

**CHERWELL DISTRICT COUNCIL**

**OPEN SPACE, SPORT AND RECREATION**  
**ASSESSMENT AND STRATEGIES**

**Part 1:**  
**Context**

**Draft Report**

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## SECTION 1: PROFILE OF CHERWELL

### Introduction

- 1.1 Cherwell District Council requires an assessment of open space sport and recreation facilities including a new Playing Pitch Strategy, and development of a strategy and action plan for indoor and outdoor sports provision, open space and play areas. These are needed to assist in sport and recreation facility development and to provide a robust and up to date evidence base to support planning policy documents, development management decisions, infrastructure planning, funding bids and investment decisions. This Context Report comprises Part 1 of the assessment and contains a profile of the district, the national and local policy context and an overview of stakeholder engagement. The other parts of the assessment will comprise: Part 2 Sports facilities strategy, Part 3 Playing Pitch Strategy, and Part 4 Open space and play areas strategy.
- 1.2 The Cherwell Local Plan 2011-2031 (Part 1) was adopted on 20 July 2015. The Plan contains strategic policies and proposals for the district, including policies on open space, outdoor sport and recreation, indoor sport, recreation and community facilities. Some strategic site allocations for open space and sports provision were included in the Plan, and many site policies for strategic housing developments include requirements for open space/recreation provision. The Infrastructure Delivery Plan (IDP) indicates where and when infrastructure is needed, potential costs, means and sources of funding, and delivery progress. The IDP is a live document and the outcome of this study will inform its updating.
- 1.3 Local Plan Part 1 was supported by a number of evidence base documents relating to open space, indoor and outdoor sport, and recreation. These now need some updating to support and inform the production of other planning policy documents, including the emerging Local Plan Part 2.
- 1.4 The suite of sport, recreation and open space documents uses forecast population information for the period up to 2031, including that arising from the proposed housing in the emerging Partial Review of the Cherwell Local Plan Part 1: Oxford's unmet housing need.

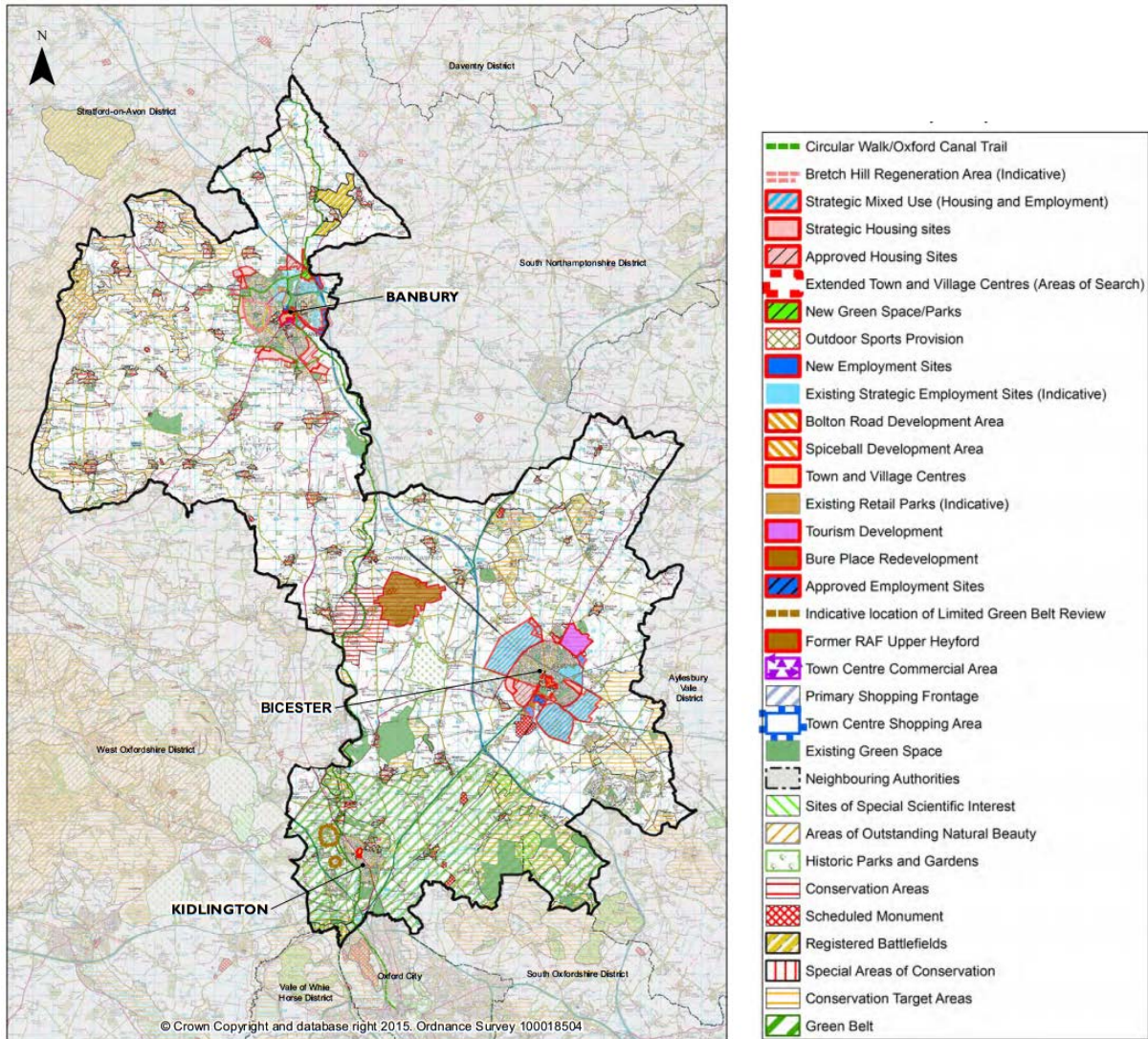
### The plan area

- 1.5 Cherwell is situated in north Oxfordshire and lies between London and Birmingham, immediately north of Oxford and south of Warwick / Leamington Spa. The district shares boundaries with Oxford City, South Oxfordshire, Vale of White Horse, West Oxfordshire, Aylesbury Vale, South Northamptonshire and Stratford-on-Avon districts.
- 1.6 Cherwell is predominantly a rural district. It has two towns, Banbury in the north and Bicester in the south, and a third urban centre at Kidlington, a very large village close to Oxford. The district has over 90 villages and hamlets.

- 1.7 The district's largest employment sectors are: distribution, manufacturing, office, retailing and other services, and public sector employment including in health, defence and education. In recent times, unemployment has generally been low in Cherwell, however, it doubled during the economic downturn.
- 1.8 Banbury is principally a manufacturing town and service centre whilst Bicester is a garrison town with a military logistics, storage and distribution and manufacturing base. Both towns featured as important economic locations in the former Regional Spatial Strategy. Kidlington functions as a village service centre but has a larger, varied employment base benefiting from its proximity to Oxford, its location next to the strategic road network, and the location of London-Oxford Airport immediately to the north.
- 1.9 Bicester and Kidlington lie within Oxford's hinterland. In rural areas, the function of villages as places to live and commute from has increased as the traditional rural economy has declined.
- 1.10 The M40 motorway passes through Cherwell close to Banbury and Bicester. There are direct rail links from Banbury and Bicester to London, Birmingham and Oxford. The rail link from Bicester to Oxford is being improved as part of wider east-west rail objectives. The district has a clear social and economic relationship with Oxford and to a lesser extent with Northamptonshire. Banbury has its own rural hinterland and housing market area which extends into South Northamptonshire and less so into West Oxfordshire and Warwickshire. London has a significant commuting influence.
- 1.11 The character of Cherwell's built environment is diverse but distinctive. Banbury and Bicester have changed as a result of post-war expansion and economic growth brought about by the M40, but they retain their market town origins. The district has a few fairly large, well served villages and many smaller villages, but no small towns as in other parts of Oxfordshire such as Chipping Norton or Wallingford. In the north of the district, the predominant traditional building material is ironstone; in the south, limestone. Many villages have retained their traditional character. Cherwell has approximately 2,700 listed buildings, an increasing number of conservation areas (presently 60), 59 Scheduled Ancient Monuments and a number of registered parks and gardens and a historic battlefield. In some areas the MoD's presence has influenced the built environment.
- 1.12 Cherwell's natural environment is also varied. The River Cherwell and Oxford Canal run north-south through the district. There are Ironstone Downs in the north-west (a small proportion of which is within the Cotswolds Area of Outstanding Natural Beauty in the north west of the district), the Ploughley Limestone Plateau in the east and the Clay Vale of Otmoor in the south. Part of the Oxford Meadows Special Area of Conservation lies north of the boundary with Oxford City and the district has a large number of designated wildlife sites, Sites of Special Scientific Interest and other designated areas of natural interest. Approximately 14% of the district lies within the Oxford Green Belt to the south which surrounds the urban area of Kidlington.

- 1.13 Development in the district has been led by waves of urban expansion to Banbury and Bicester as part of a countywide approach to focus growth on Oxford and its satellite country towns. An urban extension to the north of Banbury of over 1,000 homes was completed in 2008/09. Urban extensions producing some 877 homes at Bicester were completed in 2004/05. Average housing completions from 2011 to 2016 were 695 per annum, 25.7% of which were in Banbury, 27.5% in Bicester and 46.8% elsewhere. Banbury's town centre benefited from redevelopment in the 1990s and is regionally important. Improvements to Bicester town centre have been permitted to provide much needed retail, leisure and community facilities and are now largely complete.
- 1.14 Permissions are in place for further extensions to Banbury and Bicester of 3,253 and 3,380 homes respectively and these are now underway. There is currently planning consent for 821 dwellings (net) at former RAF Upper Heyford (as at 31/03/16).
- 1.15 The map of Cherwell in Figure 1 provides an overview of the district and the main planning policies contained within the adopted Cherwell Local Plan 2011-2031 Part 1.

*Figure 1: Map of Cherwell*  
 (Source: Cherwell Local Plan 2011-2031 Part 1)





## POPULATION CHARACTERISTICS AND CHANGE

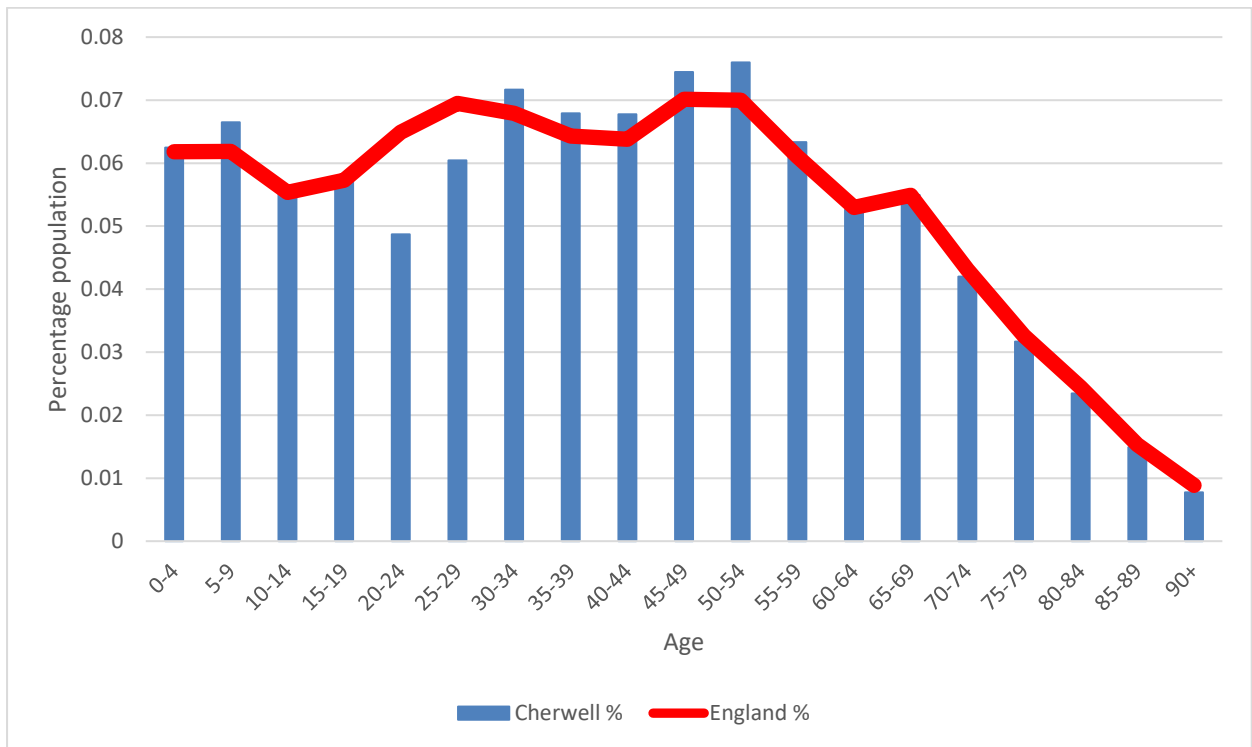
### Forecasts

- 1.16 The adopted Cherwell Local Plan 2011-2031 Part 1 (Cherwell District Council, 2015) sets out the planning strategy with the exception of the commitment by the Council to help to address the unmet objectively assessed housing need from elsewhere in the Oxfordshire Housing Market Area (HMA), particularly from Oxford City. The agreed apportionment of Oxford's unmet needs is 4,400 homes to Cherwell District between 2011 and 2031. The Council is currently considering how Cherwell should contribute through a Partial Review of Part 1 of the Local Plan.
- 1.17 The Local Plan Part 1 was informed by the Oxfordshire Strategic Housing Market Assessment 2014 (SHMA) and the apportionment for the Partial Review by work undertaken by the Oxfordshire Growth Board including examining the capacity of the city of Oxford. The main planned growth contained in the adopted Local Plan, as illustrated by Figure 1 is around Banbury, Bicester, and at Upper Heyford. The Proposed Submission Partial Review Plan focusses additional growth to meet Oxford's unmet housing need in the Kidlington area.
- 1.18 The suite of sport, recreation and open space documents uses forecast population information for the period up to 2031, including that arising from the proposed housing in the emerging Part 1 Partial Review of the Cherwell Local Plan Part 1: Oxford's unmet housing need.

### Current population

- 1.19 The population of Cherwell in 2016 was estimated in the OCC projections to be around 148,280. The current population structure of Cherwell is fairly similar to that of England as a whole, though there is a dip in the relative percentage of people aged 20-29 years (Figure 2).

*Figure 2: Cherwell current population structure compared to England*  
(Source: ONS and OCC projections)



### Future population projections

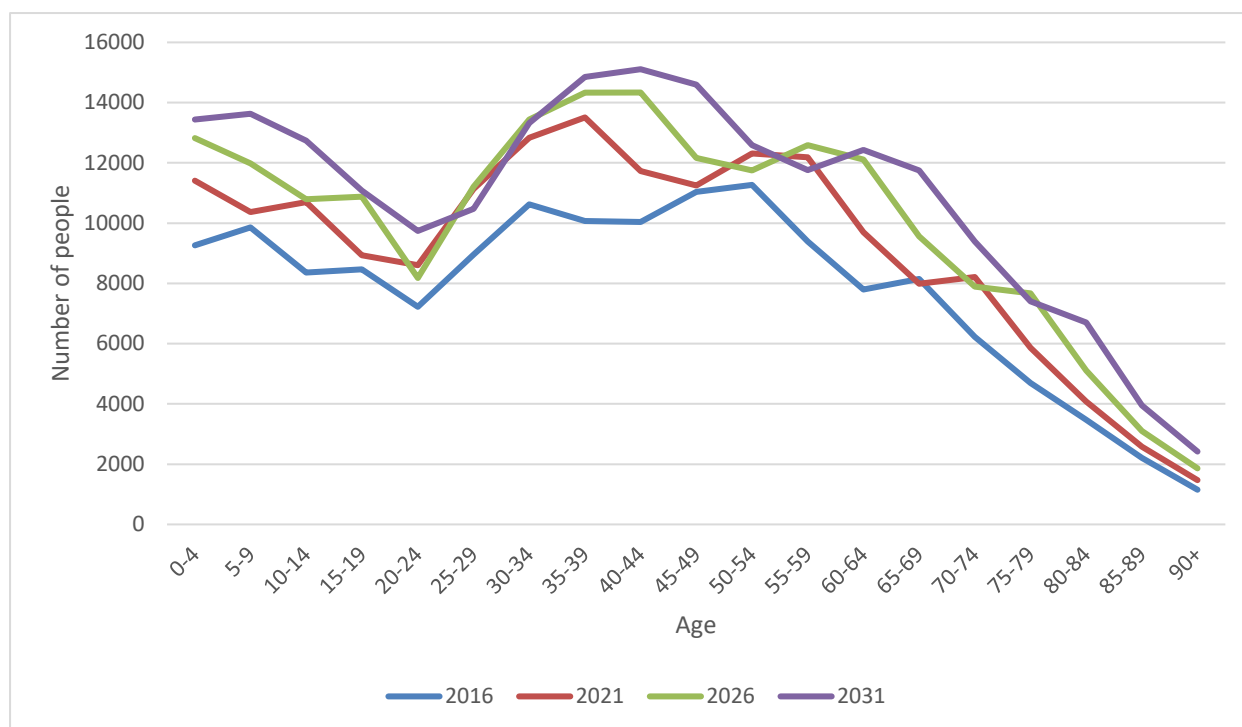
- 1.20 The OCC projections for Cherwell District show that the population is expected to grow significantly as a result of the adopted Local Plan housing growth to 192,160 people by 2031. However this does not include the additional 4,400 homes proposed in the Partial Review. Like all population forecasts these are informed estimates and will be effected by changes including the completion rates of planned housing. The population projections and 5-year age break downs are shown at Figure 3 and graphed in Figure 4.
- 1.21 It is clear from these figures that there will be an increase in the number of people in every age group in Cherwell, with particularly high growth in numbers of children and young people under 20 years, and in those aged 30-44 years. The dip in the number of young people aged 20-29 years is not unusual for an authority without a large higher education institution.



Figure 3: Cherwell population up to 2031 including Partial Review growth

Age	2016	2021	2026	2031
0-4	9263	11412	12827	13442
5-9	9859	10368	11982	13636
10-14	8361	10694	10797	12742
15-19	8471	8931	10881	11081
20-24	7224	8602	8175	9744
25-29	8958	11132	11204	10476
30-34	10627	12834	13440	13322
35-39	10066	13509	14329	14856
40-44	10043	11725	14336	15109
45-49	11040	11247	12167	14599
50-54	11270	12317	11749	12585
55-59	9387	12190	12593	11766
60-64	7799	9695	12109	12428
65-69	8148	7993	9556	11755
70-74	6225	8211	7894	9387
75-79	4697	5868	7667	7400
80-84	3475	4082	5111	6706
85-89	2213	2578	3101	3956
90+	1151	1470	1861	2419
<b>TOTAL</b>	<b>148276</b>	<b>174859</b>	<b>191778</b>	<b>207408</b>

Figure 4: Cherwell growth; 2021, 2026 and 2031



1.22 The growth in and/or on the edge of Banbury, Bicester and Kidlington is responsible for the majority of this population increase, plus the housing growth at the former RAF Upper Heyford. By comparison, the rural areas are likely to have very little population growth as there is limited housing planned.

1.23 The new housing areas around the towns are, and will continue to attract young people which has an impact on the population structure of the towns. For example, as shown by the OCC forecasts for Bicester, there is expected to be growth of around 22,540 people between 2016 and 2031. There will be more people in every age group, particularly at primary school age and in the age group 35-49 years. There are also forecast to be significant numbers of older people, most of whom are already living in the town, see Figure 5.

1.24 This differs to the rural wards/areas, which are expected to experience much less change in population, with notably fewer people of school age by 2031 as shown at Figure 6, for Hook Norton.

*Figure 5: Bicester population change 2016-2031*

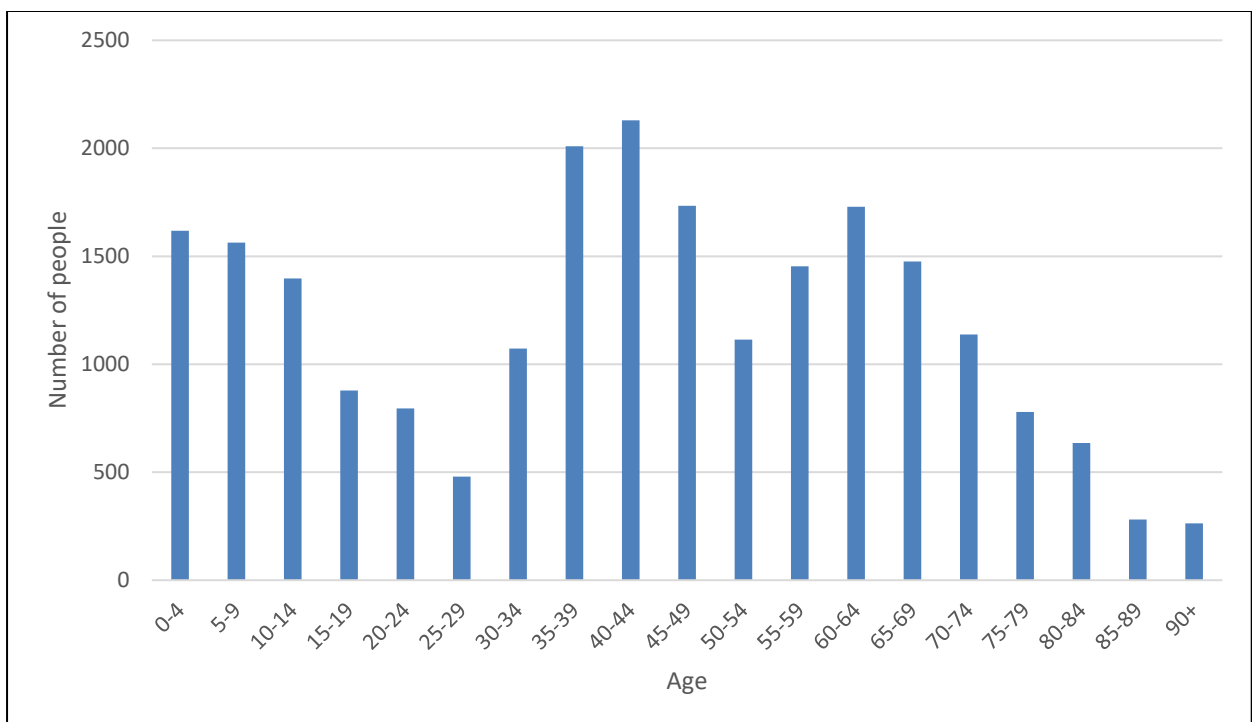
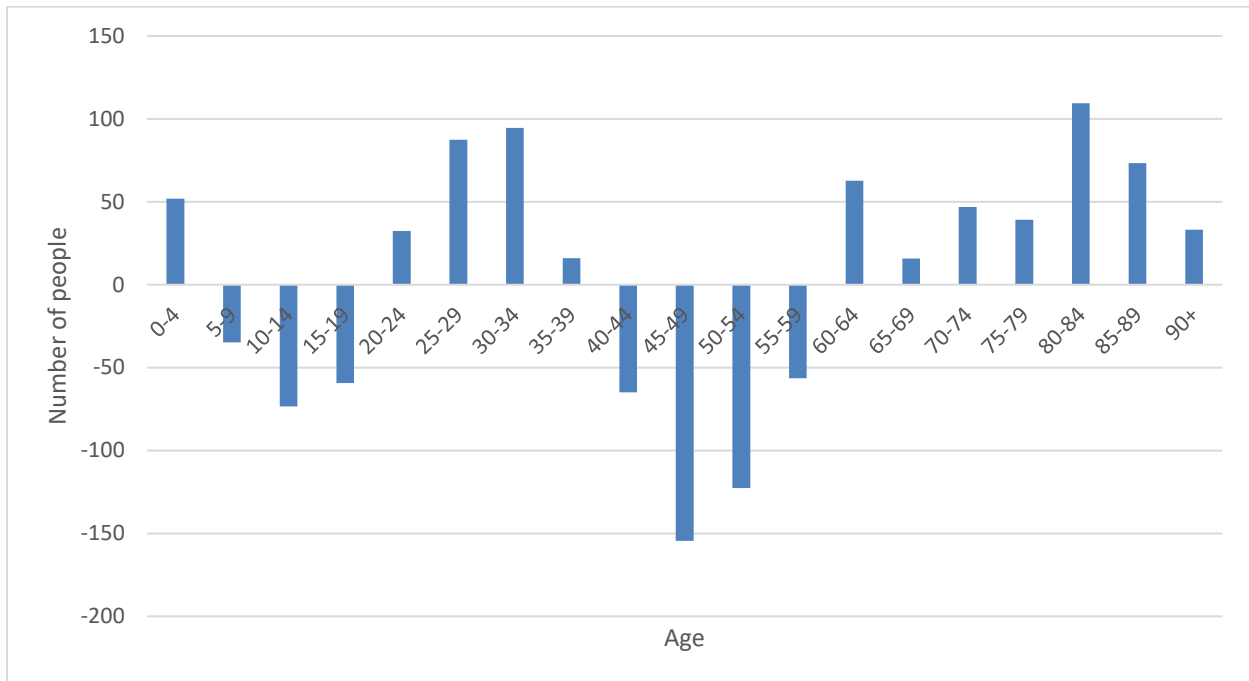


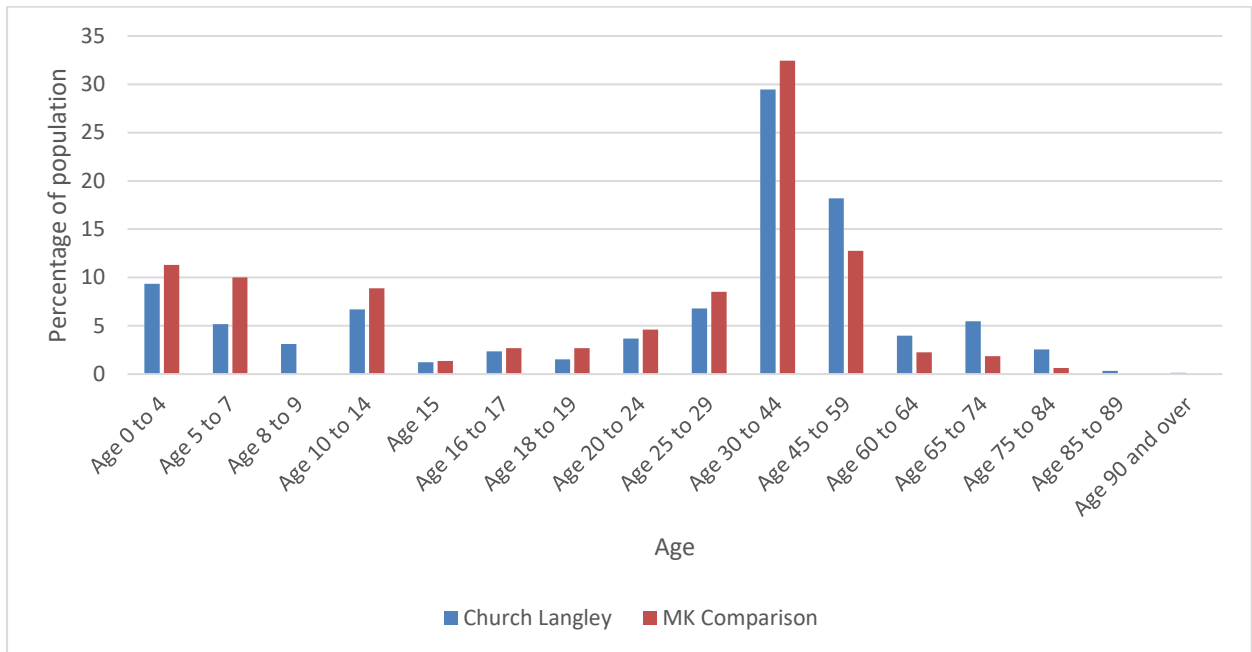
Figure 6: Hook Norton population change 2016-2031



*The impact of sustainable urban extensions*

- 1.25 The population projections provided by Cherwell District Council have included the younger population profiles for the growth locations within the adopted Local Plan Part 1, but did not include the impact of the Partial Review proposed housing, 4,400 homes mainly around the Kidlington area.
- 1.26 Population research at a number of locations in England, for example for Milton Keynes, has shown that sustainable urban extensions (SUEs) have a very different population profile than well established communities.
- 1.27 The SUE population structure used in this study to assess the impact of the proposed new housing around Kidlington proposed in the Partial Review has been tested in a number of areas including: Rugby Borough, Milton Keynes, Harlow, East Hertfordshire, Northampton, South Northampton and Daventry. Figure 7 shows how two SUEs, one from Milton Keynes and one from Harlow compare. The Church Langley site in Harlow is older than the Milton Keynes SUE which has aged a little, but the influx of those aged 30-49 is very clear, with a corresponding growth in young children. It should be noted that relative numbers of people aged about 50 years and over in SUEs are much fewer than the average for the district.

Figure 7: Population profile across SUEs: Milton Keynes and Harlow



- 1.28 This population age structure which major locations for housing usually experience is important, as many sports primarily attract those aged under 45 years, particularly the pitch based sports. In terms of open spaces, the high numbers of children and young people in these areas confirm the need for good provision in relation to children’s play and youth facilities.
- 1.29 The sport facilities and playing pitch and strategies therefore consider if there is justification for additional sports facilities or playing pitches, as well as priorities for investment on existing sites. Within the SUEs there is also a need to consider both the capacity and accessibility of the existing and potential sports facilities, pitches and open space, to determine what provision needs to be on site, and what off-site contributions should be required.
- 1.30 Where new provision for built sports facilities, playing pitches and open space is required on site, it is essential that sufficient and suitable land and facilities are provided within the development in accordance with the Council’s policy and supplementary planning guidance requirements.

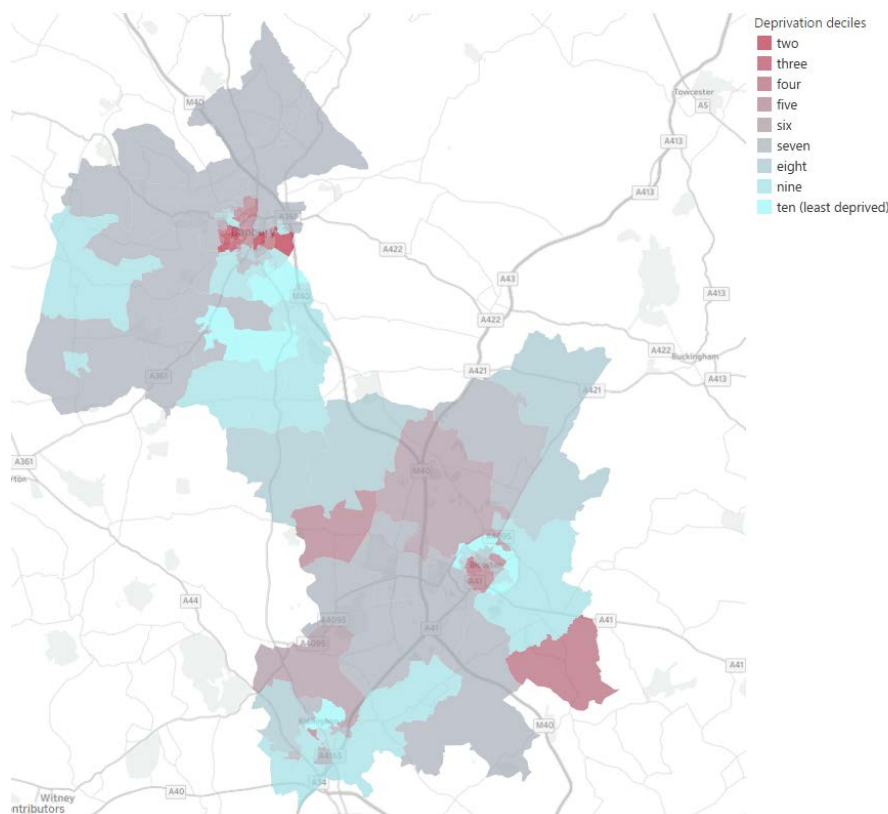
## Socio-economic factors

### Deprivation and economic profile

1.31 The English Indices of Deprivation are produced by the Department for Communities and Local Government. The 2015 release is an update of that released in 2010. The Indices compare small areas in England (called Lower Super Output Areas - LSOAs for short) across 37 indicators, organised into 7 Domains, which in turn are combined to produce the Index of Multiple deprivation (IMD). The domains are: Income Deprivation; Employment Deprivation; Education, skills & Training Deprivation; Health Deprivation and Disability; Barriers to Housing & Services; Crime; and Living Environment. Figure 8 uses the Index of Multiple Deprivation (IMD) to illustrate deprivation across the district. Most of the district is relatively undeprived but there is some variation and in Banbury parts of Grimsbury and Castle, and Ruscote are within the 20% most deprived areas in the country.

*Figure 8: Multiple deprivation in Cherwell 2015*

Key: Deprivation by IMD 2015 national decile:  
Decile 1 is the most deprived and Decile 10 is the least deprived



1.32 Cherwell's Economic Development Strategy 2011-2016 (Cherwell District Council, 2011) identified key issues faced by the district:

- a) Levels of employment remain high but not everybody is benefiting;
- b) We have increasingly relied upon public sector jobs which are set to reduce in number;
- c) The economic climate, access to finance and cash flow have become critical issues for businesses;
- d) Wages paid within Cherwell still lag behind South East regional averages;
- e) There are still residents without the right skills;
- f) There remain pockets of deprivation within our overall prosperity;
- g) Our population is expected to grow significantly;
- h) Employment land, premises & infrastructure do not always meet modern business needs;
- i) We have a diverse economy but often with 'lower value' activity similar to the south Midlands;
- j) Manufacturing is a particular strength but is often lower skilled locally;
- k) The knowledge economy is growing but not quickly enough;
- l) Businesses are generally highly satisfied with their location in Cherwell yet all too often still face real issues and constraints;
- m) This is an enterprising district with potential for innovation;
- n) The environment provides both challenges and opportunities in creating a low carbon economy, especially through the 'Eco Bicester' project;
- o) Globalisation has also become a significant issue for the economy: both a challenge and opportunity;
- p) The community sector will have an increasing role to play.

1.33 The adopted Local Plan Part 1 recognises the importance of green infrastructure in supporting the Economic Development Strategy in making the district more attractive to innovative business investment and the creation of higher value employment opportunities.

1.34 Sport and recreation facilities and green infrastructure can both support employment opportunities directly and indirectly. Sport England (Sport England, 2017) estimates that the value of sport and active recreation based on their Economic Value of Sport research for Cherwell is:

- Gross Value Added (GVA) wages and operating profits in 2013:
  - GVA from people participating in sport: £39.7m
  - GVA from wider non participation interests: £13.5m
  - Total (£m): £53.1m
- Total sports related jobs (both participation and wider non-participation interests) in 2013:
  - 1,577



- Economic value of health benefits of participating in sport and active recreation in 2013:
  - £54.6m
- Total sporting business stock (sports businesses) in 2015:
  - 95 businesses
  - Equates to 1.24% of Cherwell’s local economy – which is higher the national average of 1.05%, at the regional average of 1.19%.
- Economic value of sports volunteering in 2013:
  - £29.0m

1.35 The positive effects sport, recreation and open space use has on mental health and well-being could be capitalised upon to support people back to work through volunteer programmes, which in turn could boost self-confidence and self-esteem in support of a full time employment opportunity.

## Ethnicity

1.36 The 2011 Census (Oxfordshire Insight, 2017) for Cherwell shows that over 86.34% of residents were white English/Welsh/Scottish/Northern Irish/British Irish. The largest ethnic group is Asian/Asian British at a total of 4.25%, with the next largest being Mixed/multiple ethnic groups totalling 1.8%.

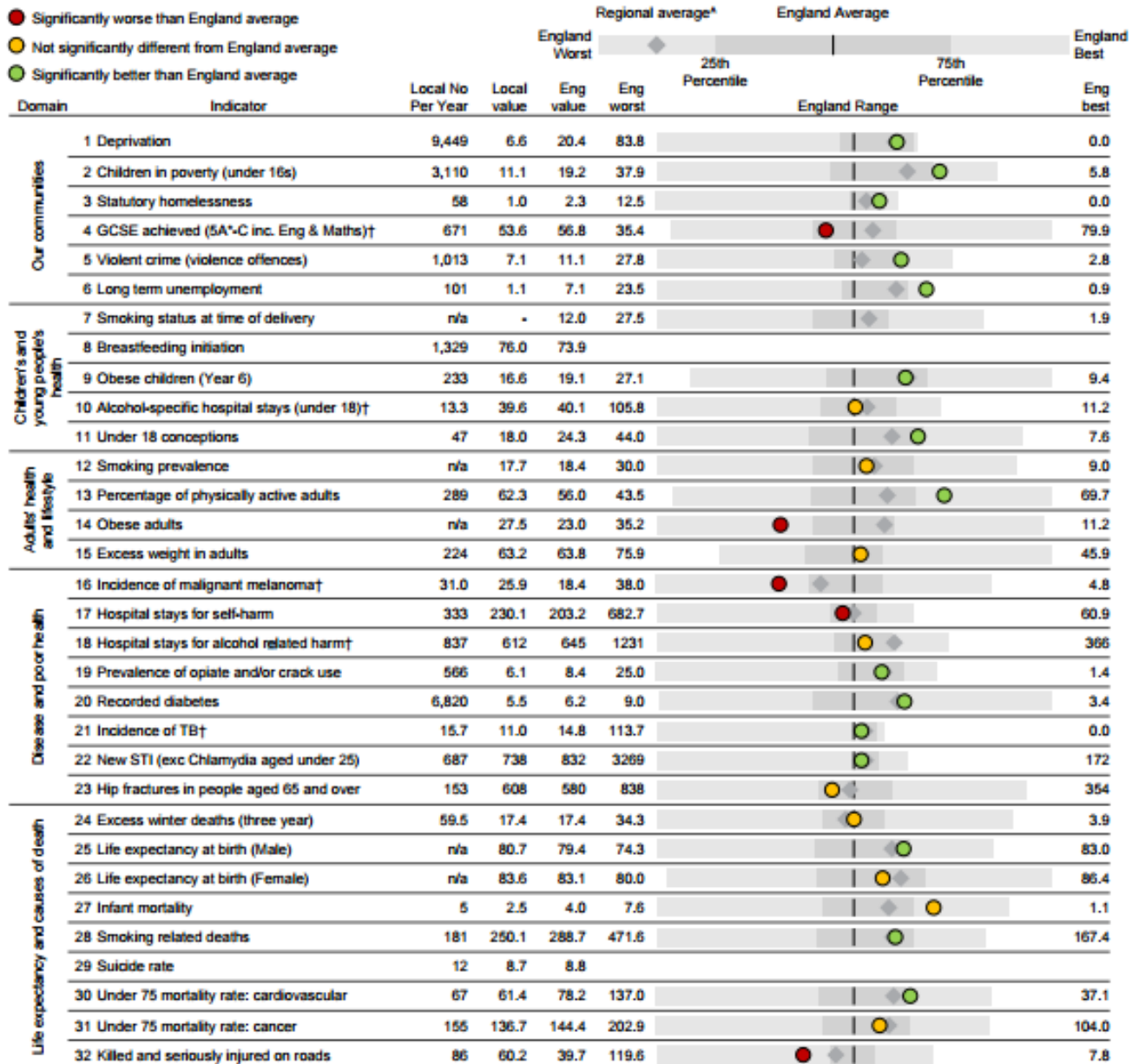
## Health

1.37 Public Health England’s Cherwell Health Profile’s summary is given below for 2015, and the profile given in (Figure 9).

- The health of people in Cherwell is generally better than the England average. Life expectancy is high and death rates from heart disease and stroke and from cancer are better than the England average. The rate of road injuries and death and the violent crime rate are worse than the England average.
- There are health inequalities within Cherwell. For example, life expectancy for men from the least deprived areas is 5 years longer than for those from the most deprived areas.
- Child health indicators are generally good. Levels of physical activity in children are high; 8% of children in Reception can be classified as obese (below average).
- Nearly 1 in 4 adults are estimated to smoke and while the death rate from smoking is low, there are around 160 deaths attributable to smoking each year.
- The Oxfordshire Local Area Agreement for the next 3 years has prioritised: childhood obesity, adult participation in sport, effective treatment for drug users, teenage pregnancy, carers, admissions to hospital for deliberate and accidental harm in children and reducing the inequality gap in all age all cause mortality.

Figure 9: Health Profile for Cherwell  
(Source: Public Health England)

The chart below shows how the health of people in this area compares with the rest of England. This area's result for each indicator is shown as a circle. The average rate for England is shown by the black line, which is always at the centre of the chart. The range of results for all local areas in England is shown as a grey bar. A red circle means that this area is significantly worse than England for that indicator; however, a green circle may still indicate an important public health problem.



Indicator notes

1 % people in this area living in 20% most deprived areas in England, 2013 2 % children (under 16) in families receiving means-tested benefits & low income, 2012 3 Crude rate per 1,000 households, 2013/14 4 % key stage 4, 2013/14 5 Recorded violence against the person crimes, crude rate per 1,000 population, 2013/14 6 Crude rate per 1,000 population aged 16-64, 2014 7 % of women who smoke at time of delivery, 2013/14 8 % of all mothers who breastfed their babies in the first 48hrs after delivery, 2013/14 9 % school children in Year 6 (age 10-11), 2013/14 10 Persons under 18 admitted to hospital due to alcohol-specific conditions, crude rate per 100,000 population, 2011/12 to 2013/14 (pooled) 11 Under-18 conception rate per 1,000 females aged 15-17 (crude rate) 2013 12 % adults aged 18 and over who smoke, 2013 13 % adults achieving at least 150 mins physical activity per week, 2013 14 % adults classified as obese, Active People Survey 2012 15 % adults classified as overweight or obese, Active People Survey 2012 16 Directly age standardised rate per 100,000 population, aged under 75, 2010-12 17 Directly age sex standardised rate per 100,000 population, 2013/14 18 The number of admissions involving an alcohol-related primary diagnosis or an alcohol-related external cause, directly age standardised rate per 100,000 population, 2013/14 19 Estimated users of opiate and/or crack cocaine aged 15-64, crude rate per 1,000 population, 2011/12 20 % people on GP registers with a recorded diagnosis of diabetes 2013/14 21 Crude rate per 100,000 population, 2011-13, local number per year figure is the average count 22 All new STI diagnoses (excluding Chlamydia under age 25), crude rate per 100,000 population, 2013 23 Directly age and sex standardised rate of emergency admissions, per 100,000 population aged 65 and over, 2013/14 24 Ratio of excess winter deaths (observed winter deaths minus expected deaths based on non-winter deaths) to average non-winter deaths 01.08.10-31.07.13 25, 26 At birth, 2011-13 27 Rate per 1,000 live births, 2011-13 28 Directly age standardised rate per 100,000 population aged 35 and over, 2011-13 29 Directly age standardised mortality rate from suicide and injury of undetermined intent per 100,000 population, 2011-13 30 Directly age standardised rate per 100,000 population aged under 75, 2011-13 31 Directly age standardised rate per 100,000 population aged under 75, 2011-13 32 Rate per 100,000 population, 2011-13

† Indicator has had methodological changes so is not directly comparable with previously released values. <sup>a</sup> "Regional" refers to the former government regions.

- 1.38 The cost of physical inactivity in Cherwell per 100,000 people per year based on estimates by the British Heart Foundation (Sport England, 2017) in 2009/10 was £1,909,514. This is somewhat higher than both the South East average of £1,580,313 and that of the national average of £1,817,285.
- 1.39 Ensuring that everyone has good, affordable access to high quality sport and recreation opportunities and enhancing the green infrastructure assets like parks and woodlands means that there are recreational opportunities for all. Involvement in sport and active recreation in all different contexts, and the use of open spaces, strengthens the sense of community and encourages increased activity. Active lifestyles improve life expectancy by helping people keep to a healthy weight, thereby decreasing the risk of heart disease and stroke and improving mental health and well-being.

## Open space

- 1.40 Green spaces and the green infrastructure are an integral and essential part of everyday life and contribute to the health and well-being of everyone living and working within Cherwell. Research by MORI in 2005 showed that 91% of people believe that public parks and open spaces improve their quality of life (Urban Design London, 2005). Well used and maintained open spaces make a significant and valuable contribution to people's quality of life, provide spaces for wildlife and enhance the environment.
- 1.41 The term "open space" for the purposes of these strategy documents is used to describe the network of publicly accessible open spaces that can be used and enjoyed by the community. The former planning policy guidance note 17 (PPG17) provided a definition of green space and a series of typologies, which have been adopted and adapted for the new open space strategy for Cherwell. These are:

Parks and Gardens	Urban parks, country parks and formal gardens, open to the general public that provide opportunities for various informal recreation and community events.
Amenity green space	Commonly found in housing areas, they include informal recreation spaces and green spaces in and around housing, with a primary purpose of providing opportunities for informal activities close to home or work.
Natural and semi natural green space	Space includes woodlands, scrubland, orchards, grasslands (e.g. meadows and non-amenity grassland), wetlands and river corridors, nature reserves and brown field land with a primary purpose of wildlife conservation and biodiversity.
Play provision for Children and Young People	Includes equipped play areas, ball courts, skateboard areas and teenage shelters with the primary purpose of providing opportunities for play, physical activity and social interaction involving both children and young people.
Allotments and Community Gardens	Includes all forms of allotments including urban farms and gardens that provide opportunities for people to grow their

	own produce as part of the long-term promotion of sustainable health and social inclusion.
Cemeteries & churchyards	These include private burial grounds, local authority burial grounds and disused churchyards. The primary purpose of this type of open space is for burial and quiet contemplation but allows for the promotion of wildlife conservation and biodiversity.

- 1.42 The current green space quantitative standard as set out in the Local Plan Part 1 combines the typologies of parks and gardens, natural semi-natural green space, and amenity green space into a single “general green space” standard, and this is what is required to be provided in each of the strategic development sites.

## PARTICIPATION IN SPORT AND ACTIVE RECREATION

- 1.43 Sport England released its first report called Active Lives in January 2017 (Sport England, 2017). Active Lives is broader than the previous Active People Survey as it includes walking and cycling for both leisure and travel, dance and gardening, in addition to the sporting and fitness activities included in the previous Active People Survey.

- 1.44 The table shows the levels of activity of adults aged 16+ years in the authority and its CIPFA benchmark comparator authorities. The definitions are:

Moderate activity: This is defined as activity where you raise your heart rate and feel a little out of breath.

Vigorous activity: This is where you are breathing hard and fast and your heart rate has increased significantly (you will not be able to say more than a few words without pausing for breath).

Moderate intensity equivalent (MIE) minutes: means each ‘moderate’ minute counts as one minute. Any vigorous activity counts for double, so each vigorous minute counts as two moderate minutes. The 30 MIE minutes can be achieved in one go or in chunks of at least 10 minutes across different days through a combination of physical activities.

Inactive: someone who, over the course of a week, does not achieve a total of 30 moderate intensity equivalent (MIE) minutes of physical activity.

Fairly active: someone who is active for 30-149 minutes a week.

Active: someone who is active for at least 150 minutes a week.

1.45 The data in Figure 10 shows that Cherwell is on average, slightly more active than the national or regional average, but there are still about 22% of residents who are inactive.

*Figure 10: Sport and physical activity levels for adults*

Authority	Inactive (<30 minutes a week)	Fairly active (30-149 minute a week)	Active (150+ minutes a week)
<b>Cherwell</b>	<b>21.7%</b>	<b>10.3%</b>	<b>68.1%</b>
Basingstoke and Dean	20.7%	11.1%	68.1%
Huntingdonshire	22.7%	14.8%	62.5%
Test Valley	23.9%	14.3%	61.8%
Vale of White Horse	14.0%	15.6%	70.4%
South East	19.7%	12.3%	68.0%
England	22.0%	12.6%	65.4%

1.46 The Active Lives Survey report shows that:

- more males are active than females
- participation in sport and physical activity declines with age
- activity levels for people with a disability decreases as the number of impairments increase
- the higher the socio-economic group, the more active
- the difference between the number of men and women taking part is greatest for sporting activities
- several of the new activities that form Sport England’s extended remit are more popular with women than with men.

1.47 These trends suggest that the priorities for Cherwell are to encourage and support those people who are inactive or only fairly active to become more so and that the investment priorities should be opportunities which are /can be made available to both young children and to older people, those in the lower socio-economic groups, and activities that attract women and girls. These opportunities relate to both built facilities for sport and recreation and open spaces, including walking and cycling routes.

1.48 The Key Performance Indicators which back the Government’s strategy, *Sporting Future, A New Strategy for an Active Nation* (Dept for Culture, Media & Sport, 2015) and which are measured in Active Lives are:

KPI 1 – Increase in percentage of the population taking part in sport and physical activity at least twice in the last month

KPI 2 – Decrease in percentage of people physically inactive

KPI 3 – Increase in the percentage of adults utilising outdoor space for exercise/ health reasons

KPI 4 – Increase in the percentage of children achieving physical literacy standards

KPI 5 – Increase in the percentage of children achieving swimming proficiency and Bikeability Levels 1-3

KPI 6 – Increase in the percentage of young people (11-18) with a positive attitude towards sport and being active

## Participation in sports in Cherwell

1.49 Figure 11 shows the level of participation in the five sports of gym, cycling, swimming, athletics, and fitness classes extracted from the Sport England Local Profile Tool for Cherwell. All of the sports have higher rates of participation in Cherwell than either the regional or national average. This is particularly important in estimating future demand for swimming as the national rate for swimming is lower than that of Cherwell.

*Figure 11: Top sports in Cherwell with regional and national comparison*

Sport	Cherwell	South East	National
Gym Session	15.9%	11.6%	11.2%
Cycling	12.5%	9.8%	8.3%
Swimming	11.7%	10.0%	9.5%
Athletics	11.6%	8.7%	7.1%
Fitness Class	6.7%	5.7%	4.9%

## Market Segmentation

1.50 Sport England has developed nineteen sporting segments to help understand individuals' attitudes and motivations to sports and physical activity and this tool is a useful extension of the other socio-economic mapping available from elsewhere. The information used to develop these segments is derived from information sourced primarily from the Active People Survey, but also from the census, and supplemented with information from other market research surveys.

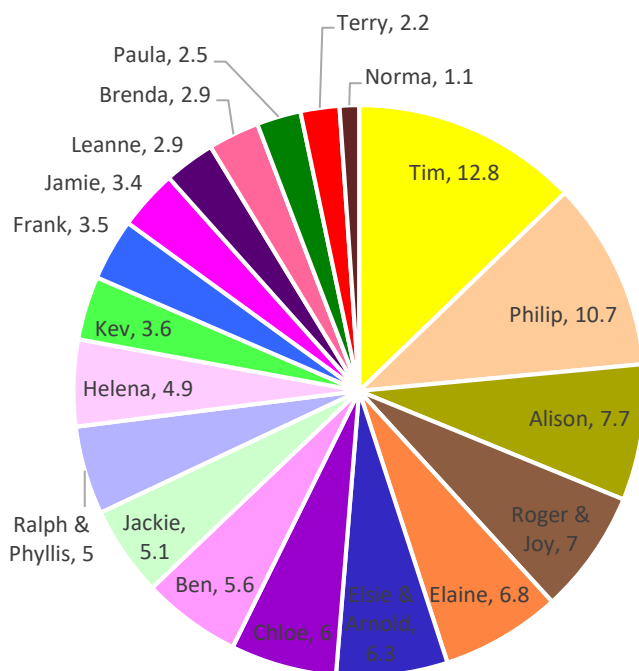
1.51 The intelligence provided by the Market Segmentation tool helps in the understanding of why particular sports have more demand than others in an authority, and highlights any significant differences in areas across the authority. In turn this will help to identify which facility types should be the highest priority in each area.

1.52 Each of the nineteen segments is identified as having different characteristics in relation to patterns of physical activity. Appendix 1 provides more detail on the types of activities which appeal to each, and their motivation for participating in sport. The market segmentation data is available at local authority level as well as lower and middle super output areas.



- 1.53 Sport England expects the use of the Market Segmentation tool as part of the assessment process for all sports strategies, and the information has been used in four ways.
- An authority-wide overview of the total population as a pie chart (Figure 12).
  - A whole authority map showing the geographical distribution of dominant market segments by Middle Super Output Area (MSOA), illustrated by the map at Figure 13, and by Lower Super Output Area for Banbury, Bicester and Kidlington in Figure 14.
  - Identification of key sports for the area (Figure 16).
  - Comparison of the population segments with the regional and national averages (Figure 15).
- 1.54 The key points for the strategies from this market segmentation analysis for Cherwell are:
- The pie chart shows that Cherwell has all of the market segments identified by Sport England, but is dominated by the following groups who are socio-economically secure and active:
    - “Tim” Setting down males
    - “Philip” Comfortable mid-life males
    - “Alison” Stay at home mums
  - Most of the authority area is dominated by the Tim group (coloured yellow).
  - The population characteristics of Banbury, and to a lesser extent, Bicester are different, with a greater range of communities, including the “Paula” group, stretched single mums, and “Kev” group, the pub league team mates. These groups have lower levels of activity.
  - The LSOA maps also show more clearly the areas dominated by older age groups, particularly the light blue, the “Ralph and Phyllis” group and the “Roger and Joy” group marked brown on the maps, to the south of Banbury. These age groups have different activity interests as they are early or comfortably-off retired couples.
- 1.55 The sports which each market segment group currently take part in, and what they would be attracted to, are given in Figure 16. This chart illustrates the importance of swimming, keep fit/gym and cycling to many of the residents of Cherwell. Also of note are athletics (which includes jogging), tennis and golf.
- 1.56 This activity should continue to be supported in the longer term. However, if Cherwell wishes to improve levels of physical activity across the whole community, then the target areas and target groups for investment should be those whom are less affluent i.e. particularly in Banbury, the older age groups including in the rural areas, and women.

Figure 12: Market segments (whole authority)  
(And percentage of residents)



Segment	Type of person	Name
1	Competitive Male Urbanites	Ben
2	Sports Team Lads	Jamie
3	Fitness Class Friends	Chloe
4	Supportive Singles	Leanne
5	Career Focused Females	Helena
6	Settling Down Males	Tim
7	Stay at Home Mums	Alison
8	Middle England Mums	Jackie
9	Pub League Team Mates	Kev
10	Stretched Single Mums	Paula
11	Comfortable Mid-Life Males	Philip
12	Empty Nest Career Ladies	Elaine
13	Early Retirement Couples	Roger & Joy
14	Older Working Women	Brenda
15	Local 'Old Boys'	Terry
16	Later Life Ladies	Norma
17	Comfortable Retired Couples	Ralph & Phyllis
18	Twilight Year Gents	Frank
19	Retirement Home Singles	Elsie & Arnold

Figure 13: Market Segmentation map - MSOA level

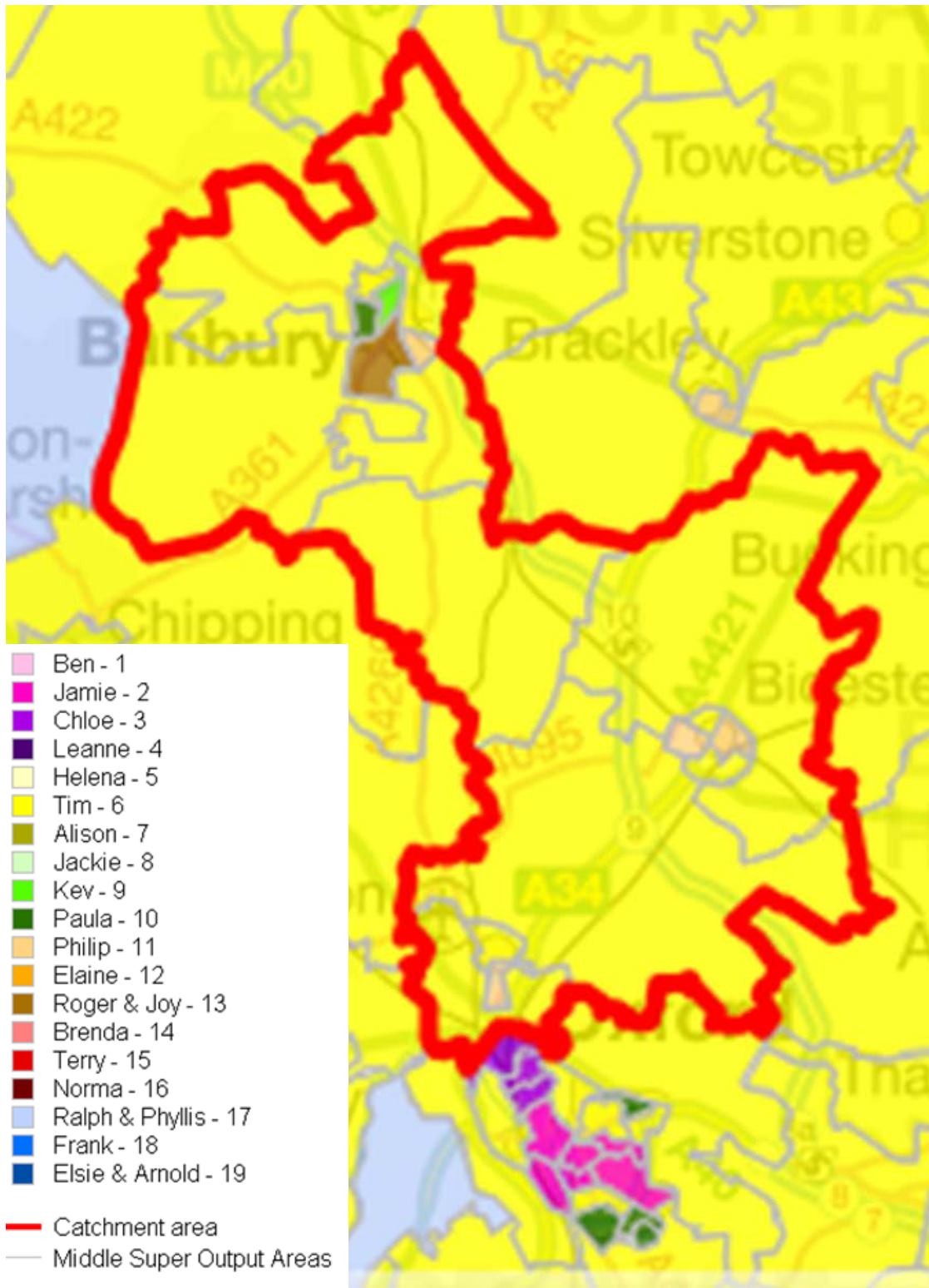
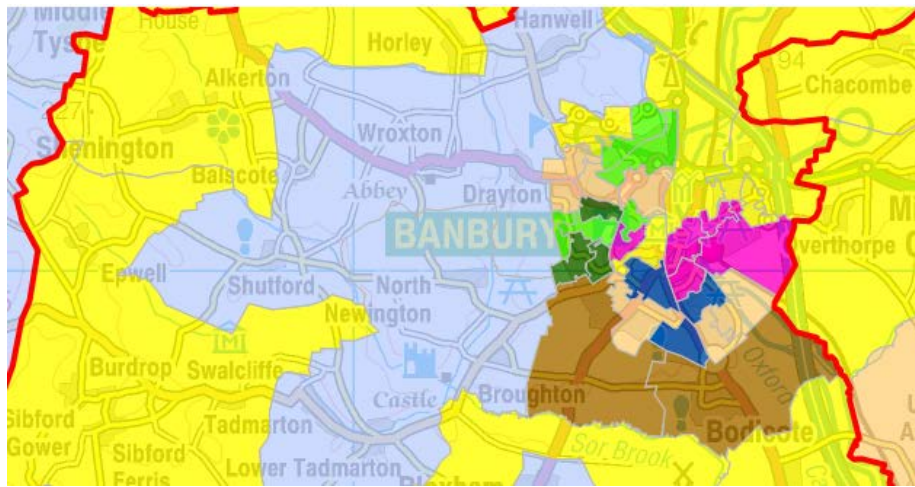


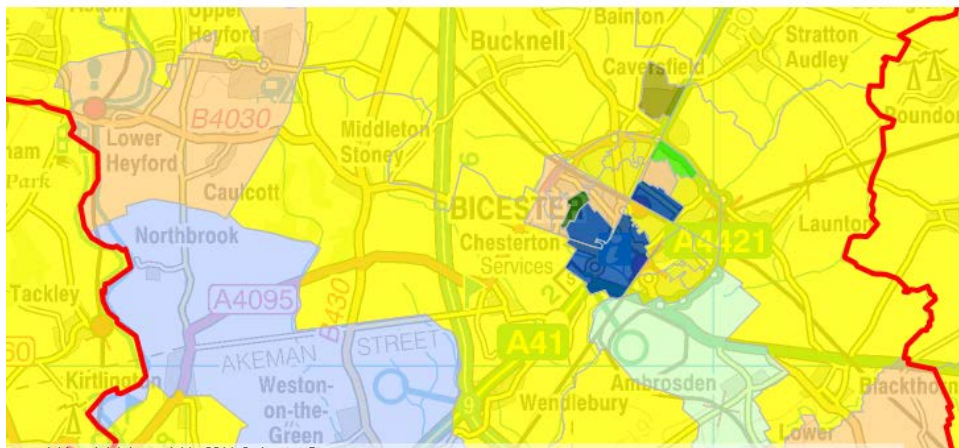


Figure 14: Market segmentation at LSOA level

Banbury



Bicester



Kidlington

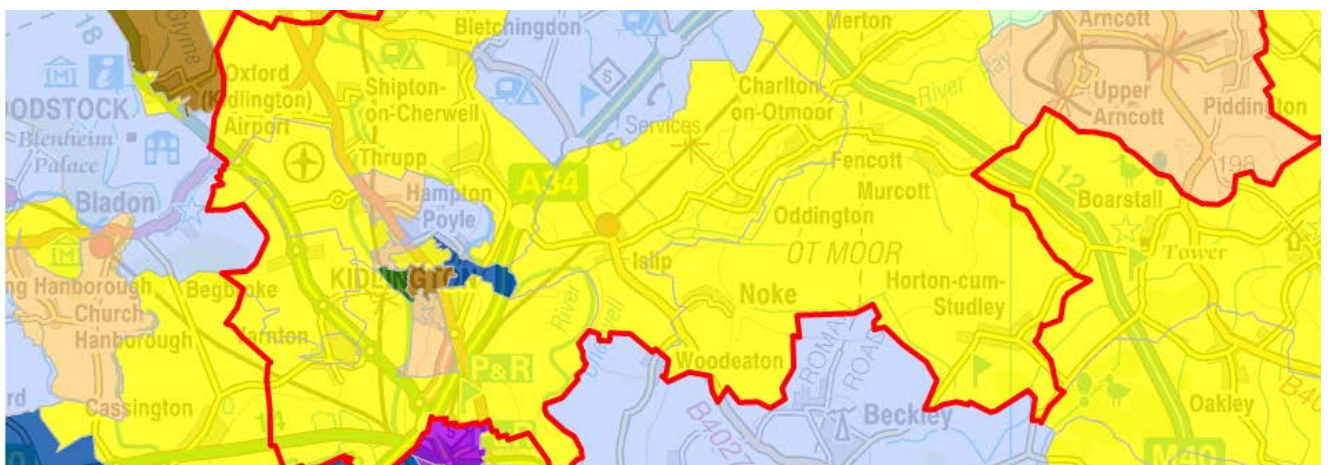


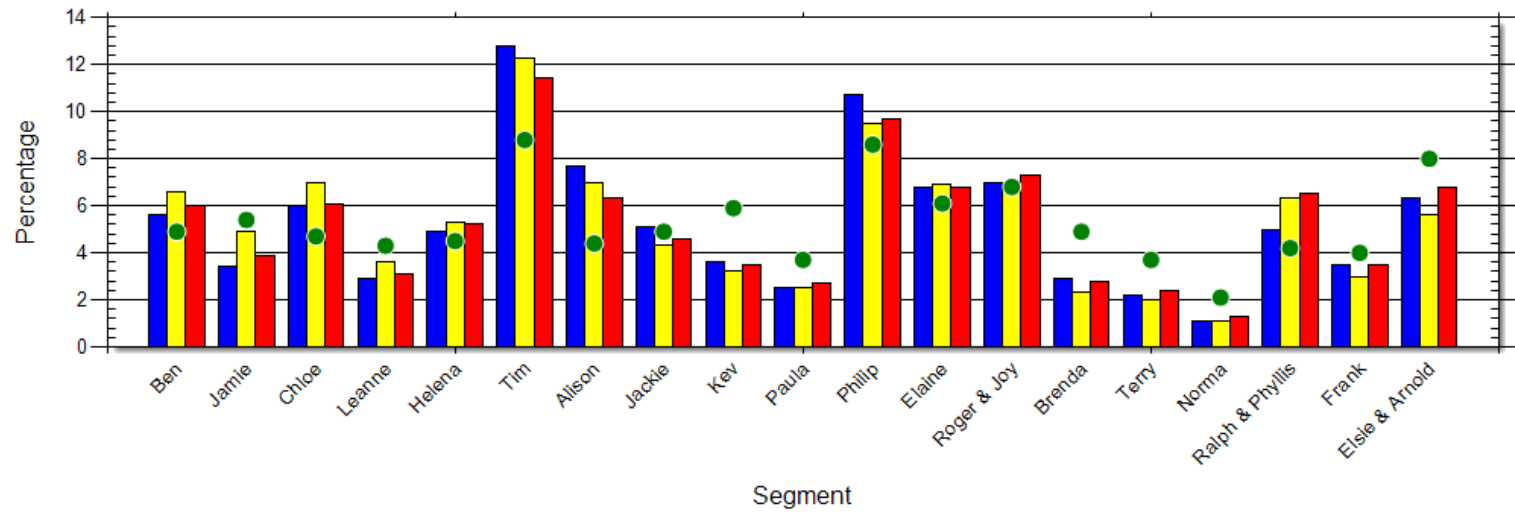
Figure 15: Market segment sizes compared to region and England

# Population of all segments within catchment area



Catchment area:  
Cherwell District

- Cherwell District
- Oxfordshire
- South East
- England



- 1.57 The graph in Figure 15 compares the percentage of Cherwell residents with the regional and national averages of each market segment. These confirm the wider socio-economic characteristics identified through the use of multiple deprivation indices, economic summary and physical activity levels of the authority. The key points from this graph are:
- There are notably more of the more affluent Tim, Alison and Philip groups than the national average, though levels are similar to the average for Oxfordshire and the South East region.
  - There are fewer of the less affluent groups Kev, Paula, Brenda, Terry and Norma, Elsie and Arnold than the national average, though again the results are similar to the regional and Oxfordshire averages.
- 1.58 It should be noted that the Market Segmentation tool is a snap-shot of the current picture, and unfortunately is not available for forecasting. However it is likely that the general picture presented by this map will remain largely valid, although the groups will age in many areas.
- 1.59 In summary, the Market Segmentation tool provides useful background information on the demographics of an area, and the activities which different communities in different places are likely to be interested in. The tool is referred to within each of the sports strategy sections, as it gives a guide to the relative importance of different activities at a local and district level.



Figure 16: Market segmentation and interest in sport

Segment	Characteristic	Age	Marital status	Work type	Sports do now, decreasing order top 5					Sports would like to do more of, decreasing order top 5				
					1st	2nd	3rd	4th	5th	1st	2nd	3rd	4th	5th
Tim	Settling Down Male	26-45	Married or single. May have children	Professional	Cycling	Keep fit/gym	Swimming	Football	Athletics	Cycling	Swimming	Keep fit/gym	Athletics	Golf
Philip	Comfortable Mid Life Male	45-55	Married with children	Full time employment and owner occupier	Cycling	Keep fit/gym	Swimming	Football	Golf	Swimming	Cycling	Keep fit/gym	Golf	Athletics
Alison	Stay-at-home mum	36-45	Married with children	Stay-at-home mum	Keep fit/gym	Swimming	Cycling	Athletics	Equestrian	Swimming	Keep fit/gym	Cycling	Athletics	Tennis
Roger & Joy	Early Retirement Couples	56-65	Married	Full time employment or retired	Keep fit/gym	Swimming	Cycling	Golf	Angling	Swimming	Keep fit/gym	Cycling	Golf	Athletics
Elaine	Empty Nest Career Ladies	46-55	Married	Full time employment and owner occupier	Keep fit/gym	Swimming	Cycling	Athletics	Tennis	Swimming	Keep fit/gym	Cycling	Badminton	Tennis
Elsie & Arnold	Retirement Home Singles	66+	Widowed	Retired	Keep fit/gym	Swimming	Bowls	Golf	Cycling	Swimming	Keep fit/gym	Cycling	Tennis	Bowls
Chloe	Fitness Class Friends	18-25	Single	Graduate professional	Keep fit/gym	Swimming	Athletics	Cycling	Equestrian	Swimming	Keep fit/gym	Cycling	Athletics	Tennis
Ben	Competitive Male Urbanites	18-25	Single	Graduate professional	Football	Keep fit/gym	Cycling	Athletics	Swimming	Swimming	Football	Cycling	Tennis	Athletics
Jackie	Middle England Mum	36-45	Married	Part time skilled worker or stay-at-home mum	Keep fit/gym	Swimming	Cycling	Athletics	Badminton	Swimming	Keep fit/gym	Cycling	Athletics	Tennis

Segment	Characteristic	Age	Marital status	Work type	Sports do now, decreasing order top 5					Sports would like to do more of, decreasing order top 5				
					1st	2nd	3rd	4th	5th	1st	2nd	3rd	4th	5th
Ralph & Phyllis	Comfortable Retired Couples	66+	Married/single	Retired	Keep fit/gym	Swimming	Golf	Bowls	Cycling	Swimming	Keep fit/gym	Golf	Cycling	Tennis
Helena	Career Focussed Females	26-45	Single	Full time professional	Keep fit/gym	Swimming	Cycling	Athletics	Equestrian	Swimming	Keep fit/gym	Cycling	Athletics	Tennis
Kev	Pub League Team Mates	36-45	Married/single	Vocational job	Keep fit/gym	Football	Cycling	Swimming	Athletics	Swimming	Cycling	Keep fit/gym	Athletics	Football
Frank	Twilight Year Gents	66+	Married/single	Retired	Golf	Keep fit/gym	Bowls	Swimming	Cycling	Swimming	Cycling	Golf	Keep fit/gym	Bowls
Jamie	Sports Team Lads	18-25	Single	Vocational student	Football	Keep fit/gym	Athletics	Cycling	Swimming	Swimming	Cycling	Football	Keep fit/gym	Athletics
Leanne	Supportive Singles	18-25	Single	Student/part-time vocational	Keep fit/gym	Swimming	Athletics	Cycling	Football	Swimming	Keep fit/gym	Athletics	Cycling	Tennis
Brenda	Older Working Women	46-65	Married	Part time employee	Keep fit/gym	Swimming	Cycling	Athletics	Badminton	Keep fit/gym	Swimming	Cycling	Badminton	Athletics
Paula	Stretched Single Mums	26-45	Single with children	Job seeker or part time low skilled	Keep fit/gym	Swimming	Cycling	Athletics	Football	Swimming	Keep fit/gym	Cycling	Athletics	Tennis
Terry	Local "Old Boys"	56-65	Single or married	Unemployed	Keep fit/gym	Swimming	Cycling	Angling	Golf	Swimming	Keep fit/gym	Cycling	Golf	Athletics
Norma	Later Life Ladies	56-65	Single	Unemployed/retired	Keep fit/gym	Swimming	Cycling	Bowls	Martial arts/ combat	Swimming	Keep fit/gym	Cycling	Tennis	Badminton

## SECTION 2: THE POLICY FRAMEWORK

2.1 The overall approach towards the open space, sport and recreation strategies has started with the underlying characteristics of Cherwell and its anticipated growth up to 2031. The next step has been to consider the existing policies and drivers, including those from Government and objectives for sustainable development and improved health and well-being, and their local interpretation such as via the emerging Local Plan and neighbourhood plans, as well as other local relevant strategies. This section summarises the key documents and further details of each are given in Appendix 2.

### National Planning Policies

2.2 These planning policies provide the overall structure for planning policy which is then developed further within the local context.

### National Planning Policy Framework (2012)

2.3 The National Planning Policy Framework (NPPF) (Communities and Local Government, 2012) sets out the Government's national planning policies for new development. They aim to create the homes and jobs that the country needs while protecting and enhancing the natural and historic environment. The NPPF requires local assessments to be made of sport, recreation and open space, and key policies for both provision and protection of facilities and spaces, and key paragraphs include:

- Paragraph 70: positive planning for the provision and use of shared space including community facilities and sports venues to enhance the sustainability of communities and residential environments.
- Paragraph 73: justification of provision needs to be set out within up to date assessments.
- Paragraph 74: the protection of existing open space, sports and recreational buildings including playing fields, with specific policy exceptions.
- Paragraph 156: setting the strategic priorities for *“the provision of health, security, community and cultural infrastructure and other local facilities”*.
- Paragraph 178: the duty for authorities to co-operate on planning issues that cross administrative boundaries, including sport and recreation.

### National Planning Practice Guidance

2.4 National Planning Practice Guidance (NPPG) is a suite of guidance information which is regularly updated, added to and amended. This information is designed to support the interpretation of the NPPF policies. The most important guidance documents for the open space, sport and recreation strategies are summarised below.

## Open space, sports and recreation facilities

- 2.5 This guidance (Dept for Communities and Local Government, 2014) reconfirms the need for up to date assessments of sport, recreation and open space as a requirement to justify developers' obligations. It specifically refers to the duty of local authorities to cooperate where open spaces serve a wider area. The open space, sport and recreation strategies meet the requirement for up to date assessments and cooperation across the boundaries of the authorities.
- 2.6 It refers to the use of Sport England Guidance on how to assess the need for sports and recreation facilities and also the requirement of local planning authorities to consult Sport England about developments affecting playing fields, and a recommendation to do so where there are other changes planned to the network of sports facilities. The strategies use the appropriate Sport England Guidance, Assessing Needs and Opportunities for built facilities, and Playing Pitch Guidance for pitches.

## Health and wellbeing

- 2.7 The Health and Wellbeing guidance (Dept for Communities and Local Government, 2014) recognises the importance of planning to the quality of the built and natural environments, which are a major determinant of health and wellbeing. This link is fundamental to the NPPF and is the main driver for the open space, sport and recreation strategy work. The guidance draws this out in relation to the issues that could be considered through the plan-making processes, and which are a key consideration for the strategy recommendations:
- development proposals can support strong, vibrant and healthy communities and help create healthy living environments which should, where possible, include making physical activity easy to do and create places and spaces to meet to support community engagement and social capital;
  - the local plan promotes health, social and cultural wellbeing and supports the reduction of health inequalities;
  - the local plan considers the local health and wellbeing strategy and other relevant health improvement strategies in the area;
  - opportunities for healthy lifestyles have been considered (e.g. planning for an environment that supports people of all ages in making healthy choices, helps to promote active travel and physical activity, and promotes access to healthier food, high quality open spaces, green infrastructure and opportunities for play, sport and recreation);
  - access to the whole community by all sections of the community, whether able-bodied or disabled, has been promoted.

## Natural Environment

- 2.8 The Natural Environment guidance (Department for Communities and Local Government, 2016) covers landscape, biodiversity and ecosystems, green infrastructure, brownfield land, soils and agricultural land. In relation to the open space, sport and recreation strategies, the key sections relate to ecosystem services which form part of the open spaces site assessment, and green infrastructure networks.

## NATIONAL FRAMEWORK FOR SPORT AND PHYSICAL ACTIVITY

- 2.9 The national sports strategy from Government and the responding Sport England national strategy provides high level justification for the emerging recommendations and the identification of priorities within each of the strategies. A major theme across all of the national guidance is the objective of getting more people more active, and encouraging an active lifestyle from the earliest ages, in large part to improve the health and wellbeing of the communities.

## H M Government Sporting Future: A New Strategy for an Active Nation

- 2.10 This wide-ranging detailed strategy (Dept for Culture, Media & Sport, 2015) was launched in December 2015 with the aim to change the way in which sport is considered, from simply how many people take part, to what people get out of participating and what more can be done to encourage everyone to have a physically active lifestyle.
- 2.11 The funding decisions of Government will now be made on the basis of the social good that sport and physical activity can deliver, not simply the number of participants. The five key outcomes which will define success in sport are:
- physical well-being
  - mental well-being
  - individual development
  - social and community development
  - economic development.
- 2.12 The primary funding will be focussing on those people who tend not to take part in sport including women and girls, disabled people, those in lower socio-economic groups and older people. All new government funding will go to organisations which can deliver some or all of the five outcomes, and those organisations which show that they can work collaboratively and tailor their work at the local level will be the most likely to receive funding.
- 2.13 The strategy broadens Sport England's remit so that it becomes responsible for sport outside of school from the age of 5 rather than 14.

- 2.14 Policy will support the value of broader engagement in sport, through volunteering, spectating, or the general feel-good factor associated with sporting success. Government has reaffirmed its commitment to Olympic and Paralympic success but also extending support to non-Olympic sports particularly with grassroots investment.
- 2.15 The Government's strategy recognises that local government are the biggest public sector investor in sport and physical activity, spending over £1bn per year excluding capital spend. Councils have an important leadership role in forging partnerships, unlocking barriers to participation and improving the local sport delivery system, and local authorities are seen as crucial in delivering sport and physical activity opportunities. As such many councils have integrated physical activity into public health policy with the objective of promoting wellbeing, and have produced Health and Wellbeing Strategies.
- 2.16 In relation to open spaces, the strategy states:
- "Being close to where people live, high quality multi-use local green spaces can play a key role as sporting venues and as alternative settings for sport and healthy activity for communities including new audiences that are less likely to use traditional sports centres. The opportunities to realise the multiple benefits that can be achieved for communities by investing in green spaces and routes as venues for sport and healthy activity should be considered whenever they arise."*
- 2.17 The strategy specifically states that support for sport and physical activity infrastructure is not restricted to pitches, sports halls and buildings. In future it should include all types of places where people take part in activity in both rural and urban environments. Providing people with the freedom to use existing facilities and spaces and keeping them in good repair, is seen as important as building new infrastructure.
- 2.18 The Government strategy is seeking new ways of supporting local physical activity strategies in selected geographical areas, and expects Sport England, Public Health England and Health and Wellbeing Boards to work closely together on pilot projects. Collaborative and innovative approaches are also being encouraged at the very local level involving organisations such as housing associations and the police, and Lottery funding policies will be changed to more easily support such projects.



## Sport England: towards an active nation, strategy 2016-2021

2.19 Sport England launched its new five year national strategy in 2016 (Sport England, 2016). It responds to the Government's Sporting Future strategy, and as such has a stronger focus on reaching those who are least active, and helping to deliver the wider Government's strategy's outcomes. The key changes that Sport England are making to the way that they work are:

- Focusing more money and resources on tackling inactivity.
- Investing more in children and young people from the age of five.
- Helping those who are active now to carry on, but at lower cost to the public purse over time.
- Putting customers at the heart of what they do, responding to how people organise their lives and helping the sector to be more welcoming and inclusive, especially of those groups currently under-represented in sport.
- Helping sport to keep pace with the digital expectations of customers.
- Working nationally where it makes sense to do so (for example on infrastructure and workforce) but encouraging stronger local collaboration to deliver a more joined-up experience of sport and activity for customers.
- Working with a wider range of partners, including the private sector, using their expertise as well as Sport England investment to help others align their resources.
- Working with our sector to encourage innovation and share best practice particularly through applying the principles and practical learning of behaviour change.

2.20 There will be 7 investment programmes by Sport England which reflect the policy direction set down in the Government strategy Sporting Future. There will also be a Community Asset Fund to support local infrastructure which will replace the Inspired Facilities and Protecting Playing Fields schemes. Sport England will continue to support the football facility investment strategy developed in association with the Football Association, the Premier League and the Football Foundation.

2.21 The use of existing facilities will be encouraged, particularly the use of schools through the *Use our School* guidance document.

2.22 Sport England national guidance for the production of strategies has been used for the relevant report sections:

- Built facilities: Assessing Needs and Opportunities (Sport England, 2014)
- Playing pitches: Playing Pitch Strategy Guidance (Sport England, 2013)

## Local planning policies

- 2.23 The local planning policies identify the location and extent of the housing growth across Cherwell along with other overarching policies, such as transport and provision of employment land. The area specific plans and policies provide detailed information about very local issues and proposals.
- 2.24 These policies have been taken into account within the assessment of the strategies, and in the emerging recommendations.

## Cherwell Local Plan 2011-2031 (adopted July 2015)

- 2.25 The Cherwell Local Plan 2011-2031 (Cherwell District Council, 2015) sets out the long term vision and objectives for Cherwell for the plan period up to 2031. The Plan lists fifteen strategic objectives and the recommendations in the sport, recreation and open space strategies will help to deliver these in particular:

SO 10 To provide sufficient accessible, good quality services, facilities and infrastructure including green infrastructure, to meet health, education, transport, open space, sport, recreation, cultural, social and other community needs, reducing social exclusion and poverty, addressing inequalities in health, and maximising well-being.

SO 13 To reduce the dependency on the private car as a mode of travel, increase the attraction of and opportunities for travelling by public transport, cycle and on foot, and to ensure high standards of accessibility to services for people with impaired mobility.

SO 14 To create more sustainable communities by providing high quality, locally distinctive and well designed environments which increase the attractiveness of Cherwell's towns and villages as places to live and work and which contribute to the well-being of residents.

SO 15 To protect and enhance the historic and natural environment and Cherwell's core assets, including protecting and enhancing cultural heritage assets and archaeology, maximising opportunities for improving biodiversity and minimising pollution in urban and rural areas.

- 2.26 The Plan sets out the overview of future growth across the district in D.22.

## Overview of Future Growth in Bicester 2011-2031

- North West Bicester Eco-Town of 6,000 homes and jobs with 40% open space (3,293 expected to be delivered by 2031)
- Graven Hill, 2,100 homes, logistics and distribution hub
- Land at Bure Place, Town Centre Redevelopment (Phase 2) [now completed]

- Strengthened Bicester Town Centre
- South West Bicester Phase 1 1,462 homes and 726 homes at Phase 2
- South East Bicester 1,500 homes
- Bicester Business Park
- Employment land at Bicester Gateway
- Employment Land at North East Bicester
- Tourism-led development at Former RAF Bicester
- Gavray Drive 300 homes
- New Cemetery.

2.27 The Local Plan provides detailed policies for the strategic growth sites.

### Overview of Future Growth in Banbury 2011-2031

- Bankside Phase 1, 600 homes at Phase 2
- Canalside, including 700 homes, retail, office and leisure uses
- West of Bretch Hill, 400 homes
- North of Hanwell Fields 544 homes
- Southam Road, Banbury 600 homes
- Employment Land West of M40
- Relocation of Banbury United Football Club
- Strengthened town centre
- Bolton Road Development Area, 200 homes, retail and other mixed uses
- Retail and other mixed uses at Spiceball Development Area
- Bretch Hill Regeneration Area
- Cherwell Country Park
- Bankside Community Park
- Employment land North East of Junction 11
- South of Salt Way - East, 1345 homes
- South of Salt Way - West, 150 homes
- Land at Drayton Lodge Farm, 250 homes
- Land at Higham Way, 150 homes.

### Overview of Future Growth in Kidlington and the Rural Areas 2011-2031

- Accommodating High Value Employment Needs: Langford Lane/London-Oxford Airport; Oxford Technology Park and Begbroke Science Park (subject to small scale Green Belt review)
- Kidlington Village Centre
- Allocation for 2,361 homes (in total, including 761 already consented) at Former RAF Upper Heyford; 750 across the rural areas and Kidlington. The specific sites to be identified in the Local Plan Part 2 and Neighbourhood Plans when developed.

- 2.28 The generic policy for open space, outdoor sport and recreation provision is BCS 10, including the protection of existing sites, addressing existing deficiencies through enhancement and new provision to meet the needs of growth.
- 2.29 The current standards of provision for open space are given in Policy BSC11, where there is a combined provision standard for open space “general green space” which includes parks and gardens, natural and semi-natural green space, and amenity green space. There are different standards for the urban area and the rural/urban edge areas. Play space provision includes local areas for play (LAP), Local Equipped Areas for Play (LEAP) and Neighbourhood Areas for Play (NEAP). The sizes of the play sites follow the standard of Fields in Trust, but the accessibility standards and the expectation in relation to the number of dwellings for each play area are different. The policy also acknowledges that in some instances a combined all-age area of play will be preferable to provision of LAPs, LEAPs and NEAPs. The standards will be reviewed through the Open Space and Play Areas Strategy and updated through the local plan process.
- 2.30 The standards in this policy include a generic “outdoor sports provision” standard; the Playing Pitch Strategy (PPS) and Built Facilities Strategy will contain separate standards for playing pitches and other sports.
- 2.31 The allotment standard is part of BSC11 and this will also be reviewed in the Open Spaces strategy recommendations.
- 2.32 Policy BSC12 provides local standards for sports halls, swimming pools, squash courts, health and fitness, indoor bowls, synthetic turf pitches and athletics tracks. These will be reviewed in the sports facilities strategy and the playing pitch strategy.
- 2.33 The Local Plan Part 1 Policy ESD 17 relates to Green Infrastructure, which is recognised as comprising the network of green spaces and features in both urban and rural areas including the following: parks and gardens (including historic parks and gardens), natural and semi-natural green space, green corridors (including cycleways and rights of way), outdoor sports facilities, amenity green space, children's play space, allotments, cemeteries and churchyards, accessible countryside in urban fringe areas, river and canal corridors, woodlands, nature reserves, green roofs and walls.
- 2.34 The policy seeks to maintain and improve the existing green infrastructure network and requires new developments to contribute to the green infrastructure network. Policy ESD16 specifically includes protecting and enhancing the Oxford Canal corridor as a green transport route and major leisure facility. It is a designated Conservation Area. Proposals to promote transport, recreation, leisure and tourism will be supported, including development of the tow path as a long distance route for walkers, cyclist and horse riders where appropriate.
- 2.35 There are also generic policies for Bicester and Banbury. These include the establishment of a new urban edge park around the outskirts of Bicester and a

community woodland between the South West Bicester link road (Vendee Drive) and Chesterton. Policy Bicester 7 encourages the restoration and use Stratton Audley Quarry for informal outdoor recreation provided that the proposals are compatible with the site's designation as a Local Wildlife Site and partial SSSI.

- 2.36 In Banbury a key objective is to establish a series of open spaces based on the Oxford Canal and River Cherwell linked by public footpaths/cycleways with the intention of creating a linear park and thoroughfare from the north of the town and Grimsbury reservoir to the new park south of Bankside. There is also a requirement to identify a site for the relocation of Banbury United Football Club (proposed by Policy Banbury 12).
- 2.37 New secondary schools are planned in association with the growth at South West Bicester (opening in 2019), North West Bicester Eco Town (opening date to be confirmed), and potentially adjacent to Banbury Bankside Phase 2 (Policy Banbury 12). The Partial Review will generate new education needs at secondary level and a new secondary school will be required as part of the plan proposals. The opportunities that these sites may offer for community sport are explored within the strategies for both the built facilities and playing pitches.
- 2.38 The Local Plan Part 1 also identifies where community facilities are to be provided as part of new growth. The details of what needs to be required at each site are not identified in the Plan but new provision is expected to be provided at:
- North West Bicester Eco-Town
  - Graven Hill
  - South East Bicester
  - Hardwick Farm, Banbury
  - Banbury South of Salt Way – East
  - Banbury Land at Drayton Lodge Farm
- 2.39 Villages have been categorised in the Local Plan based on the following criteria:
- population size
  - the number and range of services and facilities within the village (shops, schools, pubs, etc.)
  - whether there are any significant known issues in a village that could be materially assisted by an increase in housing (for example to maintain pupil numbers at a primary school)
  - the accessibility (travel time and distance) of the village to an urban area by private car and public transport (including an assessment of any network constraints)
  - accessibility of the village in terms of walking and cycling
  - local employment opportunities.
- 2.40 Proposals for residential development within the built-up limits of villages (including Kidlington) will be considered having regard to the categorisation below. Only

Category A (Service Centres) and Category B (Satellite Villages) will be considered to be suitable for minor development in addition to infilling and conversions.

Category	Villages by Category	Type of Development
A	Service Villages  Adderbury, Ambrosden, Arncott, Begbroke, Bletchington (*), Bloxham, Bodicote, Chesterton, Cropredy, Deddington, Finmere, Fringford, Fritwell, Hook Norton, Kidlington, Kirtlington, Launton, Milcombe, Sibford Ferris/Sibford Gower, Steeple Aston, Weston-on-the-Green(*), Wroxton, Yarnton	Minor Development Infilling Conversions
B	Satellite Villages  Blackthorn, Claydon, Clifton, Great Bourton, Hempton, Lower Heyford, Middle Aston, Milton, Mollington, South Newington, and Wardington.	Minor Development Infilling Conversions
C	All other villages	Infilling Conversions
(*) Denotes villages partly within and partly outside the Green Belt. In those parts that lie within the Green Belt, only infilling and conversions will be permitted.		

2.41 The future needs of the villages will be informed by the strategies currently being undertaken and addressed through the Local Plan Part 2 if required.

## Cherwell Local Plan 2011-2031 (Part 1) Partial Review - Oxford's Unmet Housing Need, Options Consultation (November 2016)

2.42 In Part 1 of the Local Plan (2011-2031), the Council committed to work which seeks to address the unmet objectively assessed housing need from elsewhere in the Oxfordshire Housing Market Area (HMA), particularly from Oxford City. On 26 September 2016, the Oxfordshire Growth Board (a joint committee) agreed an apportionment of Oxford's unmet housing need to the districts, including 4,400 homes to Cherwell District (2011-2031).

2.43 The Council is considering how Cherwell should contribute to Oxford's unmet housing need through a Partial Review of Part 1 of the Local Plan as required by para. B.95 of the adopted Local Plan. An Options consultation paper has been prepared as part of the early stages of a 'partial review' of the Local Plan Part 1. The Partial Review of the Local Plan will effectively be an Addendum to the Local Plan Part 1. It will sit alongside the Part 1 document and form part of the statutory Development Plan for the district. It will be supported by robust evidence, thorough community and stakeholder engagement and detailed assessments.

2.44 Nine 'Areas of Search' have been established across the whole of the district to examine the most sustainable broad locations for further growth. The Areas of

Search have been identified having regard to the location of urban areas, the potential opportunities to develop on previously developed land, site submissions that have been received by the Council, and 'focal points' or nodes that might be developable.

- 2.45 The Partial Review is not a wholesale review of the Local Plan Part 1. The Partial Review focuses specifically on how to accommodate additional housing and associated infrastructure within Cherwell in order to help meet Oxford's housing need.
- 2.46 The Council needs to ensure that new development is supported by necessary infrastructure and can be viably delivered. The Proposed Submission Partial Review Plan will therefore be supported by an Infrastructure Delivery Plan, which sets what, where, when and how new infrastructure would be provided.
- 2.47 At present the key challenges include the provision of secondary school facilities to support growth and ensuring that sustainable transport measures are secured in time. Producing a plan to meet Oxford's needs effectively provides the district with an additional five year supply requirement i.e. deliverable sites providing homes within five years.
- 2.48 The 4,400 homes need to be delivered by 2031 and the Oxfordshire Growth Board assumes that the year 2021 is a reasonable start date for delivery having regard to the time needed to complete Local Plan processes and for developers to obtain planning permission and to plan for implementation.
- 2.49 The next stage is the consultation on the Proposed Submission Partial Review Plan in July 2017. The Partial Review Proposed Submission Plan proposes 7 strategic site allocations in the Kidlington area which will provide a total of 4,400 houses to contribute towards Oxford's unmet housing need.

## Community Infrastructure Levy and Developer Contributions Supplementary Planning Document

- 2.50 Cherwell District Council is proposing to introduce a new Developers Contributions Supplementary Planning Document (SPD) to replace the draft Planning Obligations Supplementary Planning Document 2011 and on a potential Community Infrastructure Levy (CIL) to be applied to developments across the district. A consultation ran to the 9<sup>th</sup> January 2017 on the draft documents.

### *Developer Contributions Supplementary Planning Document (SPD)*

- 2.51 The SPD sets out the likely scope and scale of contributions required by the council for different types of development. It outlines the general approach to developer contributions and how it would work alongside CIL charges and indicates which



mechanism is likely to be employed to deliver different types of infrastructure in the District. It will cover of relevance to the strategies:

- Open space, play facilities, outdoor sport & recreation
- Indoor sport, recreation & community facilities

### *Community Infrastructure Levy (CIL)*

2.52 This is a standard charge (non-negotiable) which the council is considering introducing for Cherwell (Cherwell District Council, 2016). The consultation period on the CIL draft charging schedule ran to 9<sup>th</sup> January 2017. The draft CIL Regulation 123 list clarifies what is expected to be funded through CIL, and what via S106 contributions. The following are of relevance to the strategies for sport, recreation and open space.

CIL	Exclusions (S106s/S278s)
<b>Indoor sport, recreation and community facilities</b>	
Indoor Recreation to be provided as part of development throughout Bicester/ throughout Banbury/throughout Kidlington and Rural areas in accordance with Local Plan standards	Provision of new or improvements to indoor sport, recreation and community facilities which are directly related to a specific development site and are included in the Councils IDP.
<b>Open space recreation and Biodiversity</b>	
Community Woodland (43ha) – Chesterton (Burnehyll)	Provision of new or improvements to existing open space, recreation and biodiversity which are directly related to a specific development site and are included in the Councils IDP.
South West Bicester Sports Village Phase 3 P3b – Tennis courts P3c – athletics track next to school	
Canal Towpath Improvements (3000 linear metre)- Access to the Countryside (urban centre to Cherwell Country Park)	
Wildmere Community Woodland	
Cherwell Country Park - In IDP with funding secured	

## Supplementary Planning Documents

2.53 There are adopted Supplementary Planning Documents (SPDs) for Banbury, Kidlington, and North West Bicester. The masterplans show the locations of the housing growth, green spaces and key infrastructure.

2.54 There are also SPDs in preparation for Bicester, Bolton Road (Banbury), and Canalside (Banbury). The timetable for completion of these documents is contained in the Council's Local Development Scheme available on the Council's website (<http://www.cherwell.gov.uk/index.cfm?articleid=9648>).

## Neighbourhood Plans

- 2.55 Eight neighbourhood plans are being developed across Cherwell, but as these can change significantly from stage to stage in their content, only plans which have been “made” or are at submission stage are appropriate to include in the policy review. Only Bloxham and Hook Norton have such a plan.

### Bloxham Neighbourhood Plan 2015-2031 (Made 2016)

- 2.56 The key policies of relevance to the open space, sport and recreation strategies are:

#### *Policy BL12*

*b. All development shall demonstrate that it does not result in harm to the rural or heritage character of the village. This will include consideration of the impact of the development on:*

*ii. The open character of the five amenity green spaces named and identified on Map 3.*

*[The Avenue, Cumberford Close, Greenhills Park, Gascoigne Way, Barford Road]*

*d. Development on open spaces and sports and recreational land including those areas designated for amenity use through planning permissions, will not be supported unless it can be demonstrated the loss would be replaced by equivalent or better provision in a suitable location. This also applies to the country park at Tadmarton Road shown on Map 4 and the amenity space at the Bloxham Mill Business Park shown on Map 5.*

*BL17 a. The three areas identified below and shown on the Map below (titled Map 7) are designated as Local Green Spaces. Proposals for development other than those ancillary or necessary to the use of the sites for recreational and sport purposes which preserve the purposes of designating the areas will be resisted.*

- 1. The Jubilee Park*
- 2. The Recreation Ground*
- 3. The Slade Nature Reserve*

*BL18 Upgrading and expansion of the Jubilee Village Hall whilst retaining the play area and pitches shall be supported.*

### Hook Norton Neighbourhood Plan 2014-2031 (Made 2015)

- 2.57 There are five main themes in the Plan; housing, community and amenities, infrastructure to support community activities, employment, environment and transport.
- 2.58 Under the Community theme, the playing fields and allotments are identified as Locally Valued Resources amongst other sites, and protected under Policy HN – COM1. The Plan noted that the Parish Council owns a play area which has been recently re-equipped to a high standard, and that it has adjacent hard and grassed

spaces for informal play. The Sports & Social Club facilities include a large playing field area, a multi use games area and clubhouse, which are all available to members.

- 2.59 The plan noted that there had been some problems caused by noise and antisocial behaviour in the village and proposes that a working group is established involving both the young people, the Parish Council and the Sports & Social Club to consider improved facilities for young people.
- 2.60 There are no policies of specific relevance to sport, recreation and open space contained in the Plan.

### Local Plan evidence base reports

- 2.61 There were a number of evidence base reports produced to support the Local Plan Part 1 including for open space, playing pitches and indoor and outdoor sports. All of these are reviewed and revised in the open space, sport and recreation strategies. Cherwell also commissioned Sport England to produce Facilities Planning Model reports for sports halls, swimming pools and artificial grass pitches, and again these have been reviewed within the relevant sports facility sections of the strategies.
- 2.62 An Oxford Green Belt Study and the Sustainable Transport Study for Bicester will inform the preparation of Local Plan Part 2 but these are tangential to the open space, sport and recreation strategies, and have not been reviewed in detail.

## POLICIES AND STRATEGIES OF NEIGHBOURING AUTHORITIES

- 2.63 It is important to set Cherwell within the context of the wider regional sub-area. A full summary of the strategy information for each of the adjacent authorities is provided in Appendix 3, and the relevant information is drawn out under each of the facility and pitch sections of this report.

## SECTION 3: STAKEHOLDER ENGAGEMENT

- 3.1 The strategies have been developed following extensive consultation with a wide range of stakeholders, organisations including sports clubs, and individuals. Most of the comments received relate to either the sports provision or to open spaces, and the detailed comments are incorporated into each of the strategy sections, for example from sport clubs.

### National Governing Bodies

- 3.2 A review of the main funded National Governing Body strategies of most relevance to Cherwell has been completed, and the findings have been integrated into the report. All of the National Governing Bodies (NGBs) of the Sport England funded sports have been contacted and asked to provide additional information to supplement the national picture, intelligence about local issues and projects, and local funding priorities. The NGBs have been given the opportunity to input their comments at a number of stages during the strategy development process, and relevant sections of the draft reports have been shared with them.
- 3.3 The pitch sport NGBs; the Football Association, Rugby Football Union, England and Wales Cricket Board and Hockey England have been closely involved in each of the stages of the playing pitch strategy, both at the regional and county level.

### Clubs

- 3.4 There has been an opportunity for all clubs to respond to the clubs consultation, either as pitch sports or as non-pitch sports. The pitch sports clubs have been contacted directly by email using the club contact lists provided by the relevant national governing body; football, cricket, rugby and hockey. The non-pitch sports clubs have been contacted via their relevant NGB or via the database held by Cherwell District Council. The returns from the clubs are included within the assessments for each type of sports facility.

### Town and Parish Councils

- 3.5 The Town and Parish Councils were directly consulted about their open spaces, facilities and investment priorities. The feedback about the open spaces has been used to inform the site lists for the site audits, and the feedback on the issues and investment priorities will inform the local investment recommendations in the reports.

### Individuals

- 3.6 An online survey of individuals was promoted by Cherwell District Council and via a number of the Parish and Town Councils and was open from 6<sup>th</sup> September 2016, and Cherwell District Council promoted it on their web site from 10<sup>th</sup> October. The survey was closed on 8<sup>th</sup> December 2016. Overall there were 192 responses. This

means that the findings are a useful indication of the views of the community but detailed analysis would not be statistically robust for many of the questions. The findings from the survey have been used to test and develop the standards of provision for open space, and to give an overall feel for the amount and accessibility of the sports facility and pitch provision across the district. Where detailed comments have been received, these have been included within the individual strategy sections. A copy of the individuals' survey is provided as Appendix 4.

## Local Plan Part 2 Issues Consultation

3.7 The Local Plan Part 2 consultation which ran from January 2016 to March 2016 included some specific questions in relation to open space, sport and recreation. These were:

### **Question 43 - Open Space, Sport and Recreation**

Do you consider the current quantity, quality and accessibility of open space, outdoor sport and recreation provision to be adequate?

### **Question 44 - Indoor Sports Provision**

Do you agree with the initial findings of the Sport England modelling relating to sports hall, swimming pool and AGP provision in the District?

Do they reflect your experience of using these facilities?

Do you have any views on facilities for other indoor sports?

### **Question 45 - Local Green Space**

Are there areas of green space that you consider meet the requirements for the designation of a Local Green Space?

### **Question 46 - Management and Maintenance of Public Open Space**

What are your views on the long term maintenance and management of public open space?

### **Question 47 - Development Management Issues- Open Space, Sport and Recreation**

Do you consider that there is a need to include development management policies for specific recreation uses?

### **Question 58 - Availability of Natural Accessible Green Space**

Should the Council be seeking to secure more accessible natural green space, including woodland?

### **Question 59 - Local Nature Reserves**

Should the Council be seeking to designate more Local Nature Reserves?

### **Question 74 - Green Infrastructure**

Do you consider that Local Plan Part 2 should include local development management policy guidance on blue infrastructure?

Do you consider that Local Plan Part 2 should include local development management policy guidance on historic routeways?

**Question 79 - Bicester: Green Infrastructure**

How do you think the existing green infrastructure network in the town could be enhanced?

**Question 83 - Banbury: Green Infrastructure**

How do you think the existing green infrastructure network in the town could be enhanced?

**Question 88 - Kidlington: Green Infrastructure**

How do you think the existing green infrastructure network in the village could be enhanced?

- 3.8 The results of the consultation will be published as part of the Part 2 Local Plan process, however individual representations can be viewed on the Council's website at <http://www.cherwell.gov.uk/index.cfm?articleid=11741>. The detailed individual comments are usually not appropriate to quote within the strategy report but key themes are important and have been reflected in the strategy sections. However where the consultation response has been from a town or parish council, these have been given more weight in the strategies.

## Responses and demographics of the individual online survey

- 3.9 The following section draws out the main findings of the online survey, and a full copy of the questions and results is provided as Appendix 4.
- 3.10 Over 88% of the respondents to the individual online survey live within Cherwell and 42% work in the district. About 6% visit the district, and 2% study there. Two of the returns (1%) were from people with no direct connection to the district.
- 3.11 It is valuable to compare the demographics between those that responded to the survey and the demographics of Cherwell in order to identify potential skews in the results, and therefore their interpretation. Figure 17 provides this comparison.
- 3.12 The results of the survey therefore need to be interpreted in the light of:
- The results are slightly weighted towards females.
  - There is an under-representation of the views of young people aged 24 years and under, but an over representation of other age groups, particularly those aged 25-60 years.
  - The survey is significantly skewed towards those people in the higher socio-economic groups.
  - The ethnic mix in the returns is broadly in line with the ethnic mix across the authority.

Figure 17: Survey and demographics

Demographic	Survey result	Population and dataset	Comments	
Male:female	46% male:54% female	Oxfordshire County Council  49% male: 51% female	Survey slightly skewed towards female views and activities	
Age		Oxfordshire County Council		
	Under 16 years	6%	20%	Survey does not represent views of people under 24 years, but over represents those aged 25-60 years.
	16-24 years	2%	9%	
	25-45 years	40%	28%	
	46-60 years	33%	21%	
Over 60 years	20%	22%		
Type of work done	Student	6%	No comparable single dataset available	Has high level of returns from professional and manager/director respondents. Much lower relative rate from less skilled, unemployed and students.  Survey skewed towards interests of the groups responding.
	Unemployed	1%		
	Manual	1%		
	Semi-skilled	4%		
	Skilled	9%		
	Professional	42%		
	Manager/Director	19%		
	Retired	14%		
Not seeking work	4%			
Ethnic representation	Respondents considered themselves to be:		Census 2011 (rounded)	The survey broadly reflects the ethnicity across Cherwell.
	White	94%	92%	
	Asian /Asian British	1%	4%	
	Mixed ethnic group	0%	2%	
	Black/African/Caribbean/Black British	0%	1%	
	Other Ethnic Group	1%	0.5%	
	No response	4%		

3.13 The total number of individual online survey returns was too small to enable robust statistical analysis, and therefore the findings are used in the strategy reports indicatively, as one of the elements within each set of assessments.



## Headline findings

- 3.14 The following are the headline findings from the individual online survey. More detailed findings are provided in Appendix 4.
- 3.15 The facilities and spaces most used by respondents, in descending order, are given in Figure 18. This demonstrates the importance of open spaces, but also the relative importance of swimming pools, community centres and village halls, and other sports facilities such as fitness gyms, sports halls and grass pitches. The demographic weighting of the survey means that the use of grass pitches and possibly sports halls is underrepresented in this list.

*Figure 18: Do you use these facilities and spaces?*

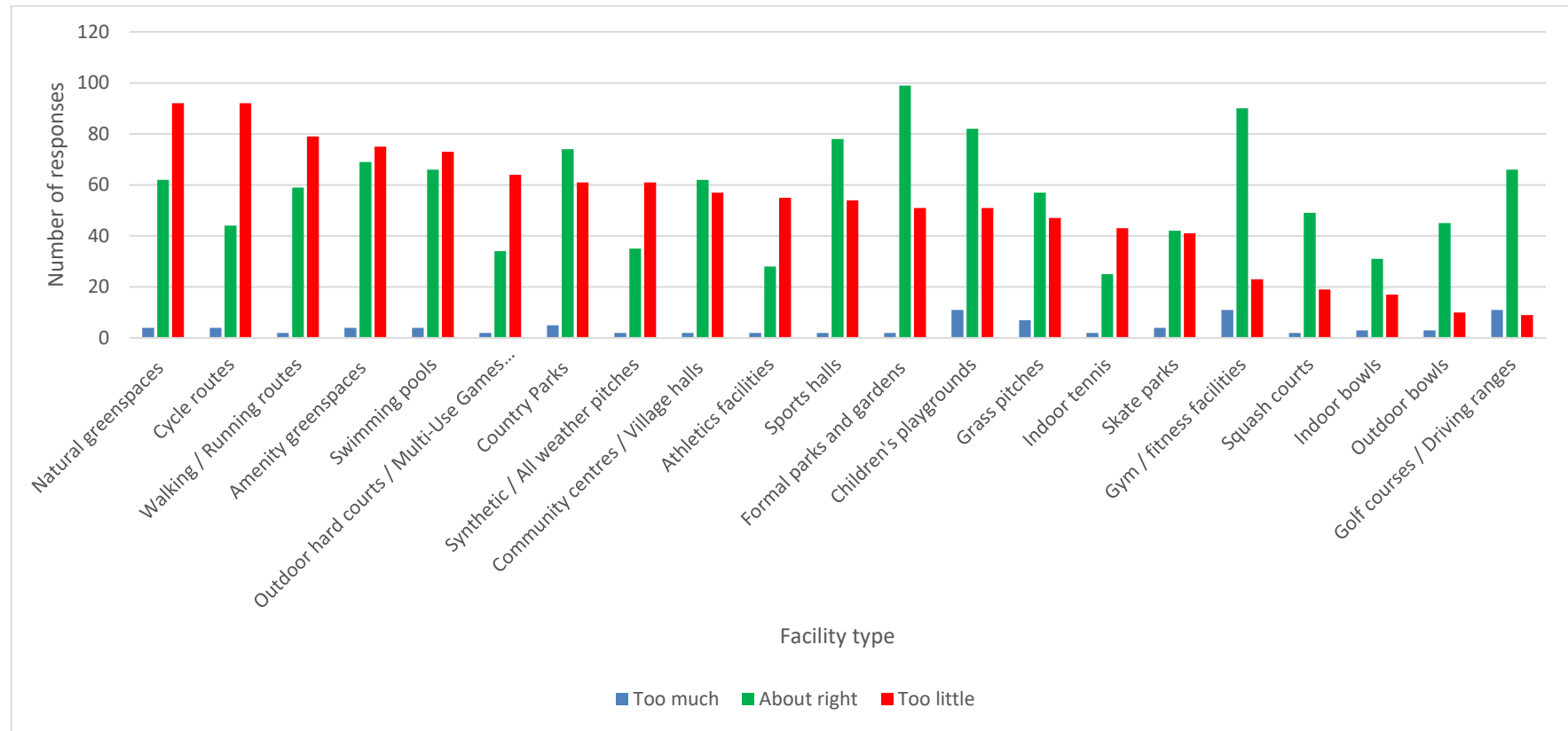
Facility type	Response Percent
Natural greenspaces (e.g. meadows and woodland)	60%
Formal parks and gardens (e.g. People's Park or Garth Park)	56%
Swimming pools	54%
Children's playgrounds	45%
Walking / Running routes (traffic free)	45%
Amenity greenspaces (e.g. grass areas in housing areas)	43%
Community centres / Village halls (for sports/active recreation use)	37%
Country Parks (e.g. Spiceball Country Park)	34%
Sports halls	32%
Cycle routes	31%
Gym / fitness facilities	25%
Grass pitches	22%
Outdoor hard courts / Multi-Use Games Areas	16%
Synthetic / All weather pitches	12%
Athletics facilities	11%
Skate parks	9%
Golf courses / Driving ranges	9%
Indoor bowls	5%
Squash courts	4%
Indoor tennis	3%
None	3%
Outdoor bowls	2%

- 3.16 A question asked the respondent to indicate if they felt that there was too much, too little or about the right level of provision for different facility types, with the following result Figure 19. This suggests that there is there strong desire for more

natural green spaces, cycle routes, walking and running routes. The balance of opinion suggests that there is also need for more hard courts/multi use games areas, for synthetic/artificial grass pitches, athletics facilities, and indoor tennis.

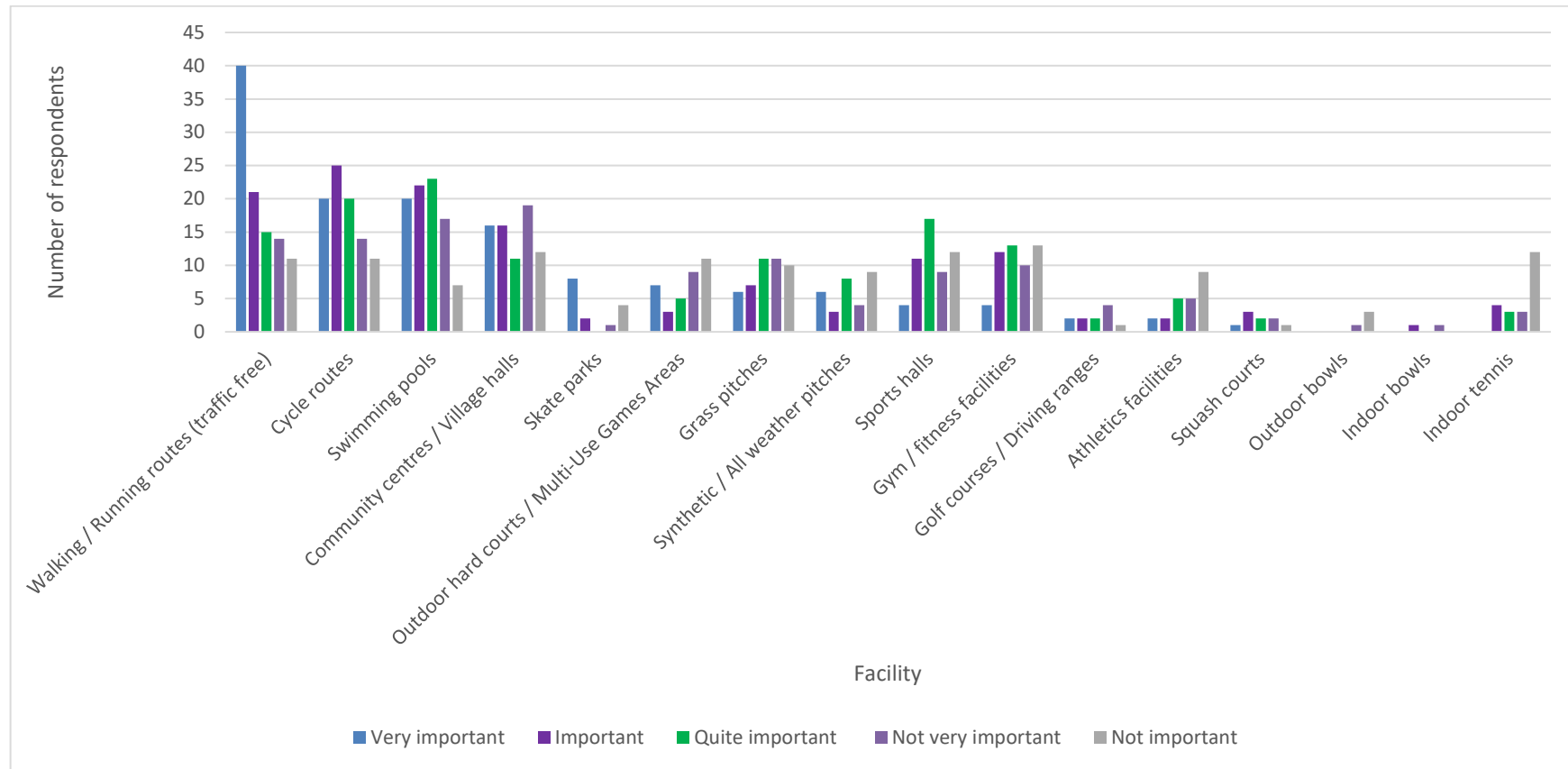
- 3.17 Those facilities on which opinion is approximately balanced between whether there is about the right amount of provision and too little are the community centres/village halls and skate parks.
- 3.18 A number of facility types and open spaces are, on the balance of opinion considered as having sufficient provision: country parks, sports halls, formal parks and gardens, children's playgrounds, grass pitches, gym/fitness facilities, squash courts, indoor bowls, outdoor bowls and golf courses.
- 3.19 Very few people thought that there were too many of any one facility type.
- 3.20 These results should be considered against the demographics of the survey, in particular the under representation of the younger age groups may mean that the importance of pitch provision and facilities aimed at young people, such as skate parks, may be under-represented.

Figure 19: Is there too much or too little provision of facilities and spaces?



3.21 Another question asked how important particular facilities and spaces were to the individual responding, asking the respondents to rank each from 1 (Very Important), to 5 (Not Important), see Figure 20. This reinforces the support for walking/running routes, cycle routes, swimming pools and community centres/village halls with both a large number of responses and identification as of high importance. However given the balance in the survey demographics it may under represent the importance of pitch provision and facilities such as skate parks.

Figure 20: Relative importance of facilities and spaces to the respondent



- 3.22 When asked if the respondent currently took part in any form of sport or physical activity, including running and dance, almost 90% said that they did. This is higher than the new Sport England Active Lives Survey suggests for the “active” criteria, 150+ minutes a week of activity, which is 68%. However adding in those identified as “fairly active”, active for 30-149 minutes per week, brings the totals to 78%. The difference between the two sets of information is most likely to be because of the notable skew in the survey returns from those in the higher socio-economic groups.
- 3.23 Respondents were asked how often they used indoor sports facilities, see Figure 21. This shows the importance of swimming and gym/fitness classes, particularly on a weekly participation basis.

*Figure 21: Use of indoor sports facilities*

Activity	At least once a week	At least once a month
	% of respondents	
Swimming, pool sports and pool fitness classes	21%	14%
Gym and Fitness Classes	20%	5%
Gymnastics (inc. trampolining)	4%	2%
5-a-side Football/Futsal	4%	3%
Badminton	3%	4%
Squash and Racketball	3%	3%
Martial Arts/Boxing/Judo/Taekwondo/Wrestling etc.	2%	2%
Basketball	1%	3%
Netball	1%	2%
Bowls	0%	2%
Volleyball	0%	2%

- 3.24 A similar question was asked in relation to the frequency of participation in different outdoor activities. The returns suggest that walking/rambling is about twice as popular as cycling as an activity on a weekly basis, and that about 35% of people walk at least once a week. This is important when considering the overall pattern of activity in Cherwell. The result may be slightly skewed by the weighting towards returns from women, and more women walk for leisure than men.

Figure 22: Participation in outdoor activities

Activity	At least once a week	At least once a month
	Percentage of respondents	
Walking/Rambling	35%	9%
Cycling	17%	11%
Athletics (incl. running/jogging)	11%	5%
Football	6%	3%
Tennis	4%	5%
Golf	3%	4%
Rugby Union	3%	3%
Skateboarding/BMX/Rollerblading	3%	2%
Canoeing	2%	3%
Cricket	2%	2%
Hockey	2%	1%
Netball	2%	1%
Sailing	2%	1%
Angling	1%	2%
Bowls	0%	1%
Rowing	0%	1%

- 3.25 When asked whether the respondent would like to take part in more sport and physical activities, about 49% said yes they would, 38% said possibly and 12% said “no”. The reasons why people do not do more activity largely reflects national research, primarily a lack of free time. The difficulty of accessing facilities / activities at suitable times was the second most important reason. The cost and family commitments are the next most important barriers to participation. Religious barriers were not identified as a problem.
- 3.26 These reasons will be again reflecting the skew in the respondents to the survey, with a strong bias in favour of the higher socio-economic groups; most people are already active, time is a constraint but cost is less so.



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## GLOSSARY

AGP	Artificial Grass Pitch
APP	Active Places Power
APS	Active People Survey
ASA	Amateur Swimming Association
BDA	Bowls Development Alliance
CIL	Community Infrastructure Levy
CIPFA	Chartered Institute of Public Finance and Accountancy
EIBA	English Indoor Bowling Association
FPM	Facilities Planning Model
GI	Green Infrastructure
HMA	Housing Market Area
IFI	Inclusive Fitness Initiative
LTA	Lawn Tennis Association
NGB	National Governing Body of Sport
NPPF	National Planning Policy Framework
NPPG	National Planning Practice Guidance
ONS	Office for National Statistics
PFI	Private Finance Initiative
S106	Section 106 developers' contributions
SE	Sport England
SSSI	Site of Special Scientific Interest
SUE	Sustainable Urban Extension



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# Ben - 1

## Competitive Male Urbanites

- Mainly aged 18-25
- Single
- Graduate professional

**Male, recent graduates, with a 'work-hard, play-hard' attitude**

**5% of all adults; 10% of adult men**



### About Ben

Ben, 22, has recently graduated and is now working as a trainee accountant. Loving his single life, which is just an extension of university days, he is certainly in no hurry to settle down. His 'work-hard, play-hard' attitude to life sees him putting in long hours at the office, doing a lot of sport and enjoying plenty of socialising with friends. Ben is also more likely to be a student than other groups.

Currently renting with ex-university friends, he is contemplating the housing ladder, but will probably move back into the parental home. Whatever he chooses, little time is spent at home.

Image and brand conscious, Ben tries to keep a healthy diet, but with little success. Post-work and post-exercise fast foods are almost daily regimes.

### Ethnic origin

Individuals in this segment are predominantly of White British (74%), or Other White (12%) origin; or may also be Asian/Asian British (7%), of Irish heritage (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

### Alternative names

Josh, Luke, Adam, Matesuz, Kamil

### Ben: Sports Overview

- Ben is a very active type that takes part in sport on a regular basis: he is the most sporty of the 19 segments.
- The top sports that Ben participates in are shown in the chart opposite: 33% of Bens play football, compared to 4% of all adults; 24% of this segment take part in 'keep fit and gym' compared to 17% of all adults; 18% of this segment take part in cycling, and 15% take part in athletics or running.
- Swimming is also popular with Ben, with his participation in this sport being in line with all adults. He may also take part in tennis, golf, badminton, squash/racketball and cricket.

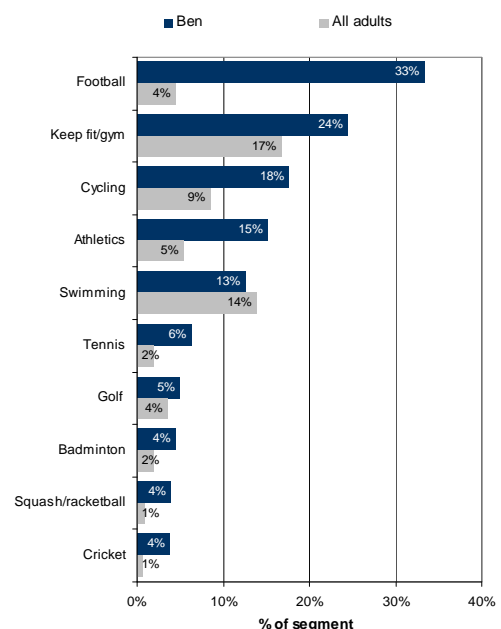
#### Ben is similar to/lives near:

Chloe (segment 3), other Bens (segment 1)

#### Ben is likely to live in towns/areas such as:

Maidenhead, Putney, High Wycombe, Wimbledon, Richmond-upon-Thames

### Top sports that Ben participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

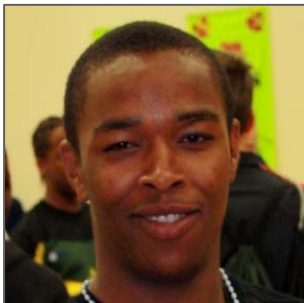
# Jamie - 2

## Sports Team Lads

- Mainly aged 18-25
- Single
- Vocational Student

Young blokes enjoying football, pints and pool

5% of all adults; 11% of adult men



### About Jamie

Jamie is 20 and has just finished studying for an HND at his local college. Since leaving college he's been unable to find a related job and currently works at the local supermarket, but hopes to find something better soon. Jamie lives with his parents in the family home, and still hangs out with his old school-mates.

Jamie plays football in the local youth league, and often plays computer games with his mates from the team. Tight finances mean that Jamie puts a lot on his credit card. His spare cash goes on nights in the sports bar with the boys, either drinking or playing late night pool.

Jamie isn't fussed about his health or diet. He may smoke, and enjoys fast food and takeaways.

### Ethnic origin

Individuals in this segment are predominantly of White British (60%), or Other White (15%) origin; or may also be Asian/Asian British (14%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).

### Alternative names

Ryan, Nathan, Ashley, Adeel, Pawel

### Jamie: Sports Overview

- Jamie is a very active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Jamie participates in are shown in the chart opposite: 28% of this group play football, compared to 4% of all adults; 22% take part in 'keep fit and gym' compared to 17% of all adults; 12% take part in both athletics (running) and cycling, and 10% go swimming.
- Jamie may also take part in badminton, tennis, cricket, basketball and golf.

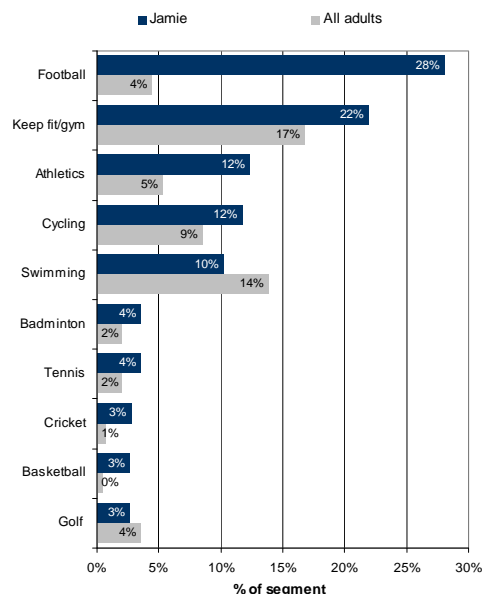
#### Jamie is similar to/lives near:

Jackie (segment 8), other Jamies (segment 2)

#### Jamie is likely to live in towns/areas such as:

Hounslow, Croydon, Slough, Leeds, Coventry

Top sports that Jamie participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

# Chloe - 3

## Fitness class friends

- Mainly aged 18-25
- Single
- Graduate professional

### Young image-conscious females keeping fit and trim

5% of all adults; 9% of adult women



#### About Chloe

Chloe is 23 and works in HR for a large firm. She shares a house with ex-university friends who are also on graduate schemes. Without the pressures of family or a mortgage, Chloe isn't worried about her student loan, she likes to spend her income on clothes, nights out and holidays with friends.

Chloe and her housemates go to classes at their local gym a couple of times a week, and like to swim afterwards. At weekends, Chloe likes to go for a big night out, including a nice meal and a few drinks with her friends.

Chloe is reasonably health conscious, watching what she eats and exercising to stay trim. She isn't fanatical though, wanting to live a fun packed life while she's young, free and single.

#### Ethnic origin

Individuals in this segment are predominantly of White British (75%), or Other White (12%) origin; or may also be Asian/Asian British (6%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).

#### Alternative names

Nisha, Sophie, Lauren, Charlotte, Lucy

#### Chloe: Sports Overview

- Chloe is an active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Chloe participates in are shown in the chart opposite: 28% of this group take part in 'keep fit and gym' compared to 17% of all adults; 24% take part in swimming compared to 14% of all adults; and 14% take part in athletics or running.
- She may also take part in horse riding, tennis, badminton, football, netball and hockey.

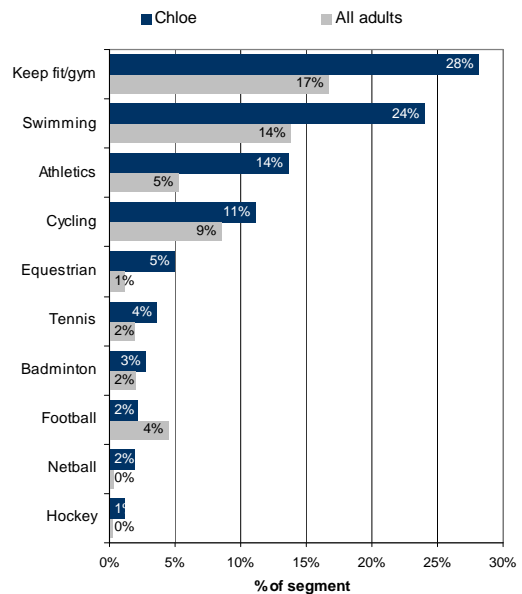
#### Chloe is similar to/lives near:

Ben (1), other Chloes (3)

#### Chloe is likely to live in towns/areas such as:

Kingston upon Thames, Guildford, Cambridge, St Albans, Chiswick

#### Top sports that Chloe participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running



# Leanne - 4

## Supportive Singles

- Mainly aged 18-25
- Likely to have children
- Student/part time vocational

### Young busy mums and their supportive college mates

4% of all adults; 8% of adult women



#### About Leanne

Leanne is 23 and lives with her parents and her daughter, Carly, in a small terraced house. Leanne is studying beauty therapy part-time at college, and does the odd cleaning job when her mum can look after Carly.

Leanne doesn't get much time to herself. Juggling Carly, college and her cleaning shifts is demanding, and childcare is a difficult expense. A couple of times a week though Leanne treats herself to a night out with the girls, at bingo or maybe in the local pub.

Leanne relies on her mum and girlfriends helping her out. Her mates often come with her to the swimming pool at the weekend and are really good with Carly. Sometimes it's hard to miss out on the fun though, when they go off to a dance class or bowling afterwards and she has to take Carly home.

#### Ethnic origin

Individuals in this segment are predominantly of White British (65%), or Other White (14%) origin; or may also be Asian/Asian British (12%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

#### Alternative names

Hayley, Kerry, Danielle, Nisha, Saima

### Leanne: Sports Overview

- Leanne is the least active segment of her age group (more details overleaf).
- The top sports that Leanne participates in are shown in the chart opposite: 23% of this group take part in 'keep fit' and gym compared to 17% of all adults; 18% of this group take part in swimming compared to 14% of all adults; 9% take part in athletics or running, and 6% take part in cycling
- Leanne may also take part in football, badminton, netball, horse-riding, tennis and volleyball.

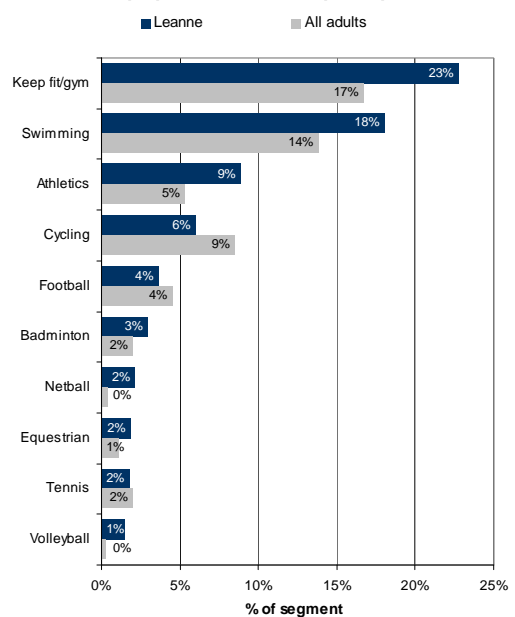
#### Leanne is similar to/lives near:

Jamie (segment 2), Brenda (segment 14)

#### Leanne is likely to live in towns/areas such as:

Blackburn, Ilford, Harrow, Leicester, Chatham

Top sports that Leanne participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

# Helena - 5

## Career-Focussed Females

- Mainly aged 26-45
- Single
- Full time professional

Single professional women, enjoying life in the fast lane

5% of all adults; 9% of adult women



### About Helena

Helena is 30 and lives in a small, stylish flat on her own. She's working her way up the career ladder and is now starting to enjoy the financial freedoms her salary affords her. In the future Helena may buy a larger house, but at the moment she prefers having more disposable income to enjoy designer clothes, meals out and holidays.

After a long train commute home, Helena prepares herself a quick, healthy meal before heading out to the gym. If she's not worked too late at the office she might catch a class, otherwise opting for a long workout on the machines. Helena likes to keep in shape; she is very image conscious and her healthy diet and exercise regime is an important part of her social and career life.

### Ethnic origin

Individuals in this segment are predominantly of White British (76%), or Other White (11%) origin; or may also be of Irish heritage (6%), Asian/Asian British (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

### Alternative names

Claire, Tamsin, Fiona, Sara, Joanne

### Helena: Sports Overview

- Helena is a fairly active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Helena participates in are shown in the chart opposite: 26% of this segment take part in keep fit/gym compared to 17% of all adults; 22% take part in swimming compared to 14% of all adults; 11% of this segment take part in cycling and 9% in athletics or running.
- Helena may also take part in horse-riding, tennis, badminton, netball, football and golf.

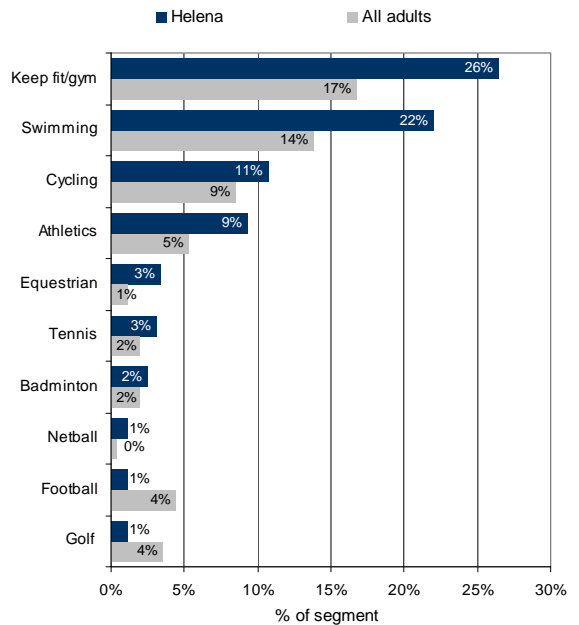
### Helena is similar to/lives near:

Chloe (segment 3), Tim (segment 6)

### Helena is likely to live in towns/areas such as:

Chelsea, Cheltenham, Harrogate, Reading, Brighton

Top sports that Helena participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

# Tim - 6

## Settling Down Males

- Mainly aged 26-45
- Married or single
- May have children
- Professional

**Sporty male professionals, buying a house and settling down with partner**  
**9% of all adults; 18% of adult men**



### About Tim

Tim is 33 and works in IT. He lives with his wife Lorna in a semi-detached house they own in a desirable suburb. At the moment it's just the two of them, but Lorna is expecting their first baby in a few months' time.

Tim loves sport. Since his job has got busier he doesn't do as much as he used to, but he still manages trips to the gym and the odd mid-week game of squash. He hopes things won't change too much when the baby arrives, but knows they may not be able to enjoy such regular holidays in the future.

Tim's healthy diet is due to Lorna cooking most nights, but he's not particularly health conscious himself. He enjoys a burger and maybe a pint after playing sport, and he may drink at home, albeit lightly.



### Ethnic origin

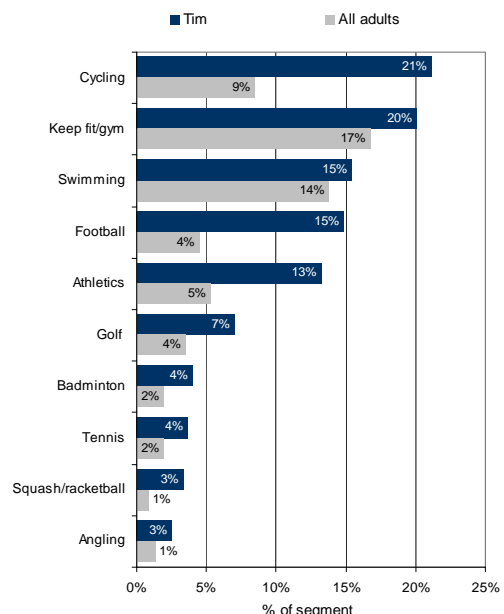
Individuals in this segment are predominantly of White British (77%), or Other White (10%) origin; or may also be Asian/Asian British (6%), of Irish heritage (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

### Alternative names

Simon, Jonathan, Jeremy, Adrian, Marcus



### Top sports that Tim participates in



### Tim: Sports Overview

- Tim is an active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Tim participates in are shown in the chart opposite: 21% of this segment take part in cycling compared to 9% of all adults; 20% of this segment take part in keep fit/gym, compared to 17% of all adults.
- Swimming, football and athletics or running are also popular sports for Tim. His participation in swimming is in line with that of all adults, however Tim is more likely than all adults to take part in football and athletics.

### Tim is similar to/lives near:

Helena (segment 5), Alison (segment 7)

### Tim is likely to live in towns/areas such as:

Camberley, Tunbridge Wells, Banbury, Haywards Heath, Milton Keynes

Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

# Alison - 7

## Stay at Home Mums

- Mainly aged 36-45
- Married
- Stay-at-home mum
- Children

Mums with a comfortable, but busy, lifestyle

4% of all adults; 9% of adult women



### About Alison

Alison is 38 and married with two children, aged 6, and 3. As a stay-at-home mum her career is temporarily on hold, whilst her husband works as an accountant. Alison's life is busy. She does the school or playschool run, takes the children to music and horse-riding lessons and keeps the house in order. After putting the children to bed, Alison often spends an evening at PTA meetings. This year she is involved in organising the school fete.

Alison manages to attend a few exercise classes each week whilst her youngest is at playschool, and the family go swimming at the weekend. Concerned about a healthy diet for her family, Alison gets organic vegetables delivered each week. She may enjoy a well-deserved glass of wine while she's cooking dinner.

### Ethnic origin

Individuals in this segment are predominantly of White British (78%), or Other White (9%) origin; or may also be of Irish heritage (6%), Asian/Asian British (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

### Alternative names

Justine, Karen, Suzanne, Tamsin, Siobhan

### Alison: Sports Overview

- Alison is a fairly active segment with above average levels of participation in sport.
- The top sports that Alison participates in are shown in the chart opposite: 27% of this segment take part in keep fit/gym compared to 17% of all adults; 25% of this group take part in 'swimming' compared to 14% of all adults; 12% of this segment take part in cycling, and 11% take part in athletics (including running).
- Alison may also take part in horse-riding, tennis, badminton, netball, rounders and football.

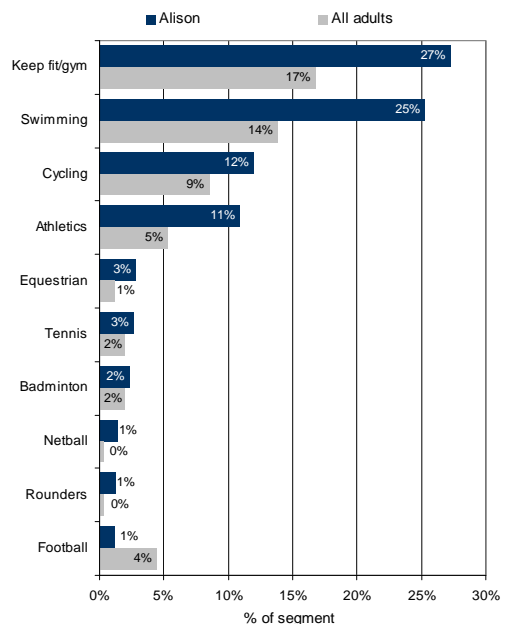
#### Alison is similar to/lives near:

Tim (segment 6)

#### Alison is likely to live in towns/areas such as:

Orpington, Bromsgrove, Maidstone, Newbury, Horsham

Top sports that Alison participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

# Jackie - 8

## Middle England Mums

### Mums juggling work, family and finance

5% of all adults; 10% of adult women

- **Mainly aged 36-45**
- **Married**
- **Part-time skilled worker or stay-at-home mum**
- **Children**



#### About Jackie

Jackie, 43, is married with three school age children. She works part time at a call centre and her husband Dave is a salesman.

Life is hectic for Jackie. She doesn't get much time for herself, being busy taking the children to school and after school activities, grocery shopping, working, and getting dinner on the table. She feels like a taxi service for the kids these days, forever taking them to one activity or another both during the week and at weekends.

Jackie goes to an aerobics class one evening a week and tries to take the kids swimming or ice skating on Saturdays. Dave bought her an exercise bike last Christmas, but it is just gathering dust in the garage. Healthy eating isn't high on Jackie's list of priorities. Dinners just have to be quick, easy and something the kids will eat.

#### Ethnic origin

Individuals in this segment are predominantly of White British (79%), or Other White (8%) origin; or may also be of Irish heritage (6%), Asian/Asian British (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

#### Alternative names

Andrea, Cheryl, Deborah, Jane, Louise

### Jackie: Sports Overview

- Jackie has above average participation in sport, although is less active than others in her age group. (more details overleaf).
- The top sports that Jackie participates in are shown in the chart opposite: 22% of this group take part in keep fit/gym compared to 17% of all adults; 20% of this group take part in swimming compared to 14% of all adults.
- In line with the general adult population, 9% of this segment take part in cycling; and 6% take part in athletics or running (compared to 5% of all adults).
- Jackie may also play badminton, go horse-riding, play tennis, football, rounders or netball.

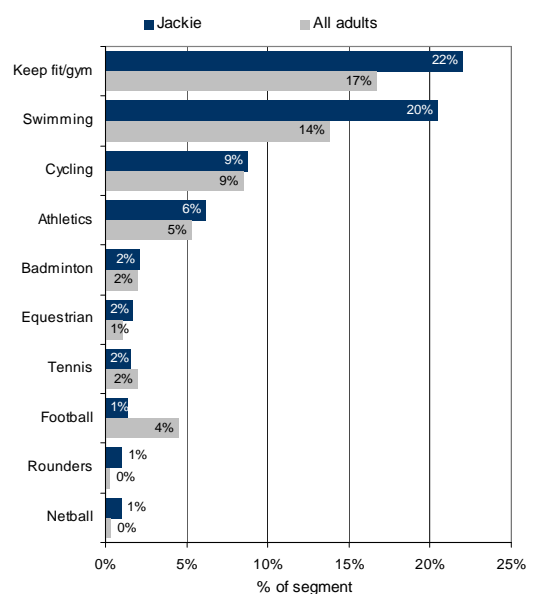
#### Jackie is similar to/lives near:

Kev (segment 9), Philip (segment 11)

#### Jackie is likely to live in towns/areas such as:

Dover, Aldershot, Wigan, Uxbridge, Chesterfield

Top sports that Jackie participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running



# Kev - 9

## Pub League Team Mates

- Mainly aged 36-45
- Married or single
- May have children
- Vocational job

### Blokes who enjoy pub league games and watching live sport

6% of all adults; 12% of adult men



#### About Kev

Kev, 40, lives with his long-term partner and stepson, working as a self-employed plumber.

On Saturday mornings Kev occasionally trains with the pub football team, and sometimes makes the Sunday side – although he’s struggling more and more to keep up with the lads in the team. Alternatively Kev may spend his weekends doing DIY at home and watching TV. Evenings and weekends may see him down the local pub, smoking, drinking and watching sport, or taking part in other social activities, when work allows.

Kev used to enjoy lifting weights or using his punch bag at home, but lately his shoulder has been playing him up, so instead it is a few games of snooker or darts. He can’t understand healthy eating fads - salads just don’t seem like a proper meal to him, so he tends to stick to a relatively unhealthy processed food diet.

#### Ethnic origin

Individuals in this segment are predominantly of White British heritage (67%), or Asian/Asian British heritage (12%); or may be of Other White origin (11%), of Irish heritage (6%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

#### Alternative names

Lee, Craig, Steven, Tariq, Dariusz.



### Kev: Sports Overview

- Kev has average levels of sports participation (more details overleaf).
- The sports that Kev participates in most are shown in the chart opposite: 14% of this segment take part in keep fit/gym compared to 17% of all adults; 12% of this segment take part in football compared to 4% of all adults. In addition, 11% of people in this segment take part in cycling, and 10% go swimming.
- Kev may also take part in athletics or running, golf, angling, badminton, archery or martial arts/combat sports.

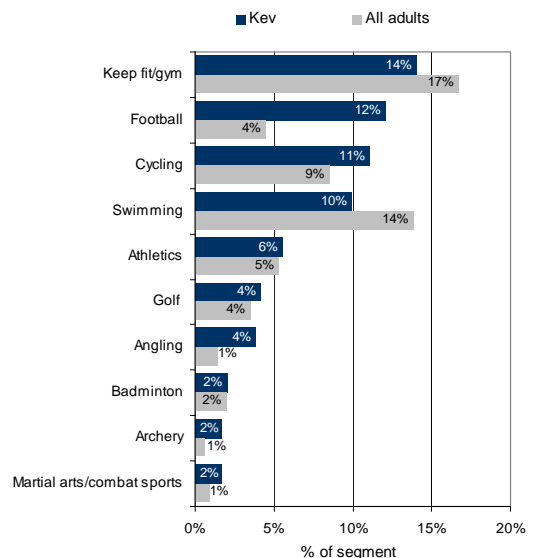
#### Kev is similar to/lives near:

Jackie (segment 8), Paula (segment 10)

#### Kev is likely to live in towns/areas such as:

Walthamstow, Walsall, Rotherham, Bradford, Wakefield

### Top sports that Kev participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

# Paula - 10

## Stretched Single Mums

- Mainly aged 26-45
- Single
- Job seeker or part time low skilled

**Single mums with financial pressures, childcare issues and little time for pleasure**

**4% of all adults; 7% of adult women**



### About Paula

Paula, 33, lives in a council owned property with her three children. Jade and Kyle are at school now, but Ruby is still at home. Paula receives some state benefits, but things are still very difficult. Her debt has built up over the last few years and she hasn't been able to work because of the children.



A couple of times a week a friend looks after Ruby so Paula can get a break at afternoon bingo. At the weekend she sometimes takes the kids swimming or ice skating. It's not cheap, but they need entertaining.

Paula can't afford much fresh healthy food; instead she buys convenience meals from the discount freezer store. Given her stress-filled life she feels it's understandable she needs to smoke and enjoy the odd drink.



### Ethnic origin

Individuals in this segment are predominantly of White British (70%), or Other White (10%) origin; or may also be Asian/Asian British (10%), of Irish heritage (6%), Black/Black British (3%), Chinese (1%) or belong to another ethnic group (1%).

### Alternative names

Donna, Gemma, Shelley, Tina, Tammy

### Paula: Sports Overview

- Paula is not a very active type and her participation levels are slightly below those of the general adult population (more details overleaf).
- The top sports that Paula participates in are shown in the chart opposite: 18% of people in this segment participate in keep fit/gym compared to 17% of all adults; 17% of people in this segment take part in swimming compared to 14% of all adults; 5% of this segment take part in cycling, and 4% in athletics or running.
- Paula may also take part in football, badminton, tennis, rounders, horse riding and netball.

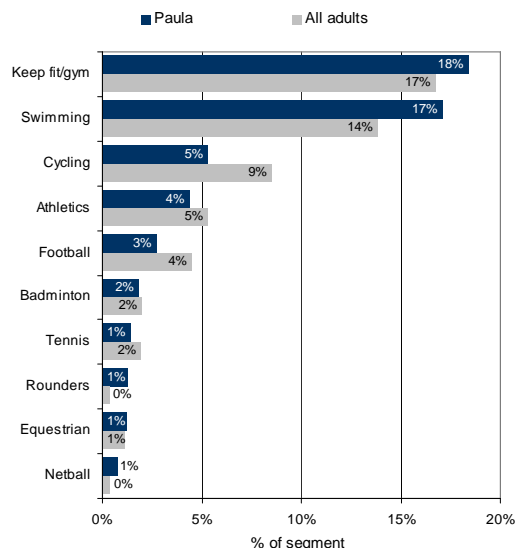
#### Paula is similar to/lives near:

Kev (segment 9), Brenda (segment 14)

#### Paula is likely to live in towns/areas such as:

Bootle, Stratford (east London), Widnes, Bolton, Altrincham

### Top sports that Paula participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.



# Philip - 11

## Comfortable Mid-Life Males

Mid-life professional, sporty males with older children and more time for themselves

9% of all adults; 18% of adult men

- Mainly aged 46-55
- Married with Children
- Full time employment and owner occupier



### About Philip

Philip is 48, an owner-occupier, and married with two older children. One recently graduated and left home, the other is on a gap year before starting university next autumn. Whilst there are still some university fees to pay, Philip is at the height of his career, enjoying a comfortable salary at an established firm.

Philip still keeps up his love of sport, hindered only by office pressures. He plays badminton in a local team, and if he gets home early enough, enjoys a swim at the health club. He shares football season tickets with his son, and together they play cricket for the local Sunday side – alas, his rugby days are over.

Reasonably health conscious, Philip wants to stay healthy for later in life so he can keep playing sport for as long as possible. He's not in any hurry to hang up his pads, and anyway, he'd keep up his involvement in the club as fixture secretary.



### Ethnic origin

Individuals in this segment are predominantly of White British (82%), or Other White (7%) origin; or may also be of Irish heritage (6%), Asian/Asian British (4%), Black/Black British (1%), Chinese (0.5%) or belong to another ethnic group (0.5%).

### Alternative names

Graham, Colin, Keith, Stuart, Clive



### Philip: Sports Overview

- Philip's sporting activity levels are above the national average (more details overleaf).
- The top sports that Philip participates in are shown in the chart opposite: Cycling is the top sport, and 16% of this segment do this at least once a month, almost double the national average.
- Philip also enjoys keep fit/gym, swimming, football, golf and athletics (running). His participation in most of his top sports is above the national average, which is indicative of the priority he places on sport.

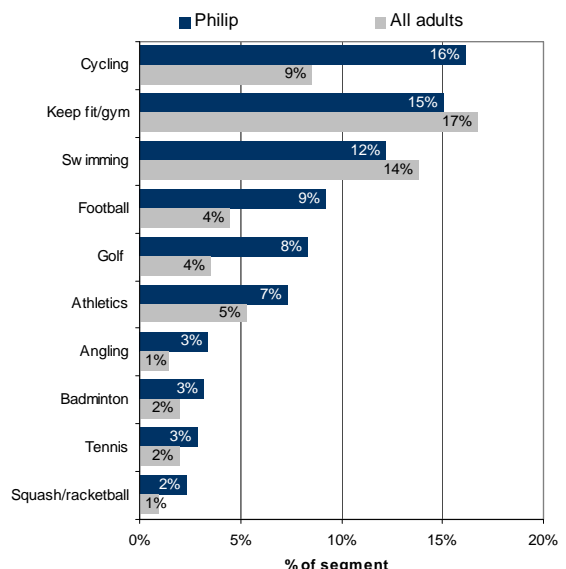
#### Philip is similar to/lives near:

Jackie (segment 8), Elaine (segment 12)

#### Philip are likely to live in towns such as:

Chippenham, Eastleigh, Aylesbury, Andover, Southport

Top sports that Philip participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

# Elaine - 12

## Empty Nest Career Ladies

Mid-life professionals who have more time for themselves since their children left home

6% of all adults; 12% of adult women

- Mainly aged 46-55
- Married
- Full time employment and owner occupier



### About Elaine

Elaine is 53 and married with two children who have now left home. Having picked up her career again after the children went to school, Elaine is now a full time senior teacher. In a few years' time she'll consider dropping her hours ready for retirement, but for now she's enjoying the career opportunities and chance to stretch herself.



When Elaine gets home from work she enjoys a glass of wine while making a healthy dinner for herself and her husband. They chat over dinner and might even call their son who is away at university, though inevitably they'll be talking to his voicemail.



Elaine goes to a class at the gym one evening a week and enjoys watching dramas or reading a book other nights. Weekends see her going to the stables, gardening or going for a long walk with her husband.

### Ethnic origin

Individuals in this segment are predominantly of White British (83%), or Other White (7%) origin; or may also be of Irish heritage (6%), Asian/Asian British (3%), Black/Black British (1%), Chinese (0.5%) or belong to another ethnic group (0.5%).

### Alternative names

Carole, Sandra, Penelope, Julie, Jacqueline

### Elaine: Sports Overview

- Elaine's sporting activity levels are consistent with the national average, and slightly above average for some indicators (more detail overleaf).
- The top sports that Elaine participates in are shown in the chart opposite: Keep fit/gym and swimming are the most popular sports with around a fifth of the segment doing these, followed by cycling (7%), athletics or running (3%), tennis (2%), badminton (2%) and horse riding (2%).
- Her participation levels are above average for keep fit/gym and swimming.

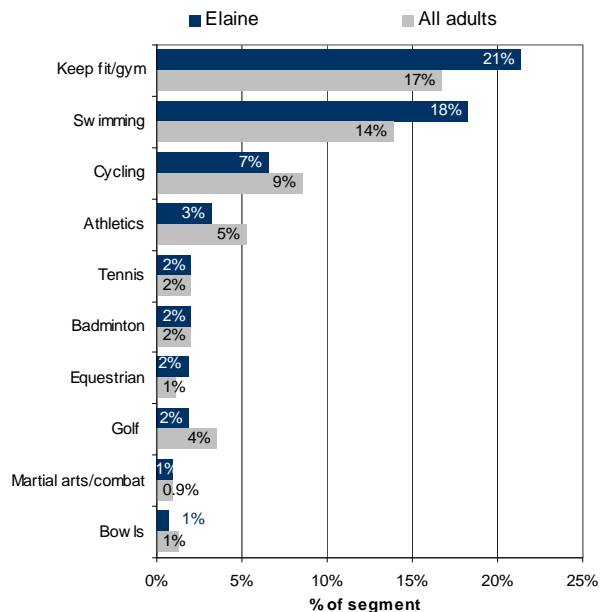
### Elaine is similar to/lives near:

Philip (segment 11), Roger & Joy (segment 13)

### Elaine are likely to live in towns such as:

Bishop's Stortford, Camberley, Dorchester, Stafford, Shrewsbury

### Top sports that Elaine participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

# Roger & Joy - 13

## Early Retirement Couples

Free-time couples nearing the end of their careers

7% of all adults; 6% of adult women, 8% of adult men

- Mainly aged 56 – 65
- Married
- Full time employment or retired



### About Roger & Joy

Roger is 57 and Joy is 56. Last year Roger’s accountancy firm made cutbacks and he was offered a generous long-service redundancy payment with which to take early retirement. Joy has always worked mornings as a receptionist in the local GP surgery, but is planning to retire herself late next year.

Having paid off the mortgage on their semi-detached house, Roger and Joy may not have a large income, but also haven’t many financial responsibilities. If they need to they can always downsize, possibly to be nearer the grandchildren.

Roger walks the dog to the paper-shop each morning, and often plays golf. When Joy’s around, they often go for a walk together or help out with childcare.

Sometimes Joy goes to over fifties aqua aerobics class at the leisure centre. Her daughter said it might be good exercise and easier on her joints.



### Ethnic origin

Individuals in this segment are predominantly of White British (87%), or Other White (5%) origin; or may also be of Irish heritage (5%), Asian/Asian British (2%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

### Alternative names

Melvyn, Barry, Geoffrey, Linda, Susan, Patricia



### Roger & Joy: Sports Overview

- Roger & Joy are slightly less active than the average adult population.
- The top sports that Roger & Joy participate in are shown in the chart opposite: Keep fit/gym and swimming are the most popular sports with 13% of the segment doing these, followed by cycling (8%), golf (6%) and angling (2%).
- Their participation levels are below average for all of these sports, with the exception of bowls, golf and angling.

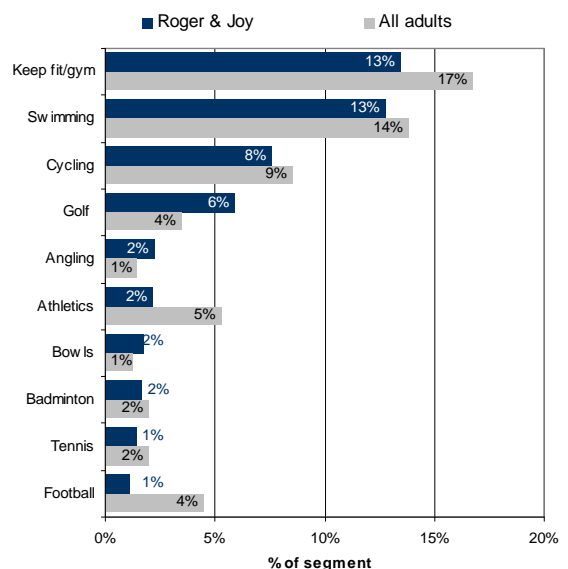
#### Roger & Joy are similar to/live near:

Roger & Joy (segment 13)

#### Roger & Joy are likely to live in towns such as:

Newton Abbot, King’s Lynn, Poole, Beverley, Southend

Top sports that Roger & Joy participate in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

# Brenda - 14

## Older Working Women

Middle aged ladies, working to make ends meet

5% of all adults; 10% of adult women

- Mainly aged 46 - 65
- Married
- Part time employee



### About Brenda

Brenda is 51 and works in a local food factory on the production line. Her two children have left home now, so it's just Brenda and her husband in the terraced house.

Brenda gets up early and walks to the early shift at the factory. After a long day on her feet and a walk back home again, she's too tired to do much with her evenings. A good dose of TV soaps provide some welcome relaxation, or she might go to the bingo hall instead. Dinner is inevitably oven food – she's too tired to go to any effort.

On Saturdays, Brenda looks after her grandchildren while her daughter works, often taking them swimming. If she doesn't have them she'll go to an exercise class instead, but with the kids in tow, and the adventure playground being pricey, that doesn't happen often.

### Ethnic origin

Individuals in this segment are predominantly of White British (76%), or Other White (8%) origin; or may also be Asian/Asian British (7%), of Irish heritage (6%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

### Alternative names

Shirley, June, Maureen, Janet, Diane



## Brenda: Sports Overview

- Brenda is generally less active than the average adult population.
- The top sports that Brenda participates in are shown in the chart opposite: Keep fit/gym is the most popular sport with 15% of the segment doing this, followed by swimming (13%) and cycling (4%).
- Athletics (including running) is enjoyed by 2% of Brendas. In all cases her participation levels are below the national average for all adults.
- Other sports that she may participate in are badminton, horse riding, tennis, martial arts (including Tai Chi), football and golf.

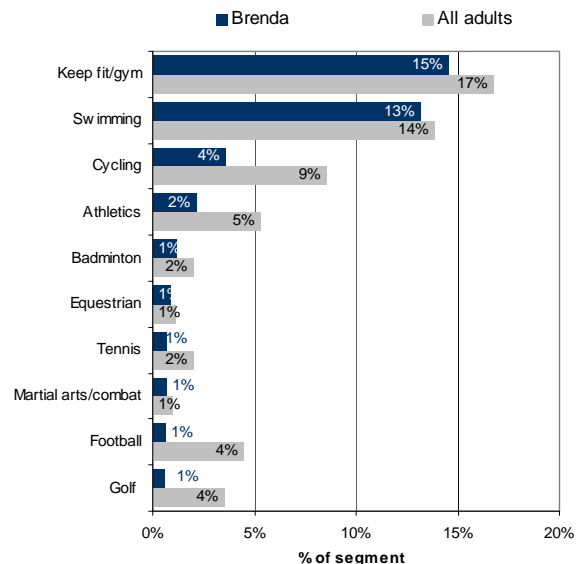
### Brenda is similar to/lives near:

Kev (segment 9) and Terry (segment 15)

### Brenda are likely to live in towns/areas such as:

Hackney, Rochdale, Lancaster, Corby

## Top sports that Brenda participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

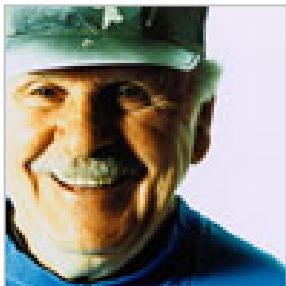
# Terry - 15

## Local 'Old Boys'

Generally inactive older men, low income and little provision for retirement

4% of all adults; 8% of adult men

- Mainly aged 56-65
- Single/Married
- Unemployed



### About Terry

Terry is 59 and lives on his own in a council flat. Having worked on and off as a builder, he has struggled in recent years to get work. At the moment he has a small income as a school caretaker, barely covering the bills.

During the day Terry might do the odd job around the school, but invariably he's not needed until the end of the day once the children have gone home. He spends his mornings watching TV, and afternoons playing darts in the pub, fishing or on the allotment. As part of the local darts team, he plays the occasional competition at weekends, otherwise he goes to the bookies or stays at the pub watching boxing into the early hours. He wishes he still had the fitness to box himself, but those days are a thing of the past.

Terry eats oven food or at the pub most nights. Healthy eating isn't high on his list of concerns – it's expensive and he'd rather have pie and chips.

### Ethnic origin

Individuals in this segment are predominantly of White British (79%), or of Irish heritage (7%); or may also be Asian/Asian British (6%), of Other White (6%) origin; Black/Black British (1%), Chinese (0.5%) or belong to another ethnic group (1%).

### Alternative names

Derek, Brian, Malcolm, Raymond, Michael



### Terry: Sports Overview

- Terry is generally less active than the general adult population.
- The top sports that Terry participate in are shown in the chart opposite: Keep fit/gym is the most popular sport with 8% of the segment doing this, followed by swimming (6%) and cycling (6%). Angling and golf are the next most popular sports, both being played by 4% of this segment.
- Golf, angling and archery are the only sports where a higher proportion of Terrys participate than the national average. In all other cases his participation in his top sports is below average.

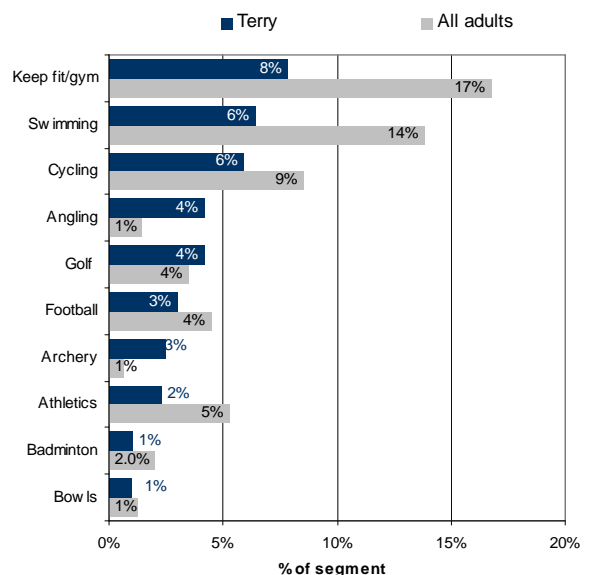
#### Terry is similar to/lives near:

Brenda (segment 14), Norma (segment 16)

#### Terry are likely to live in towns such as:

Mansfield, Sunderland, Doncaster, Hull, Dewsbury

### Top sports that Terry participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running



# Norma - 16

## Later Life Ladies

Older ladies, recently retired, with a basic income to enjoy their lifestyles

2% of all adults; 4% of adult women

- Mainly aged 56-65
- Single
- Unemployed/Retired



### About Norma

Norma is 60 and has now retired. Having spent the last few years as a part time cleaner, she has little income now and a basic private pension to subsidise her state allowance. She lives in a small bungalow, although thankfully the small mortgage has been paid off.

Norma likes to get out for a bit during the day. She goes to an aqua aerobics class at the leisure centre, which is heavily subsidised for her as a pensioner. She also walks to buy a lottery ticket, go to the library or to afternoon bingo. She has to take her time though, as she's not as well these days, having seen the late onset of diabetes in the last few years. When she gets home, Norma likes to sit and watch TV, knit or do some embroidery. At weekends her family usually visit her.

Norma prefers traditional home cooking, she smokes, but rarely drinks – her health and diet are therefore not a great concern.

### Ethnic origin

Individuals in this segment are predominantly of White British (79%), or Other White (8%) origin; or may also of Irish heritage (7%), Asian/Asian British (4%), Black/Black British (2%), Chinese (0.5%) or belong to another ethnic group (1%).

### Alternative names

Pauline, Angela, Irene, Denise, Jean

### Norma: Sports Overview

- Norma is generally less active than the average adult population.
- She is likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.
- The top sports that Norma participate in are shown in the chart opposite: Keep fit/gym is the most popular sport with 12% of Normas doing this, followed by swimming (10%). Other sports are much less popular with cycling the next choice with only 2% of this segment participating.

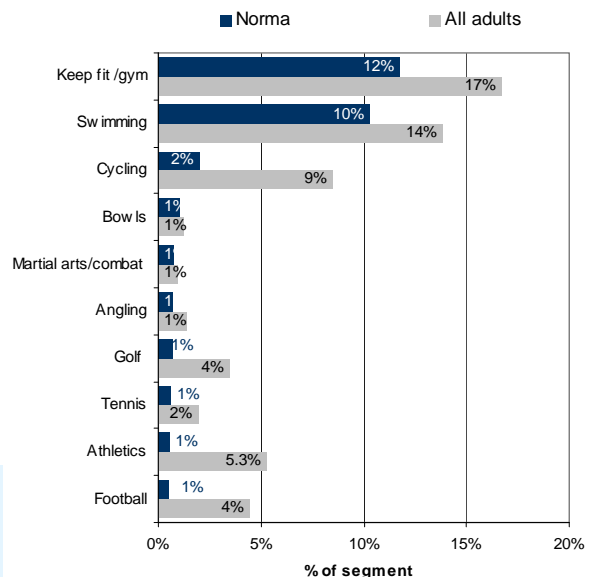
#### Norma is similar to/lives near:

Terry (segment 15), Frank (segment 18)

#### Norma is likely to live in towns/areas such as:

Middlesbrough, East Ham, Barnsley, Newcastle, Sheffield

### Top sports that Norma participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

# Ralph & Phyllis - 17

## Comfortable Retired Couples

- Mainly aged 66+
- Married/single
- Retired

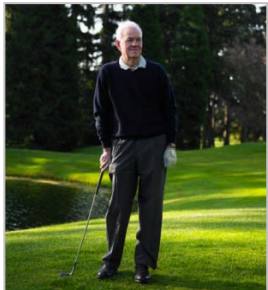
### Retired couples, enjoying active and comfortable lifestyles

4% of all adults; 5% of adult men, 4% of adult women



#### About Ralph & Phyllis

Ralph and Phyllis are in their late 60s and have been retired for some time now. Their children are grown up and have moved out of the family home. Ralph was a successful banker, enabling them to retire early. They've downsized recently, benefiting from Ralph's investment portfolio and comfortable private pension.



Both Ralph and Phyllis feel there is still much of life to live. They enjoy playing golf together, and Ralph competes at weekends sometimes. Phyllis likes to go for the occasional swim while Ralph is out trout fishing, and they also love to go for long walks together. In their earlier years the pace was faster, but they're proud they're still active, enjoying life and can just about keep up with the grandchildren.

Ralph and Phyllis enjoy volunteering in the local community, organising church bazaars and raising money for the local museum.

#### Ethnic origin

Individuals in this segment are predominantly of White British (89%), or Other White (5%) origin; or may also be of Irish heritage (4%), Asian/Asian British (1%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

#### Alternative names

Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie



### Ralph & Phyllis: Sports Overview

- Ralph & Phyllis are generally less active than the average adult population, but their activity levels are higher than others in their age range.
- They are likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.
- The top sports that Ralph & Phyllis participate in are shown in the chart opposite: 10% of this group take part in keep fit or gym, 9% swim, 7% play golf and 4% play bowls.

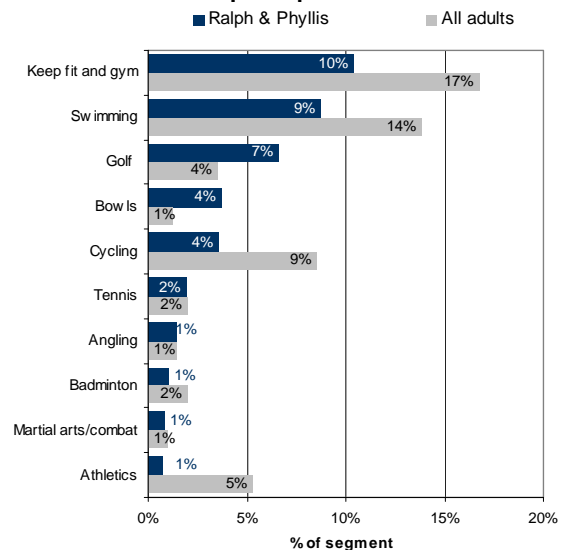
#### Ralph & Phyllis are similar to/live near:

Other Ralph & Phyllis (segment 17)

#### Ralph & Phyllis are likely to live in towns such as:

Stratford-upon-Avon, Chichester, Kendal, Farnham, Evesham

#### Top sports that Ralph & Phyllis participate in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running



# Frank - 18

## Twilight Year Gents

Retired men with some pension provision and limited sporting opportunities

4% of all adults; 8% of adult men

- Mainly aged 66+
- Married/single
- Retired



### About Frank

Frank is 69 and lives with his wife in a small bungalow. Having put money into a private pension during his years working as a sales manager, Frank has a reasonable income, and though he can't afford luxuries he enjoys a flutter on the horses, the odd scratch card and spoiling the grandchildren.

Frank spends most of his days watching TV or having a pint at his local. He enjoys playing snooker there, and has taken part in mini tournaments occasionally. At weekends he may take his grandson fishing, but he's not sure for how much longer he'll be able to - his eyesight is getting worse and he won't be able to drive for much longer.

Frank is not particularly health conscious, enjoying hearty traditional meals and a good pint at his local. He is also likely to smoke.

### Ethnic origin

Individuals in this segment are predominantly of White British (89%), or of Irish heritage (5%); or may also be of Other White (4%) origin, Asian/Asian British (2%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

### Alternative names

Roy, Harold, Stanley, Alfred, Percy

### Frank: Sports Overview

- Frank is generally much less active than the average adult population, but his activity levels are more consistent with other segments in this age range (more details overleaf).
- He is are likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.
- The top sports that Frank participates in are shown in the chart opposite: 7% of this group take part in golf, 6% in keep fit/gym and 6% in bowls and swimming.

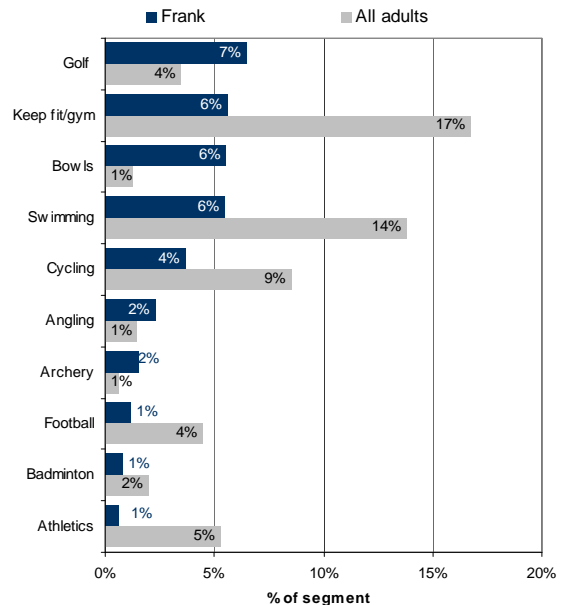
### Frank is similar to/lives near:

Elsie (segment 19), Ralph & Phyllis (segment 17)

### Frank is likely to live in towns such as:

Eastbourne, Bognor Regis, Skegness, Colchester, Bishop Auckland

### Top sports that Frank participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

# Elsie & Arnold - 19

## Retirement Home Singles

- Mainly aged 66+
- Widowed
- Retired

Retired singles or widowers, predominantly female, living in sheltered accommodation

8% of all adults; 2% of adult men, 14% of adult women



### About Elsie & Arnold

Elsie and Arnold are aged 81 and live on their own in warden-controlled sheltered accommodation. Their spouses passed away three years ago and they are just about getting used to life on her own, thanks to the support of the other residents.

The sheltered housing is good and the warden checks if anything is needed, and they have card mornings, dance afternoons and bingo evenings in the community lounge each week. Despite this Elsie and Arnold find themselves on their own quite a bit, and like to fill the quiet with TV shows, particularly programmes on the War or black and white films.

They can no longer drive, due to their cataracts. Instead they look forward to a once a week walk to the post office to collect the pension, having a good natter with the lady who works there.

### Ethnic origin

Individuals in this segment are predominantly of White British (88%), or of Other White origin (5%); or may also be of Irish heritage (5%), Asian/Asian British (1%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

### Alternative names

Doris, Ethel, Gladys, Stanley, Walter, Harold



### Elsie & Arnold: Sports Overview

- Elsie & Arnold are much less active than the average adult population, but their activity levels are more consistent with other segments in this age range (more details overleaf).
- They are likely to be doing less sport than 12 months ago, mainly due to health or injury.
- The top sports that Elsie & Arnold participate in are shown in the chart opposite: 10% of this group take part in 'keep fit/gym', 7% take part in swimming, and 3% take part in bowls.

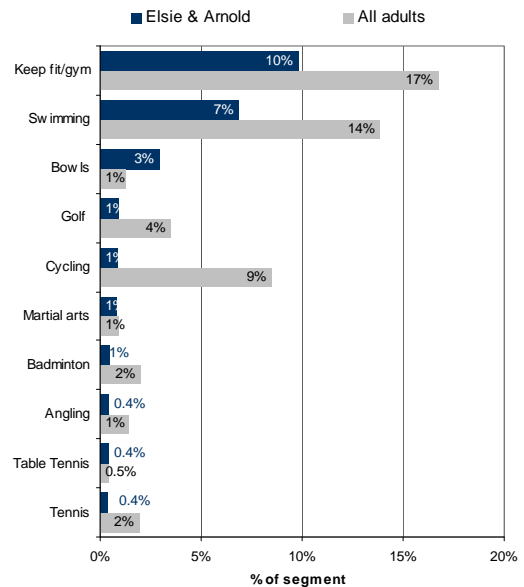
#### Elsie & Arnold are similar to/live near:

Frank (segment 18), other Elsie & Arnolds (segment 19)

#### Elsie & Arnold are likely to live in towns such as:

Hartlepool, Pontefract, Durham, Scarborough, West Bromwich

### Top sports that Elsie & Arnold participate in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

## APPENDIX 2: POLICY FRAMEWORK- EXTRACTS FROM KEY DOCUMENTS

- 1.1 The local planning policies identify the location and extent of the housing growth across Cherwell along with other overarching policies, such as transport and provision of employment land. The area specific plans and policies provide detailed information about very local issues and proposals.
- 1.2 These policies have been taken into account within the assessment strategies of the strategies, and in the emerging recommendations.

### Cherwell Local Plan 2011-2031 (adopted July 2015)

- 1.3 The Cherwell Local Plan 2011-2031 (Cherwell District Council , 2016) sets out the long term vision and objectives for Cherwell for the plan period up to 2031. The Plan sets out the overview of future growth across the district in D.22.

### Overview of Future Growth in Bicester 2011-2031

- North West Bicester Eco-Town of 6,000 homes and jobs with 40% open space (3,293 expected to be delivered by 2031)
- Graven Hill, 2,100 homes, logistics and distribution hub
- Land at Bure Place, Town Centre Redevelopment (Phase 2)
- Extension to Bicester Town Centre (Area of Search)
- South West Bicester Phase 1 1,462 homes and 726 homes at Phase 2
- South East Bicester 1,500 homes
- Bicester Business Park
- Employment land at Bicester Gateway
- Employment Land at North East Bicester
- Tourism-led development at Former RAF Bicester
- Gavray Drive 300 homes
- New Cemetery.

### Overview of Future Growth in Banbury 2011-2031

- Bankside Phase 1, 600 homes at Phase 2
- Canalside, including 700 homes, retail, office and leisure uses
- West of Bretch Hill, 400 homes
- North of Hanwell Fields 544 homes
- Southam Road, Banbury 600 homes
- Employment Land West of M40
- Relocation of Banbury United Football Club
- Extended town centre (Area of Search)
- Bolton Road Development Area, 200 homes, retail and other mixed uses
- Retail and other mixed uses at Spiceball Development Area

- Bretch Hill Regeneration Area
- Cherwell Country Park
- Bankside Community Park
- Employment land North East of Junction 11
- South of Salt Way - East, 1345 homes
- South of Salt Way - West, 150 homes
- Land at Drayton Lodge Farm, 250 homes
- Land at Higham Way, 150 homes.

### Overview of Future Growth in Kidlington 2011-2031

- Accommodating High Value Employment Needs: Langford Lane/London-Oxford Airport; Oxford Technology Park and Begbroke Science Park (subject to small scale Green Belt review)
- Kidlington Village Centre
- Allocation for 2,361 homes (in total, including 761 already consented) at Former RAF Upper Heyford; 750 across the rural areas and Kidlington. The specific sites to be identified in the Local Plan Part 2 and Neighbourhood Plans when developed.

1.4 The Plan lists five strategic objectives. The recommendations in the sport, recreation and open space strategies will help to deliver these objectives, in particular:

SO 13 To reduce the dependency on the private car as a mode of travel, increase the attraction of and opportunities for travelling by public transport, cycle and on foot, and to ensure high standards of accessibility to services for people with impaired mobility.

SO 14 To create more sustainable communities by providing high quality, locally distinctive and well designed environments which increase the attractiveness of Cherwell's towns and villages as places to live and work and which contribute to the well-being of residents.

SO 15 To protect and enhance the historic and natural environment and Cherwell's core assets, including protecting and enhancing cultural heritage assets and archaeology, maximising opportunities for improving biodiversity and minimising pollution in urban and rural areas.

## The main strategic sites in more detail

North West Bicester Eco-Town: 390 ha, 6,000 homes  
Graven Hill, Bicester: 241 ha, 2,100 homes plus employment etc  
South West Bicester Phase 2: 29 ha, 726 homes on land previously identified for sports provision adjacent to Kingsemere  
Bicester Business Park: 29.4 ha, no homes  
Former RAF Bicester: flying field to be retained – conservation area  
Bicester Gateway: 18 ha, employment  
North East Bicester: 15 ha employment  
South East Bicester: 155 ha, mixed use site including 1,500 homes  
Bicester Gavray Drive: 23 ha, 300 homes  
Banbury Canalside: 26 ha, mixed use including 700 dwellings  
Banbury Hardwick Farm, Southam Road (East and West): 32 ha, 600 dwellings  
Banbury West of Bretch Hill: 26.5 ha, 400 homes as integrated extension to Bretch Hill area  
Banbury Bankside Phase 2 (Links to Policy Banbury 12: Land for the Relocation of Banbury United FC): 27 ha, 600 homes (in addition to 1090 with existing permission)  
Banbury North of Hanwell Fields: 26 ha, 544 homes (extension to Hanwell Fields).  
Banbury Employment Land West of M40: 35 ha employment  
Banbury Bolton Road: 2 ha, mixed town centre, 200 dwellings  
Banbury Spiceball Development Area: 5 ha, (incl former leisure centre site), retail and leisure  
Land for the Relocation of Banbury United FC: land on Oxford Road adjacent to Banbury Football Club  
Banbury Cherwell Country Park: 33 ha, country park  
Banbury Employment Land North East of Junction 11: 13 ha  
Banbury South of Salt Way: 8 ha, up to 150 dwellings  
Banbury South of Salt Way – East: 68 ha, 1,365 dwellings (including 145 with permission)  
Banbury Land at Drayton Lodge Farm: 15 ha, 250 dwellings  
Banbury Land at Higham Way: 3 ha, 150 homes  
Former RAF Upper Heyford: 520 ha, 1,600 dwellings (in addition to the 761 dwellings (net) already permitted. Mixed development. A neighbourhood centre or hub should be established at the heart of the settlement to comprise a community hall,  
...

## Open Space, Outdoor Sport and Recreation Provision

1.5 The generic policy is BCS 10.

### **Policy BSC 10: Open Space, Outdoor Sport and Recreation Provision**

*The Council will encourage partnership working to ensure that sufficient quantity and quality of, and convenient access to open space, sport and recreation provision is secured through the following measures:*

- *Protecting existing sites*
- *Addressing existing deficiencies in provision through qualitative enhancement of existing provision, improving access to existing facilities or securing new provision, and*
- *Ensuring that proposals for new development contribute to open space, sport and recreation provision commensurate to the need generated by the proposals.*

*In determining the nature of new or improved provision the Council will be guided by the evidence base and consult with town and parish councils, together with potential users of the green space wherever possible, to ensure that provision meets local needs.*

*Should the promoters of development consider that individual proposals would be unviable with the above requirements, 'open-book' financial analysis of proposed developments will be expected so that an in house economic viability assessment can be undertaken. Where it is agreed that an external economic viability assessment is required, the cost shall be met by the promoter.*

1.6 The current standards are given in Policy BSC11.

### **Policy BSC 11: Local Standards of Provision - Outdoor Recreation**

*Development proposals will be required to contribute to the provision of open space, sport and recreation, together with secure arrangements for its management and maintenance. The amount, type and form of open space will be determined having regard to the nature and size of development proposed and the community needs likely to be generated by it. Provision should usually be made on site in accordance with the minimum standards of provision set out in 'Local Standards of Provision - Outdoor Recreation'. Where this is not possible or appropriate, a financial contribution towards suitable new provision or enhancement of existing facilities off site will be sought, secured through a legal agreement.*

*North West Bicester eco-development proposals for open space will be considered against the requirements of 'Policy Bicester 1: North West Bicester Eco-Town'.*

*Should the promoters of development consider that individual proposals would be unviable with the above requirements, open-book financial analysis of proposed*

*developments will be expected so that an in-house economic viability assessment can be undertaken. Where it is agreed that an external viability assessment is required, the cost shall be met by the promoter.*

## Quantitative standards

Type of provision	Quantitative Standards	Accessibility Standards	Minimum size of provision	Threshold for on-site provision
General green space (parks and gardens/natural semi-natural/amenity green space)	2.4 ha per 1000 urban Dwellers	5 minute walk (amenity open space) (400m)	200 sq m	10 urban Dwellings
	2.74 ha per 1000 rural/urban edge dwellers	15 minute walk other (1200m)		6 rural/urban edge dwellings
Play space (combining provision for younger and older children including MUGAs)	0.78 ha per 1000 people	5 minutes walk (400m) except for NEAPs 15 m walk (1200m)	LAP- 100 sq m activity zone; 400 sq m including buffer LEAP- 400 sq m activity zone; 3600 sq m including buffer  NEAP- 1000 sq m activity zone; 8500 sq m including buffer  NB In some cases a combined all-age area of play will be preferable to provision of LAPs/LEAPs/NEAPs.	10 dwellings (for a LAP)  50 dwellings (for a LEAP and LAP)  100 dwellings for a NEAP and LEAPs/LAPs.
Outdoor sports provision (combining tennis courts, bowling greens, golf courses and playing pitches) (to be accompanied by changing facilities where appropriate)	1.13 ha per 1000 people	Football, rugby, cricket: 10 minute walk (800m) urban areas, 10 minute travel time (8km) rural areas  Tennis courts: 15 minute walk (1200m) urban areas, 15 minute travel time	0.12 ha	65 dwellings



		(12km) rural Areas  Bowling greens, golf courses: 15 minute travel time (12km)  Hockey: 20 minute travel time.		
Allotments	0.37 ha per 1000 people	10 minute walk (800m)	0.2 ha	275 dwellings

### Qualitative Standards of Provision

Parks and Gardens	A welcoming, clean, well maintained site that is free from vandalism and graffiti and provides a range of facilities for all users, with a good variety of well kept flowers, trees and shrubs and ancillary facilities that will enhance the user's visit and feeling of safety. The site should reflect local traditions and allow for the viewing of public art.
Natural / Semi-natural green space	A publicly accessible, spacious, clean and litter free site with clear pathways and natural features that encourage wildlife conservation and biodiversity. Sites should be maintained to protect nature conservation interest, with interpretive signage and safety features where appropriate.
Amenity green space	A clean and well-maintained green space site with well kept grass and varied vegetation and large enough to accommodate informal play. Sites should have appropriate ancillary facilities (benches, litter bins) and landscaping in the right places, providing a spacious outlook and overall enhancing the appearance of the local environment.
Play provision	A site providing a suitable mix of well-maintained formal equipment and an enriched play environment to encourage informal play and recreation by children and young people. A safe and secure location with good access to the site that includes ancillary facilities such as teen shelters and seating.
MUGAs	Safe and secure locations with good access to sites that include ancillary facilities such as teen shelters and seating.
Tennis courts	Courts should: be free from dog fouling, vandalism, graffiti and litter have level, well-drained and good quality surfaces have good quality ancillary facilities have maintenance and management that ensures safety and effective usage.
Bowling greens	Greens should: be free from dog fouling, vandalism, graffiti and litter.

	<p>have level, well-drained and good quality surfaces</p> <p>have good quality ancillary facilities</p> <p>have maintenance and management that ensures safety and effective usage</p>
Golf courses	<p>Courses should:</p> <p>be free from dog fouling, vandalism, graffiti and litter.</p> <p>have level, well-drained and good quality surfaces</p> <p>have good quality ancillary facilities</p> <p>have maintenance and management that ensures safety and effective usage</p>
Allotments	<p>A clean, well kept secure site that encourages sustainable communities, biodiversity and healthy living with appropriate ancillary facilities to meet local needs, clearly marked pathways to and within the site.</p>
Churchyards / cemeteries	<p>A well maintained, clean and safe site with the provision of seating areas, clear footpaths and car parking either on the site or nearby. The site will encourage biodiversity by providing varied vegetation and aim to be an oasis for quiet contemplation.</p>
Green corridors	<p>Clean, well maintained safe and secure routes with clear, level and well drained paths, which are provided by the protection and reinforcement of existing vegetation. The green corridor should provide links to major open spaces, urban areas and community accommodation such as seating and toilets where appropriate.</p>
Civic spaces	<p>A clean, safe, litter and graffiti free community site which encourages a sense of place where local distinctiveness and traditions can be celebrated. The civic space will provide public art and ancillary facilities, where appropriate, to accommodate a wide range of uses.</p>

## Indoor Sport, Recreation and Community Facilities

1.7 The generic policy and standards are given in Policy BSC 12.

### ***Policy BSC 12: Indoor Sport, Recreation and Community Facilities***

*The Council will encourage the provision of community facilities to enhance the sustainability of communities, and encourage partnership working to ensure that built sports provision is maintained in accordance with local standards of provision by the following means:*

*Protecting and enhancing the quality of existing facilities*

*Improving access to existing facilities*

*Ensuring that development proposals contribute towards the provision of new or improved facilities where the development would generate a need for sport, recreation and community facilities which cannot be met by existing provision.*

1.8 The standards of provision for indoor sports are given in the table below.

Facility Type	Local Quantity Standard per 1000 Population
Sports Hall	0.315 badminton courts
Swimming Pool	9.31m <sup>2</sup> swimming water area
Squash Courts	0.059 courts
Health and Fitness	5.28 stations
Indoor Bowls	0.045 rinks
STPs	0.046 pitches
Athletics Tracks	0.0012 8 lane facility

1.9 The qualitative standards are:

Design and technical standard	All new build and refurbishment schemes to be designed in accordance with Sport England Guidance Notes, which provide detailed technical advice and standards for the design and development of sports facilities.
Facility operation and management standard	All leisure providers to follow industry best practice principles in relation to a) Facilities operation, b) Customer relations, c) staffing and d) Service and development review. The detail of internal systems, policies and practices underpinning implementation of these principles will correlate directly to the scale of facility, varying according to the position of the facility within the levels of the established hierarchy.
Accessibility standard	15 minutes travel time.

## Green infrastructure

1.10 The Local Plan Part 1 Policy ESD 17 relates to Green Infrastructure, which is recognised as comprising the network of green spaces and features in both urban and rural areas including the following: parks and gardens (including historic parks and gardens), natural and semi-natural green space, green corridors (including cycleways and rights of way), outdoor sports facilities, amenity green space, children's play space, allotments, cemeteries and churchyards, accessible countryside in urban fringe areas, river and canal corridors, woodlands, nature reserves, green roofs and walls.

### **Policy ESD 17: Green Infrastructure**

*The District's green infrastructure network will be maintained and enhanced through the following measures:*

- *Pursuing opportunities for joint working to maintain and improve the green infrastructure network, whilst protecting sites of importance for nature conservation*
- *Protecting and enhancing existing sites and features forming part of the green infrastructure network and improving sustainable connectivity between sites in accordance with policies on supporting a modal shift in transport (Policy SLE 4: Improved Transport and Connections), open space, sport and recreation (Policy BSC 10: Open Space, Outdoor Sport and Recreation Provision), adapting to climate change (Policy ESD 1: Mitigating and Adapting to Climate Change), SuDS (Policy ESD 7: Sustainable Drainage Systems (SuDS)), biodiversity and the natural environment (Policy ESD 10: Protection and Enhancement of Biodiversity and the Natural Environment), Conservation Target Areas (Policy ESD 11: Conservation Target Areas), heritage assets (Policy ESD 15) and the Oxford Canal (Policy ESD 16)*
- *Ensuring that green infrastructure network considerations are integral to the planning of new development. Proposals should maximise the opportunity to maintain and extend green infrastructure links to form a multi-functional network of open space, providing opportunities for walking and cycling, and connecting the towns to the urban fringe and the wider countryside beyond*
- *All strategic development sites (Section C: 'Policies for Cherwell's Places') will be required to incorporate green infrastructure provision and proposals should include details for future management and maintenance.*

1.11 Green infrastructure, specifically identified in the policies include:

- General requirement for provision of green infrastructure
- Protecting and enhancing the Oxford Canal corridor as a green transport route and major leisure facility. It is a designated Conservation Area. Proposals to promote transport, recreation, leisure and tourism will be supported, including development of the tow path as a long distance route for walkers, cyclist and horse riders where appropriate.

1.12 There are also generic policies for Bicester and Banbury.

### ***Policy Bicester 7: Meeting the Need for Open Space, Sport and Recreation***

*As part of measures to address current and future deficiencies in open space, sport and recreation provision in the town we will:*

*Seek to establish an urban edge park around the outskirts of the town, by protecting the existing network of green spaces and securing new open space and linear route provision linked with public footpaths/cycleways, to create a circular route with connections to the town centre and the countryside beyond*

*Seek to establish a community woodland between the South West Bicester link road and Chesterton*

*Encourage proposals for the restoration and use of Stratton Audley Quarry for informal outdoor recreation, provided that the proposals are compatible with the site's designation as a Local Wildlife Site and partial SSSI.*

**Policy Banbury 11: Meeting the Need for Open Space, Sport and Recreation**

*As part of measures to address current and future deficiencies in open space, sport and recreation provision in the town we will:*

- *Retain the long-term objective of seeking to establish a series of open spaces based on the Oxford Canal and River Cherwell linked by public footpaths/cycleways, with the intention of creating a linear park and thoroughfare from the north of the town and Grimsbury reservoir to the new park to be provided as part of the committed development south of Bankside. Development that would prejudice this objective will not be permitted.*
- *Identify a site for the relocation of Banbury United Football Club (see 'Policy Banbury 12: Land for the Relocation of Banbury United FC').*

## Strategic site specific requirements of relevance to strategies

- North West Bicester Eco-Town – total site area 390 ha. 40% of site to be green space of which at least half will be publicly accessible. Area to include sports pitches, parks, recreation areas, play spaces, allotments and the required burial ground (minimum size 4 ha) and possibly a woodland cemetery.
- Graven Hill – general greenspace, play space, allotments and outdoor sports provision. Outdoor sports provision to be in north-west part of the site. Public open space to include the hill top area. Green fingers to be created through development including links between hill and woodland area
- South West Bicester Phase 2: general greenspace, play space, allotments and outdoor sports provision.
- South East Bicester: general greenspace, play space, allotments and outdoor sports provision.
- Gavray Drive, Bicester: general greenspace, play space, allotments and outdoor sports provision.
- Banbury Canalside: High quality open spaces that follow the canal and river corridor and support greater connectivity of the area and provided in line with Council requirements. New pedestrian and cycle bridges erected over the Oxford Canal and the River Cherwell to enable and encourage walking and

cycling through the site. The River Cherwell should be maintained in a semi natural state and mature trees should remain. Provision of a landscape corridor along the edge of the river to facilitate a footpath and cycleway on one or both sides for the length of the river through Canalside to link the open countryside of the Cherwell Valley to the south with Spiceball Park to the north. Open/urban spaces provided in various locations within the site and new trees planted. High quality open spaces that follow the canal. The continued use of canal boats for leisure purposes with a canal basin and mooring facilities located in the northern part of the site with the opportunity to enhance facilities and mooring in this area.

- Banbury Hardwick Farm, Southam Road general greenspace, play space, allotments and outdoor sports provision. Public open space to form a well-connected network of green areas within the site suitable for formal and informal recreation, with the opportunity to connect to the Cherwell Country Park (Policy Banbury 14: Cherwell Country Park)
- Banbury West of Bretch Hill: general greenspace, play space, allotments and outdoor sports provision.
- Banbury Bankside Phase 2: general greenspace, play space, allotments and outdoor sports provision. Outdoor sports provision should ideally be located in close proximity to the existing pitch provision at Banbury Rugby Club or the proposed relocation site for Banbury United Football Club (Policy Banbury 12: Land for the Relocation .of Banbury United FC). Layout and design that ensures a satisfactory relationship between this development site and the proposed relocation site for Banbury United Football Club.
- Banbury North of Hanwell Fields: general greenspace, play space, allotments and outdoor sports provision. Additional playing pitches can be provided towards the western edge, and children’s play space on a phase by phase basis.
- Banbury Bolton Road; replacement bingo hall.
- Banbury Spiceball Development Area: a public space focusing on the Oxford Canal and/or river and improved pedestrian access to the new Spiceball Centre from the town centre. The Oxford Canal Towpath should be improved to encourage movement north to Spiceball Country Park and south to the Canalside area and the Bus Station
- Land for the Relocation of Banbury United FC: An area of land to the east of the Oxford Road at Bodicote, to the south of Banbury Rugby Club, will be secured for the relocation of Banbury United Football Club and for sport and recreation use. .... The remaining land not required for the football club is considered suitable for a new secondary school to serve the town.
- Banbury Cherwell Country Park: 33 ha, country park
- Banbury South of Salt Way: general greenspace, play space, on site. Allotments and outdoor sports provision off site south of Banbury South of Salt Way - East
- Banbury South of Salt Way – East: general greenspace, play space, allotments and outdoor sports provision. 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

- Banbury Land at Drayton Lodge Farm: general greenspace, play space, allotments and outdoor sports provision.
- Former RAF Upper Heyford: sports pitches, sports pavilion, play areas, indoor sport provision. Community Facilities – nursery, community hall, local centre/hotel

### New secondary schools

S W Bicester

North West Bicester Eco Town

Banbury Bankside Phase 1 – to be confirmed

Banbury South of Salt Way – East (to be confirmed, land set aside)

### Community facilities

North West Bicester Eco-Town - to include facilities for leisure, health, social care, education, retail, arts, culture, library services, indoor and outdoor sport, play and voluntary services. The local centre hubs shall provide for a mix of uses that will include retail, employment, community and residential provision. Education, health care, community and indoor sports facilities will be encouraged to locate in local centres and opportunities for co-location will be welcomed. Provision will be proportionate to the size of the community they serve. Each neighbourhood of approximately 1,000 houses to include provision for community meeting space suitable for a range of community activities including provision for older people and young people. Strong focus on walking and cycling routes and sustainable transport

Graven Hill – local centre to include retail

South East Bicester - Mixed use local centre to include a multi-use community hall, convenience store and small scale employment premises

Hardwick Farm, Banbury - ideally an onsite community facility to include a community hall and with potential for a local shop. Off site contributions towards community hall at Hanwell Fields may also be required

Banbury South of Salt Way – East: on-site provision including community and/or local retail facilities.

Banbury Land at Drayton Lodge Farm: onsite provision for community and/or local retail facilities



## Village Categorisation

Villages have been categorised based on the following criteria:

- population size
- the number and range of services and facilities within the village (shops, schools, pubs, etc.)
- whether there are any significant known issues in a village that could be materially assisted by an increase in housing (for example to maintain pupil numbers at a primary school)
- the accessibility (travel time and distance) of the village to an urban area by private car and public transport (including an assessment of any network constraints)
- accessibility of the village in terms of walking and cycling
- local employment opportunities.

### **Policy Villages 1: Village Categorisation**

Proposals for residential development within the built-up limits of villages (including Kidlington) will be considered having regard to the categorisation below. Only Category A (Service Centres) and Category B (Satellite Villages) will be considered to be suitable for minor development in addition to infilling and conversions.

Category	Villages by Category	Type of Development
A	Service Villages  Adderbury, Ambrosden, Arncott, Begbroke, Bletchington (*), Bloxham, Bodicote, Chesterton, Cropredy, Deddington, Finmere, Fringford, Fritwell, Hook Norton, Kidlington, Kirtlington, Launton, Milcombe, Sibford Ferris/Sibford Gower, Steeple Aston, Weston-on-the-Green(*), Wroxton, Yarnton	Minor Development Infilling Conversions
B	Satellite Villages  Blackthorn, Claydon, Clifton, Great Bourton, Hempton, Lower Heyford, Middle Aston, Milton, Mollington, South Newington, and Wardington.	Minor Development Infilling Conversions
C	All other villages	Infilling Conversions
(*) Denotes villages partly within and partly outside the Green Belt. In those parts that lie within the Green Belt, only infilling and conversions will be permitted.		

## Policy Villages 4: Meeting the Need for Open Space, Sport and Recreation

In terms of addressing existing deficiencies in Kidlington, based on the findings of the Playing Pitch Strategy and Green Space Strategy (as updated by the 2011 Open space Update) land would need to be allocated for the following if possible:

1 new junior football pitch

A park ideally on the northern outskirts of Kidlington

11.29 ha of amenity open space with priority provision in South ward

1.51ha of allotments.

The Playing Pitch and Green Space Strategy estimated that the following additional provision was required to meet needs to 2026:

1 adult football pitch

4 junior football pitches

5 mini-soccer pitches

0.4ha park ideally on the northern outskirts of Kidlington

0.1ha natural/semi-natural green space

0.4ha amenity open space

0.2ha allotments.

These strategies were formulated before the amount and preferred distribution of development in the District for an extended plan period had been established, and as a result future needs will need to be updated to cover the period through to 2031.

In terms of addressing existing deficiencies in the rural areas, based on the findings of the Playing Pitch Strategy and Green Space Strategy (as updated by the 2011 Open space Update) new areas of open space would be required for the following:

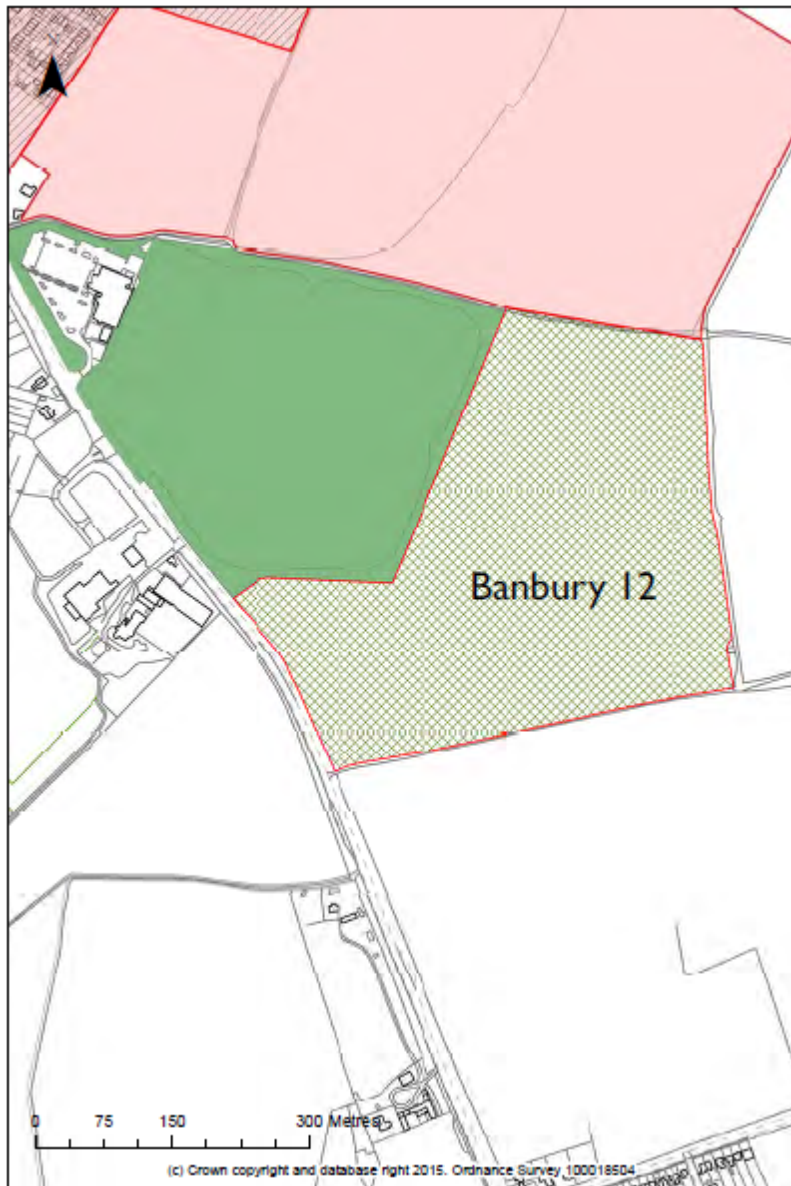
6.38 ha of amenity open space in Rural North sub-area with priority provision in Adderbury, Bloxham and Bodicote, Cropredy and Sibford Wards

2.87 ha of amenity open space in Rural South sub-area with priority provision in Gosford and Water Eaton, Kirtlington, Launton, Otmoor and Yarnton.

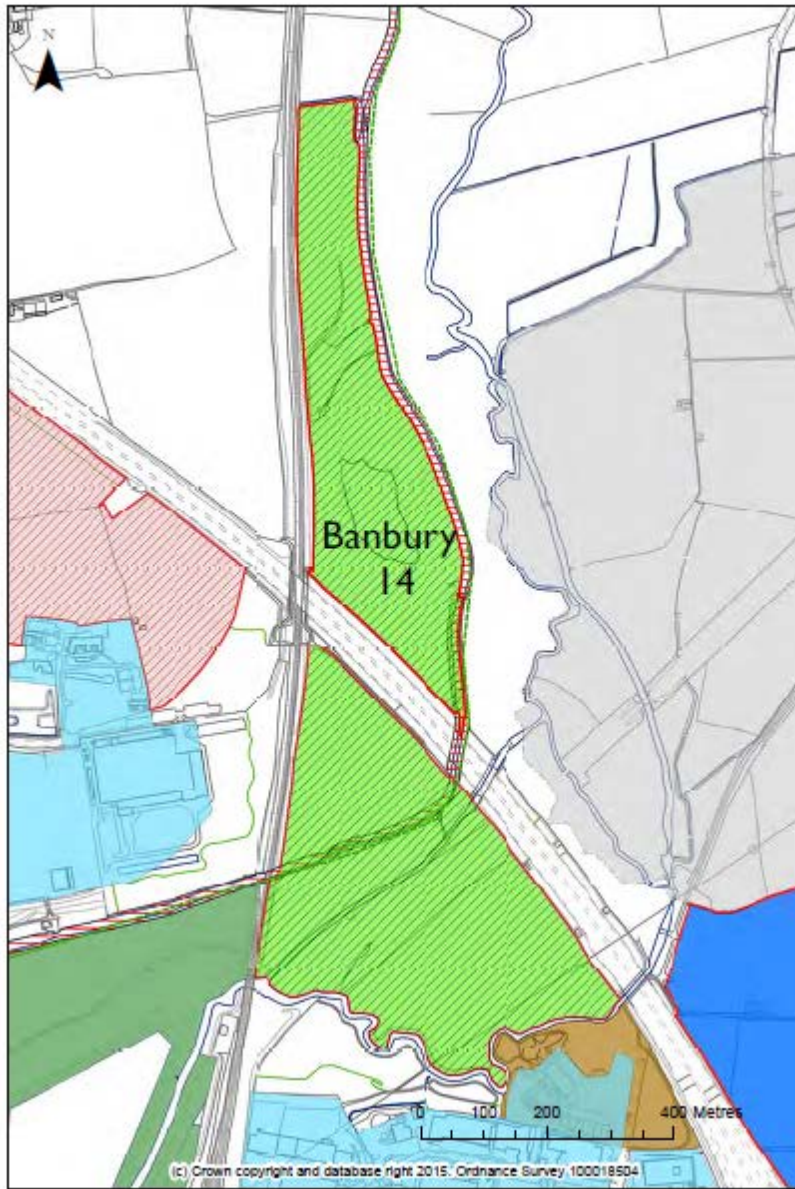
The Playing Pitch and Green Space Strategy estimated that the following additional provision was required to meet needs to 2026:

Rural North Sub Area	Rural Central Sub Area	Rural South Sub Area
2 junior pitches	1 junior pitch	1 junior pitch
1 mini-soccer pitch	1 mini-soccer pitch	1 mini-soccer pitch
2 cricket pitches	2 cricket pitches	2 cricket pitches
5.3ha of natural/semi-natural green space (through new provision or public access agreements)	1.5ha amenity open space	2.7ha amenity open space
2.6ha amenity open space		1 tennis court
		1 bowling green subject to local demand

**Policy Banbury 12: Land for the Relocation of Banbury United FC**

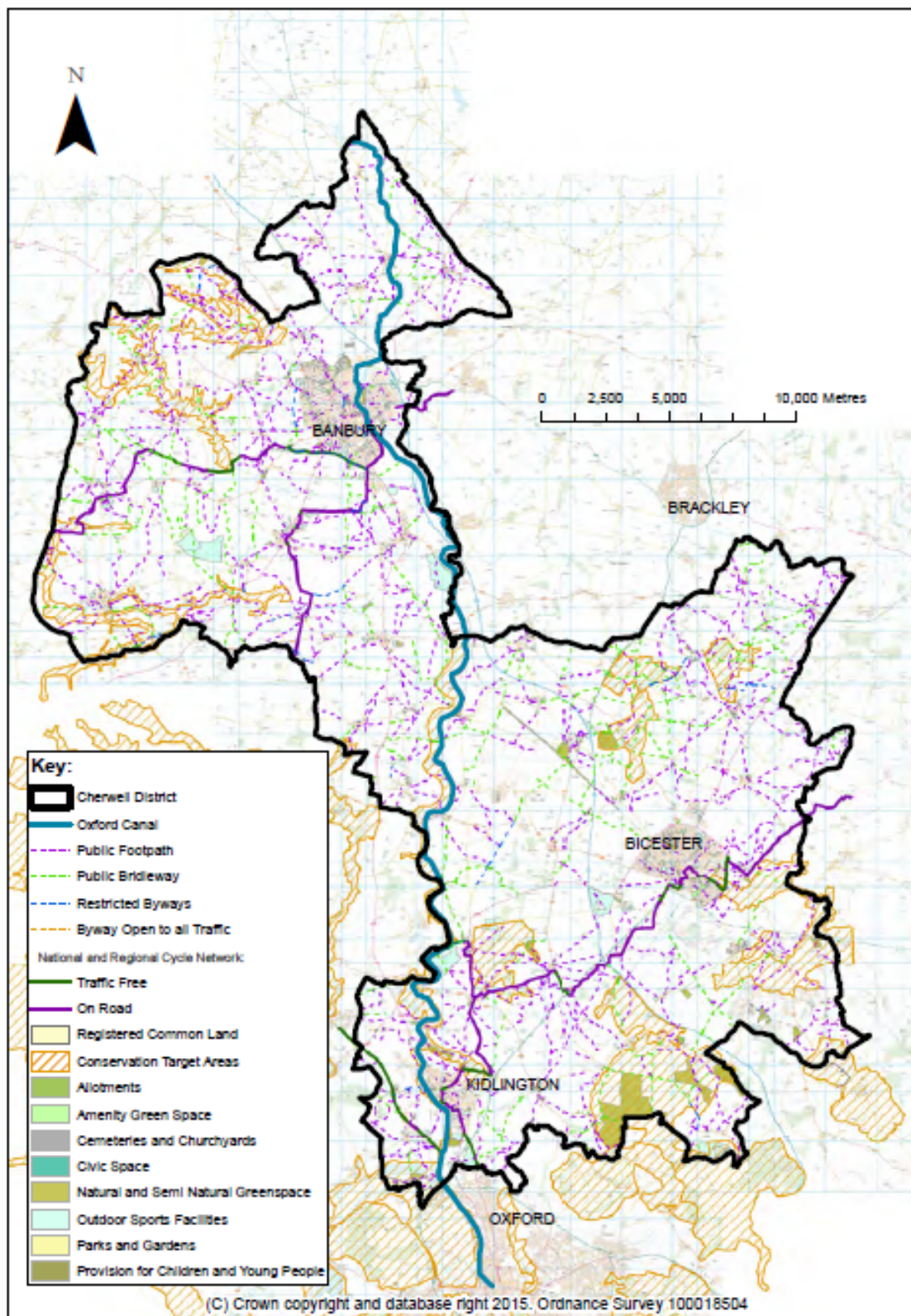


Policy Banbury 14: Cherwell Country Part





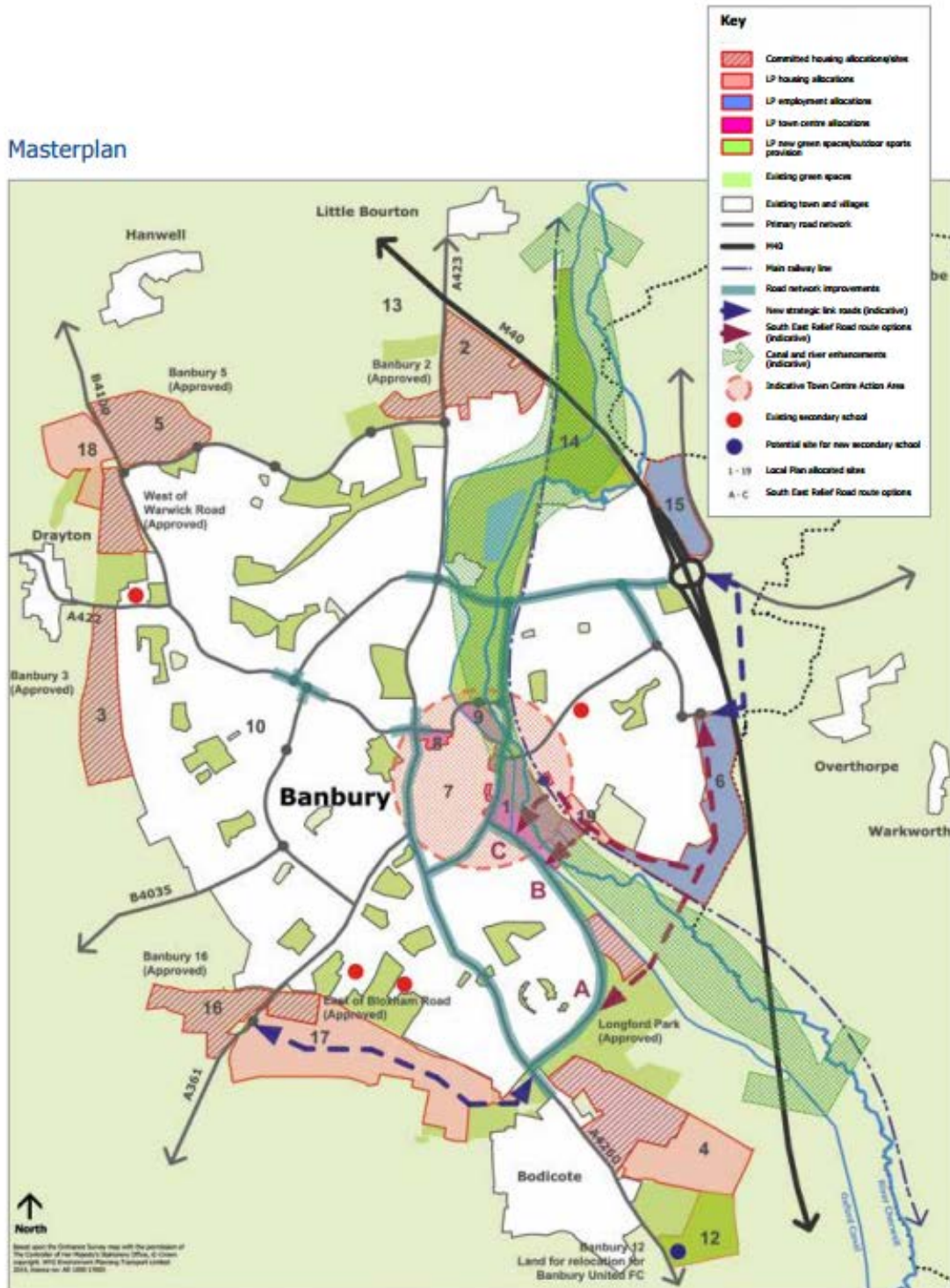
## Theme Map - Green Infrastructure



# Supplementary Planning Documents

## BANBURY VISION & MASTERPLAN

### Masterplan





# North West Bicester

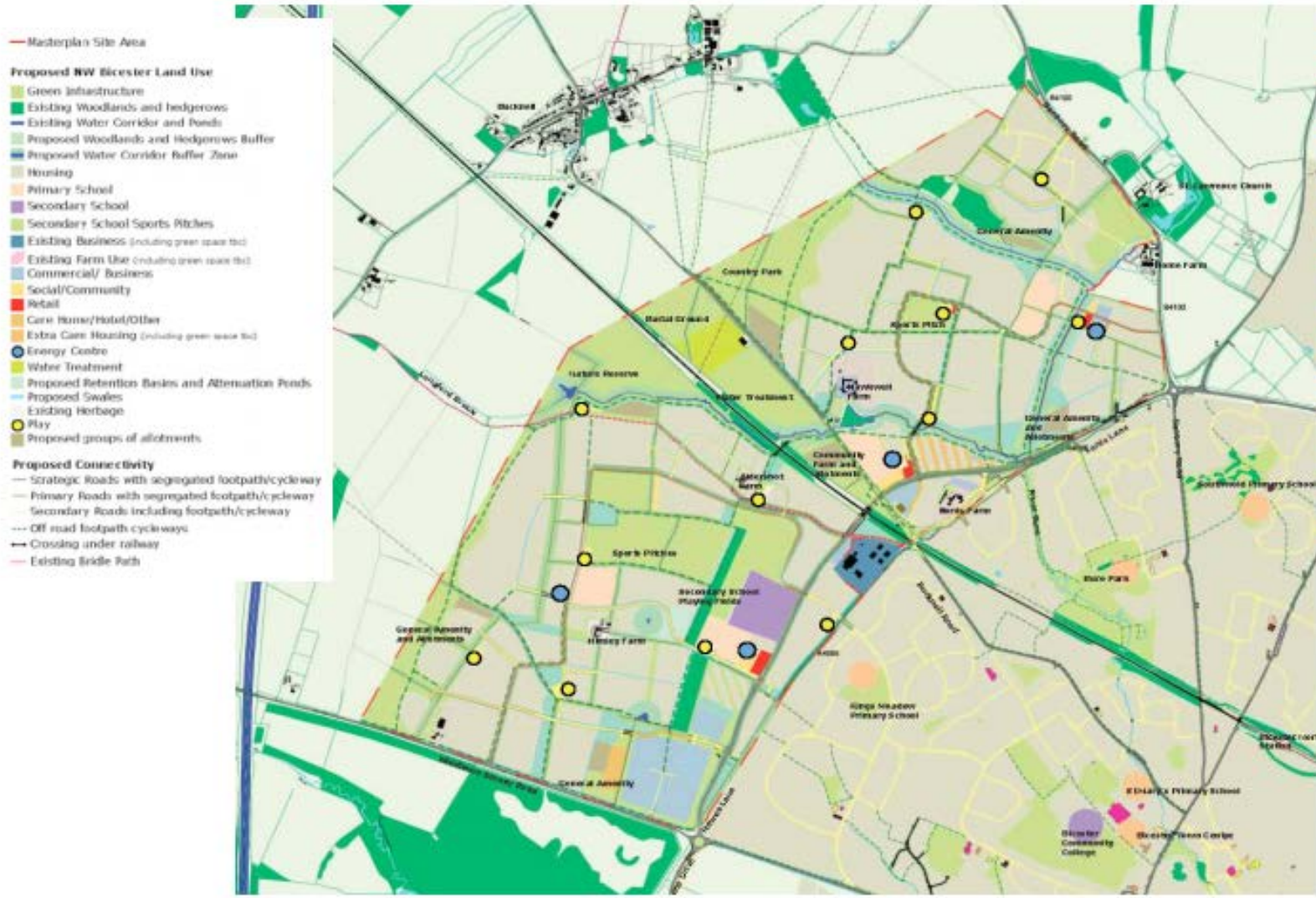


Figure 10: North West Bicester Masterplan – Masterplan Framework



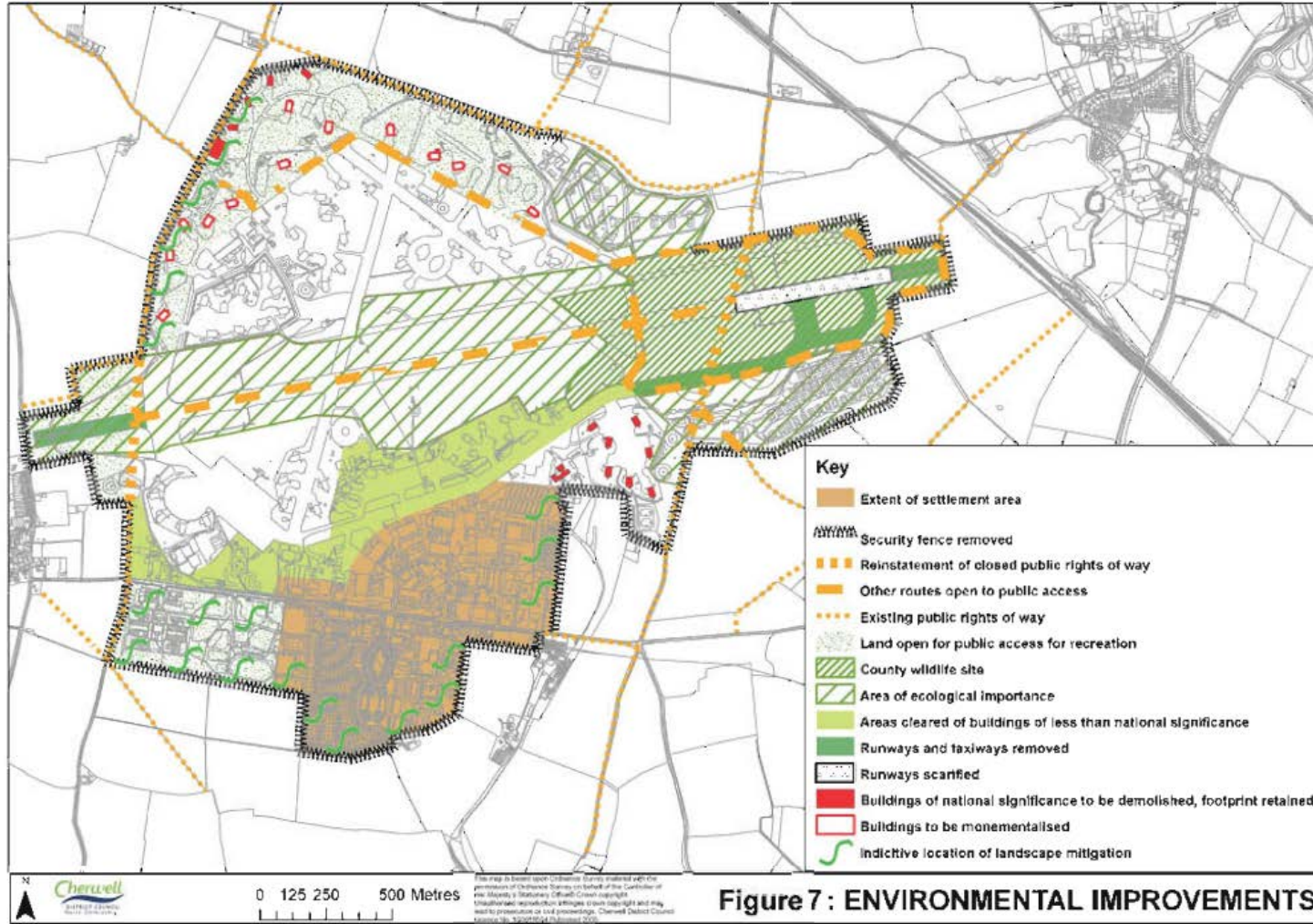
## Development Requirement 9(d) - Sports pitches

The layout, design and type of provision requires further consideration to ensure that it provides a sustainable solution in the longer term. The suitable phasing of sports pitches will be secured through Section 106 Agreements and/or conditions as appropriate.

Any new facilities should be built in accordance with Sport England's design guidance notes, copies of which can be found at: [www.sportengland.org/facilitiesplanning/tools-guidance/design-and-costguidance](http://www.sportengland.org/facilitiesplanning/tools-guidance/design-and-costguidance)

Sport England along with Public Health England launched 'Active Design Guidance' in October 2015 ( [www.sportengland.org/activedesign](http://www.sportengland.org/activedesign) ). Sport England believes that being active should be an intrinsic part of everyone's life pattern.

# RAF Upper Heyford – Principles for the Wider Airfield



## Other evidence base for Local Plan Part 1

Sport England produced evidence base using the Facilities Planning Model to support the production of the Local Plan Part 1. These reports are summarised below.

### Sports halls

An FPM Interim Report was published in April 2014 (Cherwell District Council , 2014) which was submitted as part of the local plan evidence base. The report considered the supply/demand balance in 2013 and forecast the expected changes up to 2031 using the forecast population but no change in the supply of facilities.

The increase in hall demand up to 2031 across the authority as a whole up to 2031 is estimated to be approximately 4 badminton court, largely because the aging population balances out the new demand from the new housing. The demand in Cherwell for sport hall space currently is of the same order but slightly above the demand in the adjacent authorities of South Oxfordshire and South Northamptonshire, and in each of the authorities the demand per 1000 population is expected to fall up to 2031.

The only places with any notable unmet demand currently are Banbury and Bicester, but this does not change up to 2031. The current satisfied demand is around 95% and but this may fall slightly to 93% by 2031. About 9% of the current satisfied demand is met outside the authority, and this is expected to rise slightly to 10% by 2031. Of this exported demand, about 2% is currently exported to South Northamptonshire and this may rise to about 3%.

About 15% of the use of the sports halls in Cherwell is imported from surrounding authorities, with about a third of these visits being from South Northamptonshire. On average the halls in Cherwell are running at about 70% full, with the Bicester Leisure Centre, Kidlington & Gosford Leisure Centre and Spiceball Leisure Centre running at 100% full. Of the schools sites Cooper School and North Oxfordshire Academy are running above the 80% capacity level whilst the other schools are running at less than 50% full.

No new facilities are specifically proposed, but the report notes that there may be justification for additional all space in Bicester.

### Swimming pools

An FPM Interim Report for pools was also published in April 2014 (Cherwell District Council , 2014) which was submitted as part of the local plan evidence base. The report considered the supply/demand balance in 2013 and forecast the expected changes up to 2031 using the forecast population but no change in the supply of facilities. The forecast growth was for 13,552 dwellings.

The increase in swimming pool demand up to 2031 across the authority as a whole up to 2031 is estimated to be approximately 184 sq m, largely because the aging population balances out the new demand from the new housing. The demand in Cherwell for

swimming pool space currently is of the same order but slightly above the demand in South Northamptonshire, and in both of the authorities the demand per 1000 population is expected to fall up to 2031.

The current satisfied demand is around 94% and but this may fall slightly to 93% by 2031. About 10% of the current satisfied demand is met outside the authority, and this is expected to rise slightly to 11% by 2031. Of this exported demand, almost all of it is to Oxford with very minimal amounts to South Northamptonshire. At the present time there is no lack of capacity in the Cherwell pools, but this becomes an issue by 2031 because of the location of the housing growth in relation to the network of pools.

About 18% of the used capacity of the swimming pools is imported from surrounding authorities, with about just under half coming from South Northamptonshire. On average the pools in Cherwell are running at about 70% full and this will around 75% full by 2031. The FPM estimates that the used capacity of the leisure centre pools at Bicester, Banbury (Spiceball) are operating at above the 80% benchmark rate considered as “full” by Sport England but there is some spare capacity at the Kidlington leisure centre. The other pools in the district, including school and commercial pools are running below the 80% capacity.

There are no facility specifically proposals in the report, and it is implied that additional provision is not a high priority.

### Artificial grass pitches

An FPM Interim Report for artificial grass pitches was also published in April 2014 (Cherwell District Council , 2014) which was submitted as part of the local plan evidence base. The report considered the supply/ demand balance in 2013 and forecast the expected changes up to 2031 using the forecast population but no change in the supply of facilities. The forecast growth was for 13,552 dwellings.

In 2013 the authority had 7 sand based/dressed pitches on 6 sites but no 3G or water-based pitches.

Very little increase in AGP demand is expected up to 2031 across the authority as a whole, largely because the aging population balances out the new demand from the new housing. The total demand is and remain equivalent to around 4.5 full size pitches and 96% of the demand is, and will continue to be “satisfied”.

About 25% of the current satisfied demand is met outside the authority, and this is expected to rise slightly to 27% by 2031. Of this exported demand, almost all of it is to Oxford. There is approximately a balance between the number of visits which are imported and the number which are exported from South Northamptonshire.

The FPM estimates that the used capacity of the existing AGPs in Cherwell are close to or above 90%, with one exception, the Dewey Sports Centre (Bloxham School).

There are no facility specifically proposals in the report, but the report suggests that resurfacing one or more hockey pitches to 3G should be a priority.

## APPENDIX 3: ADJACENT LOCAL AUTHORITY STRATEGY SUMMARIES

The local authorities which are adjacent to Cherwell are:

- Aylesbury Vale
- Oxford City
- South Northamptonshire
- South Oxfordshire
- Stratford-on-Avon
- Vale of White Horse
- West Oxfordshire



## Aylesbury Vale

The Assessment of Leisure and Cultural Facilities for Aylesbury Vale of 2012 considered the implications of the housing growth of 13,500 dwellings in the period up to 2031. The conclusions were:

### Sport halls

One 6-court hall would be required in the Aylesbury area. “There is an indication here that sports hall space may be working close to capacity”, and specific unmet demand was identified from the largest badminton club in the district, and consultation feedback suggested a lack of ancillary hall/studio space.

### Swimming pools

No additional swimming pool space is required.

### AGPs

One AGP should be provided in the Aylesbury area.

### Grass pitches

A further 10 football and 1 cricket pitch is required for Aylesbury, plus 3 football pitches and one cricket pitch for the Buckingham area. There is also a requirement for 1 additional football pitch in the Winslow area.

### Other facilities required

Specific facility needs identified are:

8 x outdoor tennis courts for Aylesbury, and 3 x courts for Buckingham.

1 rink for indoor bowls in Aylesbury

Improvements to the existing athletics provision



## Oxford City

### Leisure and Wellbeing Strategy 2015-2020

The strategy concluded that there was spare capacity at most times in the leisure centres with the exception of Ferry Leisure Centre where there was limited capacity at peak time. This spare capacity was around 500,000 visits per annum across the centres, but this was mostly off-peak. The FPM assessment showed that there was sufficient pool space to meet all future demand up to 2025 and that a high proportion of residents are within a 20 minute walk of a pool. However the FPM assessment for sports halls found that there was a small under-supply of 4 courts, which would rise to 6 courts by 2025. This level of under-provision should be met through the development of other community facilities, such as schools.

The 2015 strategy confirmed the investment needs identified by the 2012 strategy, including: £3m investment into the sports pavilions; £500,000 into tennis courts and MUGAs, and; investment into the Horspath Athletics Ground in advance of the London 2017 World Athletics Championships.

Other specific investment priorities which were identified include: improve Ferry and Barton Leisure Centres, and develop a gym attached to Oxford Spires Academy.

### Playing pitch and outdoor sports strategy 2012-2026

This strategy covers grass and artificial pitches and also tennis courts, athletics tracks, bowling greens, golf courses and MUGAs.

In relation to grass pitches, the following changes to the pitch facilities were noted:

- The development of a 3G pitch at The Community Arena, Court Place Farm, Marston.
- The development of a 3G pitch plus hockey surface pitch at the Oxford Academy school
- The potential for a small-sided football facility, with the preferred site of either Sandy Lane or Rose Hill.
- The development of Barton Pavilion.

The football assessment showed that there was some spare capacity in the provision of senior pitches with secure community use. The main issues for seniors was the quality of the ancillary facilities and pitch quality. There is a deficiency in youth and mini football provision, most acutely in the north east and south east areas of the city. Although there is some spare capacity in the senior pitch provision, even if this was remarked to the mini and junior sizes, there is no spare capacity overall in the amount of playing field space available which is in secure community use. The recommendations included attempting to secure more pitch space into community use and the over-marking of pitches at the mini and youth levels.

The rugby assessment concluded that there was a deficiency of rugby pitches in secure community use in the city, as the only pitches available for hire with secure use are the Horspath Sports Ground and 2 pitches at Oxford Academy. The site at North Hinksey in the Vale of White Horse caters for a high number of displaced players. The main recommendation is that rugby club use on none secure sites should be formalised and made secure.

The cricket assessment identified that there was a clear need for additional pitch space with secure community use and there is also need to improve the ancillary facilities. The quality of the pitches varies, but the 2<sup>nd</sup> pitch at Horspath is identified as not meeting the OCA league requirements, and the recommendation is that it should be improved. All pitches should be retained including the sites at Oxford University Press Sports Ground and Lincoln College Sports Ground identified as potential locations for housing.

There is one Gaelic football club in the city, playing at Horspath Sports Ground. The pitch is used about 15 times a year. The club did not identify any issues with the accessibility or quality of the pitch.

For artificial grass pitches, the use by hockey and the sport is strong, but new pitches are not required for this sport. For football, the recent new 3G pitches may have met the demand, but this would need to be kept under review. The priorities for investment were the resurfacing of the Oxford Brooks University pitch, and the East Oxford small size pitch.

## Baseball

There are two sites used for baseball; Horspath Sports Ground and Rover Sports and Social Club. The facilities are adequate but an opportunity was identified to improve the Horspath site with some funding from the NGB.

## Outdoor bowls

There are 8 bowls clubs in the city with 10 greens. The conclusions were that there is sufficient supply of bowls greens in the city, now and in the future, but the network should be kept under review.

## Tennis courts outdoor

There are 5 clubs in the city and 240 courts, of which about 25% are owned by the City Council, of which about 2/5ths are grass with the others tarmac. The conclusions were that there were sufficient tennis courts now and for the future, but that some sites needed improvement.

## Athletics tracks

There are two athletics facilities; Oxford University Athletics track and Horspath Sports Ground in South Oxfordshire. The conclusions were that the facility provision was sufficient

and the primary recommendation was the resurfacing of the Horspath track and the exploration of alternative management arrangements.

## Golf

There is one golf club in the city but there are a number of courses around the city. The recommendations were to retain the existing golf course and to explore “extreme golf” at leisure centres.

## MUGA

The MUGAs included in the assessment are those which are used to deliver the Street Sports programme and also the open access sites. The distribution of MUGAs across the city is good with the exception of the east side. The recommendations were that a site should be developed in the east and that there needed to be a maintenance programme to ensure the quality is maintained. A further recommendation was that parks and green spaces should be considered for green gyms or fitness trails.

## Netball

Netball is primarily played on school sites but non-school include John Radcliffe Hospital and Court Place Farm where 6 courts have been recently provided. The capacity problems identified by the netball clubs were anticipated to be alleviated by the new provision, the development of 6 netball courts at The Community Arena, Court Place Farm, Marston.

## South Northamptonshire

The draft built facilities strategy for the authority in February 2017 has the following key elements.

### Sports halls

There are currently a number of sports halls in South Northamptonshire. There is generally good access to sports hall facilities, and most people in the district can reach a pay and play hall within 20 minutes drive time. At the present time there is no justification for additional sports hall space.

The assessment suggests that the area most under pressure up to 2029 will be the Brackley area as the Leisure Centre, Winchester House independent school and Chenderit School are all running at high levels of used capacity. Conversely Magdalen College School is only running at about 23% full. The opening hours at Magdalen and Chenderit are more limited than the FPM suggests. No new schools are planned for the area, so the priorities are to extend the opening hours if possible at the school sites, and to reduce pressures on the existing sports hall network, for example through artificial grass pitch provision to reduce the football usage, or more studio space. The village and community hall network will also be important in this area.

The area around Towcester appears to have sufficient capacity even up to 2029, so the priorities here are to retain, refurbish and improve the halls network. The village and community halls will also be important in this area.

The SUEs in the South Northamptonshire part of the NRDA when considered alone generate a total of about 2 badminton courts of demand. There is sufficient capacity at this time to meet this demand at Caroline Chisholm, Champion School and also within the catchment, the Elizabeth Woodville School at Roade. It is therefore necessary to consider the NRDA area as a whole, before decisions are made as to the future requirements.

It is proposed to protect and maintain the existing network of sports hall space across the district and to ensure their affordability to clubs and individuals. The priorities for delivery are:

- In the Brackley area reduce the programming pressures on the sports halls, for example by ancillary halls and investment in 3G pitch space.
- Supporting Magdalen College and Chenderit to extend their opening hours as demand develops, and to refurbish their facilities as required to improve community use.
- Supporting village and community halls in the area to enable them to cater for some of the hall based activities.

## Swimming pools

Most residents can reach a pool offering pay and play opportunities within 20 minutes drive time. The main facilities are owned by the council (Towcester and Brackley). There are also school pools at the Elizabeth Woodville School (The Willison Centre) and The Gateway School, which are important local facilities. Whittlebury Hall has a pool but its prime function is as a spa centre, so is not really a community accessible pool and should be discounted in considering the future swimming need of the area.

The Brackley Swimming Pool is old and the council has committed itself to its replacement. This will be a 25m x 6 lane pool plus teaching pool, and be built as an extension to the Brackley Leisure Centre. The new pool is expected to be open by autumn 2017.

With the planned development of the replacement pool at Brackley, this will meet all of the needs in this area of the district, and help to reverse the flow of swimmers into Cherwell. It seems likely that this new facility would also attract some of the demand from Towcester pool, so freeing up space here to meet the new demands arising from the growth of housing around Towcester. The priority for Towcester will be to retain the existing facility and improve it to keep it attractive.

The Elizabeth Woodville School (The Willison Centre) needs to remain a key facility in the network, so the priority here is also to retain and improve the pool. This pool is just within the 20 minute catchment of the new SUEs in the NRDA area, so may be able to meet some of this demand, although in practice users may look into Northampton for their leisure rather than into the more rural areas of South Northamptonshire.

It is important to consider the NRDA SUEs within the context of the NRDA. The wider NRDA assessment has concluded that a new community pay and play pool is required in addition to the replacement and enlargement of Lings Forum in Northampton. The best location to meet the needs of the NRDA is in the Kings Heath area. As a new secondary school is already planned for the area, the most cost effective option is to develop a leisure facility on an adjacent site which can be used by both the community and the school. This facility would have a pool, 4-court hall, fitness gym and studio provision.

The following recommendations arise from the assessment:

- Construct and open the replacement pool for Brackley
- Close the existing pool in Brackley to community use
- Retain, maintain and improve the Towcester Centre for Leisure, the Elizabeth Woodville School pool (Willison Centre), and The Gateway School pool
- Meet the needs of the NRDA SUEs via a new leisure centre in the Kings Heath SUE (within Northampton borough), or alternatively at site in Upton or at Duston Sports Centre.

## Health and fitness

The fitness and gym provision in South Northamptonshire is typical of a largely rural authority. Although most of the district has access to a fitness gym within 15 minutes' drive time, there are some significant gaps in the network of fitness facilities which are reasonably open for community use, around the Moreton Pinkney / Eydon area, and the Upper Boddington area, similar to that for the swimming pools.

For the area of South Northamptonshire outside of the NRDA, if the current rates of provision are extrapolated but a 0.5% increase in the rate of participation is allowed for, there would be a need for around 40 additional fitness stations and 1 studio up to 2029. This low level of need can easily be met by a combination of the expanded Brackley Leisure Centre and the commercial sector.

The NRDA area is expected to need a higher rate of fitness provision per 1000, and an average rate between the three West Northamptonshire authorities has been calculated. The amount of new demand expected to arise from the SUEs in South Northamptonshire is 50 fitness stations and 1 studio. It is proposed that this demand is met by the fitness provision made in the proposed leisure centre at Kings Heath.

The delivery priorities are:

- Delivery of the new Brackley Leisure Centre extension with expanded health and fitness.
- In relation to the NRDA, design a large fitness gym plus studio space into the proposed Kings Heath leisure centre (within Northampton borough), with the gym and at least one studio accessible to the community throughout the school day.
- Enable changes to the commercial sector provision of health and fitness facilities as the market alters.

## Athletics

There is one newly-opened 8 lane synthetic track at Moulton College which is used by the Rugby and Northampton Athletics Club. There is also a club based at Silverstone whose training facilities require improvement. The club has 130-150 members so is not large enough to sustain a track. Its needs however fit well with the concept of the Compact Training Facilities programme being supported by the NGBs. Further detailed discussions would be needed between these clubs and the NGBs to confirm exactly what is needed, the feasibility, and costs.

The use of walking and running routes is high, and there is clear demand from the individual surveys for more provision.

The delivery priorities are the improvement of the training facilities at Silverstone in association with the club. Details to be confirmed and the development of measured

walking and running routes in association with England Athletics and other partners, utilising open spaces, parks and traffic free routes.

## Squash

Although the squash provision is limited to a single site in South Northants, access to squash outside of the authority is good, and there are no large strategic gaps in provision.

There is an early proposal for an additional court at Winchester House, which is used by Brackley Squash Club. Developing this site would help to meet some of the demand in the authority and should therefore be supported. However as there is good access to squash facilities outside of the authority area, further squash provision is not an investment priority for public funding.

There is a general requirement for positive planning policies to enable the development of new squash courts as part of commercial sports facilities across West Northamptonshire in order for the anticipated shortfalls in provision to be met by this sector.

## Gymnastics

Gymnastics is a popular and successful sport and there is a dedicated gym Wade Gymnastics Club, Warkworth.

There is a general need for:

- More programme time for gymnastics clubs in sports halls and similar spaces.
- Potentially the development of additional dedicated centres in the longer term.
- Potentially the development of multi-functional hall and studio space which can be used by gymnastics during school hours.

The delivery priorities for gymnastics in South Northants is therefore to support community centres or village halls where a justified case is made, to have additional storage to enable the provision of gymnastics both during the school day and for after school sessions.

## Bowls

### *Indoor*

The Brackley indoor bowls centre has large amounts of spare capacity and most of the indoor bowls centres within the adjacent authorities also have spare capacity.

There have been fairly steady rates of participation in indoor bowls over the past few years, and rates are not expected to increase. Extra future demand will therefore arise directly from any increase in population and a general aging population across the West Northamptonshire area.



There is expected to be around a 140% increase in those aged 60 years and over across all of West Northamptonshire. The anticipated growth in demand can be met at both the centres at Brackley so no further specialist provision is envisaged.

### *Outdoor*

There are currently eight active bowls clubs in South Northamptonshire. Most of the sites are on the eastern edge of the authority and within easy reach of Northampton. There is one other club, Brackley. The distribution of the bowls clubs across the authority means that much of the central area of South Northants is unable to reach a club site within the district within 15 minutes drive time.

The South Northants bowls clubs are generally well supported with half of the clubs running at a used capacity of 75% or over. Heyford is running at about 50% used capacity. The least well used sites are Bugbrooke, Cogenhoe and Wootton Grange which are all running at about a third of their potential capacity.

The clubs which are already busy, at Brackley, Harpole, Kislingbury and Roade are expected to continue to attract members as the population in South Northants ages and there is some new demand from housing growth. Each of these sites are likely to be running at 100% used capacity by 2029, and have some unmet demand.

Where South Northants residents are using bowling greens outside of the authority area, then this use is expected to continue, and none of the sites in the surrounding authorities are known to be under threat.

The long term requirement is to retain all of the existing bowling green sites in South Northants and to ensure that they are maintained at a high quality. However the highest priorities are to support the existing clubs to recruit and retain their membership, and to manage their sites effectively. Support may need to include the training of volunteers on the site and green management, the provision of equipment, and the storage of that equipment.

### **Tennis**

#### *Indoor*

The overall level of provision for indoor tennis is much lower than the national average, and a further 2 courts might be justified. This low level of provision in South Northamptonshire and the fact that there is very little provision in the adjacent authorities, means that there are large gaps in accessible provision, across most of South Northamptonshire.

The level of demand in South Northamptonshire away from the NRDA seems unlikely to change to any great extent over the period up to 2029, and there are no proposals coming forwards within the authority or in the adjacent authority areas which would help to address the identified strategic gaps. The priority for South Northants is therefore to

develop the capacity of the existing outdoor clubs by improvements to their sites, particularly floodlighting.

### *Outdoor*

There are 11 sites with dedicated courts across the district. Generally the courts and sites are good quality and there are 7 active clubs which are affiliated to the LTA. All of the courts except for Harpole are only available for club use, either affiliated or unaffiliated.

The clubs at Roade and Silverstone are at full capacity now, and Brackley club is busy. The reason for the lack of capacity at Roade and Silverstone is that the courts are not floodlit.

All of the other sites have 50% used capacity or less, but there are no usage figures for the unaffiliated clubs. The Harpole site which is available for hire, is estimated to be used for about 20% of the time at peak time.

There are needs for court and clubhouse improvements at Roade, and the Silverstone club currently has no access to changing provision. The courts at Harpole are poorly placed on the playing fields and have no adjacent clubhouse, no adjacent car parking or road access.

The growth in population in South Northamptonshire will bring additional pressures on the sites. Floodlighting of the courts at both Roade and Silverstone is required now to cater for the known demand at these sites.

Three new courts are planned for the Towcester South SUE as part of an area which is also providing for other sports. These courts will both provide local tennis opportunities and help towards the overall tennis capacity for South Northamptonshire.

The growth of the demand at the other sites across the district will need to be kept under review, but the assessment at this time suggests that they have sufficient capacity to cater for the planned housing growth. The priority for these sites will be to retain and maintain them at high quality.

The delivery recommendations are:

- Floodlight all of the tennis courts at Roade Tennis Club and Silverstone Tennis Club
- OR
- provide 2 additional community courts in both Roade and Silverstone.
- Provide a clubhouse at Silverstone Tennis Club.
- Improve the clubhouse at Roade Tennis Club to support the further expansion of the club.
- The delivery of the 3 tennis courts at Towcester South SUE as part of the S106 agreement.
- Provide clubhouse and car parking adjacent to Harpole tennis courts as part of the Upton Lodge SUE which is immediately adjacent.

- Retain and maintain at high quality the other tennis courts with community access in the district.

## Golf

The priorities are to retain and maintain the existing golf courses and facilities but also to support the golf sites to remain open in economically challenging times. There may be a need to enable the development of new courses and driving ranges where appropriate. Positive planning policies are therefore required which enable the offer at golf courses to evolve. However these planning policies must also balance with other policies relating to the impact on the countryside.

## Netball

Most of the netball activity takes place outdoors, although some clubs have some training indoors. The facilities identified as important venues for netball in Magdalen School in Brackley and Sponne School in Towcester.

## Sailing

The Royal Yachting Association as the national governing body for sailing has identified Banbury Sailing Club at Boddington Reservoir as requiring investment due to a poor club house.

## South Oxfordshire

The draft built facilities strategy as at February 2017 has the following conclusions and recommendations. These findings and recommendations will be reconfirmed once the new housing numbers are known, later in 2017.

### Sports halls

The only facilities in secure community use are at the leisure centres in Didcot, Thame, Henley, Berinfield and Wheatley. The total amount of sports hall space currently available for community use is above what is actually needed at this time. There is some cross-boundary movement of participants across the authority boundaries, but this appears to be more into the district than out, particularly around Thame, Didcot, Henley and Berinsfield.

The assessment of the future requirements for sports hall space in South Oxfordshire indicates that, on a purely quantitative basis, if the entire existing network was to be retained and maintained at a reasonable quality, then no additional sports hall space would be required to meet the currently planned housing growth up to 2031 other than in Didcot.

At this time there is no justification to retain the existing sports hall on the Lord Williams's Lower School site for community use if an additional 4 court hall is developed on the Upper School site with community use throughout the peak period.

The highest delivery priority is ensuring that the new facilities in Didcot are delivered; the proposed new leisure centre with 6 court hall at Didcot North East, and community use at the new secondary school at Great Western Park.

### Swimming pools

Although the amount of provision is relatively low for the authority compared to the national and regional averages and the Vale of White Horse District, there is a reasonable spread of facilities which means that most residents can reach a pool within about a 20 minute drive time. However a high percentage of the residents use facilities outside of the district, and Didcot Wave is operating at a level above that which Sport England considers to be "busy". The leisure centre at Henley is close to running at the 70% used capacity rate, as is the leisure centre pool at Thame. The only public facility with significant spare capacity is the smaller and poorer quality Abbey Sports Centre pool.

The other facilities in South Oxfordshire are either small teaching pools such the one at Sonning Common Primary School, belong to independent schools such as The Oratory, or are commercial spa/hotel type complexes. Although some of these pools technically have some "spare capacity" at peak time, they are not suitable for a wide range of swimming and aquatic activities, they often have restrictive access policies, or are unlikely to significantly extend their opening hours. There is therefore a heavy reliance on the public pool network in South Oxfordshire.

The ASA, as the national governing body for swimming, has specifically identified a need for a new pool in the Didcot area, and recommends that a 25m x 8 lane pool with learner pool should be considered.

There is sufficient capacity at the present time to meet the current demand for swimming in the authority with the exception of the Didcot Leisure Sub Area where the demand for swimming will increase by between 311 sq m and 386 sq m of water space.

However when additional housing is identified for the district and its location is known, then there will be a need to revisit this finding and further provision may be required.

### Health and fitness

South Oxfordshire has a relatively low rate of provision of fitness facilities in terms of fitness “stations”, but a high rate of provision of studio space. Everyone with access to a car can reach a fitness facility within 15 minutes’ drive time. With about 53% of the supply being provided by the commercial sector, it is assumed that the demand is being met by the supply..

In relation to fitness facilities there will be a need for both additional fitness stations and studio space to cater for the demand up to 2031 in the Didcot area. Elsewhere across the district, the relatively limited housing growth in the adopted Core Strategy, suggests that no extra significant facility provision will be required.

### Athletics

The demand for athletics will increase up to 2031 with more housing in South Oxfordshire and a growing interest in the activities. However additional full size track facilities are not required.

The training facilities at Thame are limited, but could potentially form the basis for Compact Athletics Training facilities. However a more detailed assessment is required as to the local demand for such facilities, and the justification for improvement/expansion. Conversely, if there is no use or demand, then there is limited justification for retaining these facilities due to the accessibility of full track facilities elsewhere.

There is however a clear need to support the non-track based athletics activity in the authority, and England Athletics is supporting a measured route approach. Although South Oxfordshire is not a priority authority for NGB funding, the opportunities presented by the district’s open spaces and the traffic free pedestrian and cycle routes could be significant, and could be a good way of encouraging more active use of these outdoor spaces.

## Bowls

### *Indoor*

There are no specialist indoor bowls sites in South Oxfordshire but the existing network outside of the authority means that provision is potentially accessible to most residents. The main strategic gap in provision is in the Didcot/Wallingford area and eastwards from there.

There is unused capacity at the existing accessible indoor bowls facilities within the adjacent authorities, other than at Foxhills in Aylesbury and Whiteknights in Reading. However both of these facilities' catchments only cover a small area of South Oxfordshire. At the present time there does not be sufficient unmet demand to justify a new indoor bowls centre in the district.

### *Outdoor*

The distribution of the bowling greens means that the majority of people with access to a car can reach a site within about 15 minutes' drive. Those living at the edge of the authority not within the 15 minute catchment of a bowling green site in South Oxfordshire are within a 15 minutes' drive time of a bowling green over the border of the authority, in the Vale of White Horse or Oxford.

The extent to which the existing bowls sites are used is a key factor when determining the need for future provision. This suggests that three of the affiliated clubs are close to their maximum used capacity; Didcot, Hagbourne and Thame. There is however some spare capacity at all of the other affiliated bowls clubs.

Didcot, Hagbourne and Thame Bowls Clubs will experience increasing pressure in the period up to 2031. Thame could be theoretically operating at about 150% of their capacity. This growth is clearly not sustainable as the sites have a maximum capacity of just over 100 members.

At Thame, there are no obvious solutions to the site potentially becoming over capacity, and there is no space on the site for the development of either an additional green or indoor bowling. However the 15 minute catchment in part overlaps with that of Watlington, which is approximately 18 minutes away, and this club may be able to take some of the excess demand. There are also several bowls clubs across the border of the authority, including at Princes Risborough, which is around 12 minutes' drive time from the Thame club. Given these alternative sites, it is not proposed to develop further bowls greens in the Thame area.

## Tennis

### *Indoor*

There are currently no indoor tennis courts in the district but a high proportion of residents can still reach an indoor tennis site within 20 minutes drive time, which meets the LTA's strategy aspirations. The main gap in accessibility is in the Wallingford/Cholsey/Benson area.

There is current justification for the covering of 3.5 courts in South Oxfordshire excluding Didcot, and there is limited spare capacity at the indoor tennis sites outside of the authority to cater for demand arising from the district.

A full feasibility study should be undertaken to determine the cost and viability of covering two tennis courts at Portcullis Tennis Club in Wallingford. A decision about which type of indoor court facility should be developed has yet to be made, but should take account of both the capital and revenue costs.

A feasibility study which confirms the need for, options, and viability of also providing indoor tennis court space at Shiplake Tennis Club should be undertaken.

### *Outdoor*

The distribution of the affiliated tennis clubs means that most people with access to a car can reach a tennis club site within about 10 minutes' drive but there are small areas of the authority on the northern and north east boundaries, which do not.

To meet the demands of the future there is a need to increase the carrying capacity at some of the outdoor tennis court sites by floodlighting the courts, and new additional provision is required in the Didcot and South East areas of the district. Floodlighting is proposed for Chinnor Tennis Club.

## Squash

The current level of provision for squash in the district is much higher than most of its comparators, and well above the national and regional averages. Other than at Henley Leisure Centre, there appears to be some spare capacity at all of the squash court sites, and independent clubs such as the Lord Williams's club are facing declining membership and a lack of funds.

The gradual decline in the participation in squash suggests that the amount of provision per 1000 should be reduced, to similar levels as Cherwell and Aylesbury Vale. On this basis the only area requiring long term additional provision is the Didcot Leisure Sub Area.

At the present time the priority is to improve and retain those sites with strong, active clubs. Elsewhere, for example the Lord Williams's Upper School squash courts, there is no identified need at this time for their retention. However if the Racquets Fitness Centre is lost to development, then this will need to be replaced at an appropriate site.



In the longer term, if there is sufficient demand for new squash provision arising from new housing, then this is most likely to be met through provision at a commercial venue.

## Gymnastics

There are two dedicated gymnastics centres in the district, at Berinsfield and at Sonning Common. Other gymnastics activities take place in sports halls and other halls. The two clubs with the dedicated facilities are heavily over-subscribed and additional / larger replacement facilities are required.

The other clubs using non-dedicated space have shorter waiting lists but most appear to be operating at full capacity with no additional space to grow. Some of this lack of capacity might be able to be addressed by programme changes in the sports halls that they are using, or potentially some additional facility provision. There are however no specific needs or aspirations identified at this time.

There are no specific identified projects for gymnastics, but there is a need for:

- The identification of options to deliver a sustainable, better, and larger dedicated gymnastics facility for Abingdon Gymnastics Club, potentially to a site closer to Abingdon or even within the Vale of White Horse. The delivery of such a facility should be achieved as soon as possible.

There is also a need for:

- More programme time for gymnastics clubs in sports halls and similar spaces.
- Potentially the development of additional dedicated centres in the medium-longer term.
- Potentially the development of multi-functional hall and studio space which can be used by gymnastics during school hours.

## Golf

The priority is to encourage the existing golf sites to remain open in economically challenging times, and if possible enable the development of new courses and driving ranges where appropriate. Positive planning policies are therefore required which enable the offer at golf courses to evolve. However these planning policies must also balance with other policies relating to the impact on the countryside.

## Pitches

## Hockey

There are three hockey clubs based at three sites in the district. There are also a number of clubs on the borders of South Oxfordshire which are likely to draw some players from within the district, for example from the Didcot area to Abingdon.

## Football

### AGPs

There are no full size 3G football turf pitches which are of FA register standard in South Oxfordshire, the district is a high priority for additional 3G space. A number of alternative sites are currently under active consideration for the provision of additional 3G pitches, but none has yet reached any formal stage where delivery can be certain.

In Thame, there are proposals to relocate the Lord Williams's Lower School to the Upper School site. This is being linked to a proposal to develop a 3G pitch on the north side of the Oxford Road. This pitch would be welcomed by the FA if the business plan is sufficiently robust to ensure long term sustainability, and assuming that the pitch was made available for community use.

The focus of investment is to address the known issues across the authority, and to provide for future demand in Didcot. The proposals of relevance to Cherwell include:

- Develop additional 3G pitch provision at Meadow Park in Thame, with the options being explored as part of a feasibility study.
- Support the proposed development of a full size 3G pitch at Oxford Road in Thame as part mitigation for the loss of playing fields at Lord Williams's School Lower Site. The need for this facility to be confirmed following the completion of the Local Plan, once the housing proposals within the catchment area have been confirmed.

## Grass

Across the sub areas of South Oxfordshire except for Didcot where new provision is needed, the priorities are primarily to retain and improve the existing grass pitch sites, both the pitches themselves and the ancillary facilities. There are some specific site investment needs.

## Rugby

### AGPs

None of the clubs have an WR22 quality artificial turf pitch suitable for matches, although there is a training pitch at Henley. The Rugby Football Union has an objective to deliver at least one AGP per County Board at identified and prioritised sites. The priority site for Oxfordshire is not within South Oxfordshire.

The RFU have confirmed that although generally AGPs with surfaces suitable for rugby are not a high priority for the district at the current time, the feasibility of developing a WR22 pitch at Wallingford Sports Park should be actively explored, and if viable, should be supported. A pitch at this site would support the further growth of Wallingford RFC, including helping to meet the needs of the Didcot area as it grows. A pitch here would also reduce the pressures on the other grass rugby pitches at the Sports Park.

A training size WR22 surface AGP should also be explored at Chinnor RFC in Thame, both to relieve pressures on the grass pitches generally, and in part as mitigation for the proposed loss of the Lord Williams's Lower School playing fields which are used by the club for minis.

### *Grass*

The most relevant priority for investment in relation to Cherwell is Addressing capacity issues at Chinnor RFC, by expanding the number of pitches onto the adjacent area and developing a training size WR22 pitch.

### *Cricket*

The future needs for cricket in the northern part of South Oxfordshire are investment in identified site improvements rather than new provision.

## Stratford-on-Avon

The Open Space, Sport and Recreation Assessment was published in 2011 and updated in 2014. The strategies are currently being updated but drafts are not yet available.

### Sports halls

There is good provision of sports hall space, with a net surplus of over 11 courts across the authority. However accessibility varies, with the southern-most parts of the district outside the 20 minute catchment of a facility within the authority, though these areas may have access to facilities outside of the authority boundary.

Additional sports hall provision is recommended for Shipston on Stour and Wellesbourne.

### Swimming pools

There is good provision of swimming pools with a net surplus of provision equivalent to 347 sq m. Although most areas have access to a pool within 20 minutes drive time, the central-eastern area around Kineton is not.

A new community pool is proposed for the Kineton/Gaydon/Lighthorne area.

### Outdoor facilities

A small amount of additional “outdoor sports space” is proposed to meet the forecast growth needs, based on the FiT standards rather than a separate playing pitch strategy. The largest area and most significant is 9.37 ha for the Gaydon/Lighthorne new development.

## Vale of White Horse

The 2014 Leisure and Sports Facilities Study concluded that although most of the district had sufficient sports hall space now and in the future to cater for the planned growth up to 2031, there was a specific need in Wantage, Grove and around Didcot. It was therefore proposed that a new leisure centre with both pool space and sports hall space should be developed in the Wantage/Grove area. This proposed facility is still at feasibility stage.

The supply of swimming pool space in the district is sufficient in the Abingdon area but there is a need to replace and slightly increase the amount of pool space in the Wantage/Grove area, which has in part led to the proposal for a new leisure centre in this area.

In relation to health and fitness, the study assessment concluded that all residents could reach gym facilities within 15 minutes drive time, but that new fitness gym facilities would be required to meet the demands of the growing population, particularly around Didcot.

The assessment for athletics tracks concluded that no new provision would be required but that the Tilsley Park track should be retained for community use, and that a compact athletics training facility should be considered for the Faringdon area.

There is currently no provision for indoor bowls in the Vale of White Horse and the study recommended the development of a new indoor bowls centre with 6 rinks as part of a multi-code facility in the Wantage/Grove area.

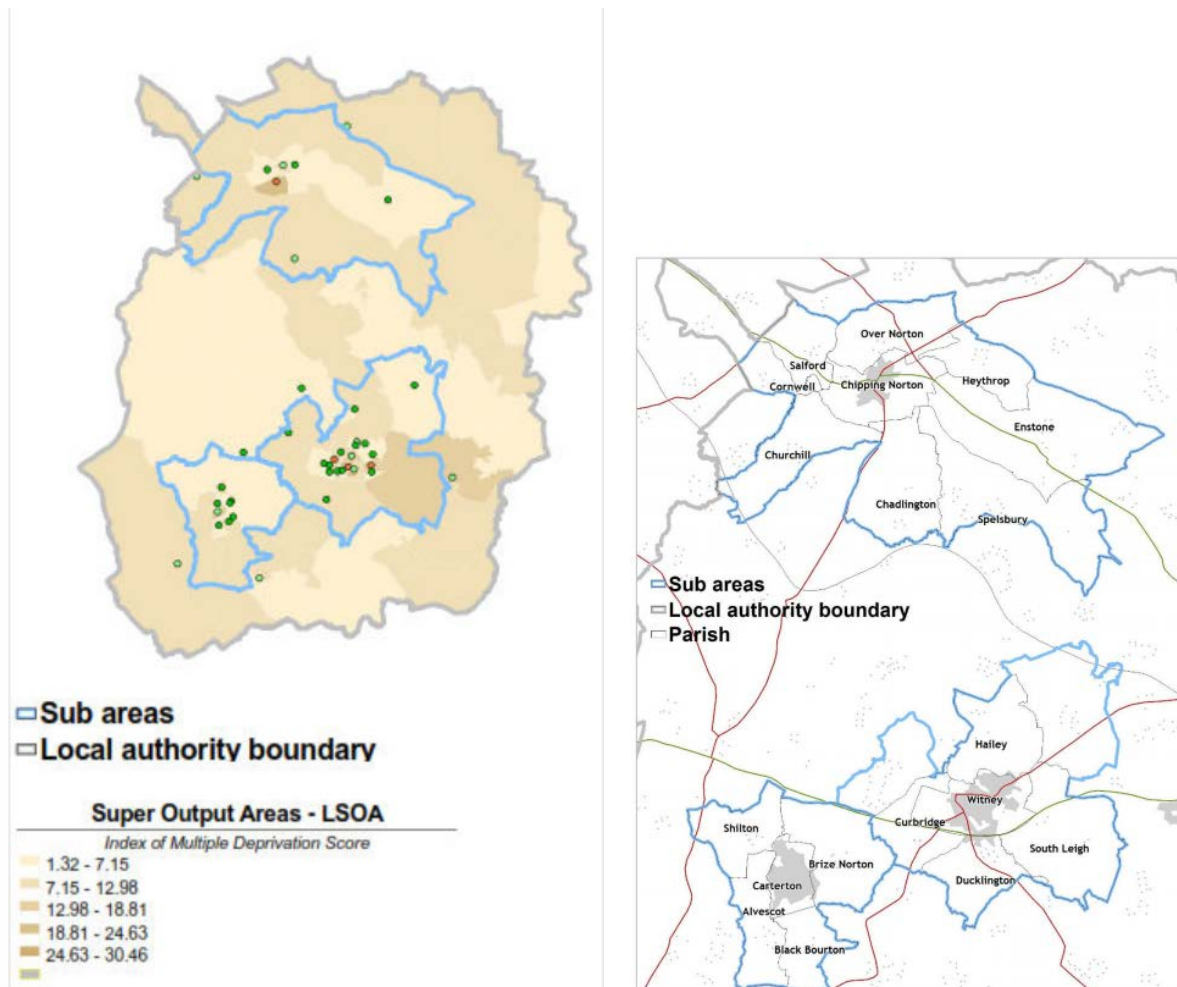
The indoor tennis facility at the White Horse Tennis and Leisure Centre is high quality and should be able to meet the needs of the district's population into the future. However further commercial facility provision should be welcomed if this does not undermine the existing facility.

Squash appears to have a high rate of facility provision in the district and there is some spare capacity even at peak time in the leisure centres. However as the population grows it is expected that this capacity will be absorbed, so the existing courts should be retained.

Outdoor tennis courts and outdoor bowls are considered in the 2016 Local Leisure Facilities report. This recommended the retention and improvement of the existing outdoor bowls greens.

## West Oxfordshire

The Playing Pitch Strategy for 2014 focused exclusively on the main settlement areas of Whitney, Carterton and Chipping Norton. Team, clubs and sites on the boundary of Cherwell are not therefore identified.



### Infrastructure Delivery Plan 2016 extract

4.35 Major sports facilities in the District are considered to be well within an acceptable travel time and distance for the residents in a rural district. However, some of the facilities are poor quality and there are some deficiencies which have been identified in the recent open space and playing pitch studies.

4.36 Many towns and villages have community halls or other facilities which provide for local sport and community recreation as detailed below:

## **Witney Sub-Area**

4.37 Witney's main sport and leisure facilities include:

Henry Box School Sports Hall  
Wood Green School Sports Hall, Artificial Turf Pitch (ATP) and playing pitches  
Windrush Leisure Centre  
Witney Artificial Turf Pitch  
Leys Recreation Ground  
Witney Mill Cricket Ground  
King George V Playing Fields  
Burwell Recreation Ground  
West Witney Sports Ground  
Witney Rugby Club

4.38 Further pitch provision and facilities in Witney will be required as part of any Strategic Development Area in Witney. Playing fields and associated facilities, for community and school use are proposed as part of the West Witney Strategic Development Area. Funding is also proposed towards a Multi-Use Games Area (MUGA). Development to the north of Witney would also be required to include provision for further pitch provision and facilities. The topography and size of the proposed development to the east of Witney may render on-site provision of formal greenspace (pitches etc.) difficult and a financial contribution may be sought towards new facilities and/or upgrades to existing.

4.39 In terms of built indoor facilities, the District Council is investigating options and developing plans for the long term future of the Windrush Leisure Centre.

4.40 The existing site is constrained, limiting future expansion and a new site is likely to be needed in an accessible location. There are no obvious sites available within the town at present and the capital cost of a new leisure centre is likely to be £22 - 25m.

4.41 The financial return from any redevelopment or re-use of the existing site will be highly significant but other external funding such as lottery funding and/or developer contributions are likely to be required.

## **Carterton Sub-Area**

4.42 The main sports and leisure facilities in Carterton are:

Carterton Leisure Centre  
Monahan Way football pitches and cricket square  
Carterton Community College Sports Hall  
Carterton Artificial Turf Pitch (3g)  
Carterton Community Centre  
Swinbrook Road Recreation Ground and Squash Courts  
Carterton Football Club  
Carterton Bowls Club



4.43 Recent and future growth of the town, including the expansion of RAF Brize Norton is creating additional demands on leisure space in Carterton and there are several unmet demands for further sports hall provision and additional pitch provision.

4.44 The Council's Playing Pitch Strategy 2014<sup>11</sup> advises that within the Carterton Sub-Area an additional full size artificial grass pitch, or equivalent, should be provided, based on the existing population and the best solution may be 2 half size pitches. The Council's leisure service estimates that at least two additional pitches and associated facilities would be required to meet demand with improved provision at other locations. This demand is proposed to be met by additional outdoor pitches and associated facilities as part of the committed urban extension to the east of Carterton.

4.45 Phase 2 of Carterton Leisure Centre is proposed to include floodlit 5/7 a side football courts, a larger second hall for dance, aerobic and martial arts use and squash courts. The extension of the leisure centre will cost in the region of £5m and will be secured through a combination of funding, including lottery and developer funding, some of which has already been secured.

#### **Chipping Norton Sub-Area**

4.46 The main sports and leisure facilities in the Chipping Norton area include:

Chipping Norton Leisure Centre  
Greystones Leisure Facility  
Chipping Norton Lido (Outdoor Pool)  
Chipping Norton Football Club  
Chipping Norton Cricket Club  
Kingham Hill School Sports Centre

4.47 Chipping Norton now has a 'made' neighbourhood plan. This further informs future leisure needs in the town. The main need would appear to involve bringing local sports clubs together to agree what facilities are needed and can realistically be progressed. This process is likely to conclude that an allweather pitch for football and rugby is required and that opportunities for the future of the Greystones site should be explored.

4.48 The Council's Playing Pitch Strategy 2014 advises that within the Chipping Norton Sub-Area the provision of a full-size AGP (or equivalent) is required based on the existing population. This might be comprised of two half-size pitches, but the ideal solution is one full-sized pitch. The best location might be on the dual use Chipping Norton School campus. A shorter pile 3G surface would meet the training needs of both local football and rugby clubs.

#### **Eynsham – Woodstock Sub-Area**

4.49 The main facilities are located at Eynsham and Woodstock as the two larger settlements in this area.

4.50 Eynsham has the following main facilities:

Bartholomew Sports Centre  
Eynsham Artificial Turf Pitch  
Eynsham Village Hall  
Eynsham Recreation Ground  
Eynsham Cricket Club

4.51 Within Woodstock the main facilities are:

Marlborough School Sports Hall  
Outdoor pool  
Tennis and Bowls Club  
Community Centre  
Old Woodstock Town Football Club

4.52 The District Council's priority in Woodstock is to support the community in looking at the feasibility of an outdoor floodlit training area or ATP plus additional changing accommodation and will assist in maximising any external funding opportunities.

4.53 Given the scale of development proposed within the Woodstock and Eynsham Sub-Area the Council will need to work with the respective Town and Parish Councils to determine the current and future needs for sport and leisure provision locally. Eynsham has an emerging neighbourhood plan which should be able to assist in determining local needs.

#### **Burford – Charlbury Sub-Area**

4.54 There are football, cricket, bowls and tennis facilities at the Nine Acres Recreation Ground in Charlbury and facilities at Burford School and Burford Recreation Ground.

4.55 Burford School (secondary) aspire to provide an ATP primarily for hockey. Once provided, a good programme of community use will help meet needs in this area, although further changing facilities may be needed. Provision of an ATP also provides an opportunity to re-programme community use of the sports hall to widen participation.

## Appendix 1 – Schedule of Future Infrastructure Projects

Of relevance to the Cherwell strategy:

a large number of enhancements to the public rights of way network plus

Infrastructure Project and Location	Delivery Partners	Estimated Cost	Funding already Secured and Funding Source	Funding Gap	Anticipated Funding Mechanism	Priority and Timescale	Comments
<b>Leisure and Sport</b>							
Additional outdoor playing pitch provision and changing facilities in Witney	WODC Developers Witney Town Council	<sup>16</sup> £10.4m	£214,647 towards the West Witney Sports Ground (S106)	Approx. £10.2m	S106 including some provision to be provided as part of the West Witney Strategic Development Area  CIL (when introduced)	Necessary 2016 – 2031	

Infrastructure Project and Location	Delivery Partners	Estimated Cost	Funding already Secured and Funding Source	Funding Gap	Anticipated Funding Mechanism	Priority and Timescale	Comments
Replacement of Windrush Leisure Centre, Witney	WODC Developers	£22m - £25m	None	£22m - £25m	External funding (such as Sport England)  CIL (when introduced)	Preferred 2021 - 2031	Financial contributions to be sought from development (CIL). Other potential sources of funding to be investigated e.g. lottery funding
Additional outdoor playing pitch provision and changing facilities, Carterton	WODC Carterton Town Council Developers	<sup>17</sup> Approx. £4.4m	Approx. £300,000 (S106)	Approx. £4m	S106 including at least 2 pitches to be provided as part of East Carterton SDA  CIL (when introduced)  External funding	Necessary 2016 – 2031	Provision for additional provision in the vicinity of the football club to be investigated

Infrastructure Project and Location	Delivery Partners	Estimated Cost	Funding already Secured and Funding Source	Funding Gap	Anticipated Funding Mechanism	Priority and Timescale	Comments
Phase 2 Carterton Leisure Centre	WODC Developers	£5m	£500,000 (S106)	£4.5m	External funding (such as Sport England)  S106  CIL (when introduced)	Necessary 2016 - 2021	Around £500,000 already collected in developer funding. Potential for external funding to be sought as well as contributions from new development

Infrastructure Project and Location	Delivery Partners	Estimated Cost	Funding already Secured and Funding Source	Funding Gap	Anticipated Funding Mechanism	Priority and Timescale	Comments
Enhanced community use, changing and reception areas at Carterton Community College Sports Hall and ATP	WODC Carterton Community College Developers	To be identified.	None	To be identified.	External funding (such as Sport England)  S106  CIL (when introduced)	Necessary 2016 - 2021	
All-weather pitch for football and rugby in Chipping Norton	WODC Neighbourhood Plan Steering Group. Town Council Football Club	To be identified.	None	To be identified.	External funding (such as Sport England)  S106  CIL (when introduced)	Preferred 2016 - 2021	

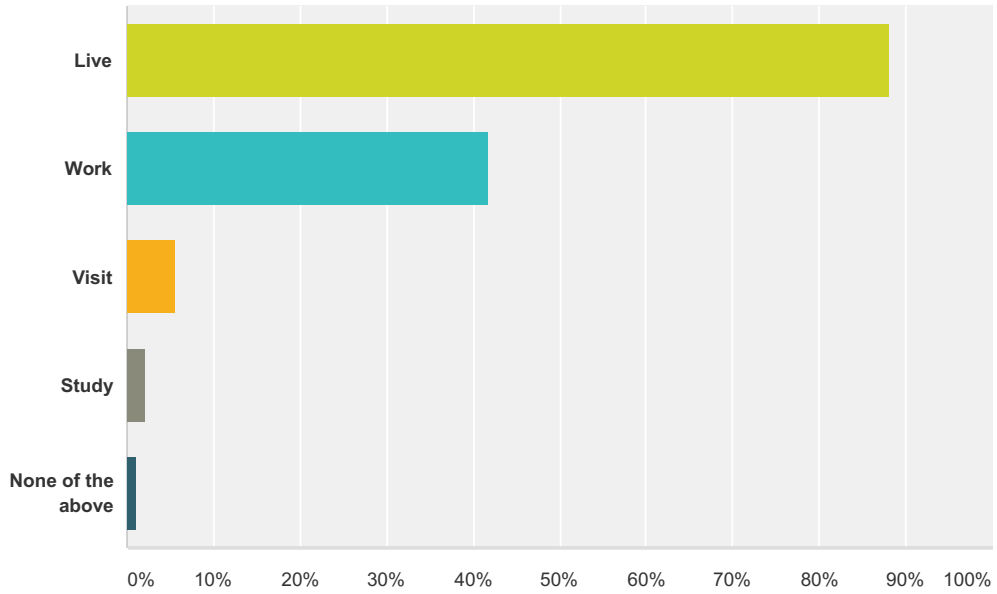
Infrastructure Project and Location	Delivery Partners	Estimated Cost	Funding already Secured and Funding Source	Funding Gap	Anticipated Funding Mechanism	Priority and Timescale	Comments
Enhanced changing facilities for school sports hall, Woodstock	Marlborough School	To be identified.	None	To be identified.	County Council  S106  CIL (when introduced)  Fund raising	Preferred 2016 - 2021	
Potential outdoor floodlit training area and/or ATP, Woodstock	WODC Town Council	To be identified.	Approx. £30,000 (S106)	To be identified.	External funding (such as Sport England)  S106  CIL (when introduced)	Preferred 2016 - 2021	

Infrastructure Project and Location	Delivery Partners	Estimated Cost	Funding already Secured and Funding Source	Funding Gap	Anticipated Funding Mechanism	Priority and Timescale	Comments
Skateboard facility, Woodstock	WODC Town Council	To be identified.	None	To be identified.	External funding/ community funding opportunities  S106  CIL (when introduced)	Preferred 2016 - 2021	
Provision of ATP plus potential additional changing facilities, Burford	WODC Burford School	To be identified.	None	To be identified.	Burford School are fund raising.  External funding (such as Sport England)  CIL (when introduced)	Preferred 2016 - 2021	

Infrastructure Project and Location	Delivery Partners	Estimated Cost	Funding already Secured and Funding Source	Funding Gap	Anticipated Funding Mechanism	Priority and Timescale	Comments
Other sporting opportunities including water polo sessions, street sports and dance workouts across the District	Sportivate WODC GLLAbingdon and Witney College Town/ Parish Councils	To be identified.	£11,800 received from Sportivate	To be identified.	Sportivate – Lottery funding	Preferred 2016 - 2021	Sportivate is a programme to provide leisure opportunities for 11-25 year olds

**Q1 Do you live, work, visit or study in Cherwell district?**

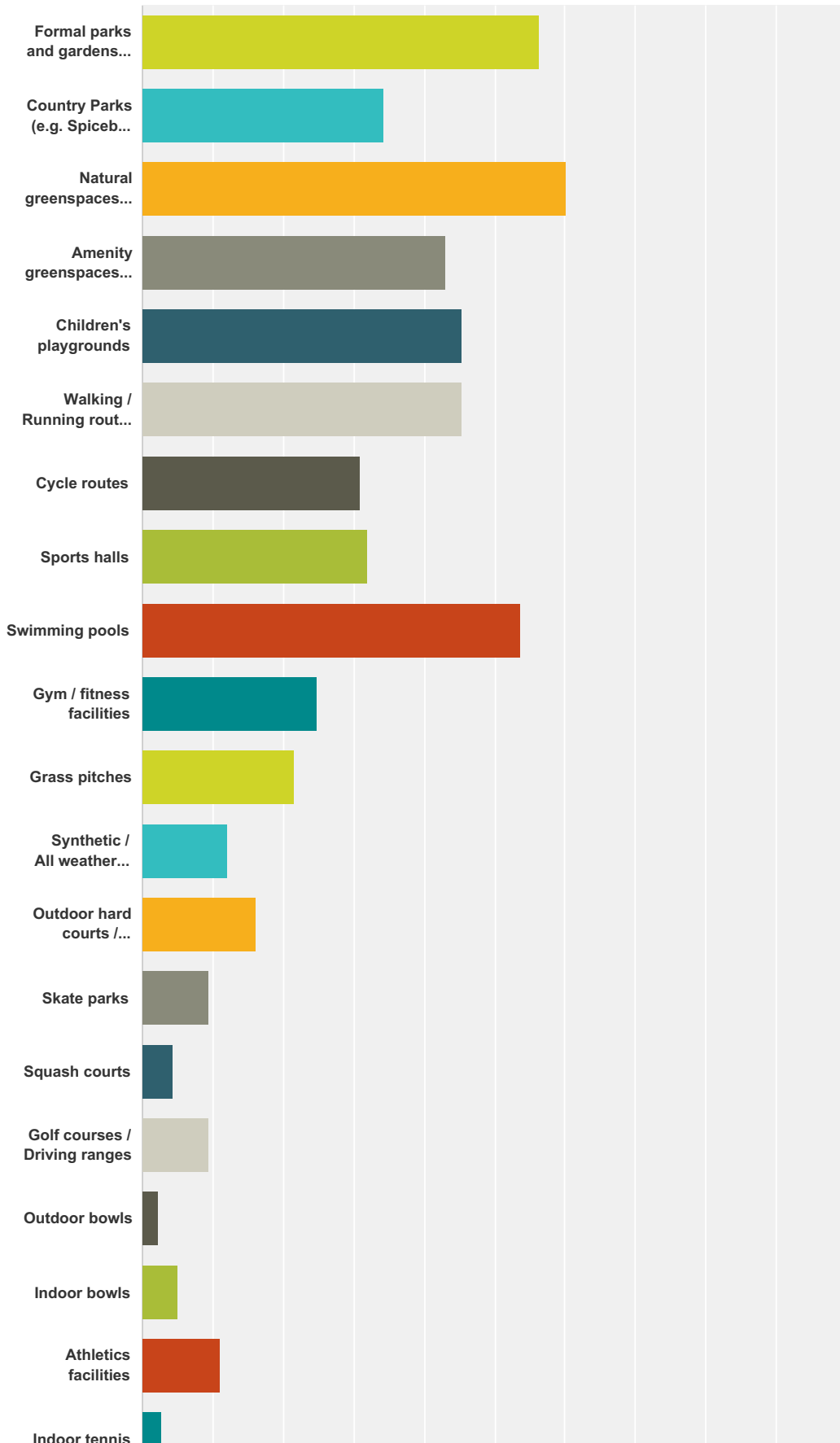
Answered: 192 Skipped: 0



Answer Choices	Responses
Live	88.02% 169
Work	41.67% 80
Visit	5.73% 11
Study	2.08% 4
None of the above	1.04% 2
<b>Total Respondents: 192</b>	

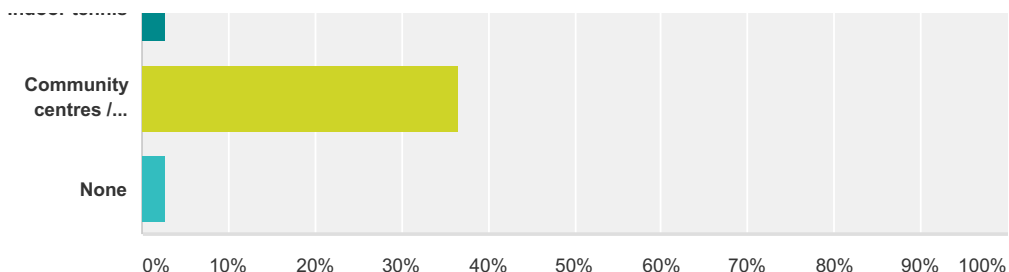
**Q2 Do you use any of the following facilities in Cherwell district? (Please select all that apply)**

Answered: 181 Skipped: 11





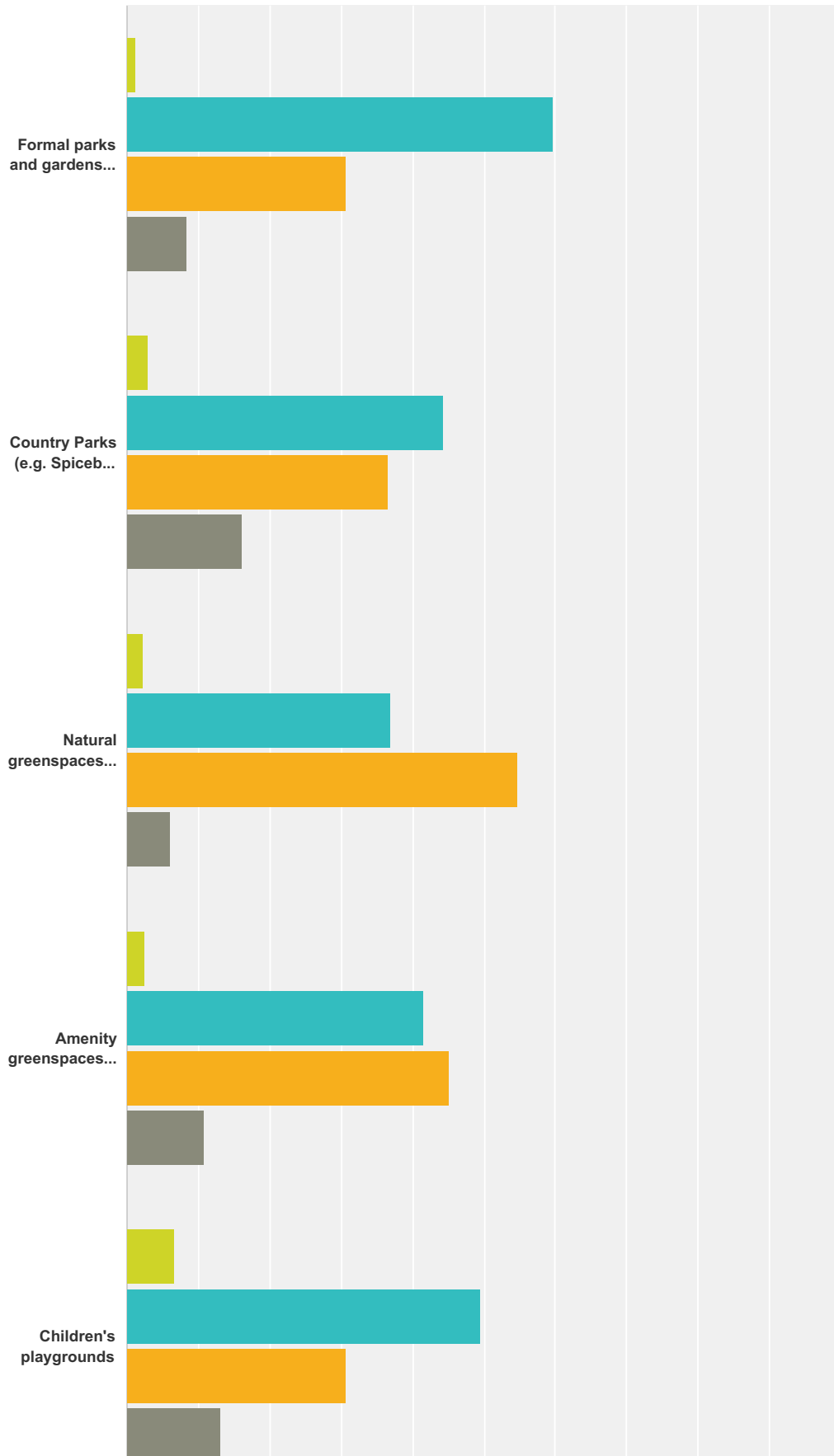
## Cherwell Sports and Open Spaces - Individual Survey



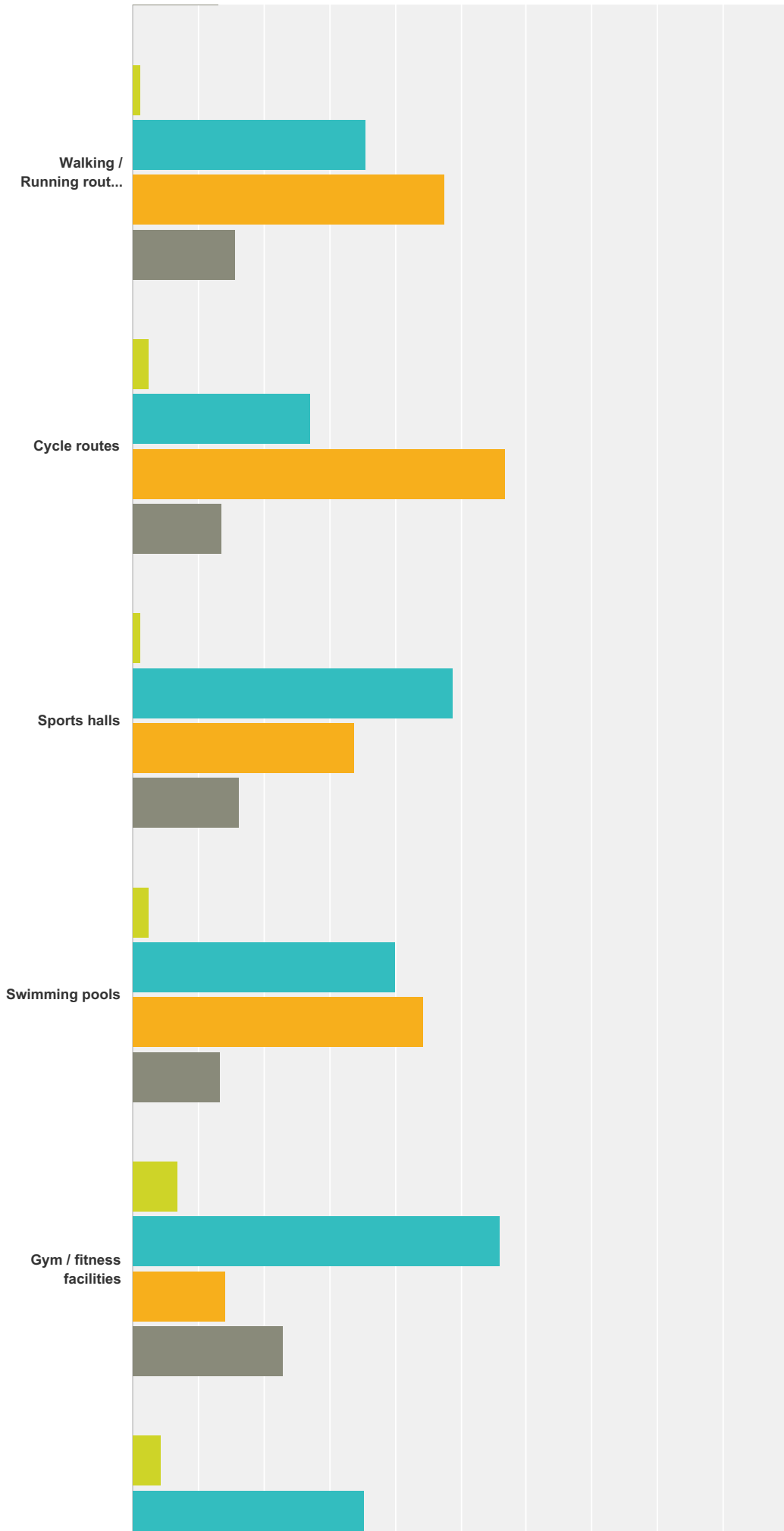
Answer Choices	Responses	
Formal parks and gardens (e.g. People's Park or Garth Park)	56.35%	102
Country Parks (e.g. Spiceball country park)	34.25%	62
Natural greenspaces (e.g. meadows and woodland)	60.22%	109
Amenity greenspaces (e.g. grass areas in housing areas)	43.09%	78
Children's playgrounds	45.30%	82
Walking / Running routes (traffic free)	45.30%	82
Cycle routes	30.94%	56
Sports halls	32.04%	58
Swimming pools	53.59%	97
Gym / fitness facilities	24.86%	45
Grass pitches	21.55%	39
Synthetic / All weather pitches	12.15%	22
Outdoor hard courts / Multi-Use Games Areas	16.02%	29
Skate parks	9.39%	17
Squash courts	4.42%	8
Golf courses / Driving ranges	9.39%	17
Outdoor bowls	2.21%	4
Indoor bowls	4.97%	9
Athletics facilities	11.05%	20
Indoor tennis	2.76%	5
Community centres / Village halls (for sports/active recreation use)	36.46%	66
None	2.76%	5
<b>Total Respondents: 181</b>		

**Q3 Please tell us whether you feel there is TOO MUCH or TOO LITTLE provision for each type of facility:**

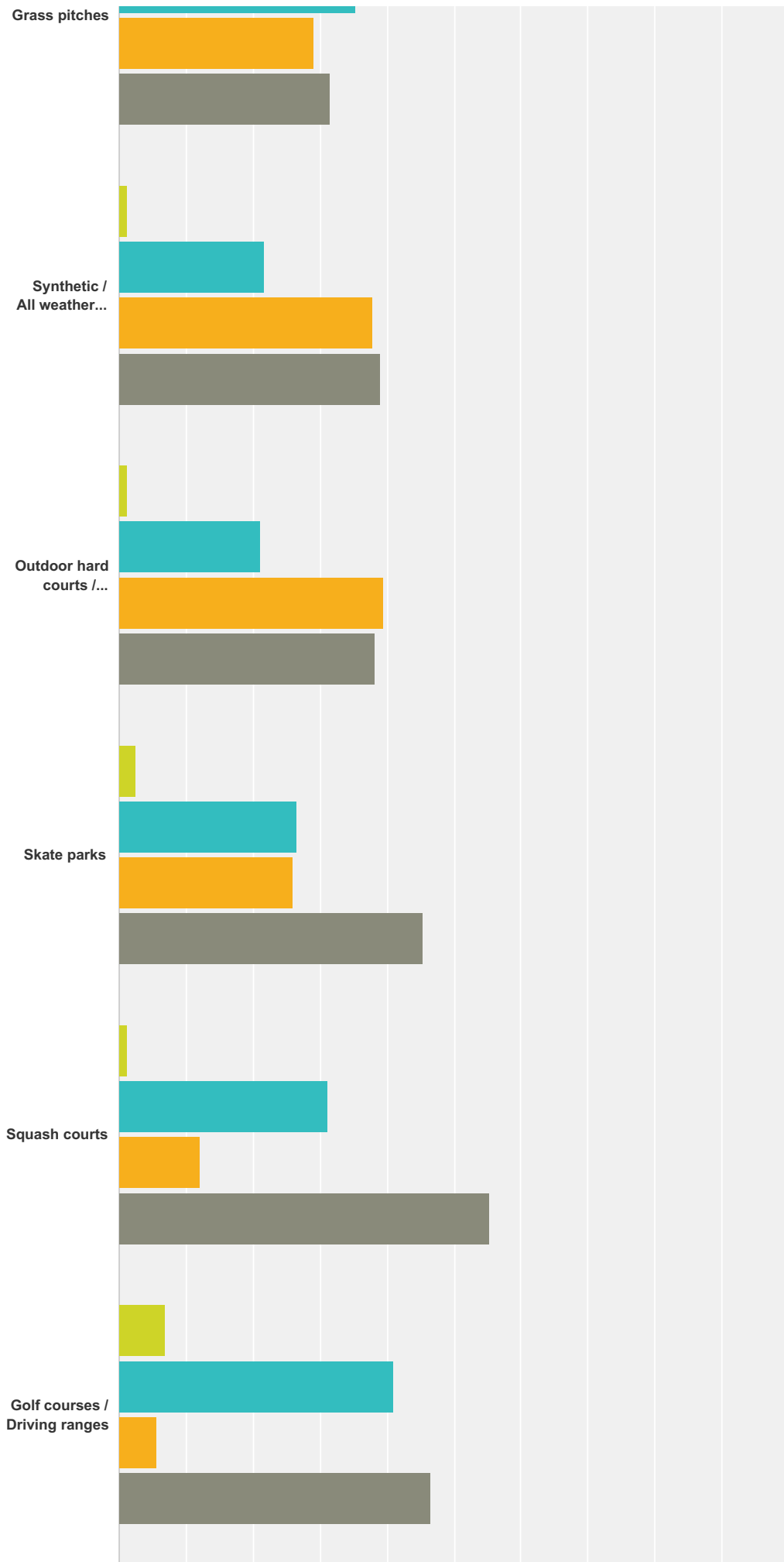
Answered: 170 Skipped: 22



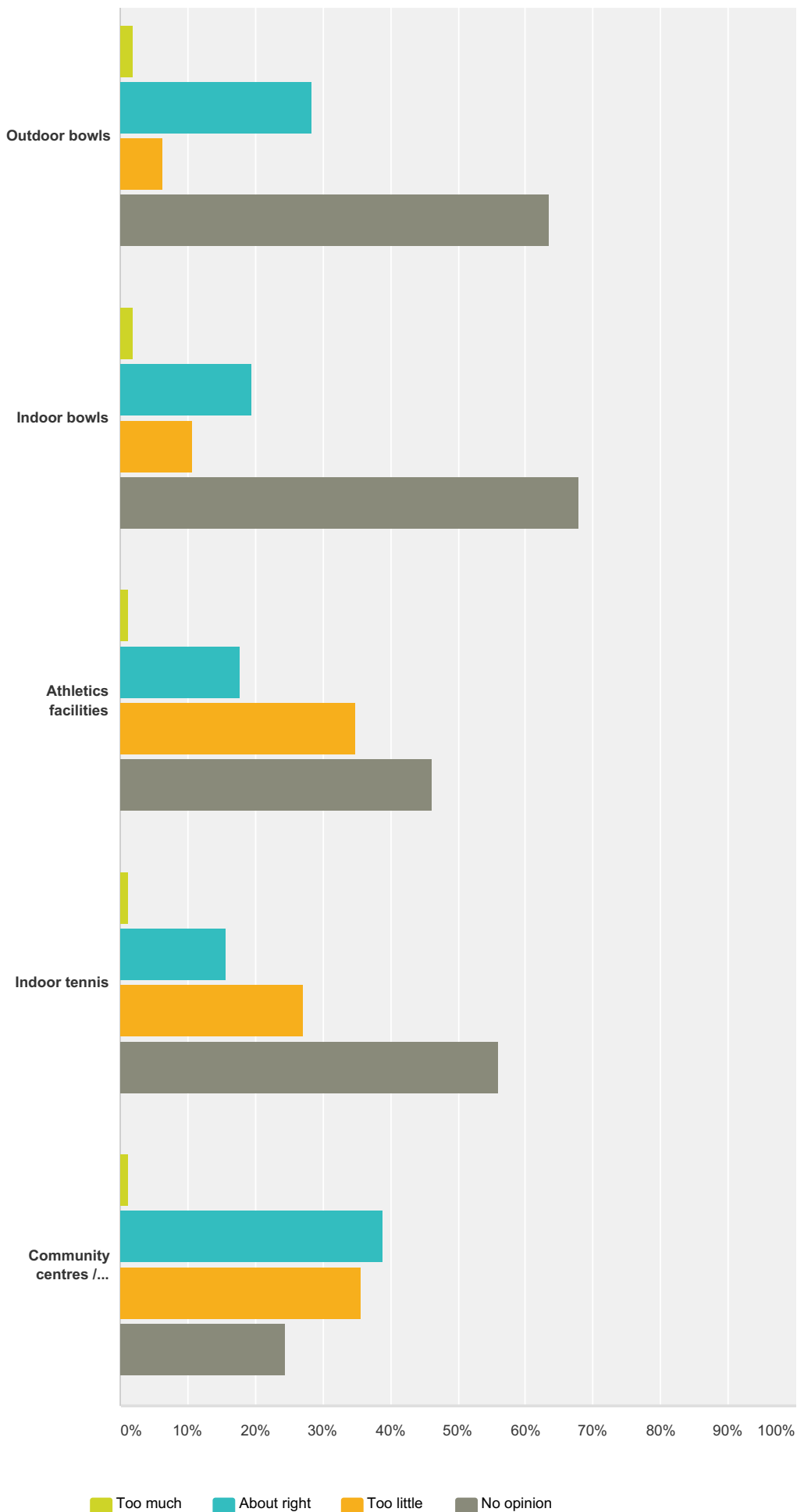
# Cherwell Sports and Open Spaces - Individual Survey



# Cherwell Sports and Open Spaces - Individual Survey



# Cherwell Sports and Open Spaces - Individual Survey

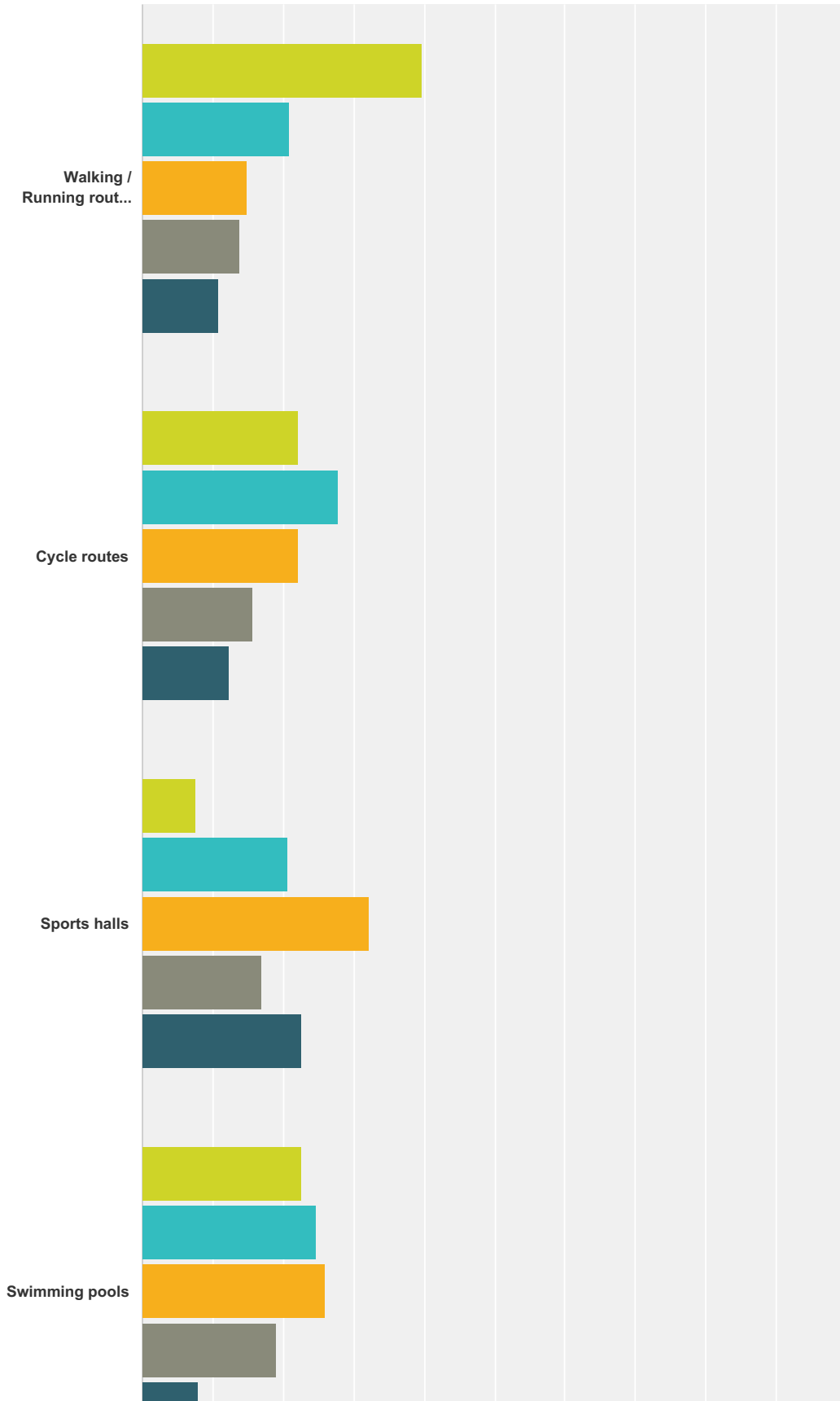


## Cherwell Sports and Open Spaces - Individual Survey

	Too much	About right	Too little	No opinion	Total
Formal parks and gardens (e.g. People's Park or Garth Park)	1.20% 2	59.64% 99	30.72% 51	8.43% 14	166
Country Parks (e.g. Spiceball country park)	2.99% 5	44.31% 74	36.53% 61	16.17% 27	167
Natural greenspaces (e.g. meadows and woodland)	2.38% 4	36.90% 62	54.76% 92	5.95% 10	168
Amenity greenspaces (e.g. grass areas in housing areas)	2.41% 4	41.57% 69	45.18% 75	10.84% 18	166
Children's playgrounds	6.63% 11	49.40% 82	30.72% 51	13.25% 22	166
Walking / Running routes (traffic free)	1.20% 2	35.54% 59	47.59% 79	15.66% 26	166
Cycle routes	2.47% 4	27.16% 44	56.79% 92	13.58% 22	162
Sports halls	1.25% 2	48.75% 78	33.75% 54	16.25% 26	160
Swimming pools	2.42% 4	40.00% 66	44.24% 73	13.33% 22	165
Gym / fitness facilities	6.83% 11	55.90% 90	14.29% 23	22.98% 37	161
Grass pitches	4.32% 7	35.19% 57	29.01% 47	31.48% 51	162
Synthetic / All weather pitches	1.24% 2	21.74% 35	37.89% 61	39.13% 63	161
Outdoor hard courts / Multi-Use Games Areas	1.23% 2	20.99% 34	39.51% 64	38.27% 62	162
Skate parks	2.52% 4	26.42% 42	25.79% 41	45.28% 72	159
Squash courts	1.27% 2	31.21% 49	12.10% 19	55.41% 87	157
Golf courses / Driving ranges	6.83% 11	40.99% 66	5.59% 9	46.58% 75	161
Outdoor bowls	1.89% 3	28.30% 45	6.29% 10	63.52% 101	159
Indoor bowls	1.89% 3	19.50% 31	10.69% 17	67.92% 108	159
Athletics facilities	1.27% 2	17.72% 28	34.81% 55	46.20% 73	158
Indoor tennis	1.26% 2	15.72% 25	27.04% 43	55.97% 89	159
Community centres / Village halls (for sports/active recreation use)	1.25% 2	38.75% 62	35.63% 57	24.38% 39	160

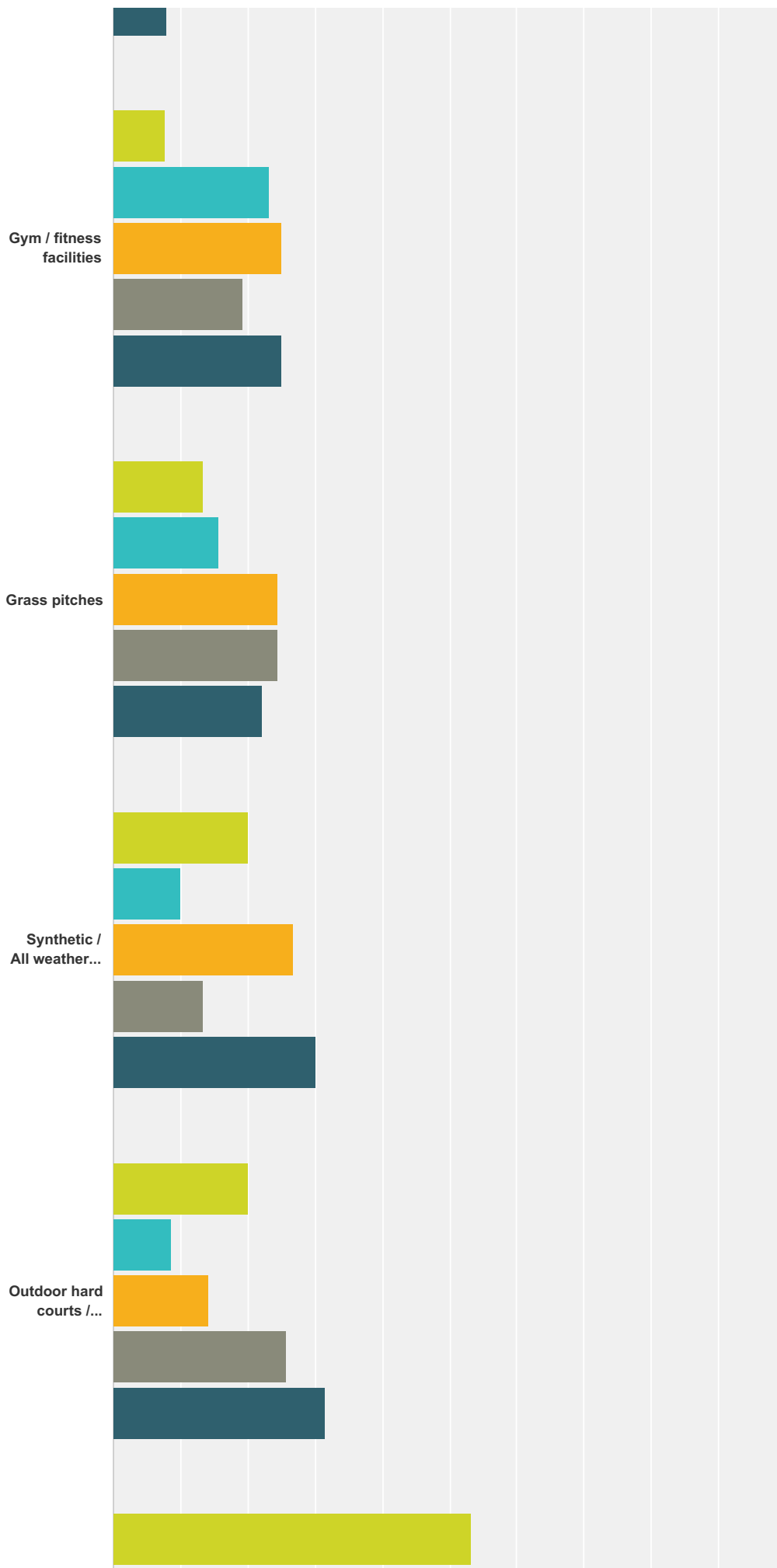
**Q4 How IMPORTANT are each of the following types of facilities to you? (Please rank your top 5 facilities in order of importance. 1 = most important)**

Answered: 146 Skipped: 46

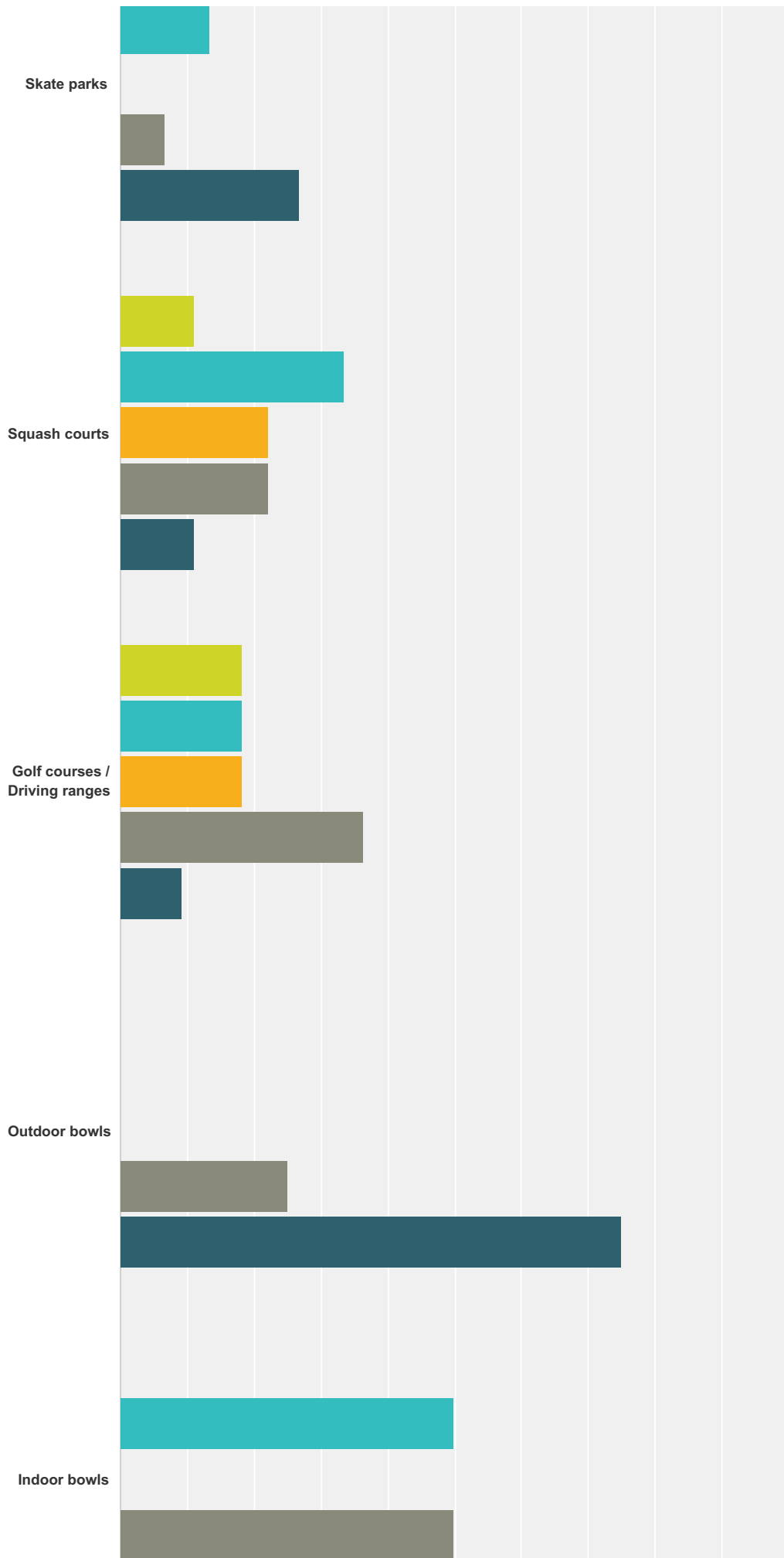




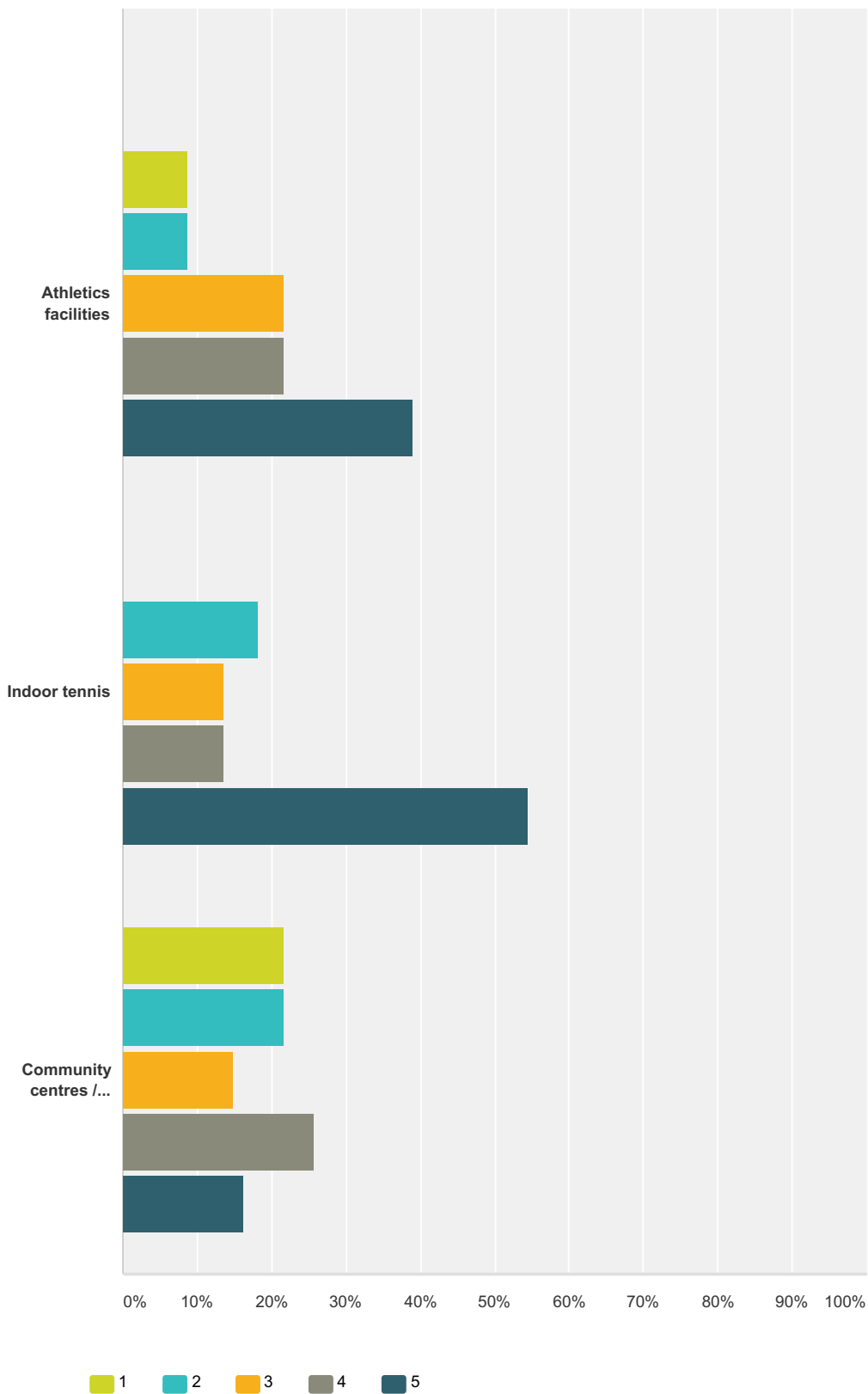
# Cherwell Sports and Open Spaces - Individual Survey



# Cherwell Sports and Open Spaces - Individual Survey



## Cherwell Sports and Open Spaces - Individual Survey



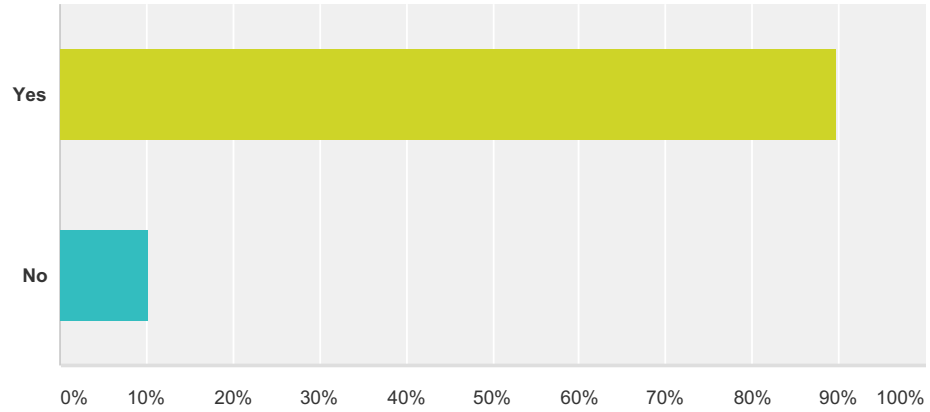
	1	2	3	4	5	Total
Walking / Running routes (traffic free)	39.60% 40	20.79% 21	14.85% 15	13.86% 14	10.89% 11	101
Cycle routes	22.22% 20	27.78% 25	22.22% 20	15.56% 14	12.22% 11	90
Sports halls	7.55% 4	20.75% 11	32.08% 17	16.98% 9	22.64% 12	53

## Cherwell Sports and Open Spaces - Individual Survey

Swimming pools	<b>22.47%</b> 20	<b>24.72%</b> 22	<b>25.84%</b> 23	<b>19.10%</b> 17	<b>7.87%</b> 7	89
Gym / fitness facilities	<b>7.69%</b> 4	<b>23.08%</b> 12	<b>25.00%</b> 13	<b>19.23%</b> 10	<b>25.00%</b> 13	52
Grass pitches	<b>13.33%</b> 6	<b>15.56%</b> 7	<b>24.44%</b> 11	<b>24.44%</b> 11	<b>22.22%</b> 10	45
Synthetic / All weather pitches	<b>20.00%</b> 6	<b>10.00%</b> 3	<b>26.67%</b> 8	<b>13.33%</b> 4	<b>30.00%</b> 9	30
Outdoor hard courts / Multi-Use Games Areas	<b>20.00%</b> 7	<b>8.57%</b> 3	<b>14.29%</b> 5	<b>25.71%</b> 9	<b>31.43%</b> 11	35
Skate parks	<b>53.33%</b> 8	<b>13.33%</b> 2	<b>0.00%</b> 0	<b>6.67%</b> 1	<b>26.67%</b> 4	15
Squash courts	<b>11.11%</b> 1	<b>33.33%</b> 3	<b>22.22%</b> 2	<b>22.22%</b> 2	<b>11.11%</b> 1	9
Golf courses / Driving ranges	<b>18.18%</b> 2	<b>18.18%</b> 2	<b>18.18%</b> 2	<b>36.36%</b> 4	<b>9.09%</b> 1	11
Outdoor bowls	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>25.00%</b> 1	<b>75.00%</b> 3	4
Indoor bowls	<b>0.00%</b> 0	<b>50.00%</b> 1	<b>0.00%</b> 0	<b>50.00%</b> 1	<b>0.00%</b> 0	2
Athletics facilities	<b>8.70%</b> 2	<b>8.70%</b> 2	<b>21.74%</b> 5	<b>21.74%</b> 5	<b>39.13%</b> 9	23
Indoor tennis	<b>0.00%</b> 0	<b>18.18%</b> 4	<b>13.64%</b> 3	<b>13.64%</b> 3	<b>54.55%</b> 12	22
Community centres / Village halls (for sports/active recreation use)	<b>21.62%</b> 16	<b>21.62%</b> 16	<b>14.86%</b> 11	<b>25.68%</b> 19	<b>16.22%</b> 12	74

**Q5 Do you currently take part in any form of sport or physical activity in your leisure time?As well as formal sports, this also includes running, dance, walking and cycling.**

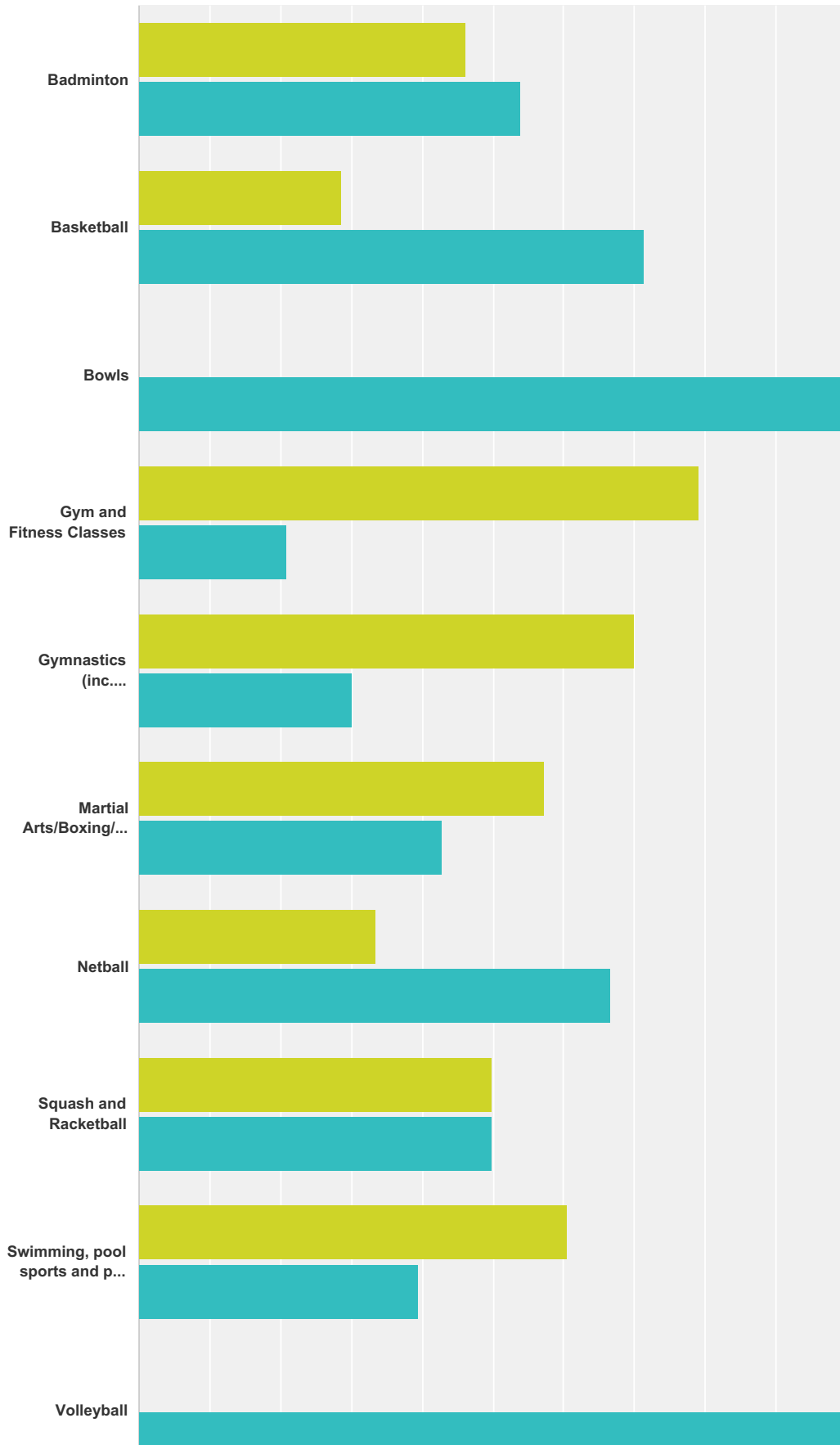
Answered: 146 Skipped: 46



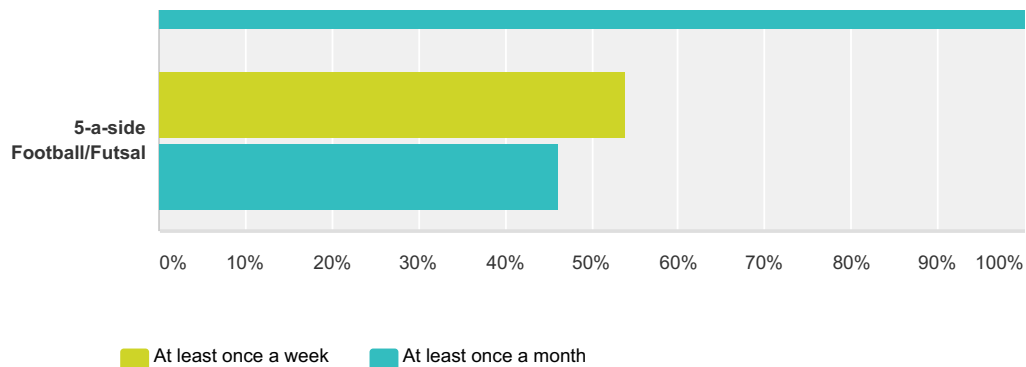
Answer Choices	Responses
Yes	89.73% 131
No	10.27% 15
<b>Total</b>	<b>146</b>

**Q6 How often do you take part in each of the following INDOOR sports/activities? (Please leave blank if you do not take part)**

Answered: 99 Skipped: 93



## Cherwell Sports and Open Spaces - Individual Survey

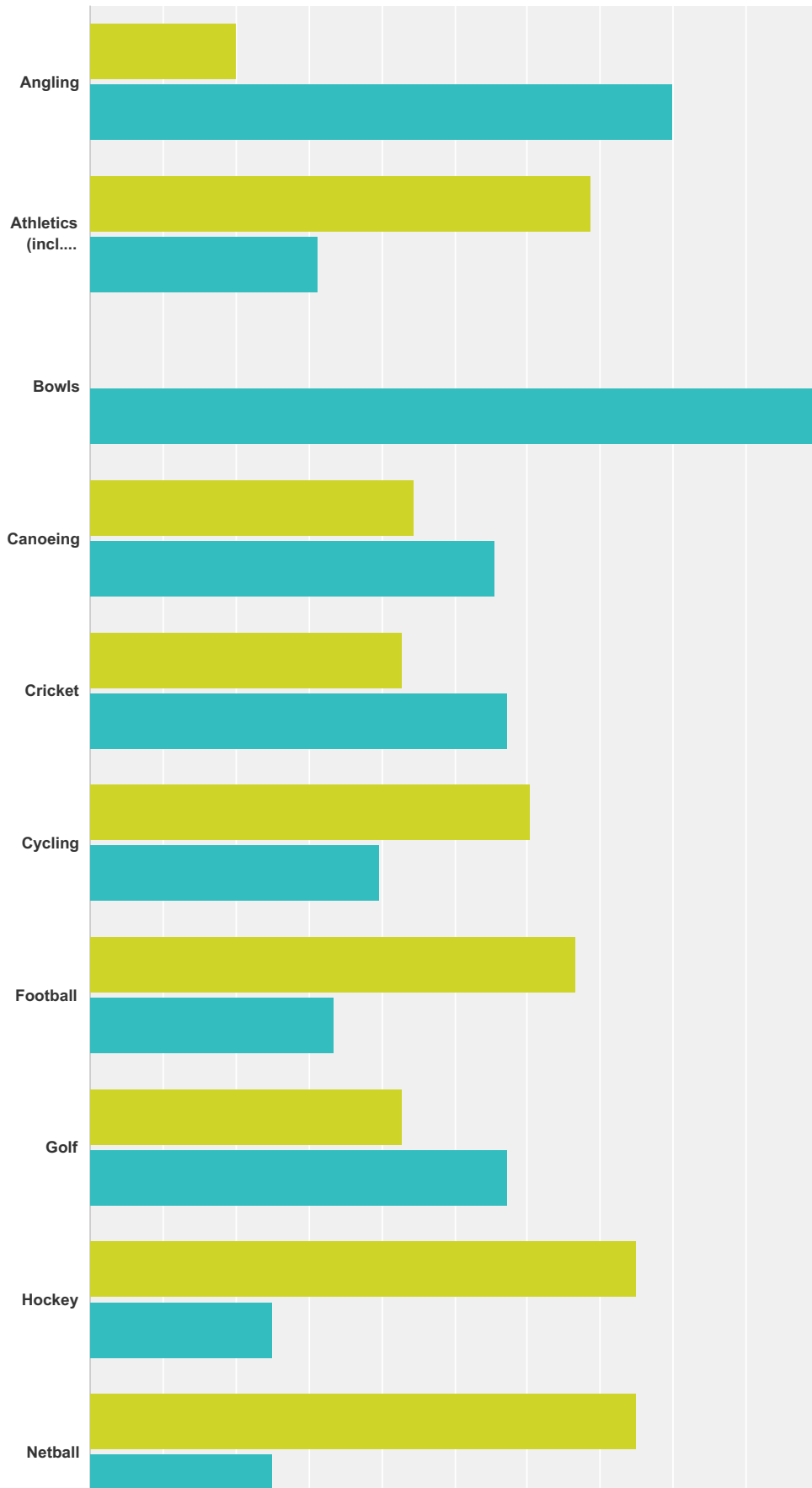


	At least once a week	At least once a month	Total
Badminton	46.15% 6	53.85% 7	13
Basketball	28.57% 2	71.43% 5	7
Bowls	0.00% 0	100.00% 3	3
Gym and Fitness Classes	79.17% 38	20.83% 10	48
Gymnastics (inc. trampolining)	70.00% 7	30.00% 3	10
Martial Arts/Boxing/Judo/Taekwondo/Wrestling etc.	57.14% 4	42.86% 3	7
Netball	33.33% 2	66.67% 4	6
Squash and Racketball	50.00% 5	50.00% 5	10
Swimming, pool sports and pool fitness classes	60.61% 40	39.39% 26	66
Volleyball	0.00% 0	100.00% 4	4
5-a-side Football/Futsal	53.85% 7	46.15% 6	13

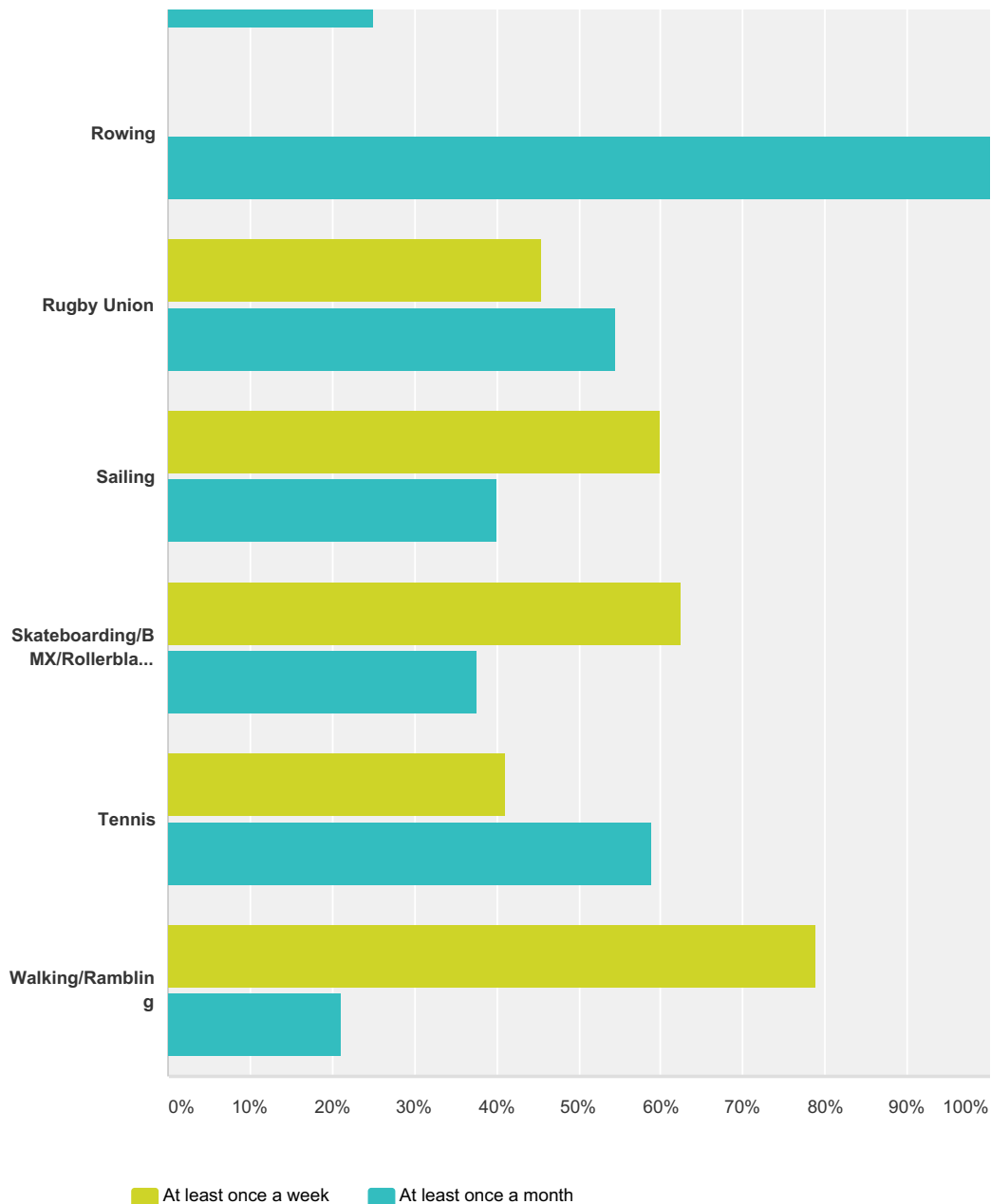


**Q7 How often do you take part in each of these OUTDOOR sports/activities? (Please leave blank if you do not take part)**

Answered: 116 Skipped: 76



## Cherwell Sports and Open Spaces - Individual Survey



	At least once a week	At least once a month	Total
Angling	20.00% 1	80.00% 4	5
Athletics (incl. running/jogging)	68.75% 22	31.25% 10	32
Bowls	0.00% 0	100.00% 1	1
Canoeing	44.44% 4	55.56% 5	9
Cricket	42.86% 3	57.14% 4	7
Cycling	60.38% 32	39.62% 21	53
Football	66.67% 12	33.33% 6	18
Golf	42.86% 6	57.14% 8	14

## Cherwell Sports and Open Spaces - Individual Survey

Hockey	<b>75.00%</b> 3	<b>25.00%</b> 1	4
Netball	<b>75.00%</b> 3	<b>25.00%</b> 1	4
Rowing	<b>0.00%</b> 0	<b>100.00%</b> 1	1
Rugby Union	<b>45.45%</b> 5	<b>54.55%</b> 6	11
Sailing	<b>60.00%</b> 3	<b>40.00%</b> 2	5
Skateboarding/BMX/Rollerblading	<b>62.50%</b> 5	<b>37.50%</b> 3	8
Tennis	<b>41.18%</b> 7	<b>58.82%</b> 10	17
Walking/Rambling	<b>78.82%</b> 67	<b>21.18%</b> 18	85

**Q8 Name of the sports facility in Cherwell district that you use most frequently?**

Answered: 99 Skipped: 93

**Q9 What activity do you use it for?**

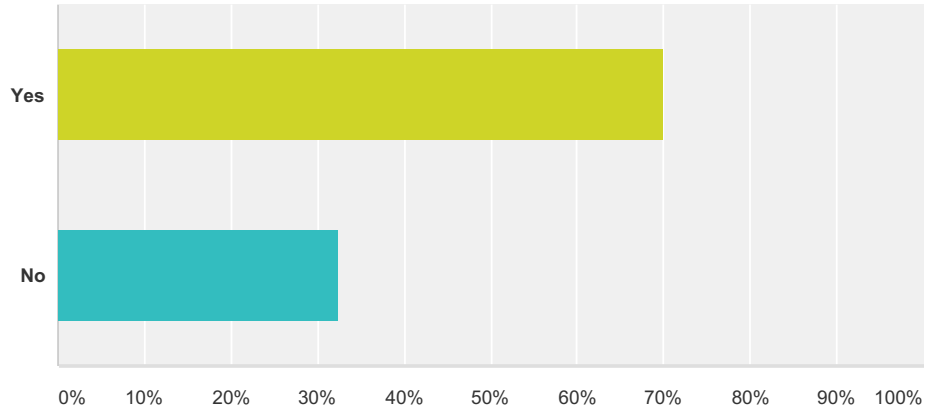
Answered: 94 Skipped: 98

**Q10 Why do you use this facility over others?**

Answered: 94 Skipped: 98

**Q11 Does this facility require improvements? If so, please specify what improvements are required.**

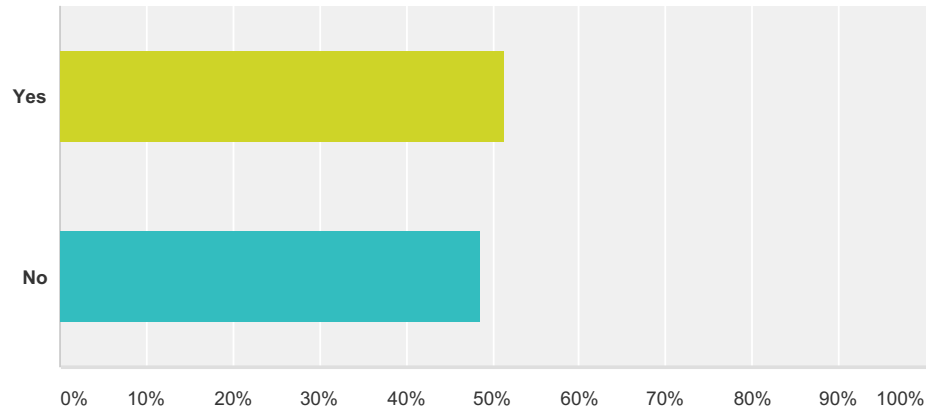
Answered: 93 Skipped: 99



Answer Choices	Responses	
Yes	69.89%	65
No	32.26%	30
<b>Total Respondents: 93</b>		

### Q12 Do you use facilities outside of Cherwell district?

Answered: 117 Skipped: 75

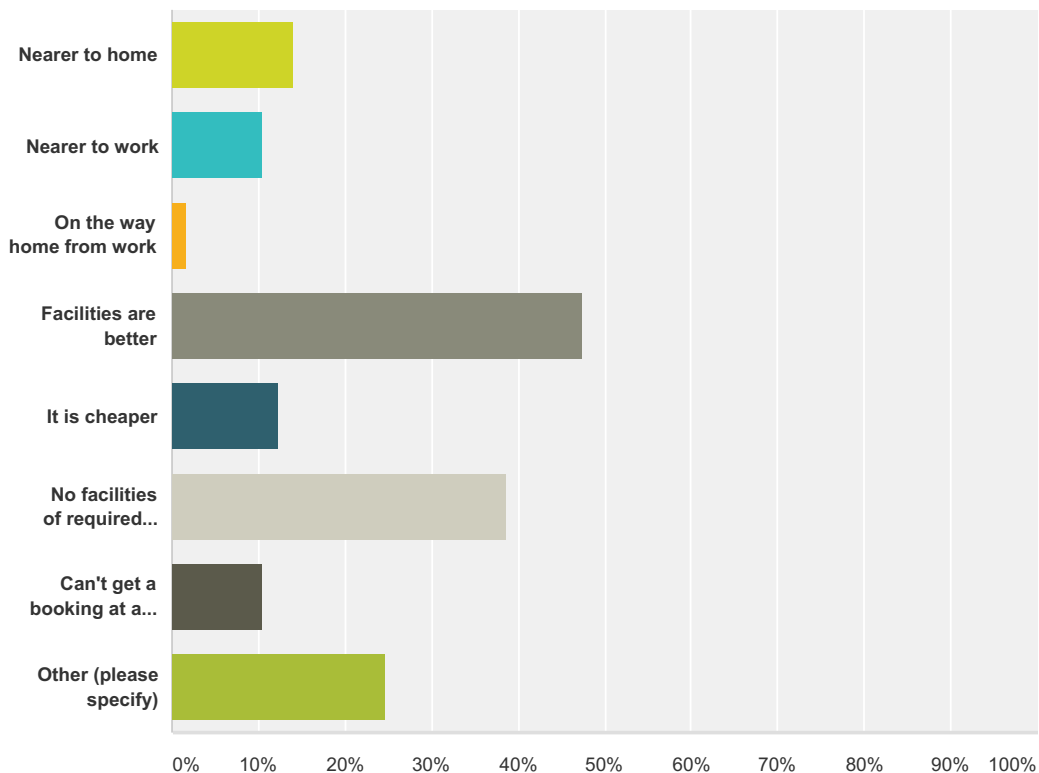


Answer Choices	Responses	
Yes	51.28%	60
No	48.72%	57
<b>Total</b>		<b>117</b>



### Q13 Why do you use facilities outside of Cherwell district?

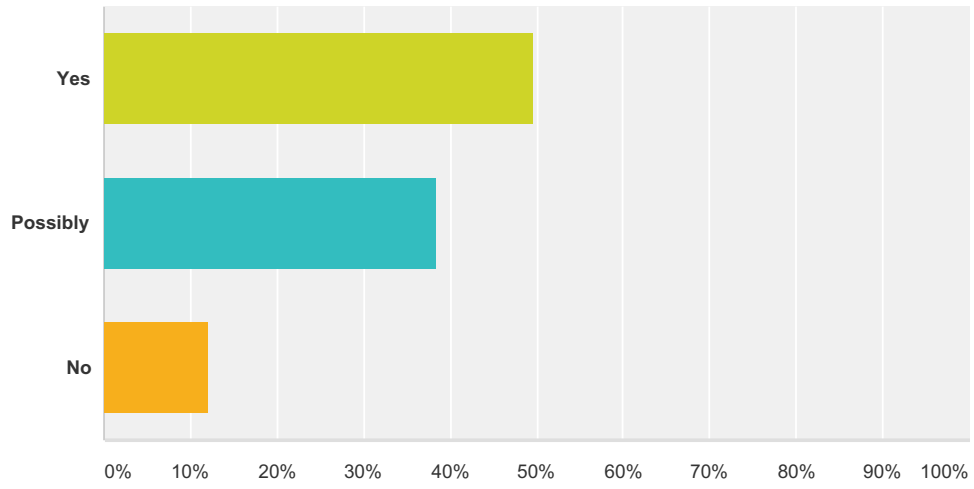
Answered: 57 Skipped: 135



Answer Choices	Responses
Nearer to home	14.04% 8
Nearer to work	10.53% 6
On the way home from work	1.75% 1
Facilities are better	47.37% 27
It is cheaper	12.28% 7
No facilities of required type in Cherwell district	38.60% 22
Can't get a booking at a time wanted in Cherwell district	10.53% 6
Other (please specify)	24.56% 14
<b>Total Respondents: 57</b>	

### Q14 Would you like to participate / participate more in sports and physical activities than you do at the moment?

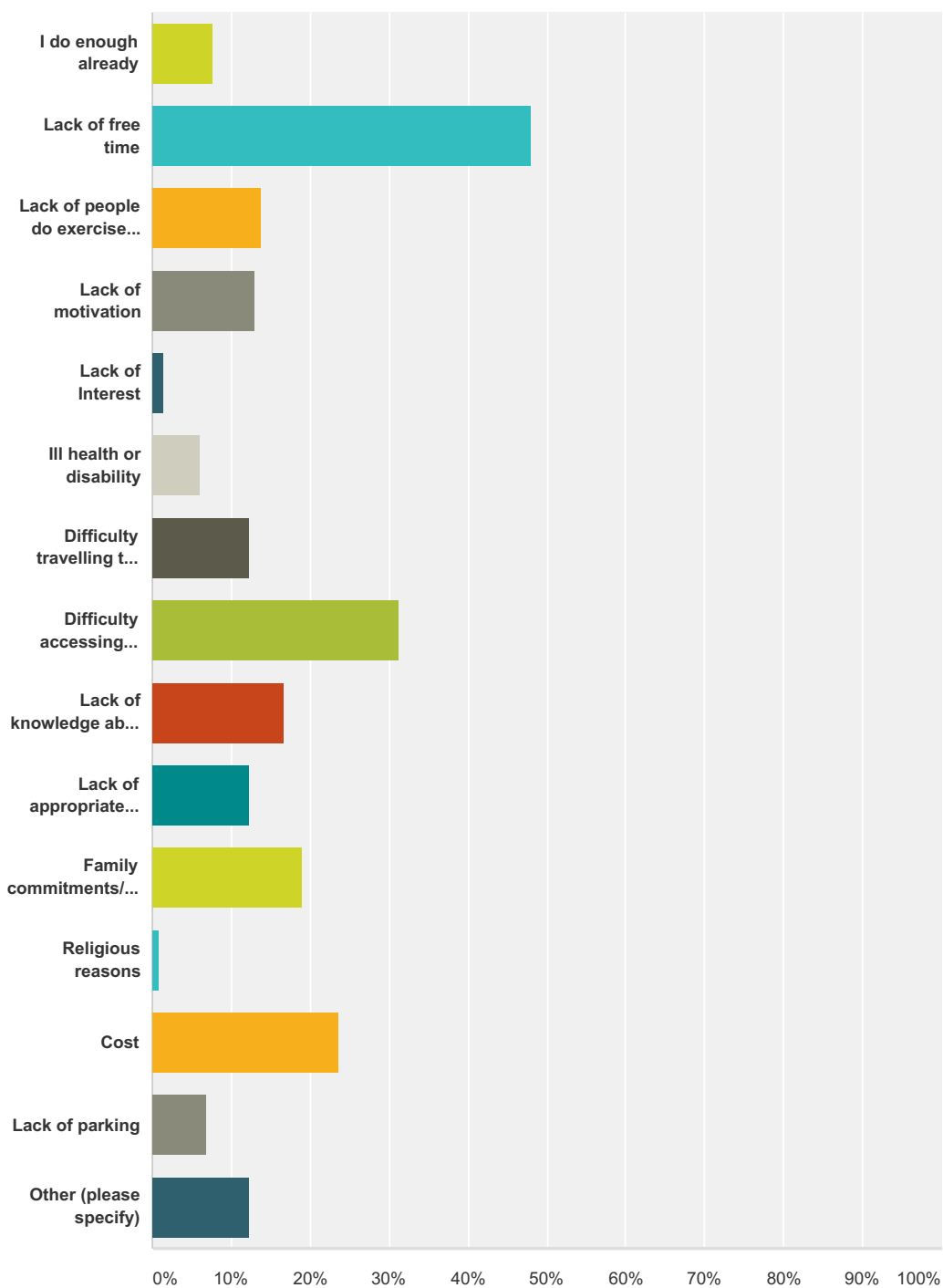
Answered: 133 Skipped: 59



Answer Choices	Responses
Yes	49.62% 66
Possibly	38.35% 51
No	12.03% 16
<b>Total</b>	<b>133</b>

### Q15 What prevents you from participating / participating more?(Please tick all that apply)

Answered: 131 Skipped: 61



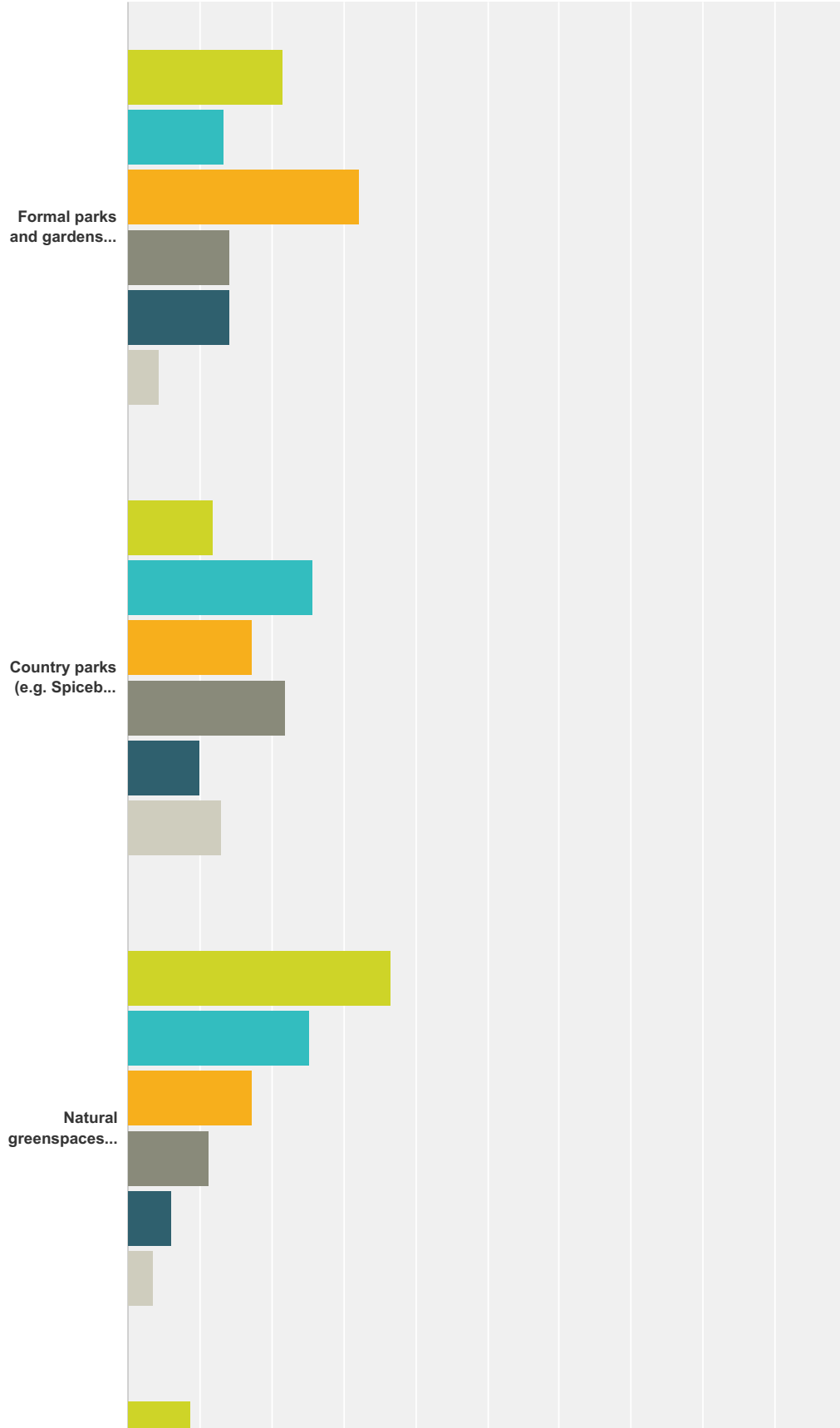
Answer Choices	Responses
I do enough already	7.63% 10
Lack of free time	48.09% 63
Lack of people do exercise with	13.74% 18
Lack of motivation	12.98% 17

## Cherwell Sports and Open Spaces - Individual Survey

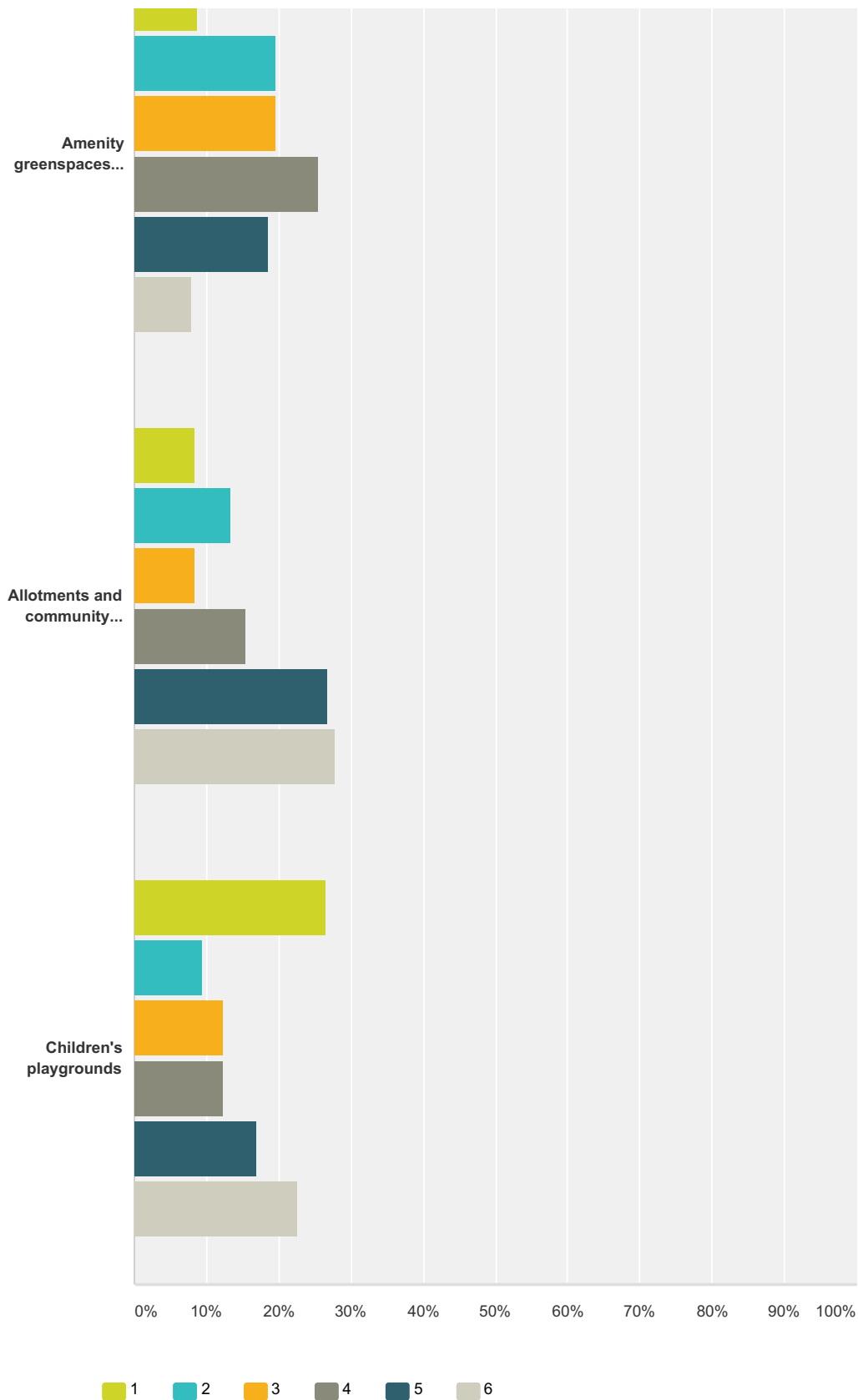
Lack of Interest	1.53%	2
Ill health or disability	6.11%	8
Difficulty travelling to facilities/activities	12.21%	16
Difficulty accessing facilities/activities during suitable times	31.30%	41
Lack of knowledge about what's available	16.79%	22
Lack of appropriate clubs	12.21%	16
Family commitments/childcare arrangements	19.08%	25
Religious reasons	0.76%	1
Cost	23.66%	31
Lack of parking	6.87%	9
Other (please specify)	12.21%	16
<b>Total Respondents: 131</b>		

**Q16 How IMPORTANT are each of the following types of open spaces to you? (Please rank in order of importance. 1 = most important)**

Answered: 128 Skipped: 64



## Cherwell Sports and Open Spaces - Individual Survey



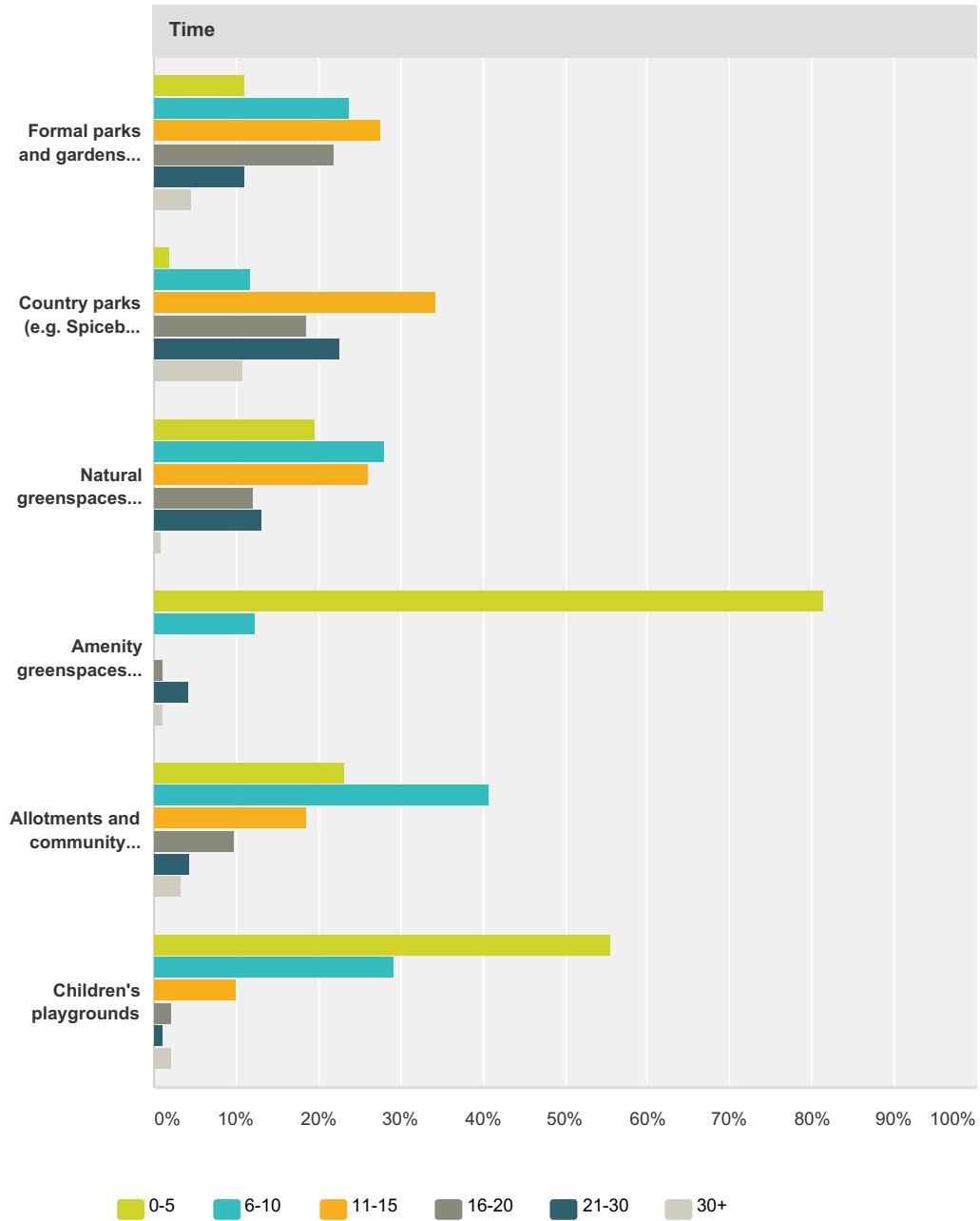
	1	2	3	4	5	6	Total
Formal parks and gardens (e.g. People's Park or Garth Park)	21.43% 24	13.39% 15	32.14% 36	14.29% 16	14.29% 16	4.46% 5	112
Country parks (e.g. Spiceball country park)	11.93% 13	25.69% 28	17.43% 19	22.02% 24	10.09% 11	12.84% 14	109
Natural greenspaces (e.g. meadows and woodlands)	36.52% 42	25.22% 29	17.39% 20	11.30% 13	6.09% 7	3.48% 4	115

## Cherwell Sports and Open Spaces - Individual Survey

Amenity greenspaces (e.g. grass areas in housing areas)	<b>8.82%</b> 9	<b>19.61%</b> 20	<b>19.61%</b> 20	<b>25.49%</b> 26	<b>18.63%</b> 19	<b>7.84%</b> 8	102
Allotments and community gardens	<b>8.25%</b> 8	<b>13.40%</b> 13	<b>8.25%</b> 8	<b>15.46%</b> 15	<b>26.80%</b> 26	<b>27.84%</b> 27	97
Children's playgrounds	<b>26.42%</b> 28	<b>9.43%</b> 10	<b>12.26%</b> 13	<b>12.26%</b> 13	<b>16.98%</b> 18	<b>22.64%</b> 24	106

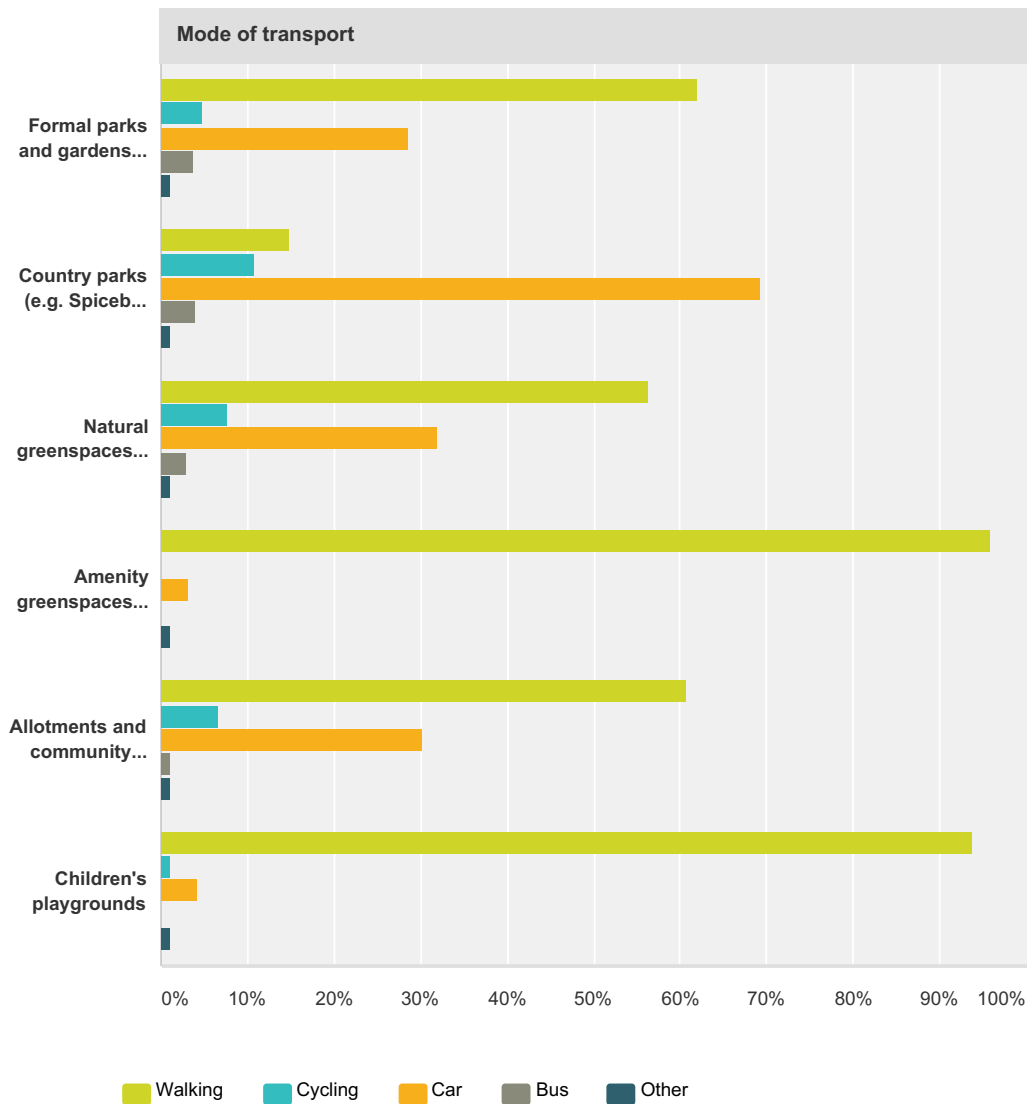
**Q17 How long do you think you should be expected to travel to each type of open space? (Please select the time, in minutes, and the ideal mode of transport)**

Answered: 112 Skipped: 80





## Cherwell Sports and Open Spaces - Individual Survey



Time							
	0-5	6-10	11-15	16-20	21-30	30+	Total
Formal parks and gardens (e.g. People's Park or Garth Park)	11.01% 12	23.85% 26	27.52% 30	22.02% 24	11.01% 12	4.59% 5	109
Country parks (e.g. Spiceball country park)	1.96% 2	11.76% 12	34.31% 35	18.63% 19	22.55% 23	10.78% 11	102
Natural greenspaces (e.g. meadows and woodlands)	19.63% 21	28.04% 30	26.17% 28	12.15% 13	13.08% 14	0.93% 1	107
Amenity greenspaces (e.g. grass areas in housing areas)	81.44% 79	12.37% 12	0.00% 0	1.03% 1	4.12% 4	1.03% 1	97
Allotments and community gardens	23.08% 21	40.66% 37	18.68% 17	9.89% 9	4.40% 4	3.30% 3	91
Children's playgrounds	55.56% 55	29.29% 29	10.10% 10	2.02% 2	1.01% 1	2.02% 2	99

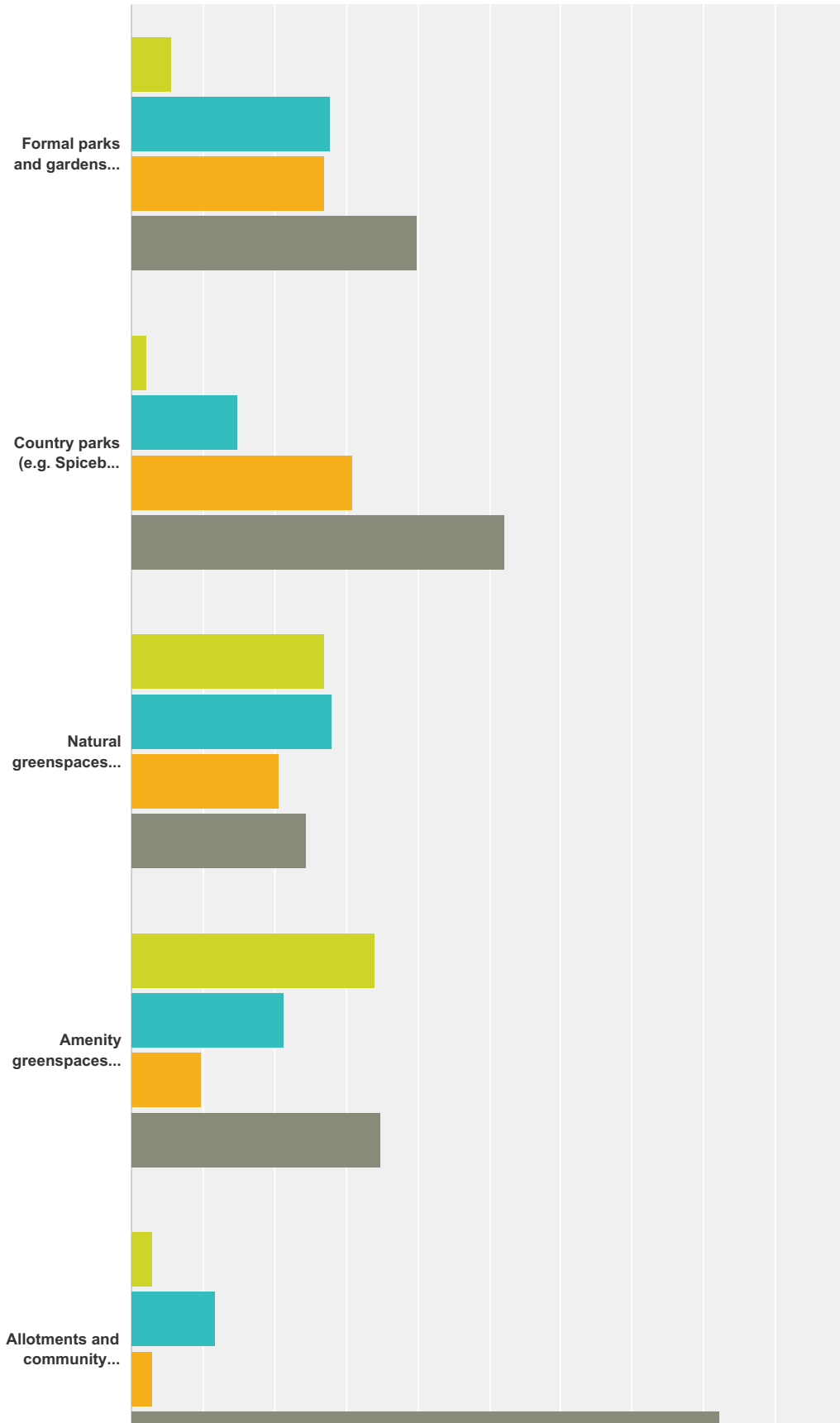
Mode of transport						
	Walking	Cycling	Car	Bus	Other	Total
Formal parks and gardens (e.g. People's Park or Garth Park)	61.90% 65	4.76% 5	28.57% 30	3.81% 4	0.95% 1	105
Country parks (e.g. Spiceball country park)	14.85% 15	10.89% 11	69.31% 70	3.96% 4	0.99% 1	101
Natural greenspaces (e.g. meadows and woodlands)	56.31% 58	7.77% 8	32.04% 33	2.91% 3	0.97% 1	103

## Cherwell Sports and Open Spaces - Individual Survey

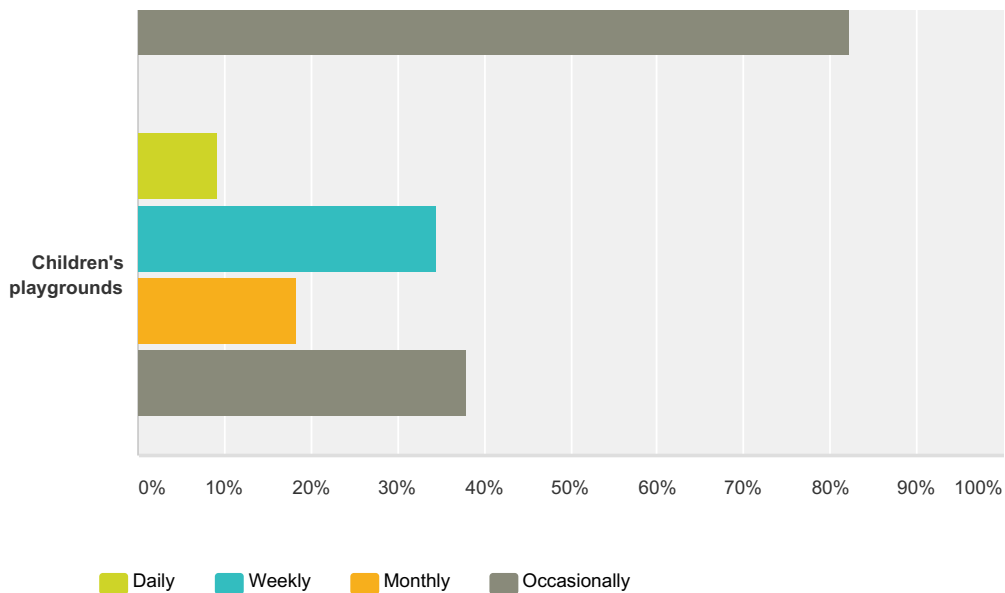
Amenity greenspaces (e.g. grass areas in housing areas)	<b>95.74%</b> 90	<b>0.00%</b> 0	<b>3.19%</b> 3	<b>0.00%</b> 0	<b>1.06%</b> 1	94
Allotments and community gardens	<b>60.67%</b> 54	<b>6.74%</b> 6	<b>30.34%</b> 27	<b>1.12%</b> 1	<b>1.12%</b> 1	89
Children's playgrounds	<b>93.75%</b> 90	<b>1.04%</b> 1	<b>4.17%</b> 4	<b>0.00%</b> 0	<b>1.04%</b> 1	96

**Q18 How often have you used each of the following types of open spaces in Cherwell district in the last 12 months? (Please leave blank if you do not use)**

Answered: 117 Skipped: 75



## Cherwell Sports and Open Spaces - Individual Survey



	Daily	Weekly	Monthly	Occasionally	Total
Formal parks and gardens (e.g. People's Park or Garth Park)	5.56% 6	27.78% 30	26.85% 29	39.81% 43	108
Country parks (e.g. Spiceball Country Park)	2.13% 2	14.89% 14	30.85% 29	52.13% 49	94
Natural greenspaces (e.g. meadows and woodlands)	27.03% 30	27.93% 31	20.72% 23	24.32% 27	111
Amenity greenspaces (e.g. grass areas in housing areas)	33.98% 35	21.36% 22	9.71% 10	34.95% 36	103
Allotments and community gardens	2.94% 2	11.76% 8	2.94% 2	82.35% 56	68
Children's playgrounds	9.20% 8	34.48% 30	18.39% 16	37.93% 33	87

**Q19 Name of the open space in Cherwell district that you use most frequently? (If not a formal park / garden, please write the name of the nearest street)**

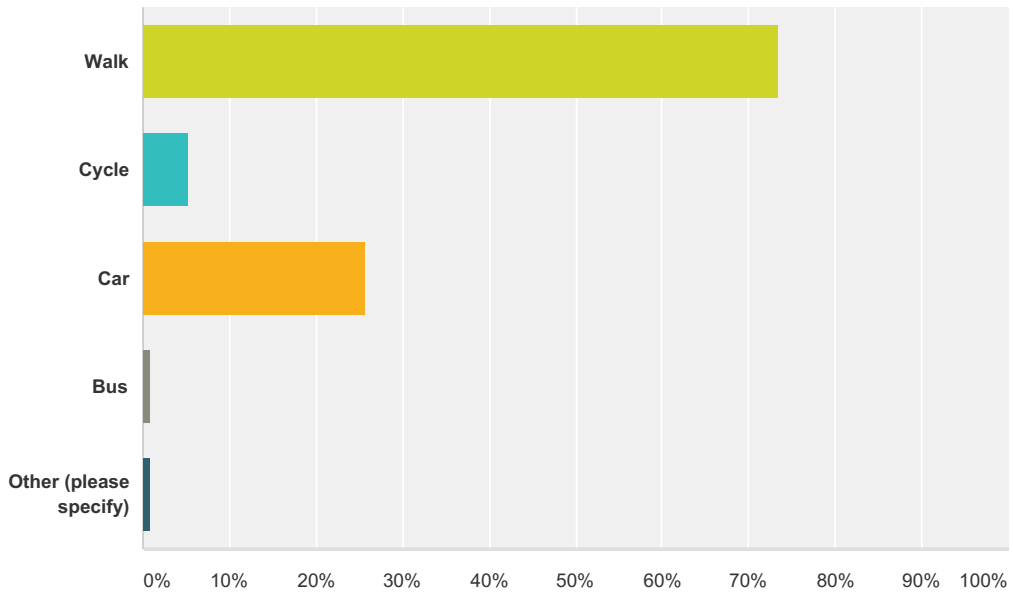
Answered: 110 Skipped: 82

**Q20 What is your main reason for using this space? (e.g. fresh air, entertain the kids, exercise)**

Answered: 108 Skipped: 84

### Q21 How do you normally get there?

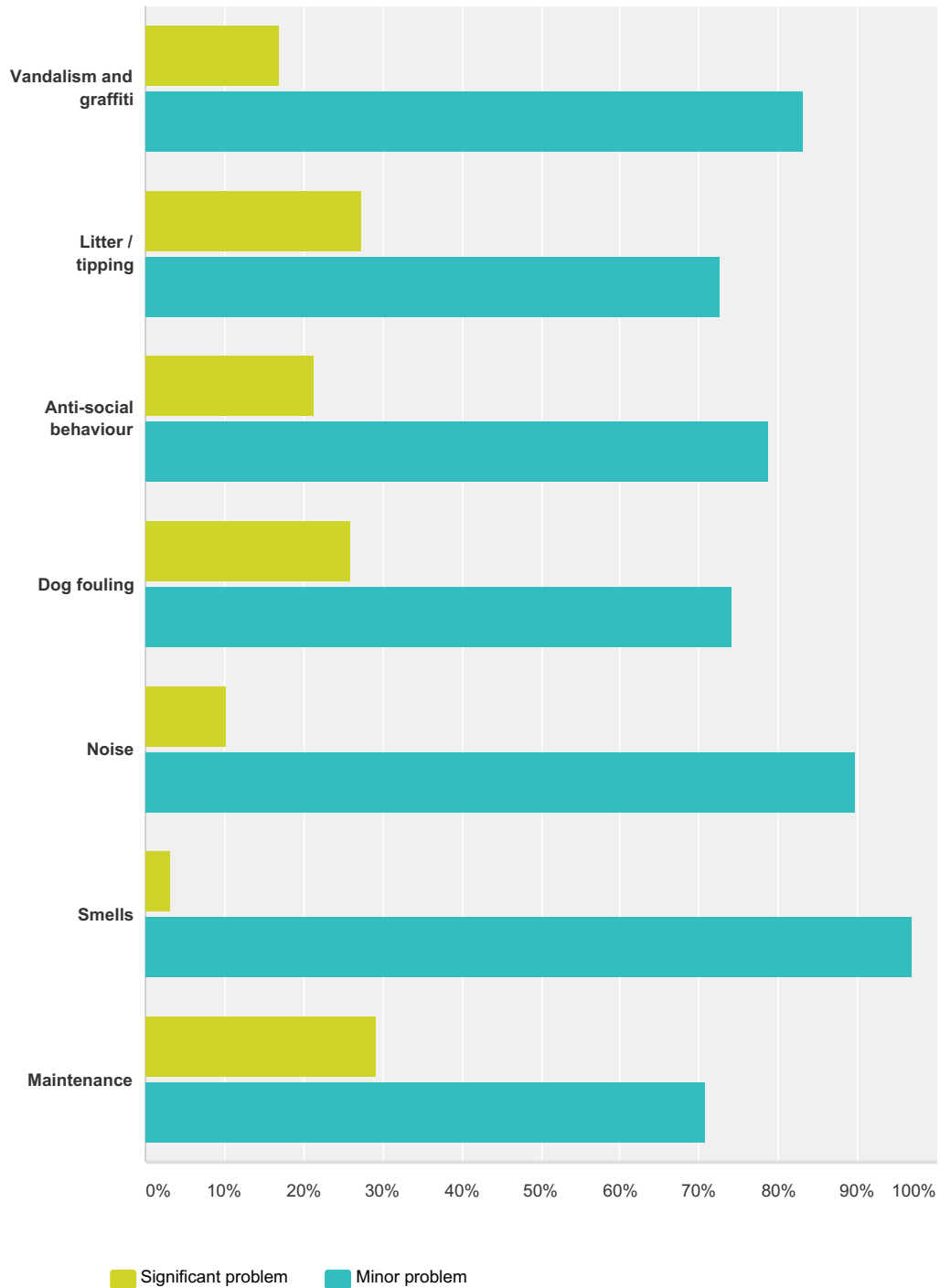
Answered: 113 Skipped: 79



Answer Choices	Responses	
Walk	73.45%	83
Cycle	5.31%	6
Car	25.66%	29
Bus	0.88%	1
Other (please specify)	0.88%	1
<b>Total Respondents: 113</b>		

**Q22 Do you experience any of the following problems at this place? (Please select all that apply)**

Answered: 95 Skipped: 97



	Significant problem	Minor problem	Total
Vandalism and graffiti	16.95% 10	83.05% 49	59
Litter / tipping	27.40% 20	72.60% 53	73
Anti-social behaviour	21.28% 10	78.72% 37	47

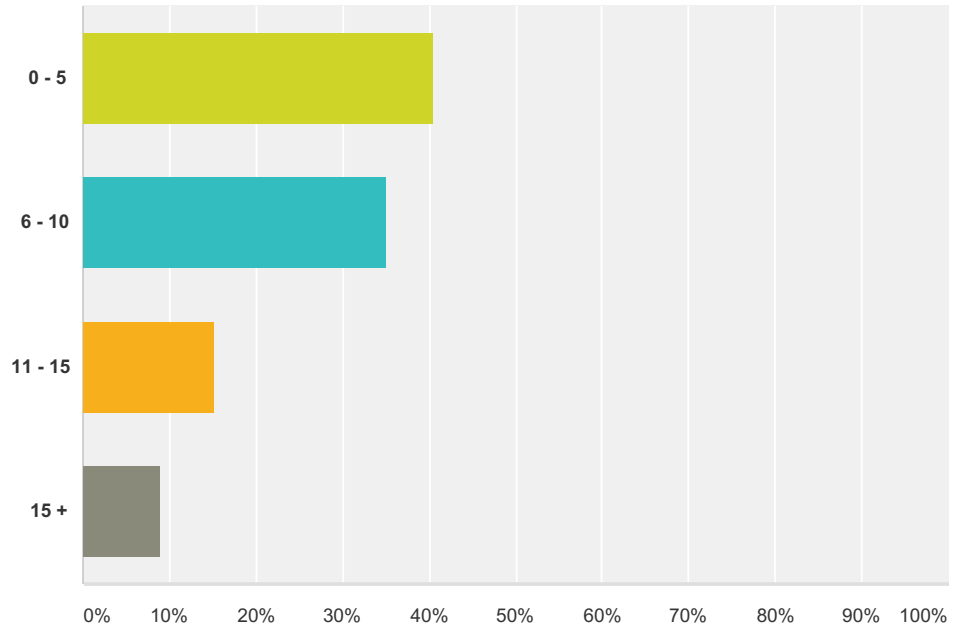


## Cherwell Sports and Open Spaces - Individual Survey

Dog fouling	<b>25.97%</b> 20	<b>74.03%</b> 57	77
Noise	<b>10.26%</b> 4	<b>89.74%</b> 35	39
Smells	<b>3.23%</b> 1	<b>96.77%</b> 30	31
Maintenance	<b>29.17%</b> 14	<b>70.83%</b> 34	48

### Q23 How long does it take you to get there? (in minutes)

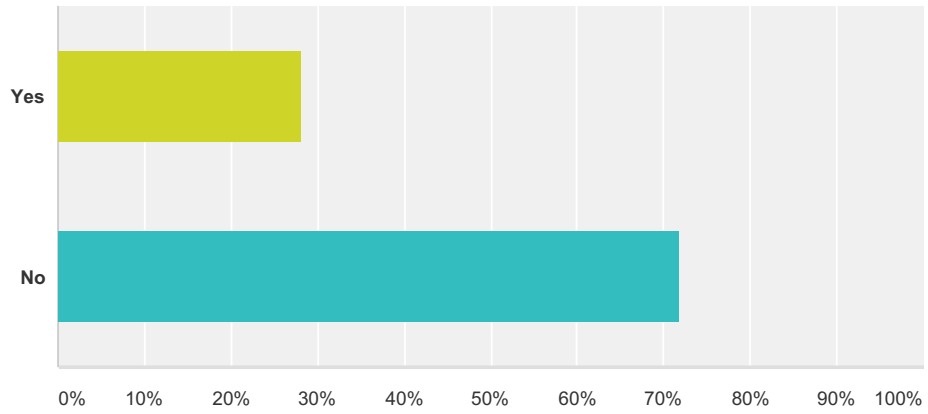
Answered: 111 Skipped: 81



Answer Choices	Responses	
0 - 5	40.54%	45
6 - 10	35.14%	39
11 - 15	15.32%	17
15 +	9.01%	10
<b>Total</b>		<b>111</b>

### Q24 Is there an open space nearer to your home that you don't use?

Answered: 117 Skipped: 75



Answer Choices	Responses	
Yes	28.21%	33
No	71.79%	84
<b>Total</b>		<b>117</b>

**Q25 What is the name of this space?**

Answered: 27 Skipped: 165

**Q26 Why do you not use this space?**

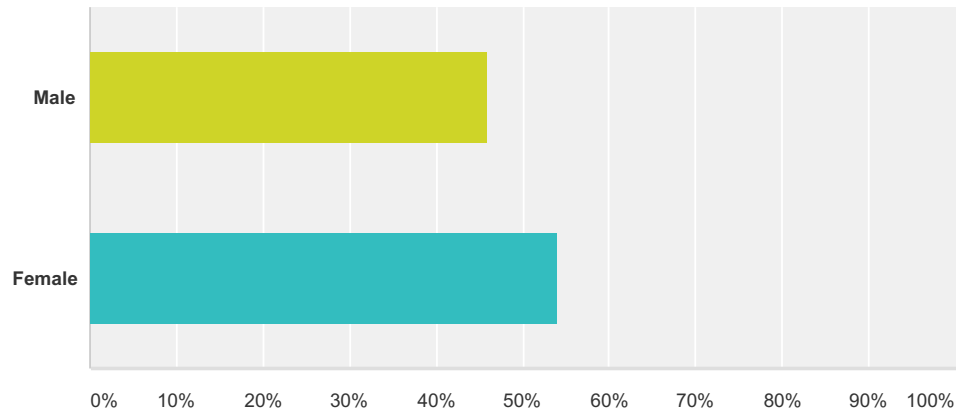
Answered: 27 Skipped: 165

**Q27 Do you have any other comments about sports facilities and / or open spaces in Cherwell district that you would like to make?**

Answered: 81 Skipped: 111

### Q28 Are you male or female?

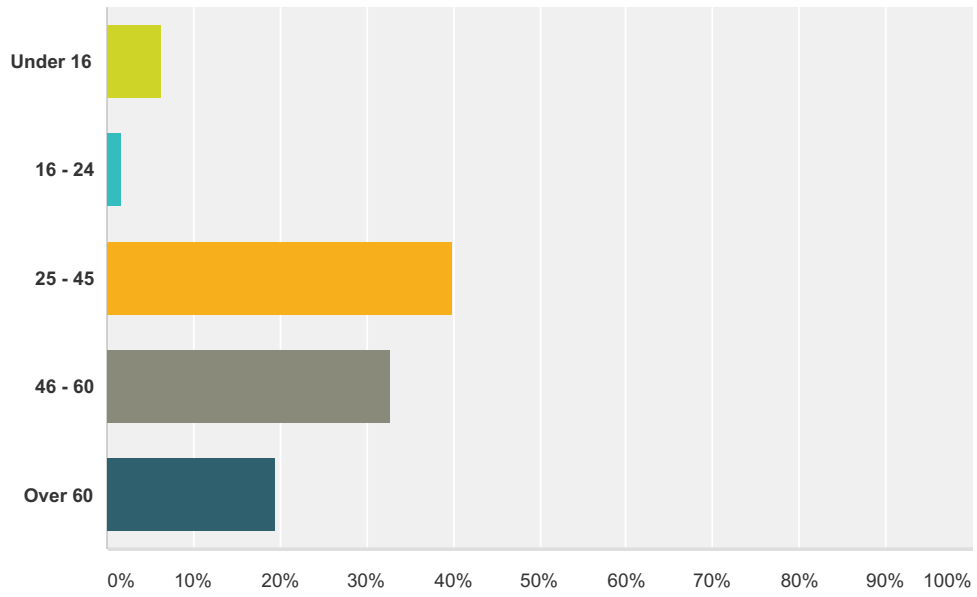
Answered: 113 Skipped: 79



Answer Choices	Responses
Male	46.02% 52
Female	53.98% 61
<b>Total</b>	<b>113</b>

### Q29 What age bracket do you fall into?

Answered: 113 Skipped: 79



Answer Choices	Responses
Under 16	6.19% 7
16 - 24	1.77% 2
25 - 45	39.82% 45
46 - 60	32.74% 37
Over 60	19.47% 22
<b>Total</b>	<b>113</b>



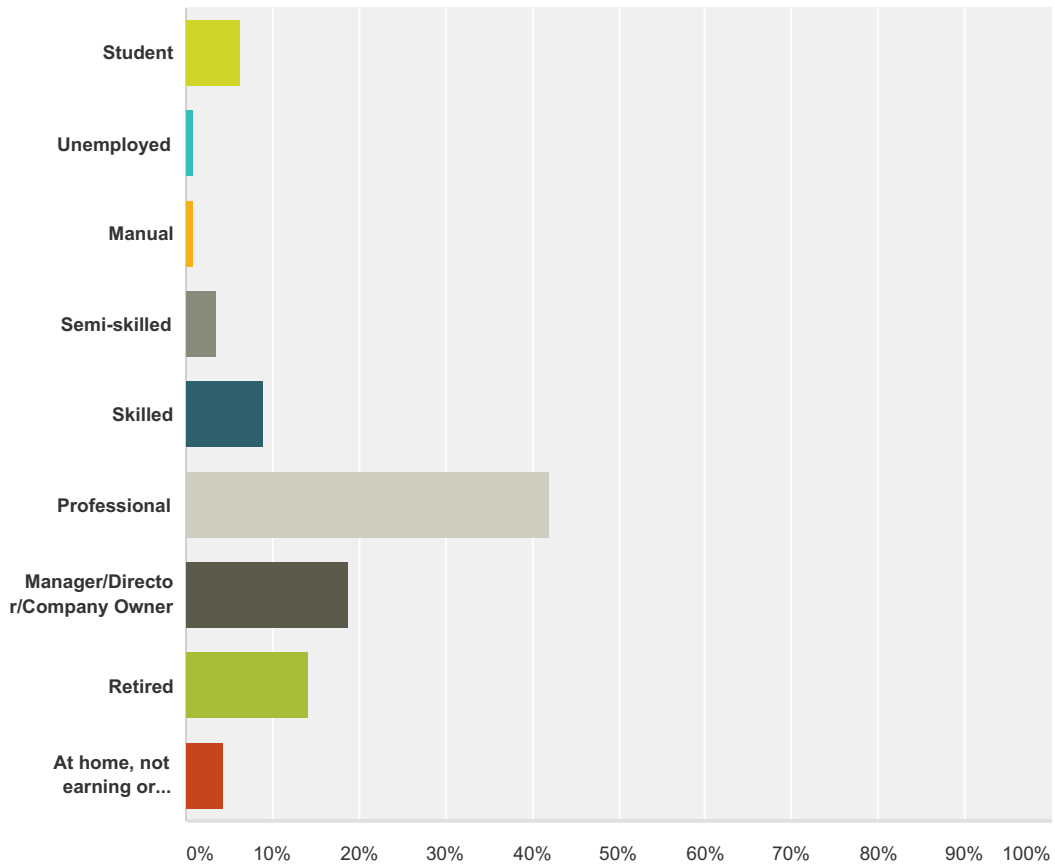
**Q30 What is your postcode? Please enter your full postcode (e.g. OX16 2QU). This information will be used only to monitor the spread of respondents to the survey and for no other purpose.**

Answered: 114 Skipped: 78

Answer Choices	Responses
Name:	0.00% 0
Company:	0.00% 0
Address 1:	0.00% 0
Address 2:	0.00% 0
City/Town:	0.00% 0
State/Province:	0.00% 0
Postcode:	100.00% 114
Country:	0.00% 0
Email Address:	0.00% 0
Phone Number:	0.00% 0

### Q31 How would you describe the type of work you do?

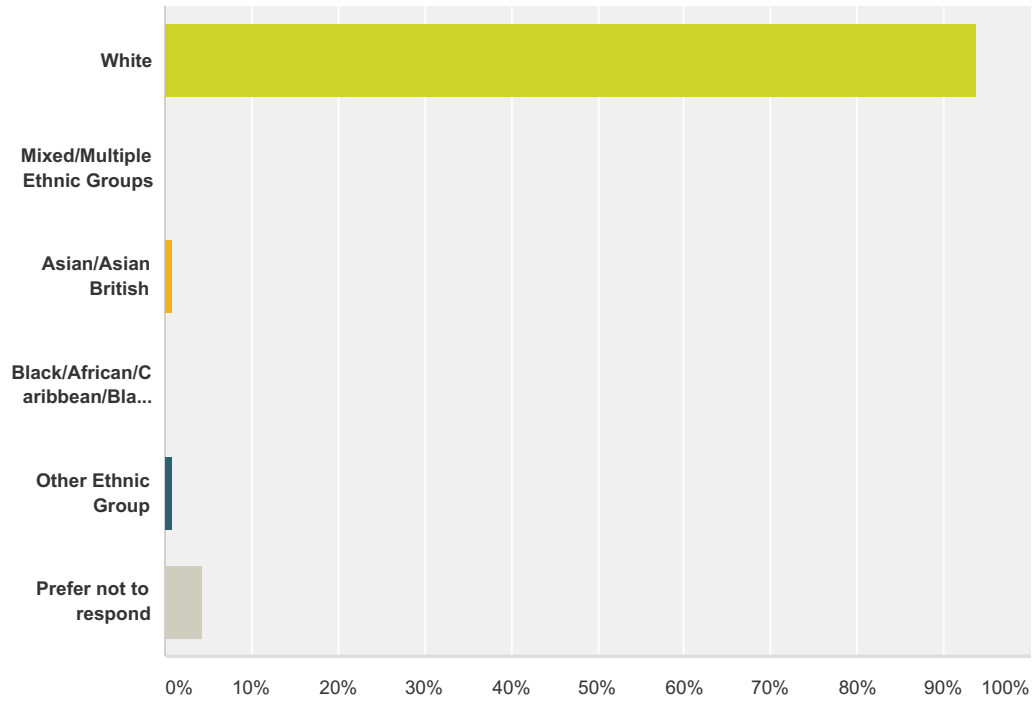
Answered: 112 Skipped: 80



Answer Choices	Responses
Student	6.25% 7
Unemployed	0.89% 1
Manual	0.89% 1
Semi-skilled	3.57% 4
Skilled	8.93% 10
Professional	41.96% 47
Manager/Director/Company Owner	18.75% 21
Retired	14.29% 16
At home, not earning or seeking work	4.46% 5
<b>Total</b>	<b>112</b>

### Q32 Which of the following best describes your ethnicity?

Answered: 112 Skipped: 80



Answer Choices	Responses	Count
White	93.75%	105
Mixed/Multiple Ethnic Groups	0.00%	0
Asian/Asian British	0.89%	1
Black/African/Caribbean/Black British	0.00%	0
Other Ethnic Group	0.89%	1
Prefer not to respond	4.46%	5
<b>Total</b>		<b>112</b>