

Introduction

The Experience Quarter offers a landmark opportunity for Bicester to become a world-leading destination to celebrate the past, present and future of automotive and aviation culture. The site will host guests from the local community as well as national and international visitors.

The Quarter will become home to a collection of inspirational automotive, aviation, cycling and activity brands set within cutting-edge buildings and landscape.

This new hub will provide unrivalled facilities, including an active airfield, driving training and handling tracks, as well as walking and cycling trails, enabling businesses to showcase their brand and technology.

Planning Policy

The Experience Quarter is located within the area designated as Policy Bicester 8 in the Cherwell Local Plan 2011-2031 as a Strategic Development site for heritage tourism uses, leisure, recreation, employment and community uses.

The application has been subject to several years pre-application engagement working with Officers. We thank them for their engagement and welcome the positive recommendation with no technical objections.

We have engaged with stakeholders throughout the planning process and have sought to address any concerns where possible.

Benefits and Opportunities

The proposal provides a significant range of benefits and opportunities on a local, regional and national scale.

Community Benefits

- The public will be able to explore the historic site and participate in multiple activities.
- The Experience Quarter will provide inspirational experiences and opportunities for all.
- It will create skilled apprenticeship and employment opportunities in automotive technology, leisure and business.
- It creates a long-term management plan for ecology and bio-diversity on the site.
- It provides significant transport network improvements for a local workforce.

Regional and National Benefits

- It supports a sustainable future for a significant heritage asset.
- It supports continued aviation on the site historic, present and future.
- It will provide Bicester with dynamic international exposure as a world-leader in Motion.
- It will provide major investment and growth opportunity on a local, regional and national level, and attract world-leading businesses to Bicester.
- Help boost the economy and supporting recovery post Covid-19, particularly in the challenged leisure and tourism sector.
- The economic impact by the proposed construction expenditure is £44 million with close to 600 jobs supported in the UK economy. (Oxford Brookes – Economic Benefits Assessment)
- The economic impact by estimated visitor expenditure is nearly £17 million with 322 jobs supported in the UK economy. (Oxford Brookes – Economic Benefits Assessment).

"A major investment in a development such as this would be a vote of confidence for the UK tourism sector. A world-class development can put a destination on the global map. We therefore support both development and planned growth that could aid an industry that accounts for 10% of all jobs."

Andrew Stokes England Director - Visit England



"This new development will open up countless opportunities for Bicester and Oxfordshire and create significant benefits locally and nationally – including economic growth, training/job opportunities and new cultural leisure activities for residents and visitors alike."

Nigel Tipple Chief Executive - OXLEP

