INTRODUCTION

Welcome to this first stage of the consultation process relating to this site known as Land West of Oxford Road (LWOR), and previously as North Oxford Golf Club.

Exeter College, Merton College and Oxford University (the landowners) are jointly promoting a proposal for housing-led development on the site, which lies inside Cherwell District on a former golf course site. On behalf of the landowners, Oxford University Development (OUD) is seeking to progress an outline planning application at the LWOR, to be submitted later in 2026.

EXETER COLLEGE OXFORD

MERTON COLLEGE OXFORD

UNIVERSITY OF OXFORD

The landowners are longstanding institutions with deep, local roots in Oxfordshire, rather than remote investors. We share a desire to see high-quality development, sensitive to the local context and informed by the input of local people, groups and organisations.

Therefore, as part of a collaborative process, we welcome your views, questions, comments and concerns. We want to hear from you, so please read through these panels and ask team members if you have any questions.

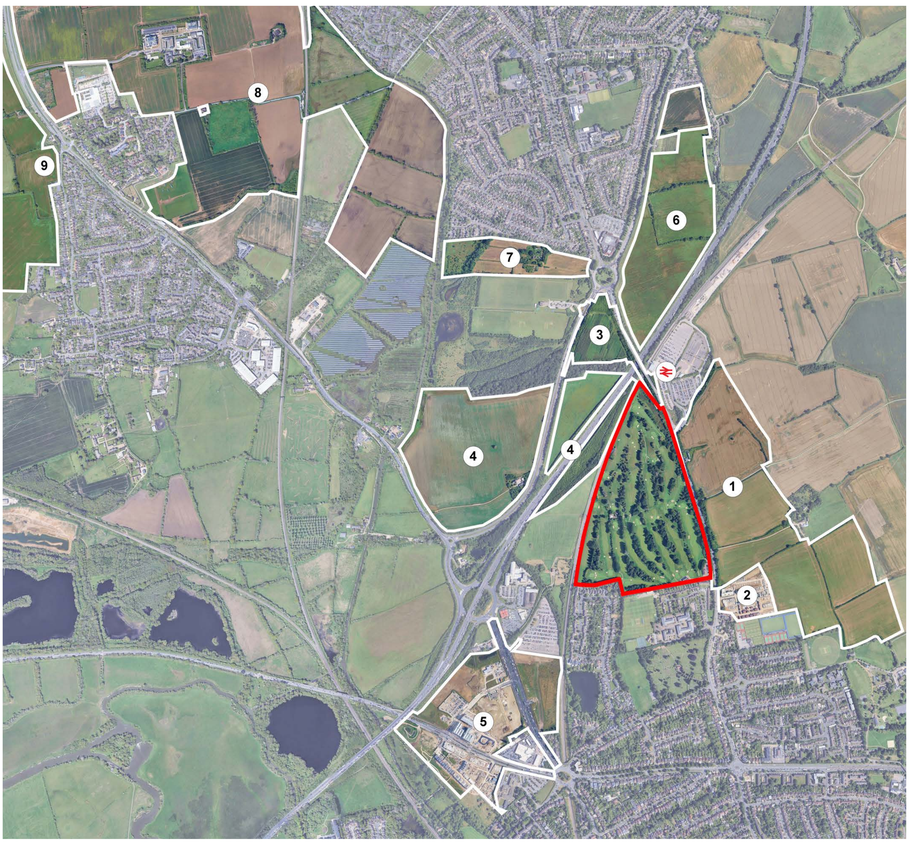
Kindly take a few minutes to fill in a feedback form. We have paper copies available here, or digital copies online at **landwestofoxfordroad.co.uk.**

OUD OXFORD UNIVERSITY DEVELOPMENT

CONTEXT

The site covers approximately 32 hectares. It is allocated in the Cherwell Local Plan 2011-2031 (Part 1) Partial Review, which was formally adopted in September 2020 for residential development as "Site PR6b - Land West of Oxford Road". As the plan below shows, it is in an area that will see a lot of change, necessary to create much needed new homes.

Following a vote by club members, the North Oxford Golf Club closed in October 2025. The landowners are working with JTP architects and a team of consultants to prepare an outline planning application to help create a new residential community in accordance with local policy.



Key

1. **PR6a Water Eaton**
   Bellway
   New homes
   Two form-entry primary school
   Local centre
2. **Priory Grove**
   Croudace
   New homes
3. **Oxford United Football Club**
   Oxford United F.C.
   New stadium development
4. **EXOq** (Proposed)
   Exeter College,Oxford
   High-Performance Compute (HPC)
   New footbridge
   New park and amenities for Kidlington
   Further education college
   Hotel
   Commercial use
5. **Oxford North**
   Oxford North Ventures LLP
   Research labs
   New Workspaces
   New homes
   Hotel
   Energy sharing loop
6. **PR7a Kidlington East**
   Vistry
   New homes
7. **PR7b Stratfield Farm**
   Manor Oak Homes
   New homes
8. **PR8 Begbroke Innovation District**
   Oxford University Development, Hallam Land, Newcore
   New homes
   New workspaces and research
   Local amenities
9. **PR9 Land West of Yarnton**
   Vistry
   New homes
   Elderly/Extra care residential care home
   Community hub

Local Plan Policy PR6b identifies the following requirements:

- a programme for the submission of proposals for a replacement golf course at Frieze Farm (under policy PR6c) is provided; or
- the submission of evidence to demonstrate that a replacement golf course is not required.

We are undertaking an assessment of golf needs in the area. This considers existing and future demand and supply for golf courses. Our initial findings are that, given the large number of remaining golf courses in the area, there is no need for a replacement. Evidence for this will be provided with the outline planning application as required by Policy PR6b.

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SITE CONSIDERATIONS

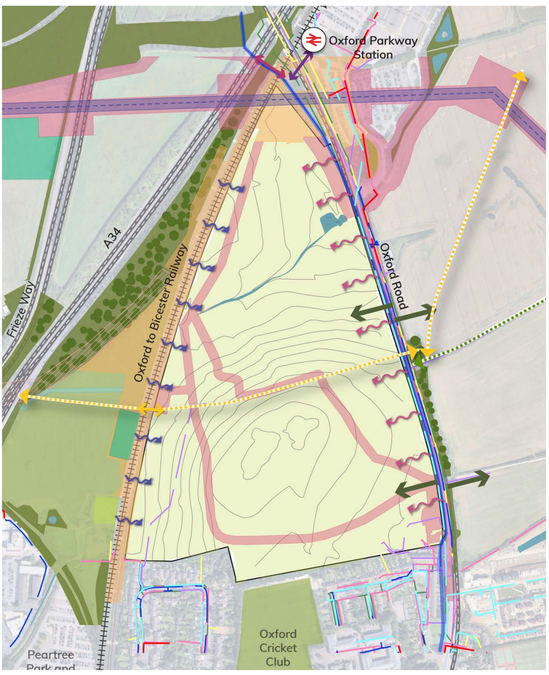
The PR6b site is complex and has various constraints and opportunities including:

Constraints

- Easements enabling access to the railway and footbridge.
- Land safeguarded for East–West Rail.
- Noise from the A34 and railway line.
- Potential archaeology: Investigations will allow finds to be identified and interpreted in conjunction with the County Museum.
- Anglo-Saxon barrow area to be retained and protected.
- Areas to the northeast fall within Flood Zones 2 and 3 and are at risk of flooding from rivers.
- 132 kV overhead powerline to the north.

Landscape and Ecology

Utilities and Access



Key

- Site Boundary
- Railway
- Primary Roads
- Railway Station
- Public Right of Way - Footpaths
- Public Right of Way - Bridleways
- 1m Contours
- Green Space
- Woodland
- Traditional Orchard
- Landfill
- Category A Trees
- Category B Trees
- Category C Trees
- Category U Trees
- Bat Roost
- Archaeological Feature
- Anglo-Saxon Barrow Area of Preservation
- Existing Pond
- Existing Ditch
- EA Flood Zone 2*
- EA Flood Zone 3**
- Low Flood Risk
- Medium Flood Risk
- High Flood Risk
- 132kV Overhead Cable
- 132kV - 20m easement)
- Low Voltage Electricity Cable
- High Voltage Electricity Cable
- Potable Water Main
- BT Cable
- Fire Hydrant Cable
- Gas Main
- 6m easement to Gas Main
- Telecommunications (T1) Cable
- East West Rail Proposed Permanent Acquisition of Land
- East West Rail Proposed Temporary Possession of Land and Permanent Acquisition of Rights
- East West Rail Proposed Temporary Possession of Land
- Noise from Railway
- Noise from Oxford Road
- Proposed Underpass
- Proposed Footbridge
- Proposed Site Access

* Environment Agency Flood Zone 2 means land has a medium probability of flooding (0.1-1% chance of river flooding per year)
** Environment Agency Flood Zone 3 means land has a high probability of flooding (A 1% or greater chance of river flooding per year)

Opportunities

- Design an attractive new neighbourhood, whose character is guided by that of the area and its landscape.
- Provide 50% affordable housing.
- Support improvement to East-West connectivity.
- Optimise density, given an exceptionally sustainable location next to Oxford Parkway Station.
- Enhance natural features and strengthen biodiversity.
- Prioritise active travel, including cycling.
- Create a neighbourhood that the community can be proud of.

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VISION PRINCIPLES

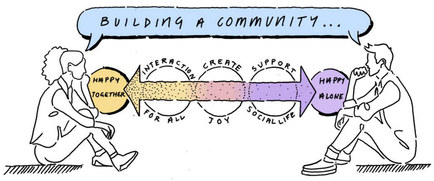
Our six vision principles will guide the design and delivery of the site's development:

At Home with Nature

Embedded within a rich landscape setting, all homes have easy access to ecologically rich environments, offering natural play and recreation opportunities for all ages.

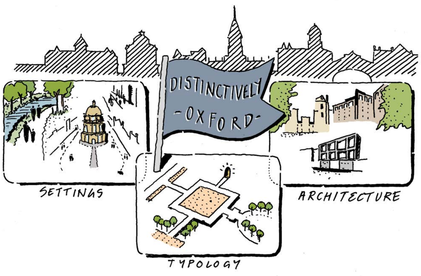
People First Streets

Streets designed to prioritise walking and cycling, with slow traffic speeds creating safe, green and sociable spaces that foster a strong sense of community.



Building a Community

A range of communal spaces of different scales and functions encourage intergenerational living and support the growth of a strong and healthy community.

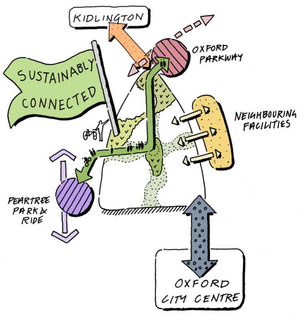


Distinctively Oxford

A sheltered place set back from Oxford Road where a new community can grow and thrive, drawing inspiration from the best parts of the city and surrounding settlements.

Leaving a Legacy

A place designed to improve with age, using high-quality materials and detailing, public art, and distinctive landscaping to enrich the environment and reinforce identity over time.



Sustainably Connected

Safe and attractive walking and cycling routes across the site provide key linkages to important destinations, giving easy access to local amenities, schools and workplaces.

Our vision is to create homes set within a parkland landscape, shaped by mature trees and new planting that changes through the seasons. It will reflect a modern Oxfordshire character, drawing inspiration from the city and surrounding settlements, creating a range of spaces to support active and healthy lifestyles, whilst also supporting the development of a strong community, with excellent connections to Oxford city centre, Oxford Parkway and Kidlington.

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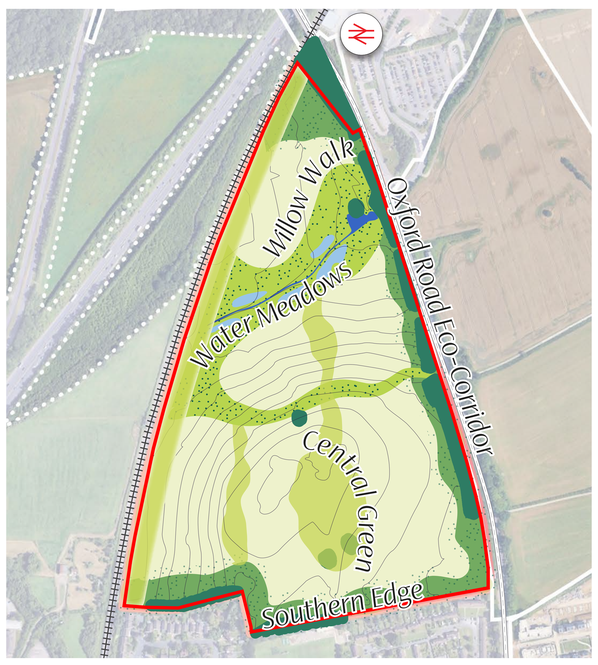
CONCEPT MASTERPLAN

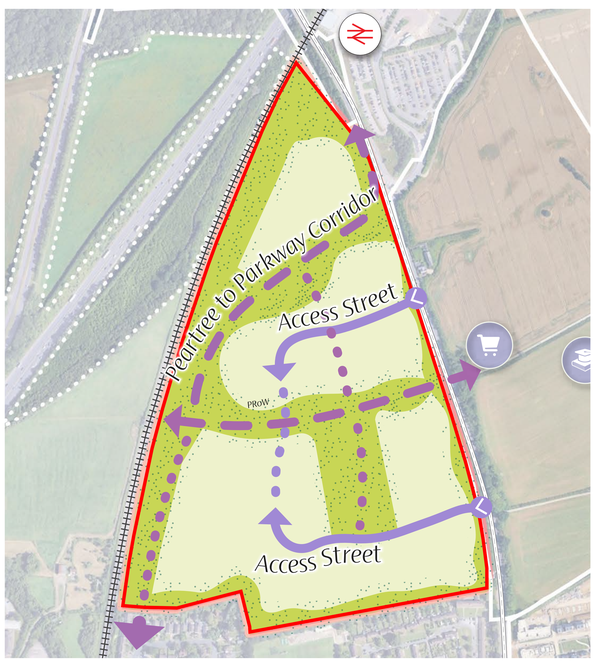
Masterplan Principles

The masterplan principles demonstrate the key components of a well-connected, landscape-led neighbourhood, where a strong green framework and direct, people-first connections support the creation of an attractive, active and healthy community.



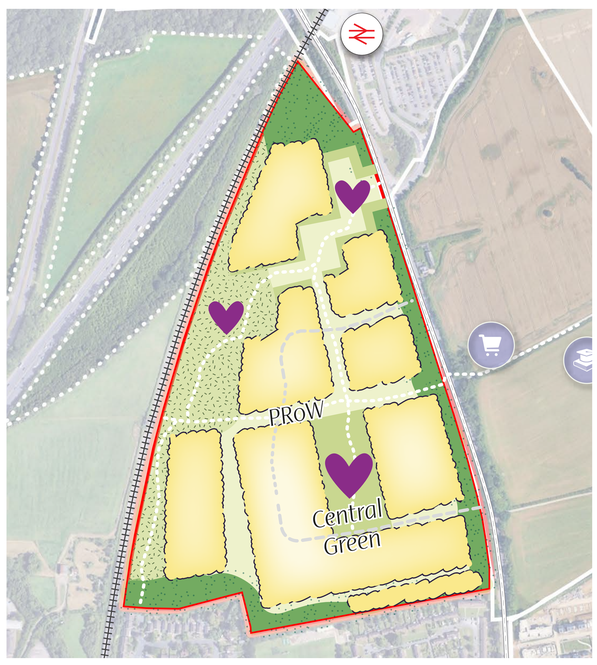
1. A Green Lattice

A series of green spaces are designed around existing landscape assets such as the pond and barrow, with new planting which retains and enhances their special qualities.



2. Permeable Links for People

A network of attractive walking and cycling routes provides safe and convenient connections to key destinations within and beyond the site boundary.



3. Building a Community

Development blocks are shaped around the green lattice creating well-defined urban form and easy access to green space for all homes.

Concept Masterplan

The concept masterplan shows how the vision and masterplan principles could come together to create a distinctive new place, with landscaped spaces linked by footpaths and cycleways and homes arranged around quiet, green streets and courtyards to foster a strong sense of community.

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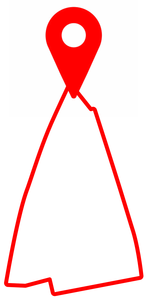
THE APPLICATION PROCESS



Outline Planning Application

This consultation is for an outline planning application (OPA) for the site. An OPA seeks approval for the general principles of a development, rather than all the detailed design. It will include:

- a site boundary
- the proposed use (in this case residential)
- the maximum number of residential units
- Maximum heights and building envelopes for the proposed buildings / plot extents
- Parameter plans setting out the general principles
- An illustrative masterplan showing how the principles behind the development could be put into practice

The OPA would be accompanied by extensive assessments that consider the impacts of the proposed development principles and identify any mitigation that is required.

Reserved Matters

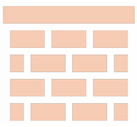
Once an OPA is approved, the details of the proposed development would be agreed with the council through the submission of a reserved matters application. This may come forward as one reserved matters submission, or may be split into phases through a number of reserved matters applications. The reserved matters would include detailed information showing:

1. Layout

Position of buildings
Internal roads, paths, parking areas
Relationship between buildings and open spaces

2. Scale

Height, width and length of buildings
Number of storeys
Overall massing



3. Appearance

Architectural design
Materials
Windows, doors, façade treatments

4. Landscaping

Planting schemes
Boundary treatments (fences, walls)
Public open spaces, play areas

5. Access *(if not already approved at outline stage)*

Vehicular and pedestrian access points
Road layouts and footpaths
Junction visibility and details

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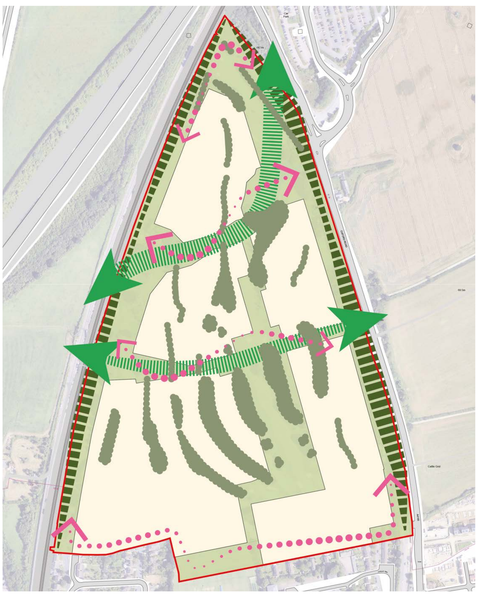
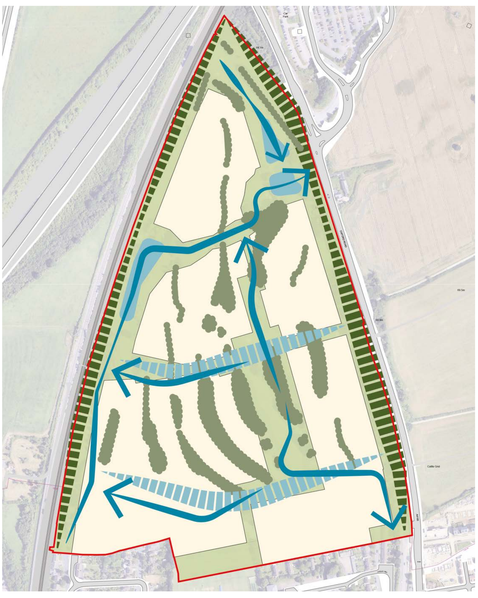
LANDSCAPE

The site offers strong inherent landscape advantages, with established vegetation and landform providing a robust framework for a high-quality setting that supports both ecological value and a distinctive sense of place. Building on this, the masterplan intentionally exceeds typical expectations for access to open space, ensuring that all residents benefit from generous, convenient and varied green areas that promote wellbeing, informal recreation and connection to nature.

Green infrastructure



Blue infrastructure

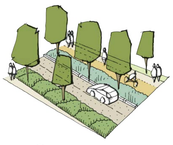


Keys:

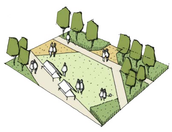
- Open Space with species rich planting
- Existing tree planting
- Enhanced boundary planting
- Focal green corridors
- Species and habitat connections
- Focal basins with sections of play and species rich planting
- Key blue corridors featuring swales, rills and access to water
- Secondary blue corridors featuring rain gardens and swales

The vision for the landscape character is to create a cohesive and legible environment that reflects local qualities while introducing a contemporary, nature-led identity. Spaces will feel informal, welcoming and connected, with a hierarchy of green areas that balance activity with quieter, restorative settings.

Landscape strategy treatments

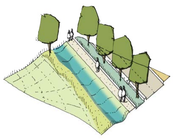


Streetscene



Focal Centre 'Heart'

Activity & Play



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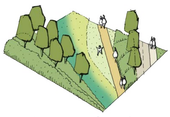

Natural Edges

Natural Enclosure

While opportunities for active lifestyles are embedded through paths, play and informal recreation, the landscape will not incorporate integrated sports facilities. Instead, the emphasis is on flexible, multi-functional spaces that can be enjoyed by a broad range of users and adapt over time, reinforcing a landscape-led approach to community life.

Parkland

Play within the landscape

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ECOLOGY

A series of ecological surveys are being undertaken across the site, including an assessment of the habitats present, as well as searches for protected species such as badgers, bats, birds, reptiles, dormice and newts.

To date no evidence of badger activity or the presence of water vole or otter have been detected. Common reptiles are known to be present in the wider area. The activity and static bat surveys identified a moderate bat assemblage within the site.

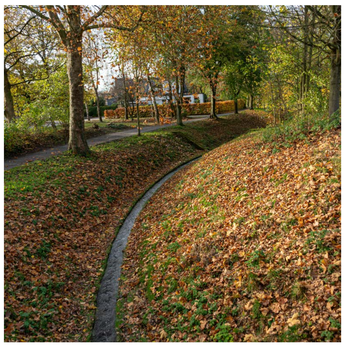
The existing site, including trees and a pond

The layout of the scheme will consider the results of the surveys, avoiding impacts or loss to valuable habitats or species wherever possible. Where loss of habitats is unavoidable, mitigation will be put in place, enhancing existing areas as well as creating new habitats within the development.

An assessment has also been made of the trees throughout the site, looking at the health, age and ecological value of each tree. The design of the scheme will seek to retain the valuable trees whenever possible, with new trees being planted to offset the loss of those that need to be removed.

Other improvements such as installing bird and bat boxes will be undertaken, as well as providing hedgehog highways.

The vision for biodiversity to be integrated into the scheme



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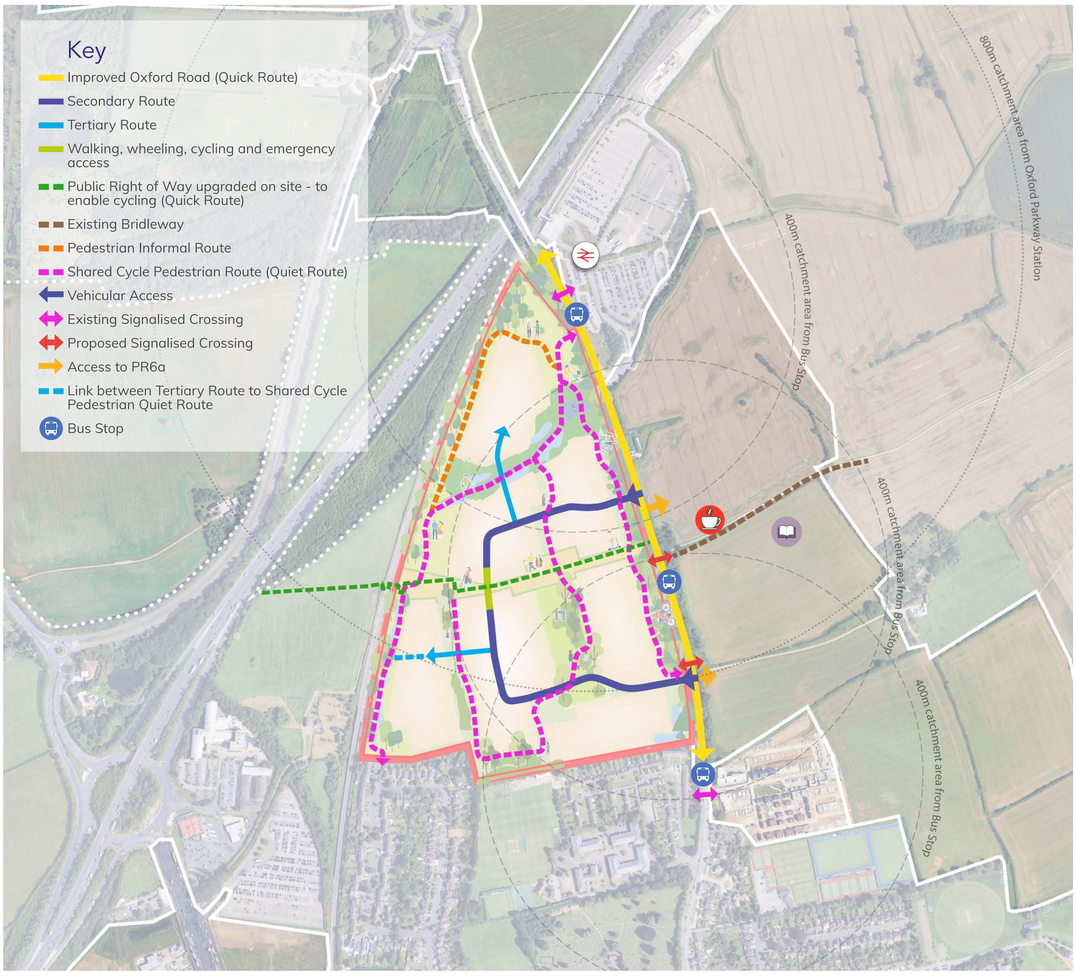
CONNECTIVITY

Creating Neighbourhood Streets

The site is designed around quieter, people focused neighbourhood streets that connect naturally into surrounding communities. There is no proposed internal through route for cars between access points, helping create calmer and safer streets for everyday walking, wheeling and cycling.

Public Transport Connectivity

The site is well connected by public transport, with Oxford Parkway railway station and buses on Oxford Road within easy walking distance. The network of streets and routes within the site will connect to Oxford Parkway and a proposed set of bus stops on Oxford Road to serve the development.



Improvements to Oxford Road

Oxford Road remains an important corridor for walking, cycling and public transport. The site will improve routes for walking, wheeling and cycling along Oxford Road, while minimising impacts on the existing trees. Signal controlled crossings are proposed to enable people to cross Oxford Road to access the local centre and primary school at the consented development 'Water Eaton' (PR6a).

Making Space for Crossing the Railway

The proposals safeguard land required for a potential future upgrade to the rail crossing, which would further strengthen connections to Oxford North, the canal and wider north Oxford destinations for existing and future communities.

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BENEFITS OF APPROACH

The benefits of the approach to the site include:

Alignment with Council planning policy

The proposal aligns with Cherwell District Council's development brief for the site, and its ambitions for the delivery of attractive, quality homes that reflect local character, which is integrated and connected with existing neighbourhoods to the south and the new neighbourhood located to the east on site PR6a.

Sustainability integrated from the outset

Embedding sustainability into the development from the outset through a "Five Capitals" approach which delivers long-term environmental, social, human, physical and economic value.

Homes for all

Up to 800 mixed tenure, inter-generational homes to meet local needs. Catering for a diverse, multi-generational community and delivering much needed affordable housing.

A landscape-led approach

Shaping a distinctive new neighbourhood around existing landscape features, through the retention of key trees and hedgerows and the creation of wildflower meadows and wetland areas, to create a sense of maturity and ensure that residents are close to nature.

Promoting active and healthy lifestyles

Providing recreation and exercise opportunities for all ages, by prioritising walking and cycling over car use and creating a variety of open spaces and play areas, interwoven through the new homes.

Network of attractive pedestrian and cycle routes

Facilitating active travel journeys by foot and cycle through beautiful green spaces and along quiet, people-friendly neighbourhood streets and squares. Providing strong linkages to the new local centre and school on the east side of Oxford Road, offering easy access to day-to-day needs within walking distance.

Enhanced connections to the wider area

Creating new and improved linkages to facilitate journeys by cycle, bus and train, both towards Oxford and Kidlington and out to the surrounding countryside.

Space for nature and ecology

Retaining and enhancing natural areas around the edges of the site to provide new and improved habitats for flora and fauna, supporting biodiversity and nature recovery.

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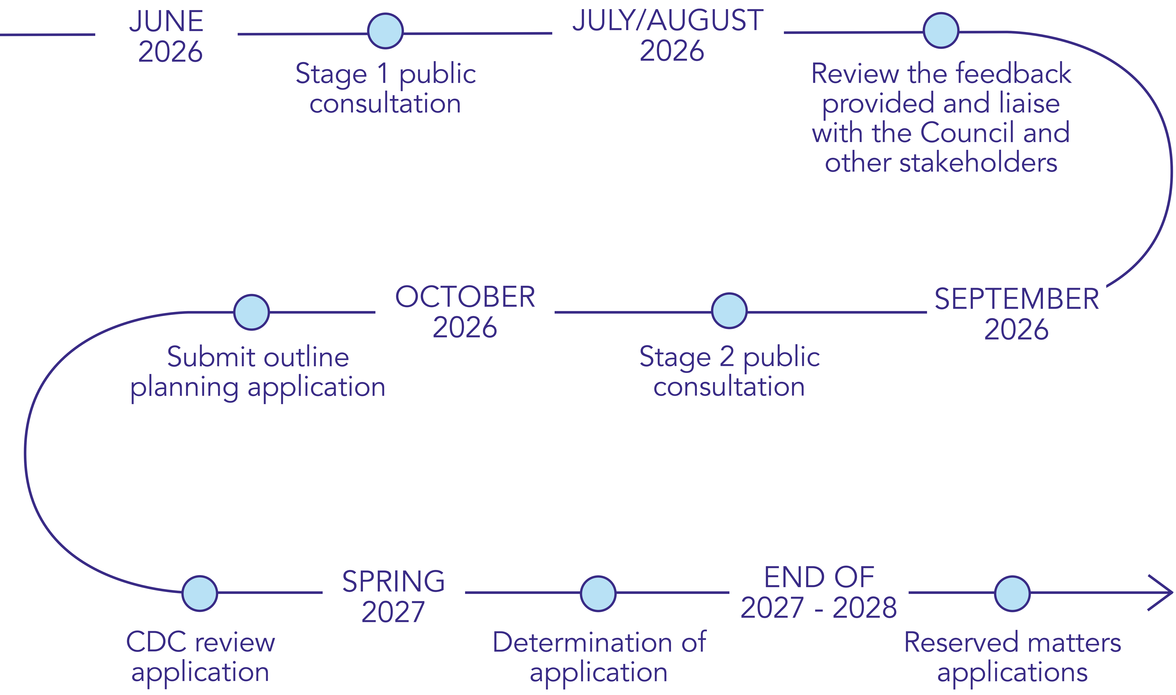
NEXT STEPS

We hope you found this exhibition informative. Residents' voices are at the forefront of building a sustainable community and we value your input.

Before you go, please remember to leave your feedback with our colleagues or submit via the QR code/website below.

The team will review the feedback provided and is liaising with the Council and other stakeholders to receive their comments on the emerging proposals.

Please see the timeline of events regarding the application process for the site below. We hope to see you back in late summer 2026 for our second consultation to present the masterplan before the application is submitted.



Kindly take a few minutes to fill out a feedback form to provide your thoughts and ideas on development at Land West of Oxford Road.

The feedback form can also be found on our website, or by using the QR code here.

To learn more as this project progresses, please visit: landwestofoxfordroad.co.uk

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