



STAND UNITED

**A Report by Oxford United Football Club
May 2023**

Oxfordshire County Council Requirements
for the Transfer of Land at Kidlington



Preface

This is a key moment for both Oxfordshire County Council and Oxford United Football Club. We as a club want to deliver something of which Councillors and the club can both be proud.

The club is now in a race against time to open the new stadium by the summer of 2026. If we can't open by the start of the 2026 season, we will be homeless. Playing out of county is something none of us want, even for a short while. We can't contemplate a long term move away, it would mean a loss of our name, identity, and heritage. If that were to happen it would almost certainly lead to the closure of the club.

Oxfordshire County Council has quite rightly set some tough conditions for us to meet. We hope that this submission, the continuation of a formal process of dialogue with the county and local people, will demonstrate that we have firm plans to meet the conditions set-down by the county council and the expectations of the people of Oxfordshire.

Grant Ferguson
Chairman, Oxford United Football Club

Tim Williams
Chief Executive, Oxford United Football Club

Oxfordshire County Council's Strategic Priorities



1. Maintain a green barrier between Oxford and Kidlington



2. Improve public access to high quality nature and green spaces



3. Enhance inclusive facilities for local sports groups and on-going 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 to 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 an accessible 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

Introduction and overview

Prior to entering into discussions with Oxfordshire County Council the club instructed agents to conduct an extensive land search to identify sites that would enable the club to continue playing in or in close proximity to Oxford, an English Football League requirement to keep our name.

Our agents were further instructed to identify sites that were highly accessible and sustainable, in contrast to the Kassam Stadium.

No viable or available brownfield sites were identified in this process.

There is an existential need to deliver a new stadium by the summer of 2026. The only viable option which may be available to acquire, which is capable of delivering a well-connected, sustainable stadium within the necessary timeframe for OUFC, is the site owned by Oxfordshire County Council known as the Triangle.

We welcome the willingness of the county council to enter into negotiations with us about a potential transfer of the site which was not openly marketed for lease or sale at the time of our approach. We note the conditions approved by the council's cabinet at its meeting on 24th January 2023.

Oxford County Council has set us 7 tough conditions and this report sets out the progress we've made so far and what we intend to do in the coming months, some of which will be subject to the formal planning process and discussions with Cherwell District Council.

Between now and the September cabinet meeting we intend to demonstrate that not only have we met the seven key strategic priorities of Oxford County Council, but also how the club's values and activities contribute to a more equal, diverse and inclusive Oxfordshire.

We have already commenced a vigorous programme of engagement with the people of Kidlington, who we want to be comfortable with us as new neighbours. We want our stadium to be their stadium. A community hub that is open to them all year round, with facilities that are available to the public and a safe environment in the surrounding green spaces for everyone to enjoy. We are also engaging with residents in nearby north Oxford and the wider community of Oxfordshire, listening to their concerns and updating our plans accordingly.

We have also begun engaging with the political leaders of Oxfordshire – OCC and your colleagues, district councillors, parish councillors and local MPs. This dialogue is valuable and will continue right through to the opening of our new stadium.

We have been listening to local sports clubs, schools, businesses and amenity groups.

We are of course listening to our thousands of fans across the county. We were pleased to contribute to the government's recent review of football regulation. The review puts fans at the centre of all we do and makes particular reference to the emotional attachment to the club's name, heritage and home ground.

It is imperative that we secure a new home that is under the control of the club, where we control our destiny.

We have sought the best possible professional support. We have commissioned services from some of the country's leading architects, planning and transport specialists, business planners and public affairs advisers. More details can be found on our website [here](#)

We have developed our site plans from an initial vision through to a concept masterplan for the site. We have identified five foundational principles for the project, which are to be used to inform all decisions about 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.

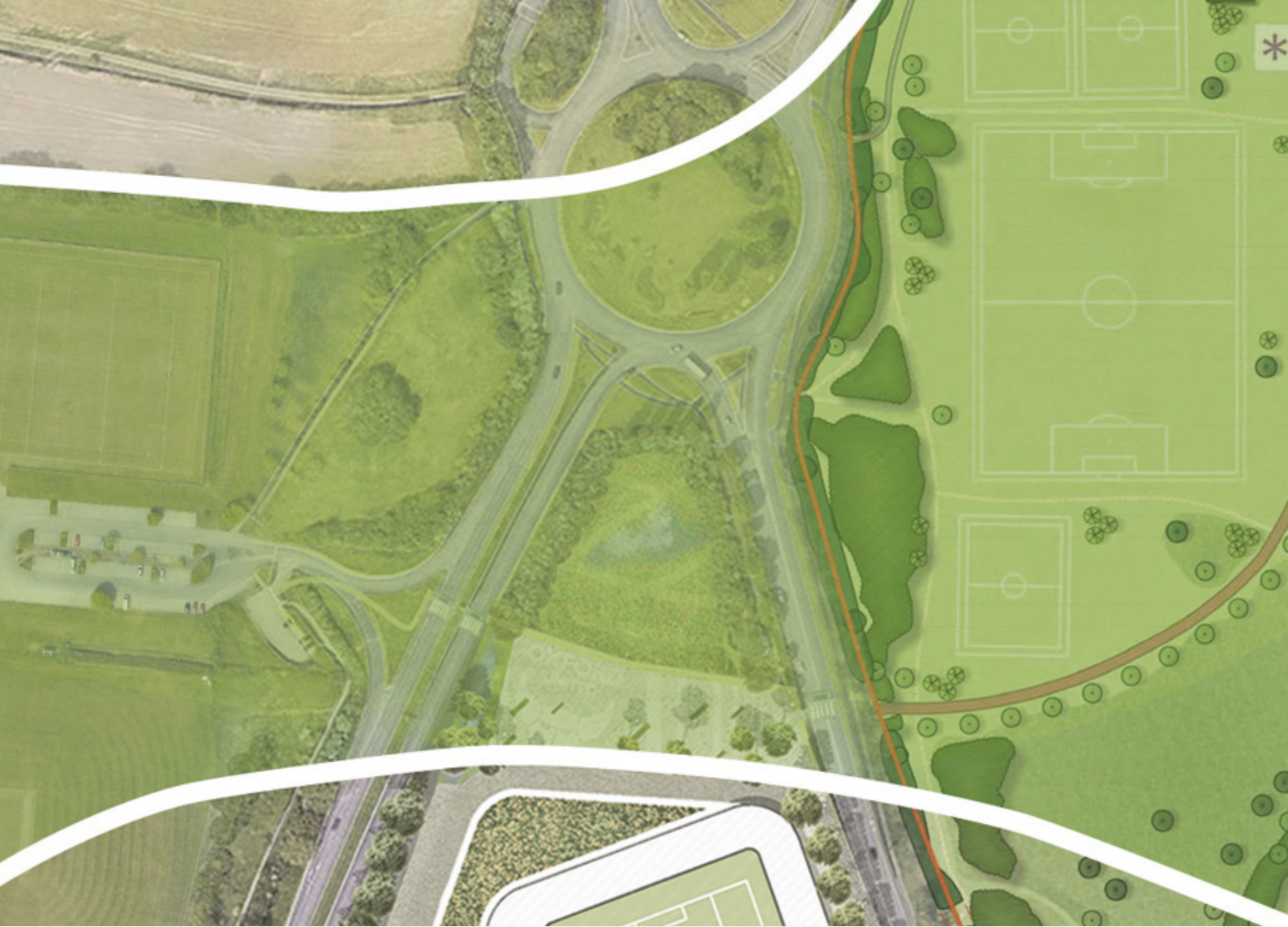
We will be working to develop these designs in parallel process to the separate public engagement processes being undertaken by ourselves and Oxfordshire County Council, with feedback from the engagement informing the development of the designs. Designs will continue to be developed to a detailed level allowing our plans to be submitted to Cherwell District Council this autumn.

This document should be seen as a high level prospectus, with greater detail in the companion document, Oxford United Football Club New Stadium Development – Project Vision, which forms part of the document submission bundle to the council. Both documents are part of a wider set of documents which includes:

- Stand United
- OUFC Stadium Vision
- OUFC Community Pledge
- Oxford United in the Community - Summary
- OUFC Equalities, Diversity & Inclusion Statement
- OUFC Stadium Engagement Plan

We aim to create the best possible plans, grounded in the community, to assist the County Council when making a final decision in relation to the site.

We must all get this right. It's a once in a lifetime opportunity to deliver something amazing for the people of Oxfordshire.



Test One: Maintaining a Green Barrier Between Oxford and Kidlington

“Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding natural environment, improving biodiversity, connecting habitats and supporting nature recovery”

The Cherwell Local Plan Part 1 highlights that development proposals within the Green Belt will be assessed in accordance with government guidance contained in the National Planning Policy Framework. It notes that development within the Green Belt should only be permitted if it maintains the Green Belt’s openness and does not conflict with the purposes of the Green Belt or harm its visual amenities.

The NPPF (paras 147 – 149) defines the construction of new buildings as inappropriate development in the Green Belt, which is by definition harmful, and should not be approved unless very special circumstances can be demonstrated. ‘Very special circumstances’ will not exist unless the potential harm to the Green Belt by reason of inappropriateness, and any other harm resulting from the proposal, is clearly outweighed by other considerations.

Whilst it is acknowledged that this is an extremely high bar and a difficult test to meet except for in unique cases, it is considered that OUFC’s needs and the overall benefit for the community should be deemed so significant that they meet the ‘very special circumstances’ test. As above, there is an existential need to deliver a new stadium by 2026. An extensive site search has been undertaken and the Triangle site is the only viable option that may be acquired that is capable of delivering a well-connected, sustainable stadium within the necessary timeframe for OUFC.

The English Football League (EFL) criteria for club stadium relocations and the February 2023 government White Paper on football governance should also carry weight.

We will consult with organisations such as Wildlife and Countryside Link¹ and the Open Spaces Society² to ensure that a strong balance between nature enhancement and public access can be struck. The green space created at the top of the site will be seen in context with the open areas on either side to enhance and maintain the green gap.

The roads bounding the Triangle create a barrier between the city and country, preventing the urban sprawl of Oxford.

Our stadium will be inside this man-made barrier, creating a further buffer between Kidlington and Oxford.

Our stadium will be located as far south in the triangle as possible, allowing for the creation of an enhanced green space in the apex, below the Sainsbury’s roundabout.

We currently have a suite of work underway and are working at pace to finalise the site analysis. In addition to biodiversity, we anticipate workstreams on landscape, heritage and flood risk.

We are very keen to engage with local people on the issue of the green gap and how they will be able to access the green areas of the site. We are in the process of setting up a forum or working group for local people which will ensure community engagement throughout the process. This will sit on top of the engagement already underway, giving residents a clear voice on aspects of the scheme. This group will be called the ‘Stand United Community’ and it will meet to take feedback on many aspects of the project including the green barrier and how surrounding environments can be enhanced through the development.

We are basing this on best practice from other sites where this has worked well, particularly organisations such as the Friends of Perry Park³ which was formed in late 2018 as a direct response to the news of Perry Park being the location of the 2022 Commonwealth Games and fears that parts of the park could be lost.

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 increase will ensure that the habitat for wildlife is in a better state than it was before the development, delivered through solutions like ‘green roofs’ and enhanced planting.

¹ <https://www.wcl.org.uk/>

² <https://www.oss.org.uk/>

³ <https://bosf.org.uk/members/friends-of-perry-park-fopp/>



Proposed Facilities

1. Stadium Building (incl. hotel, gym, community and business facilities)
2. Outdoor community plaza
3. Multi-functional plaza
4. On-site car parking
5. Potential bridge crossing
6. Enhanced crossing infrastructure
7. Preserved woodland
8. Enhanced tree planting and buffer
9. Enhanced green space with community access
10. Enhancements to Oxford Parkway access

Test Two: Improving Access to Nature and Green Spaces

“Improve public access to high-quality nature and green spaces”.

The proposed vision has identified ‘improving connectivity and access’ as one of its foundational principles.

The Triangle is currently a mixture of scrubland, a commercial willow harvesting site, with some trees around the perimeter and to the south.

It is not pristine green belt or prime agricultural land.

The site is also inaccessible to local people and secured by barbed wire fencing, giving no opportunity to experience the green space or nature.

We will remove the wire fencing and secure the perimeter of the site with new hedgerow and soft planting, allowing for an increase in biodiversity. Hard fencing will be minimised.

However, the orientation and positioning vision for the stadium, and its surrounding infrastructure, has been based on based on preserving the ecology of the Triangle.

A survey has been conducted on the condition of the woodland area and hedgerows. A full arboriculture and ecology assessment will be carried out for the entire site, including a management and maintenance strategy moving forward.

We will design the site so as to obtain a net biodiversity gain of at least 10%, as outlined in Test One. We will aspire to exceed this and reach 20%.

At the apex of the Triangle and along the treeline at the base we will introduce a variety of new trees and plants, leading to further biodiversity gain.

We have consulted the Woodland Trust, who have now visited the site. We will take their guidance about increasing the number and type of tree species on site and helping develop a robust management plan.

A Bio-Diversity Net Gain analysis will evaluate the Triangle site. This report will help support a more detailed analysis to be undertaken in the months ahead.

We will open-up the site with new entrances for pedestrians and cyclists in support of the Local Cycling and Walking Infrastructure Plan. The greenspace will be open to everyone all year round, including on match days. The proposed development includes a Community Plaza. This will include open gardens, places for eating and socialising, and places which promote biodiversity.

The new stadium is designed with the intention of putting nature at the heart of the project. That is why we are ensuring minimal impact on the trees to the south and further tree planting around the site.

A new footbridge is being considered, enabling a crossing over the Oxford Road, giving a year round significant benefit for people arriving from Oxford Parkway station and the Park & Ride, with access direct into the site for all pedestrians and cyclists.

Access for cyclists and walkers will also be enhanced at the northern tip of the triangle, allowing people to enjoy the green space throughout the year.

We will work with Oxfordshire County Council highways officers during the planning process and have already engaged with Sustrans⁴ to plan a safe environment for pedestrians and cyclists wishing to access the Triangle.

These are our plans to meet the Strategic Priority but we will continue to develop these as the scheme designs progress and we will obviously also need to discuss them in our Section 106 discussions with Cherwell District Council.

⁴ <https://www.sustrans.org.uk/>



Test Three: Enhancing Facilities for Local Sports Groups

“Enhance inclusive facilities for local sports groups and on-going financial support”

This is an area that goes right to the heart of Oxford United’s commitment to be the county’s inspiring sports team.

The proposed 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 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.

While we believe we can transform sporting participation in Kidlington, we intend the impact to ripple out countywide.

In particular we intend to inspire more women and girls to take part in sport. We have more to say about that later in this report.

We have already established good relationships with Kidlington Youth Football Club, the Gosford All Blacks Rugby Club, Kidlington Harriers Running Club and Kidlington Cricket Club.

We will create a formal partnership between OUFC and the four local clubs as well as their governing bodies, enabling them to benefit from all the support a professional sports club has to offer.

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, Gosford & Water Eaton Parish Council and the sports clubs at Stratfield Brake, 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, whilst ensuring the local teams have quality pitch surfaces to play on. We have also committed to the setting up of a working group to develop a Sports Playing Facilities Strategy for the local area.

Oxford United in the Community will be able to expand its range of charitable operations from our new home, engaging with more schools and institutions across the county. Our activities and commitments are covered in Test Six below.

Furthermore, local sports and community groups will be able to make use of the usable green space, which will sit in the upper part of the Triangle.

Consultation with both residents and school groups indicate that flexible event space should be incorporated in the design. This flexible space could be used for arts and drama classes and performances, plus classroom space for both youth and adult education programmes.

There is real potential for the stadium to be a host venue for young people in alternative provision education who are not in mainstream education, including young leadership development in which both North Oxfordshire School Sport Partnership and Youth Sport Trust are already heavily involved

The proposed alternative provision will have a main focus on sport. We know that there is a need for this type of provision within Oxfordshire.

Girls Football is growing exponentially in Oxfordshire through the Girls Football Schools Partnership and future proofing sustainable delivery needs to consider facilities for increased participation as well as host venues for finals and events that further raise the profile of the growth of the female game.

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

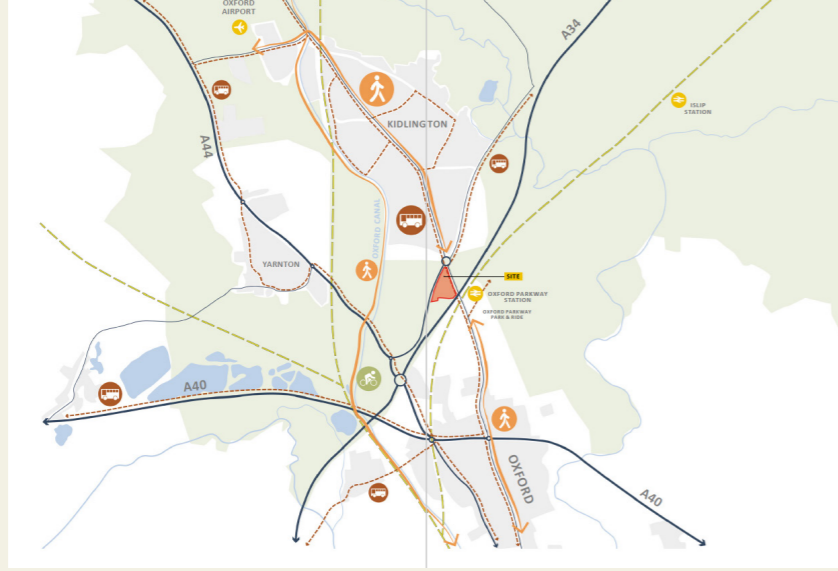
clubs.

The Playing Pitch Strategy which includes both indoor and outdoor needs should provide the blueprint for plans in Cherwell, and therefore Kidlington. It will become a resource for planning as it provides independent evidence based on the local need. It is anticipated that this will be available publicly by the Summer of 2023. We intend to be a strategic partner in the development of this plan.

Safe spaces for families to learn to cycle remain a challenge. Faringdon Cycle Park⁵ is an example of a best practise model for children to learn safely. This is a consideration for us for the usable fan zone area that will be available above the proposed new stadium.

We have published as a supplementary document a “Community Pledge” which sets out several core commitments for local sport and education. We will continue to take suggestions from people about local sport and recreation provision as the consultation progresses.

⁵ [Faringdon Cycle Park](#)



Test Four: Significantly Improving Local Infrastructure Connectivity

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

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.

An OUFC stadium supporter survey undertaken in 2022 showed that currently a high proportion of supporters travel by car to matches, with 16.5% using buses and 6% using trains. When asked what their preferred method of travel to the proposed stadium would be, a much higher proportion stated train travel (31.8%) and Park and Ride with less stating they would travel by car. Postcode data from fan ticket sales shows the spread of where people are travelling in from, more analysis will determine what modes of travel would be available for fans from different locations and this will tailor the Match Day Travel Plan for the site.

OUFC has the intention that 90% of fans will travel to the site by sustainable modes, on this basis minimum car parking will be provided at the site and a detailed transport strategy will be developed to get fans to the stadium.

As part of this baseline study, discussions with both local bus and rail operators have been undertaken to discuss potential match day operations for the new stadium. These public transport operators are broadly supportive of proposals subject to further information as it comes forward. Further meetings will be required as proposals progress. The Masterplan for the site is still being developed but is progressing on the basis of minimal car parking and an emphasis of walking, cycling and public transport use. This includes enhanced connections to Oxford Parkway and bus and coach stands on site.

The location of our new stadium is an absolute game changer for our fans and visiting fans. Our existing home at the Kassam is only accessible by congested local roads. The Kassam is served poorly by local public bus services and has no nearby train service. The club are actively reviewing methods which can entice fans to use sustainable transport means and develop new habits for getting the bus or train.

Examples include subsidised travel passes and vouchers for food, drink or merchandise for those arriving via sustainable means.

We will set up a transport and travel forum with stakeholders and operators to work with us and the local authorities to improve connectivity to the new stadium.

This includes working with local bus companies to include scheduled stops at the new stadium and improved services to Kidlington.

We will also work them to arrange laying on extra bus services on match days from other parts of Oxfordshire and the nearby P&R sites.

Coach drop-off and pick up facilities will be accommodated on site. We will work with stakeholders to enhance the visitor experience from Oxford Parkway station.

The new east-west rail line from Oxford, through Bicester to Bletchley and Milton Keynes is set to open later this year, allowing many more visitors to arrive at Oxford Parkway by train.

At a local level, the new Stadium will provide over 700 secure cycle parking spaces at and around the stadium.

We will work with Oxfordshire County Council highways officers to provide improved pedestrian and cycle routes leading to the Triangle. We will also work with the county’s highways team to improve the walking route into the stadium site from Oxford Parkway Railway Station and the Park & Ride. This could include new stepped access to Oxford Road, with a potential new footbridge across Oxford Road into the Triangle.

Consistent with our aim to promote sustainable and active travel modes as the default, there will be minimal onsite parking on match days. The intention is for the minimum allowed car parking spaces at the stadium for match officials and disabled fans.

We will enter into an agreement with Oxfordshire County Council Highways team, Cherwell District and Oxford City councils about any parking restrictions needed in Kidlington and Summertown.

We will be required to agree and deliver a traffic management plan and will do so with the support of our experienced traffic management company, as we do at present at the Kassam. This may include closing the Oxford Road heading south on matchdays for short periods, to allow for safe passage of fans from Parkway to the stadium and vice versa.

We understand the concerns the community have around the local infrastructure. We look forward to the continued engagement period, which will give us further clarity on the issues and potential solutions.

We will discuss closely with the local community, Cherwell District Council and Oxfordshire County Council to ensure that our development aligns to the councils’ strategic priorities.

Test Five: Developing Local Employment Opportunities

“Develop local employment opportunities in Oxfordshire”.

Oxford United brings more than professional football to the county. A combination of its own employment and turnover plus the match day spend of its home fans and visitors brings millions of pounds to the Oxfordshire economy. The new stadium will generate more revenue for the club as it will have full control over the enhanced commercial activities at its potential new home. There will also be an increase in jobs and business opportunities, stimulating the local economy. It should not be forgotten that the site of the current stadium is also scheduled for investment in the Oxford City Local Plan, adding further economic value to the county. The club will continue its existing social investment activities in east Oxford from its longstanding training ground which is being invested in to the benefit of the club and community.

In April 2023 Oxford United commissioned the economic and regeneration consultancy Ekosgen to produce a report on the potential economic and social impact of the new stadium at Kidlington. These impacts are subject to change as the design and facilities progress, however they highlight and demonstrate the significant benefits on offer through the new stadium development. These potential benefits are illustrated in the infographic on the opposite page.

This early assessment shows this project potentially benefiting people in the following areas:

- Enhanced infrastructure through better access and improvement works around Oxford Parkway station and the Oxford Road
- Construction investment of over £100m with 380 construction jobs supported
- Construction annual Gross Value Added (GVA) impact of £17m

- Development to generate 340 FTE jobs with a further 170 indirect FTE jobs supported
- Development to generate £31m GVA pa through both direct and indirect operations
- Local employment and training opportunities
- Local business supply chain opportunities
- Improved accessibility and active travel options
- Improvements in local well-being

The stadium itself will generate local employment and business opportunities during the 2024-26 construction period. We will require the main contractor to engage local sub-contractors, if they meet the required skillsets. We will also seek to partner with local training providers, to offer opportunities for at least 20 apprentices and construction students to experience a large construction project.

The stadium once operational will have a seating and safe standing capacity of 16,000. Within the stadium building the following commercial and community spaces are envisaged:

- 200-bed hotel, restaurant and café for visitors
- Flexible community space for meetings, education and groups
- Hospitality spaces for match day and non-match day conferencing and events
- Active health and wellbeing facilities
- Outdoor community and multi-functional plaza
- Club shop

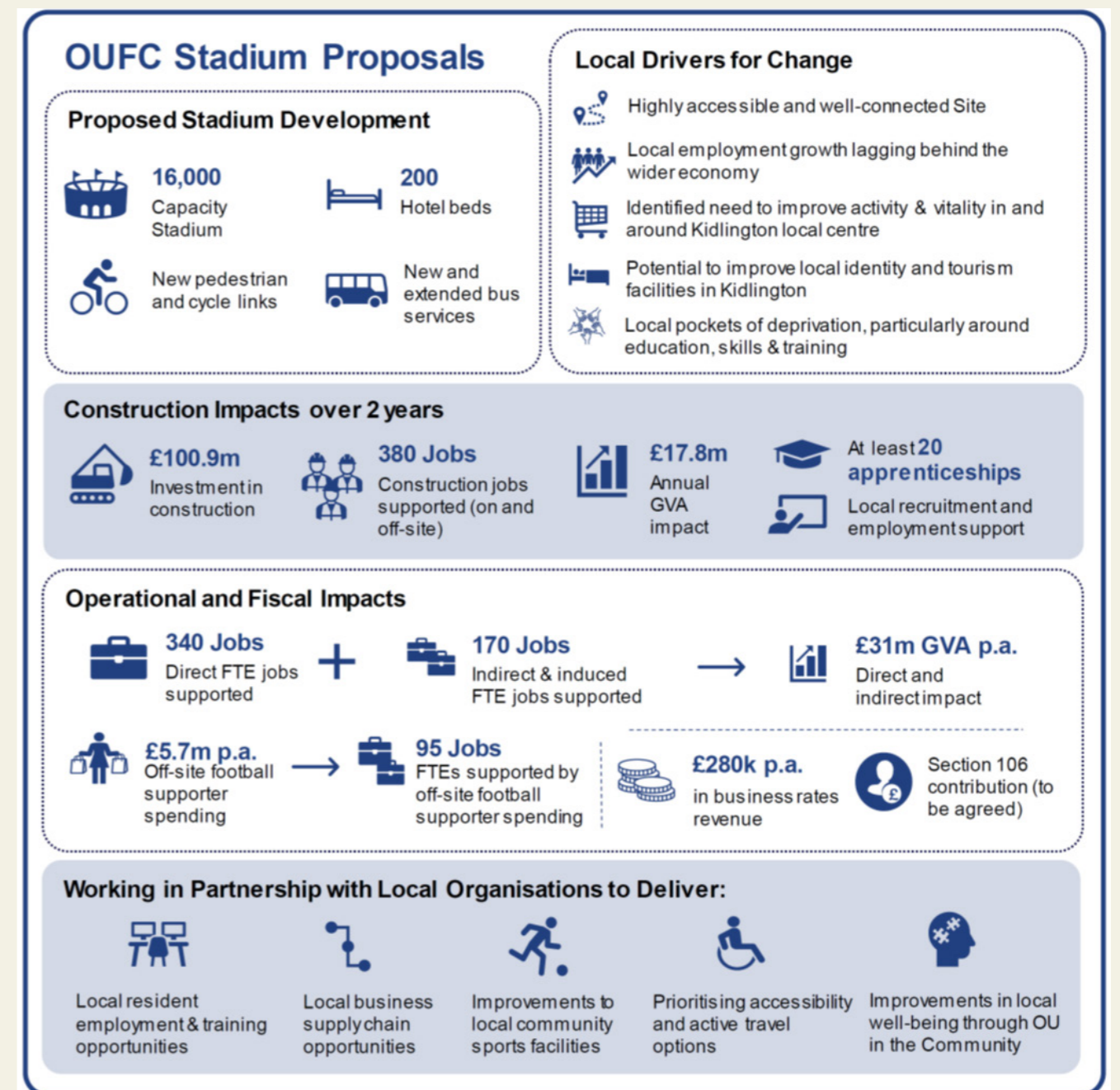
We believe that the proposed mix of ancillary activities at our stadium will add greatly to the mix of businesses and services available in Kidlington. The hotel will bring more visitors to Kidlington, using the village as a base for Oxfordshire’s many tourist attractions. The gym will add to local well-being. We are still consulting the local communities

and the mix of uses within the stadium will be informed by the feedback we receive.

We want our stadium to be a community and business hub and a popular destination both on matchday and non-matchdays. There will be about 60 match days a year, including both men’s and women’s games. We know that our own fans and visiting fans will often make an afternoon and evening of the occasion, before and after they walk to the stadium. This will lead to more use of the cafes, pubs and other businesses in Kidlington and along the Banbury Road in Summertown, giving

a potential economic boost of over £5million to traders on match days.

We will partner with OxLEP (or any future equivalent organisation) and the DWP to facilitate recruitment in Oxfordshire during the build phase and to stage job fairs for the permanent jobs available from the start of the 2026 season. We believe that our new stadium is both a sporting and economic opportunity for the whole of Oxfordshire.





Test Six: Increasing Education and Innovation Delivering Sporting Excellence and Local Wellbeing

“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”.

Oxford United in the Community already has an extensive network of partnerships with Oxfordshire schools.

On a weekly basis our community arm works with 21 different schools, engaging with 682 participants.

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 classes to boys and girls. These include the Premier League Primary Stars (ages 5 – 11) and the Premier League Kicks (up to 18-years old) to develop their football and teamwork skills.

We also deliver significant social value with our education programmes tailored for children from refugee families.

We work with Thames Valley Police on their DIVERT programme, a knife crime prevention education course, targeted at 18 – 25-year-olds at risk of violent crime activity.

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 (SEND).

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 and many of our local community activities for Blackbird Leys and east Oxford will still be run from that site.

We have a partnership with Abingdon and Witney Further Education College, running a joint post 16 BTEC Sport course. Further courses are planned, including for SEND students.

We will develop deeper relationships with Oxford University and Oxford Brookes to host education and outreach events at the new stadium.

Our Manor Club works with supporters aged sixty plus. There are courses in basic IT. With support from Government departments and the English Football League (EFL) we also work to tackle loneliness among older people, with a walking club and coffee mornings which will be boosted through new facilities at the stadium.

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 EFL report states that in 2021/22 the club and our community arm generated £357,781 to enhance community support and education programmes.⁶ They noted that we partner with 87 different community organisations across Oxfordshire.

In 2021/22 the report found that 17,731 individuals were engaged in community sessions and events run by Oxford United. Around 40% of these were from ethnically diverse communities. The number of participants engaged in Oxford United in the Community run health and well-being projects on a regular basis was 886.

The report calculates total social value of £2,603,685 was generated by the projects and programmes delivered to the communities of Oxford United during 2021/22. These will be lost without a new stadium.

We are further developing our partnerships with Active Oxfordshire, School Sports Partnership and the Youth Sports Trust to develop a health and well-being strategy. With the increased space available in our new stadium there will be scope to embed staff and volunteers from partner organisations.

Should a new stadium be secured, we will have greater space available to support our non-core activities. We are extremely confident the number of participants in all our programmes will increase significantly. Our intention would be to devote a significant amount of staff time to work with the local community, particularly schools with a focus on physical and mental health well-being.

We anticipate that OUFC will not only be in itself a centre of sporting excellence, it will also be central to a community and sports strategy that develops sustainable sport facilities for Kidlington and Oxfordshire for decades to come.

⁶ Impact of EFL clubs in the Community Report. Page 7.



Test Seven: Supporting Oxfordshire's Pledge for Net Zero Carbon Emissions

"Support the county council's net zero carbon emissions pledge through highly sustainable development".

Our new stadium will be designed sustainably, built and operated sustainably to achieve **at least** BREEAM very good status, with a clear aspirational target of achieving '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.

We are investigating the potential for clean energy generation on site, with solar panels possible on the stadium's extensive roofspace.

The stadium roofing will include green roof elements, supporting biodiversity gain.

There will be electric vehicle charging points on site. 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 proposals to use site waste water for different purposes.

Light pollution will be minimised through considered design using LED technologies and intelligent controls. Floodlighting will be installed on the underside of the stadium roof, limiting light-spill to neighbouring communities.

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.

Our transport plans set out in Test Four and our on-site measures outlined above will lead to a very significant reduction in carbon emissions compared to the Kassam stadium.

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 [here: https://www.un.org/sustainabledevelopment/](https://www.un.org/sustainabledevelopment/)

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.

Oxford United's Commitment to Equality, Diversity and Inclusivity

OUFC was originally set 7 tough conditions. After discussion with stakeholders, and in order to reflect the club's values, we've added an 8th.

We intend to enhance green space, grow the Oxfordshire economy in a sustainable way and inspire more people to excel at sport. We also want to demonstrate the club's commitment to advancing equality and increasing diversity in football and across sport in general.

We are particularly excited that our Women's team will be able to play their home games at the new stadium. Our restrictive licence does not enable them to play at the Kassam.

Being able to showcase the success of our women's team will inspire more local women and girls to take up football and other sports.

Our Women and Girls Academy will work with Oxfordshire schools and amateur football clubs to grow the women's game in the county. We will support the FA campaign LetGirlsPlay across the county.

In the document 'Measuring the Impact of EFL clubs in the community', we have set-out our current impact on participation⁷ this will continue to be a priority at our new home.

We will also continue to work with Kick it Out and Show Racism the Red Card on anti-racism initiatives and will have a zero-tolerance policy on racist chanting.

We recognise that football still has a long way to go on homophobia. We will continue to support the Rainbow Laces campaign. We are delighted

by the recent launch of the lesbian and gay support group, Proud Yellows (<https://twitter.com/proudyellows>). We want Oxford United to be a welcoming club for gay and lesbian players and those playing under FA rules in their affirmed gender. We do not tolerate homophobic or transphobic abuse. Our new stadium will be an inclusive and safe space for everyone

The new stadium will be designed to be fully accessible and welcoming for people with physical disabilities and sensory impairments. There will be spaces for wheelchairs in the match viewing areas and disabled parking places available on site.



PROUD YELLOWS



Timeline

We are committed to working with everyone in the local community and across Oxfordshire to make our proposals the best they can possibly be.

We are giving everyone a large number of opportunities, during both the land transfer negotiations and planning application process, to comment on our plans and provide feedback.

Full details of our engagement plans can be found on our website: <https://oufcstadium.co.uk/>

We also want to make the process as open and clear as it can be. The graphic below is a high level indication of how we intend the project to progress.



⁷ Measuring the impact of EFL clubs in the community. Page 27.

