

ADDENDUM TO MARKETING STRATEGY REPORT AND BUSINESS CASE NORTH WEST BICESTER: EXEMPLAR LOCAL CENTRE AT ELMSBROOK

Bidwells prepared a Marketing Strategy Report and Business Case dated May 2019 for the Commercial Units within the Local Centre, as part of the current planning application reference 19/01036.

After consultation with Cherwell District Council, A2Dominion propose to amend the current application to a hybrid application with the implementation of the scheme in phases. Full planning consent will be sought for the section to the north of the road containing community uses at ground floor with residential above (Phase 1), whilst outline consent will be sought for the development to the south of the road (Phase 2) for Local Centre Retail, Community or Commercial Floorspace (flexible Use Class A1/A2/A3/A4/A5/B1/D1). The built form of Phase 2 will be determined at detailed stage, however our original report assessed two commercial units (Units 2 & 3) to be leased out.

The phased approach is to enable the community uses to be delivered early whilst allowing the commercial units to be come forward later, dictated by the rate of development of the wider master planned area, reflecting evidenced demand.

The proposal is that there will be an agreed marketing strategy for Phase 2 to be submitted following planning approval, to be monitored by Cherwell District Council.

This hybrid approach will provide the flexibility to reflect forthcoming demand with a detailed marketing strategy to be submitted and agreed, and as such the Marketing Strategy Report and Business Case remain valid.

07/10/19