

# Comment for planning application 23/01085/F

<b>Application Number</b>	23/01085/F
<b>Location</b>	Bicester Heritage Buckingham Road Bicester
<b>Proposal</b>	RETROSPECTIVE - Change of Use of land to allow for aviation, vehicle exercising and other uses/events
<b>Case Officer</b>	Rebekah Morgan
<b>Organisation Name</b>	Hayley Beer-Gamage
<b>Address</b>	Experience Oxfordshire, Unit B At Site C, Langford Locks, Kidlington, OX5 1HZ
<b>Type of Comment</b>	Support
<b>Type</b>	neighbour
<b>Comments</b>	<p>I am writing to you regarding the proposal for the Bicester Motion Experience Quarter.</p> <p>Experience Oxfordshire (EO) is the official Destination Management Organisation (DMO) for Oxfordshire, with a remit to promote, grow and develop the visitor economy in a productive and sustainable way. We are also the VisitEngland nationally accredited LVEP (Local Visitor Economy Partnership) for Oxfordshire which means we are part of the national portfolio of strategic and high-performing DMOs working locally and nationally on shared priorities and targets to grow the local visitor economy.</p> <p>Prior to the pandemic Oxfordshire's visitor economy was worth 2.3 billion per annum and supported over 40,000 jobs across the county. More specific to this application, prior to the pandemic the value of tourism to Cherwell was 495 million per annum, attracting 8.2 million visitors per year and supporting over 8,786 jobs which is 12% of the employment across the district. It is a vitally important sector for economic development, jobs and prosperity.</p> <p>This application seeks to regularise the ongoing use of the airfield perimeter track and associated land at the former RAF Bicester airfield (now the 'Bicester Motion site') for various aviation, vehicle exercising and other event functions which have been occurring on the site since 2013 (when Bicester Motion acquired the site). These functions have helped establish and maintain Bicester Motion as one of the most successful and diverse leisure and tourism offers in Oxfordshire. Furthermore the visitor economy has not yet fully recovered to pre-pandemic revenues with a loss in value still of over 30% and having a high performing high quality events offer at Bicester Motion is essential not only to continued economic recovery, but also continued employment opportunities in the locality.</p> <p>The site has proven success in delivery high quality events for the community taking care and consideration to local impact. The continued use of the site in this way aligns with many of Experience Oxfordshire's ambitions including;</p> <ul style="list-style-type: none"><li>- Encouraging and enabling the exploration of our cultural treasures across the county by local people</li><li>- Increasing overnight stays from both international and domestic visitors ensuring an increased spend per visit</li><li>- Encouraging visits that offer the best balance of impact and contribution to the county</li><li>- Spreading the tourist season throughout the year to decrease the impact of seasonality and to encourage visitors to explore the whole county of Oxfordshire</li><li>- Driving growth and recovery across the visitor economy</li></ul> <p>Ongoing benefits also include (but are not exclusive to); offering a wide range of activities for all ages and abilities, promoting learning and cultural experiences alongside preserving heritage assets and Supporting health, wellbeing and mobility.</p> <p>Experience Oxfordshire support this application and would encourage the Council to consider its approval as a high quality asset in the Cherwell area that will aid recovery and growth of the visitor economy. With a proven track record of managing effectively and responsibly it is clear that Bicester Motion will continue to develop their programme in a considerate way and offer a truly unique product here in Oxfordshire.</p>
<b>Received Date</b>	13/06/2023 14:00:49
<b>Attachments</b>	