

03

APPRAISAL /
ASSESSMENT

This section of the DAS examines the planning policy context, social and environmental issues relating to the site and the surrounding area. It provides information on technical issues (for example, movement, ecology and drainage) identifies issues to be addressed and opportunities that arise in the design of the site.

3. Appraisal / Assessment

3.1 Planning Policy and guidance

3.1.1 Cherwell Local Plan

The site is allocated for development in the [Cherwell Local Plan 2031 \(Part 1\) Partial Review](#), which was adopted in September 2020 following a full consultation process and an 'Examination in Public'.

Along with a number of other 'PR' (partial review) sites, Policy PR6a is allocated to deliver housing that responds to Oxford city's established housing need. The policy is set out below.

POLICY PR6a (LAND EAST OF OXFORD ROAD):

Total Site Area: 48 hectares

Key delivery requirements -

- **690 dwellings (net) on approximately 25 hectares of land**
 - **50% Affordable housing as per the National Planning Policy Framework (NPPF)**
 - **Primary school on 2.2 hectares of land**
 - **Local centre on 0.5 hectares of land with provision for:**
 - Local convenience retail (A1) (between 350- 500 square metres net floor space area)
 - Ancillary business development B1 (a) and/ or financial and professional uses (A2)
 - A café or restaurant (A3)
- Community building for social and childcare facilities/ potential health services/ emergency services
 - Formal sports facilities, play areas, and allotments within development area
 - An extension of Cutteslowe Park on 11 hectares of land
 - A green infrastructure corridor on 8 hectares of land

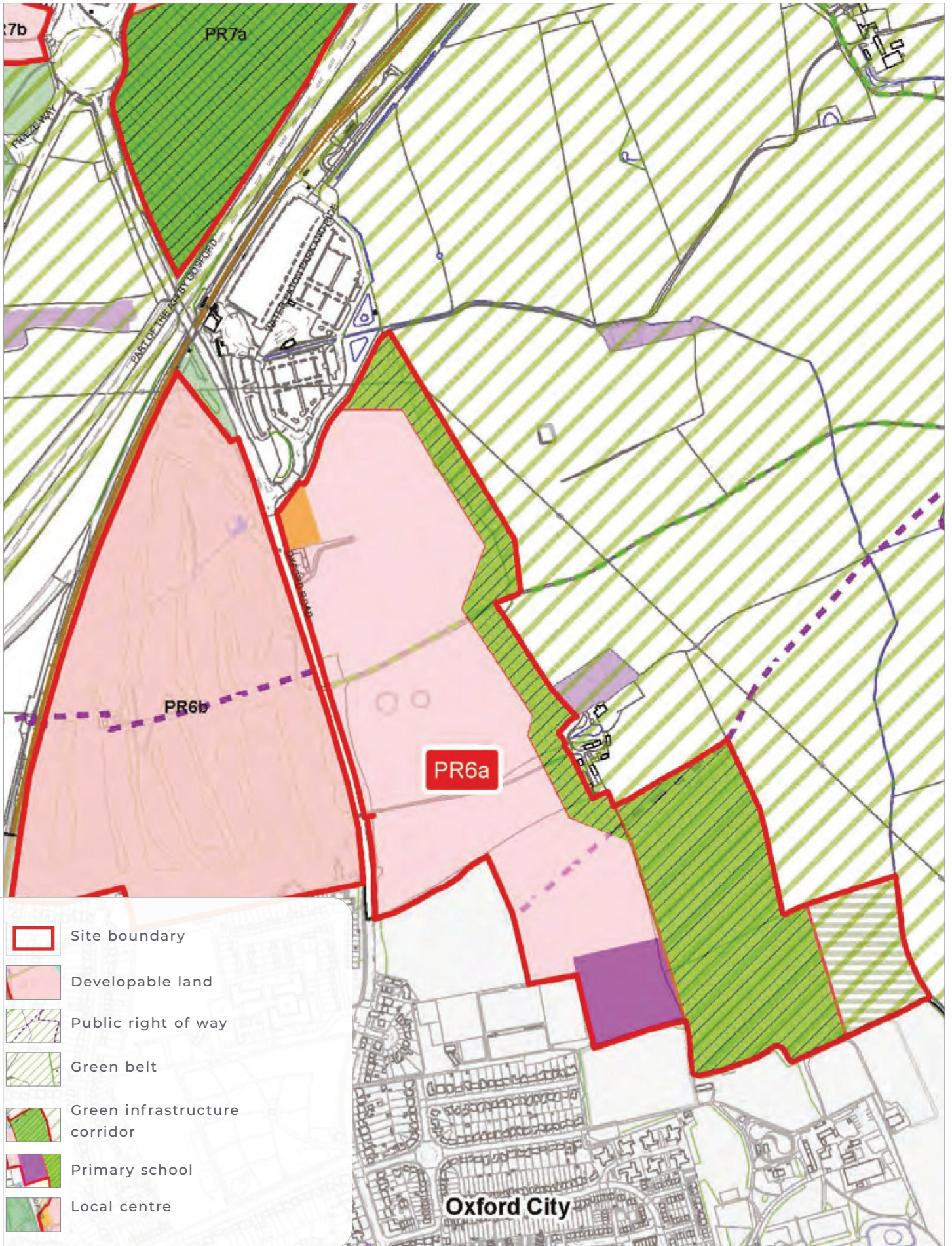


Figure 3 Cherwell Local Plan 2031 (Part 1) Partial Review





























3.1.2 Development Brief

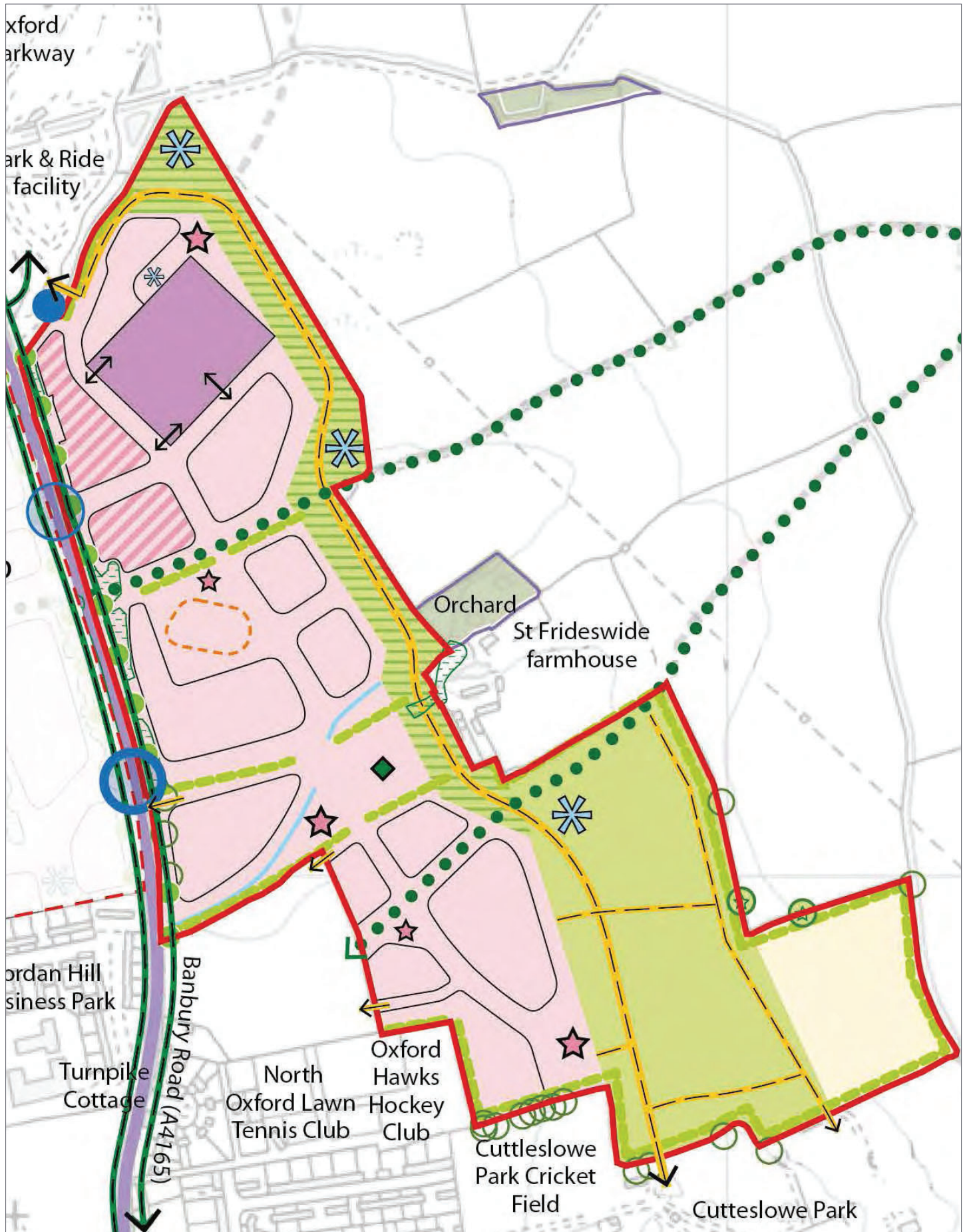
The Development Brief for PR6a has been prepared to guide the development on site in a manner that supports the aims and objectives that were laid out in the LPPR spatial strategy for North Oxford. It has been subject to public consultation and was adopted on 7th of September 2022. Christ Church made comments to the Council during the consultation for the Development Brief. The brief has been considered as part of the preparation of the outline planning application.

The brief aims to provide a set of comprehensive design principles that are informed by the contextual information relating to the site and the opportunities and constraints offered by the site.

The Development Brief provides a broad guide for how development on this site should come forward, but allows departure from the plans and principles where there are good reasons to do so.

Where the outline application differs from the plans and principles in the Development Brief, the DAS sets out the rationale for this.

	Site boundary
	Site boundary of adjoining sites
	Residential
	Primary School use*
	New green open spaces/ parks
	Green Corridor
	Retained agricultural land
	NERC Act S41
	Mixed use
	Priority Habitat inventory
	Retained/ new hedgerows
	Retained trees
	Veteran tree
	Moderate quality group of trees to be retained where possible
	Formal avenue of trees
	Anglo Saxon Barrow area of preservation
	Indicative SuDS feature
	Drainage attenuation features (indicative location)
	Play areas (indicative location)
	Allotments
	Bus priority route
	Primary vehicular access point (all movements) subject to highway testing
	Secondary vehicular access point (left in and left out) subject to highway testing
	Vehicular egress only point
	School access**
	Existing public right of way
	Strategic cycle route
	New public walking and cycle routes



* School site location subject to further detailed assessment
 ** Subject to highway testing

Figure 4 Excerpt from the Design Brief

3.1.3 Cherwell Design Guide

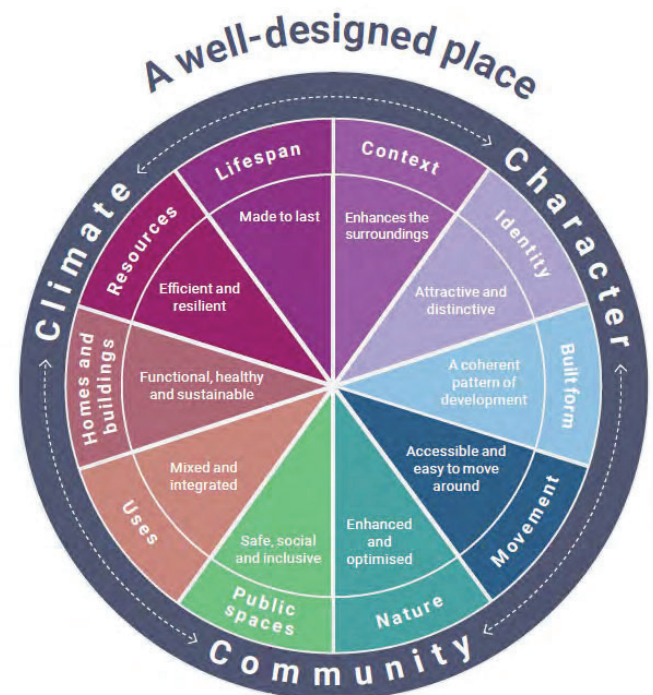
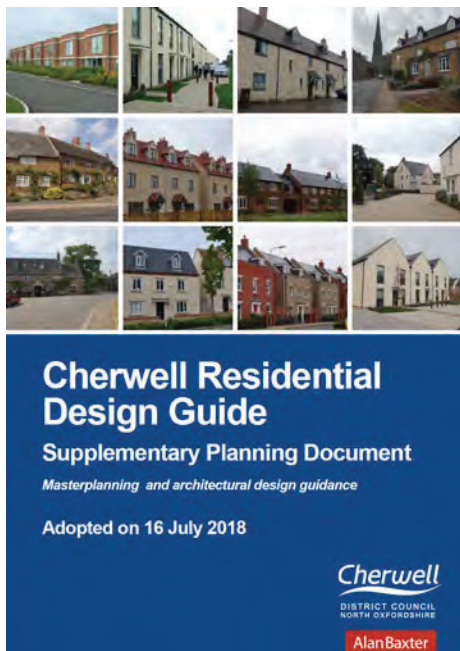
The Cherwell Residential Design Guide (CDG) was adopted on 16th July 2018. The site sits within Cherwell district and whilst it adjoins Oxford city, the CDG is a material consideration.

The CDG has been used to inform the proposals, although design considerations identified in the Development Brief also provide a guide to the local character and development principles for the development, at a fine-grain level.

3.1.4 National Design Guide

The National Design Guide (NDG) sets out 10 characteristics of well-designed places, which together deliver the character of the place, nurture and sustain a sense of community and work positively to address environmental issues affecting climate.

The 10 characteristics have been used to check that all aspects of the proposals have been considered, and that the outline proposals represent the best design possible in this location.



3.1.5 Building for Healthy Life 12

Building for Healthy Life 12 (BHL) provides a framework for testing emerging designs. The proposals have been subject to internal review against the criteria for BHL during the design process. This has enabled changes to be considered that would improve the outcomes for healthy living. The final (outline) proposals are assessed against BHL criteria in Appendix 1.

3.1.6 Other Guidance

The proposals have been considered in relation to other relevant national and local guidance, including Manual for Streets, and the Oxfordshire County Council's guidance on designs for schools.

The scheme is also assessed against other industry standards agreed between Bellway Homes Limited and Christ Church, Oxford.



3.2. Socio-Economic Assessment

3.2.1 Demographics/ Social Analysis

A brief summary of findings associated with population and economic effects of the Proposed Development in relation to the Partial Review Policy PR6a allocation for the Land East of Oxford Road in the Cherwell LPPR is provided below.

This includes the impact of the new development against various population receptors which include:- Economic activity, housing, education, healthcare facilities, open space, formal sports off-site, access and connectivity.

Further information is contained in the Environmental Statement (ES) that accompanies the planning application.

- *The study area considered included nearby areas in Cherwell and Oxford, including the wards of Kidlington East, Wolvercote and Summertown.*
- *The study area population comprises predominantly 50-64 year olds, with 35-64 year olds comprising about 40% of the population.*
- *Health in Cherwell and Oxford is better than average, although health inequalities between certain areas are pronounced.*
- *Oxford has a high demand for affordable housing, with substantial unmet need to which the site will contribute.*
- *Local Plan policy identifies that the allocation of PR6a and PR6b will require additional primary school demand to be met locally. There is a policy requirement for a two form entry primary school to be provided on the Water Eaton site.*
- *For Secondary education, detailed analysis will be undertaken to review to agree the details of additional provision required. Appropriate mitigation will then be undertaken and/or provided for through a legal obligation for necessary financial contributions to ensure school place capacity can be delivered.*
- *Discussions with healthcare service providers indicate that additional capacity should be provided for through a financial contribution to existing healthcare services together with flexible space being provided as part of the community building provision at Water Eaton.*
- *The Cherwell Open Space and Play Areas Strategy 2020 sets out the requirements for open space provision in the area, and has been subject to further detailed discussion in relation to the site. Water Eaton is required to provide*

two local areas of play (LAP), one local equipped play area (LEAP), one combined LAP/ LEAP and one neighbourhood equipped play area (NEAP/ MUGA) with play equipment and a hard surfaced area set within a landscaped area.

- *Discussions with the local planning authorities indicate that a financial contribution should be made towards formal outdoor and indoor sports provision off-site (including formal sports pitches at Site PR7a).*

- *In order to ensure effective delivery of infrastructure and community building as the development grows, contributions will be required towards a Community Development Fund that would enable the engagement of a sessional community development team with associated activities and events budget, directly run by the proposed Stewardship Body for Water Eaton. This will be subject to discussions with the local councils in conjunction with the stewardship arrangements for the site.*

3.2.2 Health and Wellbeing

Health and wellbeing has been considered throughout the project. The development of the design has included work to review the proposals in relation to Building for Healthy Life (BHL) criteria, and has been informed by 'Putting Health in Place', guidance from the NHS and Public Health England. The proposals have also been subject to Health Impact Assessment (HIA) in accordance with adopted Oxfordshire guidance.

The HIA carried out for Water Eaton applies a broad socio-economic model of health that encompasses conventional health impacts such as diseases, accidents etc. along with wider health determinants that are vital to achieving good health and wellbeing such as local amenities and employment. It addresses both physical and mental health outcomes, and also considers equality and social impacts where possible.

Overall, there is a higher proportion of elderly and young population living within the ward study area compared to England average. Similarly, there is a higher proportion of young population than compared to average. Socio-economic statistics show that deprivation levels are low across all age groups, however, educational achievement falls below the relevant comparators. The average physical health of the population living within the study area is very good.

Analysis of local healthcare capacity shows that the majority of GP surgeries exceed the recommended patient list size per GP ratio, suggesting a lack of capacity for any increase in local demand for facilities.

3.3 Environmental Assessment

3.3.1 Development site context

Water Eaton (PR6a) is one of six strategic development sites allocated for new housing development to meet the growing needs for new homes in Oxford in the Cherwell Local Plan Partial Review (the PR sites listed below).

Along with Water Eaton and the Cherwell Local Plan Partial Review (LPPR) sites, [Oxford North](#) and the 'Croudace' site (both in Oxford City) will deliver new jobs and housing in north Oxford.

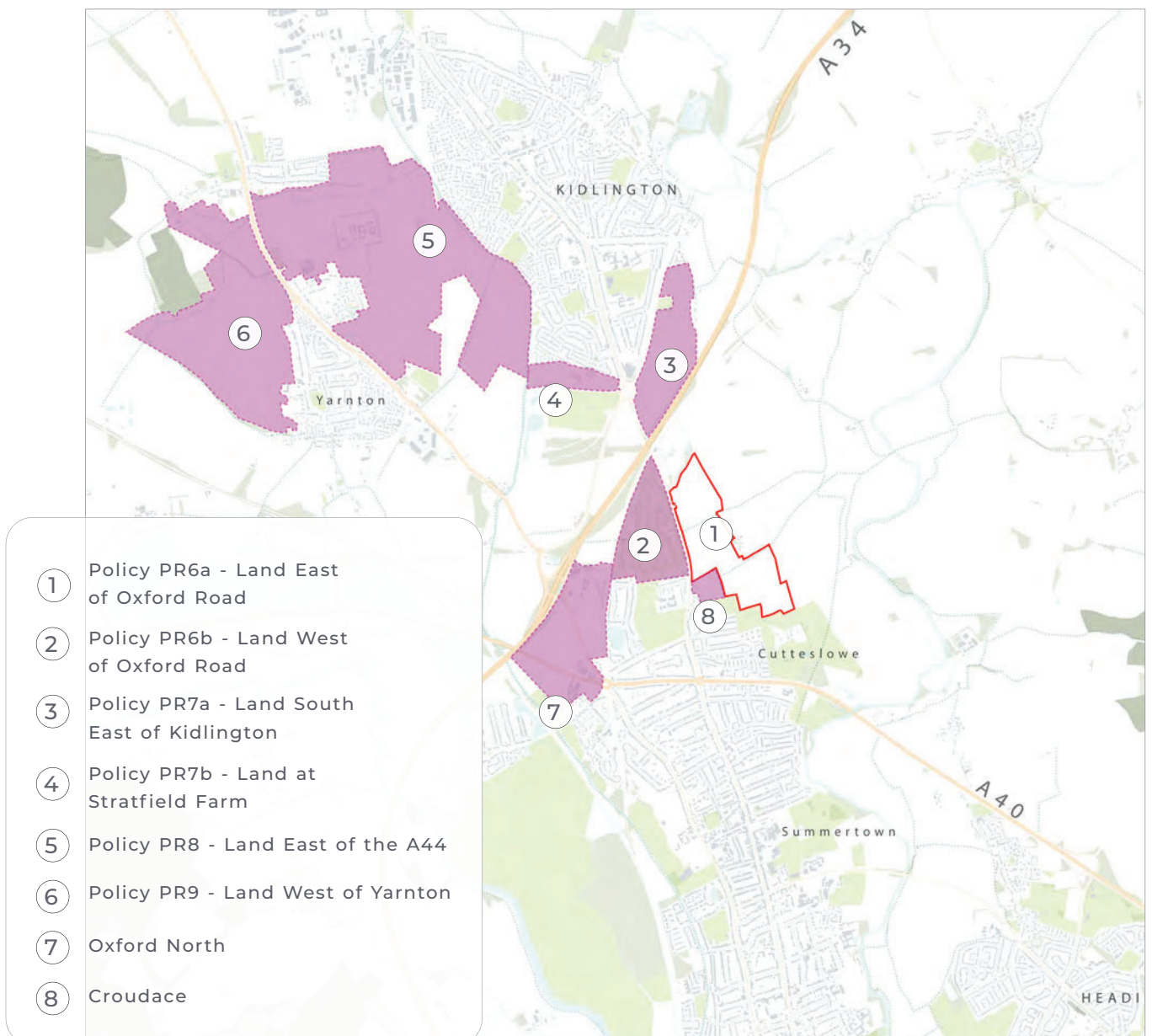


Figure 5 Development Site Context

Allocation Policies	Homes	Infrastructure / other
Policy PR6a - Land East of Oxford Road	690	Local centre, primary school
Policy PR6b - Land West of Oxford Road	670	Provision for required emergency services infrastructure, formal sports and play areas and allotments on site
Policy PR7a - Land South East of Kidlington	430	Formal sports pitches, 0.7 ha. of land for the extension of Kidlington Cemetery
Policy PR7b - Land at Stratfield Farm	120	Creation of a nature conservation area on 6.3 hectares of land
Policy PR8 - Land East of the A44	1,950	Provision of primary and secondary school with sports pitches, local centre
Policy PR9 - Land West of Yarnton	540	Extra care homes, community hub, sports pitches to enable expansion of William Fletcher School, and expansion of Yarnton Medical Centre
Oxford North	480	4,500 new jobs across circa 87,000 sq.m. employment area in form of offices and laboratories
Croudace	134	-

Figure 6 Table 1: nearby strategic sites and allocations

The majority of these sites are within three kilometres of Water Eaton and are well connected through the existing bus routes that run from Oxford city to Kidlington.

Together with the development sites allocated in the Cherwell LPPR, [Oxford North](#) lies to the south-west of the Site and is a consented proposal for mixed-use development on 64 hectares of land near Pear Tree Park and Ride, creating 480 new homes and jobs for the city of Oxford.

The '[Croudace](#)' scheme (just within the border of Oxford City Council) adjacent to the southern edge of the Site has been granted detailed planning consent ([planning application ref: 21/ 01449/ FUL](#)) for 134 new homes. The provision of infrastructure and services across these sites has been co-ordinated through provisions in the Local Plan, including wider educational provision

(for primary and secondary schools) and improvements to roads, junctions and public transport.

Provision of new infrastructure, facilities and services, to be delivered as part of the new development allocations, supplement existing facilities, and balances the need for new services with business concerns that existing shops or leisure facilities are not impacted negatively by new provision.

3.3.2 Local Facilities and Services

The planning policy requires Water Eaton to deliver a 0.5ha (5,000sqm) local centre: to include shops, cafe / restaurant land uses, potential services (such as a bank or estate agency), community uses and office space. This could (for example) deliver 2 or 3 local shops (which could include a food store, pharmacy or post office), a 100-seat cafe, with a further 1,000sqm for community/ outreach healthcare, and business uses. The clinical commissioning group for the NHS has confirmed that space for healthcare services is needed within the community space at the local centre.

Summertown district centre is 1.6 miles to the south of the site, and is a vibrant shopping and business centre, offering a range of shops and services such as M&S Food, cafés, bars and restaurants, healthcare, education, and sports and leisure facilities.

The centre of Kidlington lies 2.1 miles to north-west of the site. It offers a wide range of amenities including a modern shopping centre, pubs, schools and community centre for education and leisure. In addition to the shopping centre, the area of Kidlington also has an expanding office and commercial area to the north of the village and retail supermarkets such as Sainsbury's near Kidlington roundabout.

Oxford City Centre is located approximately 3.3 miles to the south of the site and provides a diverse range of amenities such as leisure, supermarkets, restaurants, shops and Council services. These facilities and services provide a 'regional level' of facility that includes a wide range of 'comparison shopping' (white goods, electrical goods, furniture, etc.) and leisure (such as the ice rink).



Oxford/ Banbury Road, Summertown



High Street, Kidlington



High Street, Oxford

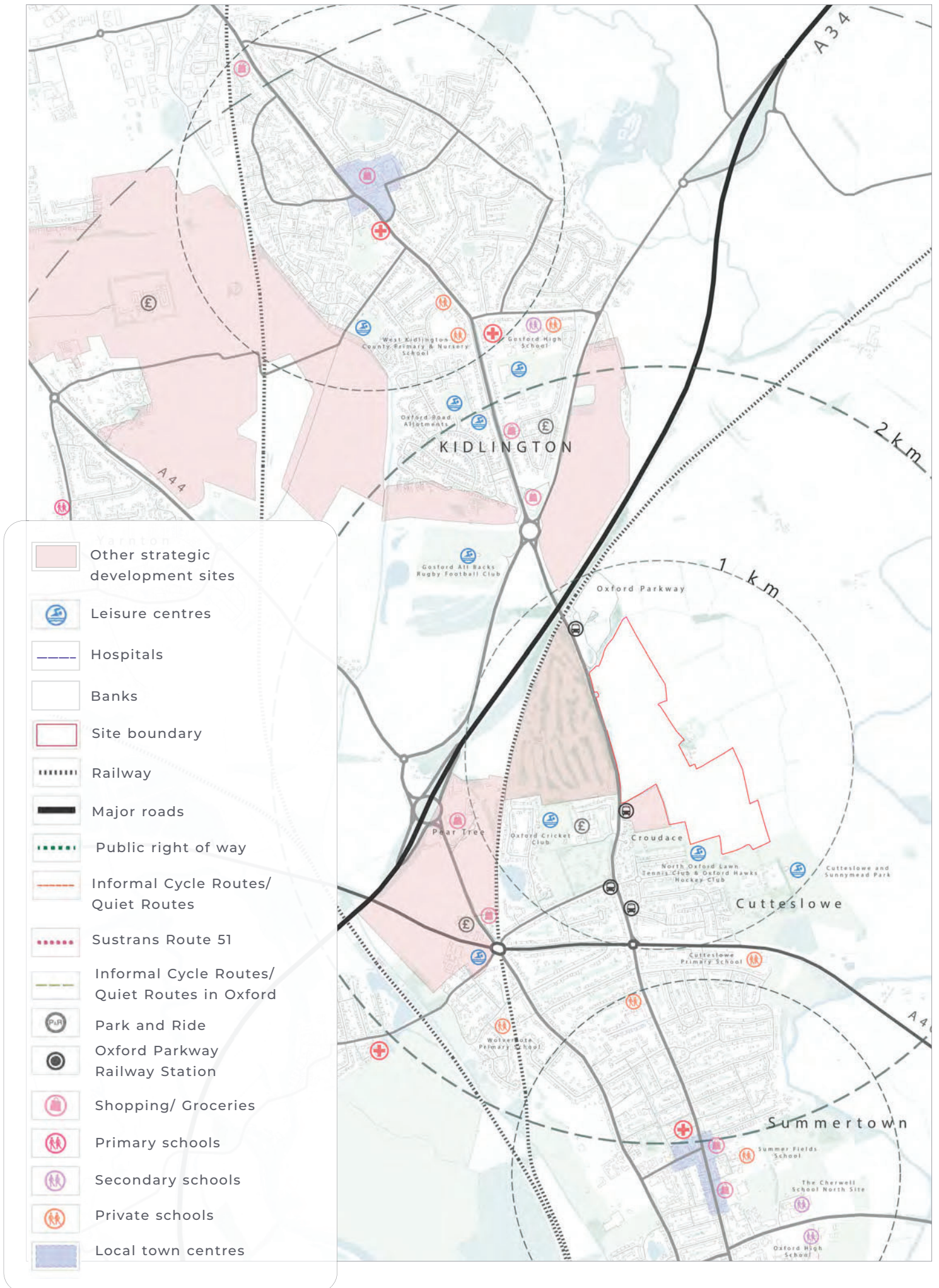


Figure 7 Local Facilities and Amenities Plan

3.3.3 Pedestrian and Cycling Network

PEDESTRIAN NETWORK

Two public rights of way (PRoW) cross the site east-west. The northern-most of these (County reference 229/9/30) is a bridleway that links to the west through PR6b (where it is referenced 229/10/30). A footbridge proposed at the western edge of PR6b will extend this route across the railway line towards [Oxford North](#).

To the east, the bridleway allows access to the countryside. A safe crossing of the Oxford Road, joining the bridleway and footway, would ensure connectivity between these routes.

Route 229/8/10 connects the southern part of the site to the Croudace development (in Oxford city) and the countryside to the east. The Croudace scheme (see "3.3.1 Development site context" on page 25) has been designed to allow connectivity with this PRoW.

Along the length of the site, Oxford Road / Banbury Road provides narrow footpaths either side of the vehicular carriageway. These are marked as shared pedestrian / cycling routes but are too narrow for pedestrians and cyclists to comfortably pass each other when traffic is busy.

There is a controlled pedestrian crossing to the north near the Park and Ride and the nearest toucan crossing is 85m south of the North Oxford Golf Club access.

CYCLE NETWORK

There are a number of existing National Cycle Networks, regional cycleway, and local quiet cycleway routes within the vicinity of the site. The Sustrans Varsity Way (Route 51) that connects Oxford to Cambridge, runs across the western edge of the site along the A4165 Oxford Road/ Banbury Road; and across the existing pedestrian/ cycle bridge that runs over the A40 connecting the site to Summertown, Kidlington and Oxford.

Following are the principal quiet routes (no. 1, 9, 10 and 12) and other connecting cycling routes to Summertown and up to Oxford City Centre. The A40 (Northern Bypass Road) has been recently improved to incorporate shared cycling and walking paths. This route will connect the site to the development at Oxford North via Oxford Road/ Banbury Road.



Existing public bridleway

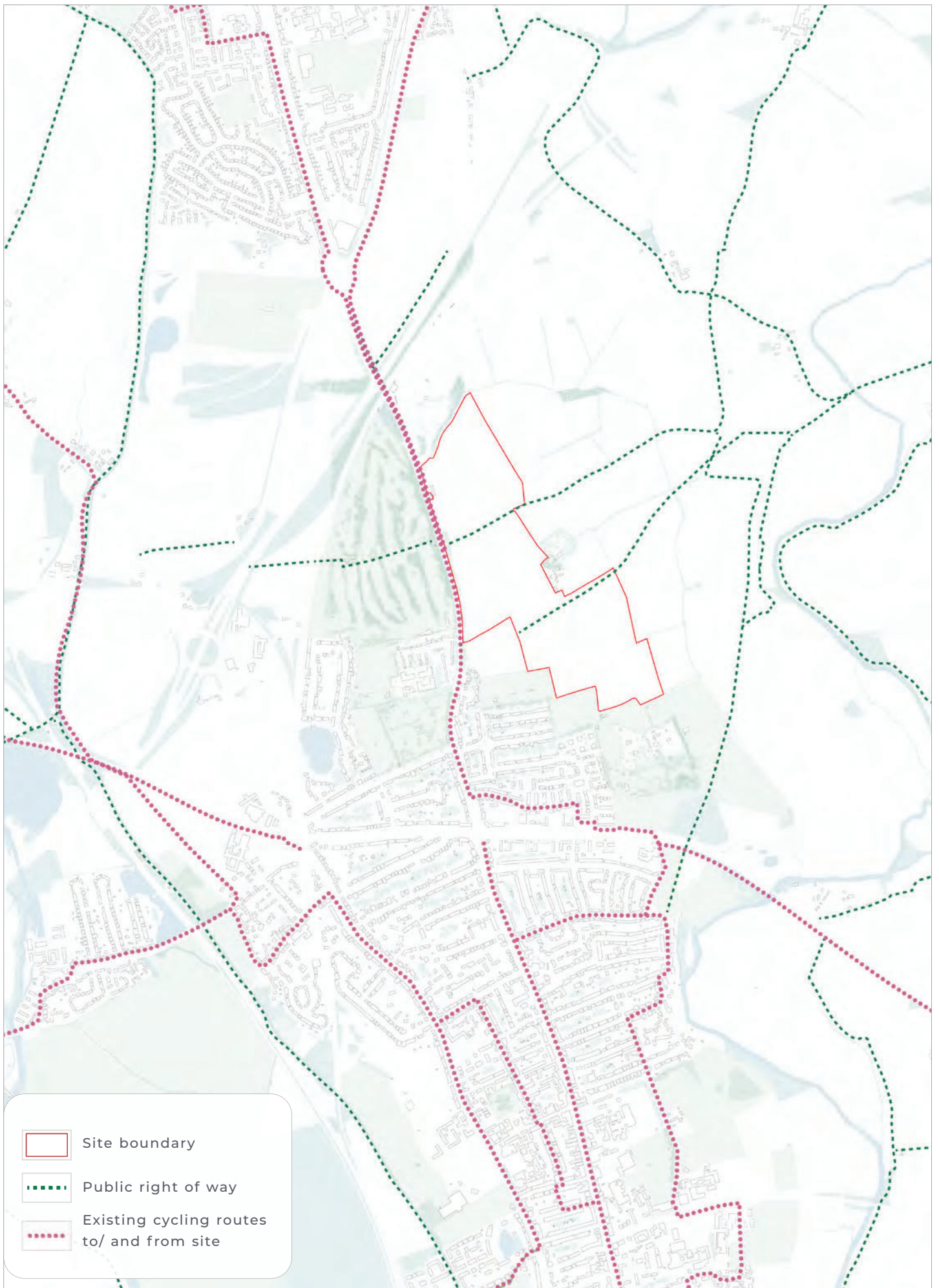


Figure 8 Pedestrian and cycling network plan

OPPORTUNITIES

There are numerous opportunities to improve the local footpath and cycle network, all of which are set out in more detail in the transport assessment that accompanies the outline planning application. In summary, they are: -

- *Provide links to Oxford Parkway and the Park and Ride to the north*
 - *Connect the two east-west public rights of way across Oxford Road, connecting Oxford North and PR6b to the site, and to the Park and Ride*
 - *Retain public rights of way across the site to provide traffic free connections to the proposed local centre and/or primary school*
 - *Improve cycle and pedestrian provision along the Oxford Road, or provide alternatives within the site, or both*
 - *Provide links through the site from the existing public footpath to the adjoining Croudace development*
 - *Provide links to the adjoining Cutteslowe Park, that could link up with Sustrans route 51 providing an almost entirely off-road cycle link to the Cherwell School and link to A40 cycle path for John Radcliffe Hospital*
- *Provide contributions to enable connections between the Sustrans route and the site through Cutteslowe Park*
 - *Off-site improvements to the wider cycle network, for example payments towards Kidlington roundabout improvements*



Kidlington roundabout



Oxford/ Banbury Road

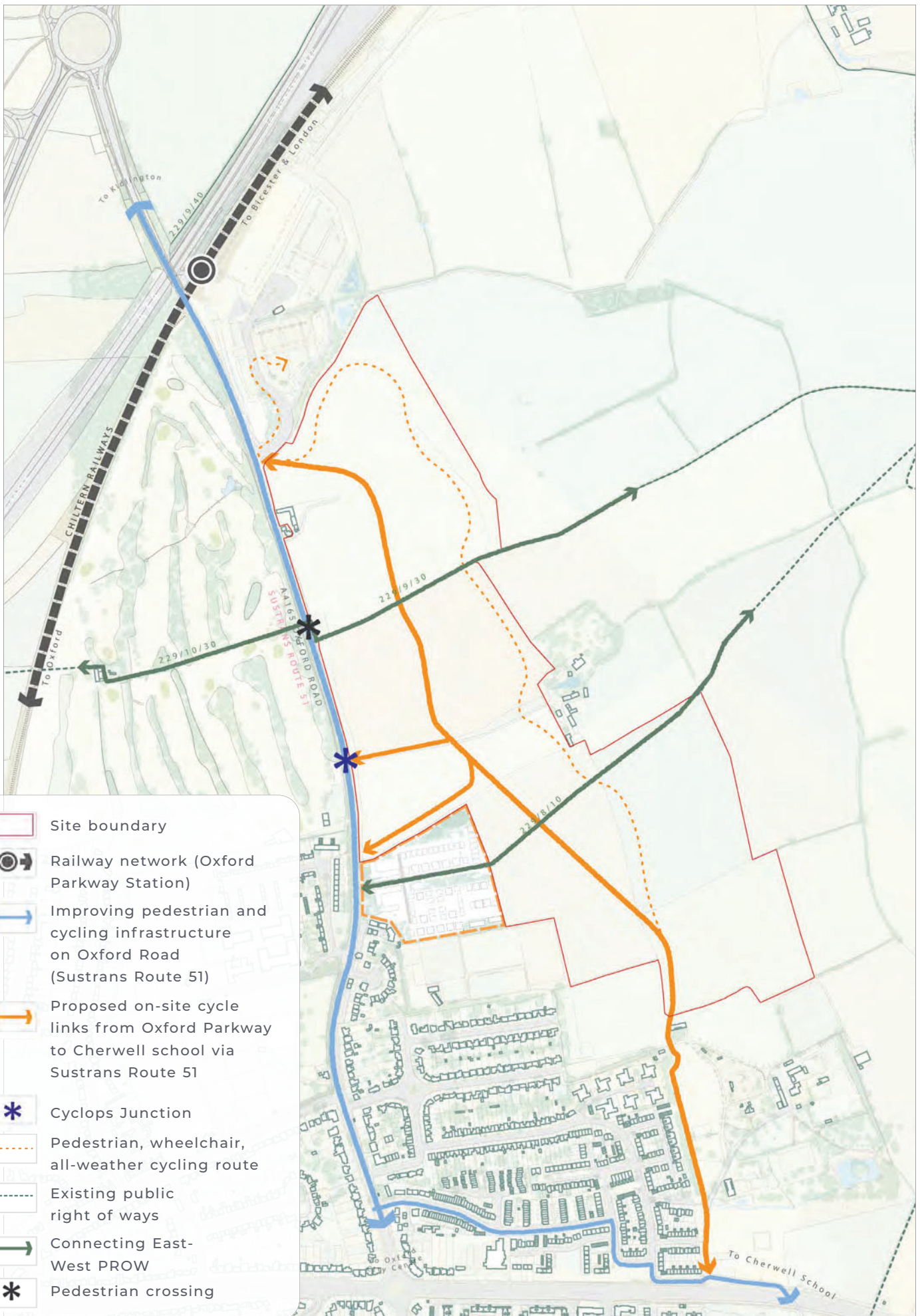


Figure 9 Movement opportunities on site

3.3.4 Public Transport Network

This site is one of the most sustainable locations for new development in Oxfordshire which is extremely well connected by public transport.

The Oxford Parkway Park and Ride and railway station lies adjacent to the northern boundary of the site. This provides regular trains and buses to Oxford city centre, and a rail service to London Marylebone and Bicester.

The Oxford Road, adjacent to the site already benefits from regular bus services that pass the site, with the 2 (and 2A), 7 gold, 250, 700, H4, N2, NS5 gold, S4 gold and S5 gold all providing services every 15 to 60 minutes to the city centre and destinations all around Oxfordshire. The nearest bus stops to the site are approximately 200 metres north-west at Oxford Parkway and immediately to the southern edge of the site at the junction of Jordan Hill. Further bus stops are also located further south on Oxford Road / Banbury Road.

Advice from operators is that they do not want bus services to be delayed by diverting through the Water Eaton site (or through PR6b to the west of Oxford Road). Instead, they prefer that a new stop is provided on the Oxford Road that would benefit residents from both sites.

There are opportunities to provide permeability in the site to allow easy pedestrian access to a new bus stop, centrally located, potentially near to the

public rights of way where they meet the Oxford Road.

Traffic junctions for the site should be designed to prioritise the free flow of public transport.

In summary, Oxford Road forms a high frequency bus corridor with bus services throughout the day linking the Site with a number of key destinations including Oxford city centre, Churchill Hospital, John Radcliffe Hospital and Kidlington.



Bus no. 2A to Kidlington © Aubrey on Flickr.

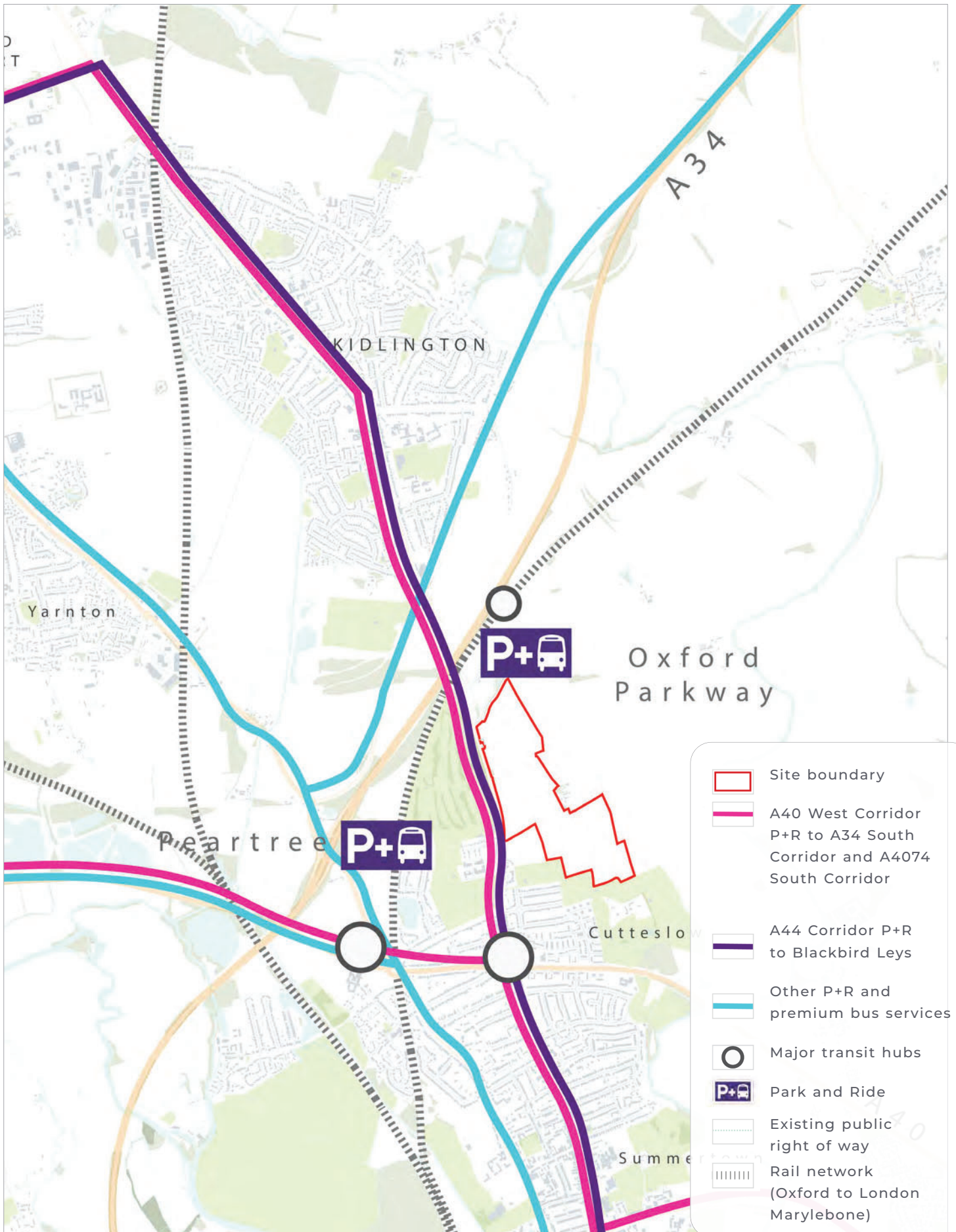


Figure 10 Public transportation network map

3.3.5 Landscape and Visual Appraisal

The site forms part of the 'LSCA38: North Oxford Triangle, Kidlington' in which the site is described as:

- *Field boundaries are well defined by mainly mature hedgerows and some sections of post and wire fencing*
- *There are a number of hedgerow trees on field*
- *The northern area is crossed by a high voltage transmission line*
- *The northern extent of the site is heavily influenced by the presence of the Park and Ride site that lies immediately adjacent with A34 beyond.*

Oxfordshire Wildlife and Landscape Study (OWLS, 2004) states that the site is located within the 'Vale Farmland' landscape type (LT), with the following key characteristics:

- *A gently rolling landscape associated with clay soils; medium to large regularly shaped arable fields, and more such localised grass fields*
- *A well-defined hedgerow pattern with characteristic hedgerow trees*
- *Occasional ditches and minor streams bordered by crack willows and ash*
- *A nucleated pattern of small, compact villages.*

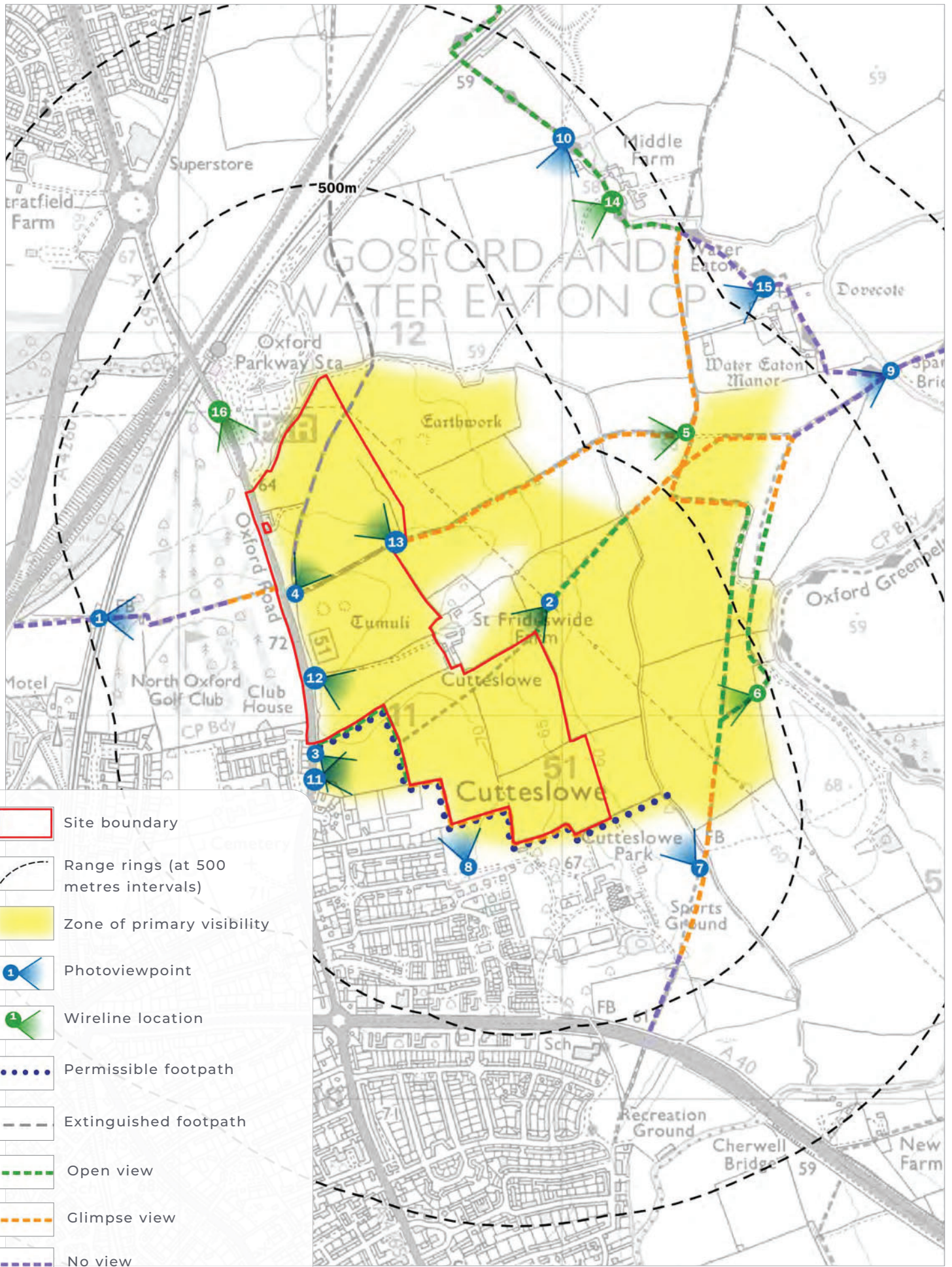


Figure 11 Landscape and visual appraisal plan

Photoviewpoint EDP 2: View from PRoW Footpath 229/8/10



Photoviewpoint EDP 5: View from intersection of PRoW Footpath Bridleway nos. 229/9/30, 229/9/20 and Footpath 229/6/20



Photoviewpoint EDP 6: View from PRoW Footpath no.229/7/10 on higher ground to south-east of site



Photoviewpoint EDP 3: View from Permissive Footpath between Oxford Road and Cutteslowe Park

Approximate extent of site

Topography limits intervisibility with lower Cherwell Valley

Sports ground with floodlighting



Photoviewpoint EDP 4: View from PRoW Bridleway no. 229/9/30

Approximate extent of site

Water Eaton Park and Ride

Stockpiles alongside Oxford-Bicester railway line

Middle Cottage

St. Nicholas Church Islip



Photoviewpoint EDP 7: View from PRoW Footpath no. 320/54/10 at Cutteslowe Park sports ground

Approximate extent of site

St. Frideswide Farm



Photoviewpoint EDP 8: View north from Cutteslowe Park car park

Approximate extent of site

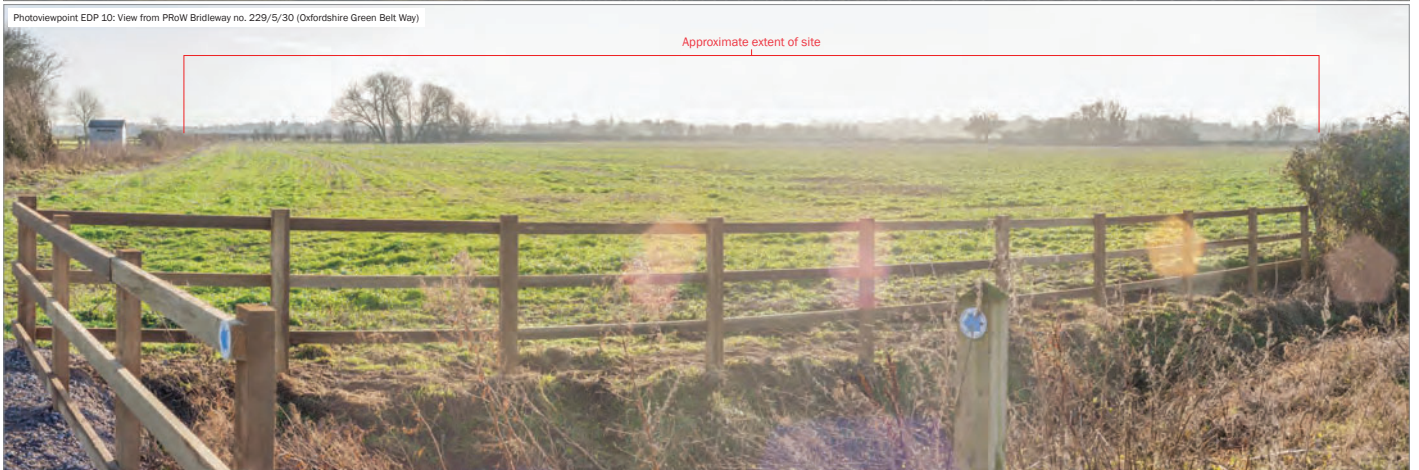
Dwellings along Hayward Road

Southern site boundary hedgerow





Photoviewpoint EDP 10: View from PRoW Bridleway no. 229/5/30 (Oxfordshire Green Belt Way)



With regards to the cumulative assessment of landscape and visual effects, the assessment concluded that there may be some intervisibility with other assessed cumulative schemes. However, there were no significant cumulative effects predicted in relation to landscape or visual effects.

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