaries and the woodland to the south. As part of this, it identifies the species and their health to understand which are of most value and will help inform the proposals for the site. At this stage the intention is to retain as many of the trees as possible around the site including the woodland to the south. Where possible and appropriate new tree planting will be introduced.

Ecology

From initial surveys the site appears to be of limited ecological value, but these will continue throughout the current survey window to the end of September to ensure a full suite of surveys are available. If any ecology is picked up this will be considered as part of the proposals, along with appropriate biodiversity enhancements across the site to ensure we can demonstrate a minimum of 10% biodiversity net gain.

As part of the stadium vision, we want to create a green and open accessible space that can be enjoyed all year round. The open spaces at the stadium are being designed to both serve the local community, and visitors of the site, providing a strong connection to the surrounding urban fringe. Oxford United FC have appointed a leading Ecological, Biodiversity and Landscaping specialist team to ensure that this foundational pillar of the project is developed in line with the community and environmental needs.



Technical Matters



Transport and Connectivity

Our relocation from the Kassam stadium to Kidlington will be a huge step forward in sustainable travel to our matches over time. About 90% of our fans and visitors arrive at the Kassam by car. We think this unsustainable situation can be flipped into a much more positive situation at Kidlington.

The stadium will be adjacent to Oxford Parkway, enabling huge numbers of fans to arrive by train and bus from Oxford and wider local and national destinations. The new east – west rail link through Bicester to Milton Keynes, and the emerging Cowley Branch reopening proposals, will allow even more people to arrive by train.

We are in discussions with Oxford's local bus operators and the county council about existing and new bus services serving the triangle and Oxford Parkway.

We are discussing with the county council about developing enhanced pedestrian and cycle connectivity to the Triangle to tie into the wider network proposals in the council's Local Cycling and Walking Implementation Plan.

Minimal operational parking including accessible parking will be provided on site. Opportunities are being explored to utilise the available park and ride sites around Oxford on match days alongside connecting bus services from those locations.

There will be over 700 secure cycle parking spaces at the stadium.

Drainage

Since the ground is impermeable clay which the rainwater cannot soak into, the site currently relies on water running over the ground to ditches and hence to a culvert under Frieze Way to drain rainwater to the woodland to the west. This reflects how the water catchment would have worked before the road was built in the 1960s

The stadium design will use proven Sustainable Drainage Systems (SuDS) where possible to improve the current arrangement and maintain flows from the site. This is supported by the use of systems such as rain gardens, permeable paved areas, planted ponds, filter drains and shallow planted channels (swales) which help to treat surface water runoff, along with below ground water storage. The swales and ponds provide natural wetland habitats for plants and animals and help form a bio diverse landscape around the stadium.

Sustainable Construction

Our new stadium will be designed sustainably, built and operated sustainably to achieve at least BREEAM very good status, with a clear aspirational target of achieving 'Excellent'.

Oxford United Football Club is committed to the transparent reporting of Environmental, Social and Governance (ESG) targets and progress through the formation of an ESG framework.

Initial site Proposals



The Triangle will be opened up for public access. You will be able to enjoy the green spaces every day.

There will be new entry points for pedestrians and cyclists, including a possible footbridge for people arriving by train at Oxford Parkway.

The stadium will be located at the south of the Triangle, close to the tree line. The northern part of the Triangle will be enhanced as a public space to enjoy nature. We are interested to hear your views about biodiversity and use of this area.

The stadium will be 16,000 including safe standing. The stadium will be a single building incorporating all other facilities.

The stadium will be designed sustainably to BREEAM Very Good with aspirations to Excellent. We intend to have some green roofing to support biodiversity net gain and there is potential for clean energy to be generated too.

There will be roughly 60 match days a year. We are excited that our very successful women's team will be able to play their home games at the stadium.

On the other 300 days a year the Triangle will be relatively quiet. The green spaces will be peaceful. The hotel, business and community spaces in the stadium will be open.



Benefits



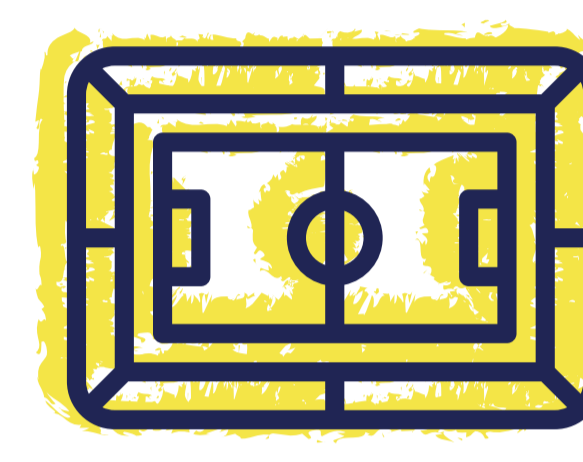
Partnerships with our local schools, inspiring learning through sport and professional coaching for all children to thrive in a variety of sports



Boost for local businesses from an increase in visitors to our shops, bars and cafes



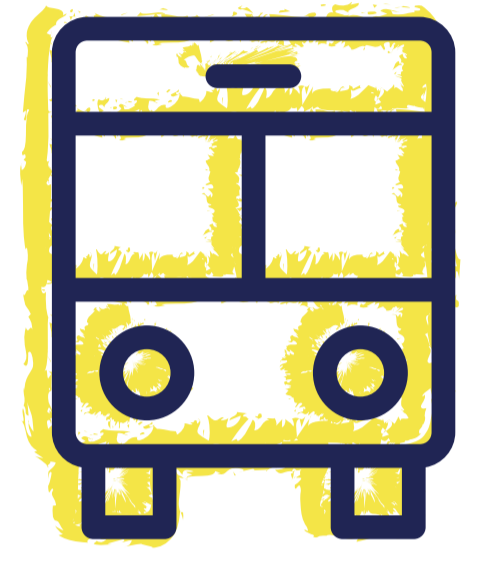
New jobs at the stadium, not just on match days but throughout the year at the hotel that will be part of the stadium structure



Year round access to the stadium, with a gym, restaurant and flexible community meeting spaces for work, education and leisure



Improved safe cycling and walking to the Triangle, where the green spaces will be open every day, enabling everyone in the village to enjoy them for the first time



More bus services serving the village and stadium, plus improved pedestrian access to Oxford Parkway station

What Happens Next?

Following this event, Oxford United and its team of consultants intends to:

- Collate and review feedback received from this event;
- Continue to develop the proposals, with consideration of feedback;
- Continue to engage with Cherwell District Council and Oxfordshire County Council as part of the planning application pre-application process
- Undertake a further planning public consultation in September to illustrate how some of the key points raised during this initial consultation have been taken on board before moving towards the submission of a planning application.

Thank you for viewing our proposals at this public consultation event. We now want to hear what you think of the proposals you have seen. Your comments will be used to inform a planning application.

Please complete a comments form and post it in the box provided.

Alternatively, you can view the proposals on our website and complete the comment forms there.

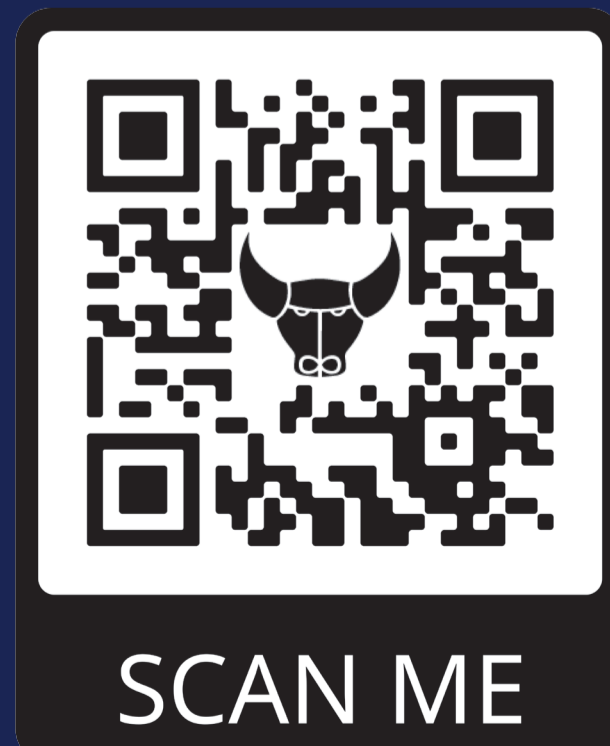


Find Out More and Let Us Know Your Views

Website
oufcstadium.co.uk

Email
newstadium@oufc.co.uk

Phone
0800 170 71 78





STAND UNITED



WELCOME TO OUR **PUBLIC EXHIBITION**

The next stage of our consultation

Our vision is to create a sustainable sports, entertainment and lifestyle landmark in Oxfordshire which is locally loved and internationally recognised.

We have selected the Triangle Site as suitable for our plans to create a best-in-class stadium facility to be the new home of Oxford United Football Club.

We are keen to share these plans with you to hear your thoughts as we put together a planning application for the stadium development.

The stadium will set the benchmark for community benefit, commercial innovation, and environmental performance, and put the visitor experience at the heart of everything it does.

Our new stadium will take Oxford United Football Club into the 21st century and enable the continued success of its Men's and Women's teams, as well as our vitally important community outreach and charitable work, all while safeguarding the future viability and vitality of the club.

Please review the information that we have displayed around the room and fill out a feedback form, or head to the project website to leave comments - we would love to hear your thoughts.

The project team

Oxford United are working with the wider project team to bring forward these landmark proposals to establish a new home for the club and a new state-of-the-art destination for Oxfordshire.

RIDGE

AFL
architects

fabrik

M
MOTT
MACDONALD

Jbp

BACKGROUND TO THE PROJECT



Oxford United's history

Oxford United Football Club has origins that can be traced back to its formation in 1893 as Headington United. Initially, it competed in local leagues, but in 1949, it made the significant step of joining the Southern Football League.

In 1960, the club underwent a name change to Oxford United, reflecting its growing supporter base from the broader Oxfordshire region.

Oxford United's most illustrious period came during the 1980s, primarily under the management of Jim Smith.

The club enjoyed remarkable success, achieving successive promotions and ascending to the First Division (the top flight) for the 1985/86 season. This achievement made Oxford United the first club to rise from the Fourth Division to the First Division in just four years. In 1985/86, they secured their highest-ever league finish at eighth place. Oxford United successfully returned to the Football League (now the EFL) in 2010. Oxford United Football Club continues to be an integral part of the English football scene.

The future of the club

With our current agreement with the Kassam Stadium coming to an end in 2026 and no hope of renewing the lease, the only alternative is to find a new home. There is an urgent need to develop a new stadium in order to protect the future existence of this Oxfordshire institution.

The club is now in a race against time to open a new stadium by the summer of 2026. If we can't open by the start of the 2026 season, we will be homeless. Playing out of the county is something none of us want, even for a short while and we can't contemplate a long-term move away, as it would mean a loss of our name, identity, and heritage.

We are limited by the number of games we can play at the Kassam Stadium so moving to a new stadium means our Women's team can play at the same ground as the Men's team.



- 1893**
Headington FC are formed
- 1925**
The Manor Ground becomes the team's home
- 1960**
Headington changes its name to Oxford United Football Club
- 1962**
The club won the Southern League title for the second successive season
- 1985**
Promoted to the First Division
- 1986**
The club win the Milk Cup (the Football League Cup)



- 2001**
The club moves to the Kassam Stadium
- 2005**
Oxford United Women's Team is founded
- 2011**
The Men's Team returns to the Football League
- 2015**
And then to League One
- 2016**
Oxford United reached the final of the Football League Trophy (EFL Trophy)
- 2023**
Plans for a new home emerge

A VISION FOR A LANDMARK DESTINATION IN OXFORDSHIRE



Our objective

To establish a new home in a purpose built, best-in-class, sustainable stadium with exemplary transport connections and community and commercial facilities.

Our vision is to create a sustainable sports, entertainment and lifestyle landmark in Oxfordshire which is locally loved and internationally recognised.

The stadium will set the benchmark for community benefit, environmental performance and commercial innovation and put the visitor experience at the heart of everything it does.

We are committed to following a set of founding principles for our new home:

1. Visitor experience at its heart

Constructing a new landmark for Oxford which instils community pride, is accessible and welcoming for all who visit.

2. Creating a space that serves all who use it equally

Bringing our Women's Team home, and ensuring the site and all facilities are a safe and inclusive place for all, with improved connectivity and access to the site, removing barriers to participation.

3. United with the community

Being an active and positive part of the community, and having a positive impact on the health and wellbeing of the community, with useful amenities that will support community activities.

4. Sustainability at the heart of the design

Ensuring that environmental and commercial sustainability is central to the proposals. Facilitating the transition to sustainable travel for fans and the prioritisation of the use of public transport.

5. Creating publicly accessible green spaces and gardens

Enhancing the local natural environment with increased biodiversity, more planting, gardens, and public spaces that can be enjoyed year round.

6. Safeguarding the future of the club with a strong commercial offer

Enhancing local amenities and creating an exemplary commercial offer to enhance the club's vitality and ensure its ongoing success.

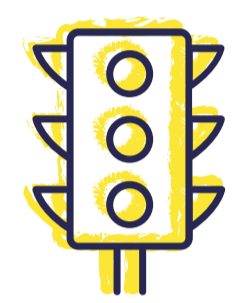
THE OPPORTUNITIES AT THE SITE



The Triangle in Kidlington is a 16.8 acre three sided site. The land is bounded on two sides by the main roads, Frieze Way to the west and Oxford Road to the east. The southern side is bordered by a wide swathe of woodland which is part of the wider Stratfield Brake wood. It is considered part of the green belt but provides no public access, and being adjacent to two large roads, it is neither particularly quiet, or dark at night.

Constraints and Opportunities

Constraints



Access

Frieze Way to the west is a dual carriageway, with no pedestrian pavements or cycleways along the length of this road. Oxford Road to the east is a typical single carriageway road with narrow pavements to both sides. There are no zebra or traffic light controlled pedestrian crossings directly around the site.

To the south and close by are Oxford Parkway Railway Station and Park and Ride facility, providing direct

services to Oxford City Centre (train and bus) and further afield by train. There is a traffic light controlled pedestrian crossing on Oxford Road located near a bus stop close to the station.



Land use

The site is designated as part of the Green Belt and is farmland. It currently has a willow tree plantation which is regularly maintained and harvested. The east and west edges of the site are lined by established hedgerows and a spattering of mature trees of mixed quality.

The woodland to the south is designated as a District Wildlife Site/ Priority Habitat and forms part of the wider Stratfield Brake, which is now divided in two by Frieze Way. The larger part of Stratfield Brake to the west of the site is publicly accessible. The section of woodland to the south of the site is not.

There is further farmland directly to the south of the Stratfield Brake wooded area. To the East of Oxford Road is also further farmland.

Opportunities



Public access

There is the chance to open up the site for public use and improve active travel connections between Stratfield Brake and Oxford Parkway.



Cycle and walking networks

The cycle and pedestrian networks in the area are being upgraded as part of wider infrastructure improvements and there is the opportunity to connect into and enhance this active travel network.



Biodiversity

The site has existing natural habitats in the hedge rows and woods to the south but the farmed land has comparatively low biodiversity. There is the opportunity to replace some of this land with biodiverse rich park land, with better connections, to create an extension to Stratfield Brake.



Connecting public spaces

The land to the east of Oxford Road has a housing scheme planned in the northern part with sports and recreation fields to the south. The pedestrian route through this lower

part will terminate at Oxford Road. There is an opportunity to connect this across the road and though our site across to Stratfield Brake with new pedestrian crossings, creating a fully accessible public realm far larger than the existing inaccessible farmed land.



Photos of the site's existing condition

OUR OPTIONS



Oxford United have conducted an extensive land search for a site suitable for a new stadium in close proximity to Oxford.

As part of this, an Alternative Sites Assessment has been undertaken. This was to understand if there are any other sites available that could accommodate the club in and around Oxford.

Finding the right site

Stage 1: Within seven miles of the Kassam Stadium

The starting point for the site search was to align with the criteria set out by the English Football League (EFL) for relocating clubs, as Oxford United are also required to obtain approval from the EFL for any relocation of the club's Stadium to a new site. The most stringent constraint is a requirement that the location of any new stadium remains linked to the City of Oxford. In practice, the EFL have set this limit at about seven miles from the old ground.

Stage 2: 64 options considered

Our initial assessment identified 64 potential sites within the seven-mile radius, which were then reviewed against a number of key criteria.

Stage 3: Planning constraints

The team, including flood risk, landscape and heritage consultants then looked at how each site measured up against a number of constraints.

- Availability of the land
- Site area and land use
- Accessibility and transport connections
- Planning history
- Viability
- General topography and state of the land
- Can the stadium be built without unacceptable environmental or visual impact

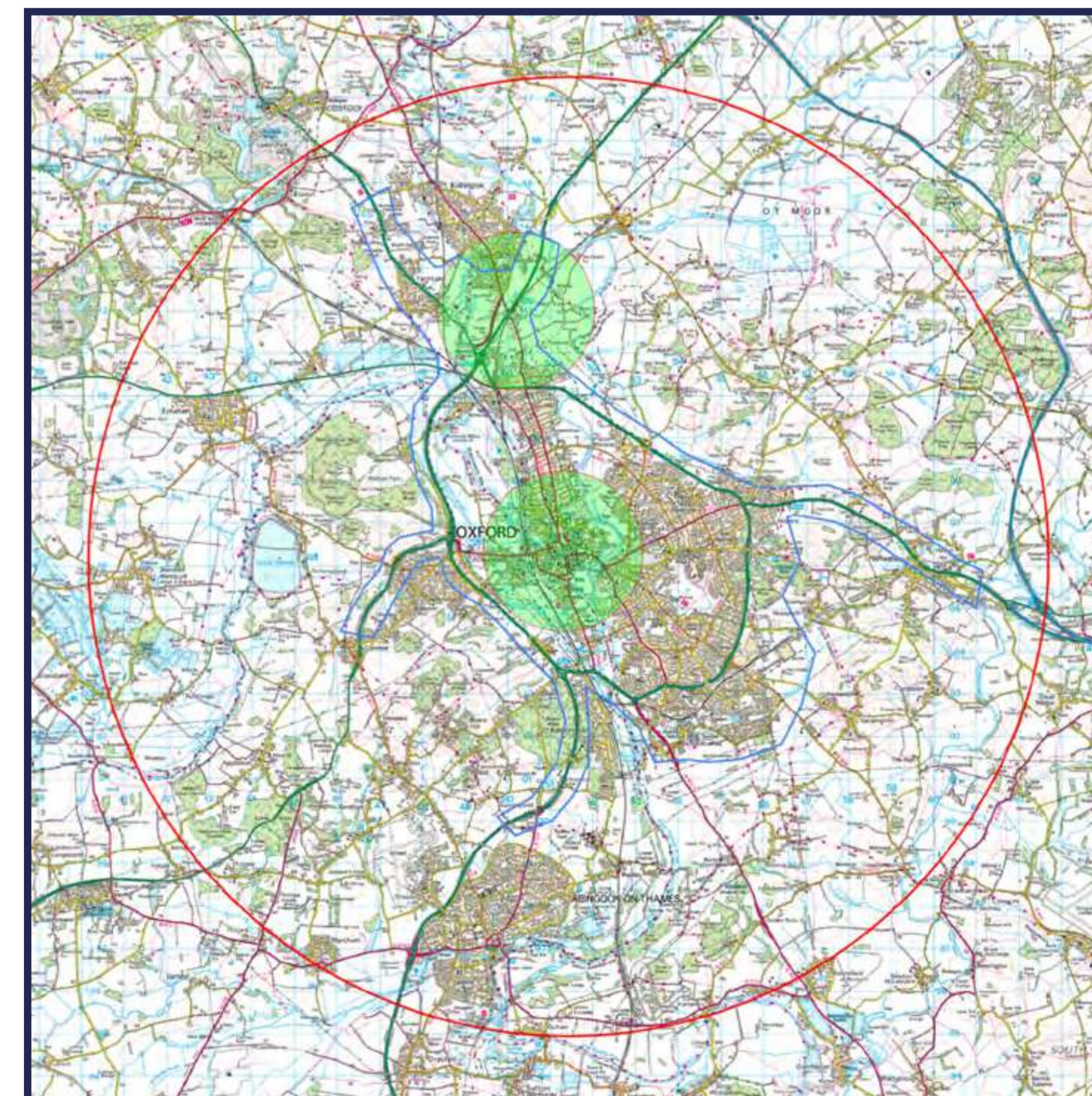
Stage 4: Outcomes

This research work demonstrated that only the Triangle site, south of the Sainsbury's roundabout, owned by Oxfordshire County Council, was feasible for advancement to planning stage, with all other potential sites either not available, not practical and not realistic to deliver the much-needed new stadium for Oxford United.

Green Belt Land

The Triangle is part of the Oxfordshire Green Belt. Under current planning policy, building within the Green Belt is not possible unless there are very special circumstances to justify the development proposed. Very special circumstances include situations where the benefit to the community outweighs some loss of Green Belt or where the denial of permission to build would cause a loss to society.

In this case, the ability of Oxfordshire's only professional sports club to continue playing in its home area qualifies as a very special circumstance. The lack of alternative sites available to relocate to, together with the significant benefits the proposals will deliver, justifies bringing forward this Green Belt site for sports use.



A seven mile radius is considered the furthest a club can move from its old ground

OUR PROPOSALS



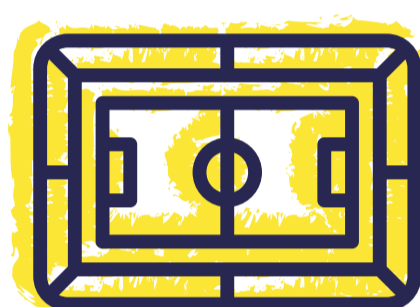
The starting point

Our early objectives, based on the club's current ambitions and aspirations, focused on creating a 16,000 capacity stadium with commensurate facilities and amenities to offer quality sports provision as well as new commercial and community facilities.

Where we are today

In developing the designs we have created highly sustainable proposals which will create a best-in-class visitor experience, with a commercial offering that safeguards the financial viability of the club, and delivers quality sports facilities and amenities for the community.

Our plans for the site include



16,000 capacity stadium



180-bed hotel, restaurant and café for visitors



Community spaces for meetings, educational activities and charity events



Active health and wellbeing facilities



Hospitality spaces for matchday and non-matchday conferencing and events



A new landscaped public garden, with pedestrian and cycle connections to the surrounding area



Outdoor community and multi-functional plaza



Club retail shop

A new destination

The complex will be a single building, complemented by new landscaping and community-focused public spaces. It will contain the stadium, spectator and players facilities, hospitality and conference and exhibition spaces, a hotel and retail and restaurant space. The northern part of the stadium, next to the new plaza, will have a range of retail, restaurant and community spaces, including the Club Shop, Sports Bar/Café, Restaurant, Hotel Entrance, Gym, Health and Wellbeing Facility.

The hotel will contain 180 bedrooms. Half the bedrooms will overlook the surroundings and the other half will be inward looking. Two levels of the inward-looking rooms will have pitch views.

Better connections for everyone

The stadium will be better connected to public transport services and also create new connections for the wider community, with a new east to west pedestrian and cycle route, improved footway and cycleway links to Oxford Parkway station and the Water Eaton Park and Ride site, and enhanced pedestrian facilities along Oxford Road.

Whilst there will be some parking provided at the stadium, this will be to serve the hotel and non-matchday events function, with the only matchday parking consisting of 78 spaces for supporters in need of accessible parking. Fans will be expected and supported to transition to public transport, utilising the excellent public transport and park and ride options in the vicinity. This transition will be supported by club campaigns, potentially including free bus tickets, and additional bus services on matchdays.

A best-in-class stadium

The stadium will provide a fully covered 360 degree 16,000 capacity single tier rectangular seating bowl, with wheelchair accessible and ambulant accessible seating distributed at different floor levels. It has been orientated to optimise the sun angles in typical afternoon games with the sun setting behind the main West Stand.

The West Stand will provide a large hospitality lounge with a view of the pitch in one direction and a large picture window overlooking the local countryside in the other. This space will offer buffet and sit-down meal options for matchday guests. These spaces combined will also provide non-matchday events and conferences to be held allowing for business and community events alike all year round.

Welcoming and inspiring

The stadium has been designed with accessibility in mind, reducing barriers to participation and involvement. From the range of new wheelchair stands, new lifts, to the accessible parking spaces planned, we want everyone to be able to comfortably visit our new home.




And with the women's league and cup fixtures to be played here too, our stadium will serve every part of our club equally.




CREATING AN UNFORGETTABLE PUBLIC REALM



The creation of new public gardens and green spaces is intended to ensure that the stadium becomes a biodiverse space, where nature, sports, community and commercial offerings combine, whilst respecting and enhancing the existing biodiversity, flora and fauna found in the area.

Landscaping vision

-  The vision is to incorporate flexible multi-functional spaces that can be enjoyed whether or not it's a matchday.
-  Creating useable and publicly accessible green space to the north of the site at the closest point to Kidlington, with a new public plaza to enjoy and relax in.
-  Create areas for fans to congregate pre and post game that also have the flexibility and adaptability to be used by the community on non-matchdays, host events and provide places of interest all year round.

-  Connect the stadium to the wider countryside, woodlands, canal walks and nearby villages and communities in a way that is attractive, safe, and enjoyable for walkers and cyclists, while also promoting environmental and cultural stewardship.
-  Designing the public realm to manage and direct fans arriving at the stadium. The intention is to create a safe and welcoming environment that is nonetheless an unforgettable experience.
-  Existing trees will be retained wherever possible, and with 128 new trees, there will be an overall increase in the number of trees on site.



The new public plaza

The new public square, directly outside the stadium, provides a welcoming open space for both the community and supporters of the club to gather and socialise throughout the year as well as before and after matches.



Designed with the ability to accommodate village fairs, farmers markets, and other similar events, the plaza can easily be equipped with temporary stalls, booths, or stands. The space is adaptable and can be configured to suit the needs of different vendors and activities.

Between the garden and plaza are three willow arches made from willow farmed from the previous site tenants. These willow arches create a soft boundary transition between the two spaces.

The relocated Oxford United Ox also finds a new home in the plaza alongside raised planter benches set with a Cotswold buff coloured surfacing in keeping with the Oxfordshire setting



New gardens

The gardens will be a natural space rich with biodiversity, nestled to the north of the new public square offering a green extension to the plaza.

Existing trees are preserved and complemented with new native scrub planting to form a natural boundary, enveloping the garden and providing a sense of enclosure and privacy.

At the northern point of the garden stands a sculptured earthworks mound, which serves as a prominent focal point and destination within the space.

Two spaces located at either end of the garden offer gathering points, at its centre lies a large natural pond providing an abundance of habitats.

The arrival experience

The arrival experience seeks to create unforgettable experiences for visitors on matchdays and non-matchdays. The design prioritises movement and wayfinding, safely taking visitors on a journey from transport access points to the stadium entrances, passing through moments of history, nature, community and excitement.



OUR APPROACH TO ENSURING SUSTAINABLE TRAVEL



The main objective is to encourage supporters and staff on matchdays to use more sustainable, healthier and lower carbon transport options whilst achieving an overall reduction in car travel. The club has an aim that 90% of fans will travel to the Stadium by sustainable modes of travel.

The transport strategy has been developed to help achieve this vision and promote sustainable travel to fundamentally change the travel behaviour of fans from driving in a private car to travelling by more sustainable means including public transport, walking, and cycling.

This work is underpinned by a detailed understanding of the origins of the Oxford United supporters and a comprehensive assessment of the travel demands of the home supporters, away fans, teams, staff, supporting operators and users of the associated facilities.

The majority of our fans live within 20 minutes walk, cycle, or on public transport of the new stadium.



Reduce the need for car travel

To encourage the use of public transport, we will consider initiatives such as offering free bus ticket incentives to encourage bus use. In the interim, whilst this becomes the norm, we have identified sufficient capacity within a number of Park and Ride locations to serve all fans.



Improve sustainable transport for increased walking, cycling, bus and rail use

We intend to provide over 700 secure cycle parking spaces at and around the stadium, alongside EV charging points, accessible parking spaces, and an enhanced bus servicing during matchdays.



Improve public transport connectivity

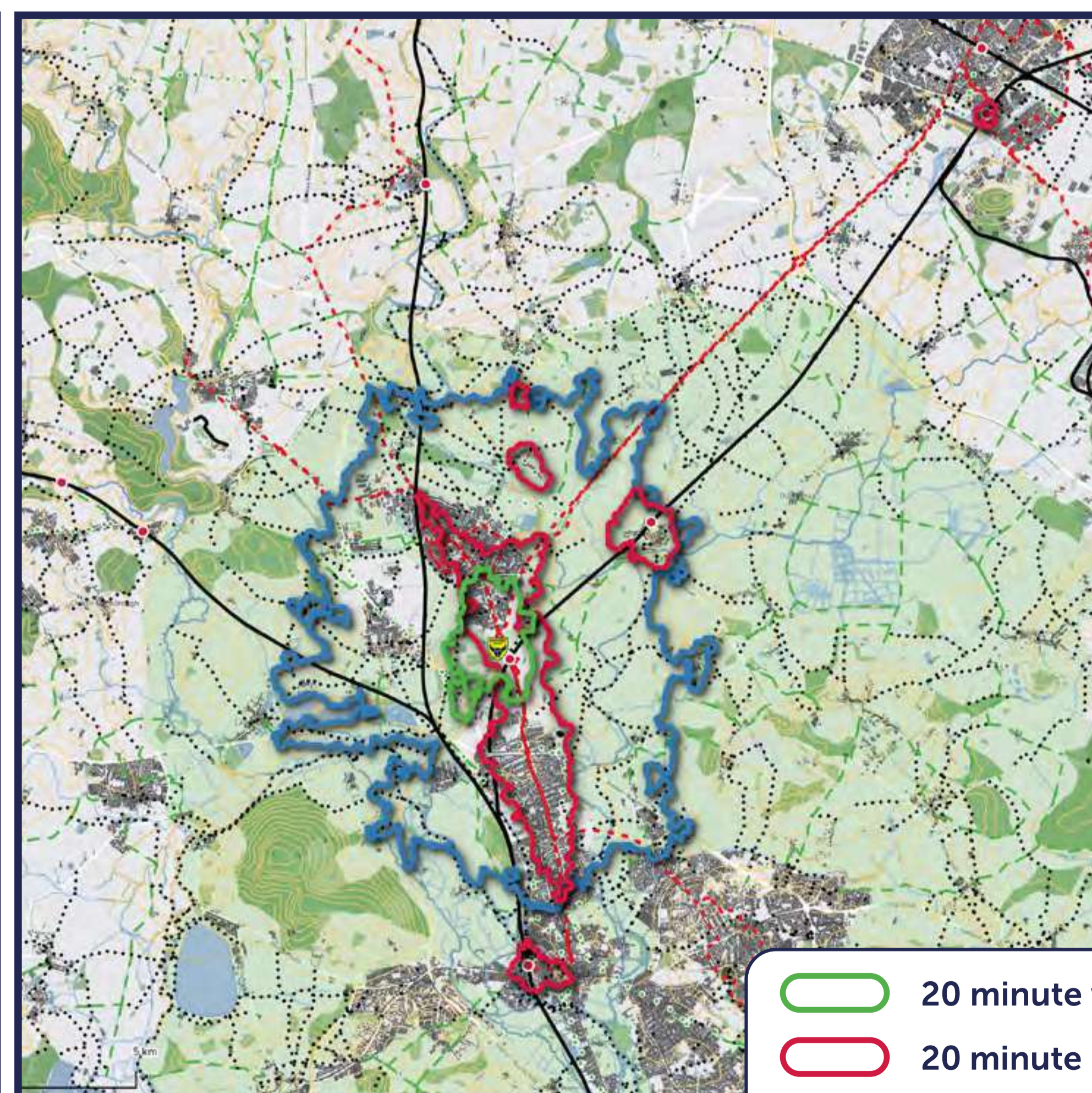
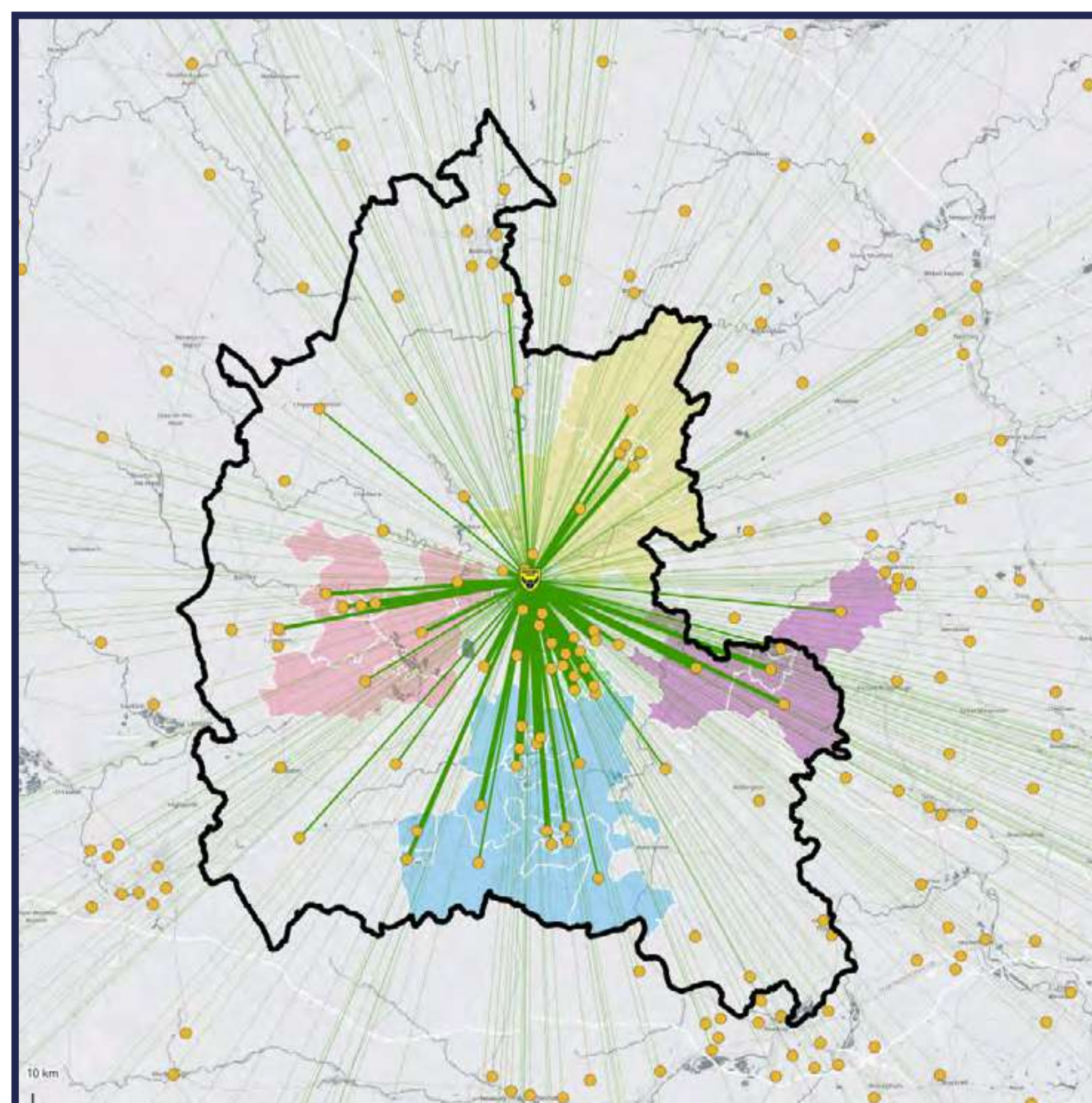
We will improve pedestrian and cycle routes, with better connections to Oxford Parkway

railway station and Park & Ride, including new stepped access from Oxford Parkway to Oxford Road.



Listen to the community

We will set up a transport and travel forum with stakeholders and public transport operators to continuously work with the club and the local authorities to manage connections around the stadium.



- 20 minute walk
- 20 minute public transport
- 20 minute cycle

Onsite parking



There are exemplary transport connections around the site, but we will also include 78 accessible parking spaces to serve visitors who need them, with a further 106 standard spaces for the hotel and non-matchday visitors.

The majority of our fans live within 20 minutes walk, cycle, or on public transport of the new stadium.

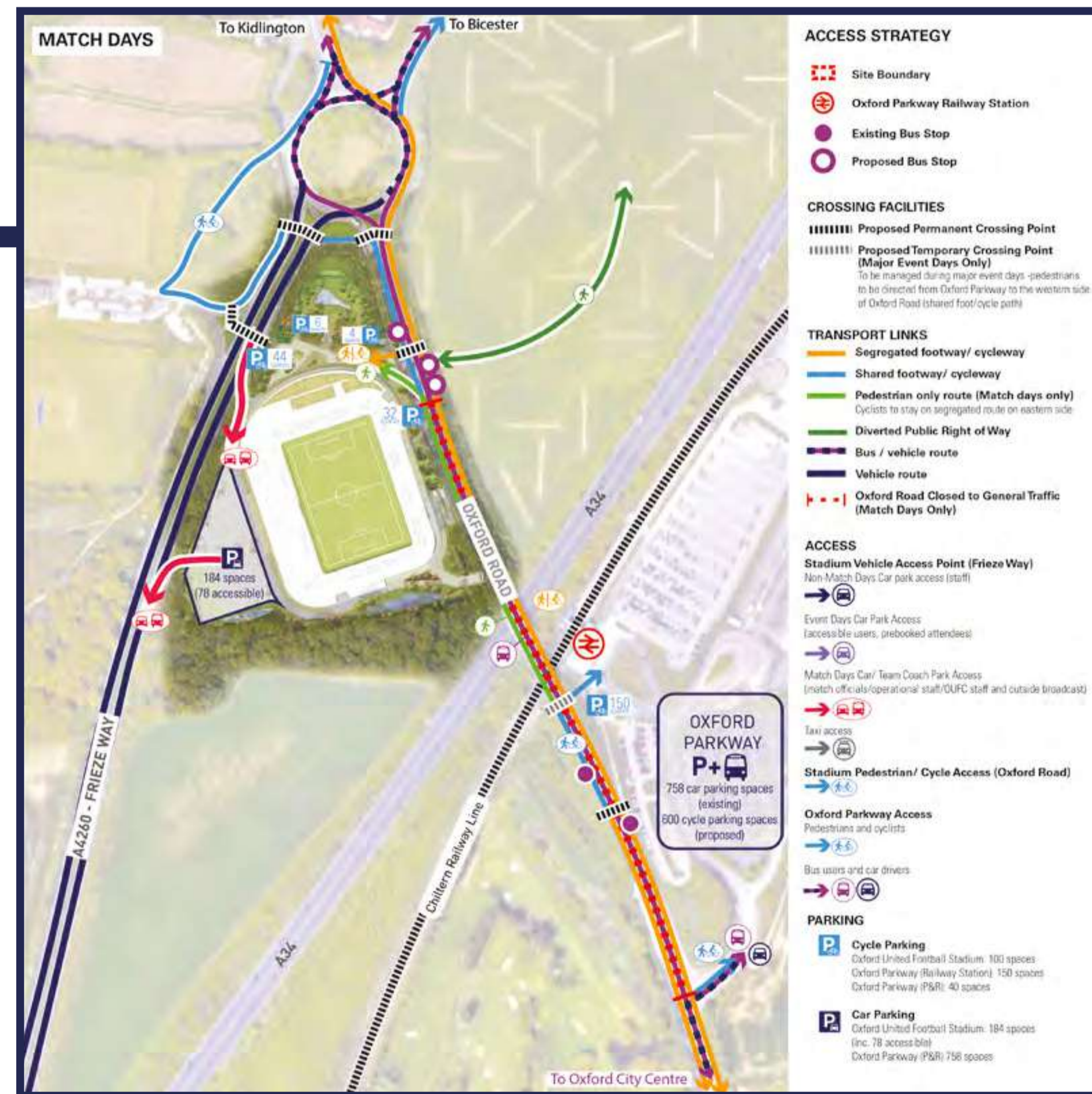
A COMPREHENSIVE TRANSPORT STRATEGY



The use of the stadium will vary depending upon the event, the profile and importance of the football game, and the day of the week. We have prepared robust strategies for all options.

Walking and Cycling

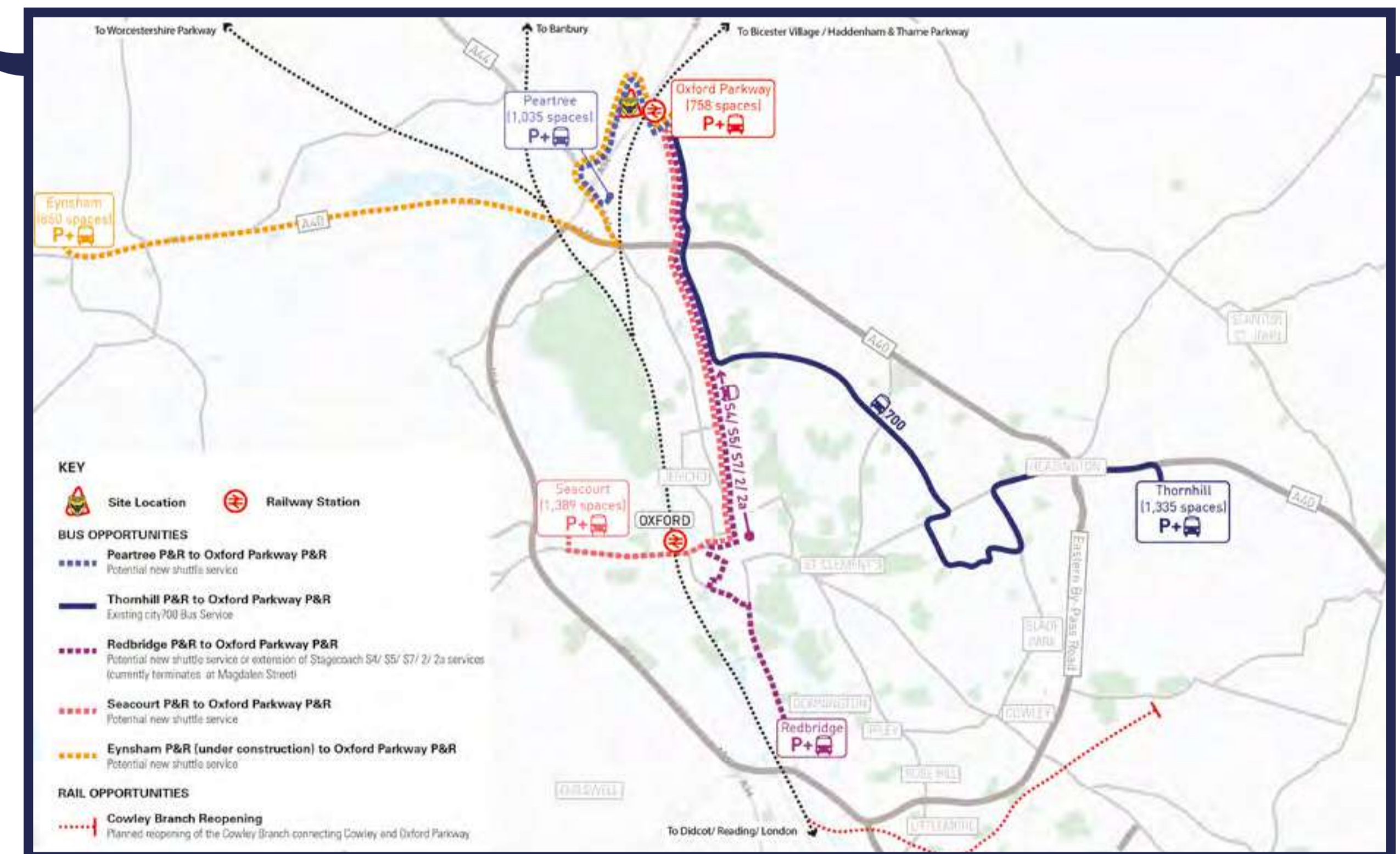
- Provision of 100 Sheffield stands onsite with access to a further 600 spaces at Oxford Parkway, including electric bike charging
- New and improved pedestrian and cycle routes to/from the Stadium from/to Oxford Parkway, including signage and lighting to provide safe route to access; cycle parking, bus services, rail services and taxis
- A new stepped access to Oxford Parkway from Oxford Road
- New pedestrian crossings on Oxford Road and Freize Way



Access to the stadium

Public Transport

- Club Website and Matchday programme to include travel information regarding bus and train travel including location of bus stops and access routes on matchday, with live transport updates available
- Working with Public Transport Operators and OCC to create an integrated public transport ticket that will be included as part of Season Ticket and Matchday ticket packages to encourage public transport use to the Stadium.
- New bus stops for the existing bus services passing the stadium (bus service 700 and S5)
- Increased frequency and longer operating hours of public bus services to the Stadium on matchdays
- Supporter matchday shuttle buses from Park & Ride sites to intercept supporter vehicle trips
- Improvements to Oxford Parkway Park and Ride interchange facility
- Work with supporters' associations and clubs to organise away supporter coaches and provide coach parking through agreement with OCC at Oxford Parkway. Supporter coach services will be provided a dedicated drop off at Oxford Parkway Park and Ride
- Support for Cowley branch line reopening



Public transport and park and ride options

SAFELY MANAGING MATCHDAYS



Matchday Crowd and Traffic Management

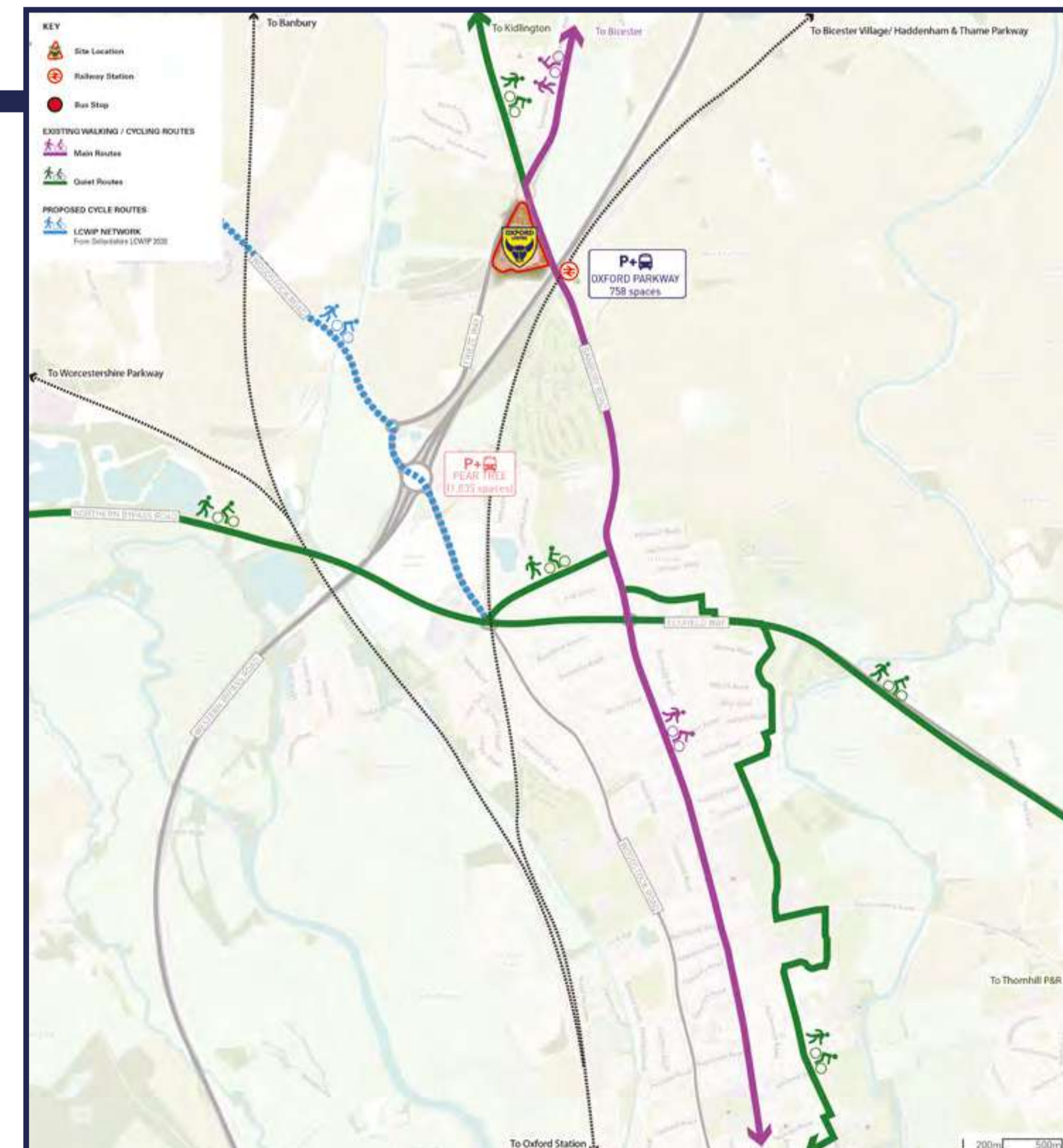
- Oxford Road will be closed to traffic for an hour before a match and up to two hours afterwards. This will improve pedestrian safety and access. A full vehicle closure is proposed for the first 20 minutes before and after a match to enable the crowds to arrive and make their way home via walk, cycle, the buses waiting on Oxford Road and at Parkway and rail
- Matchday stewards at the Stadium, Plaza, bus stops on Oxford Road and at Oxford Parkway to manage and facilitate the safe movement of supporters between the Stadium and services at Oxford Parkway
- Controlled Parking Zones up to 2km from the Stadium on matchdays in Kidlington and North Oxford to prevent supporters travelling to stadium by car and parking on nearby residential streets. The County Council is already considering introducing controlled parking zones in the area due to the housing developments that have been approved on the neighbouring sites
- Variable Message Signage on routes to the Stadium advising of football match and availability of Park and Ride car parks to direct supporters to Park and Ride sites and enable other road users to plan their routes accordingly



Temporary matchday closure and diversion route

Access and Vehicles

- Supporters will be advised that no car parking is available at the Stadium (aside from accessible and operational spaces) when purchasing a ticket
- On site parking will be reserved for accessible users, match officials/operational staff/club staff and outside broadcast on matchdays
- EV charging for 25% of the car parking spaces across the site. Passive provision (ducting/base infrastructure) will be installed for all spaces to allow further EV capacity to be rolled out in future as required
- Parking, including accessible parking, will be accommodated on site through a booking system. This will be managed through ANPR, signage and active enforcement
- Non matchday taxi drop off is provided in the Plaza to the north of the Stadium. Matchday taxi drop off and pick up will be accommodated within the stadium car park and at Oxford Parkway. No taxi parking will be provided on Site



These walking, and cycle improvements provide connections to Oxford Parkway, Oxford, and Kidlington.

ADAPTABLE TRANSPORT PLANS FOR DIFFERENT EVENTS



Normal Day



Matchday



Major Event Day

SUPPORTING THE OXFORDSHIRE ECONOMY, SKILLS AND TRAINING



Oxford United brings more than professional football to the county. A combination of its own employment and turnover plus the matchday spend of its home fans and visitors brings millions of pounds to the Oxfordshire economy. We believe that our new stadium is both a sporting and economic opportunity for the whole of Oxfordshire.

A plan for success



The new stadium will generate more revenue for the club, ensuring its continued financial security.



The club will continue its existing social investment activities in east Oxford from its longstanding training ground, which is being invested in, for the benefit of the club and community.



We will partner with local organisations to facilitate recruitment in Oxfordshire during the build phase and to stage job fairs for the permanent jobs available from the start of the 2026 season.

Once completed, the stadium complex will bring:

**320 FULL-TIME
AND 142 INDIRECT
POSITIONS**

**£27M ANNUAL
CONTRIBUTION TO
THE LOCAL ECONOMY**

**£5.8M ANNUAL
OFF-SITE SUPPORTER
SPENDING IN THE
LOCAL ECONOMY**

**£280K ANNUAL
BUSINESS RATE
REVENUE**

The construction of the stadium will bring:

**AT LEAST 20
APPRENTICESHIPS
FOR LOCAL RESIDENTS**

**OVER 210
CONSTRUCTION JOBS**

**OVER £100M
IN INVESTMENT**

Continuing to be a local leader for education and innovation

Our new stadium will provide flexible educational and community facilities within the site, enabling the stadium to become a hub for local people and the community as they take part in a wide range of activities, including skills and training.

We intend to supplement this with an apprenticeship partnership with local schools, colleges and universities, and continue and enhance the club's outreach work within Oxfordshire and the Blackbird Leys area, including the club's training ground facilities at Horspath Road to further increase education and community outreach.