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4.1 INTRODUCTION

4.1.1 This chapter has been prepared by David Lock Associates, to report its socio-economic assessment of the likely significant effects of the Proposed Development during the construction stage and following completion.

4.1.2 This chapter assesses the current social and economic conditions in the South Banbury area (specifically Banbury Easington Ward), as well as the wider Cherwell district area and examines the potential effects of the Proposed Development on population, housing, employment, education, health, community facilities, open space, public safety and retail. The direct and indirect effects of the Proposed Development and their significance are assessed.

4.2 ASSESSMENT METHODOLOGY

Scope

- 4.2.1 The Application Site lies in the district of Cherwell, within the Banbury Easington Ward. This ward encompasses the southern area of Banbury, extending from the A4260 Banbury Road to the east and incorporating Crouch Hill and the A361 to the west.
- 4.2.2 The components of the proposals means that the development has the potential to have an impact on the wider area, beyond the ward boundaries. As such, the Easington and Bodicote neighbourhood have been included in the consideration of impacts, as part of the wider catchment area.
- 4.2.3 It should be noted that the Proposed Development also has potential to affect the wider area of Banbury and as a result the Study Area, where appropriate, is taken to Banbury as a whole, and the adjoining settlement of Bodicote.

Data sources

- 4.2.4 This assessment draws upon published Government and local authority statistics, and economic strategy documents relating to the area, including the 2011 Census, other ONS data and documents published by Cherwell District Council and other organisations such as the NHS.
- 4.2.5 The assessment also draws upon supporting reports or documents that are submitted in support of the Outline Planning Application (OPA).
- 4.2.6 In addition to desktop baseline work, visits to the Site and the wider area were undertaken to collect and verify information on local facilities. Advice was also sought from Cherwell District Council, when necessary.
- 4.2.7 The following prevailing socio-economic conditions in Cherwell including the immediate context of the Site have been considered in identifying the likely significant effects of the Proposed Development:

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- demographic profile;
- economic activity, including unemployment, business activity around the Site, skills and occupational structure;
- housing stock, affordability and quality;
- living environment and aggregate deprivation;
- school capacity; and
- healthcare capacity;

4.2.8 The assessment takes into account predicted population within the Proposed Development and its likely demographic profile.

Assessment approach

4.2.9 Following an understanding of the baseline conditions, the assessment examines the potential significant effects that the Proposed Development would be likely to have in terms of:

- changes in population numbers and housing;
- changes in employment provision and commuting patterns;
- number of construction related jobs generated through the phased construction programme;
- the impacts associated with increased demand on social infrastructure, including:
 - education;
 - health;
 - public open space for formal and informal recreation;
 - community facilities;
 - retail provision; and
 - accessibility and public safety.

4.2.10 Opportunities to mitigate any potential adverse effects are then identified as well as any residual effects that might remain following mitigation.

4.2.11 With regard to the manner in which the duration of impact is described, temporary impacts (short to medium term) are generally considered to be those associated with the construction stage and permanent impacts (long term) are those generally associated with the completed Proposed Development.

Assessment Criteria

4.2.12 There are no generally accepted criteria for assessing the significance of socio-economic effects and, in some cases, it can be difficult to quantify or measure such effects. The assessment of significance of impacts is based on the magnitude of the predicted change to the baseline position, as well as the sensitivity of the socio-economic “receptors”. Where the effect has been difficult to quantify, qualitative professional judgment has been applied, based on experience. Impacts are identified as either beneficial or adverse, whilst their significance is classified as either “major”, “moderate”, “minor” or “negligible”.

4.2.13 Magnitudes of change are rated as Large, Moderate, Small or Negligible and can be Direct or Indirect, and Beneficial or Adverse. Examples of changes of each of these levels of magnitude are set out in Table 4.1.

4.2.14 **Table 4.1: Examples of socio-economic changes of different magnitude**

Magnitude	Direct Effects	Indirect Effects
Large Beneficial	Substantial increase in jobs, homes, retail, green space and improvements to other socio-economic indicators etc as a direct consequence of the Proposed Development.	Substantial increase in jobs, homes, retail, green space and improvements to other socio-economic indicators etc as an indirect consequence of but not only related to the Proposed Development.
Moderate Beneficial	Moderate increase in jobs, homes, retail, green space and improvements to other socio-economic indicators etc as a direct consequence of the Proposed Development.	Moderate increase in jobs, homes, retail, green space and improvements to other socio-economic indicators etc as an indirect consequence of but not only related to the Proposed Development.
Small Beneficial	Minor increase in jobs, homes, retail, green space and improvements to other socio-economic indicators etc as a direct consequence of the Proposed Development.	Minor increase in jobs, homes, retail, green space and improvements to other socio-economic indicators etc as an indirect consequence of but not only related to the Proposed Development.
Negligible	No appreciable effect on net employment on site, retail provision, housing provision or other socio-economic	No appreciable effect on net employment off site, retail provision, housing provision or other socio-economic

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	indicators as a direct consequence of the Proposed Development.	indicators indirectly related to the Proposed Development.
Small Adverse	Minor loss of jobs, homes, retail, green space and deterioration of other socio-economic indicators etc as a direct consequence of the Proposed Development.	Minor loss of jobs, homes, retail, green space and deterioration to other socioeconomic indicators etc as an indirect consequence of but not only related to the Proposed Development.
Moderate Adverse	Moderate loss of jobs, homes, retail, green space and deterioration of other socio-economic indicators etc as a direct consequence of the Proposed Development.	Moderate loss of jobs, homes, retail, green space and deterioration to other socio-economic indicators etc as an indirect consequence of but not only related to the Proposed Development.
Large Adverse	Substantial loss of jobs, homes, retail, green space and deterioration of other socio-economic indicators etc as a direct consequence of the Proposed Development.	Substantial loss of jobs, homes, retail, green space and deterioration to other socio-economic indicators etc as an indirect consequence of but not only related to the Proposed Development.

4.2.15 The Proposed Development will affect the Site and its surroundings to varying degrees, depending on the sensitivity of the receptor. The sensitivity of local receptors to the effects of the Proposed Development is classified as high, medium, low or negligible as set out in Table 4.2 below.

4.2.16 Using an example is an appropriate way to demonstrate the relative sensitivities of different socio-economic receptors. The Proposed Development will create a range of employment opportunities. Those opportunities associated with the construction stage will be temporary and therefore considered low in sensitivity; however, some employment will also be required to serve some of the elements of the Proposed Development, such as the local centres. Those jobs will be permanent and will deliver a lasting impact on socio-economic conditions and should therefore be considered as being of high sensitivity.

Outline Planning Application**Table 4.2: Sensitivity of socio-economic receptors**

Receptor	Nature of Effect	Sensitivity
Construction		
Population, Housing, Education and Health	Temporary	Negligible
Employment	Temporary	Low
Completed Development		
Population & Housing	Permanent	High
Employment	Permanent	High
Education	Permanent	Medium
Health	Permanent	Medium
Community Facilities	Permanent	Medium
Open Space	Permanent	Medium
Crime	Permanent	Low
Retail	Permanent	Medium

4.2.17 The significance of the socio-economic effects of the Proposed Development is determined by the interaction between the magnitude of the change and the sensitivity of the receptor concerned. Table 4.3 comprises a matrix that demonstrates how the significance of effects has been determined.

Table 4.3: Significance of socio-economic effects

MAGNITUDE of Change	SENSITIVITY of receptor to Change			
	High	Medium	Low	Negligible
Large	Major	Major	Moderate	Minor
Moderate	Major	Moderate	Minor	Negligible
Small	Moderate	Minor	Minor	Negligible
Negligible	Minor	Negligible	Negligible	Negligible

Uncertainties and limitations

4.2.18 The data used has been sourced from official projections and data, and any limitations with the scope can be attributed to the inherent limitations of the data. This section whilst describing and assessing the proposed effects caused by the

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development on the baseline socio-economic conditions, the degree of impact and its significance can often be subjective.

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4.3 RELEVANT POLICY

4.3.1 This section identifies planning policies at national and local level that are particularly relevant to the socio-economic effects of the Proposed Development. Policies of broader relevance to the Proposed Development are introduced in **Chapter 3** of this ES.

National Planning Policy Framework (March 2012)

4.3.2 The *National Planning Policy Framework* (NPPF) sets out a “presumption in favour of sustainable development” (paragraph 14) and seeks to promote “sustainable economic growth through the planning system” (paragraph 19).

4.3.3 At paragraph 17, the NPPF sets out a series of core planning principles that should underpin both plan- making and decision-taking; these state that planning should:

- find ways to enhance and improve the places in which people live their lives;
- proactively drive and support sustainable economic development to deliver homes and business and industrial units, infrastructure and thriving local places;
- seek to secure high quality design and a good standard of amenity;
- promote the vitality of the main urban areas, protect Green Belts, recognise the intrinsic character and beauty of the countryside and support thriving communities within it;
- encourage the effective use of land;
- promote mixed use developments, and encourage multiple benefits from the use of land in urban and rural areas, recognising some land can perform many functions (such as wildlife, recreation, flood risk mitigation, carbon storage, or food production); and
- support local strategies to improve health, social and cultural wellbeing and deliver sufficient community and cultural facilities to meet local needs.

4.3.4 Paragraph 69 of the NPPF acknowledges the role of the planning system in facilitating healthy and inclusive communities and safe and accessible developments which contain clear and legible pedestrian routes and high quality public open space.

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4.3.5 Paragraph 70 of the NPPF seeks the promotion of social, recreational and cultural facilities and services, such as high quality open space and community facilities such as local shops, meeting places, sports venues and places of worship.

National Planning Policy Guidance

4.3.6 ID 26-006-20140306 of the NPPG provides further information on design in the planning process and states:

“Design impacts on how people interact with places. Although design is only part of the planning process it can affect a range of economic, social and environmental objectives beyond the requirement for good design in its own right. Planning policies and decisions should seek to ensure the physical environment supports these objectives. The following issues should be considered:

- *local character (including landscape setting);*
- *safe, connected and efficient streets;*
- *a network of greenspaces (including parks) and public places;*
- *crime prevention;*
- *security measures;*
- *access and inclusion;*
- *efficient use of natural resources; and*
- *cohesive & vibrant neighbourhoods.”*

4.3.7 ID 53-002-20140306 of the NPPG explains the links between health and planning, that development should avoid adverse impacts on human health, create opportunities for people to make healthy choices, promote active travel and physical activity, and promote access to high quality open spaces and opportunities for play, sport and recreation.

The Development Plan

4.3.8 The statutory adopted Development Plan for Cherwell District Council comprises the saved policies from the Cherwell Local Plan (adopted in 1996), originally intended to cover the period up until 2001, but has since been saved beyond that period and many policies from that plan remain extant.

4.3.9 The Non-Statutory Cherwell District Local Plan 2011 was intended to review and update the Local Plan adopted in 1996. Due to changes to the planning system

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introduced by the Government, work on the plan was discontinued prior to adoption. The Non-Statutory Cherwell Local Plan is not part of the statutory development plan but it has been approved as interim planning policy for development control purposes.

Emerging Local Policy***Cherwell Local Plan 2031: Submission Document (2014)***

- 4.3.10 Cherwell District Council submitted their new Local Plan (2006-2031) for examination in January 2014, and was the subject of hearings held in June 2014. The examination has been formally suspended to allow for Cherwell to undertake modifications to the proposed development plan.
- 4.3.11 The spatial strategy identified by the Plan is to manage growth within the district and focuses the bulk of growth in and around the towns of Bicester and Banbury. As such it is clear that Banbury will make a substantial contribution in meeting the housing needs of the district. Policy BSC 1 sets out the district wide housing provision, to provide for 22,840 homes over the plan period (some 1,140 dwellings per annum), with some 7,139 homes to be provided at Banbury.
- 4.3.12 Para.127 recognises that mixed use strategic development sites delivering housing, services and facilities and contributions to local infrastructure are considered to be the most sustainable way of meeting Banbury's housing needs and addressing the issues facing the town.
- 4.3.13 The proposed Main Modifications propose development, south of Salt Way, and bounded by White Post Road to the east, extending to Crouch Farm to the west, known as South West Banbury. Policy Banbury 16 (South of Salt Way - West) and Policy Banbury 17 (South of Salt Way - East) will collectively deliver up to 1,495 dwellings as part of a number of local communities with strong links to Banbury town centre, to bring forward affordable housing, a new primary school and local centre and other infrastructure benefits.
- 4.3.14 Draft Policy Banbury 17 - South of Salt Way - East allocates land for up to 1,345 dwellings, of which up to 1,000 will be delivered through the development of land at Wykham Park Farm.

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4.3.15 The draft policy also sets out a number of key site specific design and place shaping principles to guide development, these are set out below:

- The development of a comprehensive masterplan for the allocated site in consultation with the Council, Oxfordshire County Council, the Local Nature Partnership (Wild Oxfordshire) and local communities;
- Proposals should comply with Policy ESD16;
- Development must respect the landscape setting and provide an appropriate development interface with Salt Way (any buffer is likely to be some 10-20 metres in accordance with the approach adopted at land east of Bloxham Road and south of Salt Way);
- Existing natural features and additional structural planting will reinforce landscape framework upon which to structure development parcels;
- Public open space to form a well connected network of green areas within the site, suitable for formal and informal recreation. Formal recreation should be located and phased to come forward as part of development at the southern part of the site; Informal open space is to be located where the site adjoins Bodicote village in order to create a buffer to maintain separation between the two settlements and respect the setting of the Bodicote Conservation Area;
- A layout that maximises the potential for walkable neighbourhoods and allows for integration with land that comprises the South West Banbury area and existing communities in Banbury;
- A linked network of cycle and footways to provide access into Banbury;
- Layout of development that enables a high degree of integration and connectivity with existing development;
- A high quality locally distinctive residential district for the south west of Banbury that is designed with consideration to the landscape setting and well integrated with the adjacent residential area;
- A layout that maximises the potential for walkable neighbourhoods and enables a high degree of integration and connectivity between new and existing communities;
- New footpaths and cycleways should be provided that link with existing (e.g. hedgerows) which are or may be of ecological value; and where possible introduces new features;
- Provision of appropriate lighting and the minimisation of light pollution based on appropriate technical assessment;

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- Provision of public art to enhance the quality of the place, legibility and identity;
- Demonstration of climate change mitigation and adaptation measures including exemplary demonstration of compliance with the requirements of policies ESD 1 – 5;
- Take account of the Council's Strategic Flood Risk Assessment for the site;
- Use of SuDS techniques in accordance with Policy ESD 7: Sustainable Drainage Systems (SuDS) and taking account of the Council's Strategic Flood Risk Assessment. Development proposals to be subject to a Flood Risk Assessment;
- The provision of extra-care housing and the opportunity for community self-build affordable housing;
- If necessary, the satisfactory incorporation of existing dwellings into the scheme; and
- A detailed survey of the agricultural land quality identifying the best and most versatile agricultural land and a soil management plan.

4.4 BASELINE CONDITIONS

4.4.1 This section describes current socio-economic conditions within the Study Area.

General Geographic Context

4.4.2 The application boundary is shown in **Appendix 1.1**. As set out in Chapter 2 of the ES, the Application Site lies to the south of the built up area of Banbury and comprises approximately 52 Ha of agricultural land. The site is approximately 1.7km to the south of Banbury Town Centre, located between Bloxham Road (A361) to the west, Salt Way to the north. Wykham Lane lies to the south of the site. The site borders agricultural land to the east, beyond which is located the town of Bodicote.

4.4.3 The site lies within the Banbury Easington Ward.

Population

4.4.4 At the time of the 2011 Census, the population of the Cherwell District was approximately **141,900***. Of this number, 7,776 reside within the Banbury Easington Ward.

4.4.5 Banbury Easington incorporates an area of 639 hectares, with an average density of 12.2 persons per hectare, which is significantly higher than density of people across the whole of Cherwell district, which accommodates an average of 2.4 persons per hectare. This identifies the urban nature of part of Banbury Easington's ward, and the non-metropolitan and rural nature of Cherwell district.

4.4.6 A higher proportion of Banbury Easington's residents are older residents. The median age of residents is 43, with the mean age of residents being 44 (higher than the district, region and national mean and median). This is also shown by the age structure shown in Table 4.4.

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4.4.7 The 2011 Census reports a male/female population split of 47: 53%. This means that there a greater proportion of female residents compared to the district, regional and national percentage split.¹

Table 4.4: Population Age Structure

	Banbury Easington Ward	Cherwell	South East	England
Persons aged 0-4	4.9%	6.9%	6.2%	6.3%
Persons aged 5-14	10.9%	11.9%	11.6%	11.4%
Persons aged 15-19	7.5%	5.9%	6.2%	6.3%
Persons aged 20-44	27.4%	34.0%	32.7%	34.3%
Persons aged 45-64	27.5%	26.0%	26.1%	25.4%
Persons aged 65+	22%	15.3%	17.1%	16.4%

Source: ONS, 2011 (Census: Usual resident population by five year age group, wards in England and Wales).

4.4.8 Projections indicate a continuing rise in population with 151,000 forecast to be living in the district by 2021. This is an increase of 6.4% from the population of 141,900 taken from the 2011 census. The population projections are trend based projections, which means assumptions for future levels of births, deaths and migration are based on observed levels over the previous five years. They show what the population will be if recent trends in these continue. Since these assumptions are based solely on recent demographic trends, the projections do not account for socio-economic factors, or factors such as new house building in the area.

Table 4.5: Population Projections for Cherwell District (Figures in thousands)

Year	2014	2015	2016	2017	2018	2019	2020	2021
Population Projections	145	146	147	147	148	149	150	151

Source: 2012-based Subnational Population Projections for Local Authorities in England (ONS, 2014) (Rounded Figures)

¹ Census 2011: Usual Resident Population for Wards, published by ONS

Outline Planning Application**Housing**

4.4.9 The DCLG Interim housing projections (2013) indicated that there would be 58,414 homes in the district by 2014. Table 4.6 indicates the proposed upwards trajectory in the number of households in Cherwell District Council. These figures indicate only projections, and are considered by the Oxfordshire SHMA to project forward lower household formation rates over the 2011-2021 period. These figures indicate a 12.1% growth in the number of households being formed, which is higher than other districts within Oxfordshire.

Table 4.6: Household Projections for Cherwell District Council

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021
Household Projections	58,414	59,135	59,845	60,532	61,215	61,877	62,527	63,154	63,765

Source: Table 406, Interim 2011-based household projections by district, England 1991-2021.

4.4.10 The Oxfordshire Strategic Housing Market Assessment reported its findings in March 2014 and identifies a need of between 1090-1190 new homes every year from 2011 to 2031. This represents a significant housing need for the district, with the district under an increasing amount of pressure to provide new homes.

4.4.11 The upward trajectory in the number of households for Cherwell District Council reflects in part, the suppression of household formation rates since 2007 as a result of lower housebuilding and therefore results in a small increase in the average household size. The average household size in Cherwell has increased since 2001 (2.45 in 2011 compared with 2.43 in 2001), which is identified within Table 4.8. Average household size has been static across Oxfordshire as a whole, the South East Region or England.

4.4.12 The percentage number of property owners with property owned outright in Cherwell is lower than the Oxfordshire average and South East region. Equally the proportion of affordable housing tenure is lower in Cherwell.

Table 4.7 Dwelling Tenures

	Owned Outright	Owned with a mortgage or loan	Shared Ownership	Rented from Local Authority	Other social rented	Private Rented
Cherwell	30.9%	38.4%	0.8%	2.6%	9.6%	16.2%

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Oxfordshire	32.3%	33.2%	1.1%	4.6%	9.7%	17.5%
South East	32.5%	35.1%	1.1%	5.8%	7.9%	16.3%

Source: Table QS405EW, 2011 Census- Tenure, Households, Local Authorities in England and Wales

Table 4.8 Average Number of People per Household

	Census 2001	Census 2011
Cherwell	2.43	2.45
Oxfordshire	2.41	2.41
South East	2.38	2.38
England	2.36	2.36

Source: Adapted from Data Note 4: Average Household Size within Oxfordshire, District Data Analysis service, 2012

4.4.13 Cherwell District Council produced a *Strategic Housing Market Assessment Review and Update* in 2012 to supplement the SHMA which was undertaken on a strategic level across Oxfordshire in 2007. Cherwell North has range in average rental price from £486 pcm for a studio flat to £1,914 pcm for a 5 bedroom property.

4.4.14 Table 4.8 indicates the range of dwellings types found in Banbury – derived from Lower Super Output Area.

Table 4.9 Stock Type and Mix – Banbury

	Converted Flat	Purpose Built Flat	Terraced	Semi Detached	Detached	Private Rented
Banbury	429	1674	3451	5676	2148	16%

Source: Derived from Census commissioned tables; extracted from Cherwell SHMA review and update

4.4.15 Cherwell District Council's housing completions have steadily decreased in recent years, falling from a peak of 1067 total completions in 2005/2006 to 340 total completions in 2012/13. The highest number of completions since 2006/2007 is 455 completions achieved in the following year (2007/2008).

4.4.16 Cherwell had been seeking to provide 670 homes per year over the plan period, to meet its growing needs. The Examination in Public into the Cherwell Local Plan commenced in June 2014, and has been formally suspended following a request by

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the Inspector to identify further land for housing so as to demonstrate the plan adequately meets the objectively assessed housing needs as identified in the 2014 Oxfordshire Strategic Housing Market Assessment.

Employment

4.4.17 Rates of employment and economic activity in Cherwell district are relatively high, and above the South East average, but have experienced lower levels of growth in recent years compared to nearby authorities. ²

Table 4.10 Economic Activity

All people	Banbury Easington	Cherwell	South East	England
Economically active	70.8%	75.6%	70.3%	69.9%
Economically inactive	29.2%	24.6%	29.7%	30.1%
Employee Full Time	40%	46.7%	37.4%	38.6%
Employee Part Time	14.8%	14.4%	15.1%	13.7%
Self Employed	10.3%	7.8%	11.2%	9.7%

Source: Table KS601EW, 2011 Census – Economic Activity.

4.4.18 Table 4.9 also indicates that the district of Cherwell has a high number of economically active people, compared to the regional and national percentage. Within the district, Banbury is the focus of employment, with 41% of people in the district working in the town.

4.4.19 Distinctively, the ward has a high percentage of its working age residents which are retired (17.6%), which contributes significantly to the economically inactive demographic. This is recognised by the Submission Local Plan as a key inhibitor to growth, with a requirement to increase the labour supply to support economic growth.

² Cherwell Local Plan – Submission (January 2014)

Table 4.11 Employment in Key Sectors (to include sub categories)

Industry	Cherwell (%)	Oxfordshire (%)	Great Britain (%)
Industrial	17%	12%	13%
Warehousing	9%	6%	7%
Office	18%	23%	24%
Knowledge Economy	16%	27%	19%
Research and Development	1%	3%	1%
Low Carbon sectors	20%	22%	20%
Creative Industries	4%	5%	4%
Tourism	10%	10%	10%
Retail and customer activities	33%	27%	28%

Source: *Cherwell Analysis Study (2012)*

4.4.20 The type of work that the residents of Cherwell are involved in varies by sector. Cherwell's key employment sectors are Wholesale and retail trade; Manufacturing; and Health & Education sectors.

4.4.21 According to the *Cherwell Economic Analysis Study 2012*, there are 67,100 employee jobs in the district of Cherwell, with a further 8,000 self-employed persons. The study also confirmed that the employment in Cherwell in the period from 1998-2008 grew more slowly (0.6% per annum) compared to a national average (0.9% per annum).³

4.4.22 The Submission Local Plan indicates that Banbury operates very much as a self-contained unit, with 80% of its residents working within Banbury.

4.4.23 Table 4.11 indicates that the largest employment sector in Cherwell, is retail, with a higher proportion of residents in Cherwell employed in this sector compared to county and national average.

³ Cherwell Economic Analysis Study, August 2012, Roger Tym & Partners

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- 4.4.24 Conversely, smaller comparable sectors are office and the knowledge economy. These sectors are only third and fifth largest employment sectors respectively. In Oxfordshire, these sectors constitute the joint first and third largest employment sectors. This is influenced by the fact that Cherwell and Banbury is located near to a key office centre at Oxford, and in a sub-regional context, close to Milton Keynes.
- 4.4.25 2011 Census Data concludes that a high proportion of Cherwell residents commute for longer distances to work than the South East average. The average distance of commute in Cherwell is 16.9km, compared with 16.6km for the South East. The England and Wales average commute is 15km.⁴
- 4.4.26 Banbury can partly attribute the high proportion of employment in the motor industry sector to its location near to Silverstone Circuit, which attracts employment of that sector to the near vicinity. This is known as “Motorsport Valley” and is a renowned centre of the largest concentration of UK Motorsport firms and is supplemented by other automotive engineering support functions.
- 4.4.27 The *Economic Analysis Study for Cherwell* outlines the prospective strategy for economic growth for the district going into the future plan period. It concludes that Cherwell is a district of “high economic activity yet low growth”, and there is scope to increase economic competitiveness.
- 4.4.28 The Submission Local Plan indicates that Banbury is to be a target for moderate employment growth, expansion of the retail heart, building upon its manufacturing base ensuring it encourages ‘high end manufacturing’ and high tech companies.
- 4.4.29 There are a number of existing and proposed employment sites and clusters in close proximity to the Wykham Park Farm site and the wider Banbury area⁵:
- Banbury Cross Business Park (45.1ha);
 - Banbury Regeneration Area (18.3ha);
 - Beaumont Industrial Estate (34.4ha);
 - Thorpe Park, Banbury (28.5ha).

⁴ Census 2011, Table QS702EW, Average Distance to Work,

⁵ Cherwell Employment Land Study Update (2012), URS

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4.4.30 Within Banbury there are a total of 14 primary schools and 3 secondary schools. A number of these are now run as academies but still sit with the state school structure. The closest primary schools to the site are Queensway Primary School and Bishop Loveday Church of England Primary School, located in Banbury and Bodicote respectively. The nearest secondary school to the site is Blessed George Napier Catholic School, which is located less than 1km to the north.

Table 4.12 Banbury Schools

Primary School	Admission number (2013)
Bishop Loveday Church of England	60
Cropredy Church of England	30
Dashwood	30
Hanwell Fields	45
Hardwick	30
Harriers Ground	60
Hill View	75
Orchard Fields	60
Queensway	60
St John's Catholic	38
St Joseph's Catholic	30
St Leonards CE	60
St Mary's CE (VC)	30
The Grange	45
William Morris	25
Total Places	678
Secondary School	Admission number (2013)
Banbury Academy	180
Blessed George Napier Catholic	142
North Oxfordshire Academy	180
Total Places	502

Source: Pupil Place Plan 2014-2018

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- 4.4.31 The demand for primary school places has risen significantly faster than previously identified. Queensway, Harriers and Dashwood Schools are being expanded, with further expansion planned at Hanwell Fields and Hill View to meet demand.⁶ Queensway, one of the nearest primary schools to the site, is being expanded from a current capacity of 277 to 420.
- 4.4.32 A new primary school is to open in south Banbury, close to the site at Longford Park, Bodicote, as part of a new housing development at Bankside. This expected to initially comprise a 1.5 form entry and open in 2016.
- 4.4.33 There has been an identified surplus of school places at secondary schools across Banbury, although the current surplus is reported, in the Pupil Place Plan, to be taken by 2016. It anticipates that based on projected admission numbers, a further two forms of entry will be required by 2019.
- 4.4.34 The Submission Local Plan includes policy BSC7 (Meeting Education Needs) includes provision to include new schools where development demands it, and it acknowledges that provision of pre-school, primary and secondary accommodation will be required throughout the plan period (to 2031), due to population growth.

Health and Health Facilities

- 4.4.35 The Site is within the administrative area of NHS Oxfordshire, which operates a Clinical Commissioning Group for Oxfordshire. Emergency care is provided through four main emergency hospital centres. The commissioning group is split through localities who provide the local services, with services in Banbury provided through the North Oxfordshire Locality Group.
- 4.4.36 Horton General Hospital in Banbury is an acute general hospital which provides a range of primary care needs for the local area of Banbury and the North Oxfordshire area as a whole, including an emergency department. The Care Quality Commission has recently inspected the standards at Horton General Hospital and rated the overall level of service as “good”. The service at the hospital is provided by the Oxford University Hospitals NHS Trust.

⁶ Pupil Place Plan 2014-2018, Oxfordshire County Council, July 2014

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4.4.37 There are six local GP surgeries (five located in Banbury to the north, and one to the south in Bloxham):

- Hightown Surgery, Hightown Gardens, Banbury;
- Windrush Surgery, West Bar, Banbury;
- Windrush Surgery, Bradley Arcade, Bretch Hill, Banbury;
- Godswell Lodge Surgery, Godswell Lodge, Church Street, Bloxham;
- Horsefair Surgery, South Bar House, Banbury; and
- Westbar Surgery, South Bar House, Banbury.

4.4.38 All of the surgeries indicated above are accepting new patients who live within the specified catchment area (all of which at least partially cover the site).

4.4.39 A number of other healthcare services are provided and/or based at Orchard Health Centre, Cope Road, Banbury:

- Banbury Dental Clinic;
- Child and Adolescent Mental Health Service;
- Children's Integrated Therapy Services (Occupational Therapy, Physiotherapy, Speech and Language Therapy);
- Children's Universal Services (Health Visiting and School Health Nursing); and
- Podiatry Service.

4.4.40 Cherwell has a number of public and private access dental surgeries, some of which are accepting new patients. There is a total of 12 dentists in the Banbury area. The following are accepting new adult fee exempt patients⁷:

- ADP Banbury, Castle Street;
- Banbury Dental Practice, High Street;
- Bloxham Dental, South Bar Street;
- Orthoworld Banbury, West Bar Street;
- Bridge Street Dental Practice, Bridge Street;
- Banbury Dental Surgery, Rotary Way; and
- Bloxham Dental Practice, Church Street.

4.4.41 Private dental surgeries and pharmacies are delivered under open market conditions and are based on the strength of local demand. Therefore, it is assumed that where

⁷ NHS Choices, Dentists in Banbury, Accessed: August 2014

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demand exceeds supply, the gap will be met by an individual pharmacist or dentist opening a shop/clinic in the area.

4.4.42 Cherwell has a varied health profile, with an ageing population and comparatively low rates of deprivation. With this, Cherwell has lower rates of long term unemployment and drug misuse than the national average. However, Cherwell has a comparatively high ratio of obese adults and this remains a public health objective for the area.⁸

4.4.43 The ward of Banbury Easington follows a similar health profile.⁹ Income deprivation in the ward is significantly lower than the average for England (and also lower than the district average). The ward is generally reflective of Cherwell's health demographic, with long term unemployment levels which are significantly better than the average in England and general health standards which are similar to the district average (and better than England average).

4.4.44 The ward does however, have a significant proportion of older residents in the district and this is recognised by the number of care homes within the ward and the wider Banbury area.

Open Space, Sport and Leisure

4.4.45 The most recent assessment of recreational and sports facilities for the district concluded that there was an under supply of sports hall and swimming pool provision in the district, and this is emphasised within the Draft Local Plan and reflected within Policy BSC12 (Indoor Sport, Recreation and Community Facilities).

4.4.46 Sports provision and access is not consistent throughout Cherwell, which can partly be attributed to its primarily rural nature. Banbury provides a greater range of sports facilities, including a main sports facility at North Oxfordshire Academy. The Academy's facilities include a full floodlit Astro turf, athletics track and sports pavilion. Typically, provision for sports facilities is not as consistent through the rural areas of the district.

⁸ Cherwell District Health Profile 2014, 12 August 2014

⁹ Public Health England, Local Health Data Map, Accessed: August 2014

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4.4.47 Banbury is supplemented by a number of parks that are run by Banbury Town Council.

4.4.48 The nearest public open spaces to the site are the Browning Road Park, Easington Road Park, and Bodicote Park.

4.4.49 Cherwell has considered its future open space needs by compiling background studies to support the emerging Local Plan. Cherwell originally compiled its Open Space Assessment in 2006, however updated it in 2011, and this remains the most recent assessment. The 2011 update concluded that Banbury had a total of 22.2 ha of natural/semi-natural green space, and this amounted to 0.49 ha per 1000 population.¹⁰ This compares unfavourably to the other centres of population at Kidlington and Bicester (which is outlined in table 4.11)

Table 4.13 – Open Space Assessment - Cherwell

	2011 Natural/Semi- natural Green Space (ha)	Hectares per 1000 population (ha)	2011 – Amenity Green Space (ha)	Shortfall in Natural/Semi Natural Open Space Provision (ha)	Shortfall in Amenity Green Space (ha)
Banbury	22.2	0.49	55.66	8.81	0
Bicester	17.71	0.59	36.72	2.87	0
Kidlington	34.73	2.59	5.20	0	11.29

Source: Adapted from 2011 Open Space Update

4.4.50 No ward analysis was undertaken during the 2011 assessment and therefore open space figures for Banbury Easington independently are not available. The assessment concludes that there is a shortfall in Natural and Semi-Natural Open Space in Banbury. The assessment notes however, that the Bankside development will contribute towards this shortfall through the development of a new country park.

4.4.51 There is no shortfall in amenity green space nor in the provision of parks and gardens. A shortfall in the provision of play areas for young people still persists in Banbury, and the plan is to continue to address this through the provision of new equipped play areas. There is also an identified requirement of 9.75 ha of allotment space in Banbury.

¹⁰ Open Space Update 2011, Cherwell District Council, September 2011

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4.4.52 In order to meet the needs of the growing population, the Audit encourages the flexible use of semi-natural spaces to provide more recreational opportunities, including opportunities to improve connectivity.

Community Facilities

4.4.53 Local community facilities are principally provided within the nearby residential neighbourhoods. These include services at Timms Road, and local services and facilities within Bodicote.

4.4.54 Most of the local community facilities are established within Banbury. The closest community centre is located at Avocet Way (Chatsworth Drive) which is approximately 750m from the site.

4.4.55 The closest post office is located at Easington Post Office, approximately 500m to the north, or Bodicote Post Office – approximately 1km to the south east. The main library is located in central Banbury, providing a range of services. A mobile library does however stop nearby at Timms Road (within 500m of the site) every other Friday, bringing library facilities closer to local people.

4.4.56 Thames Valley are the responsible police force for the area, and also cover the rest of Oxfordshire, Buckinghamshire and Berkshire. The nearest police station is located in Warwick Road, Banbury providing the full range of policing services.

4.4.57 Banbury and Cherwell are covered by the Oxfordshire Fire and Rescue service, with one station located in Banbury (Cope Road) providing a 24 hours service.

Deprivation

4.4.58 As outlined within previous topics, Cherwell has a low level of deprivation, which is reflected within the Banbury Easington Ward; both of these relate favourably to the South East average and England average. Cherwell is considered to be a broadly prosperous local authority and Banbury Easington is aligned to the district average.

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4.4.59 Despite this, 12.3% of children live in poverty within the district, and the Submission Local Plan outlines that the deprivation is restricted to pockets, amongst a generally affluent district.

4.4.60 ONS have outlined the number of households considered deprived, by a four characteristics – Employment, Education, Health and Disability and Housing. The below table indicates the level of deprivation through from a ward basis to a national basis.

Table 4.14 – Dimensions of Deprivation

	Banbury Easington Ward	Cherwell – Non Metropolitan District	South East – Region	England - Country
All Households	3210	56728	3555463	22063368
Household is Not Deprived in Any Dimension	1478	28244	1695912	9385648
Household is Deprived in 1 Dimension	1086	17982	1145825	7204181
Household is Deprived in 2 Dimensions	558	8547	569744	4223982
Household is Deprived in 3 Dimensions	69	1772	129939	1133622
Household is Deprived in 4 Dimensions	19	183	14043	115935

Source: Derived from Office of National Statistics, Indices of Deprivation 2010

4.4.61 ONS indices of deprivation has ranked the Banbury Easington Ward (Output area E01028432), towards to lower end of the deprivation scale in a consideration of output areas, taking into account all of the relevant indices¹¹. On the Indices of Deprivation, Banbury Easington is ranked as being worse than average in only two indices – Education Deprivation and Crime, with Employment and Health deprivation indices being ranked as less deprived.

¹¹ ONS, Indices of Deprivation 2010

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4.4.62 The general socio-economic characteristics of the Banbury Easington Ward are generally affluent and this is identified by Table 4.12, which indicates a higher proportion of people that are not deprived in any dimension.

Retail

4.4.63 Amongst the Local Plan background evidence documents was an updated Retail Study, commissioned by Cherwell District Council in 2010. This was superseded by a complete study assessing the health of retail centres. Cherwell's Economic Development Strategy outlines that Banbury is a sub-regional shopping venue.¹² The central shopping area comprising Castle Quay Shopping Centre, which acts as the primary retail hub and anchor in Banbury. Much of the shopping area is pedestrianised, providing a dedicated retail area including Broad Street, Church Lane and Market Place.

4.4.64 The Cherwell Retail Study (2012)¹³ analyses the uses within Banbury Town Centre and finds that there is a significant proportion of the shopping offer dedicated to comparison retail, with a restricted convenience retail offer. Convenience shopping stores such as Morrison's and Tesco are located outside of the main retail centre.

4.4.65 Many retailers in the centre comprise national chain stores, with Debenhams as the only recognised department store. Banbury also includes a key multiple retailer stores with presence from Marks and Spencer, Next, H&M and Topshop and this underlines the attractiveness of Banbury to retailers. This underlined by the high proportion of people who regularly shop in Banbury, with only a fairly small percentage preferring to travel for the retail offer in Oxford and Milton Keynes.

¹² Cherwell Economic Development Strategy

¹³ Cherwell Retail Study, CBRE (For Cherwell District Council), 2012.

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4.5 POTENTIAL EFFECTS**Construction stage**

4.5.1 This section identifies the potential direct and indirect effects the Proposed Development is likely to have on existing and future residents, users and visitors; and assesses the significance of these effects both during and after construction.

Effects during demolition and construction

4.5.2 As noted in **Chapter 2** of this ES, it is expected that the Proposed Development will be developed over a period of some 10 years. A Construction Environmental Management Plan (CEMP) will be adopted that will ensure that any environmental issues arising during the construction stage of the Proposed Development will be dealt with appropriately and in accordance with relevant legislation and to minimise disruption to existing communities.

4.5.3 The Proposed Development will be completed in various stages during which there will be a significant generation of construction related employment. However, the development will result in potential effects being spread over time and across the Site as not all areas will be affected at the same time and to the same extent. It is assumed that social infrastructure will be delivered in parallel with the residential element of the Proposed Development, to a programme secured by a Section 106 legal agreement attached to any planning permission.

4.5.4 Significant effects on population, housing, education, health and other community facilities are not expected during the construction stage. Effects are only likely to become significant during the occupation stage of the development.

4.5.5 It is estimated that the total construction costs for the built development and infrastructure will amount to £110 million (approximately £110,000 per dwelling). If assuming that labour costs associated with the construction and completion of the Proposed Development are at an average of 25% of the total development costs, then labour costs would be circa £27.5 million.

4.5.6 To establish the effect of the construction phase in terms of direct additional employment in Cherwell, the associated labour costs are divided by the average cost

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of construction labour. ONS estimates for the United Kingdom mean annual wages for the construction industry in 2013 to be £25,521¹⁴. From this it can be estimated that the development could yield some 1080 person-years direct additional employment.

4.5.7 A further method of assessing the impact of the construction phase upon employment is for the total construction cost £110m to be divided by the average turnover per employee in the construction sector in the UK (which was £113,650 in 2009¹⁵), resulting in some 970 person-years of construction employment.

4.5.8 The Proposed Development is assumed to spread over a period of around 10 years, thereby directly creating some 97-110 construction job opportunities per year.

4.5.9 Notwithstanding the direct construction job creation as referred to above, there would also be indirect effects through the supply of materials from local businesses and the expenditure of salaries in the wider locality. It is considered likely that most of these companies would be located within Banbury and the surrounding areas. Indeed, most construction workers are likely to be employed from the local labour market which would promote beneficial effects within this area. This increase in spending and job creation would also be experienced by those companies who are indirectly benefiting from the construction of the Proposed Development, such as building suppliers/ merchants.

4.5.10 It is considered appropriate to apply a conservative 1.2 employment multiplier to the FTE construction employment, as referred to above, indicating the scale of additional indirect jobs (around 120-130) that could potentially be created through the construction phases of the Proposed Development and the increase in local expenditure.

4.5.11 In the light of the above, it can be concluded that the potential direct and indirect effects of the construction works upon job creation and expenditure would be **temporary**, of **local to regional scale** and of **moderate beneficial** significance.

¹⁴ Annual Survey of Hours and Earnings, Office for National Statistics

¹⁵ BIS Small and Medium Enterprise Statistics, 2009

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Post-Completion**Effects on population**

- 4.5.12 The average household size in Cherwell, according to the 2011 Census data is 2.4. Based upon the projected figures a development of 1,000 dwellings will therefore provide a maximum of 2,400 in additional population. This figure assumes that all new households originate from outside the District. However, a proportion of the new homes are likely to be occupied by existing Banbury residents buying first homes, residents trading up or downsizing, or people on waiting lists for affordable housing.
- 4.5.13 When considered over the 10 year assumed development timescale, these increases are of a significant scale, and represent a major increase to the population of south Banbury when considered alongside other residential development that is proposed to take place, including the committed development to the immediate north of the site adjacent to Salt Way (12/00080/OUT) and the allocations proposed within the Local Plan.
- 4.5.14 The development will also bring permanent and lasting income to the local economy. The income and spend of the new residents in the local economy will increase local GVA which will have positive indirect effects upon the local Banbury economy.
- 4.5.15 Some 1,000 new households are proposed by the development, and taking the average median income for Cherwell District of £23,775¹⁶, it can be assumed that the development has the potential of supporting approximately £23,775,000 per annum of gross household income that could be spent within the local economy.
- 4.5.16 The impacts on existing businesses, in particular within the town centre, will be beneficial as the Proposed Development does not contain any large scale retail uses and, as such, avoids competition with the town centre. Furthermore, the new residents will also help to further sustain the town centre.
- 4.5.17 The broad range of housing opportunities is expected to make a positive contribution to helping to provide a better balance in the local population, increasing housing opportunities south of the town.

¹⁶ Source Annual survey of hours and earnings (2012) www.ons.gov.uk

- 4.5.18 The wider effects of population growth in turn, impact upon local infrastructure services such as health and education. New residents within the Proposed Development are likely to affect the demand for key community services (e.g. education in particular) within the immediate environs of the Site. These direct effects will not necessarily be adverse, taking into account the proposed mix of uses, to include community infrastructure uses that are proposed to help meet the needs generated by the new residents.
- 4.5.19 On this basis, the effect of the population increase, is considered to be **permanent**, of **local to regional** scale and of **major beneficial** significance.

Effects on the housing market

- 4.5.20 The effect on the housing stock would be substantial, with up to 1,000 new properties added to the stock. This would comprise of a variety of different types of housing, to include detached, semi-detached, terraced, flats and apartments. The actual mix to be provided would be determined at reserved matters phases of development and would be subject to discussion with Cherwell District Council.
- 4.5.21 Draft Local Plan Policy BSC3, seeks some 30% affordable dwellings, as a proportion of social rented and intermediate, to help meet the affordable housing needs in Cherwell and Banbury.
- 4.5.22 An element of affordable housing will be provided as part of the overall proposed mix of tenures, to contribute to the affordable housing stock in the local area and Cherwell district, producing a significant beneficial role in meeting the diverse housing needs.
- 4.5.23 Population projections confirm that significant number of new households will be established within the life of the next plan period, both from natural population increase and in-migration into the district. The housing market in Cherwell continues present challenges in regards to affordability and access to the housing market. Shelter figures¹⁷ state that average house price to income ratios continue to increase.

¹⁷ Shelter Housing Databank

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- 4.5.24 The County SHMA (2014) reports future growth of the population of the district. New housing as a result of the Proposed Development would help meet directly the expected demand from more households seeking accommodation in the District. Indirectly, the Proposed Development will lessen the pressure on housing markets elsewhere, thereby increasing choice and affordability at local, district and regional level.
- 4.5.25 On this basis both the direct and indirect effects of the Proposed Development on the local and regional housing market will be **permanent**, of **local to regional** scale and of **major beneficial significance** for the long term development of the area.

Effects on employment*Direct Employment*

- 4.5.26 The Site is Greenfield land and currently undeveloped, and therefore supports minimal agricultural related jobs.
- 4.5.27 The Proposed Development includes a local centre which is expected to accommodate a potential range of uses including A1-A5 Uses, D1 Community Uses, D2 Leisure Uses. All of these uses would create a modest number of jobs, through a variety of different sectors.
- 4.5.28 0.6 hectares of land is proposed for a local centre, which will incorporate the uses indicated above, of which up to 1,000 sqm of floorspace is proposed for A1 retail.
- 4.5.29 The proposed mix of uses within the Site will offer employment opportunities for a wide range of skill levels, including management, professional health and education staff, clerical/administrative and sales staff, as well as skilled and semi-skilled jobs.
- 4.5.30 Based on the assumption of 1 job per 19 sq m of A1 retail space¹⁸, some 50 jobs could be created solely by the provision of local retail in the local centre. This figure is an estimate only and is dependent upon the nature of the businesses that occupy the particular units.

¹⁸ adapted from HCA Employment Densities Guide (2nd Edition), 2010

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- 4.5.31 Further employment opportunities will be generated from other supporting uses anticipated within the local centre, to include take-away, cafes and food and drink outlets and community facilities (A2-A5, D1 and D2)
- 4.5.32 The proposed primary school could yield some 30 jobs, including teachers and supporting staff¹⁹.
- 4.5.33 The proposals will create a mix of full-time, permanent jobs as well as flexible part-time opportunities on site. Based on experience and for the purpose of this ES it is assumed that 80% of all jobs will be full time while 20% will be part time.
- 4.5.34 There will be a small loss of existing jobs resulting from the cessation of the agricultural tenancies on the Site. However, the scale of this loss is not significant in overall socio-economic terms. In addition, jobs will be created in the management of the open spaces, and in other services that have not been reflected in the estimates above.
- 4.5.35 At this stage, it is not possible to project a more accurate employment figure or establish the precise mix of employment types.

Indirect Employment

- 4.5.36 The principal source of indirect employment will be through the income and expenditure of the residents of the new development, which will indirectly spend money on existing facilities and services in the local area, and therefore provide the potential to create jobs through their activity.
- 4.5.37 The Proposed Development will provide housing for approximately 1734 economically active people (based on the 2011 rate of economic activity of all residents in Banbury). Based on a 10 year delivery programme, this will add some 173 economically active residents to the district and to the ward each year. This will be offset by some existing residents of the District becoming no longer economically active, primarily through retirement. The addition of economically active residents will have a positive economic effect on the local area.

¹⁹ adapted from HCA Employment Densities Guide (2nd Edition), 2010

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4.5.38 In summary, the most significant effects of the Proposed Development on the local economy, at the time of completion, would be:

- a significant capital investment through the construction process
- approximately 80 direct permanent job opportunities on site in retail and primary school;
- Additional permanent jobs within other uses in the local centre;
- Additional indirect FTE jobs in local shops and services;
- a mix of full time and part time employment opportunities for a wide range of skill levels;

4.5.39 The effects of the Proposed Development on the local labour market are therefore assessed as being **permanent**, of **local to regional** scale, and of **moderate beneficial** significance, due to the scale and quality of jobs that will be created and the positive economic impacts over the baseline.

Effects on education facilities

4.5.40 The Proposed Development's likely impact upon education provision, depends upon a number of variables – namely the number of additional children generated as a consequence of development which will combine with other factors such as the availability of school places in the area in line with the schoolchildren numbers in the area over a period of time (expected increase).

4.5.41 *Cherwell Draft Planning Obligations SPD* references derived Pupil Generation rates per dwelling, which are indicated in table 4.15.²⁰

Table 4.15 – Pupil generation rates per dwelling

	1 bed	2 bed	3 bed	4+ bed
Primary (4-10)	0.00	0.17	0.39	0.51
Secondary (11-15)	0.00	0.09	0.23	0.35
Sixth Form (16-18)	0.00	0.01	0.03	0.07

²⁰ Cherwell Draft Planning Obligations SPD – July 2011

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- 4.5.42 Based on the above calculations, and average mix, an average of 0.268 primary age pupils per dwelling might arise. Based on the same calculations, an average of 0.168 secondary age pupils per dwelling could emerge. A mean average of 0.028 sixth form pupils could be created per dwelling.
- 4.5.43 From this it could be considered that the following amount of children could be generated by the development: 268 primary school aged children (ages 4-10); 168 secondary school aged children (11-15); and, 28 sixth form pupils (16-18).
- 4.5.44 The development will provide land for a Primary School, and enable provision to be made for the primary school children that it generates having regard also to capacity in existing and committed development. It also has the potential to accommodate primary school requirements of other new development.
- 4.5.45 In addition, it should be noted that some of the new residents will relocate to the Proposed Development from within the District and their children might continue to attend their existing schools. However, others might consider relocating to the new schools, thereby freeing up spaces in existing schools as an indirect effect.
- 4.5.46 It is considered that there is capacity in the local area to accommodate the number of secondary school children generated by the Proposed Development. In terms of secondary school provision, Banbury Academy, had a pupil intake of 1094 in October 2013, and this was considered significantly below capacity. The academy is considered to have a total capacity of 1953.
- 4.5.47 The impact of the Proposed Development on education will be addressed as part of the Section 106 agreement. Overall it is expected that the new development will have **permanent** effects, of **local** scale and of **moderate beneficial** significance, by providing new facilities in a timely manner, and making appropriate contributions to support the provision of school places.

Effects on health

- 4.5.48 The development provides direct and indirect opportunity to support general health and healthy lifestyles. The delivery of a sustainable form of development contributes

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significantly to achieving and enhancing the health of local people. Specifically though, the new development will create demand for new health services.

- 4.5.49 The Proposed Development could also generate opportunities for 0.96 new dentists (based on an average of 0.4 dentistry personnel per 1,000 people in the UK²¹).
- 4.5.50 Given that there are 6 existing surgeries within a 5 mile radius from the site that have surplus capacity, it is considered that any potential need generated by the Proposed Development could be met by those existing facilities in the short to medium term.
- 4.5.51 The Proposed Development will deliver public open space and semi-natural green space close to and easily accessible from where people live that will also boost the quality of life for existing and new residents and allow people to live active and healthy lifestyles.
- 4.5.52 Overall, the effects of the Development upon health are expected to be **permanent**, of **local** scale and of **minor beneficial** significance.

Effects on open space, sports and leisure provision

- 4.5.53 The proposed development provides a considerable amount of green space for play and formal and informal recreation and walking/cycling and accords and exceeds, the open space requirements as set out in Table 8 Policy BSC 11 of the emerging Local Plan. Open space requirements from the emerging Local Plan together with the amount of open space provision proposed by the development are set out in the table below. The figures are based on the housing numbers proposed in the outline application (up to 1000 units) and are multiplied by the average household size for Cherwell District of 2.4 persons per household (as published in the Interim Household Projections, April 2013). This equates to a population of 2,400.

Category of Open Space	Draft Cherwell Local Plan	Requirements for development	Amount of POS proposed
General Green Space (overall)	2.74 ha / 1000	6.58 ha	9.21 ha
Children/Teen Play	0.78 ha / 1000	1.87 ha	1.89 ha

²¹ Dentistry personnel (per 1000 population) - Aggregated Data - Human Resources for Health - World Health Organization
(<http://www.nationsencyclopedia.com/WorldStats/WHO.html>)

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Areas	people		
Outdoor Sports Provision	1.13 / 1000 people	2.71 ha	2.72 ha
Allotments	0.37 / 1000 people	0.89 ha	0.90 ha

4.5.54 The majority of open space is provided at the eastern end of the site, where sports pitches, with potential opportunities for an element of changing facilities. A Neighbourhood Equipped Area for Play (NEAP) is provided adjacent to sports pitches, which is anticipated to include a Multi-use games area for youth play. Two smaller areas of play, Local Equipped Areas for Play (LEAPs) are located at the northern edge, adjacent to the school and a second at the western edge of the site, with the substantial majority of dwellings sited within 400 metres of an area for play. The proposed development also makes provision for allotments at the south of the site.

4.5.55 The proposed open space and green infrastructure will enhance the ecological quality of the site by providing new and connecting existing wildlife habitats.

4.5.56 One indirect effect of the green infrastructure and recreation proposals is the potential to attract visitors from outside the Site who are looking to enjoy the facilities. However, the nature of the proposals is unlikely to attract people from far away, but rather local people that could be encouraged to cycle or walk to the Site via the proposed new connections within and to the site.

4.5.57 This increase in green space as well as formal and informal space for recreation is considered to be a **permanent** effect of **local** scale and **moderate beneficial** significance to existing and future residents, users and visitors.

Effects on community facilities

4.5.58 There will inevitably be demand for community services and facilities created as a result of the proposed development, based on its size and the consequent increase in the population by approximately 2,400. The proposed development incorporates a mixed use local centre that is proposed to incorporate a community facility, and establish a hub for the new community. The community centre is likely to provide a variety of social, cultural and leisure services, providing a multi-use function to serve the new community and also the surrounding locality.

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4.5.59 Given the local nature of these new community facilities it is unlikely that people from further afield would travel to make use of them. It is however possible that local people from outside of the development, from the nearby residential areas would use the community facilities within the new development.

4.5.60 Overall, the effects of the Proposed Development on community facilities are expected to be **permanent**, of **local scale** and of **moderate beneficial** significance.

Effects on retail provision

4.5.61 Up to 1,000 sq m of A1 local retail space plus additional A2, A3, A4 and A5 uses is proposed within the new mixed use local centre within the Proposed Development.

4.5.62 The local retail will cater for the day-to-day convenience shopping needs of the new residents. This retail space is well located with education uses, to encourage linked trips.

4.5.63 Potential types of retail and retail services that could be provided within the Local Centre include:

- a small-scale convenience and related stores such as “Local” or “Express” stores , with scope for other complementary outlets e.g. newsagents, off-licence etc;
- Service uses – potentially, subject to occupier demand, retail service uses such as a dry cleaners, hairdressers/barbers, beauty salon;
- Financial and professional services (A2) – potential occupiers could be estate agents, solicitors or accountants;
- Restaurants and cafes (A3) – potential for a restaurant and or café;
- Drinking establishments (A4) – potential for public house or other drinking establishment; and

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- Hot Food Takeaway (A5) – potential for a takeaway food establishment.

4.5.64 The proposed small-scale A1 uses will not be capable of meeting main food shopping needs; but could provide for a variety of essential food and non-food goods for the locality and would complement the existing provision in nearby neighbourhoods.

4.5.65 The main shopping needs of the proposed development would still be provided outside of the development area, with the nearest main superstore at Oxford Road (Sainsbury's).

4.5.66 As a result, the effect of the provision of retail uses within the Proposed Development on existing convenience retail provision is negligible and indeed the increase in population will support existing stores. The proposed development would also provide further footfall for Banbury Town Centre, enhancing its status as a key shopping destination.

4.5.67 Overall, given the local nature of the planned retail provision, its low turnover and the spending arising from the new population, the Proposed Development will have **permanent** effects mainly on the **local** retail sector. These effects are not considered to have a significant adverse impact upon any of the existing town centres within the local area and indeed are considered to be of **minor beneficial** significance, because they will provide a more accessible retail offer in the locality with more choice of convenience goods without competing with existing centres. It will also create new jobs and increase expenditure.

4.5.68 However, **permanent moderate beneficial** effects are likely to arise from additional money being spent in the town centre. These will be of **local-regional scale**.

4.6 MITIGATION MEASURES

4.6.1 As shown in the previous section, the socio-economic effects of the Proposed Development will be either beneficial or negligible, both during the demolition and construction phase, as well as after completion.

4.6.2 Suitably worded conditions on any planning permission will be discussed and agreed with Cherwell District Council, as well as delivery thresholds that will form part of the Section 106 legal agreement, to ensure that necessary infrastructure and facilities will be delivered at an appropriate juncture of the Proposed Development.

Outline Planning Application**4.7 RESIDUAL EFFECTS**

4.7.1 As shown in the previous sections of this ES chapter, all effects of the Proposed Development will either be beneficial or negligible. Consequently, the residual effects during demolition and construction and following completion of the Proposed Development would remain identical to those described within the assessment of potential effects.

4.7.2 In summary, the overall socio-economic effects of the Proposed Development are considered to be beneficial, as it will:

- provide a wide choice of housing of a broad range of types and tenures;
- provide short and long-term employment opportunities;
- increase expenditure in existing businesses and shops.
- provide additional primary school places and utilise the capacity of off-site secondary school provision;
- increase formal green space provision,
- increase provision of community facilities;
- provide sports facilities and open space for the wider area;
- maintain public safety;

4.7.3 The residual effects have also considered the cumulative effects of development alongside the specific socio-economic direct and indirect effects through construction to occupation stage of development.

Summary of effects

4.7.3 The effects identified are summarised in Table 4.10 below:

Table 4.10: Summary of effects

Potential effect	Significance (pre-mitigation)	Mitigation measure	Significance of residual effect
Construction stage			
Job creation and	Temporary; local to	None required	Temporary; local to regional scale;

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expenditure	regional scale; moderate beneficial		moderate beneficial;
Post-completion stage			
Increase in population	Permanent; local to regional scale; major beneficial	Associated provision of infrastructure, insofar as this is necessary.	Permanent; local to regional scale; major beneficial
Housing market	Permanent; local to regional scale; major beneficial	None required	Permanent; local to regional scale; major beneficial
Job creation and expenditure	Permanent; local to regional scale; moderate beneficial	None required	Permanent; local to regional scale; moderate beneficial
Education Facilities	Permanent; local scale; moderate beneficial	None required	Permanent; local scale; moderate beneficial
Health	Permanent; local scale; minor beneficial	None required	Permanent; local scale; minor beneficial
Open Space Provision	Permanent; local scale; moderate beneficial	None required	Permanent; local scale; moderate beneficial
Community Facilities	Permanent; local scale; moderate beneficial	None required	Permanent; local scale; moderate beneficial
Retail Provision – Local Centre	Permanent; local scale; negligible to minor beneficial	None required	Permanent; local scale; minor beneficial
Retail Provision – Town Centre	Permanent; local to regional scale; moderate beneficial	None required	Permanent; local to regional scale; minor beneficial

