

7, Chesterton Court  
Chesterton  
Bicester  
Oxfordshire  
OX26 1UP



17 December 2019

Ms Clare Whitehead  
Case Officer, Development Management  
Cherwell District Council  
Bodicote House  
Bodicote  
Banbury  
Oxfordshire  
OX15 4AA



Dear Ms Whitehead

Ref Great Lakes UK Ltd – Planning Application no 19/02550/F

I strongly object to this planning application.

The proposal is not in accordance with the local development plan and having been to one of Great Lakes' presentations, I cannot see any material considerations that would warrant planning permission to be granted – even with any amendments.

My objections are based on Traffic and availability of suitable labour

To make this development viable there has to be a substantial increase in traffic and if the resort demonstrates a return on the initial investment, we can expect further development applications, further impacting the surrounding villages. Despite improvements to the A34 / M40 interchange, queuing traffic still happens daily at that pinch point which is particularly hazardous at the M40 exit. Both local and central government will be required to foot the bill. There also existing traffic pressures at the Middleton Stoney / M40 interchange.

The existing retail centres and hotels together with the local supermarkets all draw upon low or unskilled labour to sustain their enterprises. Great Lakes UK Ltd will need to draw from the same labour pool. The shortage will need to come from somewhere outside the community, irrespective of the applicant's absurd suggestion they will be bused into the resort to lower traffic levels. I understand Cherwell District Council has a strategic aim of prioritising Knowledge Based business investments. It has to, because the price of housing is beyond affordability for this sector of employee currently living in the neighbourhood.

Great Lakes UK Ltd make no secret that they want to attract holiday makers from outside the wider community and hold them on site to maximise returns. And paradoxically if the holiday makers left the site to visit Bicester Village for example, they add to the traffic levels again and put pressure on the Village by flooding them with customers whose primary visit to the area is to spend at Great Lakes. To me this project will further oblige Bicester Village to increase its car parking again and increase staff shortages to cope with overcrowding.

Great Lakes UK Ltd's proposal adds no benefit to the area. In fact the enterprise would be a major burden on the existing road infrastructure, undermine existing employers and run contrary to Cherwell District Council's own objectives in serving the community that elected it.

Yours sincerely

Roger Bottomley