6.0
Socio-economic context

6.1 Socio-economic data sources

There are a number of data sources, which are drawn upon in the following socio-economic analysis. The Census 2011 is a key source of data at local ward level data and allows for comparisons between Census 2001 and Census 2011. More recent Census data is not available, but where possible we have used the ONS Mid-Year Estimates which contain updated population and demographic data available at a local ward level, and ONS Annual Population Survey which is available at a district level.

A context map illustrating the geographies covered is provided in Appendix A.

Please note that unless indicated, statistics for "Kidlington" in this section are based on the three local level wards of Kidlington North, Kidlington South and Yarnton, Gosford and Water Eaton. It therefore includes both Kidlington Village and the nearby villages of Yarnton, Begbroke and Water Eaton.

6.2 Demographics

6.2.1 Population

Kidlington had a population of 18,370 people the Census 2011, The population growth between Census 2001 and 2011 wasjust over 100 people. But the 2014 ONS Mid-Year Estimates of population suggest that the Kidlington population increased by over 700 between 2011 – 2014. This equates to a 4% increase which is faster growth than that for the overall district of Cherwell with population growth of 1% over 2011 to 2014. Census 2011 figures showed that the Kidlington area working age population (WAP) was 11,800 people and represented 64% of the total population; and that the age of the overall population of Kidlington had increased .

The ONS Mid-Year Population Estimates in 2014 suggest the proportion of the population who are of working age was 63%. This proportion is in line with the regional (62%) and national average (63%), but Bicester (66%) and Oxford (72%) have a larger proportion of working age residents. Kidlington has a a much higher share of its population aged over 65 years 20%) compared to Cherwell (17%) and neighbouring Oxford (11%); and conversely it's share of young people under the age of 16 years (17%) is lower than surrounding areas. The overall age structure of the Kidlington area is presented in the figure below,

The implications of this demographic pattern over time is likely to be seen in terms of increased pressure on resources and likely increased demand for specialist housing and healthcare, alongside a reduction in the economically active population.

		Total Population			Change 2011 - 2014	
		2001	2011	2014	Absolute Change	% Change
Local Areas	Kidlington	18,260	18,370	19,103	733	4%
	Bicester	28,670	30,850	31,108	258	1%
	Banbury	41,820	46,850	41,905	-4,945	-11%
Wider Area	Cherwell	131,790	141,870	143,771	1,901	1%
	Oxford CC	134,250	151,910	157,997	6,087	4%
	South East	8,000,650	8,634,750	8,792,766	158,016	2%
	England	49,138,830	53,012,460	54,316,618	1,304,158	2%

Table 6.1 Total Population, 2001-11. Source: Census 2001, 2011 and ONS Mid-Year Population Estimates 2014

		2001		2011		2014		Change 2011 - 2014	
		Number	% of total	Number	% of total	Number	% of total	Number	% Change
Local Areas	Kidlington	11,750	64%	11,800	64%	11,992	63%	192	2%
	Bicester	19,440	68%	20,670	67%	20,574	66%	-96	0%
	Banbury	27,160	65%	30,470	65%	26,312	63%	-4,158	-16%
Wider Area	Cherwell	86,340	66%	91,720	65%	91,248	62%	-472	-1%
	Oxford CC	95,320	71%	110,090	72%	113,226	72%	3,136	3%
	South East	5,097,800	64%	5,510,650	64%	5,535,330	62%	24,680	0%
	England	31,429,250	64%	34,329,090	65%	34,475,354	63%	146,264	0%

Table 6.2 Working Age Population (WAP), 2001-11. Source: Census 2001, 2011 and ONS Mid-Year Population Estimates 2014
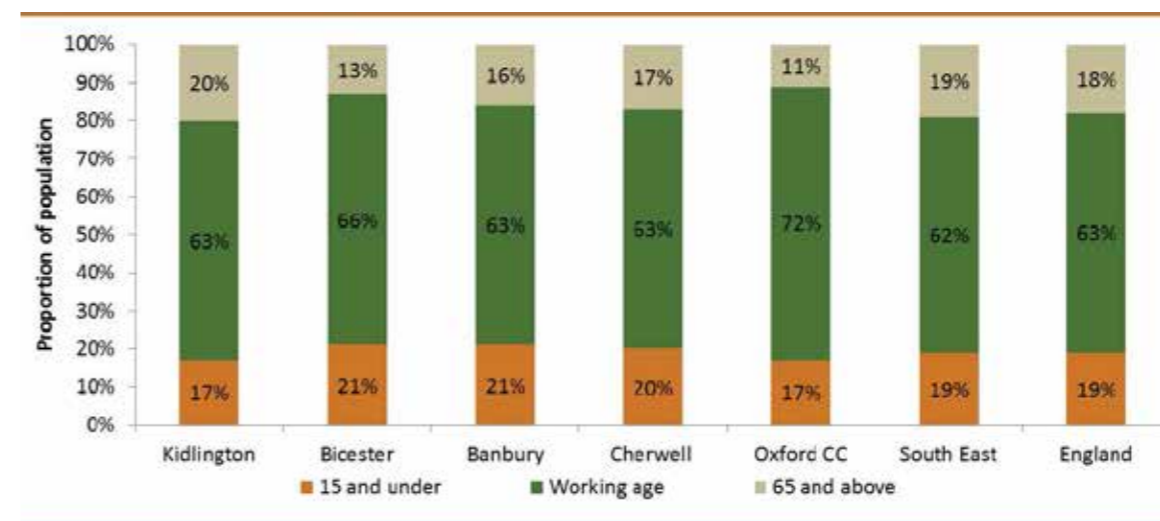

Figure 6.1 Age Structure, 2011. Source: ONS Mid-Year Population Estimates 2014

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6.3   Economic activity

An analysis of the economically active population in Kidlington is a key component of understanding its economic performance. Census 2011 data showed that 75% of the Kidlington population was classified as economically active, which includes those that are in employment (60%), unemployed but searching for employment (3%), self-employed (9%), or a full-time student (3%). This proportion of economically active residents is above the national and regional levels (70% and 72%), and in line with the Cherwell average (76%) at that time. Between Census 2001 and Census 2011 the proportion of Kidlington residents in employment declined by 170 people (2% decrease).

More current data from the ONS Annual Population Survey (APS) in 2015[1] , suggest higher levels of economic activity at district level, with Cherwell having an economic activity rate of 78% with 77% in employment, and so only 1-2% in unemployment. The economic activity rate is lower than the rest of the South East (80%) and in line with the national level (78%). The employment rate is in line with regional level (77%) and higher than that observed nationally (74%)

[1] Based on ONS APS data (October 2014 – September 2015), this data is not directly comparable to Census
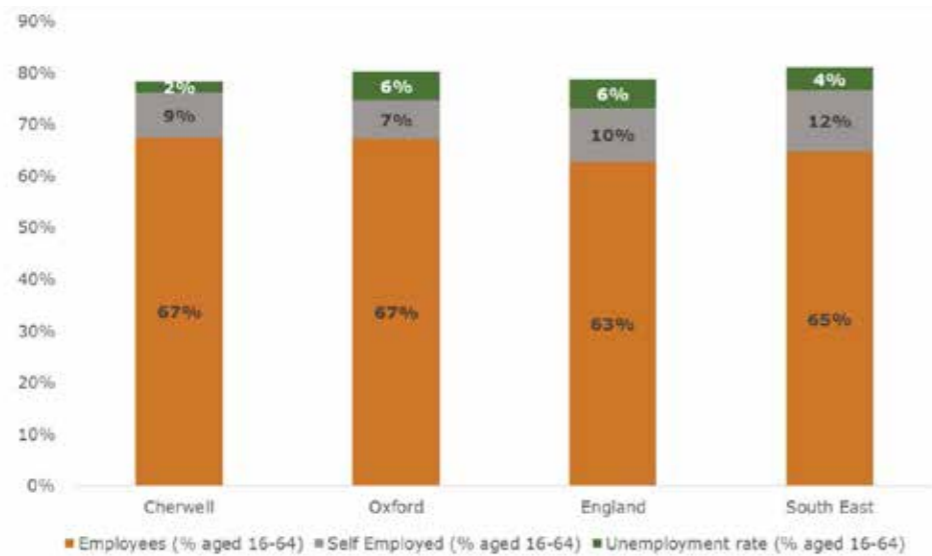
6.4   Qualifications and skills

Census 2011 figures show that 29% of Kidlington's working age population was qualified to level 4 or above (equivalent to at least a university degree). This proportion is similar to Bicester (26%), Cherwell district (28%), and the national level (27%). Nevertheless, Oxford had a notably higher proportion of highly qualified residents, equal to 43% of the local population.

Between Census 2001 and Census 2011 Kidlington experienced an increase in the proportion of highly qualified residents as well as a decrease in the proportion of those with no qualifications. This change in Kidlington was in line with the national, district, and local averages. It has had a slightly higher percentage point increase in the number of those qualified to level 4 or above (9 percentage point increase).

The more recent data from the ONS Annual Population Survey shows the proportion of 16-64 year olds in Cherwell with a qualification equivalent to an NVQ Level 4 or above was equal to 35% which is an increase on the proportion reported by Census 2011. This increase is in line with the regional and national level (+5 points) and slightly lower than Oxford (+7 points) over the same time period.
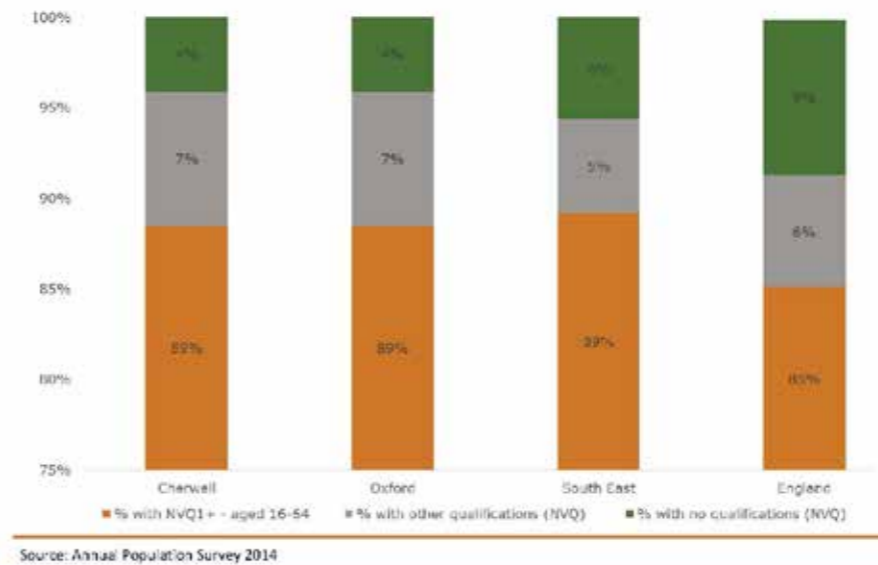

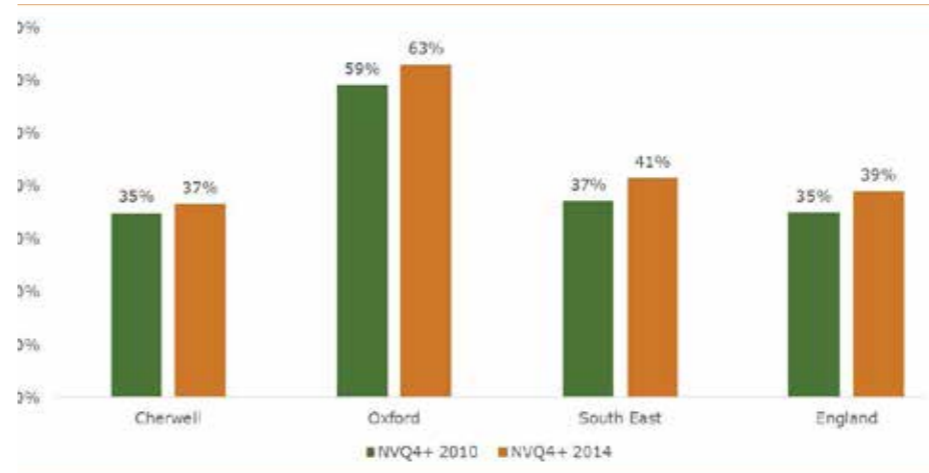Figure 6.3 Resident qualification levels. Source: Annual Population Survey 2014

Figure 6.2 Economic Activity, 2011. Source: Source: Annual Population Survey 2015
Note: Survey sizes

| | 2010 | | 2015 | | Change 2010 - 2015 | |
	Number	% of total	Number	% of total	Number	% Change
Cherwell	70,300	78.3	67,500	76.6	-2,800	-4%
Oxford CC	78,500	73.8	83,000	74.7	4,500	6%
South East	4,048,800	74.4	4,204,900	76.8	156,100	4%
England	33,979,700	70.0	34,205,900	73.6	226,200	1%

Table 6.3 Population in Employment, 2001 - 2011 Source: Annual Population Survey 2010 - 2015
Note: calculated on population aged 16 – 74

Figure 6.4 Residents achieving NVQ level 4 or higher (2010-2014). Source: Annual Population Survey 2014

6.5 Occupations and earnings

The occupational profile of the resident population provides another lens through which the local labour market can be analysed. This indicator has clear links to the analysis of qualification levels presented above, as a highly qualified population is likely to be reflected in the occupational categories of residents.

The Census 2011 data showed that 35% of Kidlington's population was classified as being in managerial or professional occupations. This proportion was above the national average (31%) and in line with Bicester (35%) and the Cherwell and Oxford averages (each 34%). The local comparator area of Banbury had a slightly lower proportion in managerial and professional category (26%), which is likely to be a reflection of the smaller proportion of highly qualified residents.

Between Census 2001 and Census2011, the proportion of residents in Kidlington in managerial and professional occupations increased across all geographies, while there was a decline in the proportion of intermediate occupations.
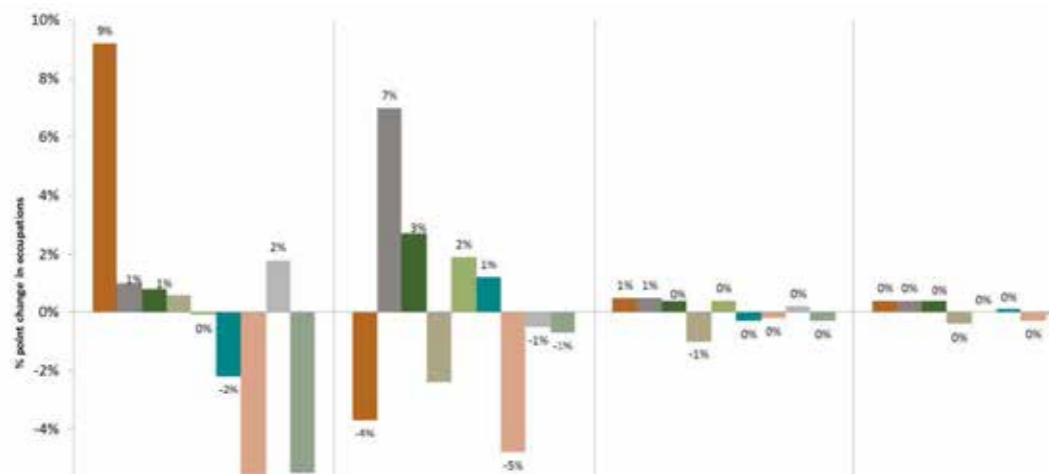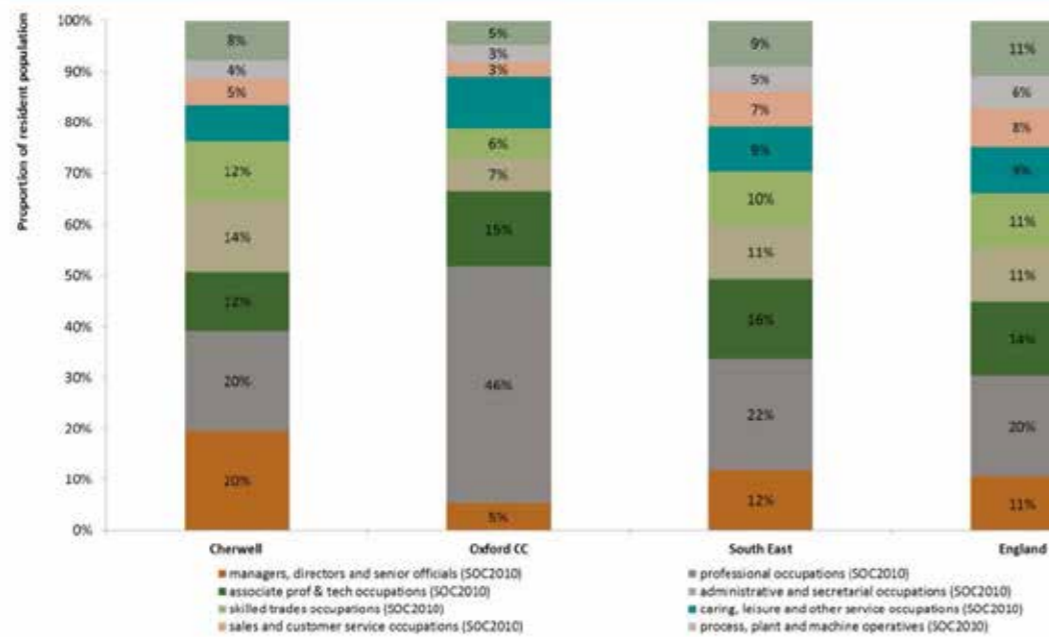
The 2015 data from the ONS Annual Population Survey suggests these trends in the occupational mix of residents has continued, Around 40% of Cherwell's working-age resident population now classify themselves as being in managerial or professional occupations, which is higher than the regional (34%) and national (30%) levels, yet lower than Oxford (52%).

It is also possible to use the ONS Annual Survey of Hours and Earnings to analyse the difference between the median earnings of those who live in Cherwell and those who work in Cherwell.

In the case of Cherwell, median weekly resident earnings of those in full-time employment is £559, which is equal to the figures for Oxford (£559) and higher than England (£533) yet below those of the South East (£575).

Median full-time weekly resident earnings of in Cherwell have increased by 4.3% since 2012 (unadjusted for inflation). This is a higher rate of growth than for South East England (3.4%) and England overall (3.8%) which may reflect the changing mix of residents in higher level occupation in Cherwell and access to jobs within Cherwell and its surrounding areas.
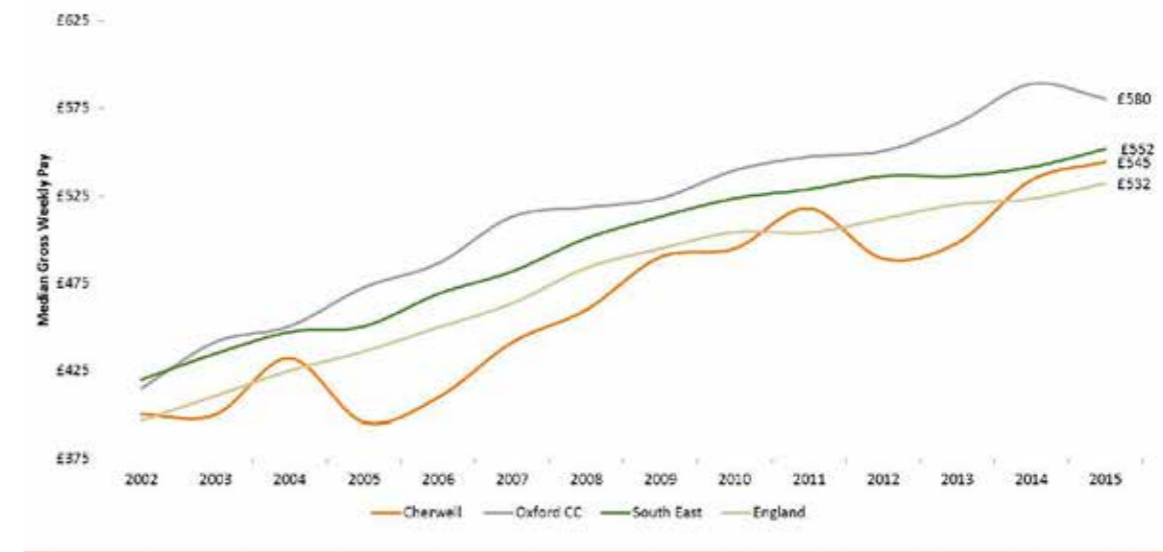
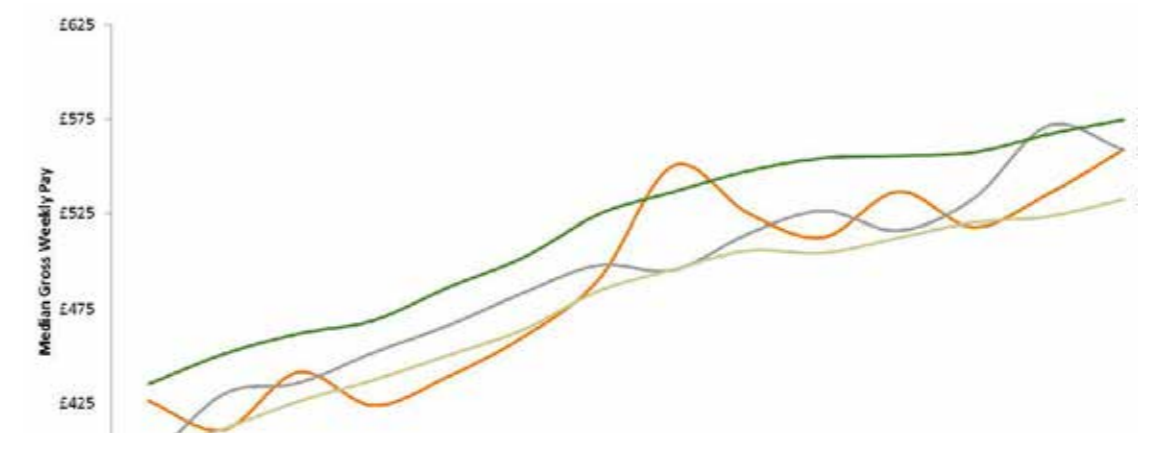Figure 6.6 Workforce- gross weekly pay 2002-2015. Source: Annual Survey of Hours and Earnings 2015

Figure 6.5 Resident occupations 2015. Source: Annual Population Survey 2011 - 2015

Figure 6.7 Residents- gross weekly pay 2002-2015. Source: Annual Survey of Hours and Earnings 2015

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6.6   Deprivation

The Indices of Multiple Deprivation 2015 (IMD) provide a measure of relative deprivation among residents at a small area level of geography across England. Areas are ranked from the least deprived to most deprived on seven different domains of deprivation to produce an overall composite measure of multiple deprivation. The domains used in the indices are: income, employment, health, education, crime, housing and services, and the living environment.

Data is available for the wards of North Kidlington, South Kidlington and Yarnton, and Gosford and Water Eaton. The maps indicate that Kidlington in general performs extremely well in terms of the overall indices and the income domain. But there are localised issues.

North Kidlington ward has an overall ranking that puts in the least 20% of deprived areas in England. This indicates low deprivation, although the ranking is less encouraging for education and for access to housing and services, It implies some issues relating to accessibility to key local services in North Kidlington.

South Kidlington ranked among the least 30% of deprived areas in England. But the results for access to housing and services also imply some barriers in South Kidlington that are similar those for North Kidlington.

Yarnton, Gosford and Water Eaton also has an overall ranking in the lease 20% of deprived areas in England. The area is among the very least deprived in terms of issues crime and health. Once again, access to housing and services appears to be more of an issue with the area ranked in the bottom 50%.
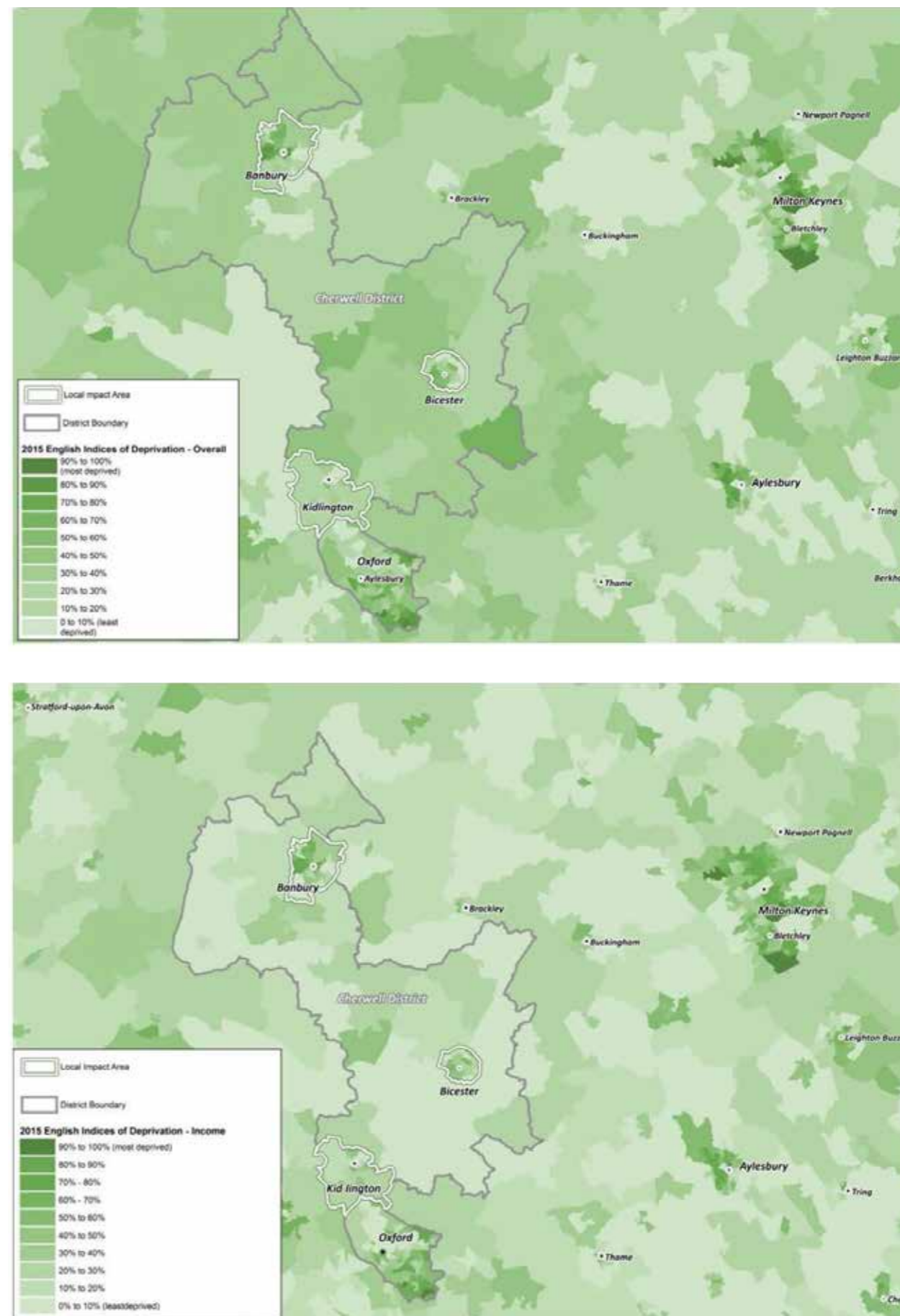

Figure 6.8 Top- IMD map overall. Bottom- IMD Income.   Source: English Indicies of Deprivation 2015

6.7   Socio-economic characteristics: summary analysis

The headline socio-economic characteristics of Kidlington and its residents are summarised below:

Strengths	Weaknesses
• Below average population growth recorded in the Census 2011 (+1%) most recent APS shows stronger growth (+4%), which is higher than Cherwell, South East and England . • Ageing population: An increasing proportion of elderly residents. • Census showed above average proportion of Kidlington residents which are economically active (75%) and in employment (60%). • ONS Annual Population Survey (APS) in 2015 , suggest much higher levels of economic activity at district level, with Cherwell having an economic activity rate of 78% with 77% in employment. • Highly qualified resident workforce: qualification levels of Kidlington are high, with 29% qualified to level 4 or above (Census 2011). APS data shows that 35% of working age population are qualified to Level 4 or above. • Above average earnings for residents in Cherwell, which have risen significantly in since 2011.	• Below average population growth recorded in the Census 2011 (+1%) most recent APS shows stronger growth (+4%), which is higher than Cherwell, South East and England. • Ageing population: An increasing proportion of elderly residents. • Below average workforce pay: Median weekly income has increased since 2011 however it is still lower than comparator areas which could signify that employment is lower-value than surrounding areas, however the earnings gap has reduced since 2011. • Poor access to housing and services.
Opportunities	Threats
• Opportunities to improve access to housing and services in North Kidlington and South Kidlington.	• Population decline and implications for service provision. • Increased demand for services for the elderly

Table 6.4 Socio-economic characteristics summary analysis

[2]Based on ONS APS data (October 2014 – September 2015), this data is not directly comparable to Census information.

Consultation Questions:

6a.   Does the socio-economic analysis accurately reflect Kidlington?

6b.   Are there any inaccuracies or important issues that have been missed?

6.0 Socio-economic context

Alan Baxter

7.0
Economy and employment

7.1   Jobs

7.1.1 Number of jobs in Kidlington

Kidlington makes a significant contribution to the economy of Cherwell and Oxfordshire. Using the ONS Business Register & Employment Survey, as of 2014 there was a provisional total of 9,900 employee jobs in Kidlington, representing 14% of the total number of employees in Cherwell. This has remained constant since 2011. Overall this is a smaller number than in the nearby areas of Bicester (15,200) and Banbury (29,300).

Over the period 2003 – 2014 the estimated[3] total number of jobs in Kidlington has declined by 600 (a 6% decrease). At the district level, Cherwell experienced a significant increase (6,100 additional employee jobs, equal to a 9% increase), as did Oxford (21,100 additional employee jobs, equal to a 20% increase). Figure 7.1 illustrates the change in jobs over time and how employment in Kidlington has recovered in recent years.

[3] Some changes in the ONS survey methods of local jobs, moving from the ONS Annual Business Inquiry to the ONS Business Register & Employment Survey mean that there are some minor inconsistencies over time in estimates of

		2014	Change 2003 - 2011		Change 2011 - 2014	
		Number	Number	% of total	Number	% of total
Local Areas	Kidlington	9,900	-1,000	-10%	600	6%
	Bicester	15,200	2,400	22%	2,100	15%
	Banbury	29,300	-1,100	-4%	1,400	5%
Wider Area	Cherwell	70,000	1,900	3%	4,200	6%
	Oxford CC	113,900	13,000	14%	8,100	8%
	South East	3,908,000	110,300	3%	156,200	4%
	England	24,299,900			1,241,000	5%

Table 7.1 Number of jobs . Source: ABI and BRES. Note: ABI figures have been adjusted to be compatible with the BRES dataset.
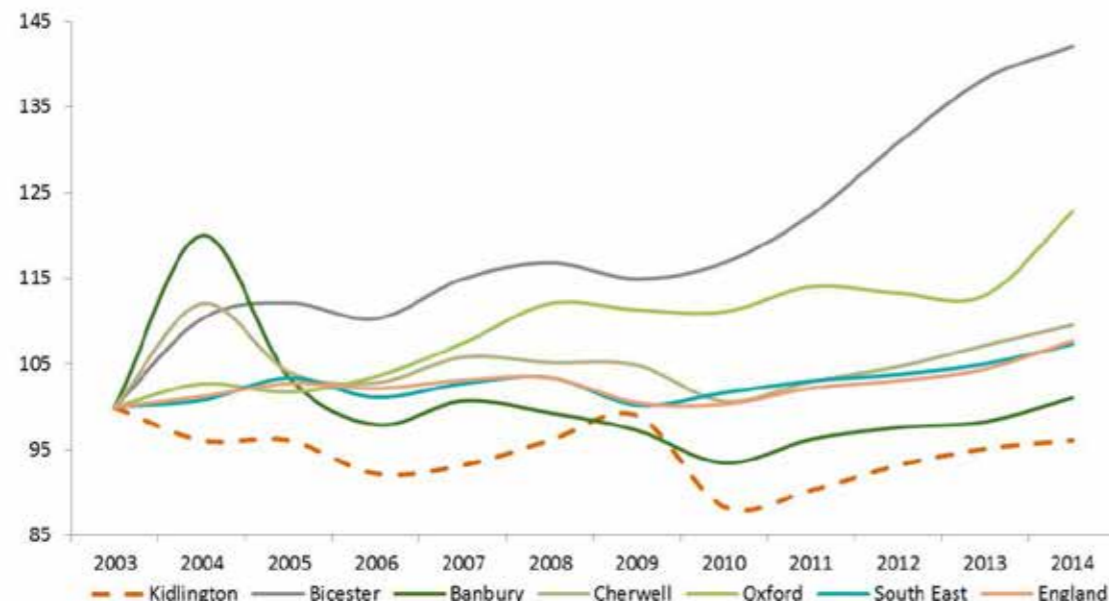

Figure 7.1 Overall Employment, 2003-11. Source: ABI and BRES.

7.1.2 Commuting trends

Figure 7.2 illustrates commuting trends from Kidlington. This data is from the 2011 Census. A positive number means that Kidlington receives more commuters from the respective location, whereas a negative flow means that Kidlington loses more commuters to the respective geography. Overall, there is a net inflow of 630 people into Kidlington to work which is a substantial increase of almost 500 since 2001. This also demonstrates:

- The important role that Kidlington continues to play as an employment location for other neighbouring local authorities. For example, there is a net inflow of over 1,600 commuters.

- The important role that Kidlington plays as an employment location for other parts of Cherwell. For example, there is a net inflow of over 800 people from the rest of Cherwell.

- Kidlington's relative dependency on Oxford for employment since there is a net outflow of almost 2,600 working residents. The net outflow of commuters to London is modest at fewer than 50 residents.

Cherwell travel to work data shows that around 58% of Cherwell residents live and work in the area. The district has a net outflow of 3,000. In particular this is shaped by residents commuting out to places such as Oxford (a net outflow of 9,500) but people commuting in to Cherwell from homes in other areas such as a net inflow of 4,300 from South Northamptonshire .
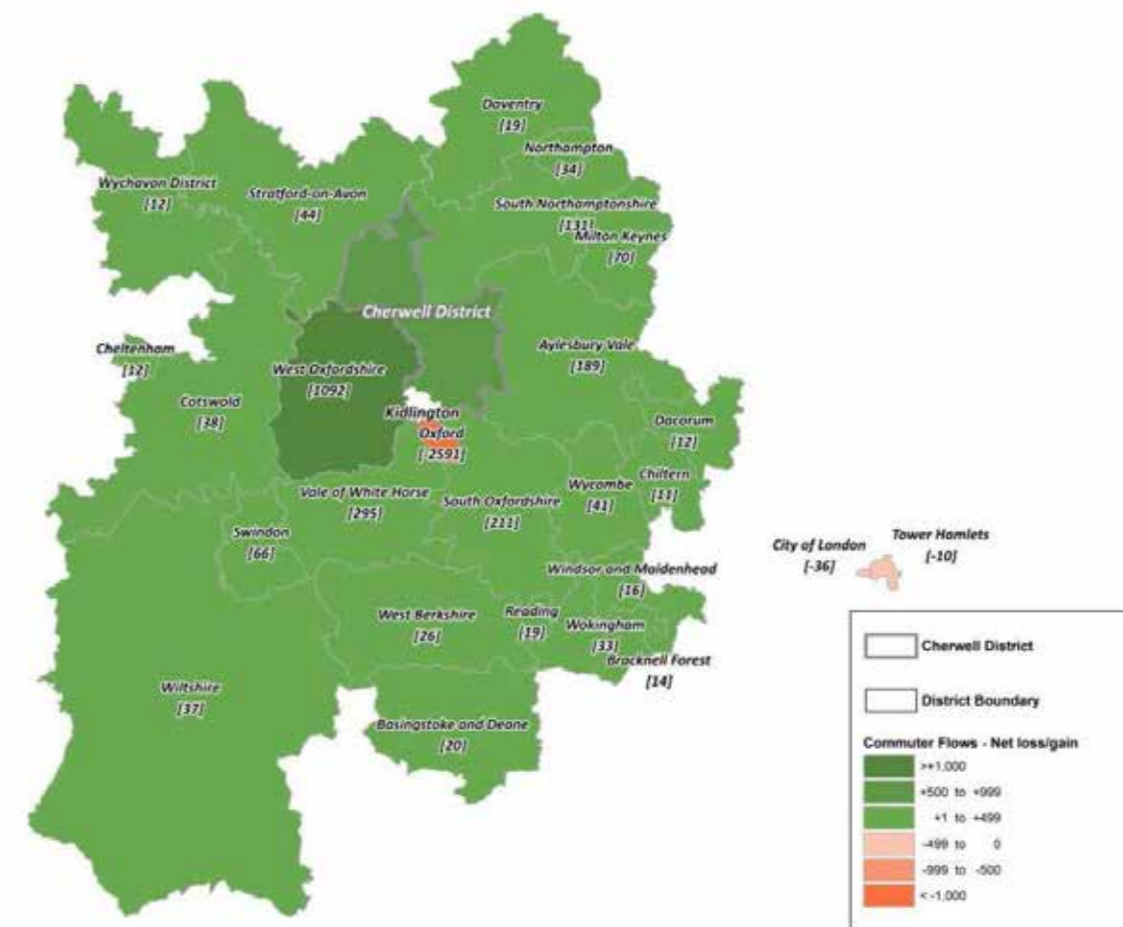

Figure 7.2 Commuting trends for Kidlington (net loss/ net gain). Source: Census 2011

7.2 Key sectors

The ONS Business Register & Employment Survey for 2014 shows that the largest proportion of employee jobs in Kidlington is in public administration and defence (1,600 jobs). This high share is underpinned by the presence in Kidlington of the headquarters for Oxfordshire Fire and Rescue Service and the Thames Valley Police.

Other, notable high employment sectors include retail (800 jobs) publishing (500 jobs) and manufacture of computer, electronic and optical products (300 jobs).

There are a number of sectors in Kidlington which have relatively high specialisations compared to the national average – this is measured through a location quotient (LQ) in which a sector with a measure greater than 1 indicates that the proportion of employment in that sector is more concentrated at the local level than the national level.

These areas of specialisation are a reflection of the activities concentrated in Kidlington, including those located at key employment sites such Begbroke Science Park, Langford Lane and London Oxford Airport and include:

- Publishing activities in books and periodicals including the local presence of publishing firms such as Elsevier and Medicine Publishing.

- Repair and installation of machinery remains significant in the area. Given the technical nature of activities present at London Oxford Airport, it is possible that the machinery repair activities support maintenance required at the airport, where there are also a small number of jobs in air transport.

- Manufacture of electronics and electrical equipment also has a relative concentration in Kidlington. It is plausible that that this activity is associated with a small number of firms, such as Essentra Components.

- Scientific R&D is primarily concentrated in natural sciences and engineering and likely to be associated with the activities located at Begbroke Science Park. This science park is owned and managed by Oxford University. It has over 30 businesses, mostly operating in R&D in biotechnology, pharmaceuticals, materials, and environmental sciences.

Sector	Employment	% Total Employment
Public administration	1,600	16%
Retail trade, except of motor vehicles	800	8%
Wholesale and retail trade inc. motor vehicles	600	6%
Publishing activities	500	5%
Specialised construction activities	500	5%
Manufacture of rubber and plastic products	500	5%
Construction of buildings	400	4%
Education	400	4%
Human health activities	300	3%
Food and beverage service activities	300	3%
Manufacture of computer and electronics	300	3%

Table 7.2 Top Employment sectors by number of jobs, 2014 Source: BRES data- rounded to the nearest 100 to comply with ONS BRES data suppression

Sector	LQ vs. England	Employment 2014	% Total Employment
Publishing	10.3	530	5%
Manufacture of rubber and plastic products	7.8	470	5%
Sewerage	7.4	60	1%
Manufacture of computer and electronics	7.3	300	3%
Electricity, gas, steam supply	6.2	220	2%
Repair and installation of machinery	6.0	220	2%
Manufacture of electrical equipment	4.9	140	1%
Public administration	3.6	1580	16%
Wholesale and retail trade	3.2	590	6%
Construction of buildings	3.1	420	4%

Table 7.3 Employment location quotients. Source: BRES Top Employment Location Quotient, 2014 (knowledge-based sectors highlighted)

	2011	2014
Publishing		
Publishing of books and periodicals	500	500
Repair and installation of machinery		
Repair of metal products, machinery, & equipment	200	200
Manufacture of computer & electronics		
Manufacture of instruments for measuring, testing and navigation	300	300
Manufacture of electrical equipment		
Manufacture of other electrical equipment	100	100
Manufacture of electric motors, generators, & transformers	<50	<50
Scientific research and development		
R&D on natural sciences and engineering	100	100
R&D on social sciences and humanities	<50	0

Table 7.4 Sub-sector employment in knowledge-based sectors Source: BRES. Note: Sub-sector defined according to 3-digit SIC codes.

Alan Baxter

7.3   Economic priorities

7.3.1 Economic policy context

The policy context below presents an analysis of the economic priorities outlined in key documents at the national, sub-regional, and local levels. While there are a number of priorities at the local level directly related to Kidlington's development, it is also important to understand how it is positioned within the wider growth plans for Oxfordshire and the South East region.

Key messages

National and sub-regional policy

The Government's current Productivity Plan 'Fixing the Foundation' identifies 'Science' as a key sectors for growth. Kidlington as home to Begbroke Science Park is a key location for science and R&D.

Kidlington sits within two LEPs. The Southeast Midlands LEP incorporates Kidlington, Oxford, Bicester, Milton Keynes and Silverstone. The Oxfordshire LEPs Business Plan for Growth identifies barriers that have the potential to inhibit the future growth and development of the local economy. The partnership identifies Oxford, Bicester and Science Vale UK as regional hubs for focused growth of significant commercial opportunities at the regional and global scale. In addition to housing affordability, the Plan notes that there is a lack of suitable business premises, particularly for knowledge-based industries, that will allow businesses to 'scale-up' and still remain in the local area.

The Oxford Economic Growth Strategy also addresses the need for additional employment land and identifies Begbroke Science Park and the London Oxford Airport as key sites that will need to be included in discussions.

Local policy

The Cherwell Economic Development Strategy states that there will be an emphasis on inward investment to help to diversify the district's economy. It notes that Motor-sports will be used as a 'shop front' as well as other high technology specialised engineering sectors. Bio-technology, materials engineering and nanotechnology will become significant wealth generators especially in the south of the district.

The Strategy also addresses Kidlington specifically, stating that its future development is linked to that of Oxford City; Begbroke Science Park and the London Oxford Airport are two key assets that Kidlington

must use to leverage growth particular in high-value knowledge based industries.

The Cherwell Economic Analysis Study identifies several challenges to the district's future growth, one of which is its below average population growth and ageing population. In addition, Kidlington lacks a strong identity and could benefit from stronger links between its resident, shopper and daytime employee populations.

The Cherwell District Employment Land Review highlights that demand forecasts estimate that an additional 9.3 – 11.3 ha of additional B1 employment land will be demanded in Kidlington through to 2026.

7.4   Relationship to neighbouring areas

(For more detailed analysis refer to Appendix C).

7.4.1 Cherwell

Bicester

The Cherwell Local Plan highlights that Bicester's current economy centres around the Ministry of Defence (MoD) activities, storage and distribution, food processing, and engineering. Looking forward, the District hopes to build upon these strengths and focus future growth on low-carbon, green technology, and knowledge-based sectors.

North-West Bicester was named by the Government as an eco-town. It will deliver 6,000 eco-homes in the area and the Local Plan aims to roll-out the objectives of Eco Bicester One Shared Vision across the entire town, in order to market it as an attractive, modern, and sustainable location for residents and business alike. In terms of housing, the plan commits to building approximately 10,000 new homes by 2031.

Strategic development sites for employment include Bicester Business Park (B1 office) and Bicester Gateway (knowledge based economy). The aim is for this development to complement the employment development at Silverstone and part of the technology corridor from Oxford to Northamptonshire and Oxford to Cambridge.

Banbury

Banbury is Cherwell District's principal town centre and a primary regional centre. Its economy is focused on manufacturing, distribution, service industries, and public administration. Recent economic shocks to the local area include the closure of two major

manufacturers, Hella (automotive parts) and SAPA (aluminium), which resulted in a loss of 800 jobs.

The Local Plan aims to diversify the economic base, attracting manufacturing and higher value activities and support the District's growth, both in economic and population terms. A total of about 7,000 new homes are planned to be built by 2031. The Local Plan identifies two new strategic employment sites at Banbury for a mix of employment uses.

Relationship with Kidlington

It is recognised that Kidlington could play an important role in the future development of other parts of Cherwell, particularly Bicester. CDC has an aspiration to diversify the economy and grow knowledge based sectors in Bicester. It is recognised that Kidlington already has strengths with Begbroke Science Park and the airport located in the village and its links with Oxford (most notably through Oxford University). For this reason, Kidlington is considered to be an important economic asset for the district and consideration should be given to how linkages with Bicester can be improved.

7.4.2 Oxford

Oxford City's Core Strategy 2026 (March 2011) sets out the most up to date vision and policy for the city's development. The Core Strategy states that Oxford should remain the central location for growth and investment in the central Oxfordshire sub-region. In support of this, it sets a minimum target of 8,000 new homes within the city over the period 2006 – 2026, with growth focussed on the regeneration areas to the south and south-east of the city.

The Northern Gateway located on the northern border with Cherwell, east of the A34 and bisected by the A44 and A40, is identified as a Strategic Area for employment-led development (B1 use), which will build on Oxford's strengths of education, health, research and development, and knowledge-based industries. The subsequent Northern Gateway Area Action Plan (July 2015) allocates land for up to 90,000 square metres of employment floorspace for uses directly related to the knowledge economy of Oxford, alongside residential (500 units), small scale retail (up to 2,500 square metres), and a hotel with associated leisure facilities.

A key consideration will be ensuring that these schemes are complementary with employment schemes being progressed in Kidlington such as at Langford Lane and Begbroke Science Park.

7.5   Innovation parks and innovation centres

The following innovation parks and centres are located within Oxfordshire and have a potentially complementary relationship with employment at Kidlington:

7.5.1 Oxford

Oxford Science Park: approximately 3 miles to the south-east of Oxford. It was established as a joint venture between Magdalen College, Oxford and Prudential and more than 530,000 sq ft of office and laboratory space has been completed to date. Significant further space is proposed through the masterplan for the site. The park targets science, technology and business occupiers. There are currently over 60 companies on the site with key business sectors including: computer hardware/software (31%); bio-science (43%); and, other (26%).

Harwell Oxford: is a science, innovation, and business campus. It was developed as a public private partnership joint venture between the UK Atomic Energy Authority, the Science and Technology Facilities Council and international property group Goodman. The site is situated 14 miles south of Oxford City and is comprised of an existing campus spanning 104 acres, with an additional 238 acres available for development and 105 acres reserved for large scale science. There are currently over 4,500 people employed on the site, working in around 150 organisations, ranging from research institutes to new start-up companies. Given the centre's emphasis on open innovation, it focuses on commercialisation of information, particular in the sectors of healthcare, medical devices, green enterprise, and computing, amongst others.
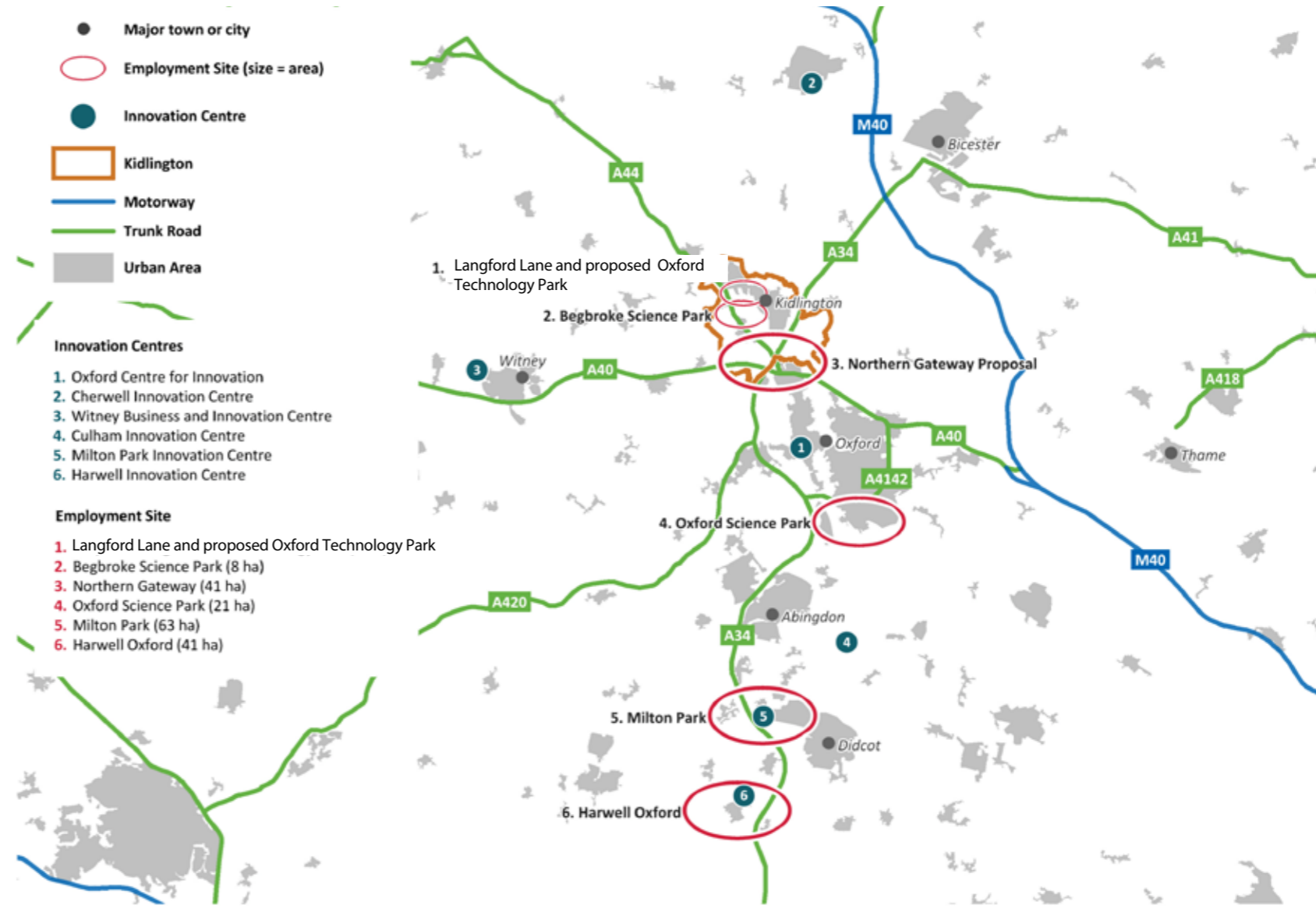

Figure 7.3 Innovation Parks and Innovation Centres in Oxfordshire. Spurce: Source: Digital Mapping Solutions from Dotted Eyes © Crown Copyright. All rights reserved. Licence Number 1000199918.

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Milton Park: is located 11 mile south of Oxford City Centre and is run by commercial property company MEPC, which manages a number of businesses estates throughout the UK. The site is currently home to over 165 organisations, which employ upwards of 6,500 people and is a partner of the Science Vale UK. Milton Park is a business estate and science centre comprised of more than 3.4m sq ft of workspace, which ranges from office, laboratories, and industrial uses. Given the variety employment use class available on the site, the organisations it houses vary significantly from logistics oriented firms such as Oxford Logistics, to research and development firms such as Oxford Genome Sciences.

Northern Gateway: the proposed business and retail development zone located in the north of Oxford City, is being progressed by developers Goodman and Kier Property. The plan includes the construction of 98,000 sq. m of offices, able to accommodate around 8,000 employees. An additional 3,500 sq. m of retail space are proposed in addition to a hotel and around 200 residential units. This proposal is supported by Oxford City Council, given that it is one of the few remaining site of its size able to provide the employment space required to accommodate expansion within the city.

7.5.2 Cherwell and Wider Oxfordshire

Cherwell Innovation Centre: is located in Upper Heyford, a few miles from Bicester. The Innovation Centre occupies two buildings on site providing around 20,000 sq. ft. of office and laboratory space ranging from 100 sq ft to 600 sq ft. The centre can support over 40 companies, each with between 1 and 25 employees. The centre attracts a mix of technology and science based companies. In 2003, the DiagnOx Laboratory was launched, a fully equipped managed laboratory and office facility that allows researchers or companies in the Bio Technology Industry to undertake R&D and proof-of-concept work cost-effectively and in a supportive environment.

Culham Innovation Centre: was opened in 2001 as part of a partnership agreement between Oxford Innovation and UK Atomic Energy Authority Fusion and Industry. The site itself is a purpose-built laboratory occupying 180 acre and situated 10 miles south-east of Oxford City centre. The Centre is comprised of over 10,000 sq. ft. of office space and has capacity for around 30 companies, the majority of which operate in the science and technology-related industries. The Centre also houses the head office of the UK Atomic Energy Authority, the Culham Centre for Fusion Energy, and the world's largest fusion experimental facility (JET).

Harwell Innovation Centre at Harwell Oxford: is located on the Harwell Campus mentioned above, and opened in 2000 with support from the UK Atomic Energy Authority. It is part of a network of innovation centres managed by Oxford Innovation, a major operator of innovation centres throughout the UK. The Centre offers over 25,000 sq. ft. of office space, allowing it to accommodate around 60 businesses of between 1 and 20 employees at a time.

Milton Park Innovation Centre at Milton Park: is located within the Milton Park mixed-use business and science park. The innovation centre offers small to medium sized office accommodation for start-up and growing companies. As part of its office, the Innovation Centre provides business support and an emphasis on professional collaboration.

Oxford Centre for Innovation in Oxford: is located within Oxford City Centre and is owned by Science Oxford. It was created as part of a £30 million project to build a cultural centre for science and enterprise, and currently is comprised of 25,000 sq. ft. of office space. The centre currently houses 13 companies, predominately in the high-tech sector, which employ over 130 people. Demand for office space at this site is high, with the number of employees expected to double by the end of 2013, and the centre is being expanded to accommodate this growth.

Witney Business and Innovation Centre: is located just outside of Witney, some 15 miles west of Oxford City Centre. This business and innovation centre is located on the Windrush Industrial Park. The Centre provides office space which range between 100 sq. ft. to 3,000 sq. ft., with maximum capacity to house 21 early-stage technology firms. Additionally, the Centre offers virtual accommodation and shared office space. The Witney Business and Innovation Centre is managed by Oxford Innovation, which manages a number of innovation centres across the UK.

7.6 The role of key Kidlington employment areas

Kidlington has several key employment areas which are being promoted for expansion independently. The most notable of these sites are Langford Lane, Begbroke Science Park and London Oxford Airport. Each of these sites are analysed below. The Council's Local Plan part 2 will consider in more detail the role these locations will play in Kidlington's economic future.

7.6.1 Langford Lane

To the south of Langford Lane is a large industrial estate, which is home to a number of commercial businesses. The area itself is divided by the canal and bordered to the north by London Oxford Airport and the Green Belt to the west and south. There has been a growing number of firms locating at the site in recent years, with commercial activities ranging from manufacturing to publishing and printing.

The Cherwell District Employment Land Review (2006) recognised the importance of this location to provide employment generating development and noted that the recent developments on Langford Business Park (West side of Canal), "have increased the standard of development for the area along Langford Road" (p.82). As such, the Review suggests that this cluster, in addition to the neighbouring Station Field Industrial Park (East side of Canal), be protected for high quality employment generating development.

In order to maximise its potential to support the area's wider growth aspirations, the Plan notes that, "progressive improvements to the Langford Lane employment area will be encouraged to accommodate higher value employment uses such as high technology industries." It notes that economic analysis has identified the need for employment land in Kidlington to accommodate uses such as high tech industries.

Future plans

Local Plan Policy Kidlington 1 Langford Technology Park set out the requirement for a small scale review of green belt in the Langford Lane area to ensure that future employment growth can be accommodated.

The policy supports development of the emerging high tech R&D cluster in this area, including those firms located on and around the airport premises. The updated Cherwell District Employment Land Review (2012) supports this point, noting that employment space in north-west Kidlington will need to continue to accommodate 'spill over' office and research facilities from the Oxford market.

Site Ref	Employment Cluster	Area (Ha)	Undeveloped sites (Ha)	Condition
K1	Cherwell Business Park	5.3		Poor or very poor
K2	Station Field Industrial Park	8.3		Good or very good
K3	West side of Canal	11.8	1.4	Good or very good
K4	Motor Park	4.8		Good or very good
K5	Oxford Spires	6.0	1.3	Good or very good
K6	Begbroke Science Park	4.8		Good or very good
K7	London-Oxford Airport	20.0		
K8	Field of Langford Lane	8.9	6.5	

Source: Cherwell Employment Land Study (URS, 2012)

Figure 7.4 Kidlington employment areas

AlanBaxter

Bloombridge and Hill Street Holdings have recently had a planning application approved for the development of 8.2 ha of Green Belt land to the south of the airport entrance for the creation of Oxford Technology Park. To help support their case they had acknowledged that Kidlington has experienced significant economic growth due to the strong demand for employment land by firms that have increasingly higher-value operations. However, supply of employment land (particularly B1) is insufficient to meet growing demand.

The proposed development comprises 23,300 sq metres (250,000 sq ft) of B1 employment space. The site will house hybrid buildings to attract occupiers from a range of sectors including life science, high tech, clean tech, possibly aerospace and aeronautical industries. An innovation centre will mark the entrance leading to a series of bespoke hybrid buildings comprising office and lab space as well as storage/warehouse. The target audience for the site would be businesses from Oxfordshire and beyond. It will be aimed at those firms who have struggled to find affordable space around Oxford. They report a steady flow of high tech industries in the area over the years, all of which have had to take either pure office space or plain industrial space and convert for their specialist uses. The space will appeal to occupiers that do not wish to pay higher rents closer to Oxford.

The proposed development will generate significant economic benefits in Kidlington, by supporting a large number of high-value and highly skilled jobs (c.1,250[3]) in the area. Attracting highly skilled people to the area increasing the workplace population and potentially increasing the local resident population; generating additional expenditure in the local economy. The increase in workplace and household expenditure will also support further employment through the local supply chain.

However, Kidlington will need to increase the levels of goods and service provision in the area to meet the additional demand the proposed development will generate as a result of the additional workplace and resident population. The development will also support a number of temporary construction jobs during the build phase, which could also benefit the local supply chain and create further employment.

In terms of synergy with other nearby facilities, the promoters envisage that Begbroke Science Park would provide phase 1 space and Langford Lane would provide second and third stage space for firms. The growth of Langford Lane is expected to be supported by the growth of London Oxford Airport and other nearby sites such as Silverstone.

[3]Hill Street Holdings and Bloombridge Development (2012); Oxford Technology Park, The Compelling Case – Part Two

7.6.2 Begbroke Science Park

The Begbroke Science Park is owned and operated by Oxford University and offers business incubation space and accommodation for new companies as well as academic research space for departments within the university. It is located one mile west of Kidlington village centre along Woodstock Road. There are currently over 30 firms located on the premises and their operations are primarily related to engineering and material science, including the nanotechnology, aerospace, and automotive sectors. University organisations located on site include the University Institute for Advanced Technology and the Centre for Innovation and Enterprise.

Begbroke actively promotes the knowledge and technology transfer between the businesses as well as academic activities it houses through organised events and seminars. Additionally, there is a strong emphasis on the commercialisation of academic research into new business start-ups, as well as the growth of existing businesses. In addition to various forms of business support, Begbroke actively supports firms to connect with early-stage finance sources such as the Isis Angels Network and The Oxford Investment Opportunity Network.

Future plans

The Cherwell Economic Development Strategy 2011-16 highlights the important role that Begbroke will continue to play in developing the knowledge economy within Kidlington and the wider Oxford area. Theme 7 of the Strategy focuses on the expansion of Begbroke, with plans including new road access (now constructed), the opening of an ISIS Innovation Centre to support technology transfer, and increased business accommodation space. It planned for floorspace to increase about 75% by 2012 to a total of 21,236 square metres. The Strategy also addresses the importance of ensuring that new spin-out companies are encouraged and supported to stay within the local area and support the local business cluster growth.

The Cherwell District Employment Land Review (2012) also stresses the important role that Begbroke has in ensuring that the existing cluster of high tech/knowledge economy industries around the Science Park, Langford Lane and London Oxford Airport are able to expand and attract new firms. This most recent Employment Land Review highlighted "the relative lack of available and suitable office premises in Kidlington to match the latent demand" and that supply of office employment land must be expanded in order to accommodate the higher-value companies looking to locate in the district.

This point is supported by the Local Plan which, notes that Kidlington, and Begbroke in particular, have the potential to provide land for high-tech university spin-outs, which are seeking to locate in the area and expand upon the existing cluster in north-west Kidlington.

7.6.3 London Oxford Airport

The London Oxford Airport is located one mile north of Kidlington town centre and is bordered by Langford Lane to the south. The airport is owned by Oxford Aviation Services and occupies a total of 375 acres of land, with over 335,000 square feet of buildings, 170,000 square feet of which is hangerage. The airport is used by general aviation and business aviation operators. Approximately 700 people are employed on the airfield in all areas of aerospace and engineering support. Key occupiers include the Oxford Aviation Academy (employing 170 people), Eurocopter which is the UK headquarters for one of the world's biggest helicopter manufacturers (150 people).

Additionally, the airport site is home to a number of businesses in the technology, aerospace, and related sectors. These include subsidiaries from international firms such as Raytheon and Hunting and the focus of their businesses range from scientific and environmental research to aerospace design and aviation management.

The world-renown Oxford Aviation Training school is responsible for 60% of all landing and take-off activity. Recent years have seen the decline in training at this aviation school due to the increasing use of computerised training methods overseas. Students at the aviation training school at London Oxford Airport are important users of Kidlington town centre. There are generally around 250 students which would stay for 18 months to complete the course.

Future plans

According to the airport, plans for future growth are looking to take advantage of its increased capacity due to the decline in usage from Oxford Aviation Training. These plans will include introducing a number of scheduled airline services as well as attracting more turbine business aviation activity and recreational general aviation activity. There have been a number of physical improvements to the airport, including widening of runways and establishment of an 8,000 square foot business aviation terminal that will support the future growth plans. The London Oxford Airport's catchment mainly covers a one hour drive time.

London Oxford Airport is the 5th biggest in the UK in terms of private aviation. Both businesses and individuals use the airport, including firms such as JCB, Shell and BMW.

In the longer term the airport aspires to become the regional airport for the Thames Valley by increasing usage by commercial airlines (a challenging area to grow). In 10 years time, the airport would hope to serve 5-7 destinations on a daily basis through commercial airlines. There is capacity for 160,000 movements a day and with currently 40,000 movements a day on average, there is scope for expansion. A key constraint to growth includes the runway length which means that the airport can only be served by planes with up to 100 seats. The airport aims to capture the 50-80 seats market. The airport is also restricted by planning agreements which determine the hours of flying at the airport.

All of the land is in the greenbelt, though the airport has permitted development rights to build in the greenbelt as long as this is airport related (national policy – part 18). The most likely mix of uses would be space for hangers, offices and workshops.

London Oxford Airport is very positive about extensions around Begbroke Science Park and Langford Lane as this will help to support business flights. A key requirement for the airport was the opening of Oxford Parkway station which is seen as being fundamental to the growth of the airport. London Oxford Airport would be keen to ensure that bus services link the airport to the station in around 6-7 minutes potentially stopping at Begbroke and avoiding the town centre (however this route would offer no benefits to Kidlington village centre). Key concerns to future growth include congestion through the town and along the A34.

There is a clear alignment between the airport's future growth plans and the overall growth plans outlined in The Cherwell Economic Development Strategy 2011-16. This Strategy acknowledges the airport as key for attracting inward investment and supporting the growth of established, higher-valued business clusters (Themes 12 and 17). More specifically, the efficiencies in transport that the airport provides to nearby firms will help existing businesses expand operations and will also allow Kidlington to be a suitable business location for new firms that require global transportation services.

The growing cluster of high-technology firms located on the airport premise and their relations with surrounding area such as Begbroke Science Park and Langford Lane also presents an opportunity to support the development of the area as a whole by gradually upgrading commercial activities to those of higher-value. This is acknowledged in the Local Plan (2015), which states that employment land should "create a gateway with a strong sense of arrival from the airport and to the [Langford Lane] industrial estate" (Policy Kidlington 1).

7.6.4 Relationship to Kidlington village centre

The village centre needs to establish a distinct role and improve its offer in order to increase its draw. Future plans could include more food retail, including convenience, more parking and a conscious allocation of office business space and new housing in appropriate locations.

7.7   Tourism

The Cherwell Tourism Study 2008 concludes that currently Kidlington has little of significant interest to offer the visitor. However, the study identifies potential to strengthen the tourism offer in Cherwell by:

- Increasing the appeal of the district's towns and villages.
- Promoting accessible and sustainable countryside activities.
- Making more use of the Oxford Canal as a tourism resource.
- Providing quality accommodation across the board.
- Supporting existing attractions and providing a reason to visit.
- Supporting business tourism.

Kidlington could benefit from these opportunities, in particular:

- Promoting use of the Oxford Canal - The canal has the potential to attract more leisure visitors by boat as well as providing a focus for activities such as walking, cycling, boat trips and fishing and providing general visitor interest. There is a good working partnership and Canal and River Trust committed to promoting the use of the canal for leisure purposes. Priorities include the identification of key sites and opportunities for new canal-side leisure development and boat servicing facilities including marinas, improving physical access to the canal and the creation of hubs of activity.

- Demand for business tourism - There are no hotels or conference facilities in Kidlington and a limited number of bed & breakfast establishments. The proximity to London Oxford Airport, Begbroke Science Park and the business parks may provide the opportunity for hotel and conference facilities. At present, there are only a small numbers of B&Bs and guest houses in the Kidlington area.

- Making Kidlington a more attractive visitor destination - The study concludes that despite limited visitor interest at the present time, continued improvements to public space and retail offer could make Kidlington a more interesting destination. In order to make Kidlington more attractive to visitors and to increase spend in the

village, it will be necessary to:

- provide a sense of arrival and welcome
- create a 'sense of place'
- enhance the quality of the public realm
- give the visitor things to do and a reason to visit i.e.: improve the offer and visitor facilities - hotel accommodation, moorings and facilities for canal users, extending the choice and quality of food and drink offer
- ensure there is sufficient orientation and information for visitors.

Oxford City Council's tourism strategy envisages some expansion of tourism in Oxford and may result in further hotel provision in and around the city centre. It also highlights the relationship between city and its hinterland which may bring spin-offs for both Cherwell and Oxford. Cherwell's tourism strategy will need to take account of what is happening in Oxford.

7.8 Economy and employment: summary analysis

Strengths	Weaknesses
• Above average concentrations of employment in scientific R&D activities. • Presence of firms within knowledge based clusters. • Economic benefits of new rail station at Oxford Parkway providing direct links to Bicester, Oxford, London, Milton Keynes and Bedford. • Proximity to Oxford- identified as one of the five key drivers of the UK economy (Centre for Cities).	• Employment areas are detached from Kidlington and there is a lack of engagement between businesses and the rest of the village. • Poor integration and synergy between employment areas. • Lack of facilities to support business tourism - such as overnight accommodation, village centre food and drink and a range of retail. • Below average employment growth. Growth in the number of jobs in Kidlington has also been sluggish in recent years, with indexed performance lower than all other comparator areas. • Kidlington suffers from a weak identity as highlighted in the Cherwell Economic Analysis Study.
Opportunities	**Threats**
• Growth potential at Begbroke Science Park and Langford Lane cluster identified within the Local Plan. The plans for expansion at Begbroke Science Park provides an opportunity for Kidlington to retain the growing firms from the incubation centre as well as the spin-out companies that may arise from commercialisation of research undertaken on the site. • Growth potential of London Oxford Airport. London Oxford Airport is in the process of adapting their business strategy to accommodate more business travel and scheduled airline services - given the emphasis on supporting local businesses to 'scale-up' into large companies, the connectivity advantage provided by the airport is an influential factor towards attracting and retaining these firms. • Potential for growth in key sectors identified in national and local policy. There are several key growth sectors which already have an above average concentration of activity in Kidlington. Key growth sectors include advanced manufacturing and scientific R&D. • Potential for significant employment growth. The ELR (2012) identifies the potential for significant growth of B1 at Kidlington (which could be a constraint if development does not come forward). • Capacity to support additional retail floorspace. • Potential for improved provision/ quality of overnight accommodation. • Potential to improve business tourism offer linked to high tech cluster and airport. • Make more use of the Oxford Canal as a tourism resource.	• Integration between employment areas and Kidlington is not addressed, resulting in continued isolation of employment areas and lack of economic benefit to the wider village and village centre. • Competition from nearby sites. Oxford is likely to remain a future focus for growth. The Oxford Northern Gateway, located to the south of Kidlington has been identified as a potential site to accommodate future growth. Other sites such as Science Vale have the potential to accommodate significant growth in high value uses which could potentially compete with any similar sites which are bought forward in Kidlington. • Lack of coordination between developers at Langford Lane, Oxford Technology Park, Oxford London Airport and Begbroke Science Park in promoting new employment opportunities could give rise to duplication in facilities and lack of synergy which could impact on performance of technology cluster.

Table 7.5 Economy and employment summary analysis

Consultation Questions:

7a. Does the description of economy and employment accurately reflect the issues faced by Kidlington?

7b. Are there any inaccuracies or important issues that have been missed?

8.0 Housing

8.1 Housing market assessment

Oxfordshire is a relatively high value market and house prices indicate strong house price growth over the pre-recession decade. The strongest demand pressures are in Oxford; followed by the south of the county (Vale of White Horse and South Oxfordshire). In relative terms, the evidence points to less market pressure in Cherwell District. However, house prices and rents are higher in Kidlington than in other parts of the District and estate agents report a high demand for market housing in the village with demand outstripping supply. This reflects the strategic location of Kidlington in relation to Oxford and historically lower prices for comparative properties than in the city.

Kidlington is directly affected by pressures in the Oxford housing market. Evidence points towards significant affordability pressures, both in regard to the (un)affordability of market housing and in terms of an acute shortage of affordable housing. This is borne out in levels of overcrowding in the city, very high land values and the high entry-level house prices which are 10 times the annual earnings of young households. Oxford has some of the highest land values in the region. Lower quartile house prices are 10 times that of annual lower quartile earnings. Tackling affordability has been identified as the primary issue alongside meeting increased demand. The growth of smaller households including single person households and the growth of households headed by people over 65 are the most significant demographic drivers. These factors point strongly towards a need to delivering more homes in the future in order to ensure that young households can form a home or get a foothold on the housing ladder, particularly in Oxford.

A County-wide Strategic Housing Market Assessment (SHMA) was commissioned jointly by the Oxfordshire local authorities in 2014 to replace the 2007 SHMA (and the 2012 Cherwell update) and to provide a detailed assessment of housing need on a District and County-wide basis. This indicates a requirement for 1140 new homes per annum in Cherwell to meet objectively assessed needs. This reflects the combined need to support population growth, to ensure that young people are able to form new households, that businesses are able to grow and recruit new staff who will be able to live locally, and to ensure that those households who need affordable housing are able to find it.

The 2014 SHLAA Update (August 2014) provides further evidence of strengthening market conditions which underlines local market evidence, together with favourable macroeconomic indicators, and increased housebuilder activity. While the housing market will be subject to future cyclical fluctuations, at the very least, the short to medium term prospects are considered to be good. The updated housing market evidence suggests that scheme viability is likely to have improved and the positive attributes Cherwell possesses in terms of its location and existing and planned infrastructure further serve to make the District an attractive housing area.

8.2 Housing need

The need to provide affordable housing to meet the needs of households is clear. Cherwell has a high level of need for affordable housing which is defined by the Government in the NPPF as comprising social rented, affordable rented and 'intermediate' housing (such as shared ownership) provided to eligible households whose needs are not met by the market. The Oxfordshire Strategic Housing Market Assessment (SHMA) 2014 has identified a net need of 407 affordable homes per year. This is calculated by taking into account the backlog need, need from newly forming households, existing households falling into need and the supply of affordable housing.

The average price of a 3 bedroom semi-detached house in Kidlington is currently in the region of £350,000 (February 2016). Rentals are generally higher in Kidlington than elsewhere in the district. In January 2016, the average rental for a 1 bedroom flat was in the region of £850 a month and £1200 for a 3 bedroom house.

House prices reflect the higher land values in Kidlington compared to other parts of the district.

The Council's Housing Strategy 2012-17 takes into account Government policy on the provision of affordable housing and the Homes and Community Agency's current funding regime. The additional value in the stock of affordable housing can be used by Registered Providers to secure finance for further investment in new housing. The Housing Strategy seeks to increase the supply of, and access to, affordable rented housing. It sets a target of delivering 750 affordable homes in total between 2012 and 2017 which include new homes, the acquisition of market homes by Registered Providers and bringing empty homes back into use. The Housing Strategy highlights the importance of developing sustainable communities. The Housing Strategy recognises the need for affordable homes, and

aims to ensure that Cherwell is well-placed to maximise investment by Registered Providers and to respond to opportunities as they arise. Securing new affordable housing on site as part of larger developments is the most significant way in which homes can be provided.

An Affordable Housing Viability Study has been produced to assess the levels of affordable housing that could reasonably be required from new housing developments. In general, the higher land values in rural areas and at Kidlington allow for higher affordable housing requirements per site than at Banbury and Bicester where land values are lower. The Affordable Housing Viability Study demonstrates that in general affordable housing can be delivered in Cherwell without social housing grant or other grants.

The Council will support proposals for community self-build or self-finish affordable housing particularly where it will result in suitable empty properties being brought into residential use. The Council has established a community self-build housing programme known as 'Build!®' to promote new build and for the refurbishment of empty homes. It is a member of a Government-Industry Self-Build Working Group and has contributed to a National Action Plan to develop community self-build. The Council is also in the process of establishing a District-wide Community Land Trust which will help create the conditions for, and facilitate, community-led housing more generally.

8.3 Housing mix

Meeting housing needs depends not only on increasing the supply of suitable housing but also on encouraging a mix that can help improve the functioning of the housing market system, make it more fluid, and enable households to more easily find and move to housing which they can afford and which better suits their circumstances.

There is need to provide a mix of housing in Cherwell that reflects the needs of an ageing population, a growth in smaller households and which meets the requirements for family housing. The mix of housing needs to enable movement through the market from one house type to another as the needs of households change. Cherwell has substantially more detached and more semi- detached housing and fewer terraced houses and flats than Oxford, reflecting its position as a more rural and suburban area. This means that there will be fewer smaller, more reasonably priced entry level homes affordable to younger, newly formed households.

The Oxfordshire Strategic Housing Market Assessment (SHMA 2014)

Alan Baxter

provides conclusions on a strategic mix of housing for Oxfordshire over the next 20 years. The SHMA analyses the types and sizes of accommodation occupied by different ages of residents, projected changes in the population and estimates of future need and demand for different sizes of homes. The SHMA advises that at an individual local authority level, there is a greater need for 3-bed properties in Cherwell and that the overall mix identified is focused more towards smaller properties than the existing mix of homes in Oxfordshire. The SHMA also advises that in applying policies for housing mix to individual development sites, regard should be had to "…the nature of the development site and character of the area, and to the up-to-date evidence of need as well as the existing mix and turnover of properties at the local level" (paragraph 7.40).

The need for housing for those with care needs is also significant. 'Extra care' housing in particular will be important in meeting the housing needs of an older population across all tenures. Extra care housing comprises self-contained accommodation for older and disabled people which enables independent living by providing a range of support facilities on the premises and 24-hour care services. Extra care can also contribute in achieving more social cohesion by providing an opportunity for community living and a better mix of housing within residential areas. The NPPF recognises that a key driver of change in the housing market over the next 20 years will be the growth in the population of elderly people. Evidence produced for the Council's former Housing Strategy for Older People (2010-2015) identified a requirement for an additional 788 units from 2010 to 2026 to meet extra care and 'enhanced sheltered' needs. Extra care remains an important housing option in the District Housing Strategy 2012-2017. The 2014 SHMA also highlights that an ageing population and higher levels of disability and health problems amongst older people will mean an increasing demand for specialist housing.

There is increasing demand for housing in Kidlington in particular, smaller home suitable for smaller and newly formed households. The market has responded to this demand through an increasing number of planning applications for the conversion of larger houses into flats and the demolition of larger units and replacement with flats. This has the benefit of increasing housing stock in the village but must be carefully controlled in order to minimise impact on village character and amenity and to ensure that adequate parking provision and infrastructure is provided to meet the needs arising from the development. There is increasing concern about the impact of conversions and redevelopment on the character of the village, design quality and associated problems of parking. Retained policies in the adopted Local Plan are currently applied in the determination of planning applications. These will be replaced by The Local Plan Part 2 will contain Development Management policies relating to the conversion of houses to flats and the provision of an appropriate mix of housing types and tenures in the village.

There is a need to create local housing ladders through the provision of more housing suitable for older people; more moderately sized family housing which is affordable to those on average incomes and more downsizing homes. This will enable greater movement in the housing market and address issues relating to under and over-occupation.

8.4   Tenure

Kidlington has just over 600 Registered Provider (typically Housing Associations) rented properties with high concentrations around Grovelands, Croxford Gardens, Marlborough Avenue, Cherwell Avenue and Bramley Close.

The Registered Providers/Local Authorities that have stock in Kidlington are:

- Green Square (Oxfordshire Community Housing Association)
- Sanctuary HA (Banbury Homes/Charter HA)
- Oxford City Council
- Sovereign HA
- Catalyst HA
- Bromford HA

Cherwell are considering new tenure initiatives for future schemes including private rented models and private sector leasing.

Cherwell have developed a self-build scheme, based on 'sweat equity' shared ownership as part of the HCA's pilot project. Sweat equity is an interest or increased value in a property earned from labour and is used to describe the value added to property by owners who make improvements by their own work. Families who would otherwise be unable to purchase a home contribute sweat equity hours to the construction of their own home. If the 'sweat equity' amounts to less than 25% of the total value of a dwelling, the self-builders must purchase additional equity to have the minimum of 25%. Initial schemes are likely to be in Bicester, but Cherwell are actively looking for additional sites to roll out this model including potential rural exception sites, or brownfield sites. Ultimately the land will be transferred to a Community Land Trust.

8.5   Housing land supply

 The district's five year land supply has fluctuated in recent years, but the Council is able to demonstrate a 5.3 year supply for the current period 2015-2020 and a 5.6 year supply for the next five year period (2016-2021) commencing on 1 April 2016 (Annual Monitoring Report 2015) . The calculations include a 5% buffer and the making up of a delivery shortfall within five years. A supply of 9,034 is expected from deliverable sites from 2015 to 2020. 9,793 new homes are expected for the period 2016-2021.

From 2011 to 2014, 113 new homes were completed in Kidlington Parish and at June 2015 a further 132 new homes had planning permission. In Gosford and Water Eaton Parish, 14 new homes had permission Oxfordshire Commitments and Completions, Oxfordshire County Council, June 2015).

The SHLAA provides an informed estimate of land availability for housing at a given point in time, to inform plan-making and to ensure that councils maintain a five-year supply of housing land. For sites to be identified in the SHLAA they must be deliverable (available now and with a realistic prospect of development in 5 years) and developable within the plan period. The 2014 SHLAA Update identified only one site within the settlement boundary as having potential for development taking into account issues of deliverability and planning policy:

- Builders Yard, The Moors (Site KI082)- capacity 13 dwellings

The SHLAA identifies an expected supply of 86 units on sites with planning permission at 31 March 2014.

A small sites windfall allowance of 221 dwellings over the period 2014-2031 is also identified in the SHLAA Update to take account of small sites which may come forward for development within the built-up area.

Taking into account sites with planning permission or potential for development within the settlement boundary and small site windfalls, the SHLAA estimates a potential housing land supply in Kidlington equivalent to 320 homes in the period up to 2031.

The 2014 SHLAA Update also identifies three sites outside the settlement boundary with a combined capacity of 377 units which could be considered with changes to adopted policy. However, it is acknowledged that exceptional circumstances would have to be demonstrated for the release of these sites from the Green Belt.

The identified sites comprise:

- Land at Gosford Farm (Site KI095);
- Land at Stratfield Farm (Site KI103);
- Land north of The Moors (Site KI104).

Other sites were rejected in the SHLAA Update on the grounds of not being currently suitable, available or achievable for housing. This includes a number of sites within the settlement boundary which were not available for development at the time the SHLAA Update was undertaken due to principally to land ownership and existing uses. . It is possible that the situation regarding the availability of these sites for development could change and their status should therefore be kept under review. These sites include:

- Car park north of High St (Site KI018)
- Car parks, Black Horse Public House and Black Bull PH (Site KI021)
- Car park rear of Co-op site (Site KI083) (This site was rejected in the SLAA Update as housing delivery was not anticipated but a planning application has subsequently been submitted)
- Red Lion PH (Site KI085).

Sites outside the settlement boundary which were rejected in the SHLAA principally on the grounds of availability (although other policy considerations also apply) include:

- Campsfield House (Site KI025)
- Ambulance Station (Site KI085)

The SHLAA recommends these sites should be kept under review.

A Call for (non-strategic) Sites for employment, housing, open spaces and other land uses in Kidlington is currently being undertaken in connection with the preparation of the Cherwell Local Plan Part 2. Non-strategic housing sites are considered to be those suitable for below 100 dwellings. Non-strategic employment sites are considered to be sites of up to approximately 3 hectares. Site submissions are not encouraged for less than 10 dwellings.

The SHLAA confirms that the capacity for new housing development within Kidlington is limited by land availability and that in order to accommodate additional housing development, it will be necessary to review the availability of other potential sites within the built up area and the potential for redevelopment and intensification and in the longer term, the potential suitability of sites outside the settlement boundary subject to planning policy and environmental impact.

Section 16 of this report examines potential opportunities for development.
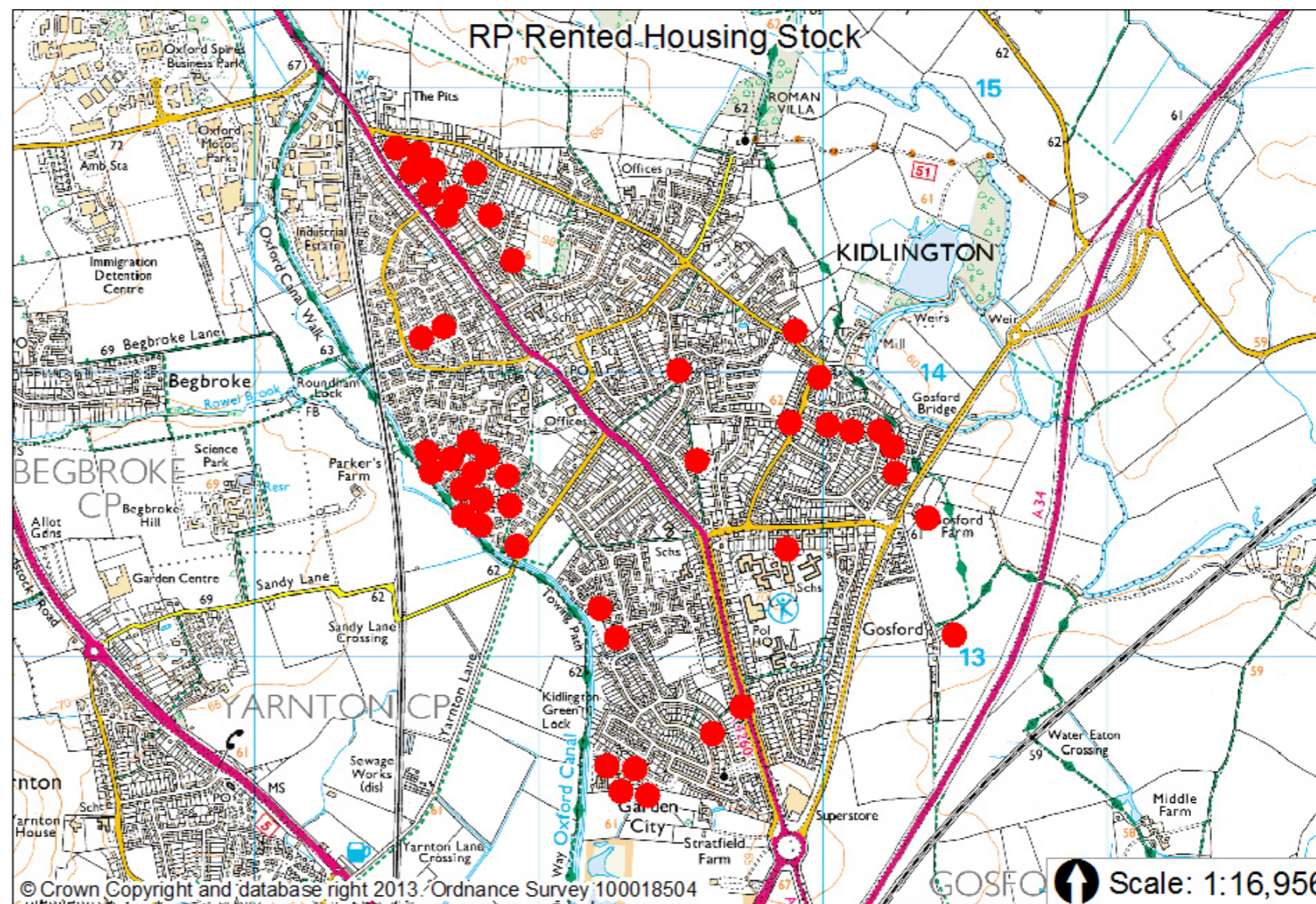

Figure 8.1 Kidlington housing stock. Source: Cherwell District Council, 2013

Strengths	Weaknesses
• Varied housing stock. • Kidlington is an attractive place to live and this is reflected in high sales and rental values.	• Increase in proportion of elderly poeple. • Under-occupation of housing stock. • Limited land identified as available for housing and constraints on development outside settlement boundary. • No up to date information about local housing needs- land available within built-up area may be inadequate to meet local housing needs • Estate agents report high demand, fast sales and high prices, while young people living in Kidlington are concerned about the affordability of buying in the village.
Opportunities	Threats
• A number of potential sites within built up area could become available for development in future. • Potential to reconfigure sites around the village centre to accommodate housing as part of mixed use development. • Planned development/ rural exception sites. • Promotion of comprehensive development/ site assembly. • Redevelopment of underutilised sites and buildings.	• Sites do not come forward for development. • Unmet housing needs and unmet demand for care homes/ assisted housing for elderly. • Constrained housing market and increased prices leading to increased problems of affordability. • Impact on wider economy - new homes play an important role in helping to attract and retain residents of working age who are vital in helping economic growth of the area. • Low level of developer contributions (S106) impacts on the delivery of affordable housing and village improvements. • Impact on character and landscape of the village arising from piecemeal or unconstrained development. • Piecemeal development which fails to realise full site potential.

Table 8.1 Housing summary anaysis

Consultation Questions:

8a.   Does the description of housing accurately reflect the issues faced by Kidlington?

8b.   Are there any inaccuracies or important issues that have been missed?

8.0 Housing

9.0
Planning context

9.1 National policy

9.1.1 National Planning Policy Framework

The NPPF sets out the Government's planning policies and how it expects these to be applied and replaces previous planning policy guidance and statements. At the heart of the NPPF is a presumption in favour of sustainable development in plan-making and decision-taking and it identifies three dimensions to sustainable development: economic, social and environmental. The following key objectives are identified:

- economic – building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;

- social – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being; and

- environmental – contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy.

The NPPF reiterates that these roles should not be undertaken in isolation, because they are mutually dependent. Economic growth can secure higher social and environmental standards, and well-designed buildings and places can improve the lives of people and communities. Therefore, to achieve sustainable development,

economic, social and environmental gains should be sought jointly and simultaneously through the planning system and the planning system should play an active role in guiding development to sustainable solutions. Pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people's quality of life, including (but not limited to):

making it easier for jobs to be created in cities, towns and villages;

moving from a net loss of bio-diversity to achieving net gains for nature;

replacing poor design with better design.

improving the conditions in which people live, work, travel and take leisure.

widening the choice of high quality homes.

The NPPF requires Local Plan making to:

contribute to the achievement of sustainable development.

reflect vision and aspirations of local people.

achieve economic, social and environmental gains.

avoid significant adverse impacts and to consider development options.

involve meaningful engagement.

as far as possible develop a collective vision and agreed priorities.

develop strategic policies to cover the homes and jobs needed; retail, leisure and commercial development; the provision of infrastructure; the provision of community and cultural facilities including health and local facilities; climate change mitigation and adaptation; and the conservation and enhancement of the natural and historic environment including landscape.

National: NPPF

Strategic: Oxfordshire 2030
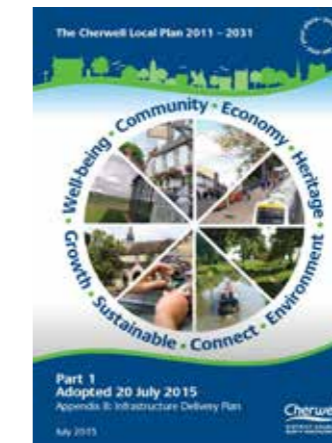
Local: Cherwell Adopted Local Plan Part 1

Figure 9.1 Planning context documents

9.2   9.2   Strategic policy

9.2.1 Oxfordshire 2030 Sustainable Community Strategy

The Oxfordshire 2030 sustainable Community Strategy sets out a long-term vision for Oxfordshire's future:

'By 2030 we want Oxfordshire to be recognised for its economic success, outstanding environment and quality of life; to be a place where everyone can realise their potential, contribute to and benefit from economic prosperity and where people are actively involved in their local communities' (source: www.oxfordshire.gov.uk).

The ambition is to:

• Create a world class economy for Oxfordshire building particularly on the high tech sector.

• Have healthy and thriving communities. We want to sustain what is good about our city, towns and villages but also respond to the needs of the 21st century including the impact of demographic and lifestyle changes.

• Look after our environment and respond to the threat of climate change and the potential for more extreme weather conditions. The threat of flooding is a particular concern.

• Break the cycle of deprivation by addressing the regeneration needs of disadvantaged communities; reducing the gap between the best and worst off and supporting people to maximise their talents and raise their aspirations.

The objectives for Cherwell include:

• Develop the unique characters of Banbury, Bicester and Kidlington and engender a sense of pride, belonging to the community and heritage.

• Secure housing growth that meets the Government targets and the needs of the district through an appropriate mix of market and affordable housing.

9.3   Local policy

The Council's key planning policy documents will be as follows:

• Cherwell Local Plan 2011-2031 (Part 1) – complete and adopted by the Council on 20 July 2015. Comprises the main strategy document containing strategic development sites and policies.

• Cherwell Local Plan 2011–2031 (Part 2): Development Management Policies and Sites– under preparation. Will contain detailed planning policies for considering planning applications and non-strategic site allocations. Upon adoption by the Council it will become part of the statutory Development Plan

• Partial Review of Cherwell Local Plan 2011-2031 (Part 1)-under preparation. Will contain a supplemental planning strategy and strategic development sites in order for the district to contribute in meeting the identified unmet housing needs of Oxford City.

• Community Infrastructure Levy (CIL) Charging Schedule–under preparation for consideration. Comprises a schedule of charges for contributions to off-site infrastructure, payable by developers

• Supplementary Planning Documents (SPDs)- in preparation. SPDs expand upon and provide further detail to policies in Development Plan Documents.

As at 4 January 2016, the existing statutory Development Plan comprises the Cherwell Local Plan 2011-2031 (Part 1) adopted in July 2015 and the saved policies of the adopted Cherwell Local Plan 1996 that have not been replaced by the new Local Plan Part 1 (see Appendix 7 of the adopted Local Plan). The Cherwell Local Plan 1996 was adopted in November 1996 and policies were saved from 27 September 2007.

The Cherwell Local Plan 2011- 2031 (Part 1) meets Cherwell's identified development needs. However, together with the other Oxfordshire rural district Councils and the County Council, Cherwell District Council has accepted that Oxford cannot fully meet its own housing needs and the Councils are working together in the context of the statutory 'Duty to Cooperate'. The Oxfordshire Councils have collectively committed to consider the extent of Oxford's unmet

housing need and how that need might be sustainably distributed to the neighbouring districts so that this can be tested through their respective Local Plans. The countywide work is on-going and being co-ordinated through the Oxfordshire Growth Board. The commitment in the Cherwell Local Plan states (paragraph B.95), 'If this joint work reveals that Cherwell and other Districts need to meet additional need for Oxford, this will trigger a partial review of the Local Plan, to be completed within two years of adoption, and taking the form of the preparation of a separate Development Plan Document for that part of the unmet need to be accommodated in the Cherwell District ".

A consultation paper was published by Cherwell District Council in January 2016 which outlines the key issues that the Partial Review may need to address. Countywide-working on identifying the unmet need and preferred spatial options will continue until Summer 2016. It is intended that the proposed submission DPD will be completed by March 2017 with adoption by March 2018.

Work has also commenced on the Cherwell Local Plan Part 2 which will contain more detailed planning policies to help determine planning applications and allocate smaller non-strategic sites for development for a range of uses. A consultation paper was published in January 2016 outlining the key issues that the Local Plan Part 2 may need to address. It is intended that the proposed submission DPD will be completed by February 2017 with adoption by March 2018.

9.3.1 Cherwell Local Plan Part 1

Cherwell District Council has taken a conscious decision to concentrate growth at Bicester and to a lesser degree at Banbury, to secure economic benefits, especially in their retail, commercial and manufacturing roles. The two towns are the most sustainable locations for growth in the District and are the right places to meet the economic and social needs of the District whilst minimising environmental impacts. The Council is, however, also seeking to enhance Kidlington's economic role to build on the recent development of modern business parks and its proximity to both London-Oxford Airport and Begbroke Science Park.

The vision underpinning the Local Plan is as follows:

'By 2031, Cherwell District will be an area where all residents enjoy a good quality of life. It will be more prosperous than it is today. Those who live and work here will be happier, healthier and feel safer.'

The key aims of the Local Plan are to:

• Set out clear ambitions for the district.

• Provide certainty for communities and developers as to what will / can be developed and where.

• Focus development growth at the two towns of Bicester and Banbury.

• Control the level of proposed growth at the villages.

• Create a major platform to help deliver economic development in a recession.

• Strengthen the town centres.

• Avoid coalescence with villages, by introducing new green buffers around the towns.

• Emphasise high environmental standards and design quality.

• Promote area renewal and regeneration.

• Support development innovation such as Community Self build.

The spatial strategy which underpins the Local Plan may be summarised as follows:

• Focusing the bulk of the proposed growth in and around Bicester and Banbury.

• Limiting growth in rural areas and directing it towards larger and more sustainable villages.

• Aiming to strictly control development in open countryside.

The policies are grouped under three key themes:

Theme One: Developing a Sustainable Local Economy

Theme Two: Building Sustainable Communities

Theme Three: Ensuring Sustainable Development

The Local Plan highlights a number of key challenges to building sustainable communities which are of relevance to Kidlington, in particular:

• The need to make market housing more affordable.

• The need to provide more family housing for newly forming households in rural areas.

• Meeting the needs of an ageing population and those with special needs.

• The need to improve educational attainment.

• The need to protect and enhance the identity of Cherwell's towns and villages, to maintain or create a sense of belonging and improve social cohesion.

• The need to consider the implications of low population growth (and potential depopulation) in Kidlington.

The Local Plan recognises that there is potential for Kidlington to play a significant role in Cherwell diversifying its economic base. The District can take advantage of its location on the hi-tech corridor between London and Cambridge, and the proximity to Oxford University and Silverstone which is actively investing in the High Performance Engineering sector. Most growth will be directed to Bicester but Kidlington, with a number of unique economic attractors, has the potential to capture some of this investment. A recent Employment Land Review (2012) and Cherwell Economic

Analysis Update, Cherwell District Council (2014) identified a need for additional employment land in the Kidlington area. It is not anticipated that this land can be accommodated on sites within the built-up limits of Kidlington. Therefore, exceptional circumstances are considered to exist to justify a small scale local review of the Green Belt to meet employment needs.

The Local Plan seeks to enhance Kidlington's economic role and economic development will be supported to:

• Exploit its position in the Oxford/Cambridge corridor.

• Allow for appropriate growth plans at Begbroke Science Park and in the vicinity of Langford Lane Industrial Estate. This will require a small scale Green Belt review

• Connect with the Oxford economy

• Create new opportunities for additional retail, leisure and cultural activities, and environmental improvements, in an extended Village Centre

• Secure the growth potential from the presence of London Oxford Airport.

Kidlington's centre will be strengthened and its important economic role will be widened. No strategic housing growth is proposed at Kidlington but other housing opportunities will be provided.

In considering the scope of new residential development within the built-up limits of Kidlington, the Local Plan states that consideration will be given to its role as a larger service centre and its urban character, the functions that existing gaps and spaces perform and the quality of the built environment.

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9.3.1.1 Green Belt

The Local Plan highlights the need to minimise impact on the Green Belt and states that priority will be given to locations that lie adjacent to existing development, avoid the coalescence of settlements, protect the Kidlington Gap and otherwise have the least impact possible on the Green Belt. The Local Plan's housing requirements and development strategy can be achieved without the need for a strategic review of the Green Belt in the District. In terms of local housing need, small scale affordable housing schemes to meet specifically identified local housing need may be met through the release of rural exception sites as part of the development control process. A specific need has also been identified for the Science Park at Begbroke. Therefore, exceptional circumstances are considered to exist to justify a small scale local review of the Green Belt to meet employment needs.

9.3.1.2 Housing

The Council is committed to meeting the District's objectively assessed needs and has made full provision for this in the Local Plan. Policy BSC 1 states that over the Plan period a total of 22, 480 new homes will be provided comprising 10,129 homes at Bicester, some 7,319 homes at Banbury and 5,392 homes in Kidlington and the rural areas.

In addition, as stated in Section 9.3, the Council is committed to working with partner authorities (including the Oxfordshire Growth Board) to determine how any other unmet needs arising from the Oxfordshire Strategic Housing Market Assessment (2014) can be sustainably accommodated within the Oxfordshire Housing Market Area.

Policy BSC2 states that housing development will be expected to make effective and the Council will encourage the re-use of previously developed land in sustainable locations. New housing should be provided on net developable areas at a density of at least 30 dwellings per hectare unless there are justifiable planning reasons for lower density development.

The Local Plan sets out the Council's requirements for affordable housing provision to meet local needs. In general, the higher land values in rural areas and at Kidlington allow for higher affordable housing requirements per site than at Banbury and Bicester where land values are lower. Policy BSC3 states that at Kidlington, all proposed developments that include 11 or more dwellings (gross), or which would be provided on sites suitable for 11 or more dwellings (gross), will be expected to provide at least 35% of new housing as affordable homes on site.
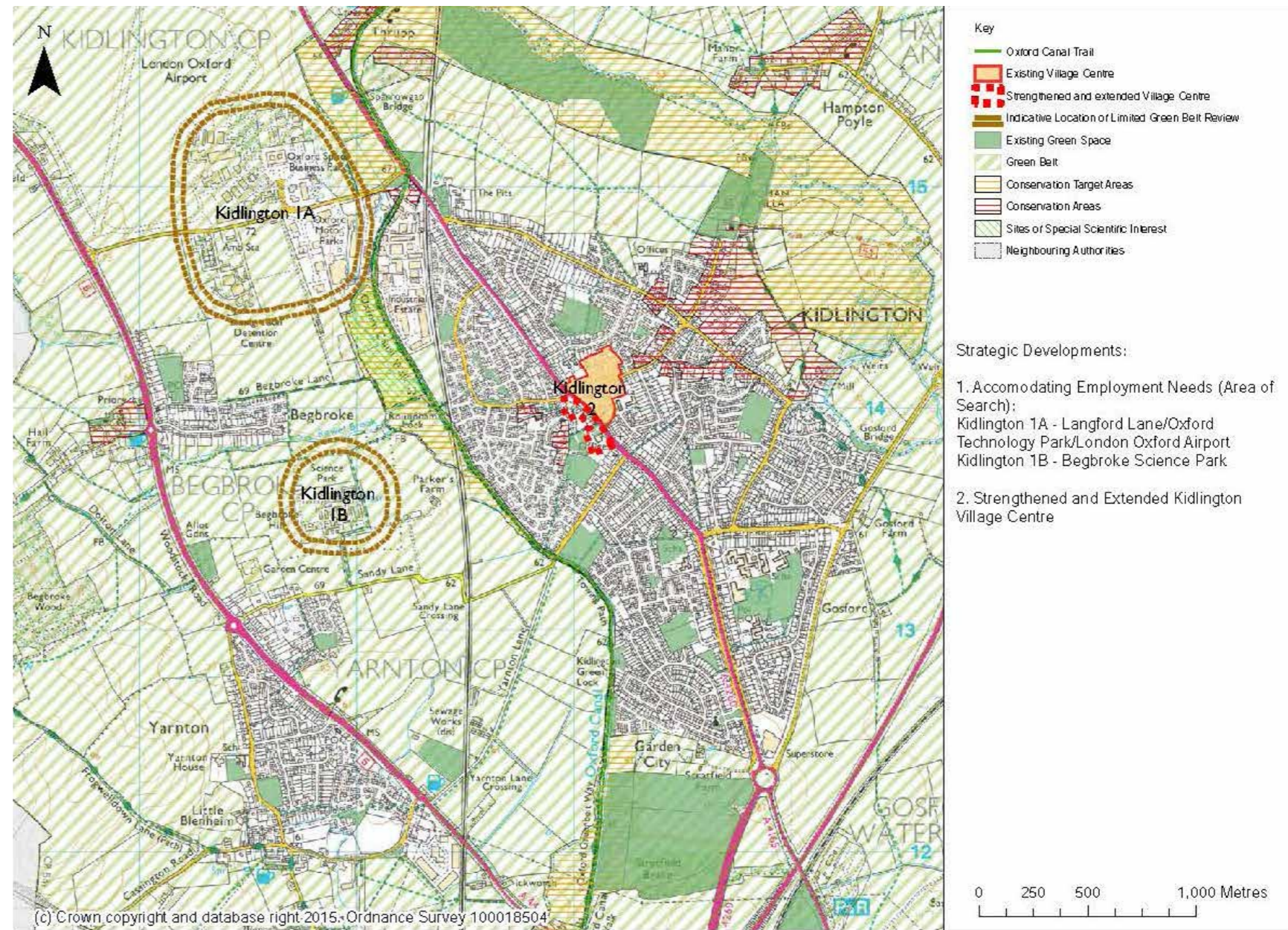

Figure 9.2 Kidlington proposals map, Cherwel; Adopted Local Plan, 2015

9.0 Planning context

Kidlington is designated as a Category A Service Village suitable for minor development, infilling and conversions. Policy Villages 2 states that a total of 750 homes will be delivered at Category A villages (including Kidlington). This will be in addition to the rural allowance for small site 'windfalls' and planning permissions for 10 or more dwellings as at 31 March 2014. Sites will be identified through the preparation of the Local Plan Part 2, through the preparation of Neighbourhood Plans where applicable, and through the determination of applications for planning permission. Small scale affordable housing schemes to meet specifically identified local housing need may be brought forward through the release of rural exception sites.

The Local Plan commits to 'a Local Housing Needs Study' to be commissioned in consultation with Kidlington Parish Council. This study will assess affordable housing need only.

The Council will support proposals for community self-build or self-finish affordable housing where they will meet a specific, identified local housing need and particularly where they will result in suitable empty properties being brought into residential use. In identifying suitable sites, it will be necessary to balance the advantages of providing affordable housing with the degree of harm that would be caused, for example to the appearance of the village, the surrounding landscape or to the historic environment. Policy Villages 3: Rural Exception Sites states:

'The Council will support the identification of suitable opportunities for small scale affordable housing schemes within or immediately adjacent to villages to meet specific, identified local housing needs that cannot be met through the development of sites allocated for housing development'.

9.3.1.3 Employment

The Local Plan recognises that Kidlington plays an important role in the District's wider employment context and along with Begbroke Science Park has the potential to develop further to support the provision of land for hi-tech university spin-outs and help pave the way for a wider high value, economic base. At Kidlington, London-Oxford Airport and Langford Lane industrial estate form an employment cluster. Due to the implementation of strategic development proposals in the Plan including East West Rail, the new Oxford Parkway station at Water Eaton and a growth in employment opportunities at Kidlington and Bicester the Council would expect demand for an increased role for the airport. The Council will work with London-Oxford Airport operators and the Civil Aviation Authority and other stakeholders to consider any proposals.

Langford Lane has in recent yearsbecome a location for a wide range of commercial uses. The proposals in the Local Plan aim to improve the quality of the employment offer and, in doing so, establish a new gateway at this northern entrance to Kidlington. Policy Kidlington 1 : Accommodating High Value Employment Needs states:

'We will undertake a small scale local review of the Green Belt to accommodate identified high value employment needs at two distinct and separate locations:

(A) Langford Lane /Oxford Technology Park/ London –Oxford Airport

(B) Begbroke Science Park

Key site specific design and place shaping principles include:

- Creation of a gateway with a strong sense of arrival including when arriving from the airport

- Improvements to public transport links to the area

- A well designed approach to the urban edge, which achieves a successful transition between town and country environments

- Development that respects the landscape setting of the site

- A comprehensive landscaping scheme to enhance the setting of buildings onsite and to limit visual intrusion into the wider landscape

- Preservation and enhancement of biodiversity, with the restoration or creation of wildlife corridors

- A high quality design and finish, with careful consideration given to layout, architecture, materials and colourings to create a Technology Park for high value employment uses

- The height of buildings to reflect the scale of existing employment development in the vicinity

- Provision for sustainable drainage, including SuDS

- Demonstration of climate change mitigation and adaptation measures

- An assessment of whether the site contains best and most versatile agricultural land, including a detailed survey where necessary

The local review of the Green Belt boundary in the vicinity of Langford Lane Kidlington and Begbroke Science Park will be undertaken as part of the the Local Plan Part 2. Further small scale local review of the Green Belt boundary will only be undertaken where exceptional circumstances can be demonstrated.

Figure 9.3 Langford Lane employment areas

Figure 9.4 Begboke Science Park

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9.3.1.4 Village Centre

The Local Plan recognises that it is important that the village centre is supported and strengthened to help meet the aspirations of Kidlington and to ensure that the everyday shopping needs of residents are met, avoiding the need for unnecessary journeys to Oxford, Bicester and other destinations. Policy Kidlington 2: Strengthening Kidlington Village Centre states:

'Shopping, leisure and other 'Main Town Centre Uses' will be supported within the boundary of Kidlington Village Centre. Residential development will be supported in appropriate locations in the village centre except where it will lead to a loss of retail or other main town centre uses.

The change of use of sites used for main town centre uses in the Village centre for residential development will normally be permitted if proposals contribute significantly to the regeneration of the Village centre. Mixed use schemes will be encouraged'.

The 2012 Retail Study showed that significant new development should not be directed to Kidlington but that the centre is in need of some further environmental improvements and the evening economy should be encouraged. It is proposed to expand the geographical area defined as Kidlington Village Centre to include land on the western side of the Oxford Road and other small areas of commercial uses. The exact boundary will be determined in Part 2 of the Local Plan. The aim of the extension is to:

• support the viability and vitality of the existing village centre

• encourage economic activity

• assist with the connectivity between the existing village centre and the civic,

• community and green open space at the Exeter Hall area

• contribute to and maximise the benefits of improvements to the character and appearance of the village centre and the public realm.

9.3.1.5 Green Infrastructure

The evidence base studies have identified a number of existing deficiencies and future shortfalls in provision in Kidlington which the Local Plan seeks to address. Policy Villages 4: Meeting the Need for Open Space, Sport and Recreation states

'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'.

9.3.1.6 Environment

The Oxford Canal is an iconic historic structure running the length of the District and is of historic, ecological and recreational significance. Following an appraisal, the length of the canal through Cherwell District was designated as a Conservation Area in October 2012. The conservation area boundary has been drawn to include the towpath and towpath hedge, canal related earthworks and features including historic locks, and woodland. In terms of recreation, the canal is popular for boaters and anglers. A public footpath runs the length of the canal and a section of the route is a public bridleway. The canal and towpath is owned and maintained by the Canal and River Trust, but the responsibility for planning matters lies with the District Council. This policy for the Oxford Canal draws on the recent Design and Conservation Strategy (2012) and reflects its status as a conservation area.

Policy ESD16 states:

'We will protect and enhance the Oxford Canal corridor which passes south to north through the District as a green transport route, significant industrial heritage, tourism attraction and major leisure facility through the control of development. The length of the Oxford Canal through Cherwell District is a designated Conservation Area and proposals which would be detrimental to its character or appearance will not be permitted. The biodiversity value of the canal corridor will be protected.

We will support proposals to promote transport, recreation, leisure and tourism related uses of the Canal where appropriate, as well as supporting enhancement of the canal's active role in mixed used development in urban settings. We will ensure that the towpath alongside the canal becomes an accessible long distance trail for all users, particularly for walkers, cyclists and horse riders where appropriate. Other than appropriately located small scale car parks and picnic facilities, new facilities for canal users should be located within or immediately adjacent to settlements'.

9.3.1.7 Infrastructure Delivery Plan

A detailed schedule of infrastructure requirements is set out in the Infrastructure Delivery Plan (IDP) which is appended to the Local Plan. These requirements were identified following the assessment of policies, and discussions with infrastructure providers. Deficiencies and future infrastructure needs were informed by evidence documents and plans and programmes from infrastructure providers and other organisations. The IDP is a live document supporting the Local Plan and it will be adjusted to reflect changes in circumstances and strategies over time.

The schedule of infrastructure requirements for Kidlington identified by the Council in the IDP is set out in Appendix F. This includes highway improvements and improvements to the cycling and walking network; new and improved education and community facilities; new and improved green infrastructure and utilities provision. The provision of social infrastructure, educational facilities and green infrastructure is primarily dependent on developer contributions.

The Local Plan has identified that due to a lack of spare education capacity in the town, expansion of one of the existing primary schools will be required over the plan period and developer contributions will be sought.

The Local Plan Part 2 will allocate non-strategic sites in the District and provide greater certainty to the specific location of growth in Kidlington and the rural areas. More detailed information on the provision of infrastructure in the rural areas will be provided in the DPD.

Policy INF 1: Infrastructure states:

'The Council's approach to infrastructure planning in the District will identify the infrastructure required to meet the district's growth, to support the strategic site allocations and to ensure delivery by:

- *Working with partners, including central Government, and other local authorities, to provide physical, community and green infrastructure.*

- *Identifying infrastructure needs and costs, phasing of development, funding sources and responsibilities for delivery*

- *Completing a Developer Contributions SPD to set out the Council's approach to the provision of essential infrastructure including affordable housing, education, transport, health, flood defences and open space*

- *Development proposals will be required to demonstrate that infrastructure requirements can be met including the provision of transport, education, health, social and community facilities.'*

9.3.2 Cherwell Sustainable Community Strategy– Our District, Our Future (2009)

The 'Cherwell Sustainable Community Strategy' (SCS) has also been prepared as the top level guiding document for the Cherwell area. The SCS sets an overall strategic direction and long-term (until 2030) vision for the economic, social and environmental well-being of the area. It will influence future policies and plans and it will be used to influence future funding.

The SCS considers a wide range of issues of importance to the community, many of which are not related to land-use planning. It therefore has a wider scope than the Local Plan. The Sustainable Community Strategy emphasises the need to develop a diverse and resilient industrial base and an appropriately skilled workforce. It highlights the importance of supporting people in gaining the skills and flexibility to access local jobs and of attracting new businesses into the area which, in turn, will encourage our younger population to stay or return.

The SCS states that communities within Cherwell are generally harmonious and healthy. People like where they live and have a strong allegiance to their town or village but are not necessarily attached to Cherwell as a whole. However, it emphasises that rapid population growth and development has diluted local identity and a sense of belonging.

9.0 Planning context

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The SCS highlights that support may particularly be needed for young people, older people, young families, people moving into the area from outside the UK and marginalised communities, for example people with disabilities or from black and minority ethnic backgrounds. It also points out that villages are being challenged by an erosion of the younger population, local employment and services. Housing is identified as a big concern for Cherwell, particularly the shortage of social / affordable housing. Concerns are also highlighted about secondary education, rural isolation and anti-social behaviour, especially in town centres.

The community priorities of the Sustainable Community Strategy include creating safe, strong and vibrant communities, reducing inequality and addressing deprivation and adapting to an ageing population. It aims for thriving communities where everyone, regardless of their personal circumstances, feels safe in their homes and welcome in their neighbourhoods, where older people are able to live independently and where younger people have skills, opportunities and high aspirations.

9.3.3 CIL Charging Schedule

The purpose of CIL is to raise funds to deliver off-site infrastructure that will support the development proposed within Cherwell. This could include open space, leisure centres, cultural and sports facilities, transport schemes, schools among other requirements. The charging schedule providing the basis of the Levy and must be informed by an assessment of an infrastructure funding gap and the viability of different levels of Levy. There will be consultation and a public Examination. Consultation on Preliminary Charging Schedule (Regulation 15) has begun with approval envisaged in April 2017.

9.4   Oxford City Council

Given the proximity of Kidlington to Oxford City and the on-going work on the partial review of Part 1 of the Local Plan to help meet unmet housing in the Oxfordshire Housing Market Area, it is important to take account of the City Council's development objectives and relevant planning policies.

Key Development Plan documents comprise:

• Core Strategy (adopted March 2011), Oxford City Council are committed to review the Core Strategy.

• Sites and Housing Plan (adopted February 2013).

• The Northern Gateway Area Action Plan is in preparation and an Options Document is due to be published in February 2014.

The Core Strategy highlights the significant development pressures facing the City notably:

• Huge demand for market housing.

• Pressing need for affordable housing.

• Enabling key employment sectors such as education and R&D to flourish.

• Enabling development needed to maintain city's role as a regional centre for retail, leisure and culture.

• Meeting the day to day needs of residents.

The Core Strategy also identifies the scarcity of land to accommodate development requirements due to the Green Belt, constraints presented by the natural and historic environment and Oxford's tightly drawn boundaries.

Housing is highlighted as a key issue. The city has experienced a booming housing market with house prices comparable to London. As a result there is a lack of housing especially affordable housing. Open market housing has become more difficult to obtain and expensive with house prices on average 8.8 times greater than annual incomes. This has caused problems for existing residents wanting to

relocate in the local community and younger people wanting to buy in Oxford.

A key priority of the Oxford Core Strategy is to promote economic growth and supporting development at the Northern Gateway which is located in close proximity to Kidlington. Policy CS6 proposes:

• Employment-led development with supporting infrastructure and complementary amenities

• The maximum employment floorspace for the site is 80,000m2 (55,000m2 (Class-B) by 2026)

• Complementary uses could include: emergency services, small retail and a hotel

• Residential Development 200-500 homes

• Transport improvements (all modes)

• Sustainable Urban Drainage

• Renewable Energy

• Access to Education.

The Northern Gateway Area Action Plan was adopted in July 2015 and supports the delivery of the Oxford Core Strategy 2026 allocation, and guides future development of this site to the north of the city in the Wolvercote ward. The Northern Gateway Consortium is now preparing an outline planning application for the development of land. The AAP states that planning permission will be granted at the Northern Gateway for:

• up to 90,000m2 (gross internal area) of employment development;

• up to 500 new homes;

• a range of local scale retail uses (up to a total of 2,500m2 gross internal area); and

• a hotel with associated leisure facilities (up to 180 bedrooms)

It is proposed to increase public transport connectivity and provide new highway infrastructure to relieve congestion in the area.

9.5 Relevant planning history and current development proposals

There are a number of current and historic development proposals which need to be taken into account in the development of the Framework Masterplan. These are summarised below.

Redevelopment of Co-op car park- outline planning consent granted in July 2007 for residential development on car park to rear of Co-op store. Approval of siting and access but all other details reserved. Maximum height not to exceed 12.5 m. Illustrative scheme showed development with street frontage and car parking retained to rear. Detailed proposals have now been submitted for 46 x 2 bed flats, 8 x 2 bed flats above store and a remodelled foodstore. Decision awaited.

Gravel Pits Allotments, The Moors- planning consent granted in November 2015 for a 70 bedroom care home and associated parking

13-15 High St- planning consent for demolition of existing building and erection of 3 storey mixed use building (C3, A1 and D1) (May 2014)

46 High St- planning consent granted for 7 flats and parking (July 2014)

1-20 Lakesmere Close- Conversion of 20 Office units to provide 18 dwellings and 4 apartments (August 2013)

Extension to Begbroke Science Park - outline planning permission granted for final phase of current development subject to completion of Section 106 Agreement.

Oxford Technology Park - proposed development at Langford Lane to create 23,200 sq m of B1(b) research and development space. Approved December 2015.

Oxford Parkway Station - new station developed and now open as part of Chiltern Railways project Evergreen 3 which will provide direct rail link between London and Oxford. Located near the Water Eaton park and ride site, with direct bus links to Kidlington, north Oxford, the John Radcliffe hospital and the city centre.

Extra-care flats, Thornbury House, The Moors - planning permission granted for a development of 54 Extra-care flats.

Thames Valley Police HQ, Oxford Road - new headquarters building for 180 staff to replace temporary accommodation (approved October 2011)

New station, Lyne Road- outline consent granted in 2004 for a construction of railway station (platforms, shelters and pedestrian bridge) with associated car parks, cycle storage, vehicular access and pedestrian access, lighting and landscaping. The scheme has not been progressed.

There have been a number of applications for the demolition of bungalows and larger properties and the erection of smaller dwellings and flats (particularly properties on The Moors, Oxford Road and the High St) and applications for the extension and sub-division of existing dwellings to create additional units.

Alan Baxter

Key

1 Extension to Begbroke Science Park- consented

2 Oxford Technology Park- consented

3 Oxford Parkway development

4 Extra-care flats, Thornbury House, The Moors- consented

5 Thames Valley Police HQ, Oxford Road

6 13-15 High Street- refused

7 Redevelopment of Co-op car park

8 Health Centre, Exeter Close- new proposal under consideration

9 New Station, Lyne Road- not being progressed

10 Gravel Pits care home
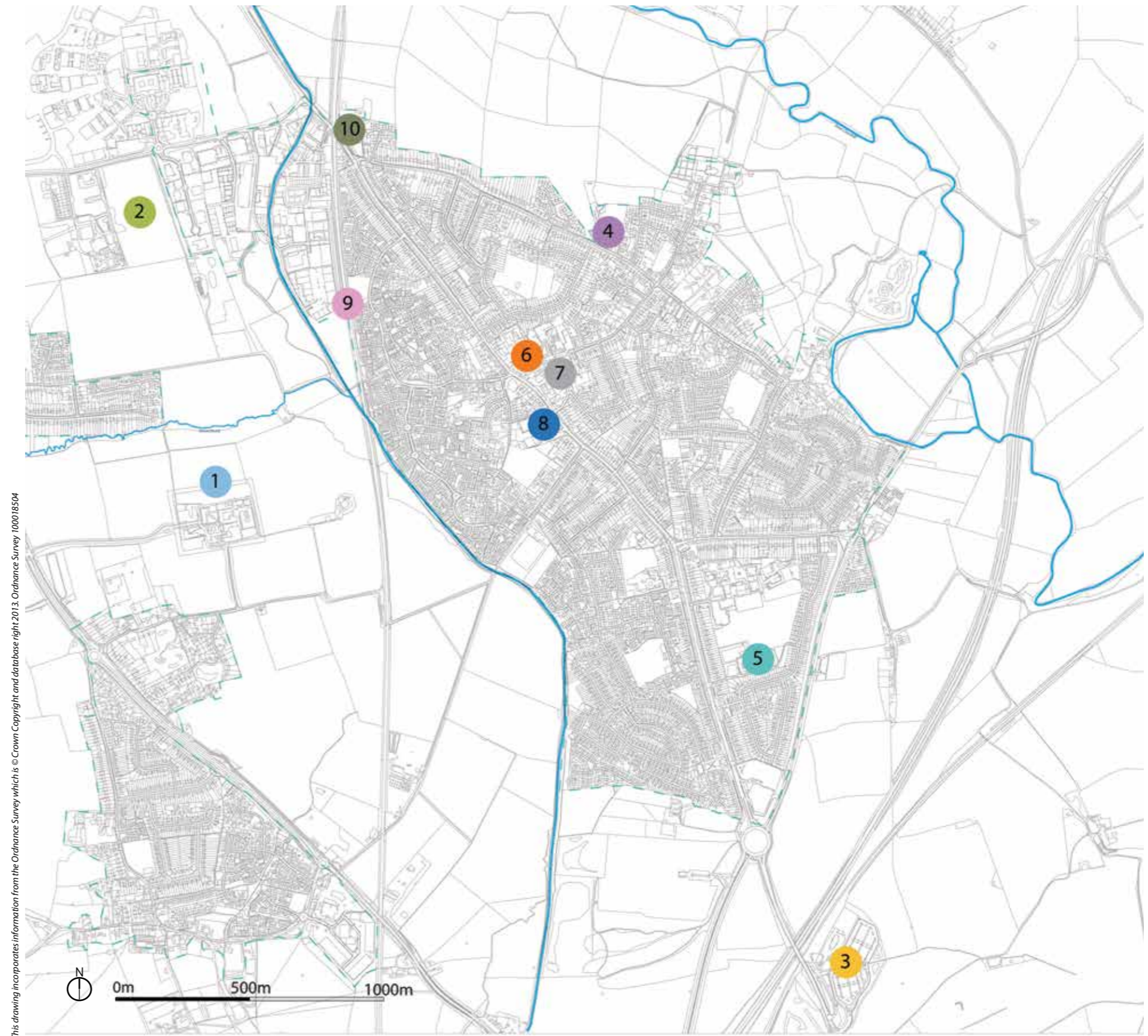
This drawing incorporates information from the Ordnance Survey which is © Crown Copyright and database right 2013. Ordnance Survey 100018504

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Figure 9.5 Location of planning proposals

9.6   Planning context: summary analysis

Strengths	Weaknesses

• Focus of policy on economic growth and sustainable communities.
 	
• The Local Plan seeks to enhance Kidlington's economic role. Economic development will be supported to:
 	
  • Exploit its position in the Oxford/Cambridge Corridor.
 	
  • Allow for appropriate growth plans at Begbroke Science Park and in the vicinity of Langford Lane Industrial Estate. This will require a small scale Green Belt review.
 	
  • Connect with the Oxford economy.
 	
  • Create new opportunities for additional retail, leisure and cultural activities, and environmental improvements, in an extended village centre.
 	
  • Secure the growth potential from the presence of London Oxford Airport.
	• Lack of information regarding local housing needs.

Opportunities	Threats
• Potential for strengthening technology cluster around Begbroke Science Park, Langford Lane and London Oxford Airport. • Potential to strengthen village centre with mix of uses • Local Plan Part 2 and partial review of Local Plan Part 1 will potentially allocate additional non-strategic and strategic development sites. • Previous proposals for redevelopment of sites within village centre suggest potential availability and opportunity for bringing forward schemes in accordance with objectives of Framework. • Development of the Oxford Northern Gateway may provide opportunities for new transport links and improved connections to Kidlington.	• Lack of urban design guidance to promote high quality development in the village centre. • Pressure for release of sites outside settlement to meet unmet housing needs of Oxford City. • Scarcity of land within boundaries of Oxford City to accommodate development requirements and housing needs.

Table 9.1 Planning context summary analysis

Consultation Questions:

9a.   Does the review of planning accurately reflect the policy and development context for this Framework?

9b.   Are there any inaccuracies or important issues that have been missed?

Taking Part 1 as a whole:

9c. In general does Part 1 of the Framework provide a good overview of the character and issues facing Kidlington today?

9d. Are there any inaccuracies or important issues that have been missed?

Alan Baxter

Part 2:
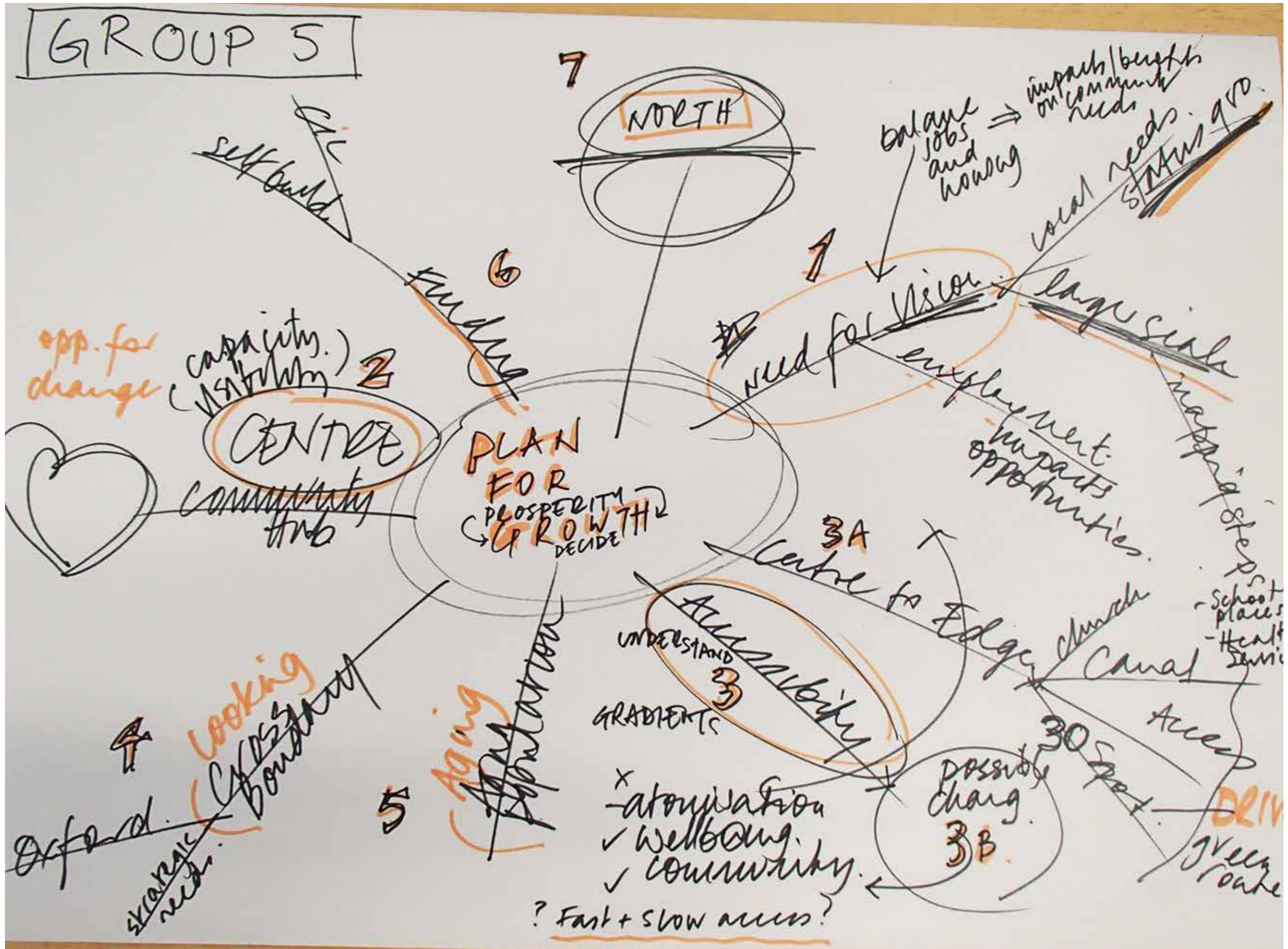# Kidlington tomorrow
Realising the potential

Figure 10.1 Stakeholder consultation September 2013: visioning

10.0
Consultation and engagement

The findings set out in this report draw heavily from individual and group discussions which have taken place with CDC Officers, KPC and a wide range of local stakeholders representing groups and organisations in the village and developers, landowners and businesses.

They also pick up on the findings of earlier consultation including representations to the Local Plan and the village Healthcheck and Action Plan which was undertaken by KPC in 2007. The issues which have emerged in consultation over the last 6+ years remain relatively consistent and provide a strong set of objectives on which to base the Masterplan. Further details of the consultation process is provided in the supporting Statement of Consultation.

10.1 Previous consultation findings

10.1.1 Kidlington- A vision for the future, Roger Evans Associates, 2007

Key issues raised in consultation include:

1. Expansion of village centre- potential to reconfigure Exeter Close facilities to improve the current facilities and services available, recognising that the village is currently underperforming.

2. Improvements to the village centre public realm.

3. Weak connection between the village centre and outlying areas of the village, particularly London Oxford Airport and the business parks.

4. Status and identity- potential to build on the assets of Kidlington in order to enhance the sense of community.

5. Parking and Public transport- the possibility of introducing measures to prevent people from using the village centre as an informal park and ride to Oxford.

6. Local amenities- Oxford Canal is identified as an asset to the village but its potential as a pedestrian route is not currently being realised due to its poor condition, particularly towards the northern edge.

The study highlighted the importance of producing a vision for Kidlington to guide development over the next 25 years and recommended that a further urban design study be prepared.

10.1.2 Healthcheck, 2006 and Action Plan, 2007, Kidlington Parish Council.

Preparation of the Healthcheck and subsequent Action Plan was based on wide public consultation which identified key priorities and formed the basis of a vision for the kind of community people would like to see in the future. The public consultation process began with local working groups highlighting the important issues facing the village. Four key topic areas were identified: environment, economy, social and community and transport. A questionnaire survey followed and just over 400 people responded, including over 100 replies from sixth form students at Gosford Hill School.

In response to the question 'What sort of community would you like Kidlington to be in future? The most common responses in order of popularity were as follows:

- Retain village atmosphere
- More community spirit
- Activities for the young and old
- Better shops and centre
- Clean/ protect the environment
- Separate identity

Consultees were then asked to rate the importance of issues of concern for the short term and the future. The village centre was key concern for the short and long term, reflecting its importance as the focus for commercial activity and heart of the community. Maintaining a clean and safe environment came high on the list for the short term, while traffic congestion and traffic flows were important in both periods. For the longer term the need for improved activities for leisure, sports and the young was a key issue as was concern over the growth of the village and the threat to the village's landscape setting and Green Belt. Affordable housing was recognised as an issue but had relatively low priority.

The shared 'vision' that emerged from the Healthcheck is of a community which wishes to:

- Take pride in its individuality and distinct identity, and regards it as a strength.
- Be lively and successful, with a more vibrant economy, and is looking to fulfil the potential for a comprehensive range of facilities and services it provides for shopping, health, education and leisure.
- Work together to improve opportunities for all.
- Do more for the young, encouraging them to take an active part as its future citizens.
- Take more active steps to improve its environmental performance, and safeguard the quality of its urban and rural environment.
- Be, and feel, safe and well cared for.
- Look to the future and be able to assume responsibility for its own destiny.

The subsequent, more detailed, Action Plan set out ten strategic aims for the future of the community:

1. Deliver a high standard of community services economically, efficiently and effectively.
2. Maintain and enhance Kidlington's distinct identity.
3. Enhance the vitality and vibrancy of the village centre.
4. Improve and develop the economic strength of the village.
5. Develop local partnerships for project delivery and for joint responsibility for the future of the community.
6. Safeguard, enhance and improve the quality of the environment.
7. Ensure the village is accessible for all by use of integrated and sustainable means.
8. Promote Kidlington as a safe community.
9. Improve opportunities for health, education, leisure and youth
10. Ensure improved provision for housing.

These aims remain relevant to the Framework.

10.2 Issues and options consultation, 2013

Whilst wider public consultation has not been undertaken as part of this study, stakeholder consultation has formed a key part of the work undertaken to date on the Framework.

Consultation has involved:

- Discussion sessions with KPC Strategy Group (June and October)
- Briefing meetings with CDC and Oxfordshire County Council officers
- Briefing meetings with key landowners / developers
- Liaison by phone and email with community representatives

Two stakeholder events were held on the 20 September 2013 in Kidlington, firstly a breakfast meeting with members of Kidlington Voice and secondly a large half-day stakeholder workshop at Exeter Hall. A summary of the issues raised during these workshops follows. A full report of the findings is contained within the supporting Statement of Consultation.
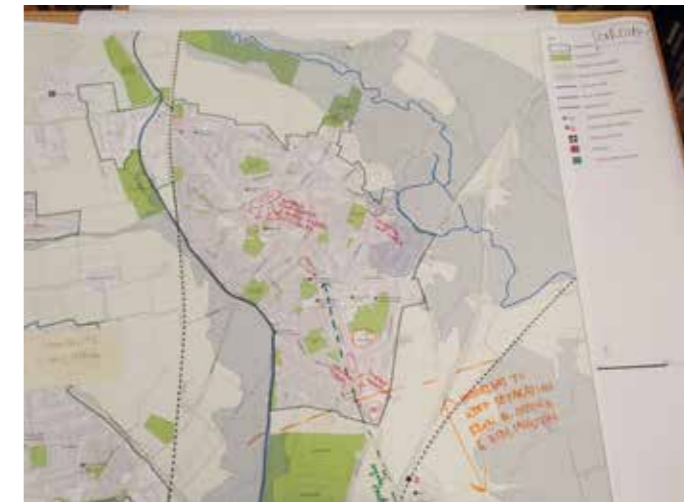
Figure 10.2 Groups discussions using maps

Alan Baxter

10.3 Kidlington Voice workshop

Around 20 Voice members attended a presentation by Alan Baxter followed by a discussion session and Q&A. Key issues raised during the meeting include:

Water Eaton Station

- Development of the new railway station is supported because it will enhance links especially to London and Oxford. It is important to consider people flows from both Kidlington to London and Kidlington to Oxford to gain an understanding of future economic benefits.

- Support for a "reverse Park and Ride" into Kidlington in addition to the existing Park and Ride into Oxford, linking the new train station to London Oxford Airport and the village centre. This service is supoorted because of heavy road traffic problems particularly in the rush hour.

- The name of the station is significant to help growth of the village, "Water Eaton station" has been proposed but the group suggests it should be called "Kidlington station".

Connectivity and east- west links

- St Mary's Church (to the east) and Exeter Hall (to the west) act as community activity hotspots. They lack clear connections to one another.

- St Mary's Church is located in a dead-end and traffic congestion becomes a problem when the church is in use. There is potential opportunity to improve vehicular access to St Mary's Church, this would have to consider the high value surrounding countryside.

Improved pedestrian and cycle routes

- The need for improved pedestrian and cycle links across the village, including improvements to the surface of the canal towpath for walking and cycling.

- New and improved pedestrian crossings and cycle links are needed particularly around the school sites due to high volumes of school run related car traffic.

Heart of the village

- Community events such as the 'Christmas Lights' are popular and draw a number of local people, visitors and business workers to the village centre.

- Retain the monthly farmers market which draws people into the community by providing a place to socialise and interact with each another. Need to bring a focus to the market to maintain success.

- Strengthening and expanding the village centre to match the size of village. A wider mix of uses in the village centre would bring a greater activity and draw people to the centre e.g. increasing activity after work hours such as restaurants, cinema or a bowling facility within the village centre to support an evening economy.

- The Co-op holds community significance as a meeting point and ethical trader. Since it has been out of use (as a result of the recent fire) smaller local traders have noticed a decrease in customers.

- There is opportunity within the village to draw more people into the centre by encouraging specialist shops and small businesses into High Street to create a unique and attractive centre.

- It is important to retain public space in the village centre and reserve potential sites for future community facilities.

Affordable housing

- Recognise the need for new housing within the village. At present there is a high demand for market housing with a constrained supply particularly in comparison to neighbouring settlements e.g. Abingdon and Didcot, the housing pressure will increase with a new station.

- There are over 1,000 young people in Gosford Hill Secondary School many of whom would like to stay in Kidlington in later life but houses prices are too high. They view other local villages such as Whitney and Bicester as more affordable; therefore there is a need for affordable housing within Kidlington.

10.4 Stakeholder workshop

The purpose of the Stakeholder workshop was to bring different interest groups together to examine Kidlington's current strengths / weaknesses and priorities for change. The workshop was attended by 34 delegates representing a range of interests including District and Parish Councillors, officers from CDC and Oxford City Council, landowners and developers, businesses and local organisations and groups. Following presentations by the project team, attendees were divided into groups for detailed discussions around maps.

10.4.1 Session 1: Issues, challenges and priorities

Workshop Session 1 focused on identifying Kidlington's strengths and weaknesses. Recurring themes included: integration and connectivity, identity, distinctiveness, strengthened centre and growth.

Strengths

- Strategic location: close proximity to Oxford which brings economic, social and educational benefits and links to Begbroke Science Park, London Oxford Airport and Langford Lane employment areas.

- Transport: good public transport connections to Oxford and well served by bus. Water Eaton station will offer good links to London.

- Good sense of community supported by good schools, low crime, good facilities and recreation. Kidlington is generally a pleasant place to live.

- Distinctive character of parts of Kidlington and built heritage/ conservation areas.

- Natural environment and access to countryside.

- The canal is a distinct asset within the village landscape, although this area is underused and holds more potential.

Weaknesses

- Poor public transport links in the northern part of Kidlington towards the London Oxford Airport.

- Oxford to Banbury road (A4260) severs the village and creates a barrier to east to west movement due to heavy traffic flows, congestion, poor pedestrian crossings and traffic dominated character.

- Need for street improvements with particular focus on tree planting and traffic calming to help prevent the issue of 'rat running' through residential streets.

- Overall lack of cohesion and integration leading to separate communities and poor linkages to the village centre.

- Whilst parts have a distinctive character, as a whole the village lacks identity. There are a number of hidden assets throughout the village including the canal and valuable countryside, but these are not obvious from the Oxford Road.

- Concern regarding the unmet housing needs with low housing allocation in the Draft Local Plan and percieved high demand for affordable housing in the village.

- Constraints on development due to Green Belt, railway line, floodplain and major highways.

- Village centre is underperforming and lacks visibility onto Oxford Road.

- Potential threat of coalescence – need to maintain Kidlington's distinctiveness.

Priorities

- Overcome the barrier presented by Oxford to Banbury Road.

- Strengthen the centre with an improved retail offer and better visibility/ frontage to Oxford Road.

- Improve integration of the village centre and employment areas

- Enhance east-west linkages.

- Improve access to canal and open spaces.

- Make better use of assets and locational advantages.

- Understand and make provision to meet local housing needs.

- Strengthen the distinctive identity of Kidlington.

Vision for the future

Groups were asked to complete the statement 'In 2031 Kidlington will be….'. Common themes included:

- A stronger village centre with a greater range of retail brands and a mix of uses to achieve higher footfall, active frontages and enhanced daytime and night time economy.

- The creation of a sustainable community with high quality environment and access to jobs and a full range of high quality community facilities and services.

- Reinforcing the sense of identity and distinctiveness.

- Growth- balancing housing and employment growth with protection of the built and natural environment.

- Integration and connectivity.

10.4.2 Opportunities for change to 2031 and longer term

Delegates were divided into four themed groups depending on their particular area of interest and discussed priorities for change in the period to 2031 and longer term opportunities. Common themes related to:

- Maximising assets and making best use of sites.

- Need for an overall vision and framework (including land to the west of the canal).

- Importance of improved integration/ connections.

- Overcoming the barrier of Oxford Road.

- Need to consider employment, housing and community needs.

Village centre and Exeter Hall / enhancing local distinctiveness

i.   Village centre and Exeter Hall

- Need for better frontage onto Oxford Road and integration of the village centre and Exeter Hall site.

- Future development: the group identified potential opportunities to relocate or reconfigure land uses to release larger development sites in the longer term suitable e.g. Audi Garage and adjacent properties, fire station and post office, Co-op car park.

- Opportunity for reconfiguration of Exeter Close and facilities as part of wider town centre improvements.

- Public realm improvement: enhancing pedestrian and cycle routes, introducing 20mph, appropriate street furniture and enhancing activity in the street through improved weekly markets.

- Retail development: attraction of larger retail brands, additional 'anchor stores' e.g. Waitrose, ALDI and shop frontage renewal.

- Need for a strategic plan and village centre design guide to ensure that development proposals will contribute to overall objectives, enhance townscape quality and avoid piecemeal development.

AlanBaxter

ii. Enhancing local distinctiveness

- Identified the canal and surrounding area as an asset and the potential for towpath improvements connecting Kidlington to the business parks and Oxford.

- Potential for cycle and pedestrian improvements to link different landscape character areas including opportunities for circular walks.

- Recognised the importance of improving access to the surrounding countryside, as a means of offsetting the lack of formal open space in the village centre. Possible linear park along canal.

- Recognised that more could be done to signpost Kidlington and improved marketing and wayfinding for visitors.

Technology corridor

- Need to build on existing strengths and assets: Begbroke Science Park, London Oxford Airport, Langford Lane employment area and proximity to Oxford.

- Importance of better promotion of the whole area as a focus for high technology and research rather than as individual employment areas.

- Need housing and improved services to support employment growth.

- Request for greater clarity regarding the Green Belt review in terms of timing, area covered and local or strategic objectives.

- Importance of public realm improvements particularly within Langford Lane industrial area and enhanced linkages to village centre.

- Concerns about potential conflicting interests and need for joined up approach.

Improving connections and public realm

- Opportunity for a Green Travel Plan.

- Opportunities for public realm improvements at The Broadway shops, Bicester/Oxford Road junction and village centre.

- Potential for new cycle and pedestrian routes and improvements to connect up existing routes into a more comprehensive network e.g. extension of Bicester Road cycle route towards Islip.

- Need to focus on enhanced connectivity between employment areas and the village centre e.g.: new/ improved cycle and pedestrian routes between Langford Lane and Begbroke and the village centre via the canal and Lyne Road.

- Identified residential streets with high volumes of through traffic which would benefit from traffic calming measures e.g. Green Road.

- Parking pressures: potential need to restrict car parking along Oxford Road service roads (used as free park and ride) whilst maintaining some free parking within the village centre.

Meeting community needs

- Need to plan for prosperity: housing, jobs and facilities

- Identified possible sites for larger scale housing development to meet local housing needs.

- Opportunity to consolidate existing football club sites and expand Stratfield Brake, releasing sites for housing within the village e.g. Yarnton Road Football Club.

- Potential to enhance green infrastructure through careful use of green edges, footpaths, cycle paths and street trees.

- Establish a community hub at Exeter Close that brings service providers together, serves a multi-functional purpose and has access to funding.

- The need for a coherent vision for the village and its immediate surroundings including canal.

- Identified opportunities for shared use on/near existing school sites.

10.5 Summary

Consistent themes emerge from the consultation undertaken in respect of the 2006/7 Healthcheck and Action Plan, and the stakeholder consultation undertaken as part of the Framework Masterplan study. Key priorities include:

- Strengthen the distinctive identity of Kidlington.

- Create a stronger centre with an improved retail offer and better visibility/ frontage to Oxford Road.

- Improve integration of the village centre and employment areas.

- Enhance east-west linkages.

- Improve access to canal and open spaces.

- Make better use of assets and locational advantages.

- Understand and make provision to meet local housing needs.

- Reduce traffic congestion/ heavy traffic through village.

- Protect and enhance built and natural environment.

Particular importance is placed on balancing housing and employment growth with protection of the built and natural environment. There is increasing concern about the ability to meet local housing needs and the need for a well-rounded, sustainable community with a high quality environment, access to jobs and high quality community facilities and services.

Consultation Questions:

10. In your view, have the findings from consultation to date provided a good summary of the issues facing the village?

11.0 Framework vision and themes

11.1 Vision statement

 In 2031, Kidlington is a distinctive and sustainable community with a strong sense of identity.

Its landscape setting, access to high quality homes and community facilities and revitalised village centre make it an attractive place to live and work. Its strong connections with Oxford and Bicester, rail link to London and London Oxford airport support a growing high value employment base which is well integrated with the wider village.

The vision statement captures the essence of what the village hopes to achieve over the coming years and the type of place that Kidlington could become. Its themes are drawn from the strategic vision and objectives set out in the Local Plan (see section 9.3), the strategic aims identified through KPC's Healthcheck and subsequent Strategic Vision(see section 10.1) and the Framework analysis and consultation to date.

11.2 Spatial concept

The spatial concept plan summarises the main opportunity areas within the village where improvements, development and change should be focussed to deliver the vision. These areas must not be considered in isolation; connectivity and integration will be essential for their ongoing success:

• Kidlington's high quality landscape setting is protected as Green Belt but should be made more accessible for leisure. In particular the canal and river corridors to the east and west of the village which are attractive walking, cycling and recreational asset;

• The economic growth areas identified in the Local Plan Policies Kidlington 1 and 2 should be considered in a joined up manner to ensure maximum benefits to Kidlington's population and existing local businesses:

• Expansion of high tech employment areas around Langford Lane/ London Oxford Airport and Begbroke Science Park including small scale Green Belt release to accommodate growth (boundaries to be considered through Local Plan Part 2);

• Expansion of the village centre to the west of Oxford Road (boundaries to be considered through Local Plan Part 2);

• Village 'gateways' to the north and south are important in creating a sense of arrival and a good first impression and should be a focus for public realm and townscape improvements;

• Oxford Road should be transformed from a traffic dominated 'highway' to a pedestrian and cycle friendly 'street ';

• New and improved east-west pedestrian and cycling links should be created to connect the village's economic, social, landscape and townscape assets including potential for a canal hub at Roundham Bridge;

• Opportunities for new homes within the village centre and other small sites within the settlement boundary.

• Across all opportunity areas, there must be an emphasis on delivering high quality townscapes, landscapes and public realm which strengthen the character and distinctiveness of Kidlington.

11.3 Framework themes and objectives

Opportunities including longer term ambitions are described in more detail in subsequent chapters under the following six themes:

1. Revealing Kidlington's distinctive identity

To strengthen Kidlington's distinctive character of a 'village set in the landscape' and reveal its hidden gems to a wider audience.

To establish an attractive Kidlington townscape character through the high quality design of new buildings and public spaces.

2. Strengthening the village centre

To strengthen the village centre, increasing its mix of uses and vitality and its attractiveness to local residents, employees and visitors as a place to shop, work and spend leisure time during the day and evening.

3. Supporting community needs

To enhance access for all residents to high quality community facilities, sports and recreation spaces.

4. Supporting future economic success

To support the growth of an integrated cluster of high value employment uses to the west of the village including Langford Lane, London Oxford Airport and Begbroke Science Park.

To integrate the employment areas with the rest of the village, to maximise benefits to employers and employees, the village as a whole and the wider district.

5. Planning for sustainable growth

To build a sustainable community with opportunities for all and access to housing, jobs and high quality community facilities.

6. Integrating and connecting

To physically integrate Kidlington's neighbourhoods, village centre and employment areas; to encourage movement by sustainable modes of transport; and to make the most of the village's excellent strategic connectivity.

The proposals are initial recommendations, identifying opportunity areas to explore in greater detail through the Local Plan Part 2, potential neighbourhood plan or subsequent masterplan studies . Chapter 18 provides an Action Plan setting out the next steps in delivering the Framework opportunities. Areas where further detailed investigation is required to strengthen the evidence base are identified.

When planning for the future of the village it is important to consider the immediate and medium term ambitions within the context of the longer term and bigger picture. Whilst the focus of the Framework is on meeting the Local Plan objectives to 2031, the Local Plan recognises that the Framework also provides an opportunity to identify longer term issues which may be addressed in future Local Plan reviews.

> Consultation Questions:
>
> 11. Do you agree with the Vision statement, overall spatial concept and Framework objectives?

AlanBaxter

Key

- - - - Green Belt

- - - - Railway line

⭐ Key assets

⬌ Green corridors

Village 'gateways'

Focus for growth

||||| Transform Oxford Road from a highway to a 'street'

━━━ Strengthen east-west walking and cycling connections

❋ Canal hub at Roundham Bridge

London Oxford Airport

Langford Lane

Gateway from the north

Banbury Road

Protect high quality setting

Historic core

EAST-WEST CONNECTIONS

Village centre and Exeter Close

Oxford Road

Begbroke Science Park

Canal leisure corridor

Gosford Hill hub

Bicester Road

Stratfield Brake

Gateway from the south

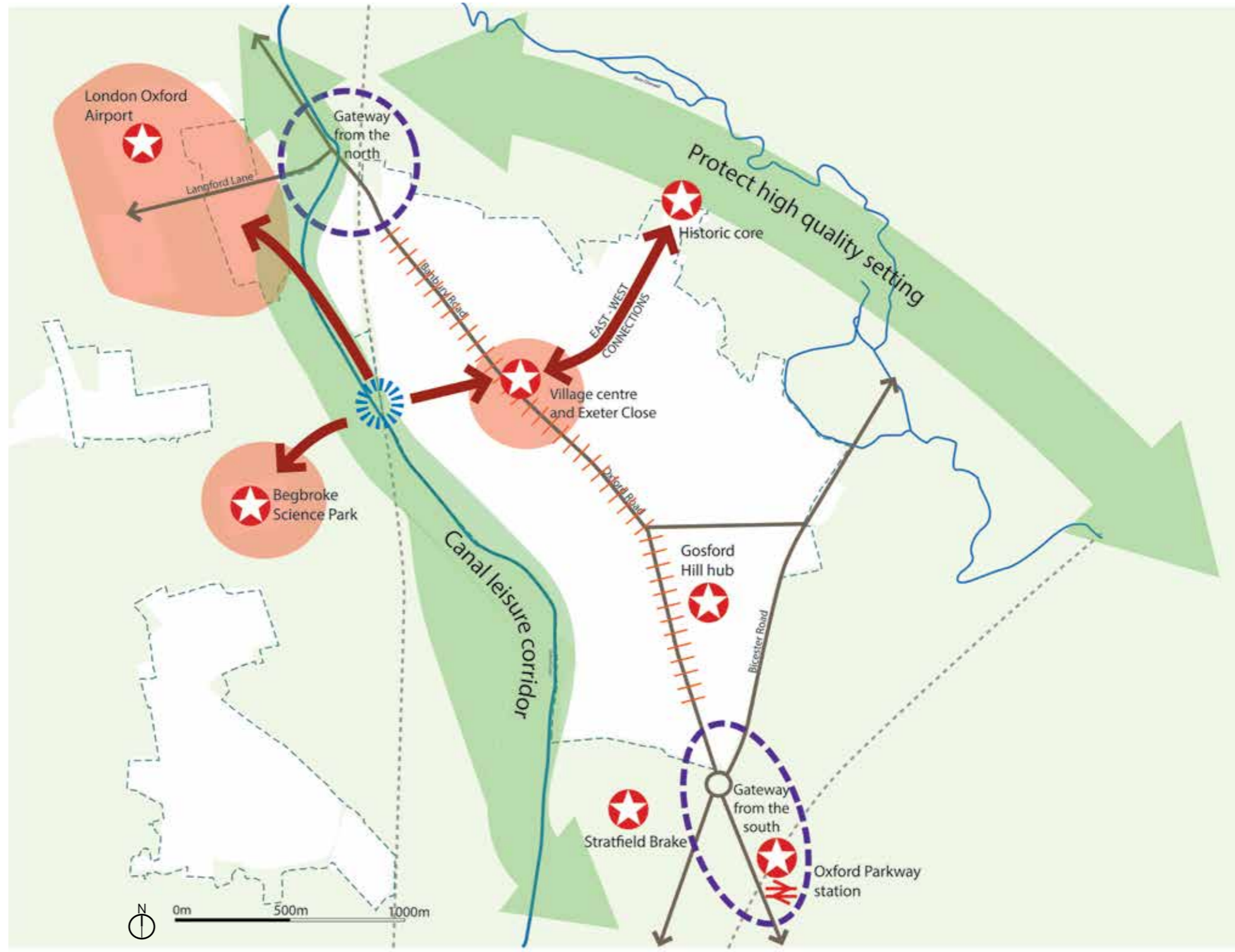Oxford Parkway station

N

0m   500m   1000m

Figure 11.1 Spatial concept

12.0
Revealing Kidlington's distinctive identity

12.1 Summary of key issues

Kidlington has a number of high quality, distinctive landscape and townscape assets including the canal, historic village core and River Cherwell landscape. However, they are hidden at the edges of the village and are not evident to many visitors.

First impressions are of a primarily suburban linear settlement comprising of ribbon development on the A4260 through the village and late 20th century inward facing estates which make up much of the housing stock and lack local distinctiveness;

Access to the canal from the adjacent housing estates is extremely limited with garage courts and back fences fronting into the canal;

The village centre is located to the west of the main road and is easy to miss. It lacks a strong sense of place or distinctive architectural style and does not relate to the historic core;

The village is surrounded by Green Belt and physically separate from Oxford and the surrounding villages of Begbroke and Yarnton. It is keen to remain so, retaining its independence as a settlement rather than becoming a suburb of Oxford.

Kidlington's status as the second largest village in England is a quirky fact but does not reflect the size of the settlement or its importance for service provision, employment and its weekly market.

12.2 Objectives

To strengthen Kidlington's distinctive character of a 'village set in the landscape' and reveal its hidden gems to a wider audience.

To establish an attractive Kidlington townscape character through the high quality design of new buildings and public spaces.

12.3 Opportunities

12.3.1 Put Kidlington on the map

As the nearest large settlement Kidlington's presence should be felt at both the airport and Oxford Parkway station. Information boards should be provided detailing local attractions, accommodation and facilities.

Wider promotion of Kidlington as an attractive place to live, work and visit should highlight the village's townscape, landscape and economic assets and its proximity to attractions such as Blenheim Palace and Otmoor Nature Reserve.

12.3.2 Strong first impressions

The Kidlington roundabout area could be enhanced so that it acts as a positive arrival point or 'gateway' to the village from the south. Options to be explored include public art on the roundabout or grass verges to the north, new welcome signage to point visitors to Kidlington attractions, and enhanced footpaths and cycling routes to

the station and Stratfield Brake.

The gateway from the north into Kidlington at the junction of Oxford Road and Langford Lane could be enhanced with a comprehensive public realm scheme including welcome signage and improved views and access onto the canal and Langford Lane Wharf Conservation Area. Improvements should be delivered in conjunction with the expansion of employment uses at Langford Lane and the proposed care home development at Gravel Pits.

12.3.3 Redefine the character of Kidlington village centre

Village centre design guidelines should be prepared, to provide guidance on the quality and character that is expected of future development in the expanded village centre. This will assist planning officers in working with developers to ensure a high quality of design and development. Further details are provided in section 13.3.

12.3.4 Increase accessibility and awareness of the village's landscape and heritage assets

There is an opportunity to connect the Historic Village Trail around Church Street and Mill End to the village's other assets such as the canal and village centre by improved cycling and clearly signposted walking routes running east-west.

Medium and longer distance circular walks are proposed to encourage an appreciation of the village's attractive landscape setting. The majority of connections are already in place, but need clearer signage and additional information for example in leaflet form or a map/ information display board in the village centre.

Figure 12.1 Opportunity for new public art. Source: Lily Hartley

Figure 12.2 Opportunity for welcoming signage. Source: Malcolm Lane

Alan Baxter

Key

- - - - - - Green Belt

━━ ━━ ━━ Railway line

Village 'gateways'

Public realm improvements

Improve canal side green spaces

Review and increase canal access points

Improved walking routes connecting the assets

Existing Historic Village Trail

Landscape and townscape assets

Landscape appraisal

Village centre design guidance

Conservation areas

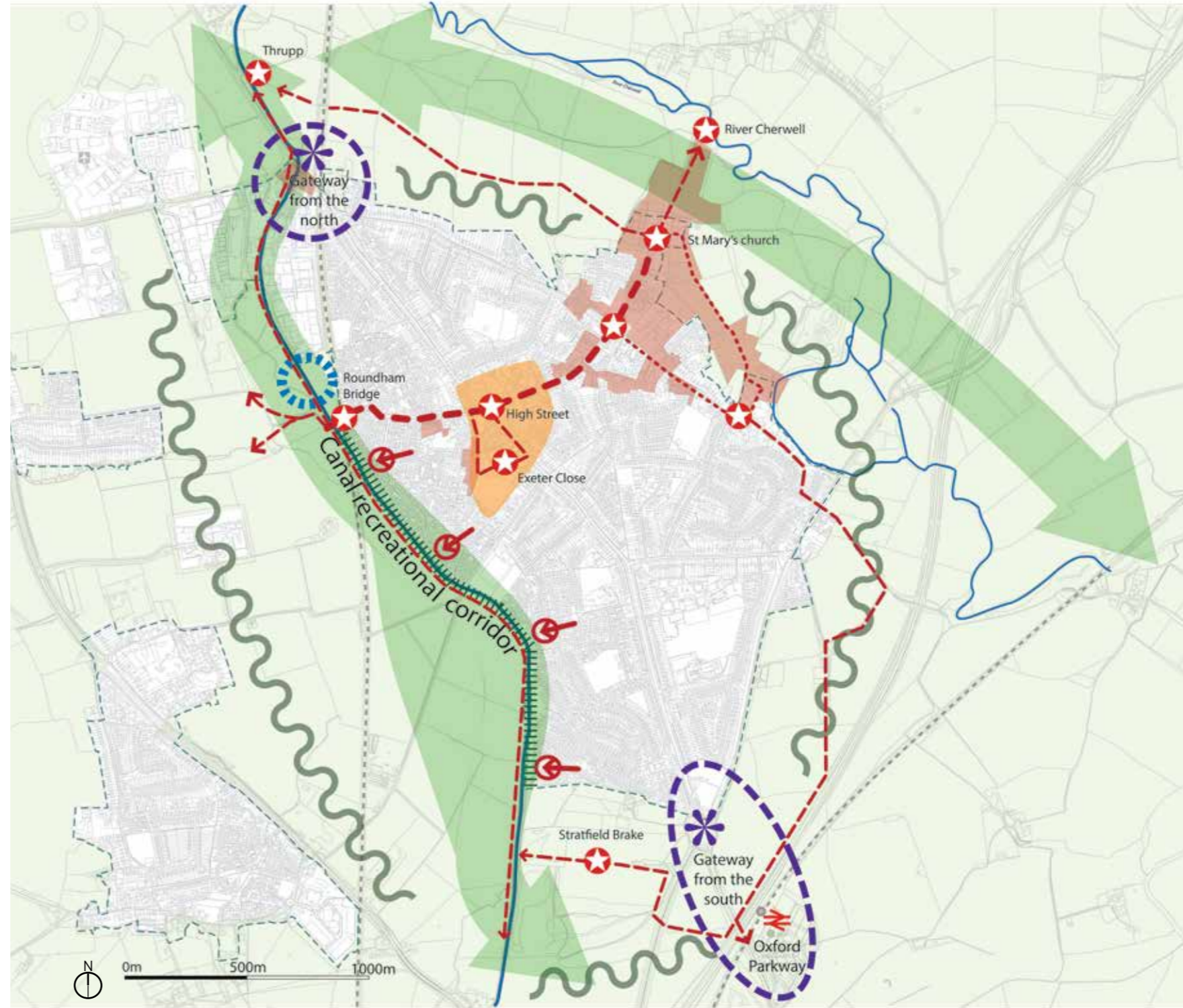Improved habitat and green space corridors

Canal hub at Roundham Bridge

Figure 12.3 Revealing Kidlington's distinctive identity

12.3.5 Canal recreational corridor

In line with Local Plan Policy ESD16 the Framework supports increased access to and recreational use of the Oxford Canal corridor.

Roundham Bridge and locks are already a focus for activity on the canal and have the potential to act as a hub with increased facilities and connectivity:

- The bridge and railway level crossing to the west provide a footpath and informal cycle link between Begbroke and Kidlington village centre, and north and south along the canal towpath. These links should be improved to provide formal cycle ways to Begbroke Science Park and Langford Lane employment areas.

- The vacant triangle of land to the east of Roundham locks could be a good location for a small scale facility such as a local marina and café which relates well to the canal and encourages recreational use of the corridor. This would provide moorings which are within walking distance of the village centre.

Opportunities to increase access from residential estates to the east of the canal should be explored to create connections for leisure and commuting. This could include the reconfiguration of garage courts and footpaths to enable cycle and pedestrian access, and the creation of a towpath on the eastern bank of the canal. A detailed study will be required to identify appropriate locations.

There is an opportunity to create a designated green corridor of informal amenity and natural open space to the west of the canal, making use of land which is at risk of flooding. This would provide an enhanced recreation and natural resource extending from Stratfield Brake to Rushy Meadows SSSI and beyond.

Poorly used green spaces on the eastern bank of the canal have potential to be turned into pocket parks to improve the setting of the canal and address the greenspace shortfall. These spaces could provide an opportunity for design and management by the local community.

12.3.6 Define and protect the edges of the village

An appraisal of Kidlington's landscape setting should be prepared to support future planning policy. This should identify the landscapes which are most important in defining the village boundaries and attractive landscape character and maintaining Kidlington's separateness from adjacent settlements.

12.4 Longer term opportunities

The following opportunities could be considered in the longer term:

12.4.1 Development opportunities

Mixed use development to strengthen the village gateways to create a strong sense of arrival. Subject to policy constraints (Green Belt), development around the southern gateway could provide a stronger frontage to the main road and potentially include the reconfiguration of Kidlington roundabout junction.

Development of a marina or other facilities to west of canal to provide moorings and visitor facilities, subject to policy constraints.

Consultation Questions:

12. Do you agree with the objectives and opportunities identified under the theme of 'revealing Kidlington's distinctive identity'?

12b. Do you have any ideas to add?

Figure 12.4 Example of a characterful new village centre at Poundbury, Dorset

Figure 12.5 Oxford Canal, Kidlington

Figure 12.6 Way finding, Kidlington village centre

Figure 12.7 Precedent of an opportunity for greater canal side activity

13.0 Strengthening Kidlington village centre

13.1 Summary of key issues:

- The village centre operates as a local service centre and has a regular market. Co-op and Tesco are anchor stores and there is a high number of A2 uses (services, banks etc.) but limited comparison retail. There are a low number of vacant units and a low number of national multiples.

- The centre is well located geographically at the centre of the village and is well served by car parking. However, for village of its size, the village centre is underperforming and the evening economy is weak. A lack of high quality frontage onto Oxford Road, poorly located bus stops, a lack of pedestrian crossings and limited vehicle access points limit footfall from passing trade.

- There is a mismmash of architectural styles on the High Street and architectural and public realm design quality varies considerably.

- Surface car parking occupies large areas of land to the rear of the High Street. There is concern that long stay car parks are used as an informal 'park and ride' by bus users rather than by shoppers and as a result occupancy levels do not reflect the car parking need generated by village centre uses.

- Village centre expansion is identified in the Local Plan to the west of Oxford Road. However the highway continues to act as a barrier and reported demand for retail premises is low.

- Local Plan Policy Kidlington 2 supports residential development in appropriate locations in the village centre.

- Exeter Close provides a range of community facilities and recent landscape works have improved the entrances, but the site still relates poorly to the town centre.

- The southern part of Kidlington / Gosford is served by shops around The Broadway and a large Sainsburys. Retail facilities in the northern part of the village are limited to a convenience store.

13.2 Objectives

To strengthen the village centre, increasing its mix of uses and vitality and its attractiveness to local residents, employees and visitors as a place to shop, work and spend leisure time during the day and evening.

13.3 Opportunities

13.3.1 Redefine the character of Kidlington village centre

The village centre should be the focus for significant change and improvement which will bring obvious benefits to local businesses and residents and will be important in changing wider perceptions of Kidlington for the better.

In line with Local Plan Policy Kidlington 2, the designated boundary of Kidlington village centre should be expanded to include land to the west of Oxford Road and Exeter Close. The rear of Exeter Close, North Kidlington School, the Fire Station and Sorting Office, and historic properties on Banbury Road several of which contain retail/ office uses should be considered for inclusion within the boundary. These areas form the setting of the core village centre and contain or have potential to accommodate town centre and community uses.

The Framework establishes design principles for the village centre and identifies potential development sites which are listed below. These principles should be tested and developed in a comprehensive village centre masterplan. This more detailed work will require further background studies to understand land ownership, site availability and develop a strategy for car parking to ensure the proposals are deliverable.

The masterplan should be supported by design guidance on the quality and character that is expected of future development. This should include a review of important characteristics of Kidlington and wider Oxfordshire townscapes highlighting ways in which the vernacular could be reflected in the architectural approach. It should set out robust guidance on quality, detail and design style, for example materials, roof lines, heights, set-backs and public realm, to ensure that development positively enhances the character and distinctiveness of the village centre and creates a cohesive village centre streetscape.

Figure 13.1 Food and drink- Brixton Market

Figure 13.3 Events

Figure 13.2 Markets

13.3.2 Village centre design principles

Connectivity and public realm

- Key village centre streets and pedestrian routes (identified on Figure 13.4) should be the focus for high quality public realm treatments. This includes the transformation of Oxford Road from a traffic dominated highway to a pleasant, people friendly street (further details are provided below). On the High Street the public realm character of the western section could be could be extended eastwards to reduce the dominance of the carriageway.

- The potential for an improved network of secondary pedestrian routes is identified to increase connectivity between east and west, and provide opportunities for additional development frontage. This includes a new walking route between the Co-op and Red Lion car parks to enhance access to the shops on Oxford Road.

- Potential locations for improved public squares are identified at Watts Way Piazza, the junction of Oxford Road/High Street and the entrance to Exeter Close. At Watts Way, there is potential for small scale retail/residential development on the existing car park to create a new frontage to the square which would define and enlarge the public space.

Car parking and servicing

- Indicative locations for small scale multi-storey car parks or decked parking areas are proposed to decrease the surface area occupied by car parking and release sites for residential and retail development. A survey of car parking use and need is required to establish the opportunity to reconfigure car parking provision and management in the town centre, but not to the detriment of village centre trade.

- Free car parking should be managed (potentially through permits or tokens or a reduction in long stay parking) to ensure that it is used by those visiting village centre shops and facilities rather than purely for park and ride to Oxford.

- Retail service areas should be reviewed to limit conflict with pedestrians/ private vehicles.

Development and new uses

- New development should create active ground floor frontages to the primary and secondary pedestrian routes and streets.

- The frontage to High Street and the central section of Oxford Road is the focus for primary retail/ food & drink or community uses on ground floor, but could have a broader mix of uses including residential and offices above. Opportunities to increase the range of retail premises available should be explored including identifying opportunities for larger floorplate units and premises for small businesses.

- The growth of A3 uses (food & drink) and the evening economy should be supported, to provide greater choice for local residents and an attractive destination for after work leisure time and weekends. In particular evening economy and high quality food and drink establishments could be supported along Oxford Road, where a cluster has already developed.

- In line with Local Plan Policy Kidlington 2, there is potential for residential development in appropriate locations within the village centre. Sites could include land released through the reconfiguration of the northern car parks, Co-op car park and small scale development at Exeter Close subject to the satisfactory reconfiguration of existing uses. This will help to increase spending power and vibrancy within the village centre and will support the growth of retail, services and the evening economy.

- Over time, the current single storey houses to the west of Oxford Road could be replaced with 2-3 storey buildings with retail or community uses, to mirror the scale of the eastern side of the street and create a stronger sense of enclosure to denote entry to the village centre. Any furture improvements should be of high quality with well landscaped public spaces and tree planting.

- To the south, the focus is on community facilities and creating a strong link to Exeter Close.

- Office uses (B1) should focus on small to medium scale premises with an emphasis on supporting local residents wishing to start up their own business.
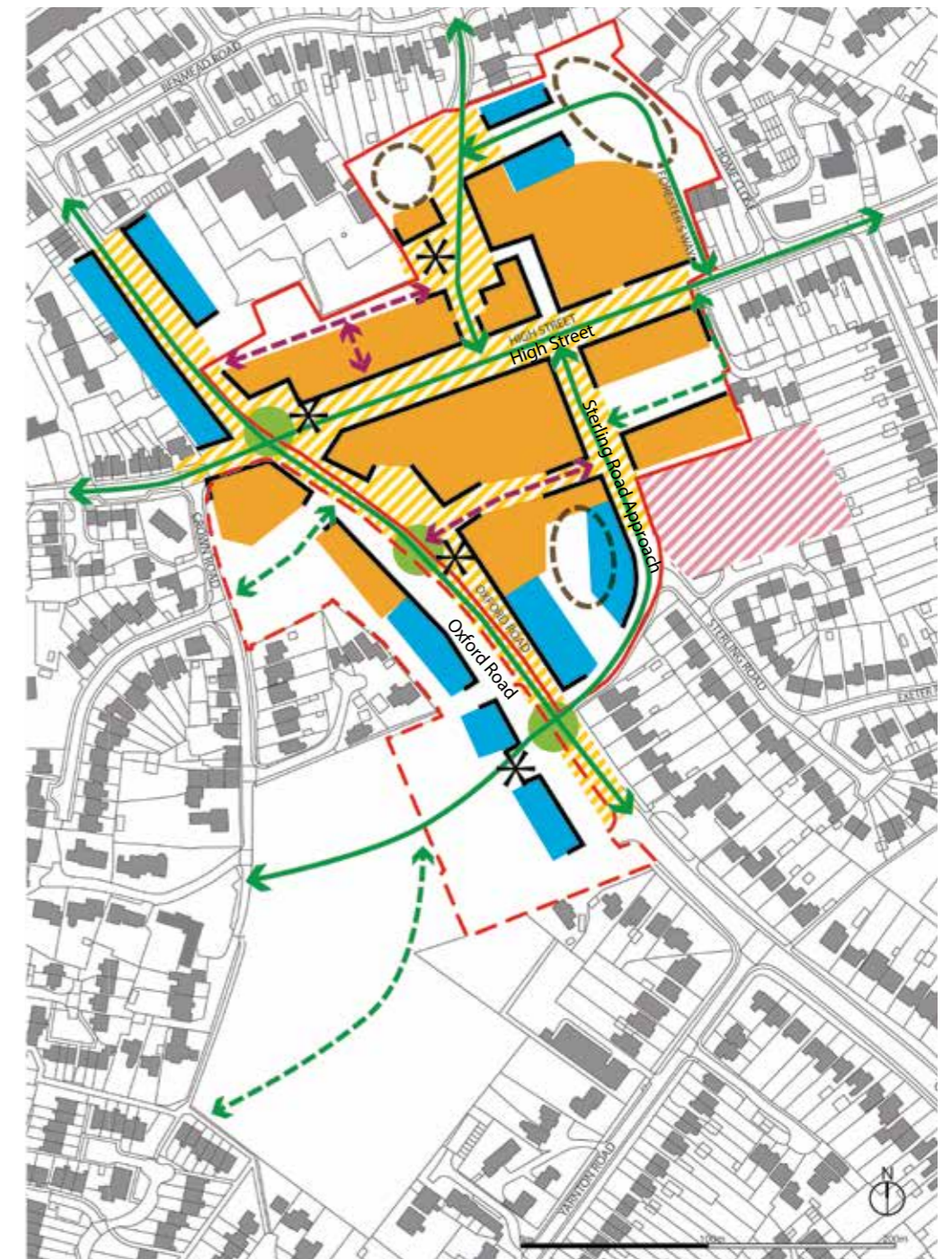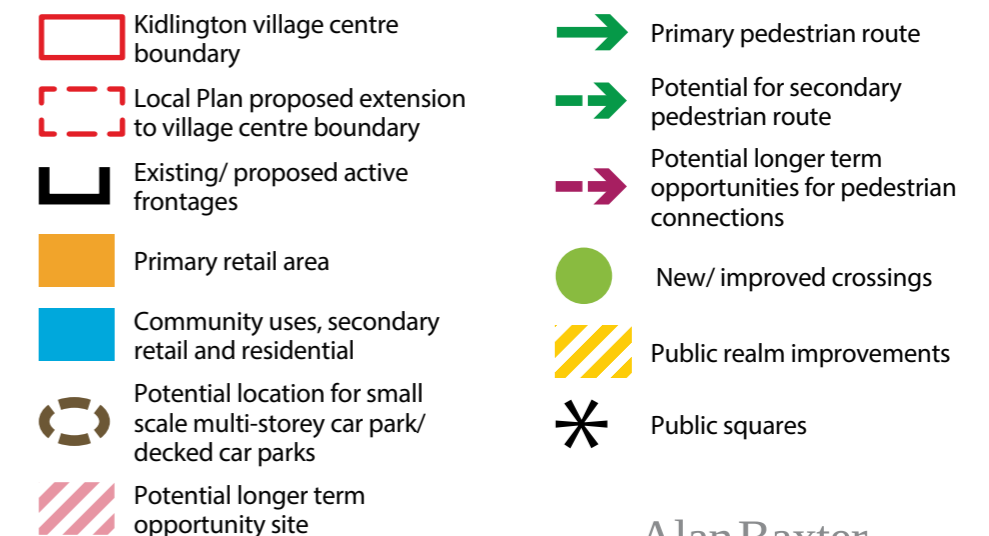

Figure 13.4 Indicative plan to illustrate potential extent of development (subject to options testing)

▭ Kidlington village centre boundary	→ Primary pedestrian route
⬚ Local Plan proposed extension to village centre boundary	⇢ Potential for secondary pedestrian route
⎿ Existing/ proposed active frontages	⇢ Potential longer term opportunities for pedestrian connections
▮ Primary retail area	● New/ improved crossings
▮ Community uses, secondary retail and residential	▨ Public realm improvements
◌ Potential location for small scale multi-storey car park/ decked car parks	✳ Public squares
▨ Potential longer term opportunity site	

Alan Baxter

13.3.3 Transform Oxford Road from highway to High Street.

Public realm improvements should be focused on increasing pedestrian priority on Oxford Road between Exeter Close and Benmead Road, providing the right setting for high street uses to flourish and creating stronger east-west walking and cycling routes towards the canal. This could include:

• A new toucan crossing between the tower and Lyne Road to encourage greater access between east and west for pedestrians and cyclists.

• Moving the northern bus stops southwards so they are located close to the shops.

• Reconfiguring Oxford Road south of Lyne Road, by introducing on-street parking, street trees, bus stops, wider pavements and informal crossing points so that traffic is naturally slowed.

• Using the space created in front of the parade of shops for outside seating.

• Raised traffic platforms at pedestrian crossing points and junctions on Oxford Road to reinforce the 30mph speed limit.

Figure 13.5 illustrate the potential to alter the character of Oxford Road to support the expansion of retail uses.
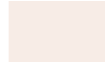
A. Junction reconfigured to allow for additional cycle and pedestrian 'toucan' crossings and segegrated on street cycle route.

B. Space outside Black Bull and adjacent buildings decluttered and redesigned to create extension to public square.

C. Highways markings removed to reinforce pedestrian zone character. Cycling access reintroduced within pedestrianised zone.

D. Bus stops relocated to be closer to retail and facilities.

E. Highway and service road reconfigured to allow for segregated cycle route, on-street parking, wide pavements outside retail units to east and west.

F. Red Lion and Co-op car parks linked by a new pedestrian connection.

G. Southbound bus stop relocated from eastern end of High Street.

H. Public realm upgrade to reduce dominance of the carriageway.

I. Potential locations for raised traffic platforms to reinforce speed.

Figure 13.5 Village centre indicative public realm improvements

Figure 13.6 Village centre existing highway arrangements

	Pavement		Street tree
	Carriageway		Building
	Surface car parking		Cycle lane
	Grass		Raised surface

13.3.4 Expand the village centre through new mixed use development

The following sites could be considered for redevelopment to enhance the character and mix of uses within the village centre (Subject to assessment through Local Plan Part 2). A comprehensive approach will be required for their development:

A. The Audi garage is a large site (0.4ha) on a highly prominent corner site to the west of Oxford Road. The current building scale, car park forecourt and advertising banners are detrimental to the appearance of the village centre. The site would be ideal for a new retail anchor, community or arts facility such as a theatre providing an attractive western frontage to the square. The site should be developed in a manner which encourages links west to the canal.

B. Co-op car park (0.3ha). The site presents an opportunity for residential, small scale retail or office above and around a car park. A new pedestrian link from the rear Co-op entrance through to the Red Lion pub could be created, strengthening the retail 'loop' between the High Street and Oxford Road. A deck above the car park could provide residential amenity space or additional parking.

C. Rationalisation and redevelopment of car parks to the north of the High Street could provide smaller retail units and residential. This should be designed to create an attractive frontage to the public square and a strong walking route between the remaining car parks, Curtis Road and High Street. Car park decks could be used where this provides a viable means of releasing development land.

D. Exeter Close. Potential reconfiguration of the site (3.7ha) to create an enhanced community hub and park with new accommodation for community and health facilities currently located on the site. There may be potential for small scale residential development here. (See section 14.0).

Smaller potential development sites include:

E. Several low rise and/or low quality properties with high street frontage have potential for redevelopment of around 3 storeys in height, to create a cohesive retail parade. Development should provide for primary retail on the ground floor, with offices or residential above.

F. Properties to the west of Oxford Road between Lyne Road and Exeter Close are predominantly residential and presumably in multiple ownerships. Site assembly will be necessary in order to deliver a comprehensive and coherent scheme. The focus should be on providing a strong, continuous frontage of retail/ community uses onto the street with residential or office uses above.

In the longer term the following large sites could be considered for redevelopment subject to the identification of appropriate new sites for the existing uses:

G. Fire station and post office sorting office site for residential development if surplus to future operational requirements.

Development quantum

Assuming all sites are available for development in the longer-term and subject to an assessment through Local Plan Part 2 an initial estimate suggests:

- between 200 and 300 new residential dwellings could be provided in the village centre, accommodating a mix of tenures but assuming a high proportion of apartments.

- an additional 10,000 sq. m of retail space and 1,800 sq. m of office space could be provided (subject to evidence for the Local Plan Part 2 process).

The development capacity, mix of uses (particularly the split between upper floor office and residential) and development viability should be assessed in detail as part of a village centre masterplan.

Figure 13.7 Potential village centre sites

Potential short term development sites (subject to availability and relocation of existing uses)

Potential longer-term development sites (subject to availability and relocation of existing uses)

Kidlington village centre boundary

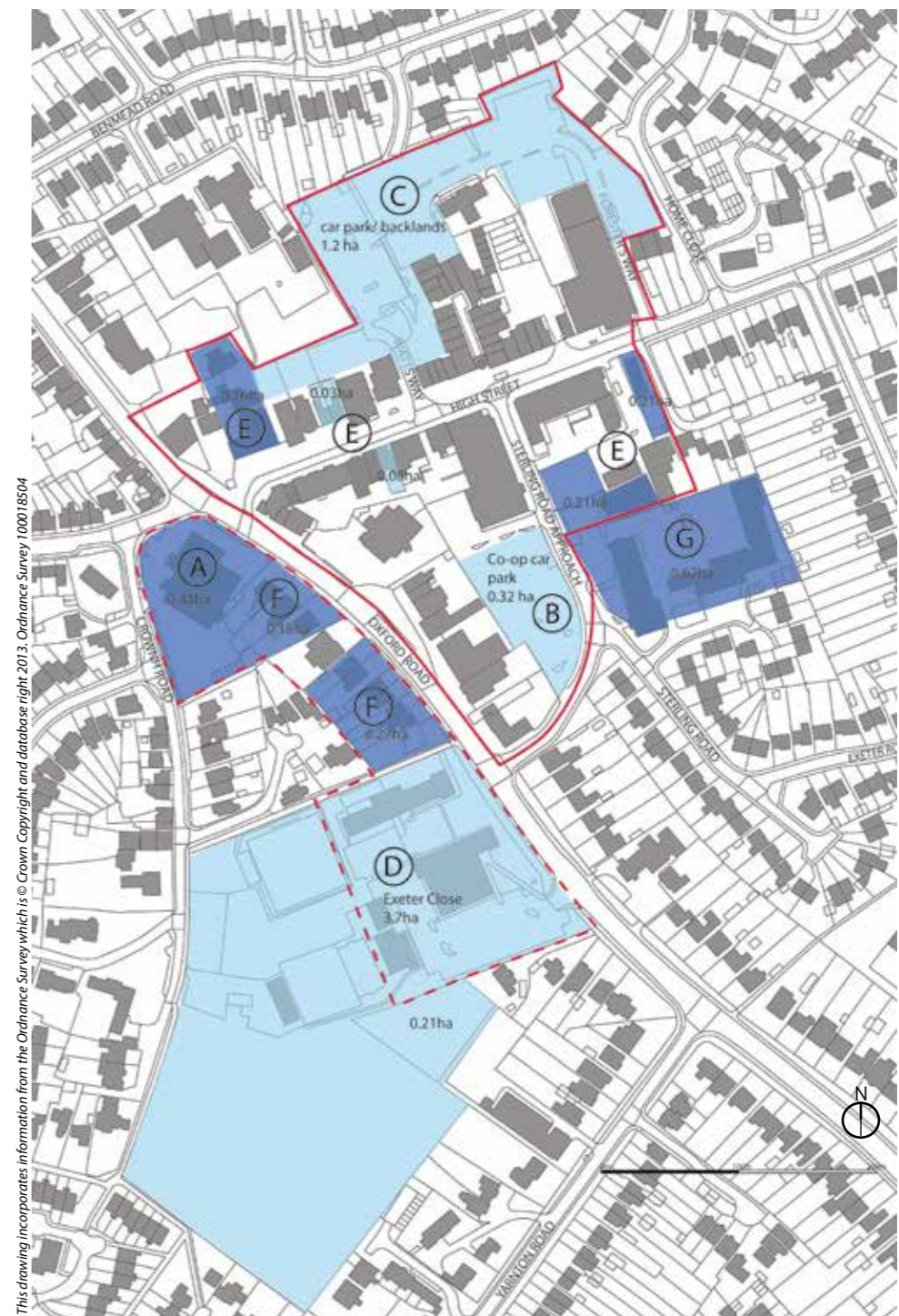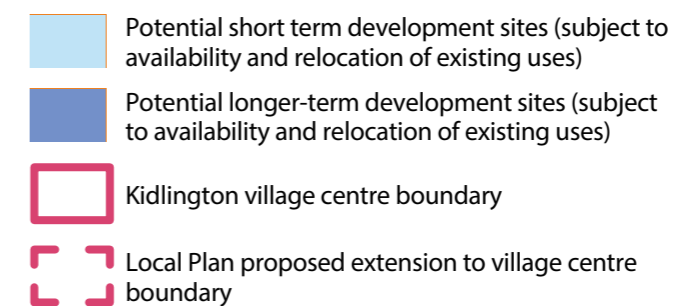Local Plan proposed extension to village centre boundary

Alan Baxter

13.3.5 Early project opportunities

Prior to significant development the following opportunities could be explored:

- Shop front improvements such as introducing canopies to shops around the Oxford Road square to create an appealing and consistent appearance

- Extended events programme e.g. themed Sunday or evening markets, arts or craft events or outdoor music

- Development of niche food offer

- Projects to incentivise local spending

- Potential to establish a business organisation and designate a Business Improvement District

- Supporting the growth of the weekly market and increasing the range of specialist markets. This could include expansion of the market into the Oxford Road square to give it greater prominence to passing trade.

- Improving the Watts Way square by introducing small retail kiosks on the southern side of the square to bring activity.

- Setting up a working group with retailers / landowners at the western end / north side of the High Street to investigate opportunities for land assembly to enable a new rear access route, rationalisation of parking and retail servicing and provision of affordable commercial premises to the rear of the high street.

CDC and KPC may wish to re-establish the village centre management board linked with local business organisation 'Kidlington Voice' or create a formal Business Improvement District (BID)[1] to manage these projects.

[1] A BID is a business led partnership with a 5 year remit, created through a ballot process to deliver additional services to local businesses. It operates within a defined area in which a levy is charged on all business rate payers in addition to the business rates bill. This levy is used to develop projects which will benefit business in the local, in addition to the services provided by local authorities. For further information refer to: https://www.gov.uk/guidance/business-improvement-districts

Consultation Questions:

13a. Do you agree with the objectives and opportunities identified under the theme of 'strengthening Kidlington Village Centre'?

13b. Do you agree that the opportunity to reconfigure and potentially reduce some surface car parking in the village centre to release land for retail and housing development should be explored?

13c. Do you have any ideas to add?

14.0 Supporting community needs

14.1 Summary of key issues:

- Kidlington is relatively well served by community facilities and good schools but facilities are concentrated in central and southern Kidlington while North Kidlington is poorly served. The Local Plan identifies the need for the expansion of one existing primary school.

- Exeter Close provides a cluster of community facilities in a central location, but buildings are outdated and the site layout is inefficient.

- Kidlington is well served by playing fields but football clubs within the village are dispersed with poor quality facilities located to the rear of housing areas and limited access to all-weather pitches. The modern sports facilities of Stratfield Brake are at capacity.

- Kidlington's larger recreation areas (Orchard Rec., Parkhill Rec., Ron Groves Park and Exeter Close) provide vital amenity space for a local catchment. However they are dominated by sports pitches which are used heavily by local clubs at the weekends and several parks are located to the rear of housing areas which raises safety concerns.

- There is a shortage of parks and gardens, allotments, pitches and amenity greenspace which is highlighted in Local Plan Policy Villages 4. However, considerable areas of 'left-over' green space exists within estates and alongside the canal which could be put to better use.

14.2 Objectives

To enhance access for all residents to high quality community facilities, sports and recreation spaces.

14.3 Opportunities

14.3.1 Reconfigure and improve access to sports pitches, parks and amenity space

A strategy should be developed with sports clubs and KPC for improvements to the provision of recreational green spaces and sports facilities within the village, building on the findings of CDC's Open Space Update, 2011. Opportunities to be explored include:

- The potential to provide an all-weather football pitch (3G/4G) to enable winter training for Kidlington clubs and those in the wider area. This could be operated as a commercial venue.

- The potential to expand Stratfield Brake to the north onto land owned by Stratfield Farm or to the east to provide additional pitches for football and netball including the proposed all-weather pitch. The size of site required should be defined through the detailed strategy work which should also consider site availability.

- The potential to relocate existing pitches to this 'sporting hub'.

- The potential for management of the village football clubs to be consolidated to enable efficient use of resources and support player progression.

- At Orchard Rec., Ron Groves and Parkhill Rec., the relocation of some or all pitches would enable the green spaces to be redesigned as improved amenity space with enhanced play equipment for a range of ages. This qualitative improvement in amenity space could potentially be funded by small scale quantitative loss of green space to enable new homes to be built at the edges of the parks. New homes would be designed to overlook the park to provide 'natural surveillance' and encourage increased use. If all parks were developed in this manner around 60-70 new homes could be provided but this would result in a loss of around 2.1 ha of open space.

- Given the overall shortfall in amenity space and the local catchments served by the larger recreation grounds, the loss of an entire recreation ground for residential development is unlikely to be appropriate.

- If Kidlington's FCs ground at Yarnton Road were to be relocated this would create an opportunity for residential development with an attractive frontage to the canal. This 2 ha site could deliver around 50-75 homes and a new children's play area/park (assuming retention of the adjacent allotments). However, potential relocation and consolidation of sports facilities needs to be considered as a whole within the village.

- Smaller scale 'leftover' greenspaces within existing residential areas and alongside the canal could become play spaces, gardens, community orchards or allotments. For example, the grassed areas to the north and south of Chorefields. Opportunities for these spaces to be designed and managed by the local community should be explored.

Figure 14.1 Oppportunity to reconfigure and improve access to sports facilities

Alan Baxter

Figure 14.2 Yarnton Road recreation ground - existing layout

Figure 14.3 Ron Groves recreation ground - existing layout

Figure 14.4 Orchard recreation ground - existing layout

Figure 14.5 Parkhill/ Benmead recreation ground - existing layout

Legend

- Pedestrian access
- Vehicle and pedestrian access
- Streets
- Canal

Not to scale

14.3.2 Exeter Close Community Hub

Service providers and KPC recognise the need for redevelopment at Exeter Close to provide modern facilities and are developing ideas for the reconfiguration of the site. We recommend that KPC establish a working group made up of all operators of Exeter Close to define the brief for the comprehensive rethinking of the site.

Design principles which should be considered include:

- Retention of the current mix of uses with an emphasis on community facilities including healthcare, children's services, community hall, sports and recreation space and potential introduction of a small element of residential.

- New accommodation for Exeter Hall, the Health Centre and other community uses should be situated close to the village centre to create a strong frontage to Oxford Road. New buildings could be up to 3 storeys in height surrounded by high quality amenity space and retained mature trees.

- Creation of a multi-functional community hub building suitable for the co-location a range of facilities and services which are currently dispersed in individual buildings.

- Relocation of the children's play area to a more central location within the site where it can relate better to the village centre and children's centre.

- Pedestrian routes through the site should be retained and improved to connect the existing residential areas to the Exeter Close and the village centre.

- The design of surface car parking is currently inefficient. In developing a plan for the site the area allocated to car parking and potentially also the total number of spaces should be reduced to release land for other uses.

- The main vehicle access to the site will be taken off Oxford Road, with secondary access from Crown Road.

- Opportunities for additional pedestrian or vehicle access from Yarnton Court or Judges Close should be explored;

- Vacant land between Exeter Close and Yarnton Road (approx. 0.2 ha) could be brought into the development.

- Assuming the satisfactory rehousing and reconfiguration of existing services, car parking and sports facilities within the site in a more efficient layout and the inclusion of land to the south, there is an opportunity for a small number of new homes to be built to help fund the development. It is estimated that the available land could be around 0.5 hectares, which could deliver upwards of 15 new homes. These should be located to the rear of the site, potentially

accessed off Crown Road or Judges Close. Development should be a maximum of 3 storeys and have a positive relationship to the other uses on the site.

- If the existing football pitch were to be relocated to Stratfield Brake this would potentially release additional land for residential development.

A suggested arrangement of uses is provided in Figure 14.6.

A masterplan should be prepared to identify the most efficient and appropriate layout for the site. The plan should be supported by a funding and phasing strategy.

14.3.3 Local community hubs

- Gosford Hill School / Leisure Centre forms a hub of facilities serving Gosford and southern Kidlington. If in the longer term, the adjacent Thames Valley Police HQ site were to become available, it could be considered for additional facilities or as a residential site.

- Any housing growth in the longer term should be matched by the provision of additional community facilities. The location for facilities should be carefully considered to ensure they are within walking distance of the residents they serve. Growth in the north of Kidlington for example, could be a catalyst for a third community hub to be developed serving the needs of existing and future residents. Cross boundary working with adjacent parishes will be necessary to ensure effective service provision.
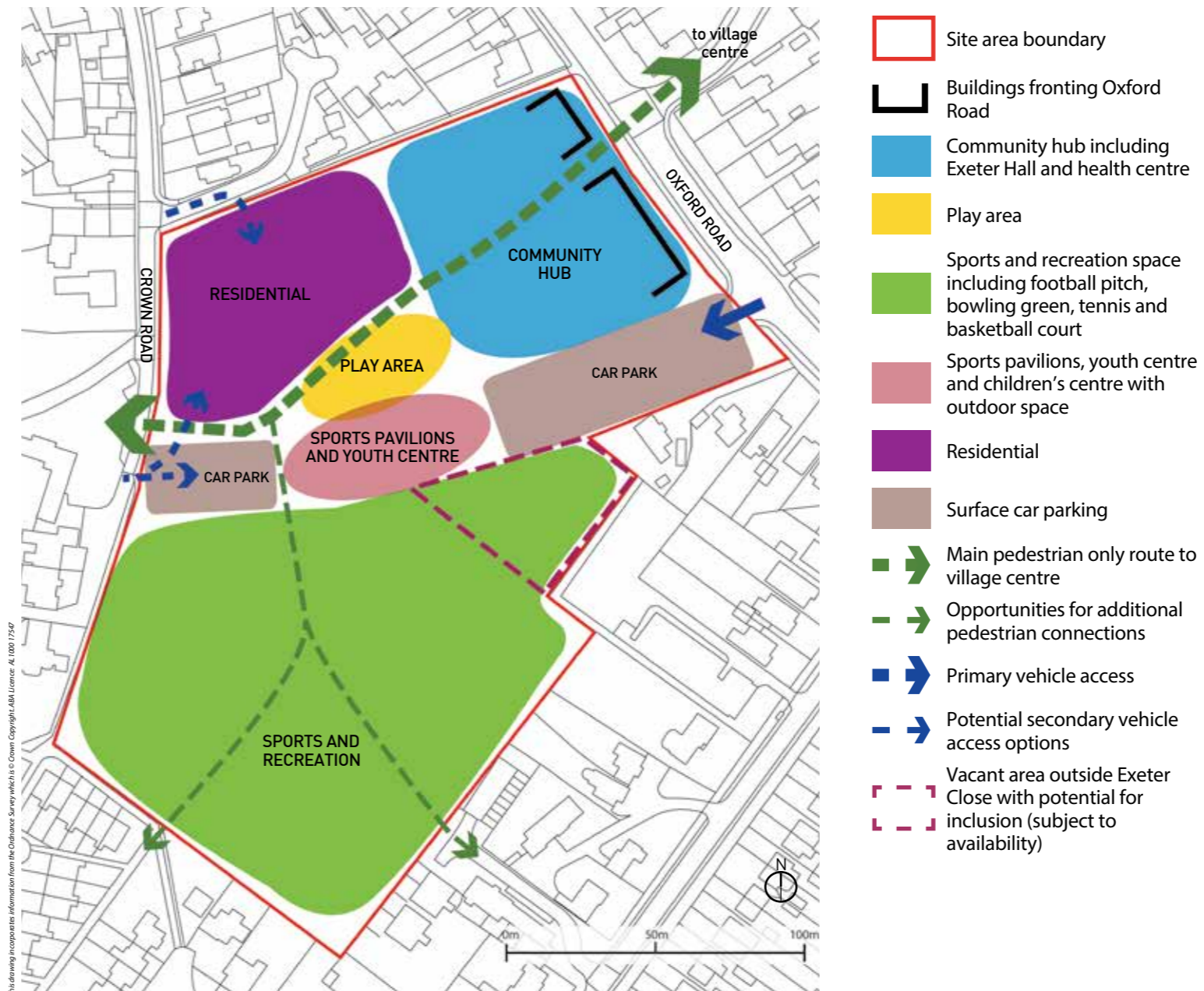
Figure 14.6 Indicative arrangement of uses at Exeter Close

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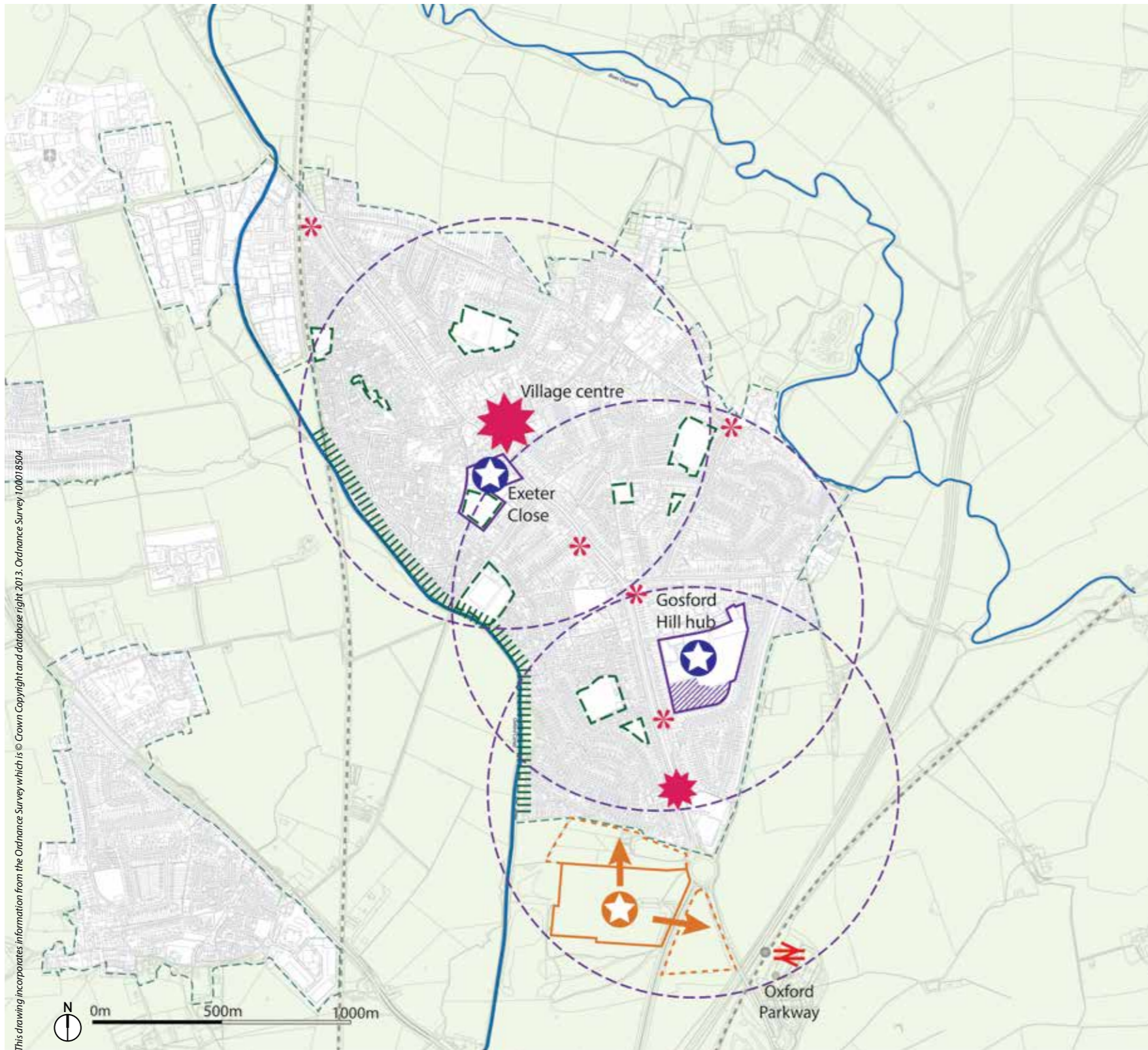
Figure 14.7 Supporting community needs

Key

- - - - Green Belt

✴ Village and local centres

✳ Local convenience shopping

⭐ Strengthen community hubs

○ Approximate 10 minute walk from retail / community clusters

||||| Improve canal side green space

⭐ Statfield Brake sports facilities

➡ Area of search for potential expansion of Stratfield Brake

▢ Review location and quality of sports and amenity spaces

Consultation Questions:

14a. Do you agree with the objectives and identified under the theme of 'supporting community needs'?

14b. Do you agree that the potential for consolidation/relocation of sports facilities in the village should be explored further?

14c. Do you agree with the design principles for Exeter Close?

14d. Do you have any ideas to add?

15.0
Supporting future economic success

15.1 Summary of key issues

- Kidlington has a high level of economically active and qualified residents but Kidlington jobs offer below average workforce pay.

- There are significant volumes of in-commuting as well as out-commuting, with the strongest flows between Kidlington and Oxford.

- The Local Plan identifies the potential for expansion of high value employment uses to the west of the village, but promoters are not working together on a joined up strategy and existing business parks operate as independent areas.

- There is considerable competition from nearby sites e.g. Oxford's Northern Gateway.

- Employment areas are physically detached from Kidlington and there is a lack of social engagement between businesses and the rest of the village.

15.2 Objectives

To support the growth of an integrated cluster of high value employment uses to the west of the village including Langford Lane, proposed Oxford Technology Park, London Oxford Airport and Begbroke Science Park.

To integrate the employment areas with the rest of the village, to maximise benefits to employers and employees, the village as a whole and the wider district.

15.3 Opportunities

A joined up approach to employment growth around Begbroke Science Park, Oxford Technology Park, London Oxford Airport and Langford Lane.

The Begbroke Science Park and London Oxford Airport/Langford Lane and proposed Oxford Technology Park areas to the west of Kidlington provide significant opportunities for employment growth, particularly for higher value uses. Local Plan Policy Kidlington 1 commits to a small scale local review of the Green Belt to enable expansion at both locations.

Historically these employment areas have developed in an ad hoc way. A joined up approach to future development would be beneficial to ensure proposals are complementary to each other and support the economic success of the wider village. This should take place while maintaining the two areas as distinct and separate in line with the Local Plan.

Alongside the small scale Green Belt review informing the Local Plan Part 2, the following should be considered in an overarching economic strategy or masterplan for Kidlington's employment growth areas:

- The quantum of development and size/type of premises that are required and where these are best located.

- Potential ways to create a more cohesive employment area with a joined up identity and marketing strategy.

- The potential for a business centre with shared support services, meeting and conference space (see Figure 15.1).

- The potential for supporting uses such as small scale convenience/ food & drink, hotels and other related infrastructure which can offer a better place for employees to work and serve the wider community in north Kidlington (however these should not be to the detriment of the village centre). Locations towards Oxford Road should be explored where they would form part of the 'gateway' to Kidlington from the north.

- Improvements to the public realm which could improve the attractiveness of the area and 'gateway' to Kidlington.

- And importantly, improved connectivity between the sites and with the village centre.

CDC can benefit from attracting new businesses to the area through the latest business rates retention scheme, which allows local authorities to retain these rates where there is a net additional increase in firms locally.
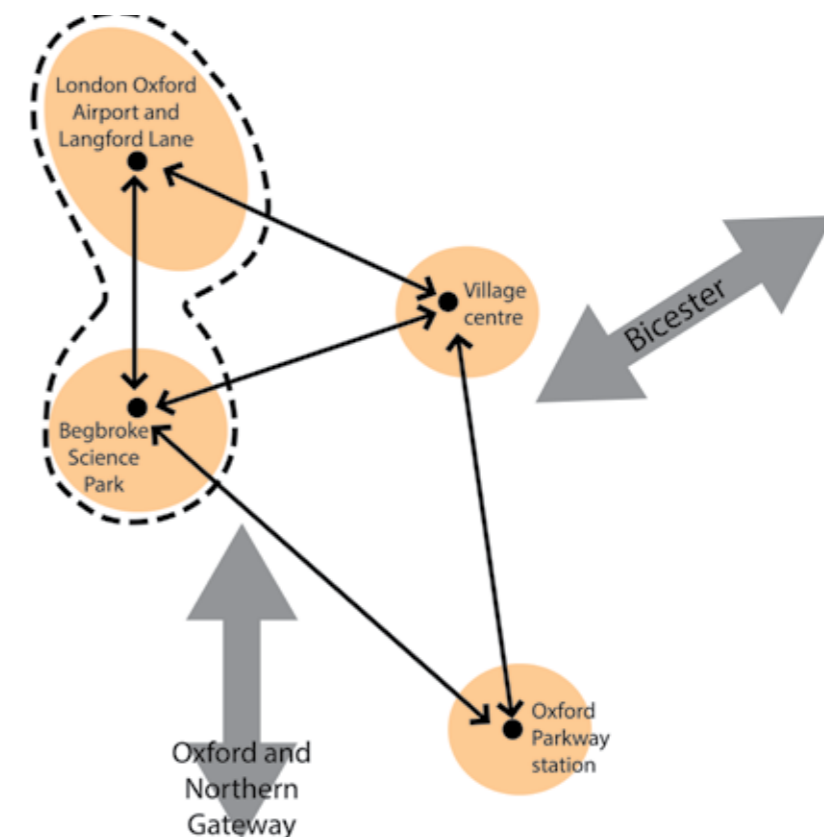

Figure 15.1 Need for a joined-up approach between economic

Support employment growth in key sectors

Begbroke Science Park is important to the economic fortunes of the area, benefitting not only Kidlington but the wider district, and CDC should ensure that it is supportive of its future. Similarly, London Oxford Airport is a key draw for the area, supporting the employment needs of the area and those of the local community. In principle, the growth of the airport within its present boundaries should be supported.

Our economic analysis suggests that there are two key sectors which are important to the Kidlington area, and the growth of these sectors should be supported:

- Advanced Manufacturing, particularly relating to London Oxford Airport.
- Scientific Research & Development, particularly relating to activities around Begbroke Science Park.
- Other important sectors for the area includes: automotives particularly with the motor park and links to Silverstone, and digital, publishing and media.

There are significant opportunities to grow these sectors with Kidlington's proximity to Oxford providing the possibility to benefit from spin-outs from the city and surrounding areas.

Provide business support to the employment cluster

The potential for a business centre at Langford Lane providing shared support services and business networking should be tested. This could provide benefits in terms of supporting the Local Plan ambitions for growth of specific businesses and sectors. If a centre is delivered through the private sector a clear remit should be developed to avoid a generic and non-sector focused development. Alternatively it could be delivered by CDC.

Any business centre which is delivered, particularly a CDC supported facility should be based on a feasibility study to ensure there is sufficient demand/ need and that it fits with existing supply. It is important the existing supply is sufficiently assessed by looking at the wider Oxfordshire area to ensure how it would link with the existing innovation centres (see section 7.5).

Improve physical and social links between key employment areas and the centre of Kidlington

In order to support a more prosperous centre, a number of improvements are proposed to connect the employment growth areas, existing businesses and the village centre:

- Improve opportunities to travel between Langford Lane and Begbroke Science Park and the village centre by means other than by car. This should include new walking and cycling links to the centre from both Begbroke and Langford Lane and connections to the canal towpath (see section 17.0).
- Ensure that there are good public transport links between the new rail station, the village centre and to all employment areas (including London Oxford Airport). This is critical to the future of both of these areas. This is in line with the long term proposals for bus based Rapid Transit routes set out in the County's Oxford Transport Plan (see section 17.0).

Opportunities for enhanced social integration include:

- Establishing a business-led partnership. Kidlington Voice is an extremely active partnership, however representation from the private sector is currently poor. There is potential to establish a (potentially separate) business-led partnership with stronger representation from the local employers and businesses. This could include representatives from the village centre together with the employment areas or focus mainly upon the employment

areas alone. The latter could result from any economic strategy or masterplan for the employment growth areas.

- Establishing a working hub in the village centre with business support facilities and a cafe, where individuals or small groups can work or hold meetings on an ad hoc basis. Under used office space within the library could be a potential location for this.
- Business sponsorship of village centre, community or sports events.
- Businesses working in partnership with schools or through youth initiatives such as Young Enterprise.
- Skills training and local job fairs.

Develop synergies with surrounding areas

Kidlington does not operate in isolation and it is important that economic synergies with the surrounding area are maximised as follows:

- Rest of Cherwell: Kidlington is an important part of the district and a key focal point for employment, particularly higher value uses. There is potential for locations such as Bicester to benefit from improved linkages (e.g. with Begbroke) but it is important that this does not negatively impact on the success and growth of Kidlington itself.
- Oxford: partnership working between CDC and Oxford City Council will ensure that development is co-ordinated and that opportunities to benefit from the Oxford to Cambridge high-tech corridor are maximised. There are a number of science parks around Oxford (including the proposed Oxford Northern Gateway development) and it is important that these are complementary and not competing.

15.4 Longer term opportunities

In the longer term, consideration could be given to providing further employment sites close to Oxford Parkway, potentially on land released through the reconfiguration of park and ride. This location benefits from excellent rail links and proximity to Oxford and Oxford's Northern Gateway development. Careful consideration should be given to potential employment sites in this location and should not be developed if it is to the detriment of existing employment areas.

Consideration could be given to mixed use development such as offices, conference centre and a larger hotel to reinforce the high value employment areas subject to the retention of a defensible Green Belt boundary.

Consultation Questions:

15a. Do you agree with the objectives and opportunities identified under the theme of 'supporting future economic success'?

15b. Do you have any ideas to add?

Key

Green Belt

Joined up approach to employment growth

Economic assets

Proposed Oxford Technology Park

Proposed reverse Park and Ride and longer term Bus Rapid Transit route connecting economic hubs and village centre

New improved pedestrian and cycle routes

Figure 15.2 Supporting future economic success

16.0
Planning for sustainable growth

16.1 Summary of key issues

Kidlington is an attractive place to live benefitting from:

- Good schools and local facilities
- Close proximity to employment areas and Oxford
- Good road and bus connections

Estate agents report high demand, fast sales and high prices, while young people living in Kidlington are concerned about the affordability of buying in the village.

Its attractiveness is set to increase in the future as a result of:

- Oxford Parkway Station which is a viable commuter destination for London
- Growth of employment to the west of the village
- Continuing knock-on effects from Oxford's success and property prices within the housing market area

Currently, the potential for Kidlington to grow is limited:

- By physical constraints – floodplain, rail and canal barriers, sensitive landscapes
- By planning policy - the designation of the Oxford Green Belt limits development opportunities around the village.

- By local concerns about coalescence with adjacent settlements and the retention of village character and setting.
- By a lack of available sites within the built up area.

New homes play an important role in helping to attract and retain residents of working age and to ensure that people can remain in the village as their housing needs change which is vital in creating a sustainable community.

New homes also support economic growth by attracting and retaining residents of working age and therefore increasing the economically active population of the area. Current trends including including: high levels of in-commuting; below average population growth; and, a reduction in the working age population locally, suggest this issue needs to be addressed.

Housing needs have not been assessed in detail at the local level but the available evidence highlights a growing concern about affordability in the housing market area.

Landowners have promoted land within the Green Belt for development but it has been determined that the District's objectively assessed needs as identified in the SHMA can be accommodated without a review of the Green Belt boundary and no sites have been allocated in the Local Plan Part 1.

16.2 Objectives

To build a sustainable community with opportunities for all and access to a range of housing types and tenure, jobs and high quality community facilities.

16.3 Opportunities

Understanding local housing needs

The Affordable Housing Viability Assessment (2010 and 2013 update) and the Oxfordshire SHMA (2014) provide information relating to housing needs at a district-wide and county level. A breakdown of housing needs estimates between the Cherwell north /Central Oxfordshire south market areas is provided in the report on Housing Needs Estimates (June 2009) but no assessment has been undertaken for individual housing sub-market areas in the District, including Kidlington.

The Local Plan Part 1 requires 35% of new housing to be affordable which is higher than in other parts of the District. The level of affordable housing provision will be influenced the availability of funding for affordable housing delivery, the type of affordable housing, and the economics of development amongst other factors.

In the absence of any detailed analysis of local housing needs at the sub-market level, the Local Plan identifies the need for further quantitative assessment of local housing need. A Local Housing Needs Study is to be commissioned by Cherwell District Council in consultation with Kidlington Parish Council.

A sequential approach to housing development

In line with the Local Plan, housing sites should be identified using a sequential approach which prioritises sites within the settlement boundary. To make best use of the available land within the village, a range of options should be considered in more detail including relocating or consolidating existing uses, redevelopment of existing sites or increasing housing densities within existing residential areas. This approach will enable the identification of the most sustainable locations for the village to grow taking into account planning policy considerations and environmental factors.

Make best use of land within the village boundaries

A key principle underpinning the Framework is to make best use of previously developed land within the Village. Potential development opportunities within the village identified to date include (housing capacity figures are maximum, high level estimates):

- Village centre sites – car park sites to the north and south of High Street have potential for residential development as part of a mixed use scheme. Within High Street and on Oxford Road opportunities for residential are limited to the upper storeys to ensure the ground floor is prioritised for retail. Estimate of total housing capacity: 200-280 homes with an emphasis on apartments.

- **Exeter Close -** a more efficient arrangement of community uses on this site could release land for small scale residential development. Estimate of housing capacity: 15-20 homes.

- **Thames Valley Police HQ –** if this site were to become available in the longer term following relocation of the Police HQ, it would provide a substantial opportunity for residential potentially combined with additional community facilities. Estimate of housing capacity: 70 homes.

- **Recreation sites –** Kidlington Football Club's ground at Yarnton Road and potentially other football pitches located in Kidlington recreation grounds could be relocated to the sporting hub at Stratfield Brake. This could release land for improved amenity open space/play areas edged by small scale residential development. This would be reliant on the expansion of Stratfield Brake, potentially to the north onto land owned by Stratfield Farm. Estimate of total housing capacity: 145 homes

Other small scale sites within the village could include: infill on garage courts or on leftover spaces within existing estates, and development within large back gardens. These smaller sites should be carefully considered in the context of the wider plan to ensure that they do not prejudice other strategic objectives.

16.3.1 Rural exception sites

Small scale affordable housing schemes to meet specifically identified local housing need may be brought forward through the release of rural exception sites outside the settlement boundary. Proposals for community self-build or self-finish affordable housing may also be permitted where they will meet a specific, identified local housing need. In identifying suitable sites, it will be necessary to balance the advantages of providing affordable housing with the impact of development, for example on the appearance of the village, the surrounding landscape or to the historic environment.

Figure 16.1 Examples of high quality residential development from around the country

Figure 16.2 Planning for sustainable growth
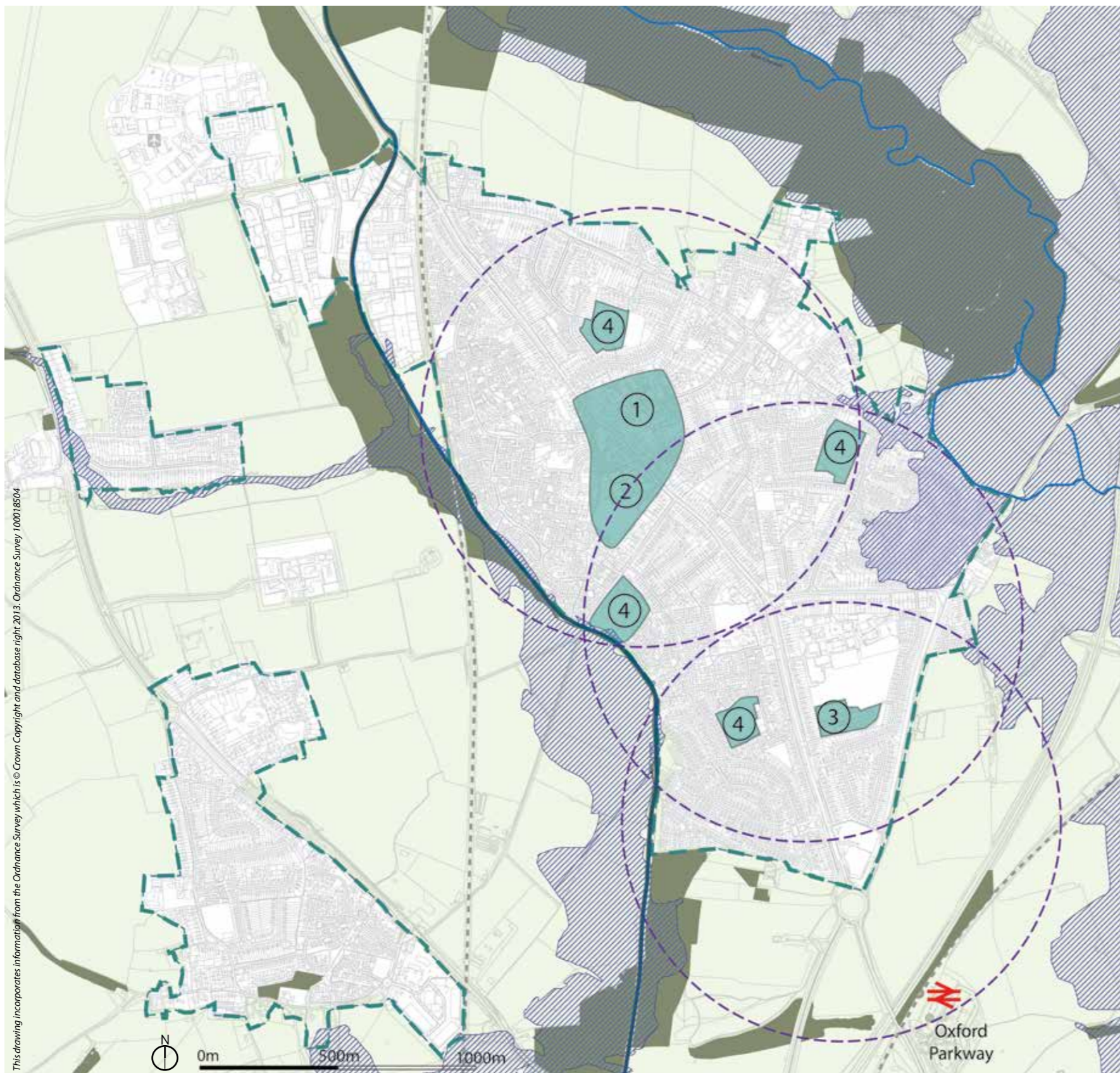
Key

⌐ ¬	Green Belt
▨	Flood zone 3 (approx)
■	BAP habitat
■	Potential development sites within village boundaries
◌	Approximate 10 minute walk from existing centres and community hubs

Potential sites

1	Village centre sites
2	Exeter Close
3	Thames Valley Police
4	Football clubs and recreation grounds

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0m   500m   1000m

Oxford Parkway

Securing high design standards

Regardless of the scale of housing development at Kidlington over the coming years, it is imperative that the design quality is raised to avoid a repeat of mistakes made during the late twentieth century. It is recommended that design guidelines or codes are prepared to set out the quality and design principles which are expected of all new developments and residential conversions.

Conversions of existing houses to flats should be of a high design quality in keeping with the character of the village with associated provision of parking and amenity space to minimise impacts on the area.

Residential areas should be laid out in a manner which connects into the surrounding street and footpath networks and avoids creating further dead-ends.

The architectural design should reflect the traditional Oxfordshire materials, details and typologies in well considered contemporary interpretations.

Connections should be made with the innovative building techniques and technologies being applied at Bicester eco-town to secure high levels of sustainability in all new development.

Opportunities for self-build and other innovative housing models could also be explored.

Improve the quality of existing homes and neighbourhoods

Opportunities should be explored to improve the quality of the existing housing stock and neighbourhoods to enhance their long term sustainability and attractiveness for example:

- Improving the energy performance of homes, in association with Bicester Eco-town.

- Establish residents associations or community management groups to manage local open spaces and public realm, for example to reintroduce hedges and street trees to the Garden City.

Consultation Questions:

16a. Do you agree with the objectives and opportunities identified under the theme of 'planning for sustainable growth'?

16b. Do you have any ideas to add?

Figure 16.3 Examples of high quality housing and well lanscaped streetscapes

Alan Baxter

17.0
Integration and connectivity

17.1 Summary of key issues

Kidlington has extremely good connections by public transport and road to external destinations:

- Frequent buses to Oxford and Bicester and park and ride services at Water Eaton, although connections to smaller local settlements are infrequent.

- Direct trains to Bicester and London Marylebone from Oxford Parkway with services to Milton Keynes in the next few years.

- Good access to the strategic highway network including the M40.

- The possibility of short-haul commercial flights from London Oxford Airport in the future.

Internal connectivity within the village is poor and is dominated by car movements:

- The A462 Oxford to Banbury Road forms a strong north-south movement spine to the village, but is dominated by traffic and creates a barrier to east-west pedestrian movement. Its character is strongly driven by its strategic movement function, rather than the residential and village centre neighbourhoods through which it travels.

- The impact on Kidlington of Oxfordshire County Council's proposed changes to the A40 to the north of Oxford need careful consideration. Increased capacity can reduce congestion, potentially making it quicker to travel across the county for residents. However, such an increase will also attract additional traffic with the potential to increase the number of vehicles passing through the village unless suitable traffic management measures are put in place. Should the County's proposals go ahead the traffic impacts would need to be the subject of detailed modelling to ensure they do not hamper the delivery of the objectives.

- The numerous dead-ends in the residential estates create an impermeable, car based layout.

- Rat-running occurs on the small number of through routes to the east and west of Oxford Road.

- The rail and canal corridors have few crossings and are a physical barrier to movement between the employment areas /Begbroke and Yarnton and Kidlington village.

- Surface level parking dominates parts of the village centre, creating a poor quality environment. Anecdotal evidence suggests that the long stay parking is used by commuters, which provides little benefit to the village economy.

- Bus services to the London Oxford Airport are limited to the peak hours only.

- Cycle routes and footpaths are fragmented and of poor quality in places, with limited connections to nearby villages.

- A lack of physical connectivity creates a sense of social separation between different neighbourhoods, the village centre and the employment area.

17.2 Objectives

To physically integrate Kidlington's neighbourhoods, village centre and employment areas; to encourage movement by sustainable modes of transport; and to make the most of the village's excellent strategic connectivity.

17.3 Opportunities

17.3.1 Balance movement in favour of pedestrians and cyclists

The needs of pedestrians and cyclists should be prioritised first, before public transport and lastly the private car. This shift in mind-set is necessary if the barriers created by car-based estate layouts, and traffic dominated highways (such as Oxford Road) are to be designed out of future developments, in favour of walkable neighbourhoods and active streets.

17.3.2 Oxford Road – changing the character from 'highway' to 'street'

The A4260 Oxford Banbury Road is proposed as a focus for public realm improvements and carriageway reconfiguration which increase the priority given to pedestrians and cyclists in line with the objectives of Local Plan Policy Policy ESD 15: The Character of the Built and Historic Environment.

This is particularly necessary:

- at the gateways to the village which are important in connecting the village to Langford Lane and Oxford Parkway rail station

- in the central section between Benmead Road and Bicester Road where the highway currently discourages walking to the village centre.

The design of improvements to Oxford Road should be integrated with longer term proposals identified in the Oxford Transport Strategy namely:

- A new bus-based Rapid Transit route on Oxford Road connecting the airport to Oxford city centre

- A new Cycle Premium Route on Oxford Road running from Langford Lane to the city centre.

The sketches overleaf illustrate two potential approaches which could be widely applicable along the Oxford Road corridor. A detailed public realm strategy for the Oxford Road corridor, integrated with and working alongside the proposals set out in the Oxford Transport Strategy, should be prepared to test these options and provide a framework against which to secure future investment. The impact of improvements to Oxford Road on residential streets which currently act as 'rat-runs' should be carefully considered and mitigated against where necessary.

The potential to re-route HGVs to avoid Oxford Road should be tested.

17.3.2.1 Improvements to Oxford Road between Kidlington roundabout and Bicester Road

Existing:

- Congested two way service roads used for on-street parking, property access and cycling.

- Constrained space for cycling on main route to station/ Oxford.

- Narrow pavements.

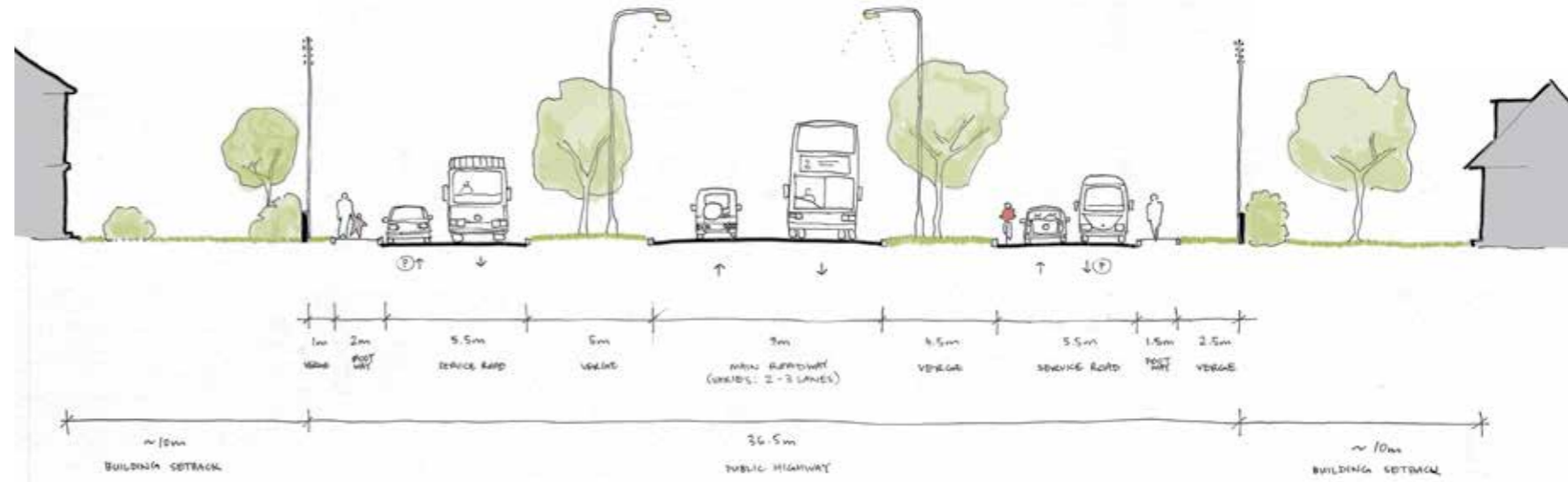- Highway lighting only, on main roadway.

Figure 17.1 Existing - Southern Oxford Road- view north

Opportunities:

- Reconfigure verges and service roads to allow for wider footways.

- New segregated cycleways as part of the 'Cycle Premium Routes'.

- Provide more appropriately designed street lighting with human scale lighting of foot and cycleways.

- Use build-outs into the service roadway to define passing places and parking areas and accommodate additional tree planting.

Despite the exceptional width of the highway at this point there are limited opportunities to provide fully segregated bus routes as part of the Rapid Transit proposals without the loss of mature trees. The minimum width required for both general traffic and segregated bus routes would be around 14m. Alternative bus priority measures could include:

- prioritisation at junctions including bus detection at signals and early release gates for buses

- bus lanes in one direction where there are areas of congestion that could be bypassed

- improved bus stop arrangements to include removal of laybys to allow easier re-entry to the main carriageway for buses and longer stops to accommodate multiple services
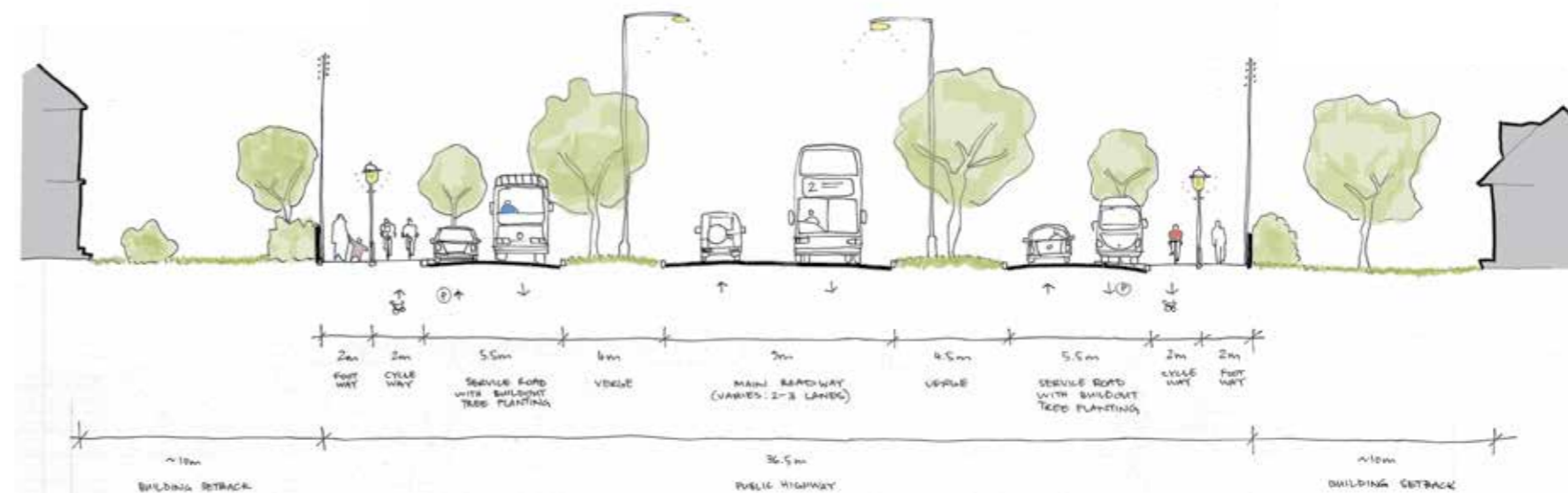

Figure 17.2 Potential improvements- Southern Oxford Road- view north

Alan Baxter

17.3.2.2 Improvements to Oxford Road between the village centre and Bicester Road.

Existing:

- Lack of enclosure due to wide setbacks and low-rise built frontage
- Cycling route to Oxford on busy traffic route with no formal provision
- Utilitarian highway lighting and signage does not add to sense of place
- Wide verges add little to streetscape
- No street trees

Opportunities:

Reconfigure the existing wide pavements and verges to include new segregated cycleways as part of the Cycle Premium Routes

Provide more appropriately designed street lighting with human scale lighting of foot and cycleways

There is sufficient space along central Oxford Road to provide segregated bus lanes. This would require further narrowing of the verges to achieve a 14m carriageway carrying two bus lanes and two general running lanes. The benefits of this would need to be assessed on a corridor-wide basis and in relation to the level of congestion experienced along the route either now or in the future as demand grows. Alternative bus priority measures could include:

- prioritisation at junctions including bus detection at signals and early release gates for buses
- bus lanes in one direction where there are areas of congestion that could be bypassed
- improved bus stop arrangements to include removal of laybys to allow easier re-entry to the main carriageway for buses and longer stops to accommodate multiple services

Where space allows depending on the options pursued above tree planting could be introduced to soften and enclose the street, creating an attractive boulevard character.

A combination of these approaches could be used on Banbury Road north of the village centre.

Section 13.3 provides an illustration of the potential transformation of Oxford Road from a highway to a high street within the village centre.
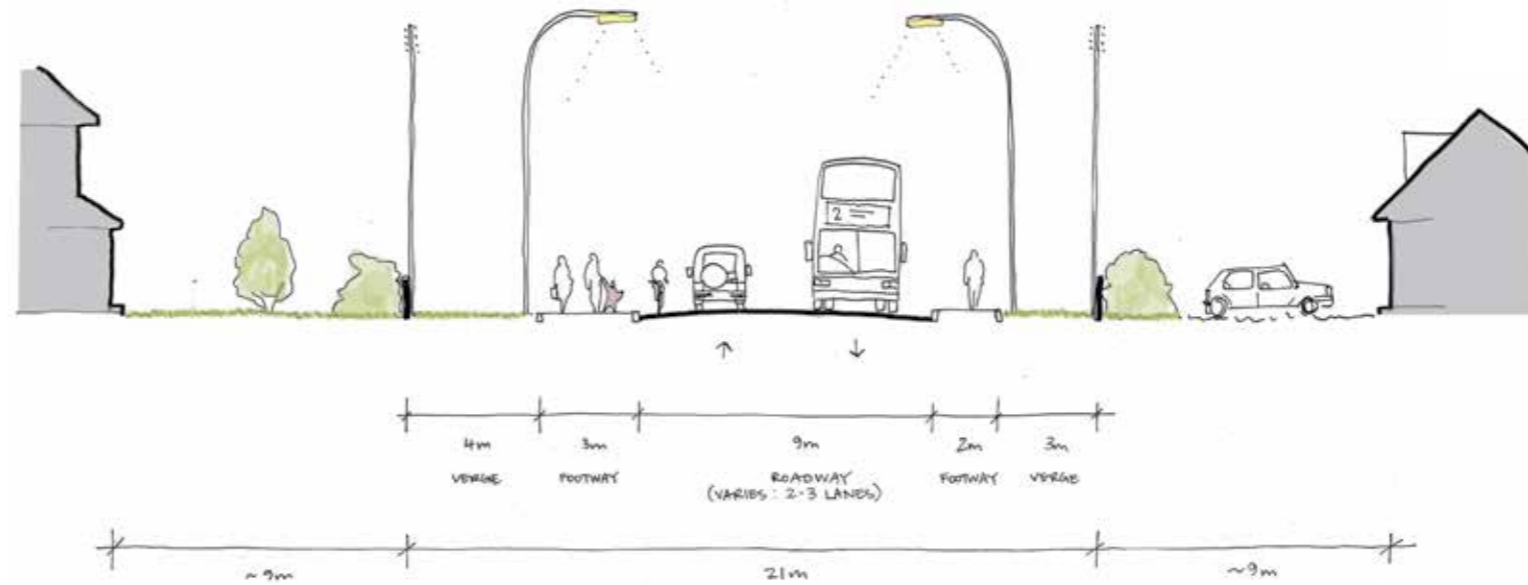

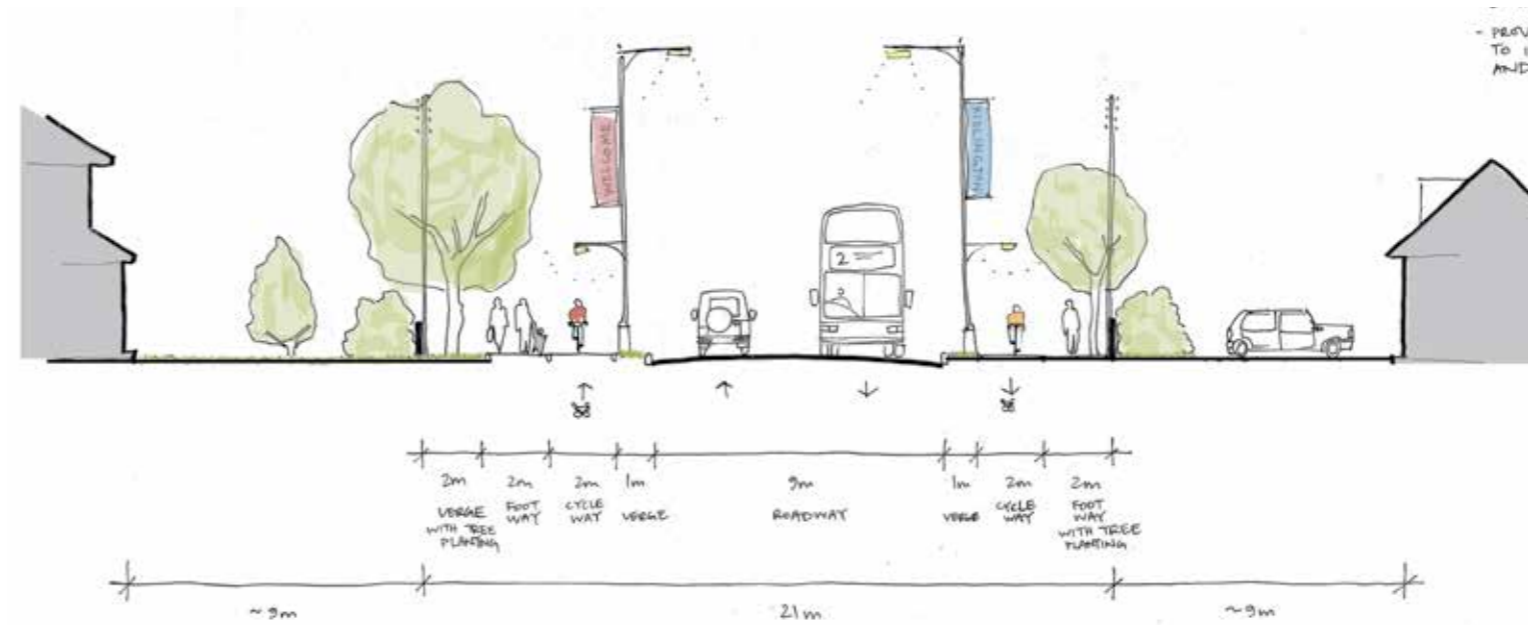Figure 17.3 Existing- Central Oxford Road - view north

Figure 17.4 Potential improvements- Central Oxford Road - view north

17.0 Integration and connectivity

17.3.3 Connecting economic hubs by bus

- There is a need to increase bus connections between London Oxford Airport/Langford Lane and Kidlington which currently only operate during peak hours. The proposals for Rapid Transit set out in the Oxford Transport Strategy would achieve this however this is unlikely to be delivered within the next ten years.

- Earlier interventions could take the form of a circular 'reverse park and ride' connecting all the significant employment assets in the local area – Kidlington village centre, London Oxford Airport, Langford Lane, Begbroke Science Park and Oxford's Northern Gateway with the new station and transport interchange. This should be explored with bus operators, and delivered alongside the growth of the employment areas.

- It is important that improved bus connections between the rail station/Oxford city and Kidlington's employment sites are routed via Oxford Road and do not bypass the village centre.

- An important element of the Oxford Transport Strategy and one that should also be pursued with bus operators in advance of the Rapid Transit routes is the provision of orbital bus routes to Oxford's 'Eastern Arc'. This area provides more employment than Oxford city centre but is currently difficult to reach from Kidlington other than by car.

17.3.4 Connected cycle routes

- The proposed Cycle Premium Route will, if properly designed with adequate allocation of space, provide a safe and attractive route running from Langford Lane to the village centre and Oxford city centre along Banbury Road and Oxford Road. It will encourage a shift towards cycling for local journeys and commuting into Oxford, as well as towards the Oxford Parkway station. The existing National Cycle Network route 51 which runs through the village must be integrated into the route. The connections from NCN 51 to villages to the east and to National Cycle Network route 5 to the west help improve east-west connections through the village and have the potential to encourage more people to take up cycling.

- The Premium Cycle Route described above would establish a safer route along the main road, which avoids the circuitous detour to the NCN51 route. The proposals would be extended northwards along Banbury Road and Langford Lane to connect with the employment areas. The timetable for delivery of the Cycle Premium Route is unclear but many of the measures set out above can be delivered in the short term.

- A connecting cycle link should be created from the village centre, heading west along Lyne Road, over Roundham Bridge and on to Begbroke Science Park.

- Opportunities for a new connection on the eastern side of the canal from Roundham Bridge, to Station Fields Business Park should be explored. This would provide an alternative route towards Langford Lane.

- Opportunities to enhance the canal towpath for use by commuting and leisure cyclists as an alternative to Oxford Road should be explored.

- There is an opportunity to reintroduce cycling to the pedestrianised section of the High Street. The evidence regarding cycling in pedestrianised areas is that they pose few safety concerns and that cyclists tend to moderate their behaviour depending on the volume of pedestrians. The Department for Transport (Traffic Advisory Leaflet 9/93) has produced guidance on the subject following analysis of video observation from many sites in the UK and abroad. The guidance advises that no factors were found to justify excluding cyclists from pedestrianised areas. It noted that accidents between cyclists and pedestrians were very rare with only one recorded in 15 site years of analysis.

- Provision for cyclists (showers, secure storage) should be provided at all employment sites.

17.3.5 Improved leisure and walking routes

- As described in section 12.0, walking routes for leisure should be enhanced through improved signage and where necessary improved surfacing to create short and longer distance routes and circular routes. The canal plays an important part in this network and opportunities to create new sections of towpath on its eastern side and new bridges and access points should be explored.

17.3.6 Securing maximum benefit for Kidlington from Oxfordshire County Council's Local Transport Plan

- The Oxford Transport Strategy, forming part of the County's Local Transport Plan, will have a significant impact on the village if implemented and the development of these proposals should be informed by the wider objectives for Kidlington set out in the Framework and in the future Local Plan Part2.

- The Cycle Premium Route and bus-based Rapid Transit Route proposed for Oxford Road have the potential to transform sustainable travel to Oxford from Kidlington, creating safe and attractive new cycle routes and quicker more modern bus services with enhanced connections to the airport. However, the careful design of these schemes along Oxford Road will be crucial if the character of Oxford Road is to be changed from a 'highway' to a 'street'.

17.4 Longer-term opportunities

- Prior to any further development to the south of Station Fields, the proposal for a new station serving the Banbury to Oxford Road Line should be re-examined and the land safeguarded if appropriate.

17.4.1 Longer term proposals identified with the Oxford Transport Plan

- Potential new Park and Ride sites to the north west of Kidlington near London Oxford Airport and to the east between Kidlington and Islip. With 2,700 spaces proposed the introduction of these sites would present the opportunity for parking within the village centre to be better managed to discourage commuter use. It would also potentially release land at existing park and ride locations for development. However, considerable further work is required including integration with countywide strategies before this strategy can be agreed by CDC.
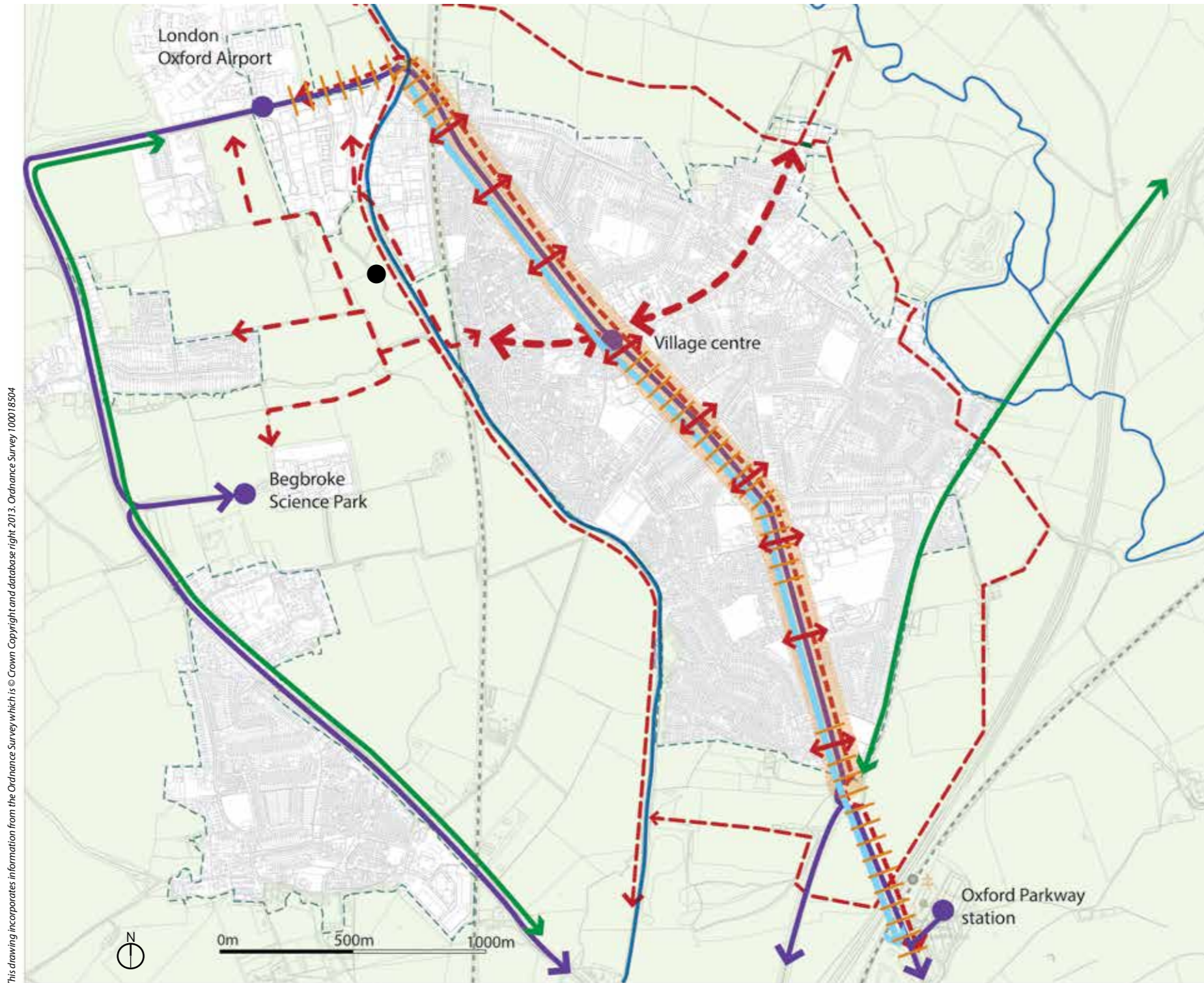
Consultation Questions:

17a. Do you agree with the objectives and opportunities identified under the theme of 'integration and connectivity'?

17b. Do you agree with the ideas for public realm improvements on Oxford Road?

17c. Do you have any ideas to add?

Figure 17.5 Example of a high quality walking and cycling route

Alan Baxter

Key

⬚ (dashed outline)	Green Belt
▪▪▪▶ (red dashed arrow)	New & improved pedestrian and cycle routes
▭ (blue lines)	Cycle premium routes
▬ ▬ (red dashes)	Improved circular walking routes
●▬▬ (purple with dot)	Reverse Park and Ride
▬▬ (green)	Bus based rapid transit routes
◀▶ (red double arrow)	New pedestrian crossings (indicative locations)
▬ (peach band)	Oxford Road public realm improvements
‖‖‖ (orange bars)	Priority public realm improvements
● (black dot)	Explore need to safeguard land for longer term rail station

Figure 17.6 Integration and connectivity

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