

# PHASE TWO ENGAGEMENT REPORT

Oxford United Football Club's proposals  
for the land known as 'the Triangle'

22 August 2023

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# 1. INTRODUCTION

In January 2023 Oxfordshire County Council's ('OCC') Cabinet gave permission for council officers to enter into non-binding negotiations with Oxford United Football Club ('OUFC') on terms on which council-owned land could be used for the development of a new stadium. Cabinet directed officers to identify opportunities to meaningfully engage with stakeholders during the negotiations.

A two-phase engagement and communications plan was adopted. This report sets out responses to phase two of the public engagement exercise undertaken by Oxfordshire County Council.

OCC and OUFC are in negotiations on terms in which council-owned land could be used for the development of a new stadium for the club. The land, known as 'the Triangle', is located east of Frieze Way and south of the Kidlington roundabout.

To receive agreement from the council, the club's proposal must bring benefit to communities in Oxfordshire and specifically address the following seven key strategic priorities set out by the council for the use of the land:

1. maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats, and supporting nature recovery
2. improving public access to high quality nature and green spaces
3. enhancing inclusive facilities for local sports groups and ongoing financial support
4. significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel as far as possible, and to improve sustainable transport through increased walking, cycling and rail use
5. developing local employment opportunities in Oxfordshire
6. increasing education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing
7. supporting the council's net zero carbon emissions pledge through highly sustainable development.

The proposal must also meet objectives around mitigating long-term financial risk to the council and obtaining best value for the taxpayer from any transaction.

This engagement lasted for six weeks and three days from 9 June to 23 July 2023.

**This report describes and analyses comments received on the extent to which OUFC's proposal addresses the seven strategic priorities** - including survey responses, verbal and written comments received at events, and letter and email correspondence.

It has been produced independently by Westco Communications on behalf of Oxfordshire County Council.

## 2. EXECUTIVE SUMMARY

Public engagement on the extent to which OUFC's proposals impact the communities of Oxfordshire which commenced on the 9 June 2023 and finished on 23 July 2023.

### ENGAGEMENT OBJECTIVES

The following objectives were set by OCC to guide the engagement exercise:

- Run a comprehensive public engagement exercise that maximises opportunities for residents and stakeholders in Oxfordshire to participate
- Publicise the survey widely, raising awareness and encouraging participation
- Provide multiple ways in which people can engage, including exhibitions

### COMMUNICATIONS AND ENGAGEMENT PROGRAMME

#### Early Engagement

Phase one of the engagement plan focussed on providing a listening platform for targeted stakeholders to share their formative views on the principle of the stadium on 'the Triangle'. Phase One took place before OUFC released detailed information in response to the council's seven strategic priorities. The phase one engagement exercise took place between the 13<sup>th</sup> April 2023 and 19<sup>th</sup> May 2023.

The phase one engagement exercise consisted of 11 stakeholder meetings:

- Oxfordshire Local Enterprise Partnership (OxLEP)
- Woodland Trust and WonderWood Oxfordshire
- Local sports clubs
- Oxford United Supporters Panel
- Experience Oxfordshire
- Harbord Road Residents' Association
- OXVOX – an independent supporters' group for OUFC
- Wolvercote Neighbourhood Forum and the Summertown & St Margaret's Neighbourhood Forum
- Layla Moran MP
- Friends of Stratfield Brake and the Triangle
- Kidlington Parish Council

#### Phase Two Engagement

Phase Two of the engagement plan commenced on the 9 June and finished on 23 July 2023.

#### Publicity and Materials

In order to widely publicise the engagement, a range of online and offline communications channels were used.

These included:

- Media release
- Radio adverts
- Dedicated page on the council's website
- 'Let's Talk' page
- Twitter posts
- Facebook posts
- Paid targeted Facebook ads
- Communications packs sent to local groups and community organisations
- Five public exhibitions
- Posters and flyers with QR codes linking to the survey

### **Website**

An engagement homepage was created on the Let's Talk Oxfordshire portal with links to the engagement documents and online survey.

### **Engagement Materials**

- Overview and summary provided by OUFC
- Frequently Asked Questions

Additionally, the website linked to OUFC's website ([oufcstadium.co.uk](http://oufcstadium.co.uk)) which contains further detailed information about their proposals:

- Overview and summary of documents submitted to Oxfordshire County Council
- Stand United
- New Stadium Project Vision
- Community Pledge
- Oxford United in the Community
- Statement of EDI policy

### **Survey**

A survey collected views from 5,441 people. The survey was hosted online using the SmartSurvey platform and was linked to from the Let's Talk website.

### **Email and phone number**

The county council's stadium email address [stadium@oxfordshire.gov.uk](mailto:stadium@oxfordshire.gov.uk) and phone line 01865 792422 were included on posters and flyers and on the Let's Talk page.

### **Events**

Five public exhibitions were held between 24<sup>th</sup> June and 20<sup>th</sup> July. These events provided 293 attendees the opportunities to view display boards outlining Oxford

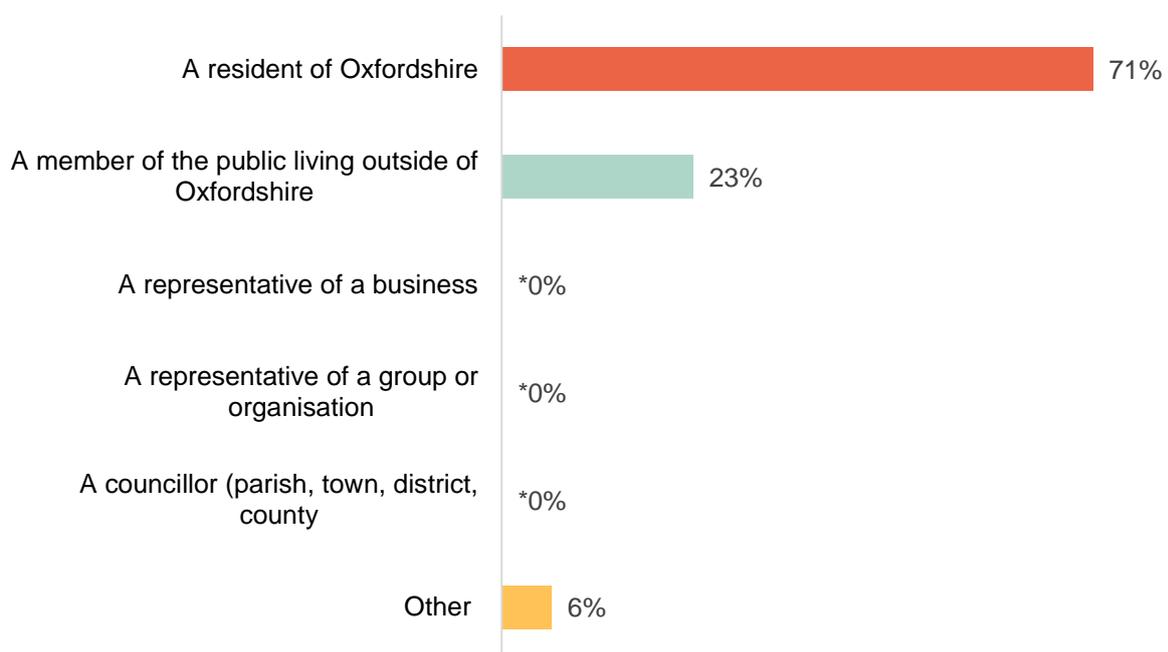
United Football Clubs proposals and feedback via online and paper copies of the survey.

## RESPONSE OVERVIEW

### Survey

A total of 5,441 people responded to the online survey or completed the paper version. 5,408 of these completed the online survey. Hard copies of the survey were sent on request. There were 33 hard copies of survey submitted.

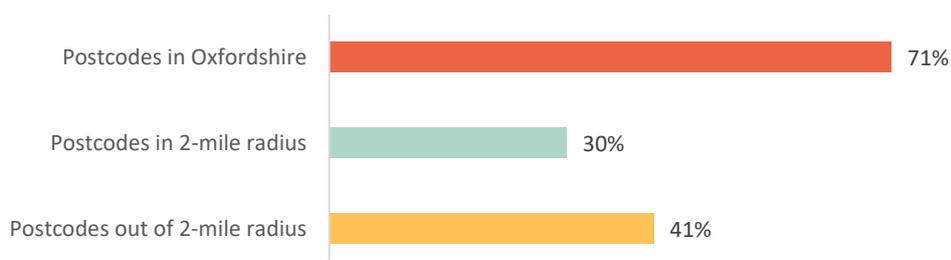
The profile of survey responses is below:



Source: Q2. Are you responding to this survey as a...? Base: All respondents (5,441) Note: \*0% indicates answers options that have received response but below 1%.

### Location

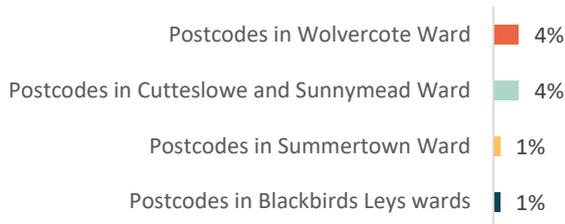
Participants were asked to provide full postcodes so geographic analysis could be conducted. The following graphs provide an overview of the response by postcode.



Source: Q3. What is the FULL postcode of your home? Base: All respondents (5,441)



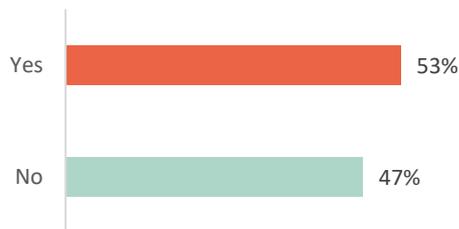
Source: Q3. What is the FULL postcode of your home? Base: All respondents (5,441)



Source: Q3. What is the FULL postcode of your home? Base: All respondents (5,441)

### Supporters

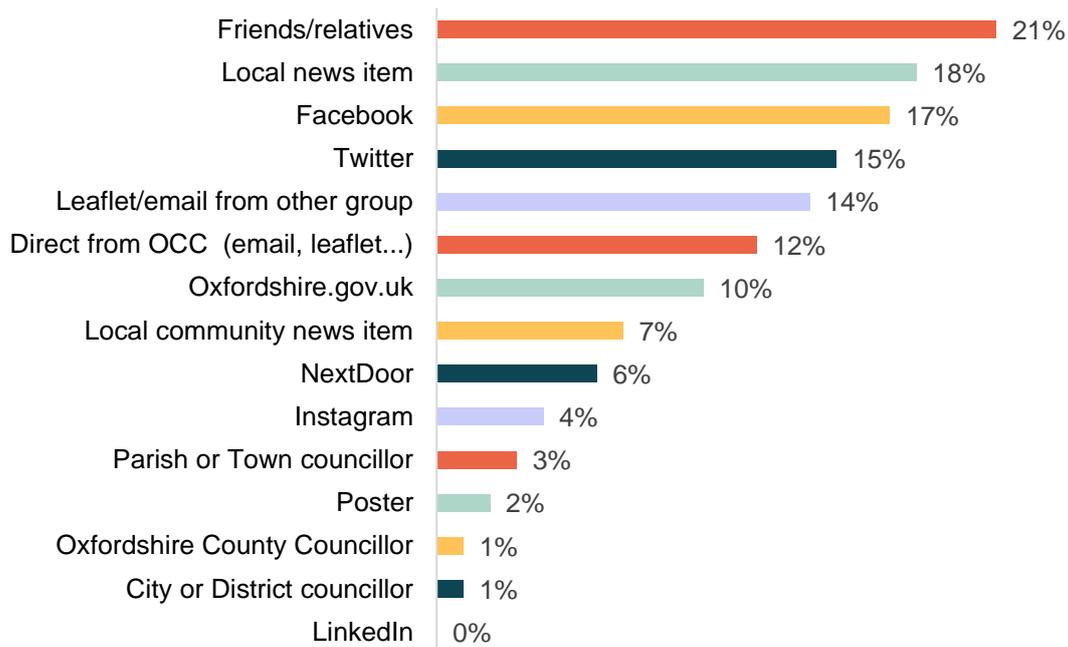
Participants were also asked if they are supporters of OUFC. A breakdown of the response can be found below:



Source Q21 Do you support Oxford United Football Club? Please tick one box only. Base: All respondents (5,441)

### Communication channels

In addition, respondents were asked how they found out about the engagement exercise and were given a list of channels. Respondents were allowed to select as many options as applicable. Responses were received via the following channels, overleaf:



Source: Q23. How did you find out about this engagement exercise? Base: All respondents (5441)

## Written Responses

- Written responses were received from ten individuals and eight stakeholders to the stadium inbox.

## Written Responses - Organisations

During the engagement eight letter and email responses were received, these were from the following organisations:

- **Lathbury Road Residents Association**
- **Friends of Stratfield Brake (FoSB)**
- **Wolvercote Neighbourhood Forum**
- **The Countryside Charity Oxfordshire/ CPRE**
- **Summertown and St Margaret's Neighbourhood Forum**
- **Kidlington Parish Council**
- **Savills**
- **Sport England**

## Exhibitions

- Five drop-in exhibitions took place between the 24 June and 20 July.
- The exhibitions featured information boards and detailed binders with information provided by the football club.
- Representatives from Westco were on hand to provide information on the engagement process. Visitors could respond to the survey (via tablets and paper copies), having viewed the information at the exhibitions.

## ENGAGEMENT FINDINGS

### Relative importance of strategic priorities

Respondents were asked to select the three most important priorities for Oxford United Football Club (OUFC) to address in their proposals. Rankings of the top three priorities based on the location of respondents can be found below/overleaf.

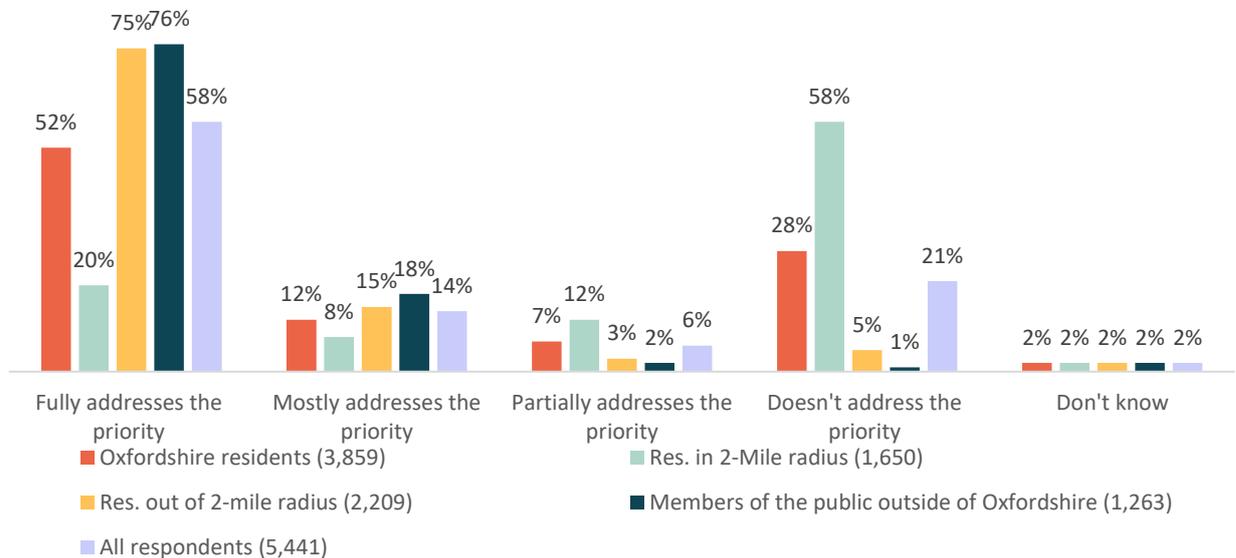
Overall, the majority of residents highlighted the importance of Priority 4 (52%) – which relates to travel/transport infrastructure. Priority 4 appears in the top three priorities for each geographic group, demonstrating that all groups are likely to be impacted by the quality of the ‘infrastructure connectivity’ of the proposed stadium.

Residents within a 2-mile radius of ‘the Triangle’ are more likely to highlight the importance of Priority 1 (65%) – which references the maintenance of a green barrier between Kidlington and Oxford and also the protection of the surrounding environment. This group also places more importance on Priority 2 (33%), ‘improving public access to high quality nature’ This suggests that residents within the immediate vicinity of ‘the Triangle’ are more interested in the local environment.

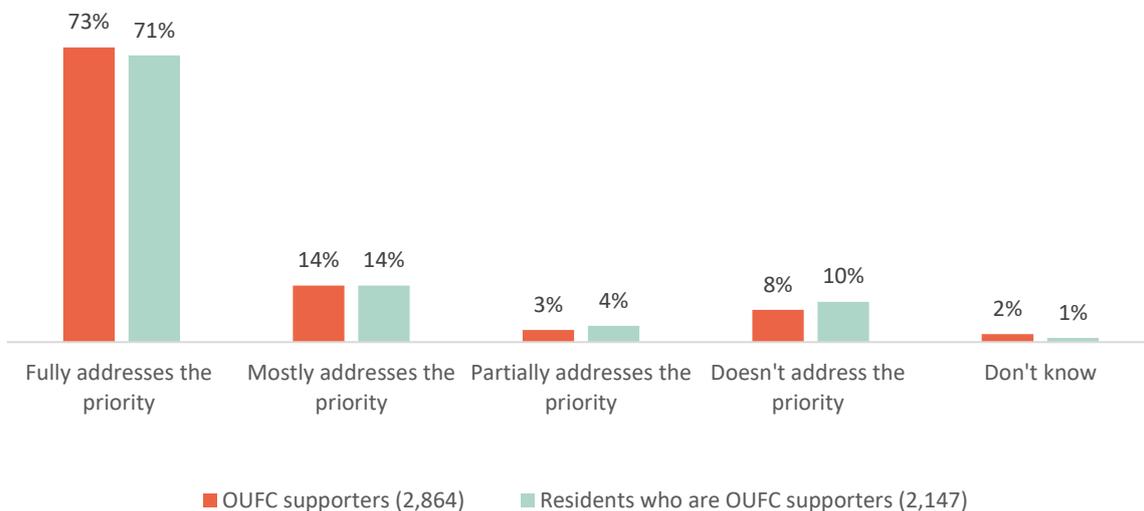
Residents living outside the 2-mile radius surrounding ‘the Triangle’, highlight the importance of Priority 3 (59%). More than half of residents living outside of the 2-mile radius also selected Priority 4 (55%) as well.

A majority of respondents from outside of Oxfordshire placed importance on Priority 3 (64%) and Priority 4 (60%). The emphasis on Priority 3 suggests a broader interest in sports amongst non-resident respondents.

## Priority 1: Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats, and supporting nature recovery



Source: Q6. To what extent do you think the information provided by OUFC addresses 'maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats and supporting nature recovery?'



Source: Q6. To what extent do you think the information provided by OUFC addresses 'maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats and supporting nature recovery?'

Most residents who responded to the survey think that the information provided by OUFC has fully/mostly addressed this priority (64%). While around a third think that OUFC has only partially or has not addressed this priority (35%).

In contrast, three out of ten residents living within a 2-mile radius of the proposed site think that OUFC has fully/mostly addressed Priority 1 (28%). A majority of these residents indicated that it was important for OUFC to address this priority (70%).

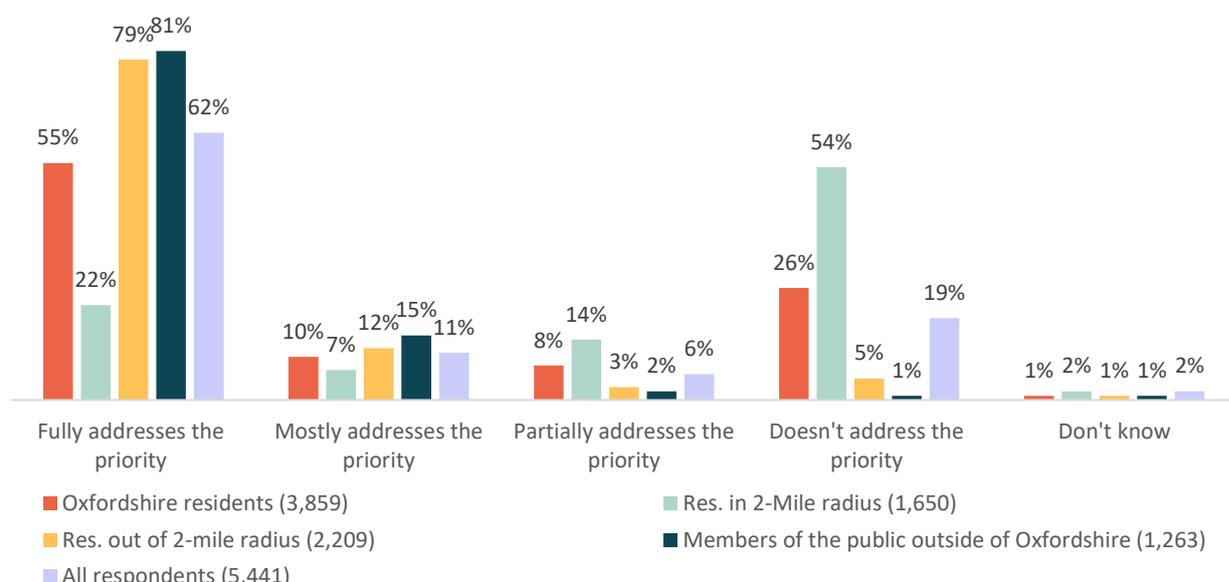
A majority of residents living outside a 2-mile radius of 'the Triangle' said that OUFC have fully/mostly addressed the priority (90%), as do members of the public living outside Oxfordshire (94%).

Almost nine out of ten supporters of OUFC think that the club has fully/mostly addressed Priority 1 (87%). A majority of residents who are OUFC supporters also feel this way (85%)

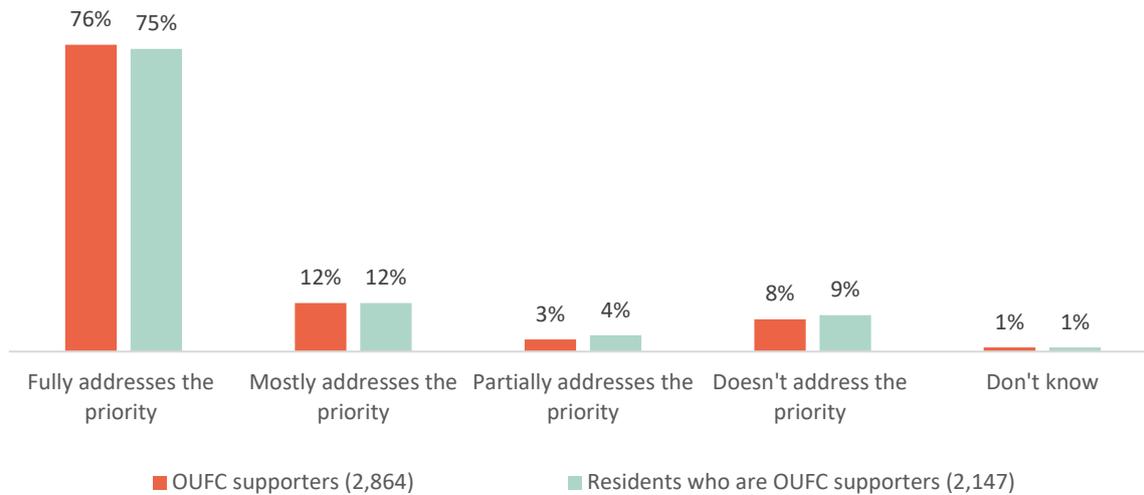
Respondents who do not think that OUFC has fully addressed the priority, were asked an open question about what further information they think is necessary. The top five themes amongst resident are:

1. Disbelief/disagreement: building on will destroy the green barrier and existing nature and bio-diversity - 26%
2. Build it elsewhere, stay at Kassam, or just don't do it at all - 18%
3. More details (unspecified or very specific, such as planting schemes, tree types, visual impact assessment, quantified bio-diversity impact) - 9%
4. More on infrastructure: traffic, parking access, connections - 8%
5. Proposals undermine the local plan / undermine green belt - 7%

**Priority 2: Improving public access to high quality nature and green space**



Source: Q8. To what extent do you think the information provided by OUFC addresses 'improving public access to high quality nature and green space'?



Source: Q8. To what extent do you think the information provided by OUFC addresses “improving public access to high quality nature and green space”?

Most residents responded to the survey think that the information provided by OUFC has fully/mostly addressed this priority (65%). While a third think that OUFC has partially or not addressed the priority (34%).

In contrast, only around a third of residents living within a 2-mile radius of the proposed site think that OUFC has fully/mostly addressed Priority 2 (30%). A majority of residents in this area think that OUFC only partially or has not addressed this priority (68%).

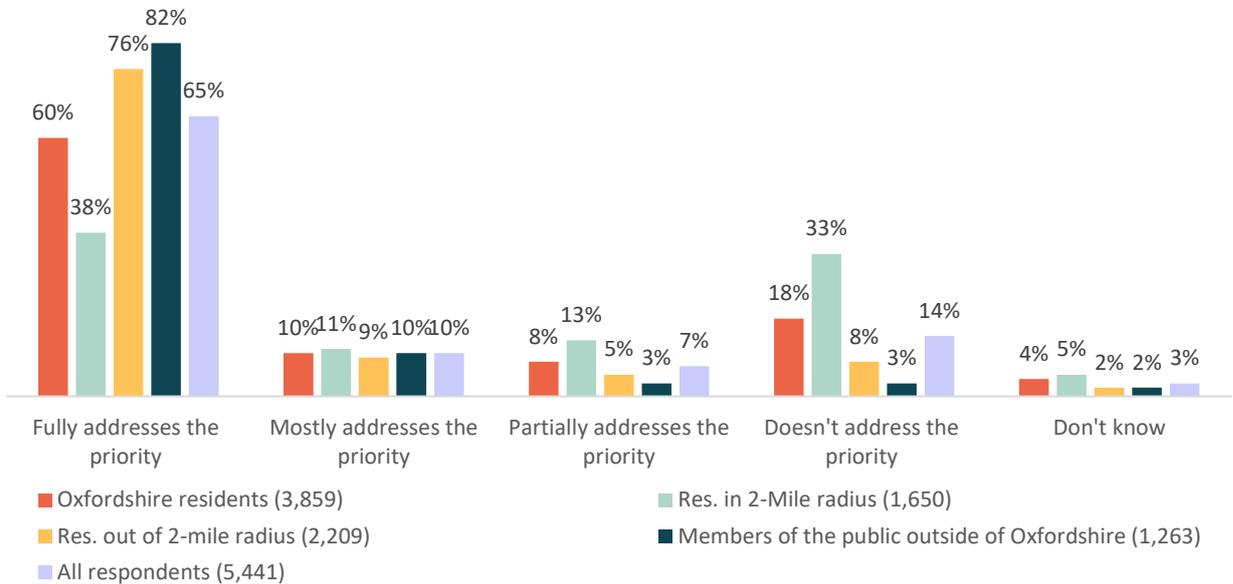
Nine out of ten residents living outside the 2-mile radius of ‘the Triangle’ said that OUFC has fully addressed Priority 2 (91%), as do a vast majority of members of the public living outside Oxfordshire (96%).

Almost nine out of ten supporters of OUFC think that the club has fully/mostly addressed Priority 2 (88%). A majority residents who are OUFC supporters also feel this way (86%).

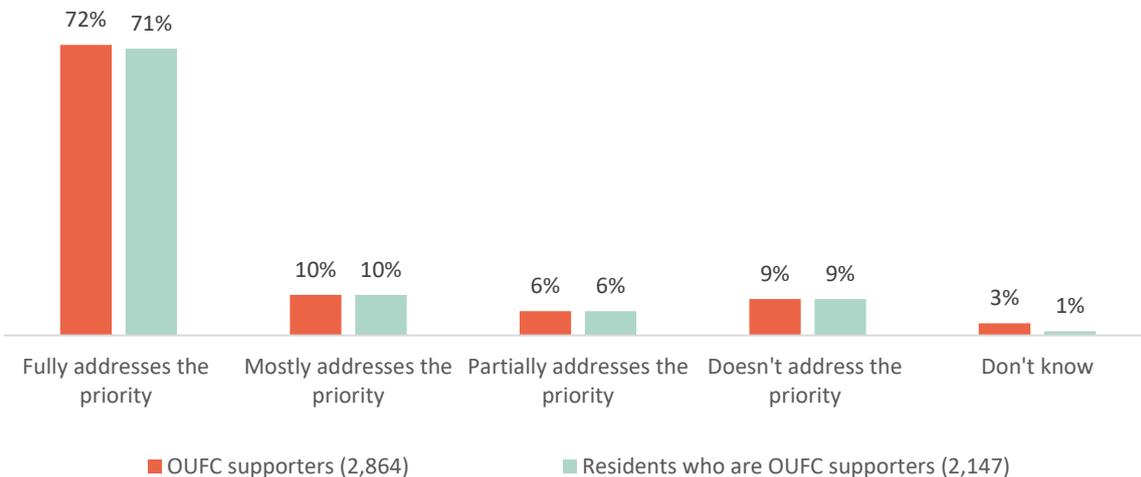
Respondents who do not think that OUFC has fully addressed the priority were asked an open question about what further information they think is necessary. The top five themes amongst resident are:

1. Disbelief/disagreement: building on green land cannot improve public access to nature, it destroys or reduces natural space. The land (the Triangle) is currently rich in diverse wildlife and flora - 25%
2. More detail (sometimes general, sometimes specific, such as how much green space and of what type) - 11%
3. Build it elsewhere, stay at Kassam, or just don't do it at all - 11%
4. Infrastructure concerns: traffic, roads, local parking - 7%
5. Not enough space for a stadium and a hotel and much green space - 7%

### Priority 3: Enhancing inclusive facilities for local sports groups and ongoing financial support



Source: Q10. To what extent do you think the information provided by OUFC addresses 'enhancing inclusive facilities for local sports groups and ongoing financial support'?



Source: Q10. To what extent do you think the information provided by OUFC addresses 'enhancing inclusive facilities for local sports groups and ongoing financial support'?

Seven out of ten residents who responded to the survey think that the information provided by OUFC has fully/mostly addressed this priority (70%). Around a quarter of residents think that OUFC has only partially or has not addressed this priority (27%).

Just under half of residents living within a 2-mile radius of ‘the Triangle’ think that OUFC has fully/mostly addressed this priority (49%). While 45% of residents within the 2-mile radius think that OUFC has only partially or has not addressed Priority 3.

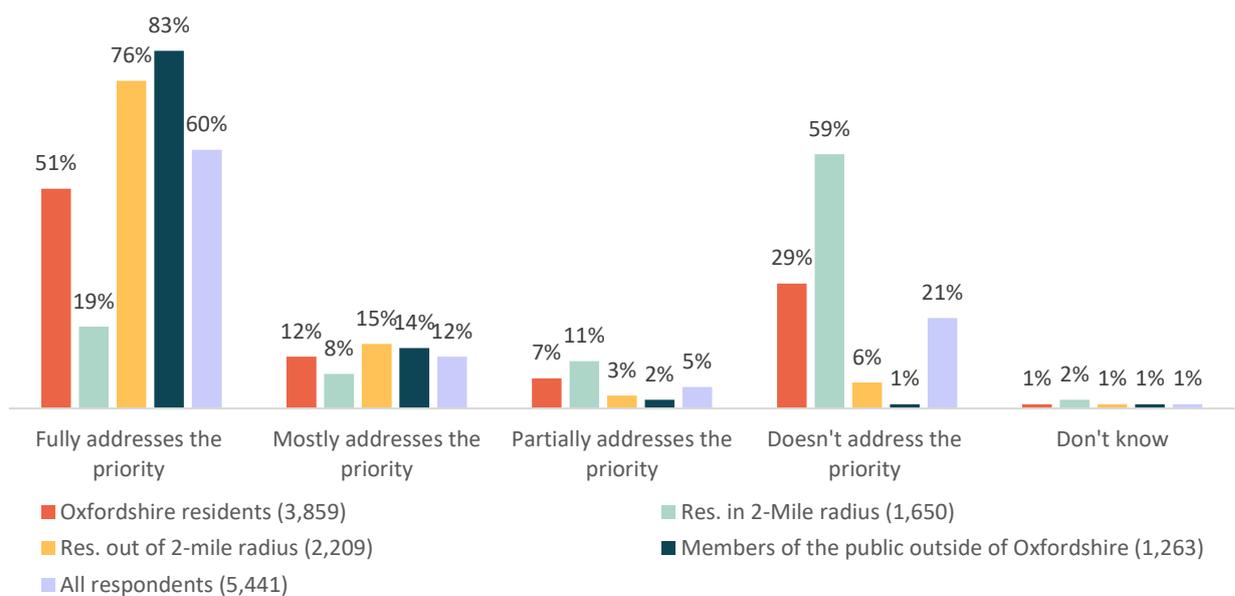
The vast majority of residents living outside this radius think that OUFC has fully/mostly addressed this priority (85%). Similarly, members of the public from outside Oxfordshire responding to the survey feel this way (92%).

A majority of OUFC supporters think that the information provided by the club has fully/mostly addressed Priority 3 (82%), as do residents who support OUFC (81%).

Respondents who do not think that OUFC has fully addressed the priority were asked an open question about what further information they think is necessary. The top five themes amongst resident are:

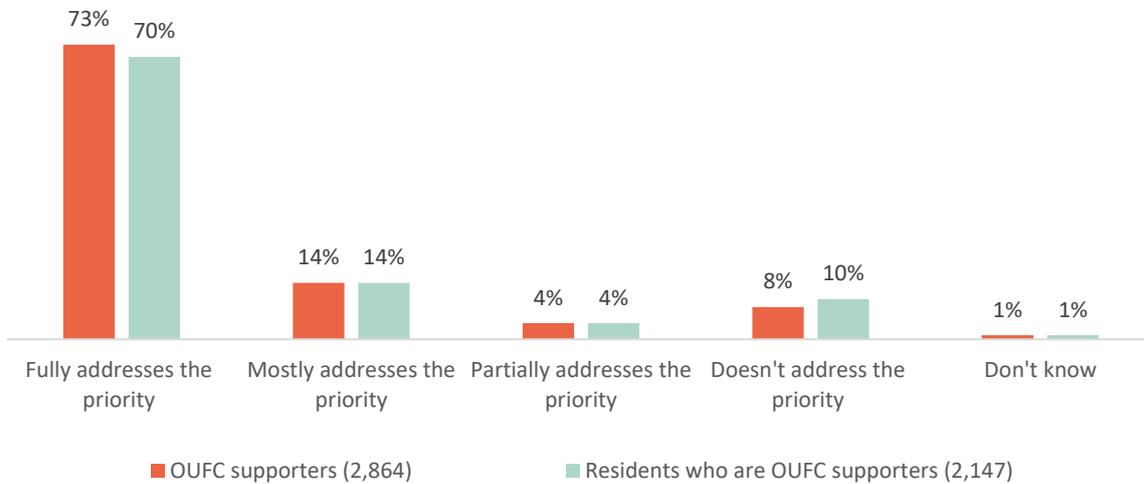
1. Guarantees needed, firm assurances, distrust proposals will be what is actually developed - 12%
2. How will this be FUNDED – distrust financial support will be sustained - 9%
3. Is there a NEED, is there a demand - 9%
4. More detail (sometimes general, sometimes specific, which sports) - 8%
5. Build it elsewhere, Stratfield, stay at Kassam, or just don't do it at al - 8%

**Priority 4: Significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling and rail use**



Source: Q12. To what extent do you think the information provided by OUFC addresses ‘significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need

for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling and rail use'?



Source: Q12. To what extent do you think the information provided by OUFC addresses 'significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling and rail use'?

Two thirds of residents who responded to the survey think that the information provided by OUFC has fully/mostly addressed Priority 4 (63%). While just over a third think that OUFC has only partially or not addressed the priority (35%).

Around three out of ten residents living within a 2-mile radius of 'the Triangle' think that OUFC has fully/mostly addressed the priority (27%). Most of these residents think that OUFC has only partially or not addressed Priority 4 (71%).

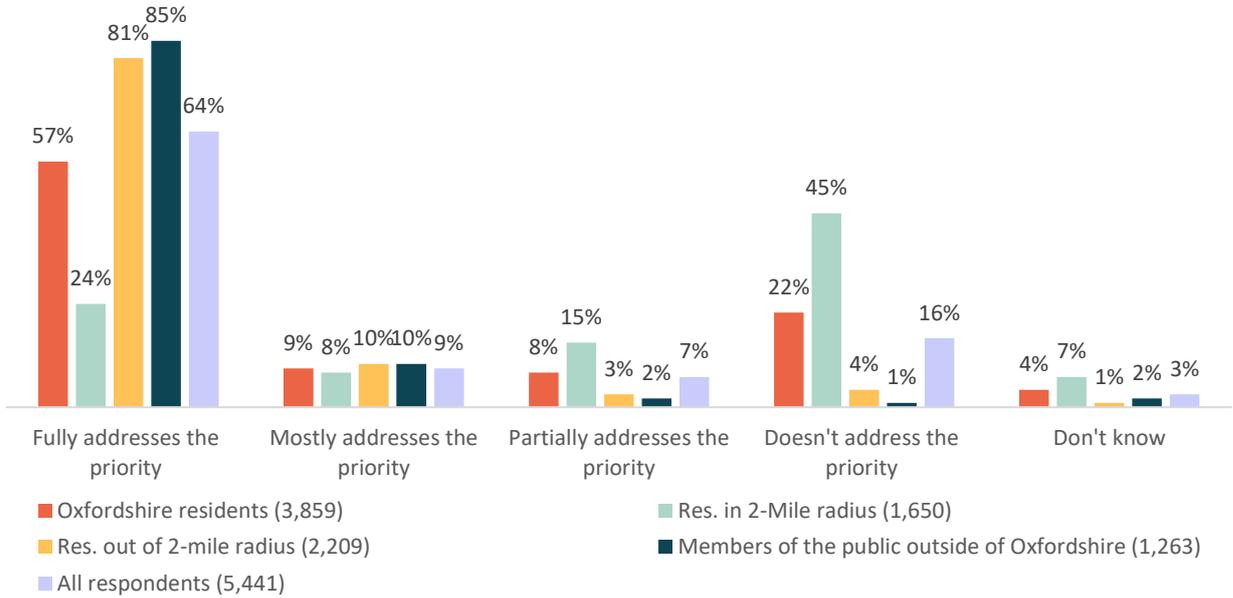
Most residents living outside the 2-mile radius think that OUFC has fully addressed the priority (90%). More than eight out of ten members of the public from outside the county who responded to the survey share these opinions (96%).

A majority of supporters of OUFC think that the club's information has fully/mostly addressed this priority (87%), as do residents who support OUFC (85%).

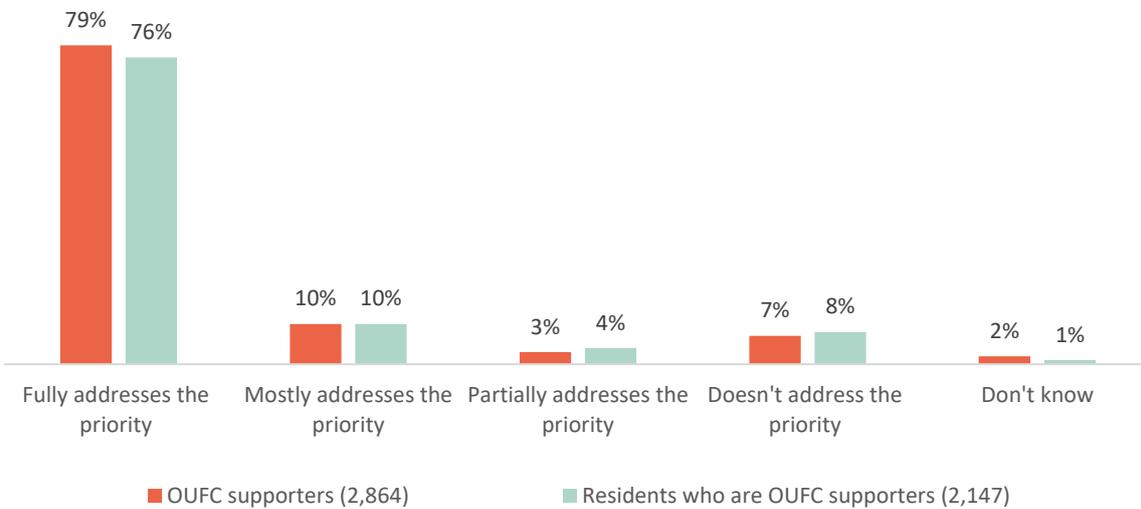
Respondents who do not think that OUFC has fully addressed the priority were asked an open question about what further information they think is necessary. The top five themes amongst resident are:

1. Traffic volumes increasing, congestion, especially match or event days - 28%
2. Parking concerns, local parking controls, over a wide area, limited parking spaces - 21%
3. Pressures on public transport capacities - 11%
4. Pressures on existing Park and Ride resources - 10%
5. More detail needed - 9%

## Priority 5: Developing local employment opportunities in Oxfordshire



Source: Q14. To what extent do you think the information provided by OUFC addresses 'developing local employment opportunities in Oxfordshire'?



Source: Q12. To what extent do you think the information provided by OUFC addresses 'developing local employment opportunities in Oxfordshire'?

Two thirds of residents who responded to the survey think that the information provided by OUFC has fully/mostly addressed Priority 5 (66%). While three out of ten residents think that OUFC has only partially or not addressed the priority (30%).

Around a third of residents living within a 2-mile radius of 'the Triangle' think that OUFC has fully/mostly addressed the priority (32%). Six out of ten residents in this area think that OUFC has only partially or not addressed the priority (60%).

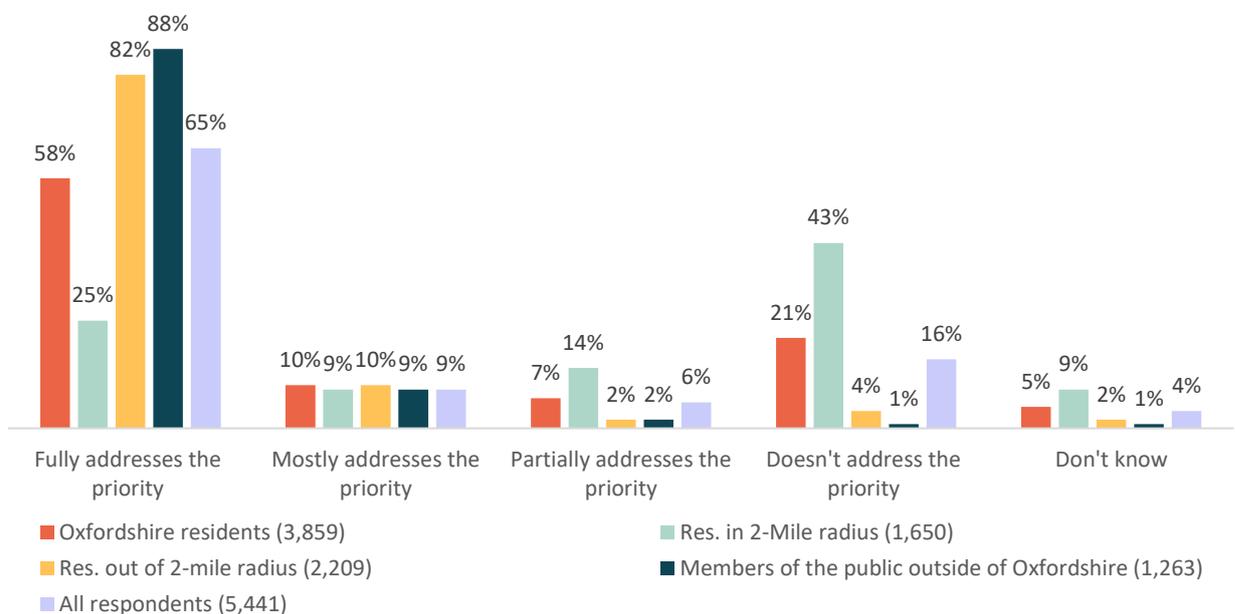
Over four-fifths of residents living outside the 2-mile radius of 'the Triangle' think that OUFC has fully/mostly addressed Priority 5 (91%). Just over nine out of ten members of the public from outside Oxfordshire think that this priority has been fully/mostly addressed (95%).

Almost nine out of ten supporters of OUFC think that the club has fully/mostly addressed the priority (88%). Similarly, 87% of residents who are also OUFC supporters share this view.

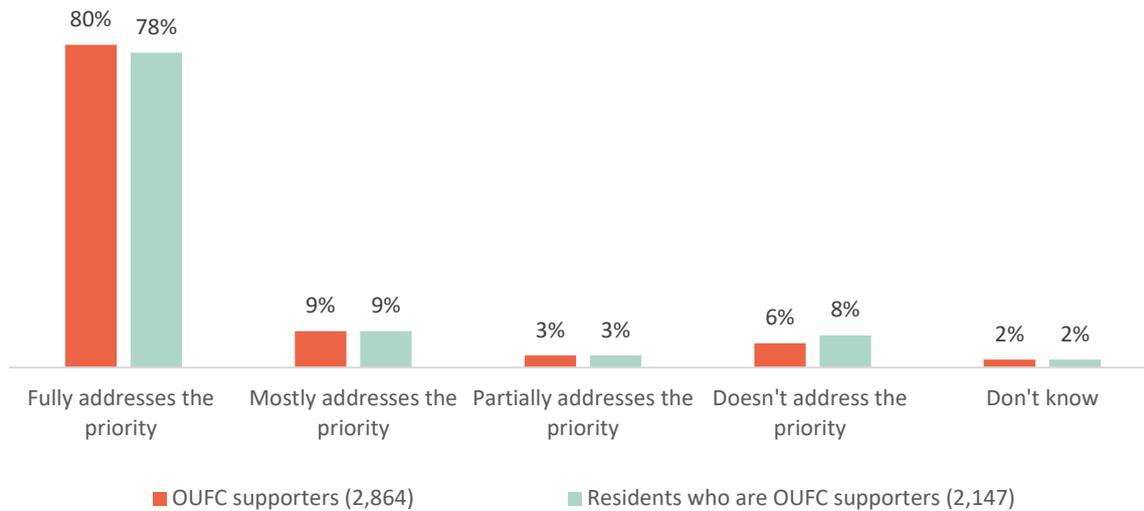
Respondents who do not think that OUFC has fully addressed the priority were asked an open question about what further information they think is necessary. The top four themes amongst resident are:

1. Already high employment levels here, problems filling vacancies – 18%
2. Scepticism about claim for 340 'new' jobs – full time? – 13%
3. More detail, such as what types of jobs, skills, FT or PT, day or evening - 10%
4. Jobs for LOCAL people? – 10%

**Priority 6: Increasing education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing**



Source: Q16. To what extent do you think the information provided by OUFC addresses 'increasing education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing'?



Source: Q12. To what extent do you think the information provided by OUFC addresses 'increasing education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing'?

A majority of residents who have responded to the survey think that the information provided by OUFC has fully/mostly addressed Priority 5 (67%). Around three out of ten residents think that OUFC has only partially or not addressed the priority (28%).

Over a third of residents living within a 2-mile radius think that OUFC has fully/mostly addressed the priority (34%). Meanwhile just under three-fifths think that the club has only partially or not addressed the priority (57%).

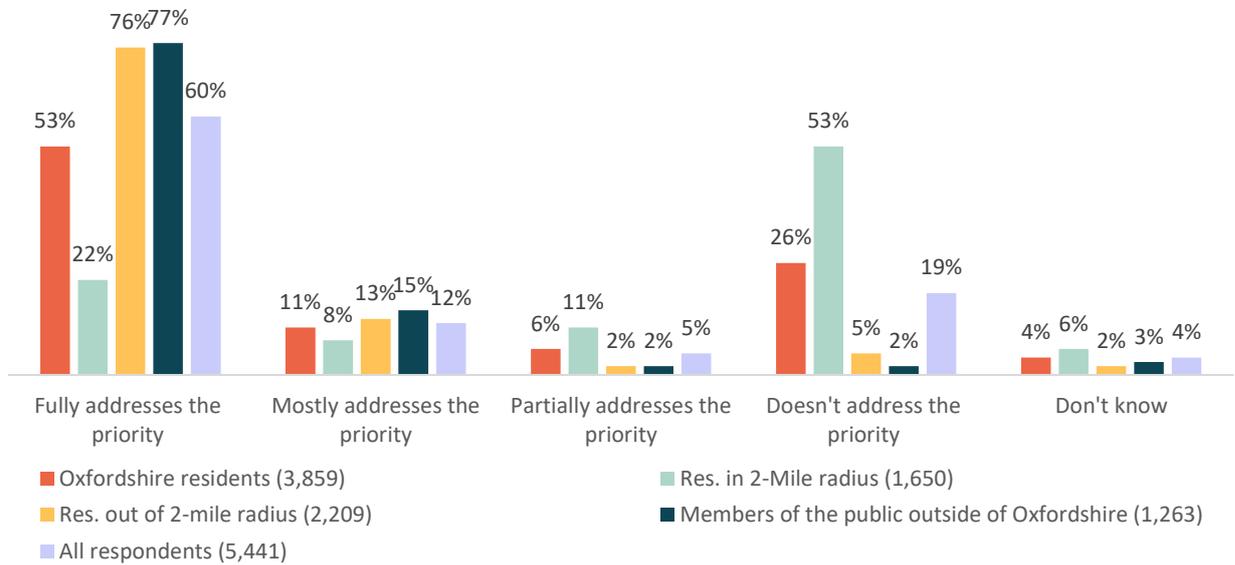
The majority of residents who live outside the 2-mile radius surrounding 'the Triangle' think that OUFC has fully/mostly addressed this priority (92%). Almost all members of the public from outside Oxfordshire think that the information provided by the club fully/mostly addresses the priority (96%).

Nine out of ten supporters of OUFC think that the club has fully/mostly addressed the priority (89%). Similarly, 87% of residents who are supporters share this view.

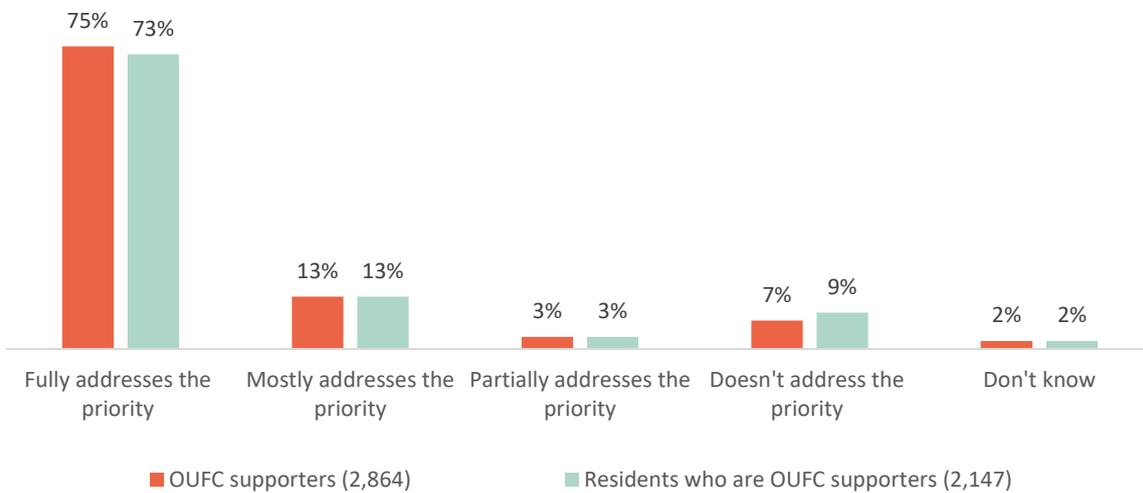
Respondents who do not think that OUFC has fully addressed the priority were asked an open question about what further information they think is necessary. The top five themes amongst resident are:

1. Already have good facilities here, could be done / more need elsewhere, including old stadium/Kassam - 14%
2. More detail, non-specific - 9%
3. Guarantees needed, doubts about funding, no track record - 8%
4. Work with schools and local groups - 7%
5. Impact of stadium on resident's well-being: noise, light, air pollution - 4%

## Priority 7: Supporting the council’s net zero carbon emissions pledge through highly sustainable development



Source: Q18. To what extent do you think the information provided by OUFC addresses ‘supporting the council’s net zero emissions pledge through highly sustainable development’?



Source: Q12. To what extent do you think the information provided by OUFC addresses ‘supporting the council’s net zero emissions pledge through highly sustainable development’?

Two thirds of residents who responded to the survey think that OUFC has fully/mostly addressed Priority 7 (64%). While around a third think that the information provided by the club has only partially or not addressed the priority (32%).

Around a third of residents living within a 2-mile radius of 'the Triangle' think that the football club has fully/mostly addressed the priority (30%). The majority of local residents think that OUFC has only partially or not addressed the Priority 7 (64%).

The majority of residents living outside the 2-mile radius think that this priority has been fully/mostly addressed (89%) and the vast majority of members of the public living outside the county hold this view (86%).

The majority of supporters of OUFC think that the club's information has addressed Priority 7 (88%). Similarly, 86% of residents who are supporters of the club share this view (86%).

Respondents who do not think that OUFC has fully addressed the priority were asked an open question about what further information they think is necessary. The top five themes amongst resident are:

1. Impossible – replacing green space with buildings and roads - 20%
2. Impossible during construction/demolition – heavy traffic, concrete - 15%
3. Traffic – people will travel by car, so concerns about traffic, congestion - 13%
4. Better to stay where they are (Kassam) and make that Net Zero - 11%
5. More detail on exactly what, funding, guarantees - 9%

### Further comments

Respondents were asked if they had any further comments about the proposals. The key themes residents discussed are:

1. Positive comments: support, should go-ahead, a very good proposal addressing all concerns, a good opportunity/potential for the immediate community and for Oxfordshire - 18%
2. Traffic and congestion concerns - 11%
3. Loss of Green Belt and the areas of nature - 9%
4. Important to support OUFC for the benefit of Oxford and the county - 9%
5. Parking concerns for local people - 6%

## COMMUNICATIONS AND ENGAGEMENT PROGRAMME

### Overview

In order to widely publicise the engagement, a range of online and offline communications channels were used by the county council.

Launch day saw the publication of the public engagement website; distribution of publicity emails to key stakeholders (described below); publicity distributed across the council's own channels, including website, newsletters and social media; and a media release distributed to local news outlets. This was followed by the distribution of flyers to properties within a two-mile radius of the proposed site.

Two further rounds of publicity were carried out to further build and maintain awareness and maximise participation, including among under-represented groups.

## **Poster and flyer**

A poster and flyer were produced to promote the engagement, with the strapline 'Have your say – How do Oxford United's proposals for the land known as 'the Triangle' impact the communities of Oxfordshire'.

The poster included the engagement website link, a QR code provided an alternative route to the site, along with the dates for the five roadshows.

Off-line participants were invited to phone to request paper copies of the engagement, and an email address was also provided.

15,000 flyers were delivered to addresses within a 2-mile radius and 150 posters were displayed within this radius also.

## **Corporate communications**

The engagement was widely publicised on Oxfordshire County Council's communications channels, including:

- OCC's residents' e-newsletter – Your Oxfordshire, which has c.38k subscribers
- Posts on OCC's Twitter account generating 2,108 impressions
- Posts on OCC's Nextdoor account generating 22,470 impressions
- Paid for social media posts on Facebook generating 77,763 impressions and 799 clicks.
- 1 press release
- Promotion/Information packs were sent to 655 council contacts.

## **Radio**

Radio adverts were broadcast on Jack FM during the engagement period highlighting the drop in events and encouraging interested parties to attend. Jack FM has a weekly reach of 43,000 and generated a reach of 71,000 for the campaign.

### **3. ENGAGEMENT PROGRAMME**

The phase two public engagement exercise commenced on the 9 June 2023 and ran until the 23 July 2023. The council chose an engagement period of six weeks in June and July to enable people to participate before the summer holidays.

The engagement programme covered both online, printed and face-to face channels in order to encourage a broad range of responses from individuals and different groups.

#### **Early Engagement**

Phase one of the engagement plan focussed on providing a listening platform for targeted stakeholders to share their formative views around opportunities and concerns with regards to the principle of the stadium on 'the Triangle'.

Phase one took place before OUFC released detailed information in response to the council's seven strategic priorities. The Phase One Engagement Exercise took place between the 13th April 2023 and 19<sup>th</sup> May 2023.

In advance of the meetings, all groups received the same materials, including a presentation. An independent chair facilitated the meetings and notes were formally logged by a council officer.

The Phase One Engagement Exercise consisted of 11 stakeholder meetings:

- Oxfordshire Local Enterprise Partnership (OxLEP)
- Woodland Trust and WonderWood Oxfordshire
- Local sports clubs
- Oxford United Supporters Panel
- Experience Oxfordshire
- Harbord Road Residents' Association
- OXVOX – an independent supporters group for OUFC
- Wolvercote Neighbourhood Forum and the Summertown & St Margaret's Neighbourhood Forum
- Layla Moran MP
- Friends of Stratfield Brake and the Triangle
- Kidlington Parish Council

Findings from the Phase One Engagement activity can be found here in the appendix.

#### **Phase Two Engagement**

Phase Two of the engagement plan commenced on the 9 June and finished on 23 July 2023.

#### **Website**

The Phase Two Engagement Exercise homepage was created on the Let's Talk Oxfordshire portal, which was available at <https://letstalk.oxfordshire.gov.uk/stadium-land-use-negotiations>. This introduced the focus of the engagement exercise and provided links to the summary, the online survey and the football clubs website with further information.

The site provided telephone and email contact details for anyone seeking a printed copy of the survey.

The Let's Talk page received 12,200 page visits and 2,150 document downloads.

### **Engagement materials**

The following materials were produced and published on the website:

- Overview and summary provided by OUFC
- Frequently Asked Questions

Additionally, the website linked to OUFC's website ([oufcstadium.co.uk](http://oufcstadium.co.uk)) which contains further detailed information about their proposals:

- Overview and Summary of documents submitted to Oxfordshire County Council
- Stand United
- New Stadium Project Vision
- Community Pledge
- Oxford United in the Community
- Statement of EDI policy
- Engagement

### **Engagement survey**

The survey was hosted online using the SmartSurvey platform and was linked to from the engagement website.

The survey consisted of a mix of closed questions in order to understand the extent to which OUFC's proposals have or have not addressed the strategic priorities set out by the council and open questions to understand more about what respondents feel is lacking.

### **Email and phone number**

Members of the public were invited to email [stadium@oxfordshire.gov.uk](mailto:stadium@oxfordshire.gov.uk) or call the council's customer services team on 01865 816000 if they had questions or required the survey and accompanying information in an alternative format.

### **Public exhibitions**

Four public exhibitions were held at locations in and around Oxford. These provided an opportunity for members of the public to view the exhibition boards and associated information.

The roadshow events took place on:

- Saturday 24<sup>th</sup> June, 10am – 4pm: Exeter Hall, Oxford Road, Kidlington
- Wednesday 28<sup>th</sup> June, 1:30pm – 7:30pm: Exeter Hall, Oxford Road, Kidlington
- Friday 7<sup>th</sup> July, 3:30pm – 7:00pm: Cutteslow Community Centre, Wren Road, Oxford
- Saturday 8<sup>th</sup> July, 10:00am – 4:00pm: County Library, Westgate, Oxford

Each event had a series of exhibition boards on display and there were three independent facilitators present to support respondents, take their feedback via the online survey and collect paper copies of the survey.

### **Adapting the programme in response to feedback**

In response to feedback, a further exhibition was added:

- Thursday 20<sup>th</sup> July, 4:30pm – 7:30pm: Glow Hall, Blackbird Leys Community Centre, Blackbird Leys Road, Oxford

Overall, across all five events, 293 people attended.

### **Analysis Methodology**

A total of 5441 people responded to the online survey or completed the paper version – 5408 of which completed the online survey.

Some of the questions in the survey allowed the respondent to tick multiple answers. Therefore, in some of the analysis, the sum of the response to a question may be higher than 100%. In other cases, the total response to a single-answer question may add up to slightly over 100% due to rounding of decimal points. Questions are based on the total number of respondents per question, as not all respondents answered every question.

We have avoided reporting on the views of groups smaller than 50 throughout the reports except in the case of responses from residents living in Blackbird Leys. Oxford United Football Club's current stadium resides in this area and so it was considered important to report the views of these residents. Therefore, where we have analysed groups of less than 50, this is marked in the tables and/or text with an asterisk\*. Results for groups less than 50 should be considered with caution.

Postcodes submitted by respondents were used to identify where respondents live within a 2-mile radius of 'the Triangle' and whether they are likely to live in specific parishes and wards surrounding the site. Throughout the report we provide breakdowns based on areas defined by postcodes. It should be noted that postcode areas may straddle the boundary of these locations and so these groups should be considered approximate rather than exact.

The data from the survey was cleaned for duplicate responses using email addresses, postcodes and other identifiers. Where duplicates were identified, both responses were reviewed and merged. Where respondents had answered the same question more than once, their recent response (by date and time) to that question was used in the merged response. Where an individual's older responses contained

answers to questions that were not answered in subsequent responses, these were retained as well.

All the open-ended questions in the survey were coded into themes to allow the responses to be quantified. This encompassed reading every response to these questions and creating a code frame for each question. Codes that represent fewer than 5% of the responses to a question have not been included in this report; however, every comment received has been recorded, reviewed, and considered.

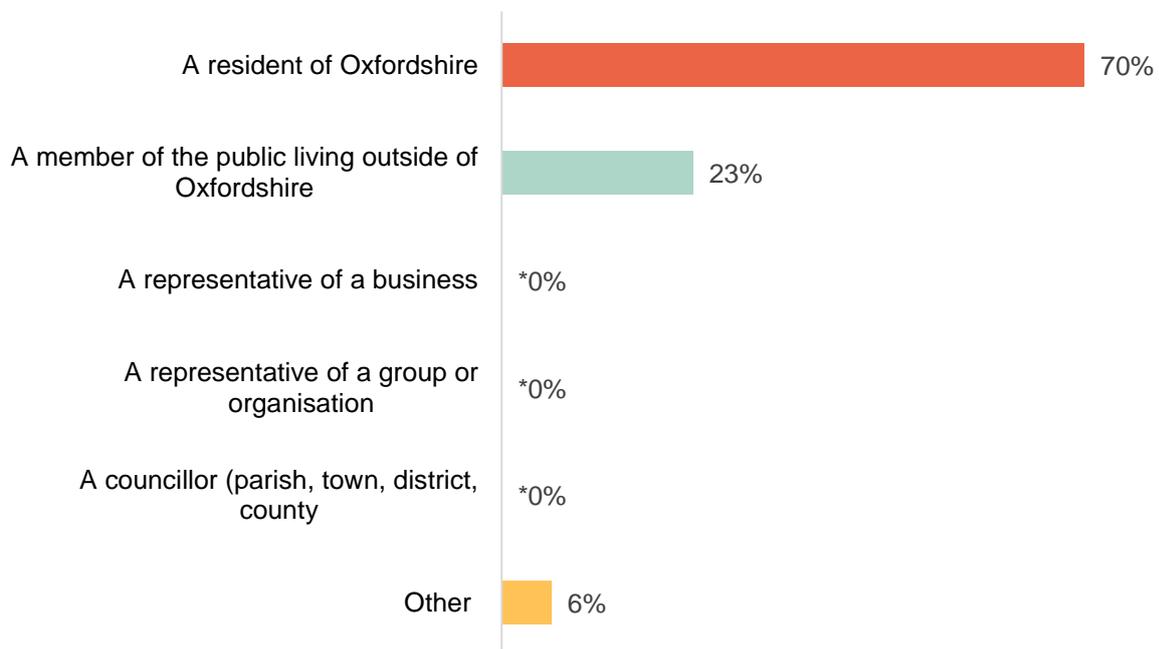
## 4. RESPONDENT PROFILE

### Q2. Are you responding as to the questionnaire as...?

Respondents were asked to identify in what capacity they have responded to the survey. The question allowed participants to only select one answer.

Just over two thirds of respondents are 'a resident of Oxfordshire' (70%). Just under a quarter responded as 'a member of the public living outside of Oxfordshire' (23%).

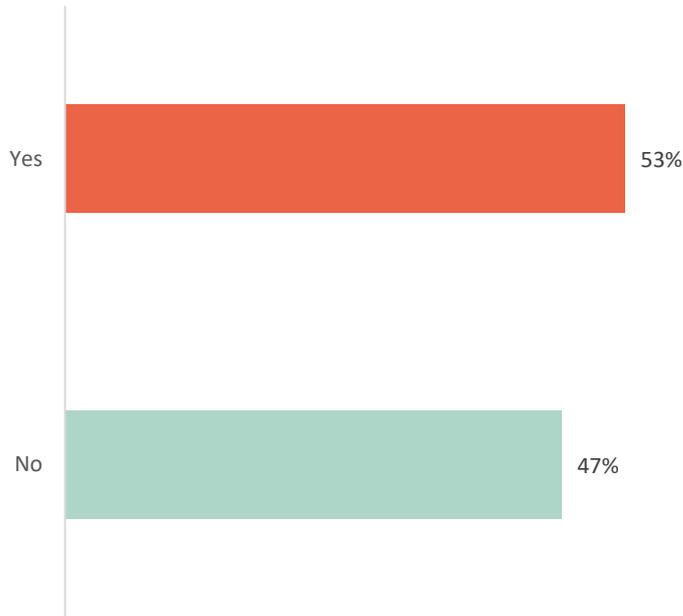
A small number of responses came from business representatives, representatives of a group or organisations, and local councillors, but fewer than 1%.



Source: Q2. Are you responding to this survey as a...? Base: All respondents (5,441) Note: \*0% indicates answers options that have received response but below 1%.

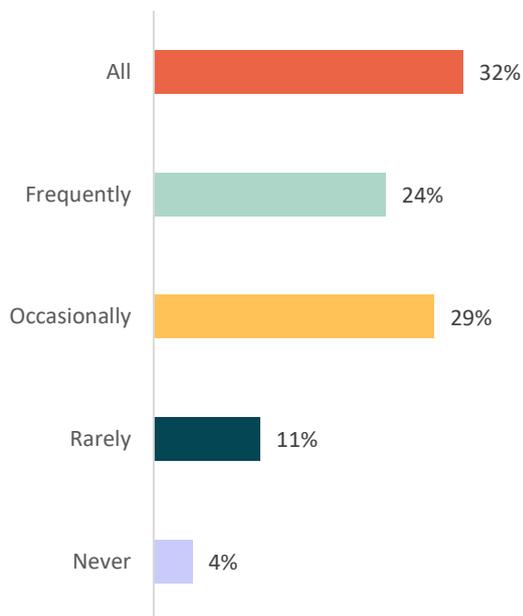
### Q21. Do you support Oxford United Football Club (OUFC)? & Q22. If yes, do you attend home games?

Respondents were asked whether they are a supporter of OUFC and how frequently they attend home games. Just over half of those who responded to this question are supporters of the football club (53%).



Source Q21 Do you support Oxford United Football Club? Base: All respondents (5,441)

Just under a third of supporters attend all home games (32%) or occasionally attend home games (29%). Just under a quarter of supports attend games frequently (24%).



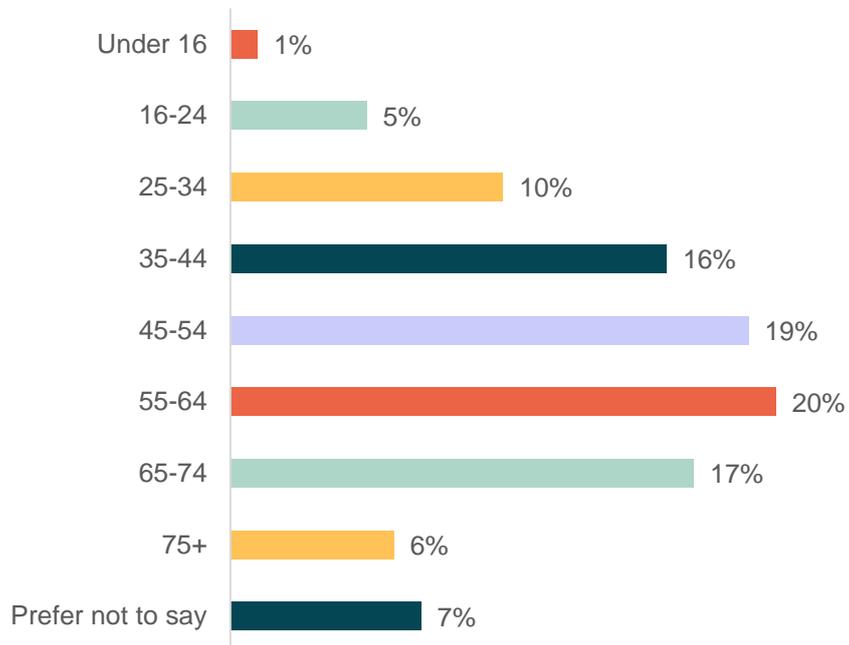
Source: Q22 If yes, do you attend home games? Base: All supporters of OUFC (2,864)

### Demographic profile of survey respondents

#### Q25. What is your age?

In a closed question, participants were asked to indicate how old they are by selecting one age bracket.

The largest single age group of respondents is those aged 55-64 years (20%), followed by 45-54 years (19%), 65-74 years (17%), 35-44 years (16%) and 25-34 years (10%). Fewer than one in ten are under the age of 24 years or 75+ years.

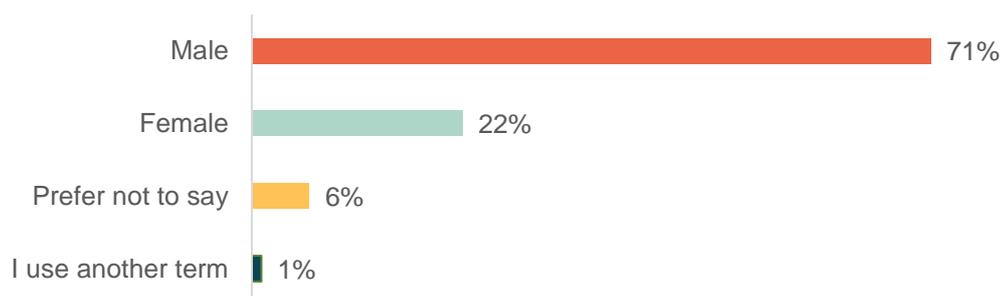


Source: Q25. What is your age? Base: All respondents (5,441)

### Q24. What is your sex?

In a single choice question respondents were asked to indicate their sex.

The majority of respondents identify as male (71%), just under a quarter identify as female (22%).

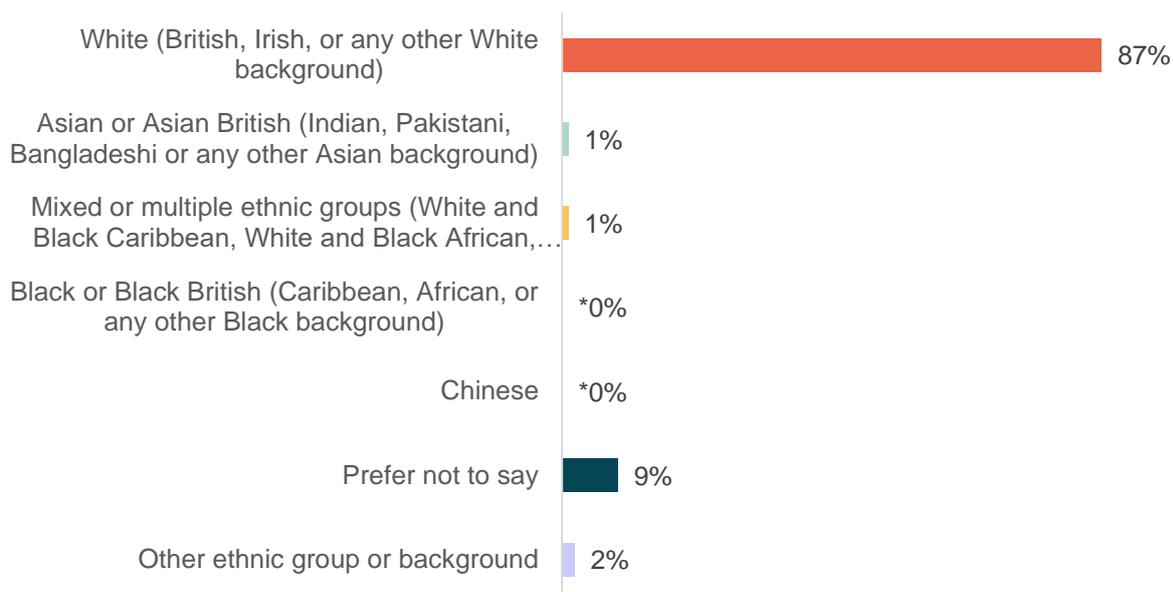


Source: Q24. What is your sex? Base: All respondents (5,441)

### Q28. What is your ethnic group or background?

In a single choice question respondents were asked to identify the broad ethnic group they belong to.

The majority of respondents who took part identify themselves as 'White (British, Irish, or any other White Background)' (87%).

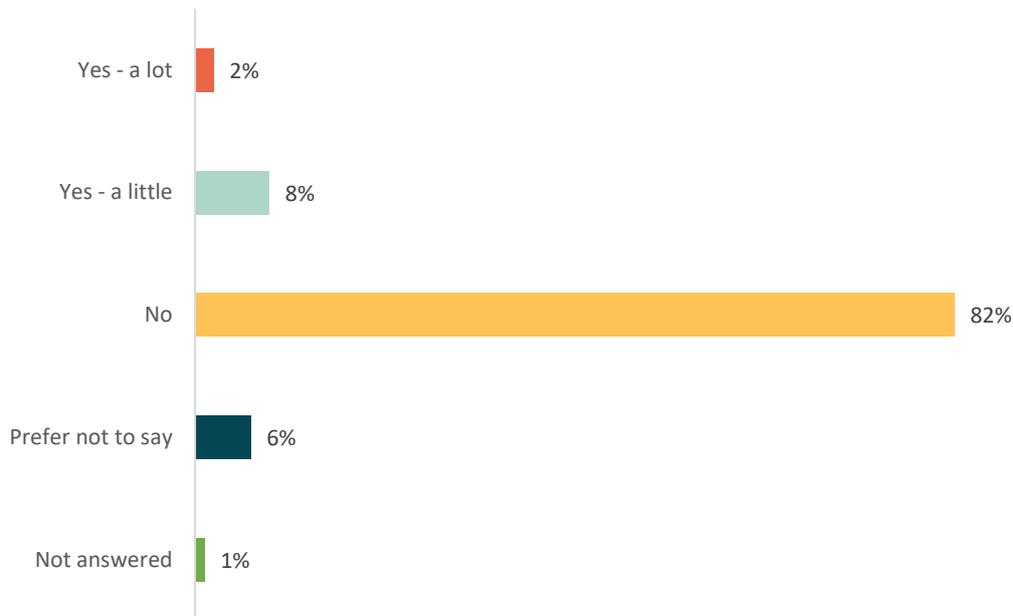


Source: Q28. What is your sex? Base: All respondents (5,441) Note: \*0% indicates answers options that have received response but below 1%.

**Q26. Are your day-to-day activities limited because of a long-term illness, health problem or disability which has lasted, or is expected to last, at least 12 months?**

In a single choice question respondents were asked to indicate if they suffer from an illness, health condition or disability that impacts them.

One in ten respondents are impacted by a long-term illness, health condition or disability to a greater or lesser extent (10%). The majority of respondents, just over eight out of ten do not have such conditions (82%) and fewer than one out of ten preferred not to say (6%).

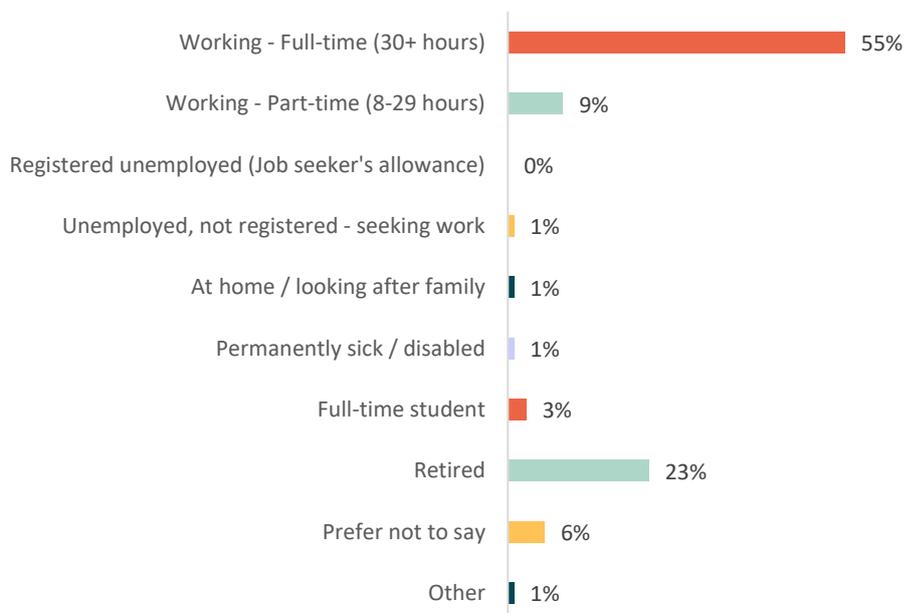


Source: Q26. Are your day-to-day activities limited because of a long-term illness, health problem or disability which has lasted, or is expected to last, at least 12 months? Base: All respondents (5,441)

### Q27. Which of the following describes you?

In a single choice question respondents were asked to indicate their employment status.

Just over half of respondents are employed full-time (55%), while almost a quarter are retired (23%).

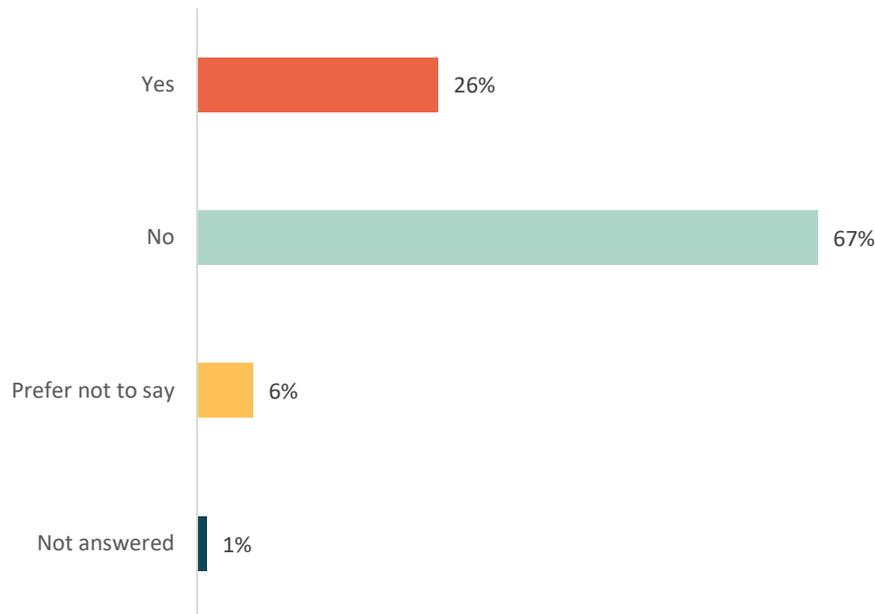


Source: Q27 Which of the following describes you? Are you... Base: All respondents (5,441)

### Q29. Do you have dependant(s) aged 16 and under?

In a single choice question, respondents were asked if they have caring responsibilities for children and young people.

Just over a quarter of respondents have a dependant aged 16 years or younger (26%). Meanwhile, 67% of respondents do not have a dependant.



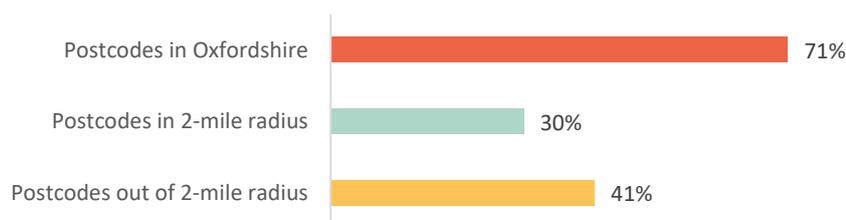
Source: Q29. Do you have dependant(s) aged 16 and under? Base: All respondents (5,441)

## Geographic profile

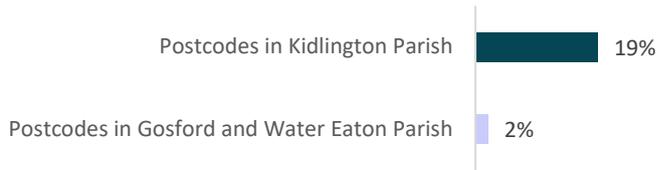
### Q3. What is the full postcode of your home?

Residents, members of the public and those that gave other responses in Q2 were asked to provide the full postcode of their home address.

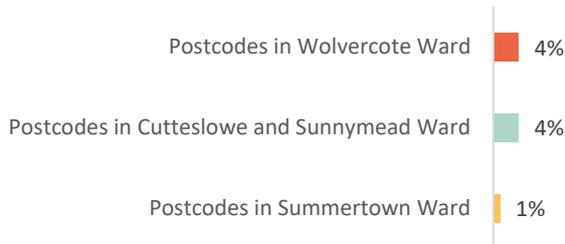
Just over seven out of ten respondents gave a home postcode located within Oxfordshire (71%). Three out of ten respondents gave home postcodes within a 2-mile radius of 'the Triangle' (30%), while a further four out of ten gave a postcode outside the 2-mile radius of 'the Triangle' (41%). People living in Kidlington Parish accounted for one fifth of responses (19%).



Source: Q3. What is the FULL postcode of your home? Base: All respondents (5,441)



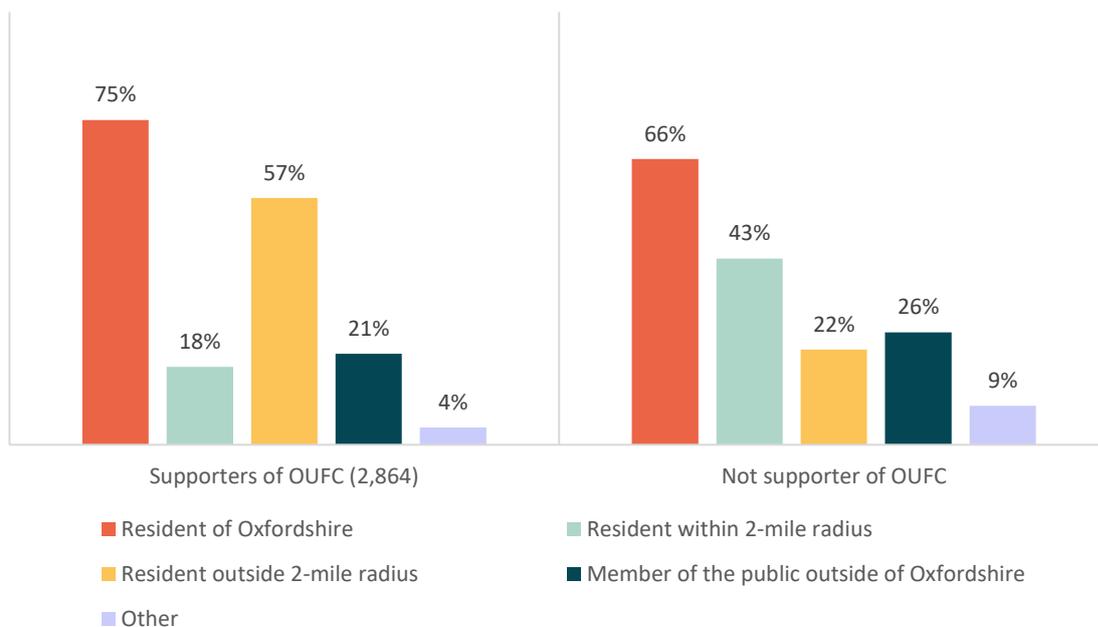
Source: Q3. What is the FULL postcode of your home? Base: All respondents (5,441)



Source: Q3. What is the FULL postcode of your home? Base: All respondents (5,441)

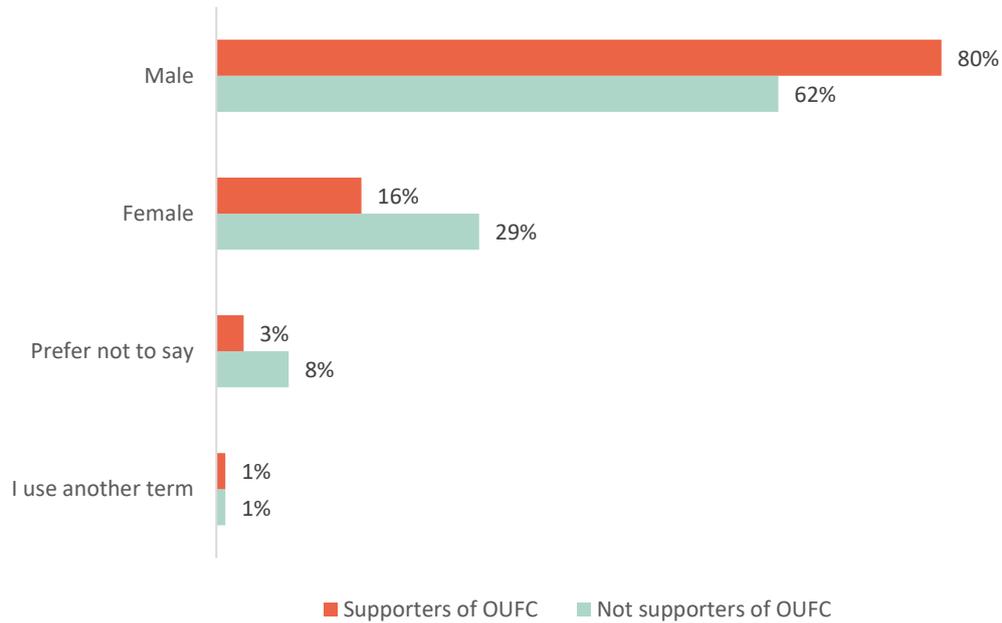
### Types of supporters

Residents of Oxfordshire represent the majority of both supporters of OUFC (75%) and those who do not support the football club (66%) who responded to the survey. Residents living within a 2-mile radius of ‘the Triangle’ represent 18% of supporters and 43% of non-supporters. Meanwhile, residents living outside the 2-mile radius represent more than half of all supporters (57%) and around a fifth of non-supporters (22%).



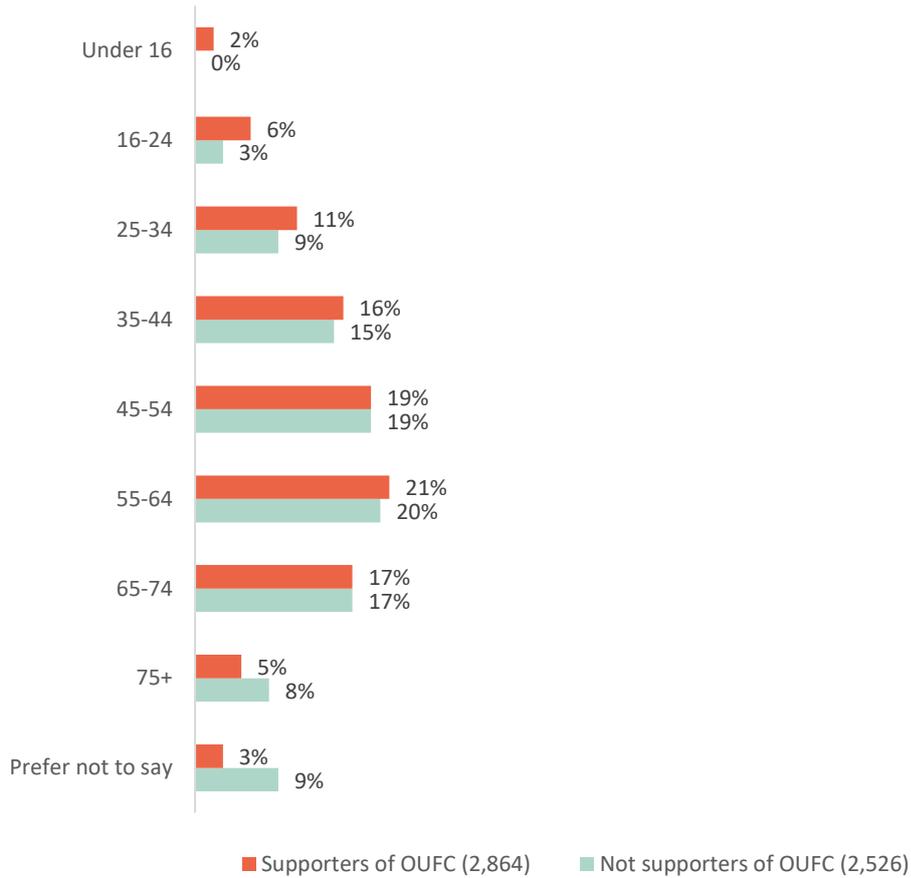
Source: Q21. Do you support Oxford United Football Club (OUFC)?

As more men responded to the survey overall, they represent a greater proportion of supporters of OUFC (80%) and those that do not support the club (62%) compared with women (17% supporters vs. 29% not supporters).



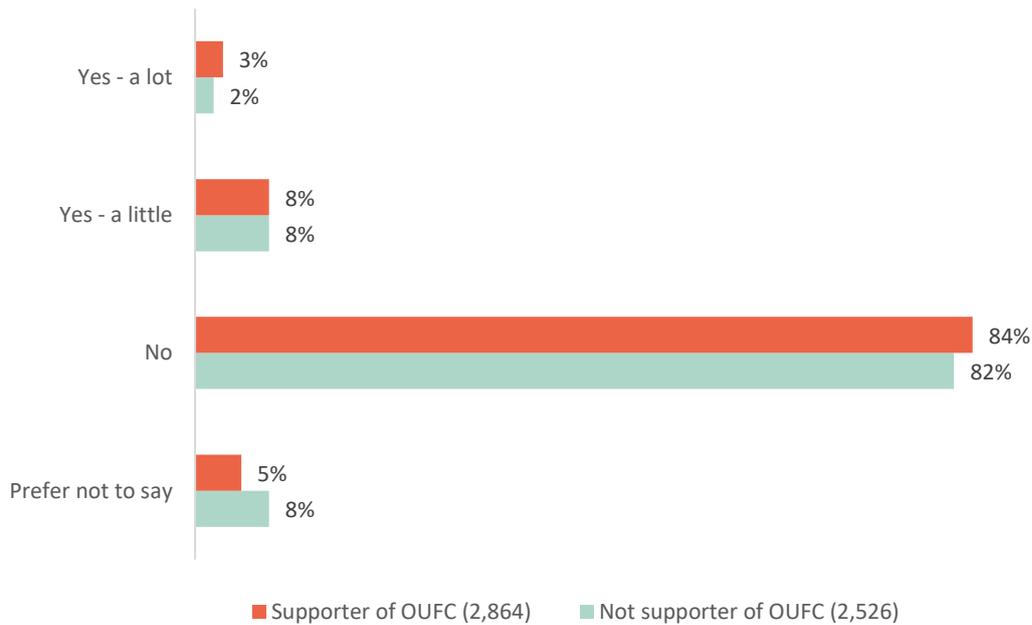
Source: Q21. Do you support Oxford United Football Club (OUFC)?

The age profile of both those who support OUFC and those who do not support OUFC and responded to the survey is similar. Those aged between 55-64 years make up the largest single group of respondents amongst supporters (21%) and those who are not supporters (20%).



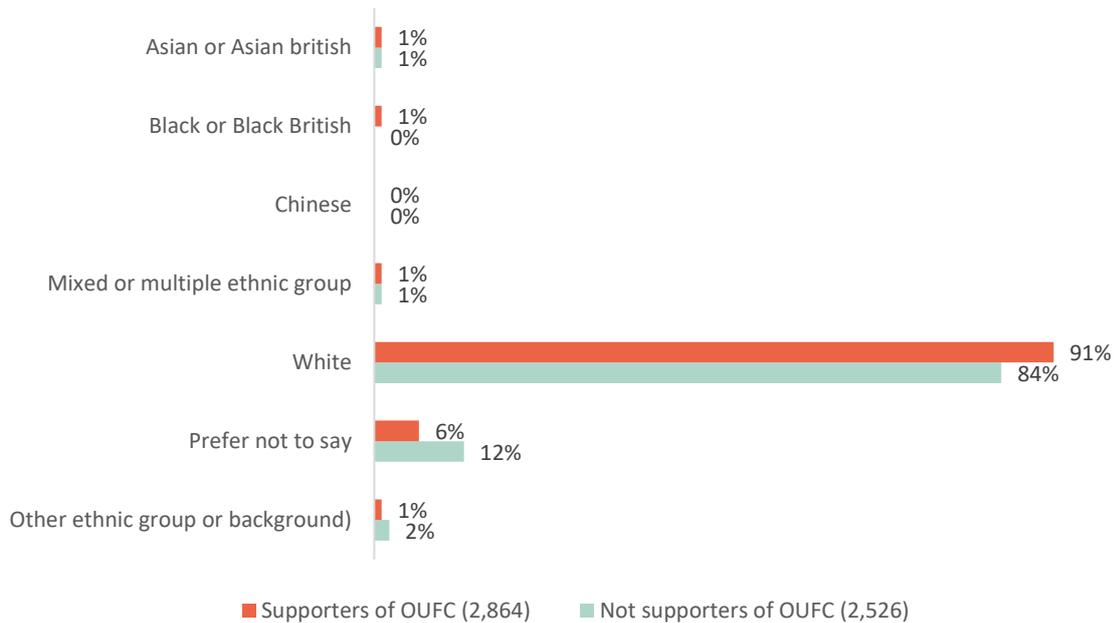
Source: Q21. Do you support Oxford United Football Club (OUFC)?

The profile of those respondents who support and do not support OUFC in terms of whether they are affected by long term health conditions is similar. The majority of both OUFC supporters (84%) and those who do not support the football club (82%).



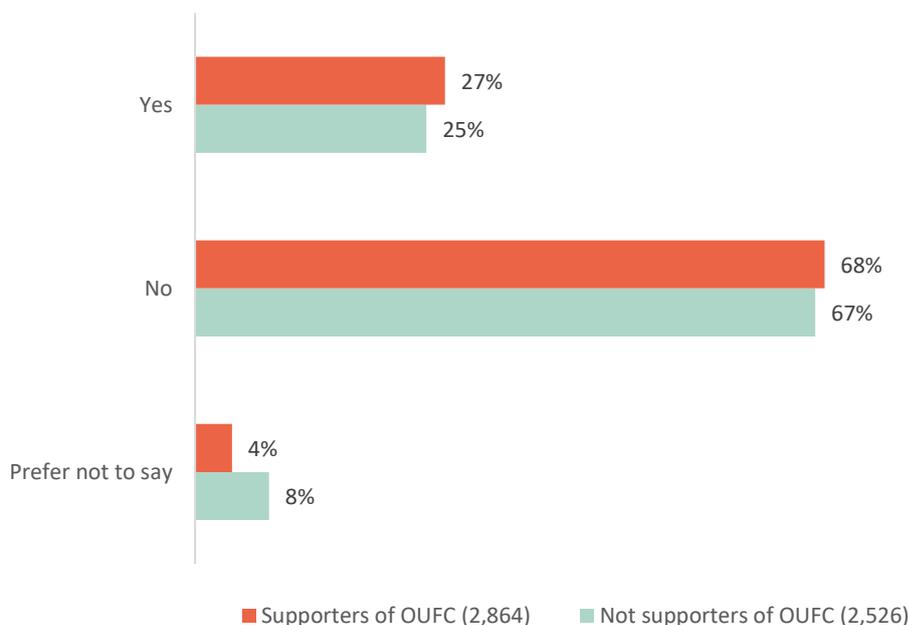
Source: Q21. Do you support Oxford United Football Club (OUFC)?

The majority of respondents amongst those who support OUFC and those who do not are white (84% not supporters of OUFC and 91% supporters of OUFC).



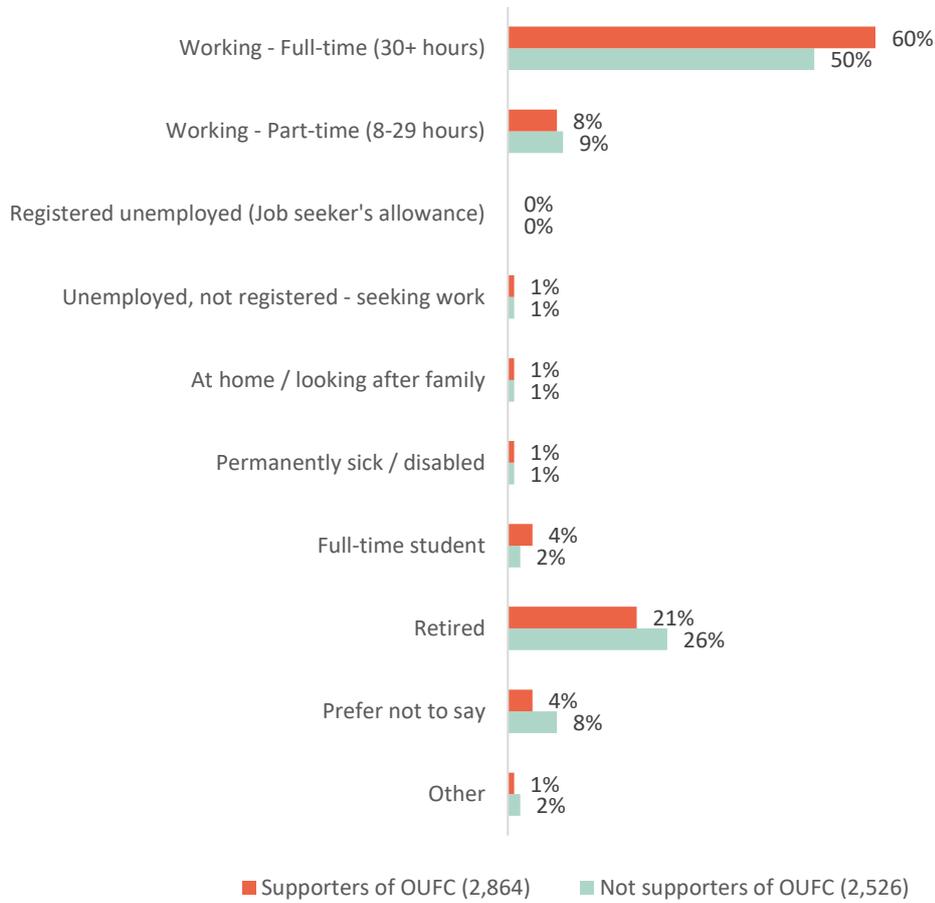
Source: Q21. Do you support Oxford United Football Club (OUFC)?

When comparing supporters of OUFC and those that do not support OUFC in terms of whether they have dependents aged 16 years or younger, the profile of the two groups is similar. Just over two thirds of respondents do not have any dependents (68% - supporters of OUFC and 67 – not supporters of OUFC). Around a quarter of respondents in age group do have dependents (27% - supporters of OUFC and 25% - not supporters of OUFC).



Source: Q21. Do you support Oxford United Football Club (OUFC)?

Respondents who are supporters of OUFC are more likely to be working full time (60%) compared to those who do not support OUFC (50%). A similar proportion of supporters (21%) and non-supporters (26%) are retired.



Source: Q21. Do you support Oxford United Football Club (OUFC)?

## 5. HOW DO OXFORD UNITED'S PROPOSALS FOR THE LAND KNOWN AS 'THE TRIANGLE' IMPACT ON COMMUNITIES OF OXFORDSHIRE - RESPONSE ANALYSIS

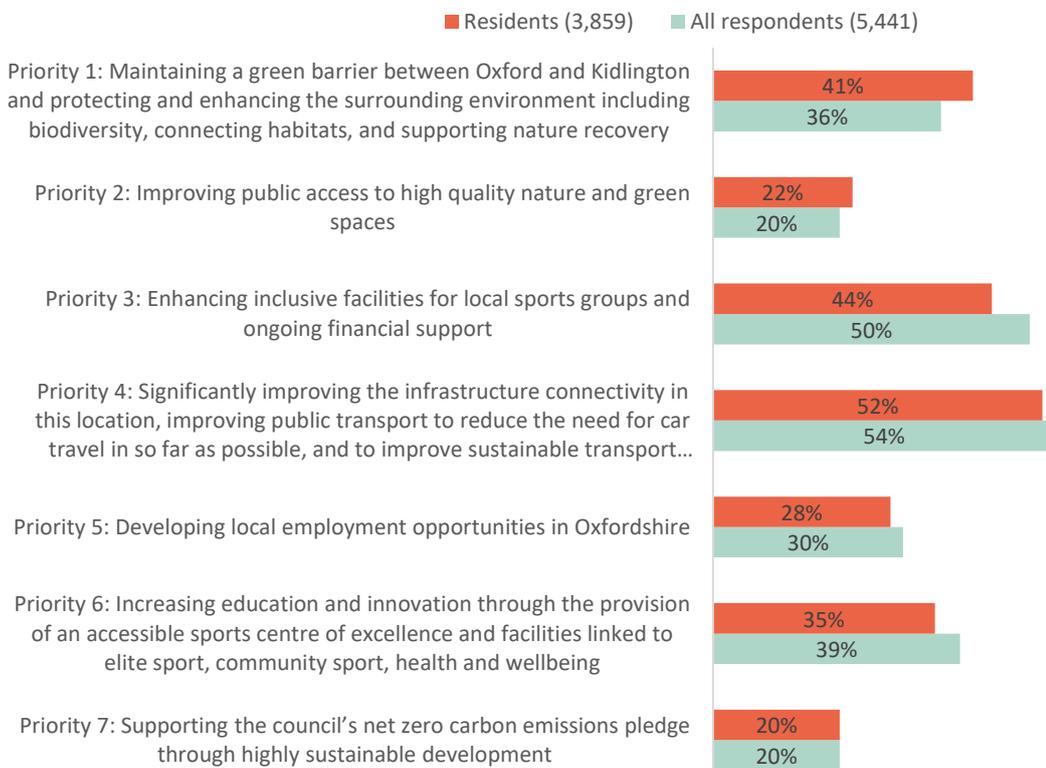
### Q5. Which, if any, of these priorities do you think are most important for OUFC to address?

Respondents were asked which priorities they think are most important for OUFC to address in their proposals. Respondents were allowed to select up to three priorities.

The most important priority for residents is Priority 4 'significantly improving infrastructure connectivity in this location, improving public transport to reduce the need for car travel...' (52%), as it is for all respondents (54%).

Around four out of ten residents place importance on OUFC addressing Priority 3 'enhancing inclusive facilities for local sports groups and ongoing financial support' (44%), Priority 1 'maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment...' (41%) and Priority 6 'increasing education and innovation through the provision of an accessible sports centre...' (35%).

Around three out of ten residents think it is important for OUFC to address Priority 5 'Developing local employment opportunities in Oxfordshire' (28%). Meanwhile, around one in five think it is important for OUFC to address Priority 2 'improving public access to high quality nature and green spaces' (22%) and Priority 7 'supporting the council's net zero carbon emissions pledge...' (20%).



Source: Q1. Which, if any, of these priorities do you think are most important for OUFC to address?

## Comparisons by locations

Overall, there are some similarities and differences between respondents who are residents of Oxfordshire and members of the public who live outside the county.

One of the key similarities is that the of majority respondents in both groups prioritise Priority 4 ‘Significantly improving the infrastructure connectivity in this location...’. Just over half of resident respondents (52%) and three out of five members of the public living outside Oxfordshire (60%) answered that this is a priority which OUFC’s proposals must address. This issue is important for both groups because the volume of people likely to visit a stadium could have a direct impact for both. Supporters of OUFC (both local and visiting) have an interest in accessible, sustainable and efficient routes to and from the stadium on match days. Similarly, residents who do not plan on attending matches are still likely to have an interest in transport/traffic plans that minimise disruption on the area.

Respondents who are residents of Oxfordshire are more likely to say that Priority 1 ‘maintaining a green barrier between Kidlington and Oxford’ (41% vs. 21%) and Priority 2 ‘improving public access to high quality nature and green space’ (22% vs. 14%) are priorities that are important for OUFC to address. This pattern is also seen in residents living within a 2-mile radius of the proposed site. Almost two thirds of residents within the radius think it is important for OUFC to address Priority 1 (65%) as well as a third for Priority 2 (33%).

In contrast, respondents who live outside of Oxfordshire are more likely to highlight Priority 3 ‘enhancing inclusive facilities for local sports groups’ (60% vs. 52%), Priority 6 ‘increasing education and innovation through the provision of an accessible sports centre of excellence’ (47% vs. 35%) and Priority 5 ‘developing local employment opportunities in Oxfordshire’ (36% vs. 28%). This is in part because of a broader interest in the infrastructure of sport amongst football fans (supporters of OUFC and supporters of other football clubs).

	Resident of Oxfordshire	A member of the public living outside of Oxfordshire
<b>No. respondents</b>	3,859	1,263
<b>Priority 1: Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment</b>	41%	21%
<b>Priority 2: Improving public access to high quality nature and green spaces</b>	22%	14%

<b>Priority 3: Enhancing inclusive facilities for local sports groups and ongoing financial support</b>	44%	64%
<b>Priority 4: Significantly improving the infrastructure connectivity in this location</b>	52%	60%
<b>Priority 5: Developing local employment opportunities in Oxfordshire</b>	28%	36%
<b>Priority 6: Increasing education and innovation through the provision of an accessible sports centre of excellence</b>	35%	47%
<b>Priority 7: Supporting the council's net zero carbon emissions pledge through highly sustainable development</b>	20%	20%

Source: Q5 Which, if any, of these priorities do you think are most important for OUFC to address? You can choose up to three priorities.

	<b>Resident WITHIN 2-mile radius</b>	<b>Resident OUTSIDE 2-mile radius</b>
<b><i>No. respondents</i></b>	1,650	2,209
<b>Priority 1: Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment</b>	65%	24%
<b>Priority 2: Improving public access to high quality nature and green spaces</b>	33%	14%
<b>Priority 3: Enhancing inclusive facilities for local sports groups and ongoing financial support</b>	24%	59%
<b>Priority 4: Significantly improving the infrastructure connectivity in this location</b>	48%	55%
<b>Priority 5: Developing local employment opportunities in Oxfordshire</b>	14%	39%
<b>Priority 6: Increasing education and innovation through the provision of an accessible sports centre of excellence</b>	17%	49%

<b>Priority 7: Supporting the council's net zero carbon emissions pledge through highly sustainable development</b>	24%	17%
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Source: Q5 Which, if any, of these priorities do you think are most important for OUFC to address? You can choose up to three priorities.

	<b>Kidlington Parish</b>	<b>Gosford and Water Eaton Parish</b>
<b>No. respondents</b>	1,019	123
<b>Priority 1: Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment</b>	63%	65%
<b>Priority 2: Improving public access to high quality nature and green spaces</b>	31%	27%
<b>Priority 3: Enhancing inclusive facilities for local sports groups and ongoing financial support</b>	27%	23%
<b>Priority 4: Significantly improving the infrastructure connectivity in this location</b>	52%	46%
<b>Priority 5: Developing local employment opportunities in Oxfordshire</b>	15%	12%
<b>Priority 6: Increasing education and innovation through the provision of an accessible sports centre of excellence</b>	18%	12%
<b>Priority 7: Supporting the council's net zero carbon emissions pledge through highly sustainable development</b>	22%	20%

Source: Q5 Which, if any, of these priorities do you think are most important for OUFC to address? You can choose up to three priorities.

	<b>Wolvercote Ward</b>	<b>Cuttleslowe and Sunnymead Ward</b>	<b>Summertown Ward</b>	<b>*Blackbird Leys Ward</b>
<b>No. respondents</b>	221	194	58	*37

<b>Priority 1: Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment</b>	76%	70%	59%	*32%
<b>Priority 2: Improving public access to high quality nature and green spaces</b>	37%	41%	34%	*11%
<b>Priority 3: Enhancing inclusive facilities for local sports groups and ongoing financial support</b>	14%	14%	31%	*54%
<b>Priority 4: Significantly improving the infrastructure connectivity in this location</b>	38%	43%	50%	*46%
<b>Priority 5: Developing local employment opportunities in Oxfordshire</b>	8%	9%	24%	*32%
<b>Priority 6: Increasing education and innovation through the provision of an accessible sports centre of excellence</b>	11%	16%	22%	*41%
<b>Priority 7: Supporting the council's net zero carbon emissions pledge through highly sustainable development</b>	31%	25%	29%	*19%

Source: Q5 Which, if any, of these priorities do you think are most important for OUFC to address? You can choose up to three priorities.

### Comparisons between those that support OUFC and those that do not

Overall, the views of supporters of OUFC and those that do not support the football club differ and represent different interests.

Supporters of OUFC, who responded to the survey, are more likely to say that the club’s proposals should address Priority 3 ‘enhancing inclusive facilities for local sports groups’ (59% vs. 40%), Priority 5 ‘developing local employment opportunities’ (37% vs. 22%) and Priority 6 ‘increasing education and innovation through the provision of a sports centre of excellence’ (47% vs. 30%). In terms of Priority 3 and 6 this suggests that amongst supporters there is a greater interest in sports, fostering sporting communities and the development of sporting talent.

In contrast, respondents who do not support OUFC are more likely say that it is important for OUFC to address Priority 1 ‘maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment’ (47% vs. 26%), Priority 2 ‘improving public access to high quality nature and green space’ (26% vs. 14%) and Priority 7 ‘supporting the councils net zero ambition’ (23% vs. 18%). This suggest respondents who do not support OUFC are more likely to be concerned about environmental issues.

	Supporters of OUFC	Not supporters of OUFC
<b>No. respondents</b>	2,864	2,526
<b>Priority 1: Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment</b>	26%	47%
<b>Priority 2: Improving public access to high quality nature and green spaces</b>	14%	26%
<b>Priority 3: Enhancing inclusive facilities for local sports groups and ongoing financial support</b>	59%	40%
<b>Priority 4: Significantly improving the infrastructure connectivity in this location</b>	57%	51%
<b>Priority 5: Developing local employment opportunities in Oxfordshire</b>	37%	22%
<b>Priority 6: Increasing education and innovation through the provision of an accessible sports centre of excellence</b>	47%	30%
<b>Priority 7: Supporting the council’s net zero carbon emissions pledge through highly sustainable development</b>	18%	23%

Source: Q5 Which, if any, of these priorities do you think are most important for OUFC to address? You can choose up to three priorities.

	Resident-supporters of OUFC	Residents who are not supporters of OUFC
<b>No. respondents</b>	2,147	1,633
<b>Priority 1: Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment</b>	26%	59%
<b>Priority 2: Improving public access to high quality nature and green spaces</b>	15%	32%
<b>Priority 3: Enhancing inclusive facilities for local sports groups and ongoing financial support</b>	58%	28%
<b>Priority 4: Significantly improving the infrastructure connectivity in this location</b>	56%	48%
<b>Priority 5: Developing local employment opportunities in Oxfordshire</b>	37%	17%
<b>Priority 6: Increasing education and innovation through the provision of an accessible sports centre of excellence</b>	46%	22%
<b>Priority 7: Supporting the council's net zero carbon emissions pledge through highly sustainable development</b>	17%	24%

Source: Q5 Which, if any, of these priorities do you think are most important for OUFC to address? You can choose up to three priorities.

## Demographics

There are key differences between the responses of men and women. A greater proportion of women think it is important for OUFC to address Priority 1 (52% women vs. 29% men) and Priority 2 (28% women vs. 16% men) compared to men.

In contrast, men are more likely to say Priority 4 (57% men vs. 49% women), Priority 3 (56% men vs. 37% women), Priority 6 (43% men vs. 30% women) and Priority 5 (34% men vs. 22% women).

	Male	Female
<b>No. respondents</b>	3,858	1,220
<b>Priority 1: Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment</b>	29%	52%
<b>Priority 2: Improving public access to high quality nature and green spaces</b>	16%	28%
<b>Priority 3: Enhancing inclusive facilities for local sports groups and ongoing financial support</b>	56%	37%
<b>Priority 4: Significantly improving the infrastructure connectivity in this location</b>	57%	49%
<b>Priority 5: Developing local employment opportunities in Oxfordshire</b>	34%	22%
<b>Priority 6: Increasing education and innovation through the provision of an accessible sports centre of excellence</b>	43%	30%
<b>Priority 7: Supporting the council's net zero carbon emissions pledge through highly sustainable development</b>	20%	21%

Source: Q5 Which, if any, of these priorities do you think are most important for OUFC to address? You can choose up to three priorities.

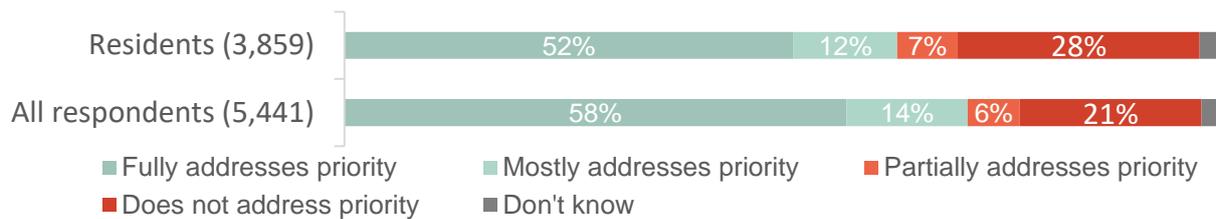
## **Q6. To what extent do you think the information provided by OUFC addresses Priority 1?**

Respondents were directed to read OUFC's detailed response and then answer to what extent the information provided has addressed Priority 1: 'maintaining a green barrier between Oxford and Kidlington....'

Almost two-thirds of residents of Oxfordshire (64%) who responded, think that OUFC has fully/mostly addressed this priority, while just over a third think that the priority has only been partially/not addressed (35%).

More broadly, around 72% of all respondents think that the football club has fully/mostly addressed this priority.

***Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses " Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats, and supporting nature recovery"?***



Source: Q6. *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “ Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats, and supporting nature recovery”?*

### Comparisons by location

As we have seen in Q5, Priority 1 is more important for people responding as residents of Oxfordshire (41%) compared with members of the public living outside Oxfordshire (21%). Within this context we can see a smaller majority of resident-respondents say OUFC has fully/mostly addressed this priority (64%), compared with people from outside the county (94%). Meanwhile, over a third of resident respondents think OUFC has only partially/does not address this priority (35%), compared to only 4% of members of the public living outside Oxfordshire.

Proximity to the proposed site is a key factor affecting the views of residents. Most respondents living within 2 miles of the proposed site think the information provided by the club partially/does not address Priority 1 (70%), a similar proportion to residents living in Kidlington Parish (68%). In contrast, only 8% of resident-respondents living outside the 2-mile radius share these views.

	Resident of Oxfordshire	A member of the public living outside of Oxfordshire
<b>No. respondents</b>	3,859	1,263
<b>Fully addresses the priority</b>	52%	76%
<b>Mostly addresses the priority</b>	12%	18%
<b>Partially addresses the priority</b>	7%	2%
<b>Does not address the priority</b>	28%	1%
<b>Don't know</b>	2%	2%
<b>Net: Fully/Mostly addresses the priority</b>	64%	94%

<b>Net: Partially/Does not address the priority</b>	35%	4%
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Source: Q6 Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “ Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats, and supporting nature recovery”?

	<b>Resident WITHIN 2-mile radius</b>	<b>Resident OUTSIDE of 2-mile radius</b>
<b>No. respondents</b>	1,650	2,209
<b>Fully addresses the priority</b>	20%	75%
<b>Mostly addresses the priority</b>	8%	15%
<b>Partially addresses the priority</b>	12%	3%
<b>Does not address the priority</b>	58%	5%
<b>Don't know</b>	2%	2%
<b>Net: Fully/Mostly addresses the priority</b>	28%	90%
<b>Net: Partially/Does not address the priority</b>	70%	8%

Source: Q6 Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “ Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats, and supporting nature recovery”?

	<b>Kidlington Parish</b>	<b>Gosford and Water Eaton Parish</b>
<b>No. respondents</b>	1019	123
<b>Fully addresses the priority</b>	23%	15%
<b>Mostly addresses the priority</b>	7%	11%
<b>Partially addresses the priority</b>	13%	11%
<b>Does not address the priority</b>	55%	63%
<b>Don't know</b>	2%	0%
<b>Net: Fully/Mostly addresses the priority</b>	30%	27%

<b>Net: Partially/Does not address the priority</b>	68%	73%
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Source: Q6 *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “ Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats, and supporting nature recovery”?*

	<b>Wolvercote Ward</b>	<b>Cuttleslowe and Sunnymede</b>	<b>Summertown ward</b>	<b>*Blackbirds Leys</b>
<b>No. respondents</b>	221	194	58	*37
<b>Fully addresses the priority</b>	12%	13%	34%	*81%
<b>Mostly addresses the priority</b>	4%	9%	17%	*5%
<b>Partially addresses the priority</b>	11%	11%	7%	*5%
<b>Does not address the priority</b>	71%	66%	38%	*5%
<b>Don't know</b>	1%	1%	3%	*3%
<b>Net: Fully/Mostly addresses the priority</b>	16%	22%	52%	*86%
<b>Net: Partially/Does not address the priority</b>	82%	78%	45%	*11%

Source: Q6 *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “ Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats, and supporting nature recovery”?*

### **Comparisons between those that support OUFC and those that do not**

As we have seen in Q5, just under half of respondents who do not support OUFC think that Priority 1 is important to address (49%), in comparison to roughly a quarter of supporters (26%).

Amongst both respondents that support and do not support OUFC who say that the information provided by OUFC fully/mostly addresses Priority 1, there are significant differences in the proportion of respondents who answered in this way.

Almost nine out of ten respondents who support OUFC (87%) say that the information provided by the football club fully/mostly addresses this priority, compared with just over half of respondents who are not OUFC supporters (56%). In

contrast, 43% of respondents who do not support the football club (42%) say that the information provided partially/does not address this priority.

There are greater divisions between fans and non-fans of OUFC amongst residents. Where most resident-supporters of OUFC, who responded to the survey, think that the information provided fully/mostly addresses Priority 1 (85%), less than half of resident-respondents who do not support the club share this view (39%).

As we have seen in Q5, just under half of respondents who do not support OUFC think that Priority 1 is important to address (49%), in comparison to roughly a quarter of supporters (26%).

	Supporters of OUFC	Not supporters of OUFC
<b>No. respondents</b>	2,864	2,526
<b>Fully addresses the priority</b>	73%	42%
<b>Mostly addresses the priority</b>	14%	14%
<b>Partially addresses the priority</b>	3%	8%
<b>Does not address the priority</b>	8%	34%
<b>Don't know</b>	2%	2%
<b>Net: Fully/Mostly addresses the priority</b>	87%	56%
<b>Net: Partially/Does not address the priority</b>	11%	42%

Source: Q6 *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats, and supporting nature recovery”?*

	Resident-supporters of OUFC	Residents who are not supporters of OUFC
<b>No. respondents</b>	2,147	1,633
<b>Fully addresses the priority</b>	71%	29%
<b>Mostly addresses the priority</b>	14%	10%
<b>Partially addresses the priority</b>	4%	10%

<b>Does not address the priority</b>	10%	49%
<b>Don't know</b>	1%	2%
<b>Net: Fully/Mostly addresses the priority</b>	85%	39%
<b>Net: Partially/Does not address the priority</b>	14%	59%

Source: Q6 *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses "Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats, and supporting nature recovery"?*

## Demographics

There is a significant difference in the views of men and women. Men are significantly more likely to think that the information provided by OUFC fully/mostly addresses Priority 1 (82%) compared with women (53%), albeit in both cases a majority share these views.

There are also significant differences by work status. Those in work (either working full-time or part-time) are more likely to think that OUFC has addressed Priority 1 fully/mostly (78%), when compared with those who are retired (65%) and those not in work (51%).

	<i>No. respondents</i>	<b>Net: Fully/Mostly addresses the priority</b>	<b>Net: Partially/Does not address the priority</b>
<b>Male</b>	3,858	82%	16%
<b>Female</b>	1,220	53%	46%
<b>16-34</b>	799	83%	15%
<b>35-54</b>	1,865	77%	21%
<b>55-74</b>	2,022	74%	24%
<b>Working</b>	3,474	78%	20%
<b>Retired</b>	1,251	65%	33%
<b>Not working (excl. retired)</b>	672	51%	45%

Source: Q6 Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats, and supporting nature recovery”?

### Q9. What else do you think is needed from the club to have fully addressed Priority 1?

Respondents who did not answer ‘fully addresses the priority’ in Q6 were asked a follow up question about what is needed from the football club to address Priority 1.

Amongst residents the biggest theme, with around a quarter of responses (26%), is a disbelief/disagreement that Priority 1 could be achieved with the development of the stadium at ‘the Triangle’. This perspective is shared by residents living within a 2-mile radius of the site (33%) and those that do not support OUFC (27%).

Respondents argue that the proposals would destroy the green barrier between Oxford and Kidlington and diminish the bio-diversity from what the site offers currently.

*“They can’t remove woods, green spaces and willow plantation and say they are benefiting the green area. To build on triangle will destroy the nature and habitat and destroy the green belt between Kidlington and Oxford.”*

The second biggest theme for residents, with one in five selecting this, is that the club should stay at the Kassam Stadium or a very small group suggest it should be built elsewhere (18%).

*“North Oxford also needs green space and many developments are already eating into that. I do not understand why whatever issues prevent the club staying at the Kassam cannot be resolved.”*

	Residents	All respondents
<b>No. respondents</b>	1,863	2,287
Disbelief/disagreement: building on will destroy the green barrier and existing nature and bio-diversity	26%	23%
Build it elsewhere, stay at Kassam, or just don't do it at all	18%	16%
More details (unspecified or very specific, such as planting schemes, tree types, visual impact assessment, quantified bio-diversity impact)	9%	9%
More on infrastructure: traffic, parking access, connections	8%	8%
Proposals undermine the local plan / undermine green belt	7%	6%

Guarantees, binding agreements, independent audit management	4%	4%
Is the site large enough for the development proposed?	3%	3%
Positive comments, support/ well thought out just do it	2%	3%
Other negative comments (poor survey design, public consultation, does not address the priority)	5%	6%
Not answered	39%	43%

Source: Q7. *What else do you think is needed from the club to have fully addressed this priority?*

	Residents within 2-mile radius	Residents outside 2-mile radius
<b>No. respondents</b>	1,313	550
Disbelief/disagreement: building on will destroy the green barrier and existing nature and bio-diversity	33%	10%
Build it elsewhere, stay at Kassam, or just don't do it at all	24%	6%
More details (unspecified or very specific, such as planting schemes, tree types, visual impact assessment, quantified bio-diversity impact)	9%	9%
More on infrastructure: traffic, parking access, connections	9%	5%
Proposals undermine the local plan / undermine green belt	9%	3%
Guarantees, binding agreements, independent audit management	4%	3%
Is the site large enough for the development proposed?	4%	1%
Positive comments, support/ well thought out just do it	1%	5%
Other negative comments (poor survey design, public consultation, does not address the priority)	4%	8%
Not answered	31%	59%

Source: Q7. *What else do you think is needed from the club to have fully addressed this priority?*

	Supporters of OUFC	Not supporters of OUFC
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<b>No. respondents</b>	<b>778</b>	<b>1,464</b>
Disbelief/disagreement: building on will destroy the green barrier and existing nature and bio-diversity	15%	27%
Build it elsewhere, stay at Kassam, or just don't do it at all	10%	19%
More details (unspecified or very specific, such as planting schemes, tree types, visual impact assessment, quantified bio-diversity impact)	10%	9%
More on infrastructure: traffic, parking access, connections	7%	8%
Proposals undermine the local plan / undermine green belt	3%	7%
Guarantees, binding agreements, independent audit management	3%	4%
Is the site large enough for the development proposed?	3%	3%
Positive comments, support/ well thought out just do it	5%	2%
Other negative comments (poor survey design, public consultation, does not address the priority)	7%	5%
Not answered	51%	39%

Source: Q7. *What else do you think is needed from the club to have fully addressed this priority?*

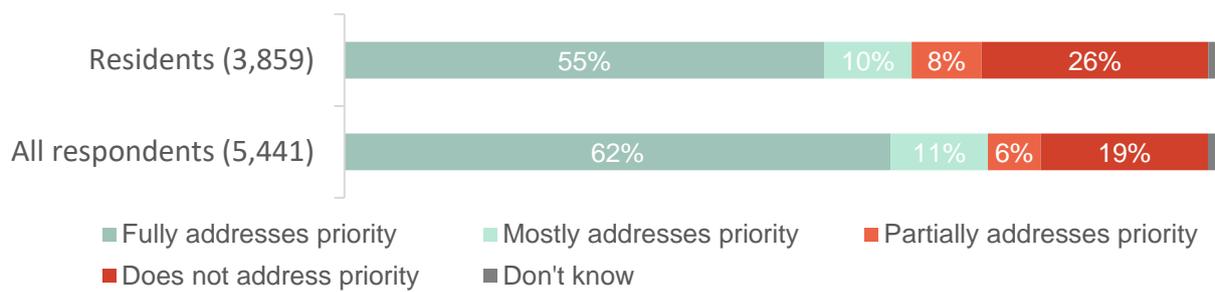
### **Q8. To what extent do you think the information provided by OUFC addresses Priority 2?**

Respondents were directed to read OUFC's detailed response and then answer to what extent the information provided has addressed Priority 2: 'improving public access to high quality nature and green spaces'.

Two-thirds of residents of Oxfordshire (65%) who responded think that OUFC has fully/mostly addressed this priority, while a third think that the priority has been partially/not addressed (34%).

More broadly, around 73% of all respondents think that the football club has fully/mostly addressed this priority.

***Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses "Improving public access to high quality nature and green spaces"?***



Source: Q8. *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Improving public access to high quality nature and green spaces”?*

### Comparisons by location

Almost all respondents living outside the county think that OUFC has fully/mostly addressed Priority 2 (96%), compared with two thirds of those who live in Oxfordshire (65%).

Most resident-respondents living within a 2-mile radius of the proposed site think that the information provided partially/does not address Priority 2 (68%). Similarly, most resident-respondents living in Kidlington Parish (66%), Gosford and Water Eaton Parish (68%), Wolvercote Ward (78%) and Cutteslowe and Sunnymead Ward (78%) share this view.

In contrast, the majority of resident-respondents living outside the 2-mile radius think that the information provided by OUFC has fully/mostly addressed the priority (91%).

This demonstrates that respondents living closer to the site are more likely to have concerns about the response provided by OUFC that aims to address this priority.

	Resident of Oxfordshire	A member of the public living outside of Oxfordshire
<b>No. respondents</b>	3,859	1,263
<b>Fully addresses the priority</b>	55%	81%
<b>Mostly addresses the priority</b>	10%	15%
<b>Partially addresses the priority</b>	8%	2%
<b>Does not address the priority</b>	26%	1%
<b>Don't know</b>	1%	1%
<b>Net: Fully/Mostly addresses the priority</b>	65%	96%

<b>Net: Partially/Does not address the priority</b>	34%	3%
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Source: Q8. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Improving public access to high quality nature and green spaces”?

	<b>Resident WITHIN 2-mile radius</b>	<b>Resident OUTSIDE of 2mile radius</b>
<b>No. respondents</b>	1,650	2,209
<b>Fully addresses the priority</b>	22%	79%
<b>Mostly addresses the priority</b>	7%	12%
<b>Partially addresses the priority</b>	14%	3%
<b>Does not address the priority</b>	54%	5%
<b>Don’t know</b>	2%	1%
<b>Net: Fully/Mostly addresses the priority</b>	30%	91%
<b>Net: Partially/Does not address the priority</b>	68%	8%

Source: Q8. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Improving public access to high quality nature and green spaces”?

	<b>Kidlington Parish</b>	<b>Gosford and Water Eaton Parish</b>
<b>No. respondents</b>	1019	123
<b>Fully addresses the priority</b>	24%	16%
<b>Mostly addresses the priority</b>	8%	12%
<b>Partially addresses the priority</b>	15%	13%
<b>Does not address the priority</b>	52%	55%
<b>Don’t know</b>	2%	3%
<b>Net: Fully/Mostly addresses the priority</b>	32%	28%
<b>Net: Partially/Does not address the priority</b>	66%	68%

Source: Q8. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Improving public access to high quality nature and green spaces”?

	Wolvercote Ward	Cotteslowe and Sunnymead Ward	Summertown Ward	*Blackbirds Leys Ward
<b>No. respondents</b>	221	194	58	*37
<b>Fully addresses the priority</b>	14%	16%	41%	*70%
<b>Mostly addresses the priority</b>	5%	5%	10%	*19%
<b>Partially addresses the priority</b>	11%	18%	10%	*0%
<b>Does not address the priority</b>	67%	60%	36%	*8%
<b>Don't know</b>	2%	1%	2%	*3%
<b>Net: Fully/Mostly addresses the priority</b>	20%	22%	52%	*89%
<b>Net: Partially/Does not address the priority</b>	78%	78%	47%	*8%

Source: Q8. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Improving public access to high quality nature and green spaces”?

## Comparisons between those that support OUFC and those that do not

Whilst a majority of respondents who are supporters and non-supporters say that the information provided by OUFC fully/mostly addresses Priority 2, there are significant differences between the two groups.

Almost nine out of ten respondents who support OUFC (88%) answer that the information provided by the football club fully/mostly addresses this priority, compared with around six out of ten respondents who are not OUFC supporters (57%). In contrast, 41% of respondents who do not support the football club answered that the information provided by OUFC partially/does not address this priority. Within that, around a third of respondents, who do not support the club, think that the information provided ‘does not address the priority’ (32%).

Amongst resident respondents, a similar proportion of OUFC supporters think that the club has fully/mostly addressed Priority 2 (86%) to supporters in general. In

contrast, a majority of resident-respondents who are not supporters think that the information provided partially or does not address the priority (58%).

As we have seen in Q5, a greater proportion of respondents who do not support OUFC think that this is an important priority (26%) compared to OUFC supporters (14%). This is reflected in the findings from Q8 which demonstrate that groups who value this priority set a higher bar for OUFC to clear with their proposals. In contrast, those that place less emphasis on this priority have lower expectations for OUFC to meet with their proposals.

	Supporters of OUFC	Not supporters of OUFC
<b>No. respondents</b>	2,864	2,526
<b>Fully addresses the priority</b>	76%	46%
<b>Mostly addresses the priority</b>	12%	11%
<b>Partially addresses the priority</b>	3%	9%
<b>Does not address the priority</b>	8%	32%
<b>Don't know</b>	1%	2%
<b>Net: Fully/Mostly addresses the priority</b>	88%	57%
<b>Net: Partially/Does not address the priority</b>	11%	41%

Source: Q8. *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Improving public access to high quality nature and green spaces”?*

	Resident-supporters of OUFC	Residents who are not supporters of OUFC
<b>No. respondents</b>	2,147	1,633
<b>Fully addresses the priority</b>	75%	32%
<b>Mostly addresses the priority</b>	12%	8%
<b>Partially addresses the priority</b>	4%	12%
<b>Does not address the priority</b>	9%	46%
<b>Don't know</b>	1%	2%

<b>Net: Fully/Mostly addresses the priority</b>	86%	40%
<b>Net: Partially/Does not address the priority</b>	13%	58%

Source: Q8. *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Improving public access to high quality nature and green spaces”?*

## Demographics

There is a significant difference in the views of men and women who responded. Men are significantly more likely to think that the information provided by OUFC fully/mostly addresses Priority 2 (82%) compared with women (55%), albeit in both cases a majority share these views.

There are also key differences by work status. Those in work (either working full-time or part-time) are more likely to think that OUFC have addressed Priority 1 fully/mostly (89%), when compared with those who are retired (66%) and those not in work (53%).

	<b>No. respondents</b>	<b>Net: Fully/Mostly addresses the priority</b>	<b>Net: Partially/Does not address the priority</b>
<b>Male</b>	3,858	82%	16%
<b>Female</b>	1,220	55%	44%
<b>16-34</b>	799	86%	13%
<b>35-54</b>	1,865	78%	21%
<b>55-74</b>	2,022	75%	23%
<b>Working</b>	3,474	79%	19%
<b>Retired</b>	1,251	66%	32%
<b>Not working (excl. retired)</b>	672	53%	44%

Source: Q8. *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Improving public access to high quality nature and green spaces”?*

## Q9. What else do you think is needed from the club to have fully addressed Priority 2?

Respondents who did not answer 'fully addresses the priority' in Q8 were asked a follow up question about what is needed from the football club to address Priority 2.

Amongst residents, the biggest theme is a disbelief/disagreement that building on 'the Triangle' could lead to improved public access to green space (25%). These residents argue that the development would lead to a loss of green space overall, and adversely impact the habitats that already exist on the site. This is a major theme for residents living within a 2-mile radius of 'the Triangle' (31%) and respondents who do not support OUFC (25%).

*“Building will damage the biodiversity that is already there and no matter what they do they will be unable to replace replicate it.”*

Residents also want more details (including details on the amount and type of green space made available) (11%). Similar proportions for all groups want this additional information.

*“The proposal does not include actual guarantees, or detailed of any penalties for non-compliance”.*

	Residents	All respondents
<b>No. respondents</b>	1,741	2,087
Disbelief/disagreement: building on green land cannot improve public access to nature, it destroys or reduces natural space. The land (the Triangle) is currently rich in diverse wildlife and flora	25%	22%
More detail (sometimes general, sometimes specific, such as how much green space and of what type)	11%	10%
Build it elsewhere, stay at Kassam, or just don't do it at all	11%	10%
Infrastructure concerns: traffic, roads, local parking	7%	6%
Not enough space for a stadium and a hotel and much green space	7%	6%
Guarantees needed, firm assurances (e.g. 'possible' footbridge)	6%	6%
Pollution concerns: traffic, people, noise, light	3%	3%
Positive comments: support, do it, a good proposal	2%	3%
Other negative comments, including not sure / don't know, consultation, no need, poor /questionnaire /survey design	10%	9%

Not answered	38%	43%
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Source: Q9. *What else do you think is needed from the club to have fully addressed this priority?*

	Residents within 2-mile radius	Residents outside 2-mile radius
<b>No. respondents</b>	1,280	461
Disbelief/disagreement: building on green land cannot improve public access to nature, it destroys or reduces natural space. The land (the Triangle) is currently rich in diverse wildlife and flora	31%	9%
More detail (sometimes general, sometimes specific, such as how much green space and of what type)	12%	10%
Build it elsewhere, stay at Kassam, or just don't do it at all	14%	4%
Infrastructure concerns: traffic, roads, local parking	8%	5%
Not enough space for a stadium and a hotel and much green space	8%	3%
Guarantees needed, firm assurances (e.g. 'possible' footbridge)	7%	4%
Pollution concerns: traffic, people, noise, light	4%	1%
Positive comments: support, do it, a good proposal	1%	5%
Other negative comments, including not sure / don't know, consultation, no need, poor /questionnaire /survey design	11%	7%
Not answered	30%	60%

Source: Q9. *What else do you think is needed from the club to have fully addressed this priority?*

	Supporters of OUFC	Not supporters of OUFC
<b>No. respondents</b>	679	1364
Disbelief/disagreement: building on green land cannot improve public access to nature, it destroys or reduces natural space. The land (the Triangle) is currently rich in diverse wildlife and flora	14%	25%

More detail (sometimes general, sometimes specific, such as how much green space and of what type)	10%	11%
Build it elsewhere, stay at Kassam, or just don't do it at all	5%	12%
Infrastructure concerns: traffic, roads, local parking	5%	7%
Not enough space for a stadium and a hotel and much green space	4%	7%
Guarantees needed, firm assurances (e.g. 'possible' footbridge)	5%	6%
Pollution concerns: traffic, people, noise, light	2%	3%
Positive comments: support, do it, a good proposal	5%	2%
Other negative comments, including not sure / don't know, consultation, no need, poor /questionnaire /survey design	7%	11%
Not answered	54%	38%

Source: Q9. *What else do you think is needed from the club to have fully addressed this priority?*

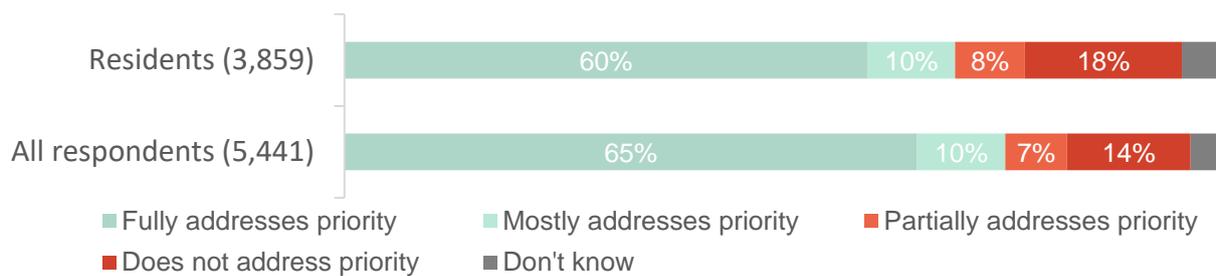
### **Q10. To what extent do you think the information provided by OUFC addresses Priority 3?**

Respondents were directed to read OUFC's detailed response and then answer to what extent the information provided has addressed Priority 3: 'enhancing inclusive facilities for local sports groups and ongoing financial support'.

Seven out of ten residents think that OUFC has fully/mostly addressed Priority 3 'enhancing inclusive facilities for local sports groups and ongoing financial support: (70%). In contrast, 27% of residents think that the information provided partially/does not address this priority.

In comparison, around three quarters of all respondents think that OUFC has fully/mostly addressed the priority (76%) and around one in five think that OUFC partially/does not address Priority 3 (21%).

***Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses "Enhancing inclusive facilities for local sports groups and ongoing financial support"?***



Source: Q10. *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Enhancing inclusive facilities for local sports groups and ongoing financial support”?*

### Comparisons by location

As we have seen above, Priority 3 is the most important priority for non-residents respondents (with 64% selecting it as an important priority for OUFC to address in Q5). Almost all non-resident respondents think OUFC has fully/mostly addressed this priority.

Most residents of Oxfordshire who responded to the survey think OUFC has fully/mostly addressed this priority (70%), albeit in a smaller proportion than non-residents.

Amongst residents living close to the proposed sight, just over half of all of those living within a 2-mile radius think OUFC has fully/mostly addressed the priority (49%), as do residents living in Kidlington Parish (52%).

	Resident of Oxfordshire	A member of the public living outside of Oxfordshire
<b>No. respondents</b>	3,859	1,263
<b>Fully addresses the priority</b>	60%	82%
<b>Mostly addresses the priority</b>	10%	10%
<b>Partially addresses the priority</b>	8%	3%
<b>Does not address the priority</b>	18%	3%
<b>Don't know</b>	4%	2%
<b>Net: Fully/Mostly addresses the priority</b>	70%	92%

<b>Net: Partially/Does not address the priority</b>	27%	7%
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Source: Q10. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Enhancing inclusive facilities for local sports groups and ongoing financial support”?

	<b>Resident WITHIN 2-mile radius</b>	<b>Resident OUTSIDE of 2mile radius</b>
<b>No. respondents</b>	1,650	2,209
<b>Fully addresses the priority</b>	38%	76%
<b>Mostly addresses the priority</b>	11%	9%
<b>Partially addresses the priority</b>	13%	5%
<b>Does not address the priority</b>	33%	8%
<b>Don’t know</b>	5%	2%
<b>Net: Fully/Mostly addresses the priority</b>	49%	85%
<b>Net: Partially/Does not address the priority</b>	45%	13%

Source: Q10. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Enhancing inclusive facilities for local sports groups and ongoing financial support”?

	<b>Kidlington Parish</b>	<b>Gosford and Water Eaton Parish</b>
<b>No. respondents</b>	1,019	123
<b>Fully addresses the priority</b>	40%	32%
<b>Mostly addresses the priority</b>	12%	7%
<b>Partially addresses the priority</b>	12%	10%
<b>Does not address the priority</b>	31%	46%
<b>Don’t know</b>	5%	5%
<b>Net: Fully/Mostly addresses the priority</b>	52%	39%

<b>Net: Partially/Does not address the priority</b>	43%	56%
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Source: Q10. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Enhancing inclusive facilities for local sports groups and ongoing financial support”?

	<b>Wolvercote Ward</b>	<b>Cuttleslowe and Sunnymead Ward</b>	<b>Summertown Ward</b>	<b>*Blackbirds Leys Ward</b>
<b>No. respondents</b>	221	194	58	*37
<b>Fully addresses the priority</b>	26%	38%	41%	*81%
<b>Mostly addresses the priority</b>	8%	13%	7%	*0%
<b>Partially addresses the priority</b>	12%	17%	14%	*3%
<b>Does not address the priority</b>	47%	26%	34%	*11%
<b>Don’t know</b>	8%	6%	3%	*5%
<b>Net: Fully/Mostly addresses the priority</b>	33%	51%	48%	*81%
<b>Net: Partially/Does not address the priority</b>	59%	43%	48%	*14%

Source: Q10. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Enhancing inclusive facilities for local sports groups and ongoing financial support”?

### **Comparisons between those that support OUFC and those that do not**

Supporters of OUFC ranking ‘enhancing inclusive facilities for local sports groups’ as their first order priority in Q5 (59%) and within this context the vast majority of these respondents think that OUFC has fully/mostly addressed the priority (82%).

Respondents that do not support OUFC ranked ‘enhancing inclusive facilities for local sports groups’ as the third most important priority (40%). However, a majority of this group, albeit a small proportion in comparison to supporters, do think OUFC have addressed this priority (69%).

Similarly, the majority of residents who are supporters of OUFC think the club has addressed Priority 3 (81%) as do over half of residents who are not supporters of OUFC (56%).

	Supporters of OUFC	Not supporters of OUFC
<b>No. respondents</b>	2,864	2,526
<b>Fully addresses the priority</b>	72%	58%
<b>Mostly addresses the priority</b>	10%	11%
<b>Partially addresses the priority</b>	6%	8%
<b>Does not address the priority</b>	9%	20%
<b>Don't know</b>	3%	4%
<b>Net: Fully/Mostly addresses the priority</b>	82%	69%
<b>Net: Partially/Does not address the priority</b>	15%	28%

Source: Q10. *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses "Enhancing inclusive facilities for local sports groups and ongoing financial support"?*

	Resident-supporters of OUFC	Residents who are not supporters of OUFC
<b>No. respondents</b>	2,147	1,633
<b>Fully addresses the priority</b>	71%	47%
<b>Mostly addresses the priority</b>	10%	10%
<b>Partially addresses the priority</b>	6%	11%
<b>Does not address the priority</b>	10%	28%
<b>Don't know</b>	3%	4%
<b>Net: Fully/Mostly addresses the priority</b>	81%	56%
<b>Net: Partially/Does not address the priority</b>	16%	39%

Source: Q10. *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Enhancing inclusive facilities for local sports groups and ongoing financial support”?*

## Demographics

A greater proportion of men think that OUFC has fully addressed Priority 3 with the information they have provided (81%), compared to women (63%).

There are key differences between respondents by work status. A greater proportion of those in work think OUFC has fully addressed the priority (80%) compared with those who are retired (70%) and those not in work (64%).

	<b>No. respondents</b>	<b>Net: Fully/Mostly addresses the priority</b>	<b>Net: Partially/Does not address the priority</b>
<b>Male</b>	3,858	81%	16%
<b>Female</b>	1,220	63%	32%
<b>16-34</b>	799	86%	12%
<b>35-54</b>	1,865	80%	18%
<b>55-74</b>	2,022	76%	20%
<b>Working</b>	3,474	80%	17%
<b>Retired</b>	1,251	70%	26%
<b>Not working (excl. retired)</b>	672	64%	32%

Source: Q10. *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Enhancing inclusive facilities for local sports groups and ongoing financial support”?*

## Q11. What else do you think is needed from the club to have fully addressed Priority 3?

Respondents who did not answer ‘fully addresses the priority’ in Q10 were asked a follow up question about what is needed from the football club to address Priority 3.

Amongst residents, the themes that emerged in this question are diverse. However, the top theme for residents is that ‘guarantees are needed’ (12%). In this theme respondents argue that the information provided by the club represent aspirations, as opposed to firm commitments. They call for guarantees, systems to hold to the

club to account for these aspirations. This was the top theme for residents within a two-mile radius (14%), supporters of OUFC (9%) and non-supporters (13%) alike.

*“They need to make guarantees not vague unenforceable promises”.*

Another linked theme are residents questioning and displaying distrust about how financial support for local sports groups will be funded (9%). Respondents question whether OUFC can make long term funding commitments considering the perceived financial challenges the club faces and/or because of a perception that the focus of the club may change with new ownership.

*“While I appreciate that OUFC is probably reluctant to offer such guarantees, it's not hard to see how their 'aims' and 'commitments' could get watered down by 'financial realities', once the proposed stadium has been given the green light and the project cannot be reversed.”*

	Residents	All respondents
<b>No. respondents</b>	1,641	1884
Guarantees needed, firm assurances, distrust proposals will be what is actually developed	12%	12%
How will this be FUNDED – distrust financial support will be sustained	9%	8%
Is there a NEED, is there a demand	9%	8%
More detail (sometimes general, sometimes specific, which sports)	8%	8%
Build it elsewhere, Stratfield, stay at Kassam, or just don't do it at all	8%	7%
Support for existing sports clubs	7%	7%
Infrastructure concerns: traffic, local parking	4%	7%
Other sports, not just football	4%	4%
Positive comments: support, well thought out proposal, do it	3%	3%
Other negative comments, including cost of access/use, not an important priority	12%	12%
Not answered	42%	45%

Source: Q11. *What else do you think is needed from the club to have fully addressed this priority?*

	Residents within 2-mile radius	Residents outside 2-mile radius
<b>No. respondents</b>	1,252	389
Guarantees needed, firm assurances, distrust proposals will be what is actually developed	14%	6%
How will this be FUNDED – distrust financial support will be sustained	11%	3%
Is there a NEED, is there a demand	11%	3%
More detail (sometimes general, sometimes specific, which sports)	9%	6%
Build it elsewhere, Stratfield, stay at Kassam, or just don't do it at all	9%	4%
Support for existing sports clubs	8%	4%
Infrastructure concerns: traffic, local parking	5%	2%
Other sports, not just football	4%	4%
Positive comments: support, well thought out proposal, do it	2%	5%
Other negative comments, including cost of access/use, not an important priority	13%	9%
Not answered	36%	60%

Source: Q11. *What else do you think is needed from the club to have fully addressed this priority?*

	Supporters of OUFC	Not supporters of OUFC
<b>No. respondents</b>	592	1,249
Guarantees needed, firm assurances, distrust proposals will be what is actually developed	9%	13%
How will this be FUNDED – distrust financial support will be sustained	7%	9%
Is there a NEED, is there a demand	6%	9%
More detail (sometimes general, sometimes specific, which sports)	7%	8%
Build it elsewhere, Stratfield, stay at Kassam, or just don't do it at all	5%	8%

Support for existing sports clubs	7%	7%
Infrastructure concerns: traffic, local parking	3%	4%
Other sports, not just football	3%	4%
Positive comments: support, well thought out proposal, do it	4%	2%
Other negative comments, including cost of access/use, not an important priority	11%	12%
Not answered	51%	42%

Source: Q11. *What else do you think is needed from the club to have fully addressed this priority?*

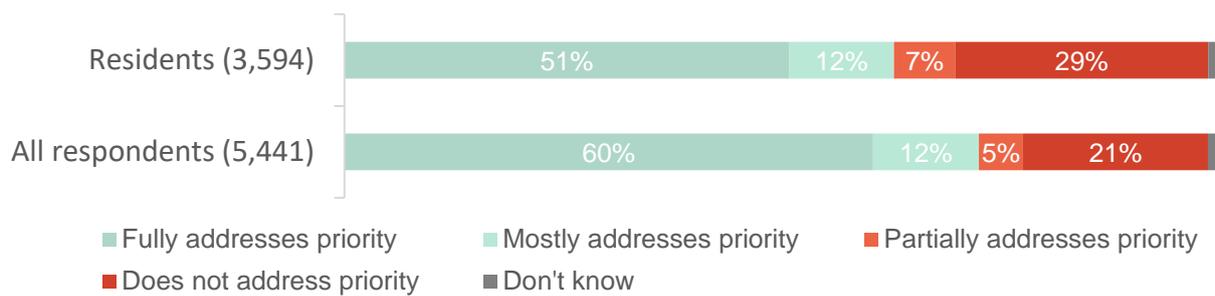
## **Q12. To what extent do you think the information provided by OUFC addresses Priority 4?**

Respondents were directed to read OUFC's detailed response and then answer to what extent the information provided has addressed Priority 3: 'Significantly improving the infrastructure and connectivity in this location...'

Around two thirds of residents think OUFC has fully/mostly addressed Priority 4: 'significantly improving the infrastructure connectivity in this location....' in their response (63%). Meanwhile 35% of residents think the response has partially/has not addressed the priority.

In comparison almost three quarters of all respondents think OUFC has fully/mostly addressed Priority 4 (72%) and just over a quarter think OUFC has partially/not addressed the priority (26%).

***Considering the summary above, and the detailed response provided from the club, to what extent do you think the information provided by the OUFC addresses "Significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling and rail use"?***



Source: Q12. *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling and rail use”?*

### Comparisons by location

Whilst both a majority of respondents that are residents and members of the public living outside Oxfordshire think OUFC has fully/mostly addressed Priority 4 there are significant differences in the response from both groups.

For residents-respondents, ‘significantly improving infrastructure connectivity in this location...’ was one of the most important priorities (52%) and around two-thirds think OUFC has fully/mostly addressed this priority (63%).

Members of the public living outside Oxfordshire also think Priority 4 is important (60%), albeit second after Priority 3. However, almost all respondents think OUFC has fully/mostly addressed this priority (96%), a far greater proportion than residents.

The majority of respondents living within the 2-mile radius of the site think OUFC’s response partially addresses or does not address Priority 4 (71%), while three out of ten think that the priority has been fully/mostly addressed (27%). In contrast, the majority of residents who live outside the 2-mile radius think that OUFC has fully/mostly addressed Priority 4 in their response (90%).

This reflects the different perspectives of the two groups. Residents, especially those living near the proposed site, have multiple reasons to think this is one of the most important priorities. Residents who are also supporters of the club want assurances around the accessibility of the venue for spectators on match day. Meanwhile, residents living close to the proposed site are likely to have strong interest in the disruption from congestion and parking in the surrounding area, as well as a good working knowledge of the current transport infrastructure supporting the area.

In contrast, members of the public living outside Oxfordshire many of whom are OUFC supporters or football fans from other clubs, will have an interest in the accessibility of the venue, but less on the ground knowledge of the challenges the proposed site might face on match day.

As a result, this suggests OUFC may have provided sufficient detail on how they plan to get people to and from the stadium, but not enough information about the plans to mitigate disruption for local residents and people who typically travel through the area.

	Resident of Oxfordshire	A member of the public living outside of Oxfordshire
<b>No. respondents</b>	3,859	1,263
<b>Fully addresses the priority</b>	51%	83%
<b>Mostly addresses the priority</b>	12%	14%
<b>Partially addresses the priority</b>	7%	2%
<b>Does not address the priority</b>	29%	1%
<b>Don't know</b>	1%	1%
<b>Net: Fully/Mostly addresses the priority</b>	63%	96%
<b>Net: Partially/Does not address the priority</b>	35%	3%

Source: Q12. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling and rail use”?

	Residents WITHIN 2-mile radius	Residents OUTSIDE of 2-mile radius
<b>No. respondents</b>	1,650	2,209
<b>Fully addresses the priority</b>	19%	76%
<b>Mostly addresses the priority</b>	8%	15%
<b>Partially addresses the priority</b>	11%	3%
<b>Does not address the priority</b>	59%	6%
<b>Don't know</b>	2%	1%
<b>Net: Fully/Mostly addresses the priority</b>	27%	90%

<b>Net: Partially/Does not address the priority</b>	71%	9%
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Source: Q12. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling and rail use”?

	<b>Kidlington Parish</b>	<b>Gosford and Water Eaton Parish</b>
<b>No. respondents</b>	1,019	123
<b>Fully addresses the priority</b>	20%	14%
<b>Mostly addresses the priority</b>	8%	11%
<b>Partially addresses the priority</b>	11%	11%
<b>Does not address the priority</b>	59%	63%
<b>Don’t know</b>	2%	2%
<b>Net: Fully/Mostly addresses the priority</b>	28%	24%
<b>Net: Partially/Does not address the priority</b>	70%	74%

Source: Q12. Considering the summary above, and the detailed response from the club has provided, to what extent do you think the information provided by the OUFC addresses “Significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling and rail use”?

	<b>Wolvercote Ward</b>	<b>Cotteslowe and Sunnymead Ward</b>	<b>Summertown Ward</b>	<b>Blackbirds Leys Ward</b>
<b>No. respondents</b>	221	194	58	*37
<b>Fully addresses the priority</b>	11%	14%	36%	*70%
<b>Mostly addresses the priority</b>	5%	9%	19%	*16%
<b>Partially addresses the priority</b>	12%	14%	7%	*3%
<b>Does not address the priority</b>	69%	60%	36%	*8%

<b>Don't know</b>	3%	2%	2%	*3%
<b>Net: Fully/Mostly addresses the priority</b>	16%	23%	55%	*86%
<b>Net: Partially/Does not address the priority</b>	81%	75%	43%	*11%

Source: Q12. Considering the summary above, and the detailed response from the club has provided, to what extent do you think the information provided by the OUFC addresses “Significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling and rail use”?

### Comparisons between those that support OUFC and those that do not

Overall, a majority of supporters and non-supporters think that OUFC has fully/mostly addressed priority 4. As with other priorities, there are significant differences between the profile response of those who do not support OUFC and those that do.

A majority of supporter-respondents highlighted in Q5 the importance of OUFC addressing this priority (57%). This is likely because supporters have an interest in an easily accessible stadium so that they can get to home games easily. Almost nine out of ten supporters who responded to the survey do feel that OUFC has fully/mostly addressed this priority (87%).

For those who are not supporters of OUFC this was also a top priority identified in Q5 (51%) and 57% said that OUFC had fully/mostly addressed this priority, a significantly smaller proportion than supporters of OUFC. In contrast, around four out of ten residents who are not supporters of the club think OUFC has provided enough information to fully address this priority (39%).

	<b>Supporters of OUFC</b>	<b>Not supporters of OUFC</b>
<b>No. respondents</b>	2,864	2,526
<b>Fully addresses the priority</b>	73%	46%
<b>Mostly addresses the priority</b>	14%	11%
<b>Partially addresses the priority</b>	4%	7%
<b>Does not address the priority</b>	8%	35%
<b>Don't know</b>	1%	2%
<b>Net: Fully/Mostly addresses the priority</b>	87%	57%
<b>Net: Partially/Does not address the priority</b>	12%	41%

Source: Q12. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Significantly improving the

infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling and rail use”?

	Resident-supporters of OUFC	Residents who are not supporters of OUFC
<b>No. respondents</b>	2,147	1,633
<b>Fully addresses the priority</b>	70%	30%
<b>Mostly addresses the priority</b>	14%	9%
<b>Partially addresses the priority</b>	4%	9%
<b>Does not address the priority</b>	10%	50%
<b>Don't know</b>	1%	2%
<b>Net: Fully/Mostly addresses the priority</b>	85%	39%
<b>Net: Partially/Does not address the priority</b>	15%	59%

Source: Q12. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling and rail use”?

## Demographics

There is a significant difference in the views of men and women. Men are significantly more likely to think that the information provided by OUFC fully/mostly addresses Priority 4 (83%) compared with women (55%), albeit in both cases a majority share these views.

	No. respondents	Net: Fully/Mostly addresses the priority	Net: Partially/Does not address the priority
<b>Male</b>	3,858	82%	17%
<b>Female</b>	1,220	52%	46%

Source: Q12. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel

in so far as possible, and to improve sustainable transport through increased walking, cycling and rail use”?

### Q13. What else do you think is needed from the club to have fully addressed Priority 4?

Respondents who did not answer ‘fully addresses the priority’ in Q12 were asked a follow up question about what is needed from the football club to address Priority 4.

The top theme for residents is ‘traffic volumes increasing, congestion, especially on match or event days’ (28%). In this theme respondents argue that a shift to public transport and active travel is unrealistic considering that most people travel to the existing Kassam Stadium by car. They often argue that this will compound existing congestion issues in the area, when the number of cars in the area is already likely to increase as a result of new residential developments that make take place.

*“How will crowds and traffic be safely managed without bringing the traffic to a standstill? I can’t see that in such a small area opposing fans will be able to be segregated if and when necessary”.*

One in five residents who answered this question also highlighted concerns about parking (21%). Linked with the earlier theme of increased traffic volumes, respondents noted limited parking spaces for visitors in the proposals. They argue that this creates the potential for match day visitors to parking on residential roads and in car parks for local amenities (i.e. supermarkets etc).

*“The aspiration to reduce on site parking by catering for more sustainable transport modes is admirable but is at variance with reality. In practice fans from Oxford and in particular visiting fans will travel in cars and will occupy any local parking available whether or not it be the park and ride, train station car park, local streets in Kidlington, Sainsburys car park and streets in North Oxford.”*

	Residents	All respondents
<b>No. respondents</b>	1,874	2,192
Traffic volumes increasing, congestion, especially match or event days	28%	25%
Parking concerns, local parking controls, over a wide area, limited parking spaces	21%	19%
Pressures on public transport capacities	11%	10%
Pressures on existing Park and Ride resources	10%	9%
More detail needed	9%	9%
Cycling provision – cycle lanes, cycle parking	8%	7%
Need a detailed TRAVEL PLAN / travel assessment	6%	6%

Pedestrian paths and crossings, including 'the footbridge'	5%	5%
Positive comments	2%	2%
Other negative comments, including it's a council responsibility, fan segregation, consultation, don't do it, guarantees, EV charging	13%	13%
Not answered	30%	33%

Source: Q13. *What else do you think is needed from the club to have fully addressed this priority?*

	Residents within 2-mile radius	Residents outside 2-mile radius
<b>No. respondents</b>	1,335	539
Traffic volumes increasing, congestion, especially match or event days	34%	11%
Parking concerns, local parking controls, over a wide area, limited parking spaces	25%	10%
Pressures on public transport capacities	10%	13%
Pressures on existing Park and Ride resources	11%	6%
More detail needed	9%	8%
Cycling provision – cycle lanes, cycle parking	8%	7%
Need a detailed TRAVEL PLAN / travel assessment	7%	4%
Pedestrian paths and crossings, including 'the footbridge'	6%	3%
Positive comments	1%	4%
Other negative comments, including it's a council responsibility, fan segregation, consultation, don't do it, guarantees, EV charging	14%	9%
Not answered	24%	44%

Source: Q13. *What else do you think is needed from the club to have fully addressed this priority?*

	Supporters of OUFC	Not supporters of OUFC
<b>No. respondents</b>	785	1,364
Traffic volumes increasing, congestion, especially match or event days	16%	29%

Parking concerns, local parking controls, over a wide area, limited parking spaces	14%	21%
Pressures on public transport capacities	11%	10%
Pressures on existing Park and Ride resources	8%	9%
More detail needed	9%	9%
Cycling provision – cycle lanes, cycle parking	6%	8%
Need a detailed TRAVEL PLAN / travel assessment	7%	7%
Pedestrian paths and crossings, including 'the footbridge'	5%	5%
Positive comments	3%	3%
Other negative comments, including it's a council responsibility, fan segregation, consultation, don't do it, guarantees, EV charging	9%	0%
Not answered	39%	30%

Source: Q13. *What else do you think is needed from the club to have fully addressed this priority?*

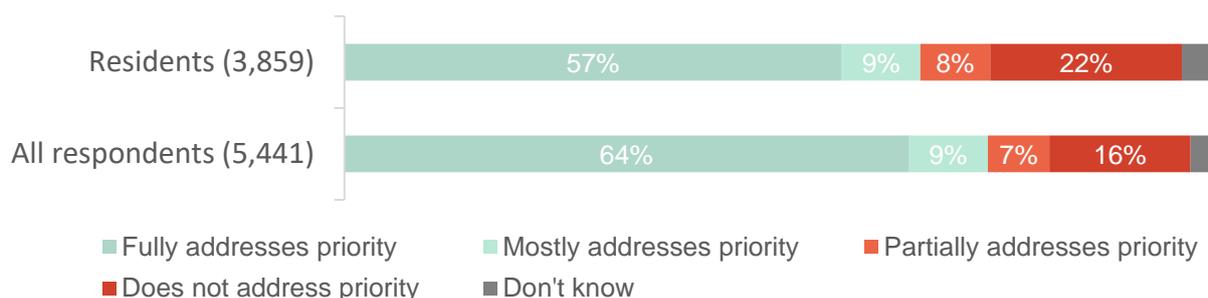
#### **Q14. To what extent do you think the information provided by OUFC addresses Priority 5?**

Respondents were directed to read OUFC's detailed response and then answer to what extent the information provided has addressed Priority 5: 'developing local employment opportunities in Oxfordshire'.

Two thirds of residents think that OUFC has fully/mostly addresses Priority 5: 'developing local employment opportunities in Oxfordshire' in their response (66%). Meanwhile 30% of residents think that the response has only partially/has not addressed the priority.

In comparison around three quarters of all respondents think that OUFC has fully/mostly addressed Priority 5 (74%) and just under a quarter think that OUFC has partially/not addressed the priority (23%).

***Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses "Developing local employment opportunities in Oxfordshire"?***



Source: Q14. *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Developing local employment opportunities in Oxfordshire”?* Base: 4,150, responding to Q14 in the OCC Oxford United 2023 Survey

### Comparisons by location

A sizeable proportion of resident-respondents outline in Q5 the importance of OUFC addressing Priority 5 in their response (39%).

Within this context, around two-thirds of resident-respondents think that OUFC’s response fully/mostly addresses Priority 5 (66%). In contrast, almost all members of the public from outside the county share this view (96%).

Residents living closer to the proposed site are less likely to think the information provided has fully/mostly addressed this priority (32%) when compared with residents of Oxfordshire living further afield (91%).

	Resident of Oxfordshire	A member of the public living outside of Oxfordshire
<b>No. respondents</b>	3,859	1,263
<b>Fully addresses the priority</b>	57%	85%
<b>Mostly addresses the priority</b>	9%	10%
<b>Partially addresses the priority</b>	8%	2%
<b>Does not address the priority</b>	22%	1%
<b>Don’t know</b>	4%	2%
<b>Net: Fully/Mostly addresses the priority</b>	66%	96%

<b>Net: Partially/Does not address the priority</b>	30%	3%
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Source: Q14. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Developing local employment opportunities in Oxfordshire”?

	<b>Residents WITHIN 2-mile radius</b>	<b>Residents OUTSIDE of 2-mile radius</b>
<b>No. respondents</b>	1,650	2,209
<b>Fully addresses the priority</b>	24%	81%
<b>Mostly addresses the priority</b>	8%	10%
<b>Partially addresses the priority</b>	15%	3%
<b>Does not address the priority</b>	45%	4%
<b>Don’t know</b>	7%	1%
<b>Net: Fully/Mostly addresses the priority</b>	32%	91%
<b>Net: Partially/Does not address the priority</b>	60%	7%

Source: Q14. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Developing local employment opportunities in Oxfordshire”?

	<b>Kidlington Parish</b>	<b>Gosford and Water Eaton Parish</b>
<b>No. respondents</b>	1,019	123
<b>Fully addresses the priority</b>	26%	20%
<b>Mostly addresses the priority</b>	9%	6%
<b>Partially addresses the priority</b>	16%	11%
<b>Does not address the priority</b>	43%	55%
<b>Don’t know</b>	7%	8%
<b>Net: Fully/Mostly addresses the priority</b>	35%	25%
<b>Net: Partially/Does not address the priority</b>	59%	67%

Source: Q14. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Developing local employment opportunities in Oxfordshire”?

	Wolvercote Ward	Cotteslowe and Sunnymead Ward	Summertown Ward	*Blackbirds Leys Ward
<b>No. respondents</b>	221	194	58	*37
<b>Fully addresses the priority</b>	15%	21%	41%	*76%
<b>Mostly addresses the priority</b>	5%	8%	10%	*14%
<b>Partially addresses the priority</b>	14%	18%	3%	*3%
<b>Does not address the priority</b>	57%	44%	34%	*8%
<b>Don't know</b>	10%	8%	10%	*0%
<b>Net: Fully/Mostly addresses the priority</b>	20%	29%	52%	*89%
<b>Net: Partially/Does not address the priority</b>	70%	62%	38%	*11%

Source: Q14. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Developing local employment opportunities in Oxfordshire”?

## Comparisons between those that support OUFC and those that do not

Within this context OUFC supporters, who are more invested in Priority 6, are also more satisfied that OUFC has either fully/mostly addressed this priority (88%). In comparison, while a majority of respondents who do not support OUFC think OUFC has fully/mostly addressed this priority (58%), it is proportionately less that OUFC supporters.

A similar proportion of residents-supporters of OUFC, compared to supporters more broadly, think OUFC has fully addressed the priority (87%). In comparison, 43% of residents who are not supporters of the club think OUFC has fully addressed the priority and half think OUFC partially/does not address Priority 5 (50%).

	Supporters of OUFC	Not supporters of OUFC
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<b>No. respondents</b>	2,864	2,526
<b>Fully addresses the priority</b>	79%	49%
<b>Mostly addresses the priority</b>	10%	9%
<b>Partially addresses the priority</b>	3%	10%
<b>Does not address the priority</b>	7%	26%
<b>Don't know</b>	2%	6%
<b>Net: Fully/Mostly addresses the priority</b>	88%	58%
<b>Net: Partially/Does not address the priority</b>	10%	36%

Source: Q14. *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses "Developing local employment opportunities in Oxfordshire"?*

	<b>Resident-supporters of OUFC</b>	<b>Residents who are not supporters of OUFC</b>
<b>No. respondents</b>	2,147	1,633
<b>Fully addresses the priority</b>	76%	35%
<b>Mostly addresses the priority</b>	10%	8%
<b>Partially addresses the priority</b>	4%	13%
<b>Does not address the priority</b>	8%	37%
<b>Don't know</b>	1%	7%
<b>Net: Fully/Mostly addresses the priority</b>	87%	43%
<b>Net: Partially/Does not address the priority</b>	12%	50%

Source: Q14. *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses "Developing local employment opportunities in Oxfordshire"?*

## Demographics

As we have seen with other priorities, men are more likely to say that OUFC has fully/mostly addressed Priority 5 (83%) compared with women (56%).

Similar to other priorities, those in work are more likely to think that OUFC has addressed the priority (80%), compared with those who are retired (67%) and those not working (54%).

	<b>No. respondents</b>	<b>Net: Fully/Mostly addresses the priority</b>	<b>Net: Partially/Does not address the priority</b>
<b>Male</b>	3,858	83%	15%
<b>Female</b>	1,220	56%	39%
<b>16-34</b>	799	87%	11%
<b>35-54</b>	1,865	80%	18%
<b>55-74</b>	2,022	75%	22%
<b>Working</b>	3,474	80%	17%
<b>Retired</b>	1,251	67%	29%
<b>Not working (excl. retired)</b>	672	54%	39%

Source: Q14. *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Developing local employment opportunities in Oxfordshire”?*

### **Q15. What else do you think is needed from the club to have fully addressed Priority 5?**

Respondents who did not answer ‘fully addresses the priority’ in Q14 were asked a follow up question about what is needed from the football club to address Priority 5.

Almost one in five residents (18%) and residents living within a 2-mile radius (21%) argue that the area surrounding ‘the Triangle’ already has high levels of employment and that employers already have difficulties filling vacancies. As such, they argue that this priority is less important and that a potential stadium could make it more difficult for other local employers.

*“Unemployment is not high in Oxford, and new jobs will not be filled, and are not needed.”*

Just over one in ten residents are sceptical about the promised 340 new jobs (18%). These respondents question this figure’s accuracy. For instance, some question whether these vacancies will be filled by people currently working at the stadium for instance.

*“There are not a lot of permanent jobs once the facility is open that aren’t already being filled by current employees.”*

	Residents	All respondents
<b>No. respondents</b>	1,663	1,941
Already high employment levels here, problems filling vacancies	18%	16%
Scepticism about claim for 340 'new' jobs – full time?	13%	12%
More detail, such as what types of jobs, skills, FT or PT, day or evening	10%	10%
Jobs for LOCAL people?	10%	9%
Positive comments	2%	2%
Other negative comments, including only moving from one location to another, guarantees, other negative impacts such as traffic, does not address this priority, build elsewhere	15%	14%
Not answered	45%	48%

Source: Q15. *What else do you think is needed from the club to have fully addressed this priority?*

	Residents within 2-mile radius	Residents outside 2-mile radius
<b>No. respondents</b>	1,251	412
Already high employment levels here, problems filling vacancies	21%	9%
Scepticism about claim for 340 'new' jobs – full time?	15%	5%
More detail, such as what types of jobs, skills, FT or PT, day or evening	11%	8%
Jobs for LOCAL people?	12%	4%
Positive comments	1%	4%
Other negative comments, including only moving from one location to another, guarantees, other negative impacts such as traffic, does not address this priority, build elsewhere	17%	10%
Not answered	38%	64%

Source: Q15. *What else do you think is needed from the club to have fully addressed this priority?*

	Supporters of OUFC	Not supporters of OUFC
<b>No. respondents</b>	609	1,290
Already high employment levels here, problems filling vacancies	12%	18%
Scepticism about claim for 340 'new' jobs – full time?	10%	13%
More detail, such as what types of jobs, skills, FT or PT, day or evening	8%	10%
Jobs for LOCAL people?	6%	10%
Positive comments	4%	2%
Other negative comments, including only moving from one location to another, guarantees, other negative impacts such as traffic, does not address this priority, build elsewhere	12%	15%
Not answered	56%	45%

Source: Q15. *What else do you think is needed from the club to have fully addressed this priority?*

### **Q16. To what extent do you think the information provided by OUFC addresses Priority 6?**

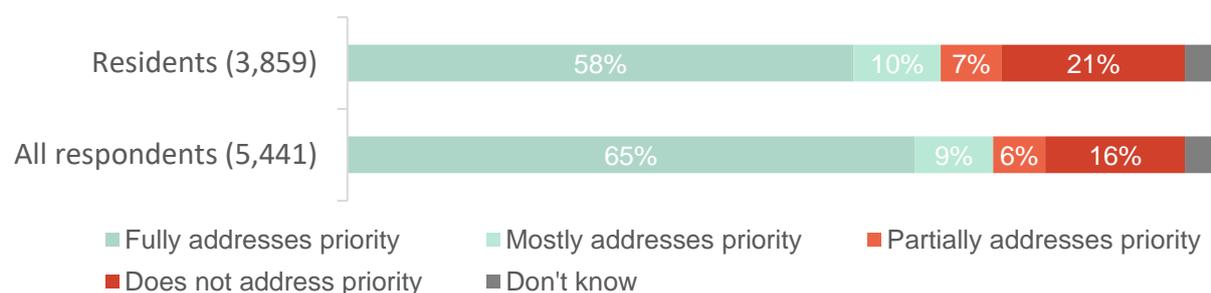
Respondents were directed to read OUFC’s detailed response and then answer to what extent the information provided has addressed Priority 6: ‘increasing education and innovation through the provision of an accessible sports centre of excellence...’

A majority of residents think OUFC has fully/mostly addressed Priority 6 ‘Increasing education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing’ (67%). Around three out of ten residents think that the information partially/does not address Priority 6 (28%).

The proportion of all respondents who think OUFC has fully/mostly addressed the priority is higher than residents (75%).

***Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Increasing education and innovation through the provision of an accessible sports centre of excellence and***

**facilities linked to elite sport, community sport, health and wellbeing”?**



Source: Q16. *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Increasing education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing”?* Base: 4,156, responding to Q16 in the OCC Oxford United 2023 Survey.

**Comparisons by location**

A majority of residents and members of the public living outside Oxfordshire think information provided by OUFC has fully/mostly addressed Priority 6 (67% residents vs. 96% non-residents).

However, there is a great diversity of views amongst residents. The majority of residents who live close to the area think the information provided only partially/does not address the priority (57%), while a majority of residents living outside the 2-mile radius think OUFC has fully/mostly addressed the priority (92%).

	Resident of Oxfordshire	A member of the public living outside of Oxfordshire
<b>No. respondents</b>	3,859	1,263
<b>Fully addresses the priority</b>	58%	88%
<b>Mostly addresses the priority</b>	10%	9%
<b>Partially addresses the priority</b>	7%	2%
<b>Does not address the priority</b>	21%	1%
<b>Don't know</b>	5%	1%
<b>Net: Fully/Mostly addresses the priority</b>	67%	96%
<b>Net: Partially/Does not address the priority</b>	28%	2%

Source: Q16. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Increasing education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing”?

	Residents WITHIN 2-mile radius	Residents OUTSIDE of 2-mile radius
<b>No. respondents</b>	1,650	2,209
<b>Fully addresses the priority</b>	25%	82%
<b>Mostly addresses the priority</b>	9%	10%
<b>Partially addresses the priority</b>	14%	2%
<b>Does not address the priority</b>	43%	4%
<b>Don't know</b>	9%	2%
<b>Net: Fully/Mostly addresses the priority</b>	34%	92%
<b>Net: Partially/Does not address the priority</b>	57%	7%

Source: Q16. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Increasing education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing”?

	Kidlington Parish	Gosford and Water Eaton Parish
<b>No. respondents</b>	1,019	123
<b>Fully addresses the priority</b>	26%	20%
<b>Mostly addresses the priority</b>	10%	9%
<b>Partially addresses the priority</b>	14%	6%
<b>Does not address the priority</b>	40%	53%
<b>Don't know</b>	9%	13%
<b>Net: Fully/Mostly addresses the priority</b>	37%	28%
<b>Net: Partially/Does not address the priority</b>	55%	59%

Source: Q16. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Increasing education and

innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing”?

	Wolvercote Ward	Cotteslowe and Sunnymead Ward	Summertown Ward	*Blackbirds Leys Ward
<b>No. respondents</b>	221	194	58	*37
<b>Fully addresses the priority</b>	17%	19%	41%	*81%
<b>Mostly addresses the priority</b>	5%	10%	10%	*8%
<b>Partially addresses the priority</b>	11%	21%	5%	*5%
<b>Does not address the priority</b>	60%	40%	38%	*5%
<b>Don't know</b>	7%	10%	5%	*0%
<b>Net: Fully/Mostly addresses the priority</b>	22%	29%	52%	*89%
<b>Net: Partially/Does not address the priority</b>	71%	61%	43%	*11%

Source: Q16. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Increasing education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing”?

### Comparisons between those that support OUFC and those that do not

A majority of supporters of OUFC (89%) and those that do not support OUFC (60%) who responded to the survey think the information provided has fully/mostly addressed Priority 6.

Around nine out of ten residents who support OUFC say that OUFC has fully/mostly addressed the priority (87%) whereas less than half of residents who are not supporters think OUFC has fully/mostly addressed the priority (44%).

	Supporters of OUFC	Not supporters of OUFC
<b>No. respondents</b>	2,864	2,526
<b>Fully addresses the priority</b>	80%	50%
<b>Mostly addresses the priority</b>	9%	10%

Partially addresses the priority	3%	9%
Does not address the priority	6%	25%
Don't know	2%	6%
<b>Net: Fully/Mostly addresses the priority</b>	<b>89%</b>	<b>60%</b>
<b>Net: Partially/Does not address the priority</b>	<b>9%</b>	<b>34%</b>

Source: Q16. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses "Developing local employment opportunities in Oxfordshire"?

	Resident-supporters of OUFC	Residents who are not supporters of OUFC
<b>No. respondents</b>	2,147	1,633
Fully addresses the priority	78%	34%
Mostly addresses the priority	9%	10%
Partially addresses the priority	3%	12%
Does not address the priority	8%	36%
Don't know	2%	8%
<b>Net: Fully/Mostly addresses the priority</b>	<b>87%</b>	<b>44%</b>
<b>Net: Partially/Does not address the priority</b>	<b>11%</b>	<b>48%</b>

Source: Q16. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses "Developing local employment opportunities in Oxfordshire"?

## Demographics

A greater proportion of men (84%) compared to women (58%) think OUFC has fully/mostly addressed the priority.

Those working are more likely to answer that the information provided by OUFC has fully/mostly addressed the priority (81%), compared to those who are retired (69%) and those not working (55%).

	No. respondents	Net: Fully/Mostly addresses the priority	Net: Partially/Does not address the priority
Male	3,858	84%	14%
Female	1,220	58%	36%
16-34	799	87%	10%
35-54	1,865	80%	17%
55-74	2,022	76%	20%
Working	3,474	81%	16%
Retired	1,251	69%	26%
Not working (excl. retired)	672	55%	38%

Source: Q16. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Developing local employment opportunities in Oxfordshire”?

### Q17. What else do you think is needed from the club to have fully addressed Priority 6?

Respondents who did not answer ‘fully addresses the priority’ in Q16 were asked a follow up question about what is needed from the football club to address Priority 6.

Amongst residents 14% argue that there are already good facilities in the local area and more could be done to provide elite level facilities elsewhere (14%). Almost one in five residents within the 2-mile radius shared this view (18%).

*“The current stadium is located in an area of financial, social and educational deprivation, whereas the proposed new site is in one of the most affluent areas of Oxford. Perhaps the stadium should remain where it is and help those who genuinely need it.”*

There was also a desire amongst residents for more detail, such as what facilities, which sports would be supported etc. (9%)

*“No real detail provided about what exactly the community outreach activities will be and how they will benefit the community, seems likely that they will fall by the wayside once they have approval for the stadium.”*

	Residents	All respondents
<b>No. respondents</b>	1,640	1,880
Already have good facilities here, could be done / more need elsewhere, including old stadium/Kassam	14%	14%
More detail, non specific	9%	9%
Guarantees needed, doubts about funding, no track record	8%	7%
Work with schools and local groups	7%	7%
Impact of stadium on resident's well-being: noise, light, air pollution	4%	4%
Loss of green belt/ green space/ nature on well-being	4%	4%
Positive comments	3%	3%
Other negative comments, including not a priority, can do anywhere, guarantees, not important enough to outweigh disadvantages	13%	12%
Not answered	49%	52%

Source: Q17. *What else do you think is needed from the club to have fully addressed this priority?*

	Residents within 2-mile radius	Residents outside 2-mile radius
<b>No. respondents</b>	1,241	399
Already have good facilities here, could be done / more need elsewhere, including old stadium/Kassam	18%	5%
More detail, non-specific	10%	7%
Guarantees needed, doubts about funding, no track record	9%	4%
Work with schools and local groups	8%	5%
Impact of stadium on resident's well-being: noise, light, air pollution	5%	2%
Loss of green belt/ green space/ nature on well-being	5%	1%
Positive comments	2%	6%

Other negative comments, including not a priority, can do anywhere, guarantees, not important enough to outweigh disadvantages	15%	8%
Not answered	43%	67%

Source: Q17. *What else do you think is needed from the club to have fully addressed this priority?*

	Supporters of OUFC	Not supporters of OUFC
<b>No. respondents</b>	564	1,274
Already have good facilities here, could be done / more need elsewhere, including old stadium/Kassam	10%	15%
More detail, non specific	9%	8%
Guarantees needed, doubts about funding, no track record	6%	6%
Work with schools and local groups	7%	7%
Impact of stadium on resident's well-being: noise, light, air pollution	3%	3%
Loss of green belt/ green space/ nature on well-being	3%	3%
Positive comments	5%	2%
Other negative comments, including not a priority, can do anywhere, guarantees, not important enough to outweigh disadvantages	9%	13%
Not answered	59%	50%

Source: Q17. *What else do you think is needed from the club to have fully addressed this priority?*

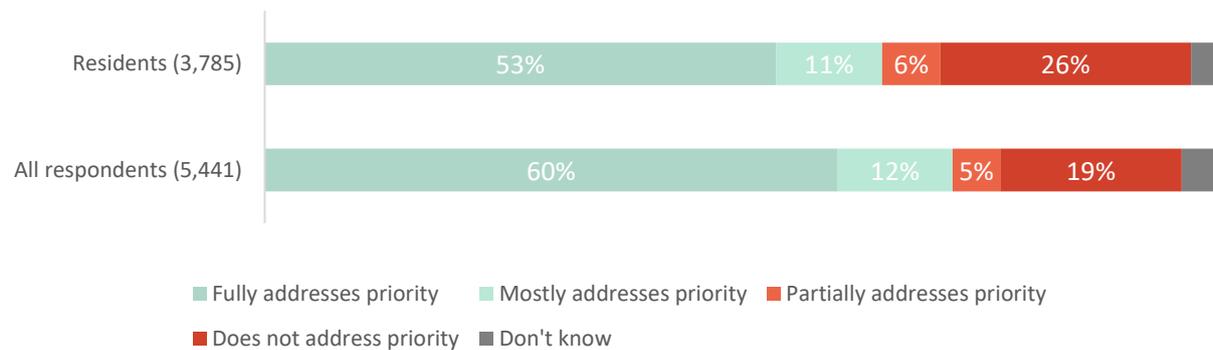
### **Q18. To what extent do you think the information provided by OUFC addresses Priority 7?**

Respondents were directed to read OUFC’s detailed response and then answer to what extent the information provided has addressed Priority 7: “supporting the council’s net zero carbon emissions pledge through highly sustainable developments”.

Two-thirds of residents think the information provided by OUFC has fully/mostly addressed Priority 7 ‘supporting the council’s net zero carbon emissions pledge through highly sustainable developments’ (64%). Around three out of ten residents think OUFC has partially/does not address the priority (32%).

Just under three quarters of all respondents think OUFC has fully/mostly addressed the priority (73%), while around a quarter think the club has partially addressed/does not address it (24%).

**Considering the summary above, and the detailed response from the club has provided, to what extent do you think the information provided by the OUFC addresses “Supporting the council’s net zero carbon emissions pledge through highly sustainable development”?**



Source: Q18. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “Supporting the council’s net zero carbon emissions pledge through highly sustainable development”?

### Comparisons by location

Around one in five of Oxfordshire residents (20%) and members of the public living outside Oxfordshire (20%) think Priority 7 is important for OUFC to address in Q5. While both groups place similar levels of importance on this priority there are differences in level to which they think OUFC has addressed this priority.

Two thirds of Oxfordshire residents who responded to this question, think OUFC has fully/mostly addressed this priority (64%) compared to almost all members of the public living outside Oxfordshire (95%).

In contrast, less than a third of all residents living within a 2-mile radius of the proposed site think OUFC’s information has fully/mostly addressed this priority (30%), compared with 90% of residents living outside a 2-mile radius.

	Resident of Oxfordshire	A member of the public living outside of Oxfordshire
<b>No. respondents</b>	3,859	1,263
<b>Fully addresses the priority</b>	53%	80%
<b>Mostly addresses the priority</b>	11%	15%
<b>Partially addresses the priority</b>	6%	2%

<b>Does not address the priority</b>	26%	1%
<b>Don't know</b>	3%	2%
<b>Net: Fully/Mostly addresses the priority</b>	64%	95%
<b>Net: Partially/Does not address the priority</b>	32%	3%

Source: Q18. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “supporting the council’s net zero carbon emissions pledge through highly sustainable development”?

	<b>Residents WITHIN 2-mile radius</b>	<b>Residents OUTSIDE of 2-mile radius</b>
<b>No. respondents</b>	1,650	2,209
<b>Fully addresses the priority</b>	22%	76%
<b>Mostly addresses the priority</b>	8%	13%
<b>Partially addresses the priority</b>	11%	2%
<b>Does not address the priority</b>	53%	5%
<b>Don't know</b>	6%	2%
<b>Net: Fully/Mostly addresses the priority</b>	30%	90%
<b>Net: Partially/Does not address the priority</b>	64%	8%

Source: Q18. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “supporting the council’s net zero carbon emissions pledge through highly sustainable development”?

	<b>Kidlington Parish</b>	<b>Gosford and Water Eaton Parish</b>
<b>No. respondents</b>	1,019	123
<b>Fully addresses the priority</b>	23%	20%
<b>Mostly addresses the priority</b>	9%	9%

Partially addresses the priority	11%	7%
Does not address the priority	49%	58%
Don't know	7%	7%
<b>Net: Fully/Mostly addresses the priority</b>	<b>32%</b>	<b>29%</b>
<b>Net: Partially/Does not address the priority</b>	<b>61%</b>	<b>64%</b>

Source: Q18. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “supporting the council’s net zero carbon emissions pledge through highly sustainable development”?

	Wolvercote Ward	Cuttleslowe and Sunnymead Ward	Summertown Ward	*Blackbirds Leys Ward
<b>No. respondents</b>	221	194	58	*37
<b>Fully addresses the priority</b>	13%	18%	38%	*84%
<b>Mostly addresses the priority</b>	5%	7%	10%	*5%
<b>Partially addresses the priority</b>	12%	11%	7%	*3%
<b>Does not address the priority</b>	66%	60%	36%	*8%
<b>Don't know</b>	5%	4%	9%	*0%
<b>Net: Fully/Mostly addresses the priority</b>	<b>17%</b>	<b>25%</b>	<b>48%</b>	<b>*89%</b>
<b>Net: Partially/Does not address the priority</b>	<b>78%</b>	<b>71%</b>	<b>43%</b>	<b>*11%</b>

Source: Q18. Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “supporting the council’s net zero carbon emissions pledge through highly sustainable development”?

### Comparisons between those that support OUFC and those that do not

Most supporters of OUFC (88%) and a majority of those who are not supporters of the football club (57%) think OUFC has fully/mostly addressed the priority.

However, the perspectives are slightly more divided amongst residents. While a majority of residents who are supporters of OUFC (85%) think the club's information has fully/mostly addressed Priority 7, less than half of residents who do not support the club think this way (40%).

	Supporters of OUFC	Not supporters of OUFC
<b>No. respondents</b>	2,864	2,526
<b>Fully addresses the priority</b>	75%	45%
<b>Mostly addresses the priority</b>	13%	12%
<b>Partially addresses the priority</b>	3%	7%
<b>Does not address the priority</b>	7%	31%
<b>Don't know</b>	2%	5%
<b>Net: Fully/Mostly addresses the priority</b>	88%	57%
<b>Net: Partially/Does not address the priority</b>	10%	38%

Source: Q18. *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses "supporting the council's net zero carbon emissions pledge through highly sustainable development"?*

	Resident-supporters of OUFC	Residents who are not supporters of OUFC
<b>No. respondents</b>	2,147	1,633
<b>Fully addresses the priority</b>	73%	31%
<b>Mostly addresses the priority</b>	13%	9%
<b>Partially addresses the priority</b>	3%	10%
<b>Does not address the priority</b>	9%	45%
<b>Don't know</b>	2%	5%
<b>Net: Fully/Mostly addresses the priority</b>	85%	40%
<b>Net: Partially/Does not address the priority</b>	12%	55%

Source: Q18. *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “supporting the council’s net zero carbon emissions pledge through highly sustainable development”?*

## Demographics

As with most other priorities, a greater proportion of men think the club has fully/mostly addressed the priority (82%) compared to women (55%).

Also, a greater proportion of those in work (80%) compared to respondents who are retired (67%) and those not working (52%) think OUFC has addressed the priority fully/mostly.

	<b>No. respondents</b>	<b>Net: Fully/Mostly addresses the priority</b>	<b>Net: Partially/Does not address the priority</b>
<b>Male</b>	3,858	82%	15%
<b>Female</b>	1,220	55%	40%
<b>16-34</b>	799	85%	13%
<b>35-54</b>	1,865	78%	20%
<b>55-74</b>	2,022	74%	22%
<b>Working</b>	3,474	79%	18%
<b>Retired</b>	1,251	66%	29%
<b>Not working (excl. retired)</b>	672	52%	42%

Source: Q18. *Considering the summary above, and the detailed response the club has provided, to what extent do you think the information provided by the OUFC addresses “supporting the council’s net zero carbon emissions pledge through highly sustainable development”?*

## Q19. What else do you think is needed from the club to have fully addressed Priority 7?

Respondents who did not answer ‘fully addresses the priority’ in Q19 were asked a follow up question about what is needed from the football club to address Priority 7.

One in five residents argue that it is impossible to support the council’s net zero carbon emissions pledge with the proposed site because of the loss of green space

(20%). Around a quarter of residents within 2-miles of ‘the Triangle’ think that this is the case (25%).

*“Don’t destroy the green belt, willows, trees etc which are established and already absorbing carbon.”*

The second biggest theme amongst residents is that this would be impossible because of carbon emissions generated through construction (15%).

*“Nobody can build an 18,000 seat stadium that is net zero. The carbon cost of the concrete alone will be staggering.”*

	Residents	All respondents
<b>No. respondents</b>	1,806	2,162
Impossible – replacing green space with buildings and roads	20%	17%
Impossible during construction/demolition – heavy traffic, concrete	15%	13%
Traffic – people will travel by car, so concerns about traffic, congestion	13%	11%
Better to stay where they are (Kassam) and make that Net Zero	11%	9%
More detail on exactly what, funding, guarantees	9%	10%
Better support for cycling, walking, public transport, discourage cars	3%	3%
Positive comments	3%	3%
Other negative comments, including 'BREAM should be excellent', not wanted, don't build on this site, does not address this priority	14%	13%
Not answered	41%	45%

Source: Q19. *What else do you think is needed from the club to have fully addressed this priority?*

	Residents within 2-mile radius	Residents outside 2-mile radius
<b>No. respondents</b>	1,285	521
Impossible – replacing green space with buildings and roads	25%	7%

Impossible during construction/demolition – heavy traffic, concrete	18%	7%
Traffic – people will travel by car, so concerns about traffic, congestion	16%	5%
Better to stay where they are (Kassam) and make that Net Zero	14%	2%
More detail on exactly what, funding, guarantees	9%	10%
Better support for cycling, walking, public transport, discourage cars	4%	2%
Positive comments	2%	5%
Other negative comments, including 'BREAM should be excellent', not wanted, don't build on this site, does not address this priority	15%	12%
Not answered	34%	60%

Source: Q19. *What else do you think is needed from the club to have fully addressed this priority?*

	Supporters of OUFC	Not supporters of OUFC
<b>No. respondents</b>	726	1,292
Impossible – replacing green space with buildings and roads	10%	21%
Impossible during construction/demolition – heavy traffic, concrete	9%	15%
Traffic – people will travel by car, so concerns about traffic, congestion	9%	13%
Better to stay where they are (Kassam) and make that Net Zero	6%	11%
More detail on exactly what, funding, guarantees	9%	10%
Better support for cycling, walking, public transport, discourage cars	3%	3%
Positive comments	7%	2%
Other negative comments, including 'BREAM should be excellent', not wanted, don't build on this site, does not address this priority	11%	14%
Not answered	54%	41%

Source: Q19. *What else do you think is needed from the club to have fully addressed this priority?*

**Q20. If you have any other views to share about OUFC's response and the potential impact of its proposals.**

All respondents were asked an open question at the end of the survey. Responses to this question were vary widely.

Amongst residents, almost one in five provided positive comments, arguing that the proposals address concerns and will benefit the community (18%). However, only 10% of residents in within a 2-mile radius made comments that reflect this theme.

*“I am in support of the new proposal as it will ensure a sporting legacy in Oxfordshire and provide benefits to Oxford and North Oxfordshire for young and old.”*

The second biggest theme for residents is ‘Traffic congestion concerns’ (18%). This is a bigger priority for residents within a 2-mile radius (23%).

*“We already suffer in Kidlington and surrounding area whenever Blenheim have events with the area gridlocked, with potentially 16000 supporters travelling to the Triangle even if 50% use public transport there will undoubtedly be more congestion.”*

Amongst all residents, 9% commented on the loss of the green belt and natural spaces, while one in five residents within a 2-mile radius highlighted this theme (20%).

	Residents	All respondents
<b>No. respondents</b>	3,859	5,441
Positive comments: support, should go-ahead, a very good proposal addressing all concerns, a good opportunity/potential for the immediate community and for Oxfordshire	18%	20%
Traffic and congestion concerns	11%	8%
Loss of Green Belt and the areas of nature	9%	7%
Important to support OUFC for the benefit of Oxford and the county	9%	11%
Parking concerns for local people	6%	4%
Other sites (e.g. Stratfield Brake) would be better	5%	4%
Do not move, improve existing stadium / Kassam	5%	4%
Pollution concerns: traffic emissions, noise, light	4%	3%

Do more to encourage/improve cycling and public transport	2%	2%
Other negative comments, including general opposition, local (parish) survey strongly against, concerns about ASB, more detail needed, need guarantees, site too small, already lots of new developments in the area, survey/questionnaire design/bias	9%	7%

Source: Q20. If you have any other views to share about OUFC's response and the potential impact of its proposals?

	Residents within 2-mile radius	Residents outside 2-mile radius
<b>No. respondents</b>	1,650	2,209
Positive comments: support, should go-ahead, a very good proposal addressing all concerns, a good opportunity/potential for the immediate community and for Oxfordshire	10%	23%
Traffic and congestion concerns	23%	2%
Loss of Green Belt and the areas of nature	20%	2%
Important to support OUFC for the benefit of Oxford and the county	2%	14%
Parking concerns for local people	12%	1%
Other sites (e.g. Stratfield Brake) would be better	11%	2%
Do not move, improve existing stadium / Kassam	9%	1%
Pollution concerns: traffic emissions, noise, light	10%	*0%
Do more to encourage/improve cycling and public transport	4%	1%
Other negative comments, including general opposition, local (parish) survey strongly against, concerns about ASB, more detail needed, need guarantees, site too small, already lots of new developments in the area, survey/questionnaire design/bias	19%	2%

Source: Q20. If you have any other views to share about OUFC's response and the potential impact of its proposals?

	Supporters of OUFC	Not supporters of OUFC
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<b>No. respondents</b>	<b>2,864</b>	<b>2,526</b>
Positive comments: support, should go-ahead, a very good proposal addressing all concerns, a good opportunity/potential for the immediate community and for Oxfordshire	24%	17%
Traffic and congestion concerns	3%	13%
Loss of Green Belt and the areas of nature	2%	12%
Important to support OUFC for the benefit of Oxford and the county	13%	8%
Parking concerns for local people	2%	7%
Other sites (e.g. Stratfield Brake) would be better	2%	6%
Do not move, improve existing stadium / Kassam	2%	5%
Pollution concerns: traffic emissions, noise, light	1%	6%
Do more to encourage/improve cycling and public transport	1%	2%
Other negative comments, including general opposition, local (parish) survey strongly against, concerns about ASB, more detail needed, need guarantees, site too small, already lots of new developments in the area, survey/questionnaire design/bias	4%	11%

Source: Q20. If you have any other views to share about OUFC's response and the potential impact of its proposals?

## 6. WRITTEN CORRESPONDENCE SUMMARY

During the engagement exercise Oxfordshire County Council received responses from the following organisations:

- Lathbury Road Residents Association
- Friends of Stratfield Brake (FoSB)
- Wolvercote Neighbourhood Forum
- The Countryside Charity Oxfordshire/ CPRE
- Summertown and St Margaret's Neighbourhood Forum
- Kidlington Parish Council
- Savills
- Sport England

Below are summaries of the feedback received from each of these organisations.

### **Lathbury Road Residents Association**

Lathbury Road Residents Association (LRRA) highlighted throughout their response that they are supportive of the development of a functional stadium within Oxfordshire and on the area of land known as ‘the Triangle’.

They recognise that the area of land of ‘the Triangle’ is similar to that of the current Kassam Stadium but want more details on the plans for this development of space. In particular, they want more information on the proposed layout of the site, details on arrival spaces and more details on how the masterplan will identify “opportunities and further enhancements”.

Maintaining the green barrier seemed to be one of the LRRA’s highest priorities:

*“Given the County Council’s emphasis on maintaining a “green barrier” we would expect the current heavy screening that is currently provided by vegetation around the entire site will be retained as part of the project. Our concern is that Green and Open is not a feasible ambition on this tightly restricted site.”*

They also expressed reservations about traffic and transport proposals, noting the increased distance of 8km from Oxford City Centre to the proposed site (compared with 3.5km to the Kassam Stadium) increases the incentive for spectators to drive to the stadium. They expressed concern that there are insufficient parking spaces at the existing stadium, which results in overflow to areas such as Littlemore and Blackbird Leys. Therefore, they are concerned the proposals for only 200 spaces at ‘the Triangle’ will lead to similar overflows into residential neighbourhoods, Water Eaton Park and Ride and Oxford Parkway Railway station. They also welcome cycling provision for 700 cyclists but do not think this will address their concerns about car traffic to the area.

*“There appears to be a proposal to increase pedestrian and cycle access across the Triangle site from east to west and from north to south, but as yet there appears to be neither proposal nor strategy to deal with wider safe cycling and walking paths from either Kidlington or Oxford. We have seen no commitment even to provide an underpass from the railway station to the site. There does not appear to be any strategy for providing feasible off-site parking that will not choke up public parking provision and local residential areas.”*

The LRRA also expressed concern that resultant congestion throughout the A4260 and Kidlington roundabout will affect emergency services response times. They also expressed concerns about the safety of pedestrian football fans *“that both trains and buses / coaches – should be achievable without either crossing or waiting beside a road”*.

They suggested the following actions:

- More emphasis on public transport

- Re-opening of Cowley Railway Station and providing direct trains from Cowley and Littlemore to Oxford Parkway.
- For the council to work with BMW to provide additional unused parking spaces
- Improved the regularity of train transport systems during match periods:

*“If it is assumed that 9,000 out of a capacity crowd can be persuaded to travel by train, and that 8-carriage trains will arrive at full capacity every 15 minutes from both directions, then an undertaking will have to be provided by Network rail to provide match-day special trains, enhanced signalling and cross-over points. If it is further assumed that an average of 500 people will be carried on each train, then a total of 18 train arrivals will be needed before the match, and 18 after. If the direction of travel is taken as being equal in both directions, then arrivals and departures will both take more than 2 hours. This may not be a problem before the match but is likely to cause significant bottlenecks afterwards because everyone comes out of the stand at the same moment.”*

### **Friends of Stratfield Brake (FoSB)**

The Friends of Stratfield Brake (FoSB) are concerned that it is not possible to achieve Priority 1 which relates to the maintenance of a green barrier between Kidlington and Oxfordshire and the enhancement of surrounding environment. They do not think it is possible to achieve this with the development of the 16,000-capacity stadium, 200-bed hotel and other facilities including parking. They commissioned their own research with Berkshire Buckinghamshire & Oxon Wildlife Trust (BBOWT) to prepare a Preliminary Ecological Appraisal of ‘the Triangle’.

*“Their report states that the Triangle supports habitats of elevated ecological value which confer a range of opportunities for protected and notable species. The report also draws attention to the potential effects of any change in land use which increases human activity and reduces habitat area thereby causing fragmentation and disturbance to notable and protected species. In addition, the adjacent woodland, which has ancient woodland indicator species present within the ground flora, is of a high quality and accords with the Priority Habitat designation ‘Mixed Deciduous Woodland’.”*

FoSB also commissioned an experienced consultant to undertake an ecological survey of the Triangle focusing on plants and invertebrates. The survey found:

- The site contains a variety of habitats and supports a large number of herbaceous plants and invertebrates, including rare species.
- The area is used to grow willow for coppicing, and this can support a wide diversity of invertebrate species.
- One estimate suggests there are 450 dependent species, including: bugs, bees beetles, flies and moths plus bees which feed on nectar and pollen from the flowers (catkins) in spring.
- Many species on the site are interdependent, for instance Bats feeding on the moths which are attracted to the willows.

The FoSB assert that OUFC have not released any information on their understanding of the ecology of 'the Triangle' and therefore have not addressed Priority 1. They also think the suggestion for a green roof compensates wildlife for the existing habitat or through moveable planters improving biodiversity are not realistic.

Other points they highlighted:

- Large numbers of spectators have the potential to further damage remaining green spaces *"The wildflower meadow at the south of the site is also unrealistic. The footfall will be too great for it to survive. Football fans aren't known for their love of wildflowers."*
- A stadium is not necessary to make the site accessible. *"OCC could make this site accessible if it wanted to! The stadium proposal isn't necessary for this. We would be willing to work with the Council and the tenant to achieve this. It is rich in wildlife so this would be a worthwhile project."*
- *Proposals are not guarantees and therefore it is not possible for residents to assess whether OUFC has addressed these priorities "OUFC proposes a 'potential' footbridge. This is not the same as a footbridge. This is not a commitment to increasing access."*
- *Concerns over the OUFC's ability to deliver on their plans considering their financial health "technically insolvent and no firm funding plans are apparent. How can OCC take commitments made by a company in this financial situation to be regarded as reliably deliverable?"*

The FoSB expressed concern that congestion and parking will get worse with the dual impact of residential developments in the area and the proposed stadium. They are concerned with anti-social parking and overspill into car parks for other facilities such as Sainsbury's. In particular, they are concerned about: A34, Peartree Roundabout, A40, Kidlington Roundabout, A44.

More generally, they are concerned with a lack of information on traffic:

- How traffic will be managed during proposed road closures on match days
- How OUFC will manage the flow of fans getting to the stadium, cross Banbury Road from the Park and Ride for example - is this safe?
- Wanting details on the management of different road users e.g., pedestrians and cyclists

### **Wolvercote Neighbourhood Forum**

Wolvercote Neighbourhood Forum (WNF) are concerned the proposed stadium, along with housing developments in the area will lead to the loss of green barrier between Kidlington and Oxford.

*“The small triangular patch of about one acre (the size of a large back garden) at the northern end of the site cannot reasonably be described as a 'green barrier' between a city the size of Oxford and the large village of Kidlington. The reality is that the development would cause Kidlington to merge with Oxford: precisely what the original Green Belt was intended to prevent.”*

The WNF highlighted a more sustainable option is to support the existing Kassam Stadium with improvements and that existing proposals fail to address the environmental impact of a new stadium. “If retention of the existing stadium is genuinely impossible, then OCC policy requires that the environmental damage of building a new stadium must be ameliorated as much as possible. The current proposal contains ambitions consistent with this. But at present they are unconvincing.”

The WNF want more information on:

- The kind of new jobs that will be created by a new stadium
- How the club plans to ‘increase’ the local sports education in excess of the support it currently offers
- More details concerning the “possible use of PV panels, of diverting 95% waste from landfill (already normal practice in Oxfordshire) and of 'sustainable water management’”.

Overall, Wolvercote Neighbourhood Forum say they are keen to find a “good home” for OUFC's stadium but suggest that other sites such as South Hinksey seem to be more suitable owing to their larger size.

### **The Countryside Charity Oxfordshire/ CPRE**

The Campaign to Protect Rural England (CPRE) Oxfordshire aim to protect and preserve the landscape of Oxfordshire, including its cities, towns and villages “for the benefit of everyone”.

They highlight that a green barrier between Kidlington and Oxford was originally established to prevent the two areas “coalescing” and are concerned the development of a stadium and hotel will lead to further pressure to allow for developments elsewhere in the green barrier such as Stratfield Brake.

The CPRE contend that it would be more financially sensible for OUFC to buy the existing Kassam Stadium, rather than develop a new out of town stadium. They are concerned that a new stadium would be wasteful and contrary to OCC's declaration of a climate emergency.

They also highlight concerns around transport and traffic to the proposed site including:

- Concern that plans to shift spectators to public transport are ‘wildly optimistic’

- The location of the stadium further from the city centre will lead to longer car journeys and resultant higher emissions
- Congestion on weekends as a result conflicting schedules between park and ride services and match days – leading to the diminishment of the park and ride services
- Traffic congestions on match days threatening businesses based on the main routes into Oxford from Banbury and Bicester
- The impact on bus routes that run through mains roads in the area such as Banbury Road

The CPRE suggests that other sites, such as the “Unipart site (30.63 HA)”, have not received enough consideration because these sites are not located close to a train station. They argue that train tickets to the stadiums of other clubs in the same division can be high, but this has led to alternative solutions such as car share systems. With this in mind alternative brownfield sites with larger footprints and which are currently unused could be considered.

### **Summertown and St Margaret’s Neighbourhood Forum**

The Summertown and St Margaret’s Neighbourhood Forum write that the development could “seriously impact the well-being of the community in its area”.

They submitted points from Berkshire Buckinghamshire & Oxon Wildlife Trust’s Ecological Survey in response to each of the strategic priorities. (These points are summarised below.

#### **Priority 1**

- The woodland ‘at the Triangle’ has elevated ecological value, should be considered a Priority Habitat, is listed as NERC Act S41 in the local plan
- ‘The Triangle’ “affords opportunities for breeding birds, bats, badgers and hedgehogs”.
- As such any changes in the land use would have negatively impact the natural habitat.

#### **Priority 2**

- The space left from a potential development would be limited in size and could not be considered “quality public space”.
- The proposed development would leave little public space of limited quality.
- “It is difficult to see how the space can be well defined to avoid conflict with the movement and accommodation for 16,000 to 18,000 fans.”

#### **Priority 3**

- The site is smaller than OUFC anticipated and therefore it is “difficult to envisage the carefully prepared pitch made for a club in the major football leagues being used by local sports clubs.”
- “Ongoing financial support will be compromised by the inability to provide on-site commercial development.”
- Residents living in Blackbird Leys are likely to be negatively impacted by the loss of the Kassam Stadium.

#### Priority 4

- The forum expresses scepticism about aims to achieve 90% of spectators arriving by public transport – noting that driving is a deep-rooted behaviour that is difficult to shift.
- The forum also expresses about a lack of space for coach or car parking.
- Suggestions of a tramway running north/south from South Oxford to Parkway.
- Emphasis that more solid plans for the movement of people to and from the stadium is need before residents will feel assured.

#### Priority 5

- The forum think that the proposed site may limit the potential commercial and job creation opportunities - “The small size of the site will compromise commercial and employment opportunities.”
- Concerns that temporary construction jobs will not provide long term secure employment while also abandoning the current Kassam workforce in South Oxford.

#### Priority 6

- The Forum highlight that this priority could be achieved elsewhere - “The club’s stated ambitions to meet this priority would be true wherever the stadium was built with easy access to Oxford’s population.”

#### Priority 7

- The forum highlights the creation of a new stadium “will waste significant embedded carbon” generated when the Kassam Stadium built, while generating further carbon emissions.
- Retaining the Kassam Stadium encourage the “inclusive community and green, sustainable development” as the existing stadium is closer to Oxford city centre.
- The forum suggests the retention of the existing stadium could be achieved by Oxford City Council raising the funds to offer OUFC a loan to purchase the land on which the stadium stands.

- The forum even suggests that as part of a proposed purchase of the Kassam Stadium, land purchased not occupied by the stadium could be used for residential development. This approach the forum suggests would be consistent with the emerging Local Plan 2040 and more environmentally friendly.
- They also provided an alternative proposal for a new stadium to be built near the OUFCs practice ground in proximity with the Cowley Branch railway line.

They highlight that Kidlington Parish Council opposed the relocation and questioned why the County Council has not offered to help the club remain in Grenoble Road for the benefit of the population of Oxford and the nature that “Once built on, lost to nature for ever.”

### **Kidlington Parish Council**

Kidlington Parish Council outline that they object to OUFC’s proposals unless the below concerns are satisfied. They call on OCC not to proceed with a land use deal until these concerns are addressed.

#### **Parking**

One of KPC’s major concerns focuses on the issue of parking. In their response they ask:

- What measures will be implemented to prevent match-day spectators parking in Kidlington?
- What modelling has been done to demonstrate capacity at the park-and-rides?
- What additional measures will be implemented in the short-to-medium term?

KPC notes that while there is the aim for 90% attendance via public transport, this will involve behaviour change and will not happen immediately. They highlight concerns that this would exacerbate existing problems with parking in the area.

#### **Congestion**

Another major concern, also linked with concerns of large numbers of spectators attending matches by car, is congestion. In their response they ask:

- Specifically what plans have been made for the provision of public transport to matches?
- Who will provide it?
- Where will passengers be dropped off?
- How much will this add, together with additional car traffic, to congestion in the area?

KPC is concerned that congestion in the area is set to increase as a result of the development of 4,400 new houses in the area. They express concern that a new stadium would increase congestion further. With this in mind they want detailed

modelling of transport and traffic to see the impact of the proposal and precise numbers of events and matches a stadium would host.

They highlight the importance of the proposed footbridge across Oxford Road, which they argue would be indispensable to manage congestion on the foot/cycle paths.

They noted part of OUFC's proposals which refer to the need to close the Oxford Road for part of match days which KPC oppose, noting the difficulty of getting into Oxford from Kidlington on Saturdays already.

KPC want more information about how OUFC's commitments will be made into guarantees via the lease agreement.

In their statement, Kidlington Parish Council acknowledged that both OCC and OUFC will require commitments but "our residents are entitled to expect both parties to firm up these commitments in advance of the decision to proceed."

### **Savills on behalf of Bellway Homes Limited**

Bellway Homes are the promoters of a development on land known as Site RP6a and have submitted a planning application to Cherwell District Council (CDC) for the development of "up to 800 new homes, a new primary school, local centre, open space areas and accesses on to Oxford Road". They expect a decision on the planning application to be taken by CDC by spring 2024.

Bellway Homes stated that should OUFC submit a planning application for a stadium at 'the Triangle' – that application should take into consideration existing committed developments in the surrounding area. In particular, they highlight the need for a planning application to take into consideration:

- "Committed or planned growth which has potential to impact on the same section of the transport network"
- OUFC needs to assess the effects of that development on those committed developments (for example noise and lighting effects on match days)"

They also emphasise that any application should comply with all relevant national, county and local technical and planning policy guidance and future planning applications should follow the strategic priorities.

Bellway Homes suggest an additional strategic objective for OUFC to include and address. This asks for "details as to how the new stadium proposals would improve the health of people using and accessing the Triangle Site once it is built".

### **Savills on behalf of Christchurch response (ChCh)**

Christchurch (ChCh) have landholdings near to 'the Triangle' site. ChCh are working alongside Bellway Homes Limited to develop the site RP6a for residential development. This piece of land is known as Water Eaton. The planning permission, submitted in May 2023 includes "800 new homes, a new primary school, local centre, open space areas and accesses on to Oxford Road." They anticipate the plans to be returned early/ spring 2024.

ChCh suggest “clear guidance needs to be given to OUFC by CDC and OCC that the preparation and determination of any planning application submitted in relation to ‘the Triangle’ Site for a football stadium must take into consideration existing committed developments in the surrounding area.” More specifically referring to the transport facilities in the area as well and noise and light pollution.

They go on to make targeted requests for this consultation, these request that should OUFC gain ‘the Triangle’ site, “clear guidance needs to be given to OUFC by CDC and OCC that the preparation and determination of any planning application submitted in relation to ‘the Triangle’ Site for a football stadium must take into consideration existing committed developments in the surrounding area.”

Should they be successful in gaining interest in the triangle site, Christ church say OUFC should ensure all “strategic priorities are followed and responded to in the content of any future planning application submitted for a new football stadium.”

They also suggest additional strategic priority in the consultation that details how the proposed stadium will improve the health of the people accessing ‘the Triangle’ site once built.

## **Sport England**

Sport England state that “the proposal does not meet the tests set out in the National Planning Policy Framework paragraph 141”.

On their responses to priorities 4,5 and 6 they have not made a workable business plan to support the claims of the priorities being addressed, while on 6 and 7 they asked for more details to be provided.

Lastly, comments included:

- Wanting explanation over where the North Oxfordshire golf club is to be relocated as the club has not explained this despite the site supposing to be accommodating this.
- They have not sufficiently produced evidence to show they cannot stay at their current site.
- The club have not explained/shown how this proposal is to be funded.
- The club has not produced business plans to show the proposal will be sustainable, and the club has not addressed the issues of development in the Green Belt.

## **Individuals Email Responses Summary**

The council received ten responses via email/letters from individuals.

Overall, there was a consensus amongst individuals contacting the council in this way that OUFC has not provided sufficient information. In particular, people wanted more information about:

- Access to the site by car
- Concerns about congestion and traffic

Individuals often wanted guarantees rather than commitments that are not binding. They expressed concerns that without a mechanism for local people to hold the football club to account there is little local people can do to enforce commitments.

The impact on local residents and the community is a key theme throughout the responses; in particular with regards to parking, most think that through lack of parking provided on-site, people will end up “anti-socially” parking throughout the area and on residential streets such as the new housing developments.

Many individuals mentioned the current parking facilities at the Kassam Stadium present problems to the local community in that area, and therefore are sceptical of a greater capacity venue with insufficient parking.

There are concerns for safety as the football fans attending the proposed stadium will “spill over” into the residential areas, crossing main roads getting from the railway station. Respondents want a commitment on the ‘potential footbridge’ and more solid plans regarding safety procedures to prevent intoxicated people falling into roads. There are also concerns about verbal and physical abuse associated with football fans - individuals highlighted that this behaviour would happen not only in the grounds but outside the grounds of the stadium, in the wider Oxford/Kidlington community as football fans arrive and depart from the venue as residents are concerned about the community’s safety.

A general consensus amongst individual email respondents is that the Kassam Stadium should be adapted and improved. Individuals stated that this would be a more environmentally conscious decision as more carbon would be wasted through the demolition of the existing stadium along with the resultant carbon emissions from the new development.

Lastly, many individuals pointed out that there was no-one to answer questions at the public events held around the Oxford area - below are some quoted questions and views asked by the individuals from the email responses:

- *Have all legal routes to extend the lease at the Kassam been exhausted by the club and councils? If not, why not?*
- *Are the submitted documents by the OUFC all that is required by OCC in order to make a decision? I would object strongly to this as they are nothing but vision statements, green washing and nice artistic representations on how it will look. I see nothing of substance and no indication of any contractual requirements to actually see any of these pledges through.*
- *Who is responsible for ensuring the community benefits continue after the lease ends at the Kassam? If the council has a duty of care for these benefits to continue, why was planning permission for the houses on Kassam site granted before a solution was established?*

- *Do any of the councils involved have the power of making a compulsory purchase of the current Kassam site to ensure these benefits continue and / or could a deal be struck to offer Kassam another site for building houses on?*
- *Is the council considering a lease or sale of the land? I would be in favour of short renewable leases with the lease only being renewed if commitments are met.*

# 7. APPENDIX

## 7.1 Introductory Presentation



### Oxfordshire County Council

*OUFC Stadium*

Our approach to decision making



### This is a proposal from OUFC



OUFC approached OCC to seek land to build a home stadium



The club state that this arises from their being unable to extend a licence to play at their current stadium from 2026



### The approach by OCC so far

- 1 Agree the strategic objectives that would have to be met IF the county council were to make the land available
- 2 Conduct public engagement to gather views on these objectives
- 3 Ask OUFC to provide the information that would allow for a judgement to be made
- 4 Determine that, if OCC land were to be used, it would be for a stadium only (not ancillary development) and consequently limit discussion to the Triangle
- 5 Permit without-prejudice negotiations on commercial / legal heads of terms to establish whether the county council's financial requirements could be met
- 6 Set out publicly the process from here so all parties are aware





## A timetable for decision making

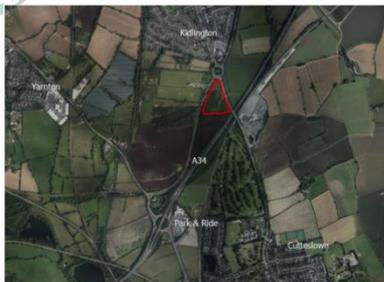
We have published three potential timetables as we are keen to set out a clear pathway to a decision for all stakeholders. The three pathways build in time for additional due diligence or further discussions to be undertaken if necessary.

All three timeframes include 6 weeks of open engagement after OUFC publish their proposals.

- **Optimistic** – with a Cabinet decision scheduled for July 2023
- **Likely** – with a Cabinet decision scheduled for September 2023
- **Elongated** – with a Cabinet decision scheduled for November 2023



## Site maps



## How will the Cabinet make its decision?

Cabinet will make its decision in public following publication of and community feedback on the OUFC proposals. The Cabinet has set out 7 strategic priorities which it wishes to see any proposal address.

These are:

- maintain a green barrier between Oxford and Kidlington
- improve access to nature and green spaces
- enhance facilities for local sports groups and on-going financial support
- significantly improve the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling and rail use
- develop local employment opportunities in Oxfordshire
- increase education and innovation through the provision of a sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing
- support the County Council's net zero carbon emissions pledge through highly sustainable development





## How will the Cabinet make its decision?

Cabinet will also take advice with respect to financial and legal matters.

This will include ensuring the council is not exposed to financial risk, that there is a fair price for any OCC land used by the club, that the site is used only for an OUFC stadium and that OUFC can be held to undertakings made to OCC and to the community as part of its proposal.



## What is the council doing now?

- During April and May the council is holding independently facilitated meetings with local stakeholders to listen to views and concerns about the potential for a stadium.
- We are working with OUFC on non-binding heads of terms with respect to the use of the proposed site (the triangle) if the scheme were to go ahead.
- We are awaiting detailed information from OUFC with regards to their proposals. When we received this information our legal, finance and property teams will take some time to review the information and seek any necessary clarifications.
- When this is done the information will be published and there will be a period of 6 weeks for people to express views.
- More information can be found on the [Council website](#)



## 7.2 Pre-reading for stakeholders' engagement meetings



### Discussions with Oxford United FC about the potential use of council-owned land for a new stadium



#### The land

- The land, known as 'the Triangle', is located east of Frieze Way and south of the Kidlington roundabout.
- It is approximately 5 hectares in size and is situated in the green belt.
- A site at Stratfield Brake in Kidlington had initially been proposed by the club, but it was recognised there were challenges associated with it.
- Officers subsequently identified the Triangle as an alternative location and the council's Cabinet has confirmed that negotiations are about this site.
- The Triangle is close to Oxford Parkway railway station and the park and ride at Water Eaton.
- It is currently let to a single leaseholder and there is no public access.



#### Background

- Oxford United Football Club (OUFC) approached Oxfordshire County Council in late 2021 with a proposal to lease council-owned land near Kidlington to develop a new home stadium.
- In January 2021 the council's Cabinet resolved to undertake a public engagement exercise to understand local views and set out a series of strategic priorities that any scheme should address prior to a final decision being made.
- A council-led public engagement exercise was undertaken in January and February 2022. It received over 3,700 responses, with the list of objectives proposed by the council generally thought to be good and exhaustive. The [full report is available here](#).
- In March 2022 Cabinet agreed that officers should enter discussions with OUFC to deepen their understanding of the detailed proposals being made and consider their compatibility with the council's strategic priorities.
- OUFC published their RIBA stage 0 report in December 2022. Following consideration of the proposals, Cabinet agreed in January 2023 to enter into non-binding negotiations for a new stadium. The negotiations are currently in train.





## Addressing the council's strategic priorities

For OUFC to receive agreement to lease or buy the Triangle site from the council, the club's proposal must address seven strategic priorities set out by the council for the use of the land:

1. Maintain a green barrier between Oxford and Kidlington
2. Improve access to nature and green spaces
3. Enhance facilities for local sports groups and ongoing financial support
4. Significantly improve the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and improve sustainable transport through increased walking, cycling and rail use
5. Develop local employment opportunities in Oxfordshire
6. Increase education and innovation through the provision of a sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing
7. Support the county council's net zero carbon emissions pledge through highly sustainable development.



## The decision about the land

- A decision on whether OUFC can lease or buy the land at the Triangle will be taken in public at a Cabinet meeting.
- This is expected to be in September 2023.
- For a final decision about the development of the proposed stadium, the football club would need to submit a planning application to Cherwell District Council as the local planning authority. It would then go through a full planning process involving public consultation.



## Stakeholder and public engagement

- Before making a final decision, the council has committed to seeking the views of a wide range of stakeholders, including local residents.
- During April and May the council is holding independently facilitated meetings with stakeholders to listen to people's views about the potential for a stadium.
- Once OUFC has published their scheme proposals and information relating to how the council's strategic priorities will be addressed, a six-week public engagement exercise will take place.
- The engagement exercise will be open to everyone. It is likely that it will take place between 5 June and 23 July 2023.
- It is important that our engagement activities allow a wide cross-section of views to be captured. However, we recognise that the proposals have a greater impact on local residents and communities and so we will carry out targeted promotion in this area.
- OUFC are undertaking their own community engagement activities.





## Next steps and estimated timetable

- |                  |  |
|------------------|--|
| 23 May           | Cabinet meeting setting out the final arrangements for public engagement and feedback from stakeholder engagement undertaken to date |
| 5 June           | Publication of OUFC final information regarding the proposed stadium   |
| 5 June - 23 July | Council undertakes public engagement on whether OUFC's scheme addresses the seven strategic priorities                               |
| 19 September     | Cabinet meeting at which a decision will be taken on the use of the land   |



## Further information

[www.oxfordshire.gov.uk/stadium](http://www.oxfordshire.gov.uk/stadium)

A webpage providing background information, definitions, timeline, links to cabinet papers and news stories.



## 7.3 Phase One Engagement Report

Annex 1

**Oxfordshire County Council and Oxford  
United Football Club land negotiations**

**Phase one – Stakeholder engagement**

**Feedback report**

Covering period Thursday 13 April – Friday 19 May 2023

## Phase one – Stakeholder engagement

Contents	Page numbers
1. Overview	3
2. Stakeholder meetings	4-6
3. Key findings	7-11
4. All member briefing and questions and answers session	12
Annex A: Pre-meeting presentation from stakeholder meetings	13-16
Annex B: In-meeting presentation from stakeholder meetings	17-18

## **1. Overview**

- 1.1 Phase one of the council's stakeholder engagement activity, designed to help inform future decision making on its land negotiations with Oxford United Football Club (OUFC), took place between Thursday 13 April and Friday 19 May 2023.
- 1.2 The council convened 11 stakeholder meetings in total. A briefing meeting and question and answer session for county councillors with OUFC was also held.
- 1.3 All conversations were formative. Meetings proceeded on the mutual understanding that detailed information from OUFC was not yet available and that no decisions about the use of the land had been made.
- 1.4 A second phase of public engagement took place between 9 June and 23 July following the publication of information from OUFC responding to the council's seven strategic priorities.

## 2. Stakeholder meetings

- 2.1 The objective of the first phase of stakeholder engagement meetings was to provide a listening platform for key stakeholders to share formative views with the council regarding the use of the land at the Triangle and the potential impact of any new stadium.
- 2.2 In total, the council convened 11 stakeholder meetings. The participant list was derived from a list of community stakeholders and groups that the council has been in dialogue with since it started its non-binding negotiations with OUFC, with a small number of new stakeholders added following feedback.
- 2.3 Community stakeholders, parish councils, Oxfordshire MPs and groups were sent invitations directly, with most taking up the offer. The meetings were held either in person or online, according to the preference of the stakeholders. Each meeting lasted between 1 - 1.5 hours.
- 2.4 Council representatives met with some stakeholders and groups individually, and others collectively where it was acknowledged there was a common interest (eg sports groups).
- 2.5 The table below sets out the schedule of meetings:

Date and time	Stakeholder
Thursday 13 April	<b>Oxfordshire Local Enterprise Partnership (OxLEP)</b>
Thursday 20 April	<b>Woodland Trust &amp; WonderWood Oxfordshire</b>
Friday 21 April	<b>Local sports clubs, including:</b> <ul style="list-style-type: none"><li>- Kidlington Youth Football Club</li><li>- Gosford All Black Rugby Club</li><li>- Kidlington Cricket Club</li><li>- Kidlington Running Club</li></ul>
Monday 24 April	<b>Oxford United Supporters Panel</b>
Thursday 27 April	<b>Experience Oxfordshire</b>
Wednesday 3 May	<b>Harbord Road Residents' Association</b>
Wednesday 3 May	<b>OxVOX - an independent supporters' group for OUFC</b>

<b>Date and time</b>	<b>Stakeholder</b>
Tuesday 9 May	<b>Wolvercote Neighbourhood Forum and the Summertown &amp; St Margaret's Neighbourhood Forum</b>
Wednesday 17 May	<b>Layla Moran MP</b>
Tuesday 15 May	<b>Kidlington Parish Council</b>
Friday 19 May	<b>Friends of Stratfield Brake and the Triangle</b>

- 2.6 In advance of the meetings, all groups received the same materials, including a pre-reading presentation (see Annex A). An independent chair from the Consultation Institute facilitated the meetings and notes were formally logged by a council officer.
- 2.7 A senior council officer and a Cabinet member attended in listening capacity to hear feedback first hand. During the meetings, the council's senior officer presented a brief presentation (Annex B) reiterating some of the key information in the pre-reading materials.
- 2.8 Each meeting was structured around the questions set out below and took account of the seven strategic priorities (as worded at the time but since updated) set out by the council for the use of the land. These were as follows:
- i. Maintain a green barrier between Oxford and Kidlington.
  - ii. Improve access to nature and green spaces.
  - iii. Enhance facilities for local sports groups and on-going financial support.
  - iv. Significantly improve the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in as far as possible, and improving sustainable transport through increased walking, cycling and rail use.
  - v. Develop local employment opportunities in Oxfordshire.
  - vi. Increase education and innovation through the provision of a sports centre of excellence and facilities linked to elite sport, community sport, health, and wellbeing.
  - vii. Support the county council's net zero carbon emissions pledge through highly sustainable development.

2.9 Questions used to guide discussions at the meetings were as follows:

1. *What are your initial views and thoughts about the use of the land at the triangle and the potential impact of any new stadium?*
  - a. *What did you think when you first heard about it? Good / bad - why?*
  - b. *Any immediate concerns?*
2. *Considering these seven key strategic priorities, are any more or less important to your group/organisation?*
  - a. *Why do you say that?*
  - b. *What are your concerns?*
  - c. *What are the benefits / drawbacks?*
3. *Are there any other factors you would like the council to consider?*
4. *This is the first phase of engagement, with further stakeholder and public engagement taking place in June and July. Is there anyone else you think we should be talking to?*
5. *Any other final comments? Thank and close.*

### 3. Key findings

3.1 This section summarises the main themes raised by stakeholders during meetings. Some are views from single stakeholders, whilst others are shared by several or multiple stakeholders. The detailed notes from each stakeholder meeting are included in the confidential 'OUFC stadium public and stakeholder engagement deposit', which is available in the members resource room at County Hall for all councillors to review.

#### 1. What are your initial views and thoughts about the use of the land at the triangle and the potential impact of any new stadium?

##### Location

- Triangle site doesn't seem to be an appropriate shape – the piece of land seems an awkward shape that would not be big enough for the club's current plans.
- How would a triangular piece of land work for people to come in and out – how will all parts of the land be used?
- Size of the stadium underestimates capability to house multiple facilities and large amounts of people.
- Great location in terms of transport links.
- Triangle location makes grounds more accessible for people from the north of the county.
- This location represents the football team as a county football team as opposed to an Oxford City team. This location is more accessible for the whole county.
- Provides opportunity for people to explore Oxford city as part of a match day.
- Could be a landmark for Oxford – something to be proud of.
- Kassam Stadium grounds are difficult to find, triangle location is more accessible.
- Current location (Kassam Stadium) is difficult to reach for people outside of Oxford.

##### Transport and parking

- Concern expressed about the connectivity between Oxford city centre and the new stadium – how will this impact roads that are already congested?
- More information needed from OUFC about improved infrastructure and what that will look like in terms of facilitating public transport.
- Need further information from OUFC about the proposed bridge over Banbury Road – what are the benefits of this bridge?
- The impact of the proposed stadium on this site and increased public transport links will take over the green belt.
- How will parking be managed in the area?

- Will the stadium grounds be used for car parking and what impact will this have on local car parks?
- Will the high use of the park and ride on match days prevent shoppers or other visitors accessing the centre of the city? This could cause a decline in business for retailers unrelated to the stadium.
- Current public transport system is already strained – facilities and services need to be enhanced.
- Parking and traffic seen as a concern. Parking on grass verges/inconsiderate parking in surrounding areas was highlighted as something that will need controlling and enforcement from OUFC.
- If fans have to use public transport, it will reduce congestion and carbon emissions.
- Questions were raised about the catchment area of OUFC supporters and whether postcode data had been shared / analysed. Whilst public transport might assist supporters travel from further afield, it was questioned how people from Kidlington would travel to the site and what access and infrastructure would be in place for residents of Kidlington.
- Train and bus - opportunity for the stadium to be more accessible by public transport is very exciting.
- Travelling via public transport builds up community – you catch the train all together and it builds morale between the fans. Builds an experience even outside of the game – more of a social experience.
- People with disabilities are limited by the current travel arrangements at the Kassam stadium. The opportunity to arrive by public transport at the new stadium would provide greater accessibility.

#### **Biodiversity and environmental impact**

- The land should be prioritised to manage wildlife and nature.
- Plans need to show how woodland and the natural environment will be impacted.
- What is the club's recovery strategy for nature on the site?
- What will the footfall be? How will that impact existing nature on the site?
- The ancient woodland inventory and tree inventory has only 20% of cases reported. The site as is could potentially be hosting ancient woodland. An Ancient Woodland Inventory survey should be undertaken.
- What ecological surveys have been made on the site so far?
- Site is a host to underground mammal activity – this wildlife needs to be protected.
- All willow is mixed age class, all the wood in the Triangle is currently positively contributing to the environment.
- The site contributes to carbon sequestration (where carbon is stored in the natural environment) - developing on the site will cause further harmful effects to climate change.
- What will be the impacts on nature from the stadium? What is the mitigation proposed for light, noise pollution etc?

- The land should not be considered as available for lease or rent as it is already in use - the green belt should remain.
- Oxfordshire is rapidly losing countryside to development - this is changing the character of the place in a negative way.
- Site needs to show how it will integrate green corridors and access to green spaces.
- Design of the new stadium should be structured around green community spaces.
- There is the potential for solar panels to power the stadium during match/event days and provide power back into the local grid.
- Area needs access to energy infrastructure – grid distribution or plugging points for solar energy.
- The stadium needs to demonstrate a net zero building and incorporate use of eco technology to create a positive impact. Can it generate more power than it uses?
- OUFC need to demonstrate statistics in terms of ecological benefits.

#### **Facilities and community value**

- New facilities should provide greater opportunities for disabled people to actively participate in the football experience.
- Site should be considered more than just a sports facility; it should present as a multi-use facility.
- Plans should strike a balance between stadium and community facilities with a wider social impact.
- Venue should be utilised seven days a week, not just for matches.
- Suggested uses for the stadium include teaching and education, use by local sports clubs including neighbouring schools, event space, local hospitality vendors, hotels, leisure, and community access – health and education facilities.
- Stadium should mostly be used as a space to benefit the local community.
- Establish an asset that is embedded in the community, working with schools and communities.
- The stadium should be used as an opportunity for the benefit of Oxfordshire as a whole.
- The development of this site is about more than just football, it's about legacy and investing in communities.
- The current facilities are used in different ways by each sports club. The use of new land provides opportunity for better facilities for the sports groups.
- Sports teams want to know that OUFC will provide support and fair access to the sports fields, as they are currently limited in their access.
- The stadium needs to have appropriate changing facilities, particularly with the growth of female football / youth football (multi-sex facilities).
- A quality pavilion and associated facilities would increase opportunities for post-match social events. There can be 600+ people on site at any one time.

- There needs to be space for sports to co-exist, particularly as playing seasons overlap and participation in sport continues to grow.
- With an influx of people on match days, some female runners had expressed safety concerns - particularly for solo female runners.
- Wider health and wellbeing approach – establish useable green spaces and accessible exercise opportunities for locals.
- OUFC need to establish links to local NHS Integrated Care Board.
- We need to use this as an opportunity to promote healthy lifestyles. How do we create the services to enable healthy living?
- We need a health and wellbeing approach to the onsite food stalls – providing a variety of healthy options.

#### **Design**

- Materials used to make the stadium need to be eco led, with solar panels, so that it produces more energy than it uses.
- Where does the design structure physically sit within the site?
- Needs to be a net zero building.
- Design should be structured around green community spaces.

#### **Economic impact and employment**

- Good for tourism experience and for an entire day out - should be used to showcase the venues Oxfordshire has to offer.
- Development of the Triangle is seen as an enabler for investment and helps improve access to sports provision which is seen to be poor in Kidlington.
- Establish employment opportunities through the multi-use facility approach.
- Installing commercial kitchens on site and using them as a training programme for the food vendors could provide opportunity for local trainees for sporting events.
- The stadium will provide economic benefit to Kidlington, with more people shopping and staying in the area.
- Existing jobs at the Kassam Stadium should be sustained and protected at the new site.
- The possibility of accommodation on or near this site would elevate the brand and the place.

#### **2. Considering the council's seven key strategic priorities, are any more or less important to your group/organisation?**

- All seven priorities were considered important by all groups, although the importance ascribed to each priority varied by stakeholder group.
- It was noted there would be a need for the club to make further investment in diversity and inclusion initiatives.

**3. Are there any other factors you would like the council to consider?**

- Need to see more detailed plans from OUFC to better understand how the council's priorities will be addressed.
- The images used need to place OUFC's proposals in context, for example by highlighting future housing development.
- The council's initial engagement exercise (January-February 2022) was criticised for being open to all, with responses from football fans far exceeding those of residents.
- Future engagement needs to be widely publicised to local communities, with household leaflet drops.

**4. This is the first phase of engagement, with further stakeholder and public engagement taking place in June and July. Who else do you think we should be talking to?**

- Each group provided a suggested list of additional stakeholders. The council has reviewed this list and added additional stakeholders to the list as part of the public engagement exercise.

**5. Any other final comments? Thank and close.**

- Each group offered thanks for the opportunity to share their views with the council.

#### **4. All member briefing**

- 4.1 A briefing meeting for county councillors and question and answer session with OUFC took place on 17 April.
- 4.2 The representatives from OUFC were chief executive Tim Williams, director of development Jon Clarke, and head of strategy Niall McWilliams.
- 4.3 The themes covered in the questions from councillors included:
  - o Diversity and inclusion
  - o Biodiversity
  - o Transport
  - o Employment opportunities
  - o Contingency plans
  - o Commercial considerations
  - o Community facilities and investment
- 4.4 A [YouTube video of OUFC's presentation](#) is available on OUFC's website. A set of written questions and answers is available on the [county council's dedicated webpage](#).

#### **7.4 Campaign materials – leaflets and email**

**Have your say**

On Oxford United's proposals for the land known as 'the Triangle'



[oxfordshire.gov.uk/the-triangle](http://oxfordshire.gov.uk/the-triangle)



**Have your say**

On Oxford United's proposals for the land known as 'the Triangle'




**Have your say**

**Survey closes Sunday 23 July**

**How do Oxford United's proposals for the land known as 'the Triangle' impact the communities of Oxfordshire?**

[oxfordshire.gov.uk/thetriangle](http://oxfordshire.gov.uk/thetriangle)



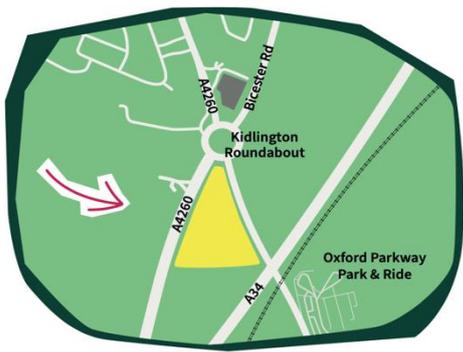

**Printed information**

Printed copies of the documents OUFC has published on its stadium website are available in our public libraries in Kidlington, Summertown, and Oxford, and at County Hall, Oxford and Exeter Hall, Kidlington.

If you (or anyone you know) needs information or a copy of the survey in an alternative format, email [stadium@oxfordshire.gov.uk](mailto:stadium@oxfordshire.gov.uk) or call **01865 816000**.

**YOUR VIEWS MATTER**





**Come to one of our drop-in exhibitions**

View the information from OUFC, ask questions and get practical support to have your say.

**Saturday 24 June, 10am - 4pm:**  
Exeter Hall, Oxford Road, Kidlington

**Wednesday 28 June, 1.30pm - 7.30pm:**  
Exeter Hall, Oxford Road, Kidlington

**Friday 7 July, 3.30pm - 7pm:**  
Cutteslowe Community Centre, Wren Road, Oxford

**Saturday 8 July, 10am - 4pm:**  
County Library, Westgate, Oxford



**YOUR VIEWS  
MATTER**

**How do Oxford United's proposals for the land known as 'the Triangle' impact the communities of Oxfordshire?**



Oxfordshire County Council and Oxford United Football Club (OUFC) are in negotiations on the terms on which council-owned land could be used for the development of a new stadium for the club. The land, known as 'the Triangle', is located east of Frieze Way and south of the Kidlington roundabout.

To receive agreement from the council, the club's proposal must bring benefit to communities in Oxfordshire and specifically address our seven key strategic priorities for the use of the land.

A decision about whether OUFC can acquire the land at the Triangle will be taken in public by the council's cabinet at its meeting on **19 September**.

The lease or sale of the land would only go ahead if the club received planning permission for the proposed stadium from Cherwell District Council as the local planning authority. This would be a full planning process involving public consultation.

**Have your say**

OUFC has shared with the council the information it believes addresses the strategic priorities set out for the use of this land.



We now want you to have your say using our online survey: [oxfordshire.gov.uk/thetriangle](https://oxfordshire.gov.uk/thetriangle)

**Survey closes 11.59pm on Sunday 23 July.**



The responses to this survey will be independently reviewed and reported on. This may lead the council to seek further information from OUFC before officers prepare a report for the council's cabinet.



## Important update

Welcome to a regular update about initiatives and campaigns that we hope you will be able to share with your communities – we hope you find it useful.

We try and share news that asks the views of residents or things that residents may want to get involved in. To make it easy for you to share onwards, we've written the update below as if it were written for your own communities.

**To help further, we've provided graphics and a broader communications pack in our [communications portal](#) where you can download everything you need.**

If you have any questions, please email [communications@oxfordshire.gov.uk](mailto:communications@oxfordshire.gov.uk).

**This Oxfordshire County Council survey offers you the opportunity to give your views on the response of Oxford United Football Club (OUFC) to the seven key strategic priorities set out by the council for the use of the land known as 'the Triangle'.**

Oxfordshire County Council and Oxford United Football Club are in negotiations on the terms on which council-owned land could be used for the development of a new stadium for the club. The land, known as 'the Triangle', is located east of Frieze Way and south of the Kidlington roundabout.

To receive agreement from the council, the club's proposal must bring benefit to communities in Oxfordshire and address seven key strategic priorities set out by the council for the use of the land.

A decision about whether OUFC can acquire the land at the Triangle will be taken in public by the council's cabinet at its meeting on 19 September.

The lease or sale of the land would only go ahead if the club received planning permission for the proposed stadium from Cherwell District Council as the local planning authority. This would be a full planning process involving public consultation.

The council is now inviting people to share their views on OUFC's response.

- Please find out more and fill in the [online survey](#) to give your views. It should take around 15 minutes to complete.
- The survey is open until 23 July 2023.

### Find this update useful?

If you know someone else who could benefit from getting this update, please share our [sign up form](#) with them.

### download everything you need.

If you have any questions, please email [communications@oxfordshire.gov.uk](mailto:communications@oxfordshire.gov.uk).

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A decision about whether OUFC can acquire the land at the Triangle will be taken in public by the council's cabinet at its meeting on 19 September.

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The council is now inviting people to share their views on OUFC's response.

- Please find out more and fill in the [online survey](#) to give your views. It should take around 15 minutes to complete.
- The survey is open until 23 July 2023.

### Find this update useful?

If you know someone else who could benefit from getting this update, please share our [sign up form](#) with them.

**If you are receiving information which is not relevant to you or your organisation, or there is a better contact to deliver this to, please email us to let us know at [communications@oxfordshire.gov.uk](mailto:communications@oxfordshire.gov.uk).**

Want to change how you receive these emails?  
You can [update your preferences](#) here.

If you wish, you can choose to [unsubscribe](#) - However, PLEASE NOTE that this will unsubscribe your email address from ALL these communications from Oxfordshire County Council, which may be on a variety of topics.

## 7.5 Survey

# How do Oxford United's proposals for the land known as 'the Triangle' impact the communities of Oxfordshire?

## 1. Welcome

Oxfordshire County Council and Oxford United Football Club (OUFC) are in negotiations on the terms on which council-owned land could be used for the development of a new stadium for the club. The land, known as 'the Triangle', is located east of Frieze Way and south of the Kidlington roundabout.

For OUFC to receive agreement from the council to lease or buy the Triangle site, the club's proposal must bring benefit to communities in Oxfordshire and specifically address the seven key strategic priorities set by the council for the use of the land.

OUFC has shared with the county council the information it believes addresses the strategic priorities set out for the use of this land. This questionnaire offers you the opportunity to give your views on OUFC's response to the council's seven strategic priorities.

This survey should take around 15 minutes to complete. It is open until 11:59pm on 23 July 2023.

If you need to pause while filling out the survey, you can save your answers and return later to complete and submit your response.

**1. What is your email address? We need this information to validate the response to this survey. We will only use your email to validate your response. If you do not provide an email address, we will not be able to consider your response to this engagement process. \***

**2. Are you responding to this questionnaire as...? Please tick one box only. \***

<input type="checkbox"/>	A resident of Oxfordshire
<input type="checkbox"/>	A member of the public living outside of Oxfordshire
<input type="checkbox"/>	A representative of a business
<input type="checkbox"/>	A representative of a group or organisation
<input type="checkbox"/>	A councillor (parish, town, district, county)
<input type="checkbox"/>	Other (please specify):

## 3. Home Postcode

**3. What is the FULL postcode of your home? We are asking for this information to look at the views of different groups of residents in different areas. This information will only be used to analyse responses to this survey. If you do not provide a full postcode, we will not be able to consider your response as part of this engagement process.**

## 4. Business/Organisation Postcode

4. If you are representing a business or organisation, what is the name and postcode of your business/organisation? We are asking for this information in order to look at the views of different businesses in different areas. This information will only be used to analyse responses to this survey. If you do not provide a full postcode, we will not be able to consider your response as part of this engagement process. \*

Name of business	
Full postcode	

## 5. Overview

Oxfordshire County Council and Oxford United Football Club (OUFC) are in negotiations on the terms on which council-owned land could be used for the development of a new stadium for the club. The land, known as 'the Triangle', is located east of Frieze Way and south of the Kidlington roundabout.

To receive agreement from the council, the club's proposal must bring benefit to communities in Oxfordshire and specifically address the following seven key strategic priorities set out by the council for the use of the land:

maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats, and supporting nature recovery improving public access to high quality nature and green spaces enhancing inclusive facilities for local sports groups and ongoing financial support significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel as far as possible, and to improve sustainable transport through increased walking, cycling and rail use developing local employment opportunities in Oxfordshire increasing education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing supporting the council's net zero carbon emissions pledge through highly sustainable development.

The proposal must also meet objectives around mitigating long-term financial risk to the council and obtaining best value for the taxpayer from any transaction.

A decision about whether OUFC can acquire the land at the Triangle will be taken in public by the council's cabinet at its meeting on 19 September.

The lease or sale of the land would only go ahead if the club received planning permission for the proposed stadium from Cherwell District Council as the local planning authority. This would be a full planning process involving public consultation.

5. Which, if any, of these priorities do you think are most important for OUFC to address? You can choose up to three priorities.

	maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats, and supporting nature recovery
	improving public access to high quality nature and green spaces
	enhancing inclusive facilities for local sports groups and ongoing financial support
	significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling and rail use
	developing local employment opportunities in Oxfordshire
	increasing education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing
	supporting the council's net zero carbon emissions pledge through highly sustainable development

## 6. Strategic Priority 1

We would now like you to consider each strategic priority in turn.

The first strategic priority set by the council is to ‘maintain a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats, and supporting nature recovery’.

OUFC's high-level summary of their response can be found below.

Please note OUFC's overview and summary response document provides more information and can be [found here](#). We strongly recommend that you read this document before answering the question below.

The proposed stadium building would be situated at the far south of the site, providing a useable and publicly accessible green space to the north at the closest point to Kidlington.

Oxford United Football Club is committed to the implementation of a community group ('Stand United Community') which will meet to take feedback on the green barrier and how surrounding environments can be enhanced through the development.

The proposed development relates to and connects with neighbouring developments, providing a pedestrian link to the adjacent scheme and therefore offering an enhancement to the surrounding environment.

The proposed development highlights the opportunity for enhancement to the woodland through planting of natural local species, including trees, shrubs and landscaped gardens, to support the nature recovery of the area.

The proposed development is to deliver a biodiversity net gain of at least 10% (as required by current planning policy) whilst aspiring to increase this gain in line with the 20% ambition targets in the area. This gain will ensure that the habitat for wildlife is in a better state than it was before the development, delivered through solutions such as 'green roofs' and enhanced planting.

6. Considering the summary information above, and the detailed response the club has provided, to what extent do you think the information provided by OUFC addresses "maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats and supporting nature recovery"? Please tick one box only.

<input type="checkbox"/>	Fully addresses the priority
<input type="checkbox"/>	Mostly addresses the priority
<input type="checkbox"/>	Partially addresses the priority
<input type="checkbox"/>	Does not address the priority
<input type="checkbox"/>	Don't know

## 7. Strategic Priority 1 - further information

7. What else do you think is needed from the club to have fully addressed this priority?

## 8. Strategic Priority 2

The second strategic priority the council has set is to 'improve public access to high quality nature and green spaces'.

OUFC's high-level summary of their response can be found below.

Please note OUFC's overview and summary response document provides more information and can be [found here](#). We strongly recommend that you read this document before answering the question below.

The proposed vision has identified 'improving connectivity and access' as one of its 'foundational principles'.
The current site is leased by a tenant and is fenced and not accessible to the public. The proposed development of the site will allow public access to the site and improve the appearance of the boundary fencing and tree lines.
The proposed development includes a 'community plaza', a well-designed welcome area and landscaped green expanse for all visitors to the north of the stadium. This will provide public access to dedicated green spaces, open gardens and areas for eating and socialising, adding to the visitor experience whilst promoting biodiversity.
The proposed development includes new pedestrian and cycle entrances and routes to improve accessibility, including a potential footbridge across the Oxford Road improving access to the Triangle from Oxford Parkway rail station and the park & ride site.
The proposed development highlights the opportunity for enhancement to the woodland through planting of natural local species, including trees, shrubs and landscaped gardens, to support the nature recovery of the area. The proposed development is to deliver a biodiversity net gain of at least 10% (as required by current planning policy) whilst aspiring to increase this gain in line with the 20% ambition targets in the area. This gain will ensure that the habitat for wildlife is in a better state than it was before the development, delivered through solutions such as 'green roofs' and enhanced planting.

**8. Considering the summary information above, and the detailed response the club has provided, to what extent do you think the information provided by OUFC addresses "Improving public access to high quality nature and green spaces"? Please tick one box only.**

<input type="checkbox"/>	Fully addresses the priority
<input type="checkbox"/>	Mostly addresses the priority
<input type="checkbox"/>	Partially addresses the priority
<input type="checkbox"/>	Does not address the priority
<input type="checkbox"/>	Don't know

## 9. Strategic Priority 2 - further information

**9. What else do you think is needed from the club to have fully addressed this priority?**

## 10. Strategic Priority 3

The third strategic priority the council has set is to 'enhance inclusive facilities for local sports groups and ongoing financial support'.

OUFC's high-level summary of their response can be found below.

Please note OUFC's overview and summary response document provides more information and can be [found here](#). We strongly recommend that you read this document before answering the question below.

Oxford United Football Club has released a 'Community Pledge' that encapsulates several core commitments the club has made.
The proposed development includes the proposal to provide both maintenance and financial support for the Stratfield Brake sports pitches, including football, cricket, rugby and running.
Oxford United Football Club has committed to the setting up of a working group to develop a Sports Playing Facilities Strategy for the local area.
The proposed development includes facilities such as a health and wellbeing centre, gym and fitness centre, providing additional inclusive facilities all within a single building footprint, designed with flexibility in mind to allow for the wider facilities to also be utilised by local sports groups.
Oxford United Football Club has highlighted that the proposed development will be accessible to all and be designed to be welcoming, inclusive and aimed to remove any 'barriers' to accessing the facilities proposed, including accommodating the women's team to play home fixtures at the new site.

**10. Considering the summary information above, and the detailed response the club has provided, to what extent do you think the information provided by OUFC addresses "enhancing inclusive facilities for local sports groups and ongoing financial support"? Please tick only one box**

<input type="checkbox"/>	Fully addresses the priority
<input type="checkbox"/>	Mostly addresses the priority
<input type="checkbox"/>	Partially addresses the priority
<input type="checkbox"/>	Does not address the priority
<input type="checkbox"/>	Don't know

## 11. Strategic Priority 3 - further information

**11. What else do you think is needed from the club to have fully addressed this priority?**

## 12. Strategic Priority 4

The fourth strategic priority the council has set is to 'significantly improve the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling and rail use'.

OUFC's high-level summary of their response can be found below.

Please note OUFC's overview and summary response document provides more information and can be [found here](#). We strongly recommend that you read this document before answering the question below.

Oxford United Football Club is committed to the implementation of a sustainable travel plan to provide details and incentives that will reduce the need for car travel and encourage sustainable transport, with the target to achieve 90% sustainable travel modes.
The proposed development has a commitment to locate 700 additional cycle secure parking facilities in and around the stadium.
The proposed development has a reduced number of new car parking spaces with approximately 150 match day stadium car parking spaces being proposed. Nearby pre-existing public car parking spaces, such as the nearby park and rides, will be used with fans arriving at the stadium via shuttle buses.
The proposed development highlights enhancements to improve pedestrian access from Oxford Parkway Railway Station and Park & Ride to the stadium site, including new stepped access to Oxford Road, with a potential footbridge across Oxford Road.
Oxford United Football Club is in discussions with the local bus service providers to develop an enhanced public bus service along Oxford Road and dedicated fan services on match days.
It is important to note that the details of the Travel Plan is a matter for the planning process in collaboration with the statutory planning and highway authorities and engagement will be undertaken in the next phase of engagement by Oxford United Football Club.

**12. Considering the summary information above, and the detailed response the club has provided, to what extent do you think the information provided by OUFC addresses "significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling and rail use"? Please tick one box only.**

<input type="checkbox"/>	Fully addresses the priority
<input type="checkbox"/>	Mostly addresses the priority
<input type="checkbox"/>	Partially addresses the priority
<input type="checkbox"/>	Does not address the priority
<input type="checkbox"/>	Don't know

## 13. Strategic Priority 4 - further information

13. What else do you think is needed from the club to have fully addressed this priority?

## 14. Strategic Priority 5

The fifth strategic priority set by the council is to 'develop local employment opportunities in Oxfordshire'.

OUFC's high-level summary of their response can be found below.

Please note OUFC's overview and summary response document provides more information and can be [found here](#). We strongly recommend that you read this document before answering the question below.

Oxford United Football Club has undertaken an independent socio-economic impact assessment, which has identified that the local employment growth rate in the Kidlington area is currently behind the wider economy levels in the country.
The proposed development is to provide at least 20 apprenticeships throughout the construction period.
The proposed development is to provide around £100.9m investment into construction and will support approximately 380 temporary jobs through the construction period.
Oxford United Football Club can confirm that there are no planned redundancies from the move of the stadium. It is anticipated that a further 340 direct full-time jobs will be supported, both in and around the proposed stadium.
The proposed development and operation of the stadium is expected to deliver £31m Gross Value Added (GVA) per year, being the value metric to the region.

14. Considering the summary information above, and the detailed response the club has provided, to what extent do you think the information provided by OUFC addresses "developing local employment opportunities in Oxfordshire"? Please tick only one box

<input type="checkbox"/>	Fully addresses the priority
<input type="checkbox"/>	Mostly addresses the priority
<input type="checkbox"/>	Partially addresses the priority
<input type="checkbox"/>	Does not address the priority
<input type="checkbox"/>	Don't know

## 15. Strategic Priority 5 - further information

15. What else do you think is needed from the club to have fully addressed this priority?

## 16. Strategic Priority 6

The sixth strategic priority set by the council is to ‘increase education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing’.

OUFC's high-level summary of their response can be found below.

Please note OUFC's overview and summary response document provides more information and can be [found here](#). We strongly recommend that you read this document before answering the question below.

The club's charitable arm 'Oxford United in the Community (OUITC)' has a vision that is to see every person in Oxfordshire having the opportunity to have a positive connection with the club every day, inspiring happier, healthier, and better-connected communities. Through the development of the new stadium both OUFC and OUITC will have access to flexible event and education spaces alongside the elite sporting facilities. This will enable OUITC to better deliver its vision in the local community and also enable OUFC to support this vision whilst enhancing the club's community outreach to the whole of Oxfordshire.

Oxford United in the Community has a formal partnership in place with Abingdon and Witney College to develop special educational needs and disability (SEND) educational courses alongside sports courses.

The proposed development is to have an apprenticeship partnership with the local schools, colleges and universities around the area.

Oxford United Football Club has highlighted that they are committed to the continuation and enhancement of the work already being done within Oxfordshire and the Blackbird Leys area, The Kassam stadium currently allows for very limited non-matchday use, so we will continue to utilise and improve our longstanding training ground facilities at Horspath Road to further increase education and our community outreach. Our new stadium can provide a Hub for the whole of Oxfordshire.

The proposed development includes the delivery of an international class stadium, featuring flexible educational and community facilities within the stadium footprint.

**16. Considering the summary information above, and the detailed response the club has provided, to what extent do you think the information provided by OUFC addresses "increasing education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing"? Please tick only one box**

<input type="checkbox"/>	Fully addresses the priority
<input type="checkbox"/>	Mostly addresses the priority
<input type="checkbox"/>	Partially addresses the priority
<input type="checkbox"/>	Does not address the priority
<input type="checkbox"/>	Don't know

## 17. Strategic Priority 6 - further information

17. What else do you think is needed from the club to have fully addressed this priority?

## 18. Strategic Priority 7

The final strategic priority set by the council is to 'support the council's net zero carbon emissions pledge through highly sustainable development'.

OUFC's high-level summary of their response can be found below.

Please note OUFC's overview and summary response document provides more information and can be [found here](#). We strongly recommend that you read this document before answering the question below.

The proposed development highlights the opportunity for enhancement to the woodland through planting of natural local species, including trees, shrubs and landscaped gardens, to support the nature recovery of the area. The proposed development is to deliver a biodiversity net gain of at least 10% (as required by current planning policy) whilst aspiring to increase this gain in line with the 20% ambition targets in the area. This gain will ensure that the habitat for wildlife is in a better state than it was before the development, delivered through solutions such as 'green roofs' and enhanced planting.

The proposed development is to deliver a BREEAM accreditation of at least 'Very Good' with a clear aspirational target of achieving 'Excellent'. BREEAM (the Building Research Establishment Environmental Assessment Method) is used to masterplan projects, infrastructure and buildings. You can find out more about BREEAM at <https://bregroup.com/products/breem/>

The proposed development is to align to the United Nations 17 global goals for sustainability, known as the 'Sustainability Development Goals'. The Sustainable Development Goals are a call for action by all countries – poor, rich and middle-income – to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection. More important than ever, the goals provide a critical framework for COVID-19 recovery. Further details can be found at [www.un.org/sustainabledevelopment/](http://www.un.org/sustainabledevelopment/)

Oxford United Football Club has highlighted a number of sustainable measures in the early design phase. These include the installation of solar panels to the roofs, electrical charging points, reduction in 'single-use plastic' both in construction, including targets to divert waste from landfill to over 95%, and the installation of sustainable water management solutions.

Oxford United Football Club is committed to the transparent reporting of Environmental Social and Governance (ESG) targets and progress through the formation of an ESG framework which will be displayed on the club's website.

18. Considering the summary information above, and the detailed response the club has provided, to what extent do you think the information provided by OUFC addresses "supporting the council's net zero carbon emissions pledge through highly sustainable development"? Please tick only one box only.

	Fully addresses the priority
--	------------------------------

	Mostly addresses the priority
	Partially addresses the priority
	Does not address the priority
	Don't know

## 19. Strategic Priority 7 - further information

19. What else do you think is needed from the club to have fully addressed this priority?

## 20. Further comments

20. If you have any other views to share about OUFC's response and the potential impact of its proposals, please use the space below:

## 21. About You

We would like to know more about you so that we can analyse the views of different groups of people from different backgrounds. It is vital that analysis can be undertaken to ensure the views of different groups of people can be understood and reported on.

Analysis of any groups of respondents will only be conducted among groups of which 50 or more people have responded.

This information will only be used to analyse responses to this survey, it will not be used for any other purpose. All data collected will be in strict accordance with GDPR.

If you do not wish to provide any demographic information, please select prefer not to say. All information given is governed by the General Data Protection Regulations 2018.

21. Do you support Oxford United Football Club (OUFC)? Please tick one box only

	Yes
	No

## 22. Supporting Oxford United

22. If yes, do you attend home games? Please tick one box only

	All
	Frequently
	Occasionally
	Rarely
	Never

23. How did you find out about this engagement exercise? Please tick all that apply

	Facebook
	Twitter
	Instagram
	LinkedIn
	NextDoor
	Oxfordshire.gov.uk website
	Direct contact from Oxfordshire County Council (email, leaflet, meeting)
	Local news item (newspaper, online, radio, tv)
	Oxfordshire county councillor
	City or district councillor
	Parish or town councillor
	Local community news item
	Poster
	Leaflet or email from another group or organisation
	Friend / relative
	Other (please specify):

24. What is your sex? Please tick one box only

	Male
	Female
	Prefer not to say
	I use another term (please state):

25. What is your age? Please tick one box only

	Under 16
	16-24
	25-34
	35-44
	45-54
	55-64

	65-74
	75+
	Prefer not to say

**26. Are your day-to-day activities limited because of a long-term illness, health problem or disability which has lasted, or is expected to last, at least 12 months? Please tick one box only**

	Yes – a lot
	Yes – a little
	No
	Prefer not to say

**27. Which of the following describes you? Are you... Please tick one box only.**

	Working – Full-time (30+ hours)
	Working – Part-time (8-29 hours)
	Registered unemployed (Job seeker's allowance)
	Unemployed, not registered – seeking work
	At home / looking after family
	Permanently sick / disabled
	Full-time student
	Retired
	Prefer not to say
	Other (please specify):

**28. What is your ethnic group or background? Please tick one box only**

	Asian or Asian British (Indian, Pakistani, Bangladeshi, or any other Asian background)
	Black or Black British (Caribbean, African, or any other Black background)
	Chinese
	Mixed or multiple ethnic groups (White and Black Caribbean, White and Black African, White and Asian, and any other mixed background)
	White (British, Irish, or any other white background)
	Prefer not to say
	Other ethnic group or background (please specify):

**29. Do you have dependant(s) aged 16 and under?**

	Yes
	No
	Prefer not to say

#### Data protection and privacy

Under the Data Protection Act 2018, we (Oxfordshire County Council) have a legal duty to protect any personal information being collected from you. The council is working with Westco Communications on this survey. As the data processor, Westco Communications, will process

your personal data solely for the purpose of conducting this survey. The handling of any personal data will be done so in accordance with the General Data Protection Regulation (GDPR).

You can view Oxfordshire County Council's privacy notice at [www.oxfordshire.gov.uk/privacy-notice](http://www.oxfordshire.gov.uk/privacy-notice) and you can view Westco Communication's privacy notice at [www.westcocommunications.com/privacy-policy](http://www.westcocommunications.com/privacy-policy)

Westco Communications may wish to quote extracts from your survey response in their report. They will not however, disclose the names of people who have responded unless they have provided consent. For this purpose, we ask that you are careful not to disclose personal information in your comments – for example the names of service users or children. If you do not want all or part of your response to be made public, or shared with councillors, please state below which parts you wish us to keep confidential.

30. Please use this space to tell us if there is any specific part of your response you wish to keep confidential:

## 24. Stay in touch

We invite you to sign up to get regular email updates from the county council on news, events, and developments from across the county.

Any contact details you provide will be separated from the feedback you have shared in this survey.

31. Would you like to sign up?

<input type="checkbox"/>	Yes, I'd like to receive updates about consultation and engagement activities on Let's Talk Oxfordshire
<input type="checkbox"/>	Yes, I'd like to sign-up to get regular updates on the county's news, events and developments from the council
<input type="checkbox"/>	Yes, but I would only like to be kept informed about this engagement process
<input type="checkbox"/>	No thanks

## 25. If 'Yes'

32. If you have chosen 'Yes', please provide your email address below. \*

## 7.6 Overview and summary of OUFC documents submitted to Oxfordshire County Council

Please note that this summary was produced by OUFC.



## OXFORD UNITED FOOTBALL CLUB NEW STADIUM DEVELOPMENT

### OVERVIEW AND SUMMARY OF OUFCD DOCUMENTS SUBMITTED TO OXFORDSHIRE COUNTY COUNCIL

This overview and detailed summary outlines the proposals put forward by Oxford United Football Club (OUFC) and highlights how the development aligns to the strategic priorities as set out by Oxfordshire County Council for the transfer of its land known as the Triangle at Kidlington. The priorities are listed below:

**Strategic Priority 1 (pages 2-3)**

*"Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats and supporting nature recovery".*

**Strategic Priority 2 (pages 3-5)**

*"Improving public access to high-quality nature and green spaces".*

**Strategic Priority 3 (pages 5-6)**

*"Enhancing inclusive facilities for local sports groups and on-going financial support".*

**Strategic Priority 4 (pages 7-8)**

*"Significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling, bus and rail use".*

**Strategic Priority 5 (pages 9-10)**

*"Developing local employment opportunities in Oxfordshire".*

**Strategic Priority 6 (pages 11-12)**

*"Increasing education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing".*

**Strategic Priority 7 (pages 13-14)**

*"Supporting the council's net zero carbon emissions pledge through highly sustainable development".*

**We would strongly recommend** that this overview document is read alongside the following documents that provide greater detail:

- The club has responded to the county council's seven priorities in its document **Stand United**. This primary document has been published on the club's website at <https://oufcstadium.co.uk/wp-content/uploads/2023/06/Stand-United-Documents-June-23.pdf>

The Stand United document is supported by five further documents:



- New Stadium Development Project Vision, <https://oufcstadium.co.uk/wp-content/uploads/2023/06/New-Stadium-Development-Project-Vision-May-23.pdf>
- Community Pledge, <https://oufcstadium.co.uk/wp-content/uploads/2023/06/Community-Pledge-June-23.pdf>
- Summary of the work of the charitable arm Oxford United in the Community <https://oufcstadium.co.uk/wp-content/uploads/2023/06/OUFC-summary-June-23.pdf>
- Statement of the club's policy and actions supporting Equality, Diversity and Inclusion. [https://oufcstadium.co.uk/wp-content/uploads/2023/06/EDI-Documents\\_V5-final-5-June-23.pdf](https://oufcstadium.co.uk/wp-content/uploads/2023/06/EDI-Documents_V5-final-5-June-23.pdf)
- Project Engagement Plan <https://oufcstadium.co.uk/wp-content/uploads/2023/06/Engagement-Strategy-June-23.pdf>

All of these documents are available on the club's website at:  
<https://oufcstadium.co.uk/relevant-documents/>

#### **Strategic Priority 1**

#### **"Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats and supporting nature recovery"**

- The proposed stadium building would be situated at the far south of the site, providing a useable and publicly accessible green space to the north at the closest point to Kidlington.
- Oxford United Football Club is committed to the implementation of a community group ('Stand United Community') that will meet to take feedback on the green barrier and how the surrounding environments can be enhanced through the development.
- The proposed development relates to and connects with neighbouring developments, providing a pedestrian link to the adjacent scheme and therefore offering an enhancement to the surrounding environment.
- The proposed development highlights the opportunity for enhancement to the woodland through planting of natural local species, including trees, shrubs and landscaped gardens, to support the nature recovery of the area. The proposed development is to deliver a biodiversity net gain of at least 10% (as required by current planning policy) whilst aspiring to increase this gain in line with the 20% ambition targets in the area. This gain will ensure that the habitat for wildlife is in a better state than it was before the development, delivered through solutions such as 'green roofs' and enhanced planting.

Extra detail:



One of the project drivers is to incorporate native species and local prominence landscaping elements into the design. Specifically, trees, shrubs and wildflowers, and other natural features that enhance local biodiversity.

The vision is to incorporate flexible multi-functional spaces that can be enjoyed whether or not it's a match day. The spaces will incorporate features such as moveable planters that can be utilised to create areas for fans to congregate pre and post-game, but can also create places of interest and biodiversity on other days in the year.

The project aims to connect the stadium to the wider countryside, woodlands, canal walks and nearby villages and communities in a way that is attractive, safe, and enjoyable for walkers and cyclists, while also promoting environmental and cultural stewardship.

The landscape between Oxford and Kidlington is compartmentalised by the road and rail corridors that define the northern edge of Oxford and the southern edge of Kidlington. This landscape is designated as part of the Oxford Green Belt.

The stadium building is situated as far south as possible within the site, leaving a useable and publicly accessible green space to the north at the closest point to Kidlington. The proposed development relates to and connects with neighbouring developments, providing a pedestrian link to the adjacent scheme and therefore offering an enhancement to the surrounding environment.

We are very keen to engage with local people on the role of the landscape between Oxford and Kidlington and how the site could serve the existing communities. As a continuation of our engagement activity, a forum for the community and project team will be established, called "Stand United Community", which will ensure that community engagement and influence is incorporated throughout the process.

Further detail in support of the above can be found in the documents Stand United <https://oufcstadium.co.uk/wp-content/uploads/2023/06/Stand-United-Documents-June-23.pdf> and New Stadium Development Project Vision <https://oufcstadium.co.uk/wp-content/uploads/2023/06/New-Stadium-Development-Project-Vision-May-23.pdf>

## Strategic Priority 2

### "Improving public access to high-quality nature and green spaces"

- The club's proposed vision has identified 'improving connectivity and access' as one of its foundational principles.
- The current site is leased by a tenant, is fenced and not accessible to the public. The proposed development of the site will allow public access to the site and improve the appearance of the boundary fencing and tree lines.
- The proposed development includes a 'community plaza', a well-designed welcome area and landscaped green expanse for all visitors to the north of the stadium. This



will provide public access to dedicated green spaces, open gardens and areas for eating and socialising, adding to the visitor experience whilst promoting biodiversity.

- The proposed development includes new pedestrian and cycle entrances and routes to improve accessibility, including a potential footbridge across the Oxford Road improving the access to the Triangle from Oxford Parkway rail station and the park & ride site.
- The proposed development highlights the opportunity for enhancement to the woodland through planting of natural local species, including trees, shrubs and landscaped gardens, to support the nature recovery of the area. The proposed development is to deliver a biodiversity net gain of at least 10% (as required by current planning policy) whilst aspiring to increase this gain in line with the 20% ambition targets in the area. This gain will ensure that the habitat for wildlife is in a better state than it was before the development, delivered through solutions such as 'green roofs' and enhanced planting.

#### Extra detail:

The vision is to incorporate flexible multi-functional spaces that can be enjoyed whether or not it's match day. They will incorporate features such as moveable planters that can be utilised to create areas for fans to congregate pre- and post-game, but can create places of interest and biodiversity on other days in the year.

The project aims to connect the stadium to the wider countryside, woodlands, canal walks and nearby villages and communities in a way that is attractive, safe, and enjoyable for walkers and cyclists, while also promoting environmental and cultural stewardship.

As you approach the new stadium, the first thing you'll notice is the space that's directly adjacent to the road crossing. This area has been designed with pedestrians in mind, providing a safe and convenient area for fans arriving from the nearby park and ride site or the train station and from nearby Kidlington. Along the edges of the arrival space, as it gently falls toward the stadium, you will find a range of amenities, set amongst new tree and shrub planting. There are comfortable benches where you can sit and wait for friends, as well as bike racks and litter bins to keep the area tidy.

Overall, the arrival space provides a welcoming and convenient space for fans to gather before the game. Whether you're arriving by train, bus, foot or bike, you'll find everything you need to start your visitor experience off in the right way.

The proposed development includes a 'community plaza' which will provide public access to green spaces. This will include open gardens, places for eating and socialising, and places that promote biodiversity.

The outdoor Community Plaza to the north of the new stadium provides a welcoming open space for everyday use, for supporters to gather and socialise before and after matches and for hosting a variety of small-scale events. Surrounded by an avenue of trees and a vibrant



wildflower meadow to the north, the community plaza offers a peaceful retreat from the hustle and bustle of the adjacent areas.

This space is designed with flexibility in mind, making it the perfect location for relaxing, entertainment and health and wellbeing. Visitors can enjoy a wide range of offerings while taking in the environment and landscape, and on match days, the plaza open layout allows for a variety of activities, from impromptu games of pickup football to small live music performances.

The plaza will act as the perfect destination for visitors of all ages and interests, providing a picturesque and flexible space that's sure to enhance the overall experience for fans, and act as an events and social space for the community on non-matchdays, connecting to the wider landscape.

The proposed development includes new pedestrian and cycle entrances and routes to improve accessibility, including a potential footbridge across the Oxford Road improving the access to the Triangle from Oxford Parkway rail station and the park & ride site.

Further detail in support of the above can be found in the documents Stand United <https://oufcstadium.co.uk/wp-content/uploads/2023/06/Stand-United-Documents-June-23.pdf> and New Stadium Development Project Vision <https://oufcstadium.co.uk/wp-content/uploads/2023/06/New-Stadium-Development-Project-Vision-May-23.pdf>

### **Strategic Priority 3**

#### **"Enhancing inclusive facilities for local sports groups and on-going financial support"**

- Oxford United Football Club has released a 'Community Pledge' that encapsulates several core commitments the club have made.
- The proposed development includes the proposal to provide both maintenance and financial support for the Stratfield Brake sports pitches, including football, cricket, rugby and running.
- Oxford United Football Club has committed to the setting up of a working group to develop a Sports Playing Facilities Strategy for the local area.
- The proposed development includes facilities such as a health and wellbeing centre, gym and fitness centre, providing additional inclusive facilities all within a single building footprint, designed with flexibility in mind to allow for the wider facilities to also be used by local sports groups.
- Oxford United Football Club has highlighted that the proposed development will be accessible to all and be designed to be welcoming, inclusive and aimed to remove any 'barriers' to accessing the facilities proposed, including accommodating the women's team to play home fixtures at the new site.



**Extra detail:**

This is an area that goes right to the heart of Oxford United's commitment to be the county's inspiring sports team, the only professional sports team in Oxfordshire. The proposed stadium development will be accessible to all and will be designed to be welcoming and inclusive, aiming to remove any barriers to accessing the stadium and its facilities.

We believe that our presence in the area in our new stadium will enhance the development of local amateur sports, and not just in football. The proposed development includes a gym and fitness facility and a health & well-being centre. These additional inclusive facilities are all within the single stadium building footprint, providing services that can be utilised by local sports groups and the wider community.

We will create a formal partnership between OUFC and the four local sports clubs as well as their governing bodies, enabling them to benefit from support from a professional sport club. The support we can offer could range from coaching masterclasses to aiding grant applications to national sporting bodies.

We will also put in place a formal arrangement with Kidlington Parish Council and Gosford & Water Eaton Parish Council, whereby the club takes on their pitch maintenance. We believe this would represent a major annual financial saving for the parish, releasing funds each year for investment in other local priorities.

We are committed to the setting up of a working group to develop a Sports Playing Facilities Strategy for the local area.

Local sports and community groups will be able to make use of the stadium site's green space, which will sit in the upper part of the Triangle. Provisional plans also include a state-of-the-art gym within the stadium itself, which will be open all year round for community use.

Our stadium will provide a high-quality venue for various finals and tournaments. Our very successful Women's team will be based at the stadium and will further develop their outreach programme to work closely with local schools and clubs. We believe the increased visibility of our women's team will lead to a further spurt in the growth of the women's game in Oxfordshire.

Further detail in support of the above can be found in the documents Stand United <https://oufcstadium.co.uk/wp-content/uploads/2023/06/Stand-United-Documents-June-23.pdf> The Community Pledge <https://oufcstadium.co.uk/wp-content/uploads/2023/06/Community-Pledge-June-23.pdf> Oxford United in the Community <https://oufcstadium.co.uk/wp-content/uploads/2023/06/OUITC-summary-June-23.pdf>

**Strategic Priority 4**



**"Significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling, bus and rail use"**

- Oxford United Football Club is committed to the implementation of a sustainable travel plan to provide details and incentives that will reduce the need for car travel and encourage sustainable transport, with the target to achieve 90% sustainable travel modes.
- The proposed development has a commitment to locate of 700 additional cycle secure parking facilities in and around the stadium.
- The proposed development has a reduced number of new car parking spaces with approximately 150 match day stadium car parking spaces being proposed. Nearby pre-existing public car parking spaces, such as the nearby park and rides, will be used with fans arriving at the stadium via shuttle buses.
- The proposed development highlights enhancements to improve pedestrian access from Oxford Parkway Railway Station and Park & Ride to the stadium site, including new stepped access to Oxford Road, with a potential footbridge across Oxford Road.
- Oxford United Football Club is in discussions with the local bus service providers to develop an enhanced public bus service along Oxford Road and dedicated fan services on match days.
- It is important to note that the details of the Travel Plan is a matter for the planning process in collaboration with the statutory planning and highway authorities and engagement will be undertaken in the next phase of engagement by Oxford United Football Club.

**Extra detail:**

We are committed to the implementation of a sustainable travel plan to provide details and incentives that will reduce the need for car travel and encourage sustainable transport with the target to achieve over time 90% sustainable travel modes.

Currently at the Kassam Stadium, a very high proportion of fans travel by car on match days, with only 16.5% using buses and 6% using trains. We recognise concerns in Kidlington about parking management and access in residential streets on match days, so we will work with the councils (who have the legal powers) and residents to put in place effective measures to control this potential problem.

Through the new stadium development, we are aiming over time to achieve a target of 90% of fans and site users travelling by sustainable modes. In order to achieve this aspiration, our transport vision for the site includes:



- 85% reduction in on-site car parking compared to a conventional stadium parking provision
- 140% increase in on-site cycle parking compared to a traditional stadium cycle storage provision
- Improvement in the connectivity of Oxford Parkway railway station and the Park and Ride site for pedestrians to the stadium site via Oxford Road
- Investment in electric vehicle charging and bike storage areas for fans and the community
- Development of a sustainable Match Day Travel Plan to provide details of the route to 90% sustainable travel
- Enhanced public bus services along Oxford Road and dedicated fan services on match days
- Public Transport connections from the other park and ride sites around Oxford on match days

It is important to stress that the proposed plans are subject to further development and will be consulted on as part of the statutory planning application engagement by Cherwell District Council. We are committed to working alongside the statutory bodies and local authorities to help promote the wider emerging Central Oxfordshire Travel Plan to ensure that our proposals align to the strategic direction of transport policies in the area.

O UFC have met with the Oxford Bus Company, which already provides some service to the Kassam Stadium on match days. A number of key risks and opportunities have been identified, which will be addressed through the design process.

In order to promote the use of Oxford Parkway and train travel, and to improve the connectivity of the site and public realm, the proposed project aims to deliver:

- New stepped access from Oxford Parkway up to Oxford Road
- Enhanced pedestrian and cycle facilities improving the route between Oxford Parkway and the proposed stadium site and into Kidlington
- Enhanced and new controlled pedestrian crossing facilities across Oxford Road, including the potential for a new pedestrian bridge over Oxford Road

Further detail in support of the above can be found in the documents Stand United <https://oufcstadium.co.uk/wp-content/uploads/2023/06/Stand-United-Document-June-23.pdf> and New Stadium Development Project Vision <https://oufcstadium.co.uk/wp-content/uploads/2023/06/New-Stadium-Development-Project-Vision-May-23.pdf>



## Strategic Priority 5

### “Developing local employment opportunities in Oxfordshire”

- Oxford United Football Club has undertaken an independent socio-economic impact assessment, which has identified that the local employment growth rate in the Kidlington area is currently behind the wider economy levels in the county.
- The proposed development is to provide at least 20 apprenticeships throughout the construction period.
- The proposed development is to provide around £100.9m investment into construction and will support approximately 380 temporary jobs through the construction period.
- Oxford United Football Club can confirm that there are no planned redundancies from the move of stadium. It is anticipated that a further 340 direct full-time jobs will be supported, both in and around the proposed new stadium.
- The proposed development and operation of the stadium is expected to deliver £31m Gross Value Added (GVA) per year, being the value metric to the region.

#### Extra detail:

Oxford United FC have commissioned an early independent socio-economic impact review of the proposed development to understand what the opportunities are on a local Oxfordshire level and on a wider national level. These impacts are subject to change as the design and facilities progress, however they highlight and demonstrate the potential significant benefits that could be on offer through this development.

The infographic below shows the headline benefits during both the construction period and the stadium's operational life.

There are no anticipated redundancies as a result of the move from the Kassam stadium, so these employment numbers are all additions to the local economy.



### OUFC Stadium Proposals

#### Proposed Stadium Development

- 16,000 Capacity Stadium
- 200 Hotel beds
- New pedestrian and cycle links
- New and extended bus services

#### Local Drivers for Change

- Highly accessible and well-connected Site
- Local employment growth lagging behind the wider economy
- Identified need to improve activity & vitality in and around Kidlington local centre
- Potential to improve local identity and tourism facilities in Kidlington
- Local pockets of deprivation, particularly around education, skills & training

#### Construction Impacts over 2 years

- £100.9m Investment in construction
- 380 Jobs Construction jobs supported (on and off-site)
- £17.8m Annual GVA impact
- At least 20 apprenticeships
- Local recruitment and employment support

#### Operational and Fiscal Impacts

- 340 Jobs Direct FTE jobs supported
- 170 Jobs Indirect & induced FTE jobs supported
- £31m GVA p.a. Direct and indirect impact
- £5.7m p.a. Off-site football supporter spending
- 95 Jobs FTEs supported by off-site football supporter spending
- £280k p.a. in business rates revenue
- Section 106 contribution (to be agreed)

#### Working in Partnership with Local Organisations to Deliver:

- Local resident employment & training opportunities
- Local business supply chain opportunities
- Improvements to local community sports facilities
- Prioritising accessibility and active travel options
- Improvements in local well-being through OU in the Community

Further detail in support of the above can be found in the documents Stand United <https://oufcstadium.co.uk/wp-content/uploads/2023/06/Stand-United-Document-June-23.pdf> and New Stadium Development Project Vision <https://oufcstadium.co.uk/wp-content/uploads/2023/06/New-Stadium-Development-Project-Vision-May-23.pdf>



## Strategic Priority 6

### **"Increasing education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing"**

- The club's charitable arm 'Oxford United in the Community (OUITC)' has a vision that is to see every person in Oxfordshire having the opportunity to have a positive connection with the club every day, inspiring happier, healthier, and better-connected communities. Through the development of the new stadium both OUFC and OUITC will have access to flexible event and education spaces alongside the elite sporting facilities. This will enable OUITC to better deliver its vision in the local community and also enable OUFC to support this vision whilst enhancing the club's community outreach to the whole of Oxfordshire.
- Oxford United in the Community has a formal partnership in place with Abingdon and Witney College to develop special educational needs and disability (SEND) educational courses alongside sports courses.
- The proposed development is to have an apprenticeship partnership with the local schools, colleges and universities around the area.
- Oxford United Football Club has highlighted that they are committed to the continuation and enhancement of the work already being done within Oxfordshire and the Blackbird Leys area. The Kassam stadium currently allows for very limited non-matchday use, so we will continue to utilise and improve our longstanding training ground facilities at Horspath Road to further increase education and our community outreach. Our new stadium can provide a Hub for the whole of Oxfordshire.
- The proposed development includes the delivery of an international class stadium, featuring flexible educational and community facilities within the stadium footprint.

#### Extra detail:

The proposed new development will be of an international class modern, accessible and inclusively designed stadium that will be the venue for elite sport, together with flexible spaces for local sports and community group uses.

Our charitable arm, Oxford United in the Community, already has an extensive network of partnerships within Oxfordshire. Its mission is to "harness the power of football to excite, inspire, involve and promote strong values of inclusion and citizenship."

Working collaboratively with local and county-wide delivery partners, Oxford United in the Community uses the power of football to inspire the people and communities of Oxfordshire to have positive aspirations for their futures and to have the health, wellbeing, self-confidence, opportunities and resources to achieve them.



On a weekly basis the charity works with 21 different schools, engaging with almost 700 participants. We partner with over 80 community groups in the county.

The education programmes include maths classes, disability programmes aimed at developing physical skills and confidence plus mental health and well-being classes and life chances classes. We run after school clubs and school holiday camp activities.

Our sports coaches deliver to boys and girls the Premier League Primary Stars (ages 5 – 11) and the Premier League Kicks (up to 18-year-olds) programmes to develop their football and teamwork skills.

Our new stadium will enable us to work with more groups. We are particularly keen to work with schools on a programme for children with Special Educational Needs and Disabilities.

We will be able to complement our coaching activities with workshops at our stadium and on pitch coaching out of season.

Our Training Ground will continue to be based at Horspath Road. We are investing in the venue and many of our local community activities for Blackbird Leys and east Oxford will still be run from that site.

Our ability to operate all year round at the new stadium means there is huge scope to host events and activities to increase participation in sport and increase local health and well-being.

The gym and health and well-being centre planned for incorporation within the stadium building will make a major contribution to healthier lives in Kidlington and the surrounding areas.

Further detail in support of the above can be found in the documents Stand United <https://oufcstadium.co.uk/wp-content/uploads/2023/06/Stand-United-Documents-June-23.pdf>, The Community Pledge <https://oufcstadium.co.uk/wp-content/uploads/2023/06/Community-Pledge-June-23.pdf> Oxford United in the Community <https://oufcstadium.co.uk/wp-content/uploads/2023/06/Oxford-United-in-the-Community-June-23.pdf> and Equality, Diversity & Inclusion <https://oufcstadium.co.uk/wp-content/uploads/2023/06/EDI-Documents-V5-final-5-June-23.pdf>



### Strategic Priority 7

#### "Supporting the council's net zero carbon emissions pledge through highly sustainable development"

- The proposed development highlights the opportunity for enhancement to the woodland through planting of natural local species, including trees, shrubs and landscaped gardens, to support the nature recovery of the area. The proposed development is to deliver a biodiversity net gain of at least 10% (as required by current planning policy) whilst aspiring to increase this gain in line with the 20% ambition targets in the area. This gain will ensure that the habitat for wildlife is in a better state than it was before the development, delivered through solutions such as 'green roofs' and enhanced planting.
- The proposed development is to deliver a BREEAM accreditation of at least 'Very Good' with a clear aspirational target of achieving 'Excellent'. BREEAM (the Building Research Establishment Environmental Assessment Method) is used to masterplan projects, infrastructure and buildings. You can find out more about BREEAM at <https://bregroup.com/products/breem/>
- The proposed development is to align to the United Nations 17 global goals for sustainability, known as the 'Sustainability Development Goals'. The Sustainable Development Goals are a call for action by all countries – poor, rich and middle-income – to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection. More important than ever, the goals provide a critical framework for COVID-19 recovery. Further details can be found at [www.un.org/sustainabledevelopment/](http://www.un.org/sustainabledevelopment/)
- Oxford United Football Club has highlighted a number of sustainable measures in the early design phase; these include the installation of solar panels to the roofs, electrical charging points, reduction in 'single-use plastic' both in construction, including targets to divert waste from landfill to over 95%, and the installation of sustainable water management solutions.
- Oxford United Football Club is committed to the transparent reporting of Environmental, Social and Governance (ESG) targets and progress through the formation of an ESG framework which will be displayed on the [club's website](#).

#### Extra detail:

Oxford United Football Club is supportive of Oxfordshire County Council's Net Zero aspirations and will work with the council and partners to seek opportunities to deliver Net Zero solutions in our development plans. This will apply during the stadium's construction and we will also develop a net zero carbon plan for the stadium's operations. This includes supporting initiatives such as the 2030 target for zero emission bus fleets within Oxfordshire.



Our new stadium will be designed sustainably, built and operated sustainably to achieve at least the BREEAM Very Good standard, with the aspiration to achieve Excellent.

This independent environmental assessment method from the Building Research Establishment will put the stadium in the top 25% of new buildings in terms of sustainable construction and sustainability during its life of use.

The stadium will be set in enhanced green space, where our aim is to achieve (in line with current planning policy) a net biodiversity gain of at least 10%. This increase will ensure that the habitat for wildlife will be in a better state than it was before the development, delivered through solutions such as 'green roofs' and enhanced planting.

We are investigating the potential for clean energy generation on site. The stadium roof offers a platform for inclusion of sustainable measures such as green roofs or PV panels to generate energy for on-site use. There will be electric vehicle charging points on site, covering current and future requirements. The stadium will operate with zero plastic, with minimal waste and packaging. On site catering will seek to maximise the use of locally produced food and drink.

The site will have a water management plan to include attenuation, reuse of rainwater on site and measures to reuse wastewater for different purposes. Light pollution will be minimised through considered design using LED technologies and intelligent controls. Floodlighting technology has advanced significantly and will be installed to limit light spill to neighbouring communities and environments. There will be a focus on resource efficiency and renewable materials and re-use, in support of circular economy principles. The design process will also explore on-site re-use of demolition materials.

The UN Sustainable development goals (SDGs) highlight how all aspects of sustainability are connected. Through the project lifecycle, this project will ensure that the SDGs are a focal point in procurement, construction, delivery and operation. This will enable the project to contribute to SDGs including climate change, biodiversity, gender and wider equality, and clean and affordable energy.

The SDGs were first written into a national policy by the Senedd (Welsh Parliament) in the Wellbeing of Future Generations Act Wales (2015). The UK Government has committed to the delivery of the SDGs by embedding them in planned activities within each Government department. The BREEAM designation process will enable the stadium project to support these aims in a modern sport stadium.

Finally, Oxford United is committed to undertaking a full environmental audit throughout the development through a 360 sustainability process which provides a bespoke framework, putting carbon reduction at the forefront of ambitions and measuring materials, resources and waste; biodiversity; wellbeing; community and transport outcomes.

Further detail in support of the above can be found in the documents Stand United <https://oufcstadium.co.uk/wp-content/uploads/2023/06/Stand-United-Document-June->



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[23.pdf](https://oufcstadium.co.uk/wp-content/uploads/2023/06/New-Stadium-Development-Project-Vision-May-23.pdf) and New Stadium Development Project Vision <https://oufcstadium.co.uk/wp-content/uploads/2023/06/New-Stadium-Development-Project-Vision-May-23.pdf>

### **Background to the proposed development of a new stadium**

Oxford United Football Club has put forward a proposal to construct a new stadium development on a site owned by Oxfordshire County Council, known as the 'Triangle.' The site is situated north of Oxford and at the gateway of Kidlington, sitting adjacent to Oxford Parkway Train Station.

The proposed development incorporates a single building. Within this building will be a new 16,000 capacity stadium; 200-bed hotel, restaurant and café; flexible community, conference and hospitality spaces, sitting alongside a new outdoor community and multi-functional plaza. We are also exploring the opportunity for a Health and Wellbeing Centre and Fitness Centre. All these uses will be located within the footprint of the stadium building, which itself will be pushed as far south of the triangle site as possible to maintain a green gap to the north. The proposed layout of the stadium can be found here: <https://oufcstadium.co.uk/wp-content/uploads/2023/05/OUFC-New-Stadium-Development-Site-Vision-Masterplan-Rev.01-1536x1087.jpg>

We cannot play at the Kassam Stadium following the conclusion of the 2025/26 season, due to the expiry of a lease agreement with the current stadium owners. Further information is available on the Oxford United Football Club Stadium Development website here: <https://www.oxfordshire.gov.uk/council/about-your-council/oxford-united-stadium>

We want to construct a new stadium in time for the 2026/27 season commencement and have appointed a professional project team of design and management consultants to develop the proposals to date.

We have published the documents referred to above, which are all available on our project website <https://oufcstadium.co.uk/relevant-documents/>. The documents highlight the designs to date and proposals moving forward. Oxfordshire County Council have also received these documents as part of ongoing discussions and sharing of information. This report summarises the findings within these and should be read in conjunction with the online materials.

The documents are also available on our website or you can contact by email at [newstadium@oufc.co.uk](mailto:newstadium@oufc.co.uk) or freephone: 0800 1707 178 should you wish to discuss access to the documents.

### **The Development Journey**

Oxford United Football Club has a rich history that was founded in Headington in 1893, joining the professional ranks in 1962. Between 1984 and 1986 the club achieved successive promotions into the first division (premier ship) and won the Milk Cup in 1986 at Wembley with almost 40,000 fans in attendance.



At present, we play our home fixtures at The Kassam Stadium, moving there from The Manor Ground in 2001. The stadium is owned by Firoka Ltd, a company owned by a previous Oxford United Football Club owner, Firoz Kassam. The Kassam Stadium was built on land purchased from Oxford City Council, with the Council including a 25-year restrictive contract in the land transfer which stated that for the first 25 years from the date of the contract, the stadium could only be for the primary use of football league matches.

This agreement expires in 2026 and as it is excluded from the Landlord and Tenant Act, there is no right of renewal. The licence agreement was terminated by Firoka Ltd, and we must vacate the stadium by June 2026. This means that Oxford United Football Club must find a new home by the start of the 2026/27 season.

Following a comprehensive land search, we have identified no available viable sites within an appropriate geographical area required by the English Football League to keep the Oxford United name. The club approached Oxfordshire County Council regarding the 'Triangle' site as being a possible viable site, despite not being actively marketed as available at the time. We have invested in the appointment of a professional design team who have been working, and continue to work, alongside the club to develop the proposals put forward.

The proposed location and development offer the opportunity for the people of Oxfordshire to continue to access live professional sport within a community development which provides an all-year-round engagement programme to offer benefits wider than on the field of play.

### Summary of the proposed new stadium vision

Our OUFC stadium development vision statement is:

*'to create a sustainable sports, entertainment and lifestyle landmark in Oxfordshire which is locally loved and internationally recognised. The stadium will set the benchmark for commercial innovation, environmental performance and community benefit and put the visitor experience at the heart of everything it does.'*

In addition to the stadium development vision statement, we have identified five 'foundational principles' which are to be taken throughout the project and are aimed to be used in all decision making by the club when associated with the proposed development.

- a) **Visitor Experience at the heart** – constructing a new landmark for Oxford which instils community pride, is accessible, welcoming and puts the visitor experience at the heart, not just for fans of the game, but for all who visit.
- b) **United with the community** – be an active and positive part of the community, creating a sporting legacy and generating new employment, education



opportunities and having a positive impact on the health and wellbeing of the communities we serve.

- c) **Sustainability at the core** – ensure that environmental and commercial sustainability is at the core, to protect the long-term future of our club and our planet.
- d) **Improving connectivity and access** – ensure the site and all facilities are a safe and inclusive place for all, with improved connectivity and access to the site, creating a hive of activity and an atmosphere of community, removing barriers to the site.
- e) **Promoting innovation** – utilise technology to improve the way things are done, nurturing a culture of collaboration and new ideas.

#### **Proposed Next Steps**

Oxford United Football Club has a need to complete the proposed development ready for the commencement of the 2026/27 season. In order to achieve this timescale, the below next steps have been identified.

- 5 June – 23 July 2023** Public engagement to be undertaken by Oxfordshire County Council.
- 19 September 2023** Oxfordshire County Council cabinet meeting at which a decision will be taken about the use of the Triangle site.
- October 2023** If approval is given by the council for the Triangle, Oxford United Football Club to submit a planning application to Cherwell District Council.
- March 2024** Outcome of planning application by Cherwell District Council.
- July 2024** Subject to planning approval, Oxford United Football Club to commence works on site.
- July 2026** Stadium works are complete, and the stadium is operational.

The early stages of the above engagement are summarised in <https://oufcstadium.co.uk/wp-content/uploads/2023/06/Engagement-Strategy-June-23.pdf>