

Stand United – The project to secure a new home for OUFC



Our commitment is to develop a new home for Oxford United which is at the heart of the Oxfordshire and Kidlington communities. We will engage with as many residents, businesses and groups as possible. We want to make our new home one of the most sustainable and welcoming venues in the country. Our proposals will deliver for the area, the fans and the club.

To do this, we have based our engagement strategy on four project-vision principles.

United with the community



Be an active and positive part of the community, delivering a transformation of local sport, plus generating new employment and education opportunities.

A new home for Oxford United



Construct a new home for Oxford United, which is accessible, welcoming and sustainable.

Standing for Sustainability



Protect and enhance the natural environment and support the county council's net zero carbon emissions pledge through highly sustainable development.

Uniting people and places



Transform the transport connectivity of the site and ensure access for all. Create an atmosphere of community and encourage active travel.

With these principles at the core, we are developing a scheme centred on Oxfordshire County Council's seven priorities and which gives everyone the opportunity to help us improve the plans.

This starts with a clear vision statement for the project, a set of agreed FAQs and a masterplan. These will be released, in full, to the public for their input.

Our new home will use highly sustainable design, with a clear plan for active travel transport by default. We want the community to help us achieve this aim at every stage. We will hold in-person and online engagement events, put out leaflets and documents and develop a website which showcases the plans. Our aim is to give people as many opportunities as possible to tell us what they think.

We will also engage with our local councillors, parish councils and MPs. We will talk to businesses, community groups, sports clubs, schools and local organisations. We will make it easy for our fans and the local community to be involved.

Indicative timeline



Our engagement strategy builds on the work we have already done and the expert local knowledge we have gained.

In partnership with Oxfordshire County Council, we will work to secure a deal for the land and develop a stadium vision which aligns to the needs of the community and the seven principles of the county council. We have a strong preference to agree this deal in July 2023 as we must leave our current home by the start of the 2026/27 season.

We will submit a planning application as quickly as possible after the land is secured to provide the local community with certainty and the fans with reassurance about the future of the club. Our engagement plan will ensure that maximum consultation and discussion with everyone who is interested is key to developing a great plan and ensuring proposals align with both local and national policies. It will be concise, informative and jargon-free. It will set-out clear dates and priorities and will be accessible to everyone.

During construction it is our commitment to be a 'considerate neighbour'. We will ensure that engagement and communication is not just about progress, but focuses on the impact on local residents and deals quickly with any issues.

Finally, just because the development has completed and the stadium is open, doesn't mean the engagement ends. An engagement strategy will be developed that enables us to remain responsive to the local community, all year round.