

Comment for planning application 24/00539/F

Application Number	24/00539/F
Location	Land To The East Of Stratfield Brake And West Of Oxford Parkway Railway Station Oxford Road Kidlington
Proposal	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
Case Officer	Laura Bell
Organisation Name	Hayley Beer-Gamage
Address	J A Pye,Langford Lane,Kidlington,OX5 1HZ
Type of Comment	Support
Type	neighbour
Comments	<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 a 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>Oxfordshire's visitor economy was worth 2.2 billion per annum, welcomes over 26 million visitors per annum and supports nearly 47,000 jobs across the county.</p> <p>More specific to this application, the value of tourism to Cherwell is 434 million per annum, attracting 7 million visitors per year and supporting nearly 8,000 jobs. It is a vitally important sector for economic development, jobs and prosperity.</p> <p>This application seeks to build a world class facility in Oxfordshire that will have a multitude of benefits for the district and county. The proposed stadium with accompanying hotel and venue space alongside high quality sports facilities will provide a much-needed boost to opportunity for the county's visitor economy. In addition to this there is a substantial amount of investment and job creation both during and post development.</p> <p>Furthermore, the visitor economy has not yet fully recovered from pre-pandemic revenues with still a 20% lag overall on pre-pandemic data and having a high performing facility such as this would drive recovery and further growth.</p> <p>The investment in new product is well considered and addresses current gaps in the market. The design includes a 180-bed hotel, much needed large conference and event space, along with a health and wellbeing centre, to help deliver significant economic and social benefits to Oxfordshire.</p> <p>The proposed development aligns with many of Experience Oxfordshire's ambitions including;</p> <ul style="list-style-type: none">Encouraging and enabling the exploration of our cultural treasures across the county by local people - longer over night stays encouraged by having the hotel on site will encourage exploration of the wider district and county and associated secondary spend across Oxfordshire. The stadium itself has a vision to be best in class and places great visitor experiences at the very heart of the complex.Increasing overnight stays from both international and domestic visitors ensuring an increased spend per visit - a proposed additional 32million expenditure would be provided into the local economy as a result of this development.Encouraging visits that offer the best balance of impact and contribution to the county - a purpose-built asset for both residents and visitors. Business visits are high value to the county and this development enables an opportunity to attract business visits and events at a bigger size and scale than Oxfordshire currently has capacity for.Spreading the tourist season throughout the year to decrease the impact of seasonality and to encourage visitors to explore the whole county of Oxfordshire - a year-round facility which can encourage and boost activity outside the peak periods allowing increased shoulder season visitation and a more productive visitor economy.Driving growth and recovery across the visitor economy - the creation of approx. 1,000 jobs and increased visitor spend. <p>Ongoing benefits also include (but are not exclusive to); having high quality inclusive and</p>

accessible facilities for the local community, developing, and operating to genuine high technology sustainability principles, enhancing the biodiversity landscape, provide health and wellbeing opportunities and fundamentally support the Oxfordshire community. With a project and plan that focuses on managing the site effectively and responsibly it is clear that OUFC will develop the new site in a considerate way and offer a truly unique product here in Oxfordshire. 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. This unique opportunity is not one that should be missed.

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Attachments