

# WELCOME

THANK YOU FOR JOINING US AT OUR PUBLIC EXHIBITION

We are excited to present our proposed plans for significant investment in our estate over the next 10 years. Our mission is to become the world's leading community for like-minded mobility technology pioneers, innovators and change-makers to deliver the solutions society needs for tomorrow.

We are proud to share the progress and successes achieved so far, and invite you to explore our vision and plans for the future of Bicester Motion.



As proud custodians of Bicester Motion and with major planning consents already secured and implemented, our vision for the estate is aimed at fostering growth, bolstering the local economy and generating enduring opportunities for people to live, work and flourish.

Since purchasing the site in 2013, we have set a course and aim to continue on our mission to create a world-leading cluster for extraordinary enterprises that have a shared passion to deliver the future mobility solutions society needs for tomorrow.

With more than 50 companies now based here, nearly all of which were new to Bicester and Oxfordshire, there are currently around 500 people working at Bicester Motion.

We're investing in the estate, seeking to enhance our community, providing new facilities for automotive, motorsport and aviation brands, new and affordable apartments, as well as new amenities including a hotel and lodges to foster a connected, dynamic and sustainable community.

# OUR STORY SO FAR



A number of major planning consents have been approved since 2018, forming the previous masterplan that delivered the eight award-winning Command Works buildings and the first phase of The Ranges.

Current amenities include on-site cafés, overnight accommodation, vehicle valeting and storage, demonstration track, retail, insurance, event facilities and skills training.

Over the past 13 years, more than £100 million has been invested in our estate to restore and regenerate the historic buildings alongside the construction of new spaces with amenities. Having saved the site from the Historic England At Risk register, it is now considered an exemplar for conservation.

Our cluster currently boosts the economy by an estimated £85 million in gross value added per annum.

We are committed to the next phase of growth at Bicester Motion and remain proud custodians of this important location.

These boards set out our next chapter, forged in response to growing demand from leading mobility businesses. It offers high-quality commercial real estate set in a beautiful landscape with authentic culture, thriving community and tangible atmosphere.

Our plans support an active, multigeneration, professional community on-site, in Bicester and the surrounding area.



Consented masterplan



# WE ARE A NATIONALLY RECOGNISED CENTRE OF EXCELLENCE

**As enablers of economic growth and responsible custodians of Bicester Motion, we work closely with local and national policy makers.**

Bicester Motion is strategically located within the Oxford-Cambridge growth corridor, aligning with the Government's vision to transform this area into an economic powerhouse for the entire nation as part of the 'Plan for Change'.

This initiative aims to attract global investment into the area, fostering innovation and elevating the UK's profile as a prime destination for further investment. The region currently generates in excess of 7% of the UK's total GDP, contributing in excess of £111 billion to the national economy. By fully harnessing its potential, it could add an impressive £163 billion by 2035.

This vision is supported by the Oxford Growth Commission, led by chair Neale Coleman CBE, which has a clear remit to unlock responsible growth and improve outcomes for people living and working in Oxfordshire. Its priorities include accelerating the delivery of much-needed housing, improving transport infrastructure and boosting employment – with the Oxford-Cambridge growth corridor being central to this vision.

More locally, Cherwell District Council has provided clear support for the growth of Bicester Motion through Policy Bicester 8 (Former RAF Bicester), which supports conservation-led proposals to secure a long-lasting and economically viable future for the former RAF Bicester. It supports heritage, tourism, leisure, recreation, employment and community uses – all of which are captured by what we are proposing.

This support is echoed in the emerging Cherwell Local Plan 2042, with Policy BIC 6 (Bicester Motion) continuing the Council's support and vision for conservation-led development. In addition, paragraph 85 of the National Planning Policy Framework highlights the need to support economic growth, taking into account local business needs and wider opportunities for development.

Prior to our public exhibition, we have undertaken extensive pre-application discussions with the local authority where we engaged positively to shape the masterplan to suit local needs and deliver on key policy objectives.



Visit from UK Ambassador for the EU.

# BICESTER MOTION TODAY

We are a world-leading community of businesses, inspiring and investing in the past, present and future of automotive and aviation technology.

Our active events calendar and school open days allow visitors to step inside the workshops and showrooms of industry leaders, thus inspiring the next generation of automotive-led careers in the most evocative of settings.

We host multiple cultural events throughout the year: the Experience & Demonstration Track, our hangars and century-old buildings have all been the canvas onto which feature films, international events and photographic shoots for manufacturers, World Championship-winning race teams and global magazines have been crafted.



Scramble Event



Innovation



Filming of The Imitation Game



Future skills

**£13m**

visitor spend within the oxfordshire region

Oxford Brookes Economic Impact Study

**200+**

apprentices per year

**1,800+**

skilled jobs supported in the UK

**£85m**

GVA to the UK economy by the collective businesses on site

Oxford Brookes Economic Impact Study

**50+**

businesses

**150k**

visitors per year

# CONNECTED TO COMMUNITY

We're proud to be part of the Bicester community.

## LOCAL SPONSORSHIPS

We support a number of local teams and organisations that reflect the energy, ambition and community spirit of the region. Since 2023, we have sponsored the Bicester Town Colts U15 team and have celebrated their impressive achievements in the league this season. We also support Bicester RUFC through kit sponsorship, alongside the Oxford Brookes University Racing Team, helping to champion emerging talent in both sport and engineering.



Bicester Colts U15 Team



StarterMotor

As the only charity within the historic automotive sector driven by the need to help the next generation find meaningful futures and careers within the industry, there is nowhere else quite like this for us to inspire and support young people.

Gracie Haddon, StarterMotor

## LOCAL ASSET

As a unique and flexible campus, we are pleased to provide spaces that support local clubs and community groups that may otherwise struggle to find suitable facilities. Our Experience and Demonstration Track is regularly used by the Bicester Triathlon Club for training, while the Bicester Cheer cheerleading squad benefits from the exceptional height and scale of our hangars for practice and performance preparation.



Bicester Tri Club on the Experience and Demonstration Track

# CREATING JOBS NOW AND IN THE FUTURE

We believe in supercharging business activity.

We prioritise brand, champion experience and create low-density development to create an extraordinary campus environment.

Our community attracts top brands and talent due to our unrelenting commitment to excellence, our passion to create tangible atmosphere and through our location at the heart of Motorsport Valley and in Oxfordshire.

By supporting the evolution of work and lifestyle choices, building multifunctional environments and encouraging like-minded collaboration, we drive forward our community.

More than 200 apprentices train on-site each year; this is expected to grow and diversify as new businesses join the community.



**£100m**

invested into the estate to date and more than 50 new businesses attracted to the site

**1,840**

jobs directly supported by Bicester Motion in the UK economy

Oxford Brookes Economic Impact Study

**£400m+**

expected GVA per annum by the currently consented masterplan

Oxford Brookes Economic Impact Study

**7,500**

jobs to be supported by the masterplan construction expenditure

Savills Economic Benefit Study

**£600m+**

projected total economic impact

Savills Economic Benefit Study

**£1b+**

combined GVA to the UK economy from the enhanced masterplan proposals

Savills Economic Benefit Study

**£29.3m**

GVA annually from Oxfordshire

OxCam Arc Statistic

**430,000**

jobs supported in Oxfordshire

OxCam Arc Statistic

**2,950**

high-tech businesses employing 29,000 people

OxCam Arc Statistic

# EVOLVING ESTATE

Centenary evolution from 1926 to 2026.

## BICESTER HERITAGE

Past, present and future of automotive technology

In 2013, Bicester Heritage was established as a distinctive hub for historic automotive specialist businesses on what was once the RAF Bicester's 'Technical Site'. Now part of the wider Bicester Motion estate, this area rapidly evolved into a vibrant cluster, captivating enthusiasts with unique events such as the Scramble open day that attracts visitors from all over the UK and world. It has fostered an environment for commercial growth, skilled employment, training and knowledge exchange.

Today, it houses more than 50 enterprises, including the UK headquarters for Audi Revolut F1 team, Motorsport UK the UK's governing body for British motorsport, plus research and development, office spaces, artisanal workshops, expert engineering facilities and pristine showrooms. These are supported by a broad range of amenities including cafés, overnight accommodation, vehicle valeting and storage, experience and demonstration track, specialist retail, insurance, events and skills training.

New amenities coming include TeamSport's electric karting venue and the activation of Skyports Infrastructure's vertiport.



## THE RANGES

Mobility technology pioneers

The Ranges, consented in October 2023, is home to pioneering businesses, shaping the future of mobility. They feature a variety of headquarters buildings that span from 30,000 sq ft upwards, designed for advanced manufacturing, engineering, research and development. Set on the former rifle and aircraft ranges once used by the RAF, this new development is positioned along Skimmingdish Lane to the south of the estate.

The first specialist to take a building is YASA, an Oxfordshire success story and world leader in electric motor technology and exemplifying the ideal occupier for this innovative community. Its new headquarters redefines contemporary industrial architecture in Oxfordshire, with sleek lines and expansive views, it is a distinguished, bold and innovative design for a world-leading brand.

In the near future, we will be delivering the other four consented buildings alongside YASA's new HQ.

## MASTERPLAN OBJECTIVES

As custodians, we take a long-term view of our estate and have incorporated the following key masterplanning principles into our plans:

- low density
- high-quality architecture
- a sustainable approach
- varied employment opportunities
- ecologically considered mindset
- promoting opportunities for public access
- enhanced connectivity to local mobility hubs

## How we plan to invest in and enhance Bicester Motion

- Creating new experience opportunities, through the activation of previously isolated parts of the estate through new business activities
- Enhancing the existing green infrastructure on the site, integrating landscape features into new development opportunities to provide amenities for occupants and visitors
- Defining distinct areas of our estate by their unique character, ensuring seamless connections between them
- Continuing to deliver a home for pioneering companies accelerating the world's adoption of future mobility technology
- Delivering essential and varied forms of accommodation across hotel and lodges, as well as new and affordable apartments for people to live, visit, stay and enjoy
- Enhancing and providing new sustainable connectivity opportunities with local transport hubs and the town centre
- Advancing our ecology and biodiversity initiatives to enrich our environment and landscape through mindful development
- Fostering local and varied-employment opportunities in construction, leisure, retail and service industries alongside the traditional and pioneering businesses based here
- Innovative approaches to our utilities strategy to reduce dependence on local infrastructure incorporating clean energy usage
- Ensuring the local residents feel pride in Bicester Motion as part of their community.



# BUILDING OPPORTUNITIES

Outlining the proposed areas of new development.

## THE RANGES

Mobility technology pioneers

This area plays a key role in linking The Ranges, the first phase of which complete in August 2025, with the current Technical Site, creating a more cohesive campus.

As the estate continues to evolve, so too will the amenities available to both occupiers and visitors.

With the arrival of e-karting facility TeamSport in Hangar 137, there is a growing need to carefully manage public access. This part of the estate is well placed to welcome visitors, making it an ideal location for more public-facing businesses and greater community engagement.



## THE RUSHES

Mobility brand experience

Designed to be a dynamic and vibrant space featuring a host of brands, The Rashes aims to connect visitors with the latest technology, engineering and mobility products, enabling innovative brands to build strong relationships with their customers in a unique experiential environment.

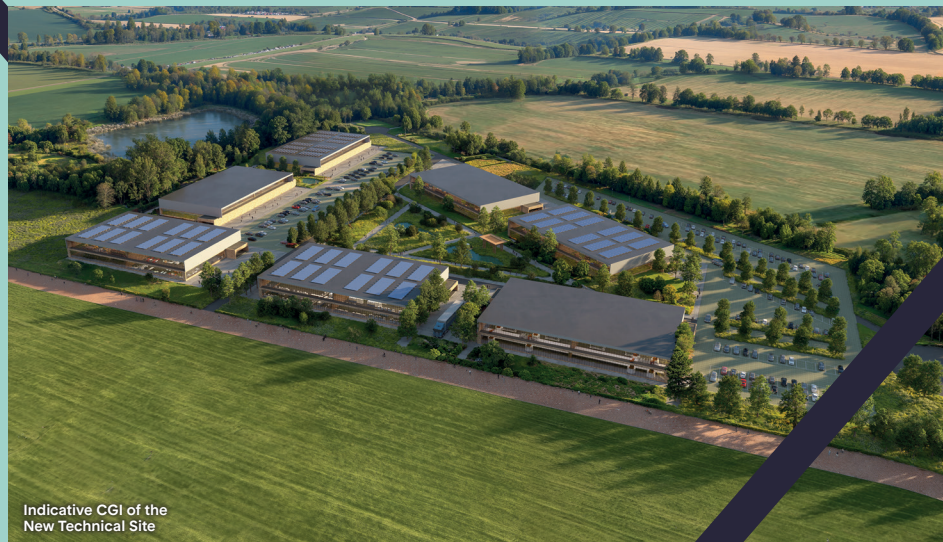
The state-of-the-art buildings are positioned trackside, offering enthusiasts a front-row seat to previously consented demonstration and experience activities. Here, individuals can also put their own skills to the test and dive deep into the world of mobility technology – exploring its evolution from past innovations to future advancements.

## THE NEW TECHNICAL SITE

Space for scale-ups to research and develop new ideas

The Technical Site is a phrase incorporated in the 1920s by the RAF during the establishment of the distinctly outlined south-west corner of Bicester Motion. The New Technical Site, located on the south-east corner, represents a modern vision aimed at nurturing a vibrant and connected business community for the next hundred years.

The New Technical Site seeks to host world-leading innovators enabling them to grow at Bicester Motion.



# THE HOTEL

A New Hospitality Concept for Bicester.

The previously consented hotel scheme is being enhanced by introducing a mix of hotel and branded residential accommodation, alongside additional on-site amenities. This blended model supports long-term stays while strengthening the overall viability and appeal of the development.

By combining high-quality hospitality with branded living, the scheme will support a more diverse and sustainable mix of uses, helping to create a vibrant, active place throughout the year.

These proposals will strengthen the overall offering, bringing added life, investment and high-quality facilities to the area.



Indicative CGI of the Hotel

# MOTION LIVING

A new residential offering in Bicester, bringing modern, affordable apartments to the community.

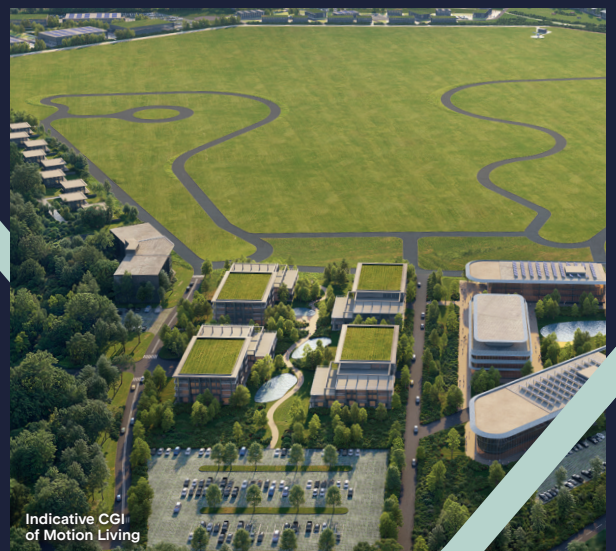
Introducing an exciting living experience for not only Bicester Motion but the town, Motion Living will offer circa 200 mixed tenure, one-to three-bedroom apartments. The exact residential mix for the site is still being developed; we are exploring a variety of affordable housing models to ensure local needs are met effectively and in the most appropriate location.

It will be a modern lifestyle set within a vibrant historic estate teeming with job

prospects, dynamic events and activity.

Residents will benefit from enhanced amenities and connectivity, embracing an enjoyable lifestyle within a flourishing community. They will be able to make the most of health and wellbeing spaces surrounded by bright minds, reputable brands, and thriving businesses.

Motion Living is intended to be low-rise and low-density.



Indicative CGI of Motion Living



# SUSTAINABLE AND ACTIVE TRAVEL

Long-term custodian approach to transport management.

## Approach to transport

Bicester Motion is at the forefront of new and innovative transport-related technology, while also supporting the rich history of the transport industry. Therefore the ethos of our sustainable and innovative travel solutions must be at the forefront of our proposals.

To do so, best practice now has a focus on prioritising accessible modes of travel, such as walking and cycling, followed by sustainable travel modes, including public transport, and then facilitating the motor vehicle. In designing this way, the placemaking needs of all users are considered and facilitated from the outset.

The active travel vision starts from a Bicester town catchment for walking, expands locally for cycling and then covers a wider area for public transport and motor vehicle movements.

## Assessing the transport impacts

Our estate benefits from nine existing or permitted access points onto Buckingham Road, Skimmingdish Lane or Bicester Road.

It is a requirement to take a visionary approach to Transport Assessment that reflects the overarching aim to encourage active and sustainable travel. The vision is then validated using placemaking design and travel modal shift forecasting to test various travel scenarios and identifying how they can be achieved.

## Active travel connections

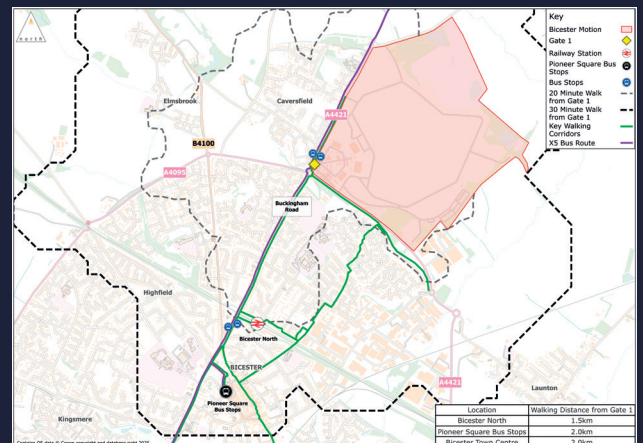
We have already made a number of localised improvements to the surrounding walk and cycle infrastructure as part of our investment and redevelopment of the site.

Buckingham Road forms a key route in the Bicester Local Walking and Cycling Improvement Plan (LCWIP), alongside being a key route between Bicester Motion and Bicester North station. Improvements to the pedestrian and cycle infrastructure are being investigated.

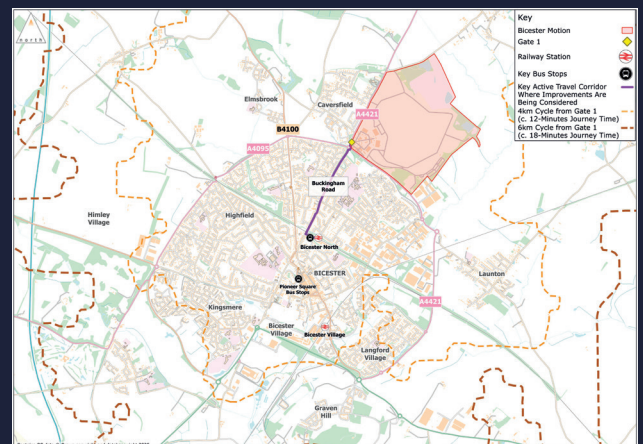
## Sustainable travel

Measures proposed to be implemented to promote sustainable travel include:

- provision of a strategic Mobility Hub on the estate, with connections across the site to a network of local mobility hubs
- improved connectivity to nearby railway stations or other clusters of staff and visitor locations
- car sharing – the implementation and promotion of a car sharing scheme, alongside the provision of dedicated lift share parking spaces across the estate, could reduce the number of vehicle trips associated with the estate
- live/work – allows for the internalisation of trips on site as employees could live and work on the Bicester Motion site.



Walking distances and routes from Bicester Motion Gate 1



Cycling distances and routes from Bicester Motion Gate 1



# SUSTAINABILITY, HERITAGE AND ECOLOGY

From our foundation in 2013, we have chosen a responsible road towards sustainable development and our masterplan aims to work with and enhance our natural surroundings.

## A CONSIDERED APPROACH

Bicester Motion is working with neighbouring sites across Cherwell to create a connected network of green infrastructure that strengthens wildlife corridors and improves access to nature for local communities. Supported by professional ecologists, our approach ensures biodiversity improvements are both achievable and capable of being managed successfully over the long term.

Our masterplan prioritises an on-site first approach, focusing on enhancing habitats within the estate boundary wherever possible. Central to this is the restoration and active management of the former Stratton Audley Quarry Local Wildlife Site (LWS), transforming it into a resilient ecological landscape that supports habitat creation, species recovery and climate adaptation.

Without active management, the former quarry is at risk of losing ecological value through natural scrub succession. By proactively intervening, we can improve habitat quality across the estate while also creating a stronger landscape buffer between the development and the surrounding countryside.

Alongside on-site improvements, we are committing to the creation of a dedicated off-site ecology estate to deliver long-term biodiversity gains beyond the masterplan boundary. Together, these initiatives will establish a connected network of habitats and ecological corridors that improve landscape connectivity, support nature recovery at scale and contribute to the wider environmental ambitions of the Oxford to Cambridge Growth Corridor.

Working collaboratively with local developers and ecological specialists, Bicester Motion aims to become a leading example of coordinated habitat creation and long-term environmental stewardship. By retaining responsibility for the delivery and ongoing management of these initiatives, we can ensure the strongest and most lasting ecological outcomes.

Over time, the ecology and landscape strategy will also create opportunities for meaningful engagement with local communities, schools and educational groups, helping to encourage environmental awareness, learning and participation in nature recovery initiatives.

## SOLID FOUNDATIONS

**Our vision is clear: to create a legacy of ecological stewardship and responsible management that will resonate for generations to come.**

Our on-going initiatives include:

- a planned preventative maintenance strategy to ensure that we proactively look after our site buildings. This keeps the buildings in use and maintains our heritage assets and the embodied carbon within it for re-use
- climate resilient planting
- 100% renewable electricity across the site
- investing £40,000 per annum in tree management, looking after more than 500 trees planted by the RAF and the growth of 500 new saplings to maintain our beautiful avenues and rich tree canopy. This is known as Project Juniper
- sustainable drainage systems on-site to reduce dependency on the local network
- our four active beehives producing honey that is given to resident businesses and sold for charitable contributions to one of our partner charities, StarterMotor, as well as supporting biodiversity
- using local businesses and suppliers where possible for consultancy services and for maintenance, which means reducing distances travelled and minimising emissions, while championing regional expertise
- new commercial buildings targeting BREEAM 'Very Good' and EPC A rating
- continuing to develop our current ecology and biodiversity programmes to enhance our environment through conscientious development.

# PROPOSED MASTERPLAN

Building the future of Bicester Motion.





# TIMELINE AND HAVE YOUR SAY

**Proposed £600 million investment into sustainable and inclusive growth for our next 10 years.**

As a destination for automotive enthusiasts through our annual events programme that attracts visitors from all over the UK and world, our enhanced masterplan vision is aimed to foster growth, bolster the local economy, UK PLC and generate enduring opportunities for people to live, work, and flourish.

Also it will ensure Bicester Motion is further cemented as a proud part of of the Bicester community.

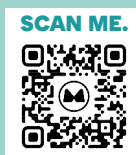
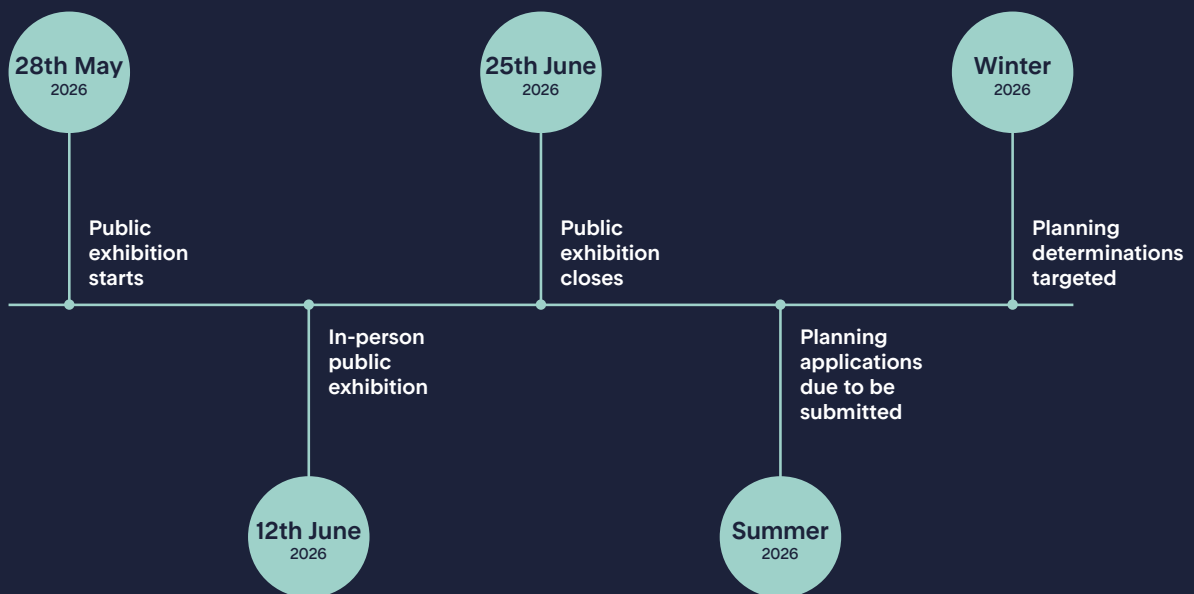
“Today we’re proud of the world-leading mobility cluster we have created by investing in Oxfordshire, creating skilled jobs, remarkable opportunities and unique experiences.

“We thank you for your ongoing support and remain driven to deliver a dynamic and inclusive environment, with thoughtful design, community wellbeing and long-term sustainability, all coming together to shape a vibrant place for generations to enjoy.

“We now look ahead to the next 10 years and welcome your feedback as we look to further invest in and enhance this unique place. Thank you for your time.”



**Daniel Geoghegan,**  
CEO, Bicester Motion



Scan to view our dedicated website and leave your feedback online