

# Vision 2050

Consultation Report

March 2018

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## Background

Following the consultation on the Local Plan 2036, Oxford City Council has taken a further step to produce a 2050 vision for the city. The purpose of the vision is to guide strategic city planning as well as align stakeholders across the city to a common purpose.

The vision for Oxford 2050 was split into five themes, shown below:

Oxford 2050 Themes
1. Work and learning
2. People and community
3. Built and natural environment
4. Transport and connectivity
5. Culture and leisure

There were ten supporting statements for each theme, which were presented to stakeholders as aspirations for Oxford in 2050. Although the depth of engagement varied by the type of consultation activity, the general process was to ask stakeholders to first consider the five themes and ten statements, and then select their top priorities and explain why.

The following sections in this report will provide further information on how the consultations were carried out and describe the results from the engagements.

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## Overall Consultation Summary

Starting in November 2017, Oxford City Council undertook a set of consultation exercises to engage and elicit the opinions of residents and stakeholders about Oxford's future.

The three main strands to the consultations were:

1. Online consultations with the general public
2. Meetings with key stakeholders such as the universities, business leaders, and community organisations
3. Engagements at local schools with primary and secondary school children.

Below is a table showing the timing of the consultations and the number of responses that were received from the engagement activity.

Type of consultation	Dates	Number of Responses or Events
Online consultations	Start: 6 November 2017 End: 7 January 2018	512
Meetings with key stakeholder groups	Start: November 2017 End: February 2018	20 organisations including councils, Thames Valley Police, voluntary groups and business groups etc.
Engagement with 2 local schools	Start: November 2017 End: February 2018	2 schools (involving approximately 200 participants)

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## Online Consultation

### Key information

- The first consultation exercise for Oxford 2050 was the online consultation. This was launched on 6th November 2017.
- In each of the following five weeks, a new theme was launched each week via an online survey and press release. The local press helped to promote each of the themes and generate interest in the consultation.
- The closing date for the whole consultation was 7th January 2018.
- Any member of the general public was eligible to participate in the online consultation.
  - Each respondent had to register via the Oxford City Council online consultation portal before participating in the survey.
- The consultation consisted of two open-ended questions and a multiple-choice question that asked respondents to select their top three priorities per theme.

## Awareness

### Social Media

The online consultation was promoted on the City Council's social media pages throughout the consultation period. The social media channels used and the level of engagement that resulted are below:

Oxford City Council Social Media Channel	Total number of comments	Total number of views or impressions	Total number of clicks through to the consultation portal
Twitter 	n/a	79,165	162
Facebook 	297	678,238	8,362

## Participation

A total of 512 responses were recorded from the online consultations across all five themes. The level of participation per theme varied, with a range of 41 responses for the Culture and Leisure theme, to 157 for the Work and Learning theme.

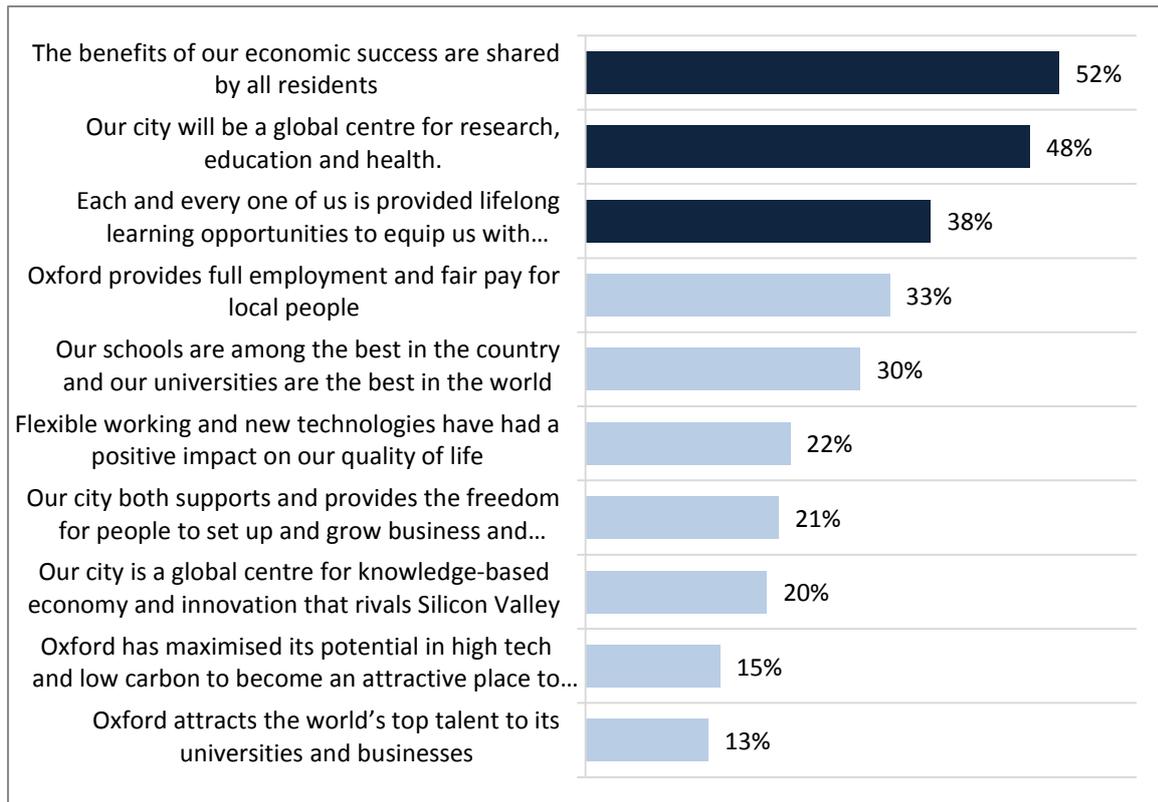
Week and Theme	Number of online consultation responses
1. Work and Learning	157
2. People and Community	99
3. Built and Natural Environment	133
4. Transport and Connectivity	82
5. Culture and Leisure	41
	<b>Total: 512</b>

## Results

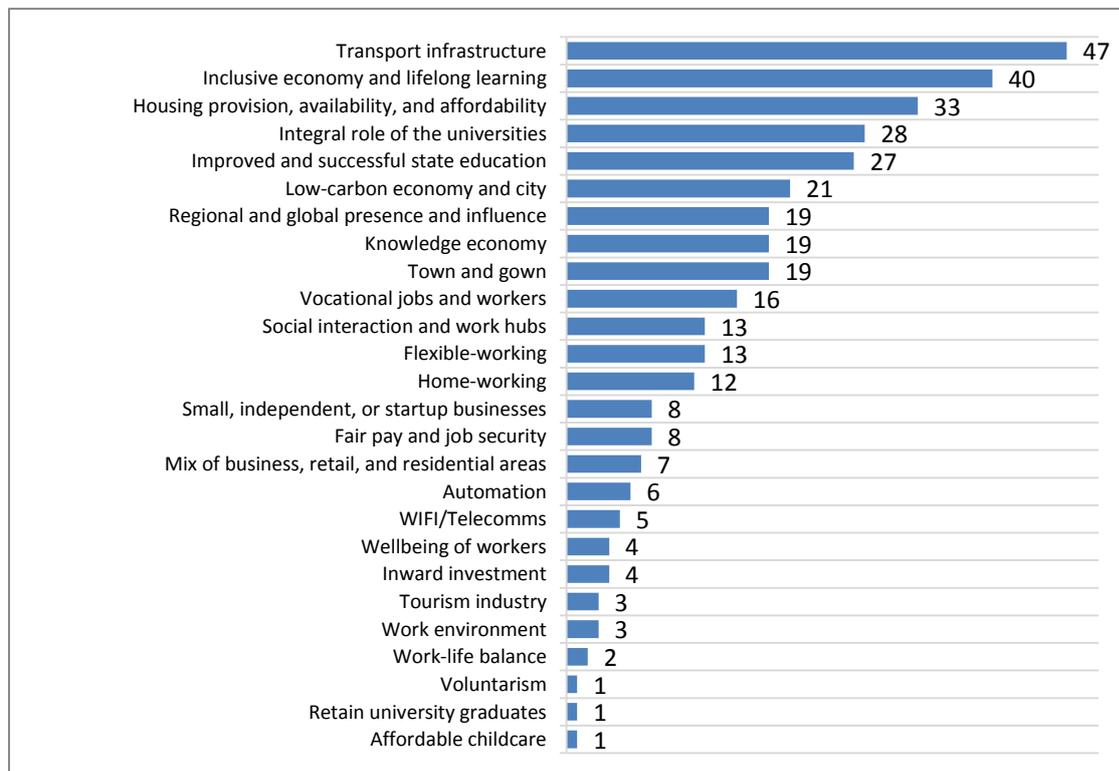
Respondents were invited to choose their top 3 priorities from a set list of 10 priorities for each theme. The following section of the report will present, by theme, the bar graph of responses for each priority from the multiple-choice section.

Respondents were also invited to tell us about their priorities under each of the 5 themes through an open-ended question. This information is captured in a graph of categorized responses. An example response of "Housing will be affordable for all Oxford residents" for the theme "People and Community" would have been categorized as having mentioned "Housing" and "More equal society".

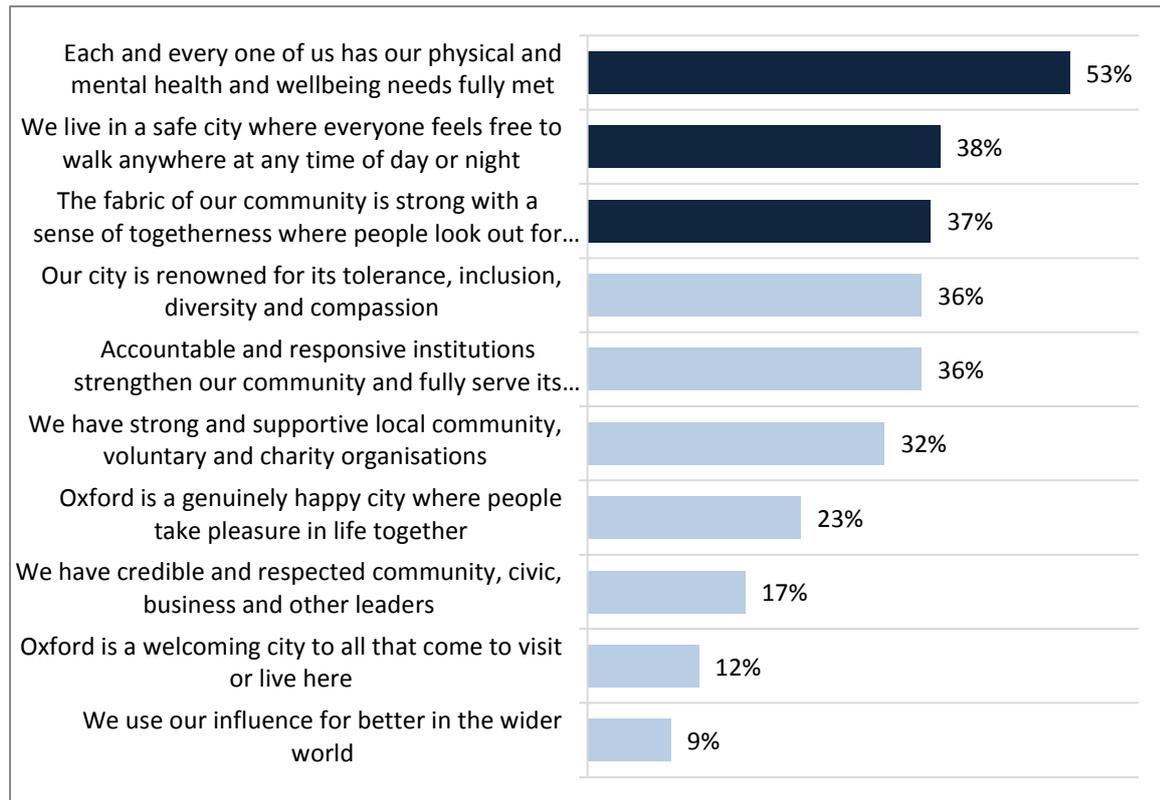
## Work and Learning (n=157)



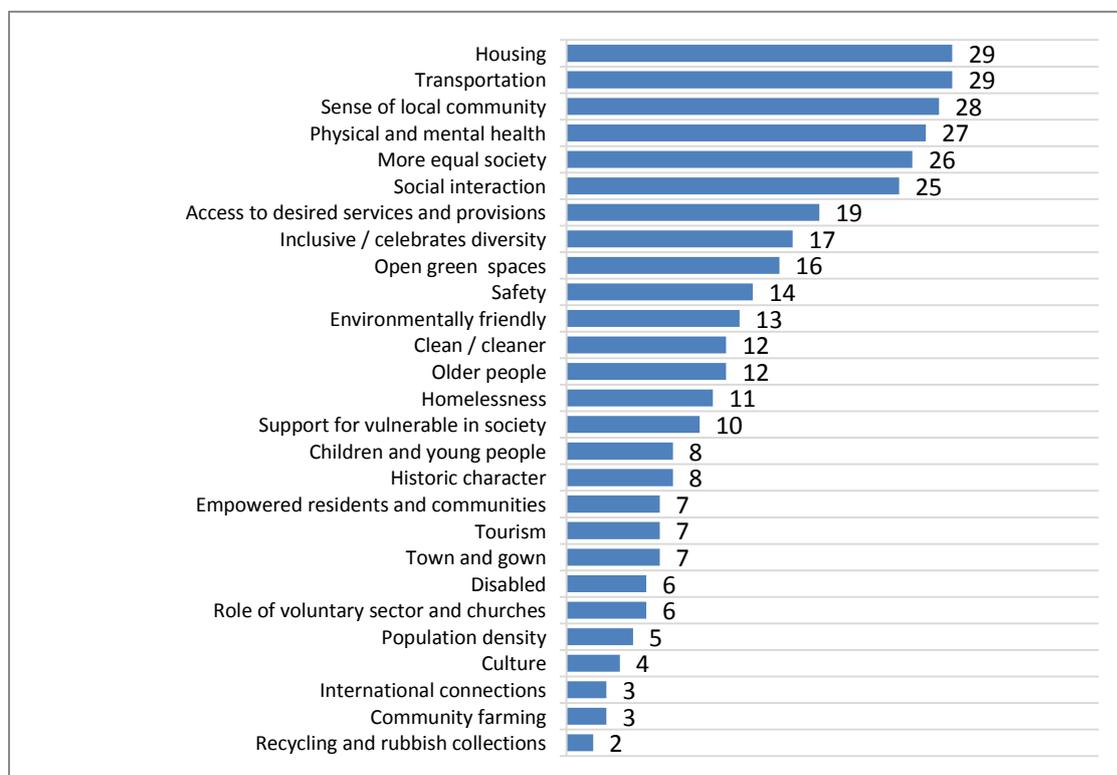
Question 1a. Thinking about **Oxford's work and learning** for example - your work, your business, your education, the economy, the universities - what should the Oxford of 2050 be like?



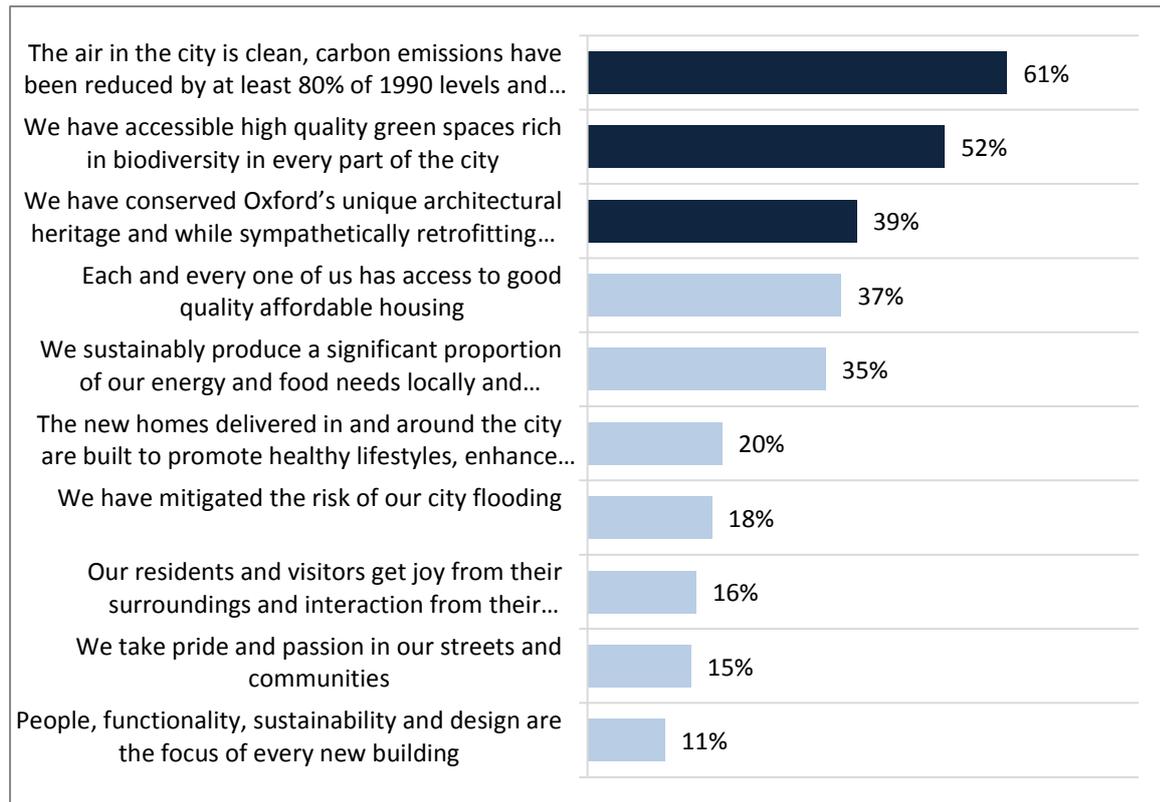
## People and Community (n=99)



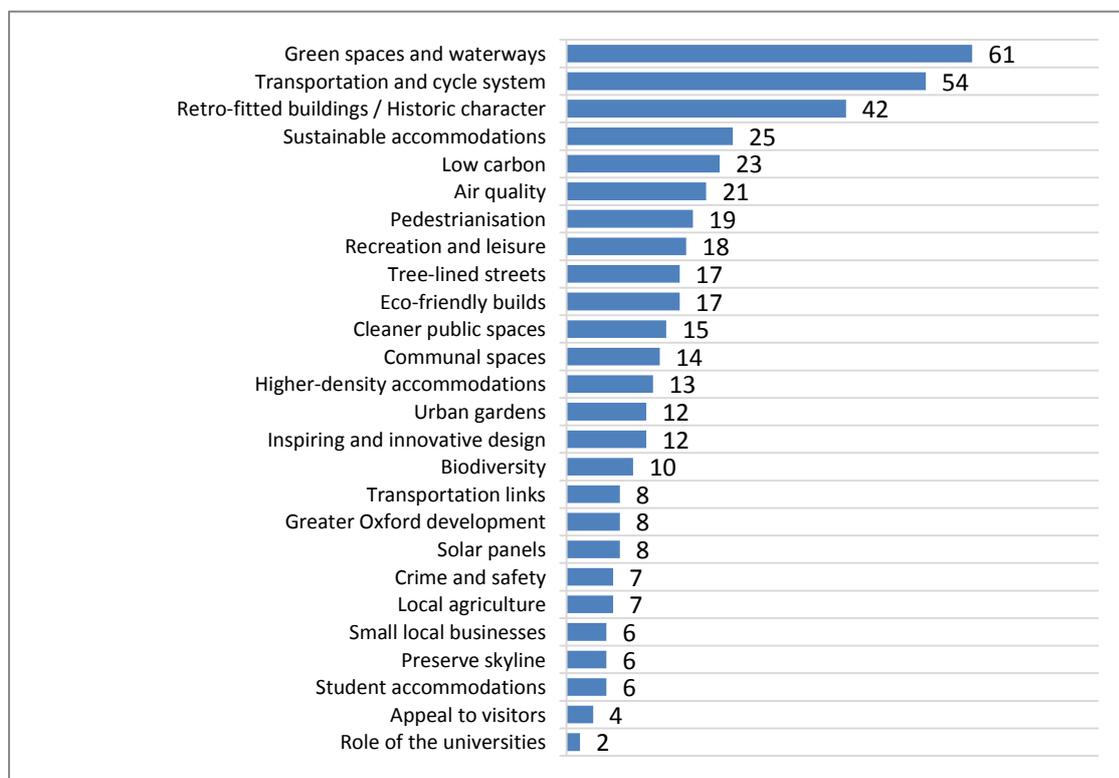
2a. Thinking about **Oxford's people and community** for example - you, your family and your community - what should the Oxford of 2050 be like?



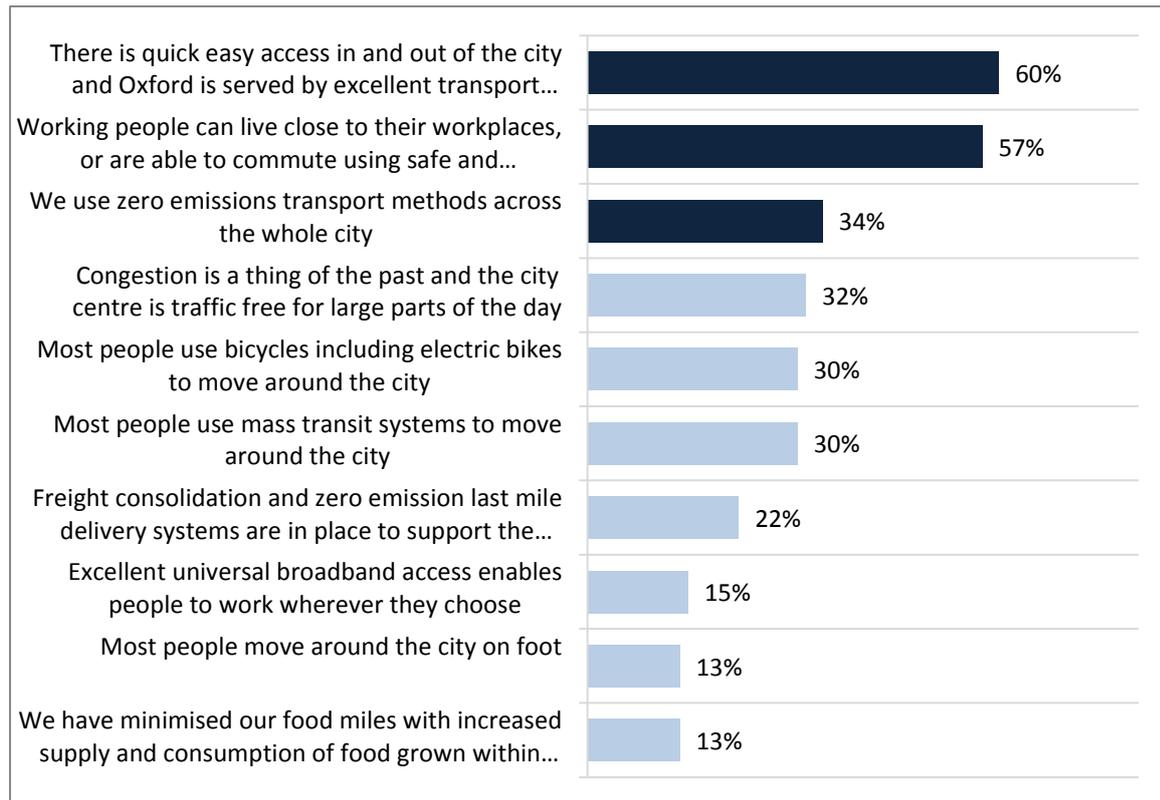
### Built and Natural Environment (n=133)



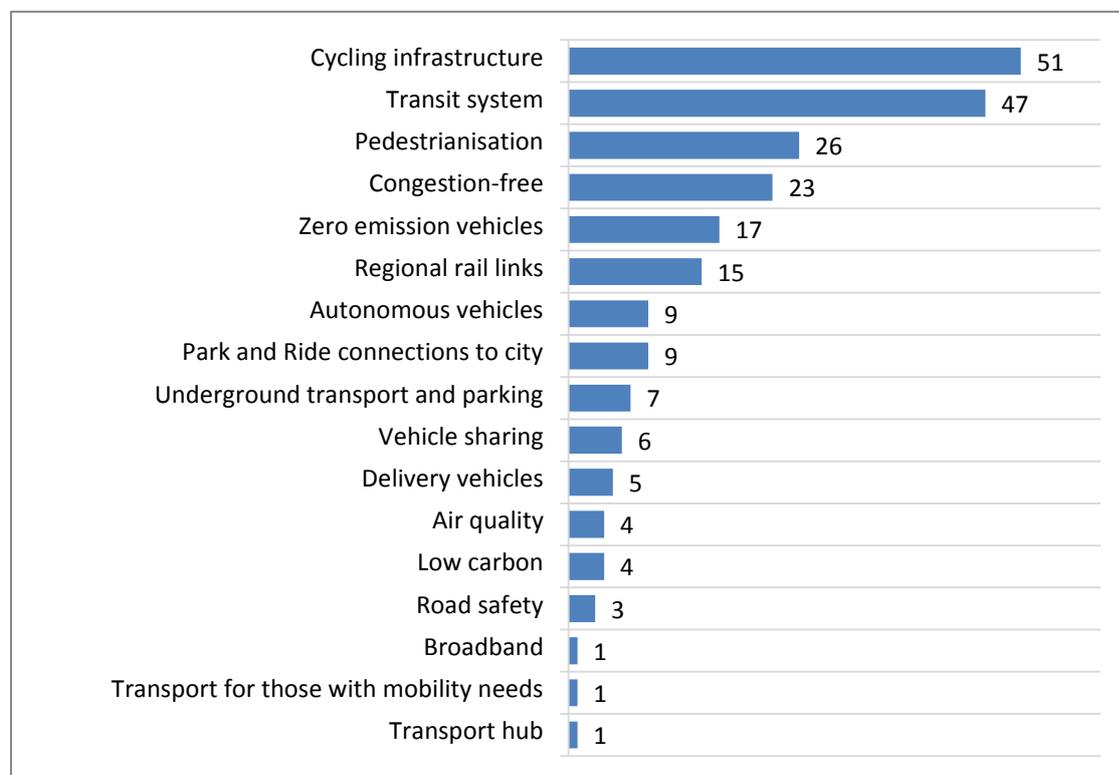
3a. Thinking about **Oxford's built and natural environment** for example - your home, your street, green spaces, buildings in the city and the climate - what should the Oxford of 2050 be like?



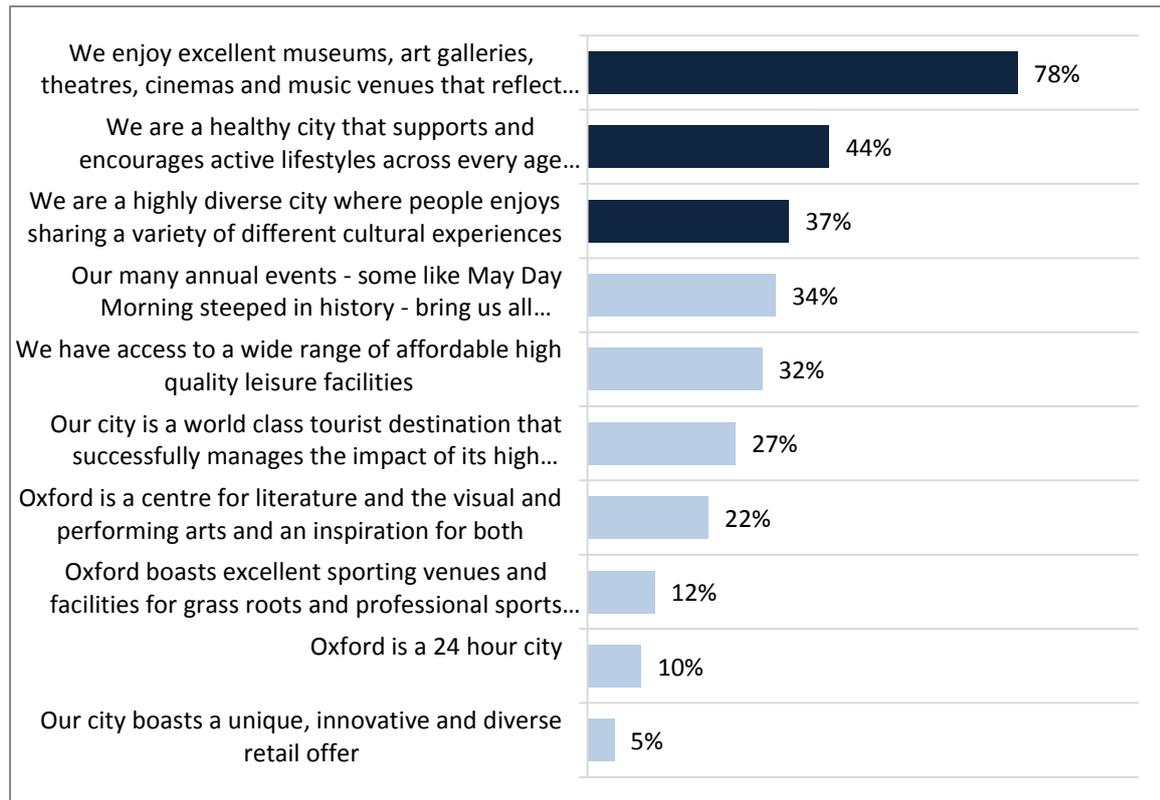
### Transport and Connectivity (n=82)



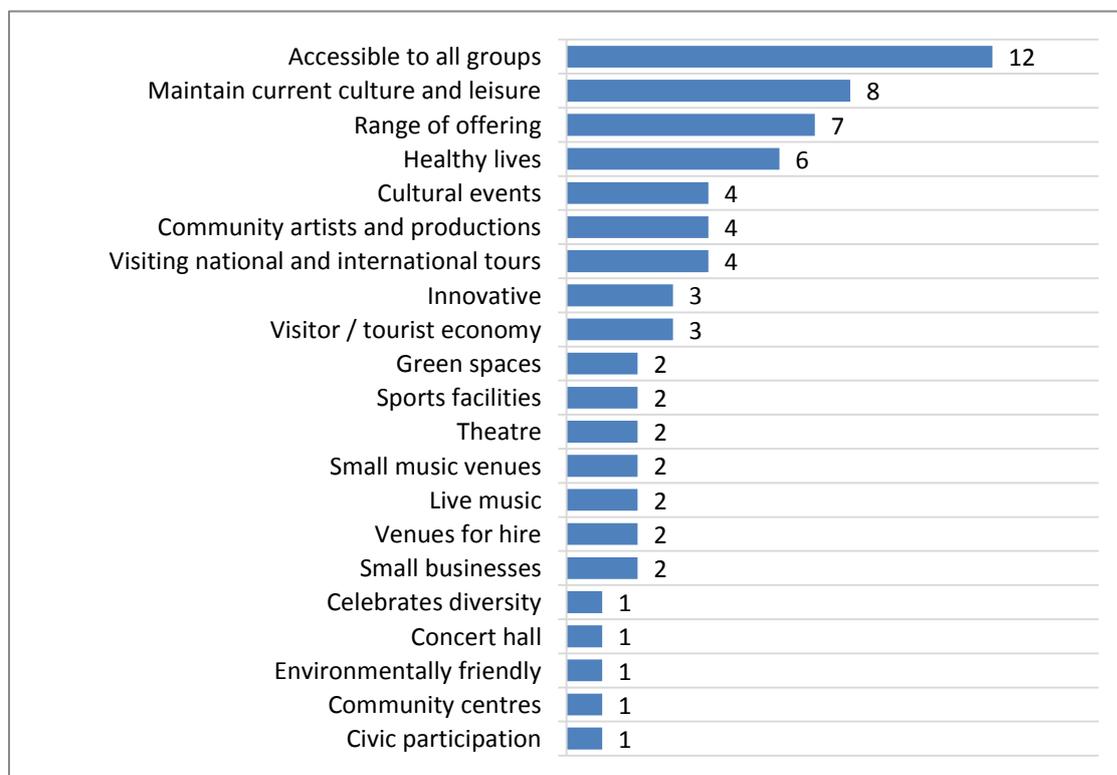
4a. Thinking about **Oxford's transport and connectivity**, for example your travel within the city, as well as in and out of the city, what should the Oxford of 2050 be like?



**Culture and Leisure (n=41)**



5a. Thinking about **Oxford's culture and leisure**, for example your enjoyment of theatre, music, the arts and leisure activities, what should the Oxford of 2050 be like?



### Question 3

The final question in the survey was an open ended question offering respondents the opportunity to add anything further. A sample of some of the comments received can be found below.

#### Work and Learning

- You need to consider some form of 'craftsman' type industry as well - which cannot be automated in its totality, but requires practical skills. There are many young people who have a lot to offer, but who are not academic.
- An emphasis on social enterprise and an emphasis on creating community as much as possible.
- Would like to see better road and rail links to other centres of high tech development such as Swindon (A420 terrible road), Bristol, Southampton, Milton Keynes & Cambridge.
- Maybe the university could offer free learning opportunities for underprivileged Oxford residents.
- Developing Oxford as a knowledge-based economy will require a significant expansion of the city beyond its current limits. Ways of enabling this expansion should be considered.

#### People and Community

- Play schemes, parent and toddler mornings, companionship for the elderly, and crucially, somewhere for teenagers to hang out together - these are all needed and important
- We need to try and design sensibly, for example with the inevitable new build developments having a hub of shop, doctors surgery, nursery and community space (hall) together with a plaza where events (e.g. markets) can be held will get all ages meeting together.
- Older people need benefit from living in a young city. Arrangements need to be in place so that older people in Oxford feel secure.
- Technology and the current trend in cyberspace could lead to isolation and detachment from human values. It is important that citizens are encouraged to socially interact in real time as this is the fundamental basis of human existence.
- Social inequality seems to be one of, if not the biggest challenge facing Oxford today. It is not something that can be easily 'fixed' in the short term, but is a task eminently

suited to decade-scale planning. Long term community work could yield big improvements for the city as a whole on the '2050' timescale.

### **Built and Natural Environment**

- Oxford has an international reputation - much because of its heritage and university. Oxford must be able to retain that reputation by sensibly managing change and protecting its assets otherwise we risk losing that special status and international significance.
- We must design for all users in mind and future trends and we should be building to last so that this generation makes its own positive contribution to the city and provides a lasting legacy.
- Much higher housing densities, to reduce people's dependence on cars and public transport and create more vibrant communities that travel by walking and bicycle
- I would like to see Oxford as a beaming example for high quality, innovative, world class design in new developments and to be looked at as best in class for heritage, design, ecology, landscape and innovation.
- Accessible high quality green spaces rich in biodiversity in every part of the city.
- Carbon neutral city, clean air and innovative house building are all important - Oxford has the science and tech to pioneer this
- Oxford already has many pleasant green spaces (Port meadow, South parks, University parks). Parts of the green belt that are close to the centre or to transport links can be used instead to build medium density or affordable housing. Along with good cycle paths to the centre, this will shorten commutes, encourage a healthy lifestyle, and reduce pollution.

### **Transport and Connectivity**

- We need a decent, frequent and reliable public transport system be it buses, trams or even a metro system.
- More and more people will need to live further out of the city centre, and housing developments are likely to extend beyond the current boundaries, so zero emission transport systems out into suburbs, estates and villages will be essential.
- We don't need transport systems that are quicker in themselves. We mainly need to get people out of cars and onto mass transport. Then transport will get quicker anyway.
- New developments need to have sustainable transport built in.

- Pedestrianisation with good bike paths will make the environment more friendly.
- A car free city centre would be safer, less polluted, more pleasant, and would encourage more people to cycle.

### **Culture and Arts**

- Retail that is diverse, innovative and unique.
- Use of funding for culture and leisure appears more likely to benefit those people who are already in a privileged position. Funds need to be allocated in order to support activities and communities that struggle to raise funds.
- The quality of our theatres and concert venues desperately needs improvement.

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## Stakeholder Engagement

As part of the consultation process we invited a range of stakeholder groups to get involved. This included Oxfordshire County Council, Business Leaders, charities, arts groups and special interest groups. A summary of their responses can be found below.

**Leaders Roundtable** (members include OxLEP, Oxford Brookes University, Unipart, University of Oxford, Solid State Logic, OUP, Drayson Technologies, Oxfordshire County Council, Oxford Academic Health Sciences Network, Said Business School, Oxford Bus Company, Stagecoach and Boswells Department Store)

- In general, those in attendance bought into the need for a city-vision, as the essential first step to having the right strategic approach, and right plans, to deliver for Oxford.
- There was support for an ongoing process of visioning; thinking ahead and beyond political cycles so as to create a consistent approach.
- There was a general consensus that the city will have to grow to retain its global position to 2050. The available workforce to the city's employers must be expanded from the local residents and through more flexible labour markets generally
- Concurrently, the city must find and make available the space for employers to be able to grow, but in genuinely sustainable and flexible ways
- The concept of a city that allows more frictionless movement of people (physical and social mobility), goods, data and learning was presented as a potential vision.
- We need to envision better inclusion and participation in work and learning across all communities regardless of background, sex, ethnicity etc. we need to empower more people to fulfil their potential and see gaps in earning power reduced to 2050.
- Careers education: aim to be top in class on this now and in 2050. We should use the new DfE strategy to create momentum towards this vision in the short term, but be aiming to be a leader in linking learning, carers, employment and re-training long-term.
- If there are big ticket long-term infrastructure needs (tunnels, rail station, mass transit) we need to get behind the priority investment/s and communicate the need for them collectively.
- We need to engage business more in the development of transport and infrastructure and employ solutions from them.

- Major transport infrastructure can take 10-30 years from inception to delivery, so it is particularly important to have a vision for movement around the city.
- As the city grows, we need to consider, how people will need to move around the city long-term and ensure that mobility as a service responds to those needs, as well as shaping the solutions and ensuring that transport services and modes are inter-operable.
- We need to take a radical approach to transport, but one that is joined up across partners and providers (i.e. freight consolidation hub).
- We also need to be aware that whilst there will be evolution rather than revolution in many modes of movement, we need to focus on the long-term vision that will be enabled by tech and behaviour change over time.
- Given we are a city that has such high in-commuting, e.g. need to think about our operation as an urban rural location and ensure rural residents can understand and utilise emerging urban transport solutions.
- In summary, the following three areas were seen as key aspects to be fed into the 2050 vision.
  - 1) Behaviour change will be a major requirement to supplement any major transport investment to 2050
  - 2) We need to ensure we have a vision for reducing social and economic divisions to 2050
  - 3) We need to be a Living Lab in approach, learning and dialogue and continually feedback and iterate the output of that lab to improve outcomes.

## University of Oxford

- The Oxford Programme for the Future of Cities and the Future Cities Network at the University of Oxford (based primarily at the Centre on Migration, Policy and Society) take a global outlook and comparative perspective to the way cities will look like in the future. To that end, we see a smarter and more sustainable Oxford in 2050, achieved through greater collaborations with leaders of other global cities, where best practices can be shared and implemented.
- By 2050, Oxford will be known as a centre of knowledge and innovation that inspires not only other British cities, but cities all over the world. Starting now, with tangible steps such as hosting international expos and building links with other fast-growth, smart cities, Oxford's global reputation will begin to evolve beyond that of a historical university town. Oxford has already become a leader in sustainable modern and future city development, working toward building a low-carbon and high-tech economy. By 2050, Oxford could will have been a recognised leader in

helping to achieve the United Nation's Sustainable Development Goals. Through global partnerships, Oxford can make leaps in the value it adds at a global, regional, national, and local level.

## **Oxford Brookes University**

- Remotely delivered lectures, with technology to support students to engage fully in the presentation
- Digitally immersive technology that could involve the use of virtual reality technologies. Digitally immersive technology is already in use in architecture and similar fields, where multiple projectors create 360 degree images. This kind of technology will allow students to travel to the centre of the Earth, study internal organs of the human body and immerse themselves in historic scenes.
- Mixed reality learning such as the use of holograms and holographics, already in use in some fields. For example, the Royal College of Surgeons is developing programmes that use mixed reality technology to train students in certain medical procedures
- By 2050 virtual presences, such as holograms, could sit together in a meeting room. In some instances a meeting room may not be necessary as meetings will exist in a virtual meeting space. It is however unlikely that all meetings could be conducted virtually. Oxford2050's vision should support programmes that encourage and provide funding for academic attainment amongst underrepresented communities in Oxfordshire and consider how these types of programmes can be more widely disseminated to the local population.
- With the proliferation of digital technology, it is becoming ever more important to encourage people to enjoy life outside of this virtual world. Enlivenment activities that look to engage people and bring communities together should form a key element of the City Council's Oxford2050 vision.
- The Oxford2050 vision should consider how future buildings may interplay with Oxford's built and natural environment. Land prices in Oxford are significantly higher than other parts of the UK and low-density buildings mean an increased building cost. Oxford Brookes broadly agrees that building taller buildings can positively contribute to increasing density and a more efficient use of land.
- The Oxford2050 vision should consider means to provide housing to a range of income levels and provide a clear strategy for improving the existing housing stock being supplied in the rental market.

## **Oxfordshire County Council**

### 1. Work and learning

- A school system that promotes excellence and delivers high quality education from early years into adulthood.
- A range of opportunities for local people, particularly younger individuals who want to stay in the county, to engage in employment.
- To ensure that Oxford's economic success is shared by all residents, we support the City Council's continued efforts to address the availability of affordable housing and lay the foundation for a variety of housing to meet the needs of professionals, students, families and older people, in line with the Strategic Housing Market Assessment.

### 2. People and community

- We want to ensure our children and young people have a safe and supportive home and school life, see communities empowered to meet their own needs, and enable older people to live independently for as long as possible.
- We want people with care and support needs to have access to the latest technology and innovative solutions so that they can live fulfilled, happy and independent lives
- We would like to see a city in 2050 where drug misuse, sexual abuse and domestic violence are a rarity. To realise the ambition for a safer Oxford, we encourage a strong partnership approach to keeping people safe in the city.
- To achieve a greater sense of togetherness, the vision should also include a focus on reducing disadvantage and addressing inequalities.

### 3. Built and natural environment

- A commitment to reducing air pollution in the city through lowering harmful emissions is one that the County Council shares.. Our mutual involvement in Smart Oxford will also serve to identify forward-thinking technological solutions that can address some of the city's environmental challenges and achieve some of the City's vision ahead of 2050.
- We strongly support increased access to affordable housing in the city and the delivery of new homes that meet the needs of an ageing population.
- Two of the key barriers to attracting and retaining care workers to meet growing demand for care and support in the city are the cost of living in Oxford and access to housing. We want to work with the City Council to ensure that before 2050 this

barrier is removed and we can successfully attract and retain a skilled, dynamic care workforce to support people in the city to live the lives they want.

#### 4. Transport and Connectivity

- We support the vision to develop excellent transport connections to the rest of the UK. More integrated transport networks across the Oxfordshire 'Knowledge Spine', to the Oxford-Milton Keynes-Cambridge 'Growth Corridor' and destinations like London, the Midlands, Heathrow, and the South Coast Ports will serve to maximise the city's world-class assets and appeal.
- However, maximising Oxford's transport potential by 2050 will require significant investment and a higher scale of ambition for infrastructure; a more integrated approach to spatial planning; and a willingness to invent, develop and apply new ideas.
- The transport solutions for 2050 would need to cover the wider urban area of Oxford, as well as the main transport corridors to and from the city. Intensification of development on brownfield sites around key transport corridors will have a significant impact, while the city's urban footprint will extend.
- To support the growing number of commuter journeys by 2050 and to deliver a more reliable, affordable and integrated journey experience, we would like to see smart transit corridors, rapid transit and cycling infrastructure improvements across the city.

#### 5. Culture and Leisure

- We would like every person who visits Oxford to see the best of what the city has to offer.
- As a provider of the county's library, museum, history and music services, we particularly support a vision that includes a focus on enhancing Oxford's identity, celebrating its cultural heritage and diversity, and encouraging residents to stay healthy and active.
- High quality cultural, sport and leisure activities are key factors that make a place attractive for business, improve quality life, build communities and combat the need for support from statutory services.
- We want to see people of all ages participate in and enjoy cultural activities, acquiring new skills and knowledge through a wide range of cultural opportunities.

**Good Food Oxford** (the organisation was launched in order to help support the existing work of many organisations in and around the city to improve our food system, to catalyse new initiatives and collaborations, and to encourage more joined-up thinking, research and policy around food issues).

- By 2050 in Oxford, everyone will be able to eat well every day, because we will be growing a substantial amount of our food within our urban environment, making for a greener city with better air quality.
- We will be surrounded by productive farmland, with food transported fresh from the farm gate to our homes in the most convenient possible way, using drone technology.
- More of us will work on the land, but it won't be back-breaking work because we will be assisted by the best technology. We will work with the health of the soil and biodiversity at the forefront of our minds, and have made commitments to high animal welfare.
- Municipal kitchens, where people can cook and eat together, will make a comeback so anyone can get a cheap, nutritious meal three times a day, fostering community spirit and a vibrant food culture.
- Most food won't need to be packaged, but any that does will come in its own biodegradable packaging.
- Food waste won't exist – lots of people in the city will be employed in processing and redistributing surplus food, and any leftovers from that will be composted to grow more of our own food.

**Nominet** (an internet company delivering public benefit and as the trusted guardian of the UK namespace manages and runs the infrastructure for over 10 million domain names that end in .uk).

- We believe that in order to facilitate the seamless clean transportation of people in and around the city it is essential that appropriate investment into charging points for electric vehicles and intelligent transport management systems takes place.
- The recent announcement of a move towards an emission free zone within Oxford is a step in the right direction in embracing new technologies and modes of transport. It is likely that the use of connected autonomous vehicles will be widespread by 2050, to enable this to take place within Oxford it requires a strong supportive digital and physical infrastructure.
- As a local employer we would like to see transport links improved so that there are credible alternatives to driving a car so that both congestion and travelling times are

reduced. This would in turn help us to recruit from a wider radius which would hugely beneficial.

- We would also welcome the contribution to clear air quality that would result from reduced car usage.
- In terms of connectivity, it is an absolute necessity that investment takes place to develop strong communication infrastructure. It is equally important that this investment takes place beyond the city boundaries so that rural residents and businesses are not left behind as the internet will continue to play an increasingly central role in daily life.
- The provision of strong consistent wireless connectivity is crucial in tackling digital exclusion. We would call upon the local authorities to create a dedicated digital champion to demonstrate leadership on these issues and to help convene key local stakeholders to help deliver the change that is required.

**Asylum Welcome** (We are a charity that welcomes asylum seekers, refugees and detainees who have fled persecution and danger in their own countries and seek refuge in Oxford and Oxfordshire).

“At Asylum Welcome, our vision for Oxford 2050 is a kindly city that is a close-knit community but also has compassion for the wider world, that balances the pursuit of excellence with the promotion of equality, and a city that retains its historic identity while finding room for people who need shelter to thrive.”

- Asylum Welcome’s vision is of an inclusive city that allows all residents to flourish, express their individuality and achieve their aspirations within a supportive community identity.
- This requires a commitment to not only sustain the famous university sector and related research and technology enterprises, but to increase commitment to enhance creativity, innovation and achievement across all places of learning and all worthwhile enterprises.
- We feel that the twin goals of creating a genuinely happy city and accountable and responsive institutions provide a secure foundation for the welfare of residents, families and communities.
- A city that has a well-thought out approach for balancing on the one hand respect for the environment and local aesthetic and historic assets and on the other hand the need to make affordable and quality housing available on a fair basis.

- A city where individuals of all ages, abilities and means can travel quickly, easily, cheaply and safely in order to engage in the life of the city and beyond.
- A city that backs effective transport solutions that have low impact on communities and the environment.
- Congestion is all too evident in Oxford and tackling it needs to be a priority.
- Excellent transport connections to the rest of the UK are important
- Oxford already offers an impressive range of sporting and artistic activities and should continue to do so.

### **Parish Councils Forum (members include Blackbird Leys Parish Council, Littlemore Parish Council), Old Marston Parish Council, Risinghurst and Sandhills Parish Council)**

- Important to engage young people with this exercise.
- It was noted that a lot could (and almost certainly would) happen between now and 2050. The document would seek to set out a vision but not one that would be set in stone. It would, necessarily, be a dynamic document which would need to respond to changes in society over time.
- Transport was recognised to be a key theme for the City. The County Council rather than the City was the Highway authority and was looking at its transport policy.
- Among other things this included the establishment of more Park and Ride facilities, encouraging rail travel and discouraging car use within the City.
- Transport was one area in which there were likely to be radical changes by 2050. The use of private cars, for example, might well have ceased or at least be significantly reduced.

### **Oxford Civic Society**

- Oxford Civic Society (OCS) members expressed their main priorities for Oxford2050 were on the themes of Housing and Transportation.

- City region needs to be considered outside current boundaries.
- Fundamental changes were needed around the Headington hospital area to better accommodate personnel and those in need of accessing medical services.
- Increased introduction of robotics will create a need to retrain people – so increased lifelong learning.
- Current infrastructures and housing supply within the city need to grow – and the city boundaries will need to be extended.
- Increased availability of accommodations for teachers at local schools.
- Increased flexible working will lead to a more dispersed employment model.
- Genuine diversity in types of housing and tenure for each neighbourhood
- There should be more devolved communities with vibrant developments in areas other than the city centre.
- Further work to be done around public health, to decrease health inequalities within the city.
- Green corridors as opposed to green belts to be developed – with green spaces designed into urban planning
- Greater public access to many of the green spaces in the City.
- Key existing sites of biodiversity must be protected.
- Dedicated and maintained cycle paths.
- Autonomous vehicles must safely cohabit road space with pedestrians.
- Greater capacity City rail station that is well-connected to our Travel-to-Work sites.
- Metro system for the city region that incorporates multiple modes of travel with easy interconnection.
- Intra-city tunnels for larger vehicles.
- Traffic free city centre for large parts of the day – but ensuring access for people with disabilities.
- Rivers and canals should be better utilised for the economy and recreation (examples: public fountains, leisure activities)
- A symphony concert hall will be established

- More coordinated and harmonised planning of larger development areas.
- Communities and neighbourhoods should be microcosms of the City centre.

## Further Stakeholders Meetings

The Oxford2050 Vision was also discussed at:

**The Oxford Strategic Partnership** whose members include Thames Valley Group, Oxfordshire Clinical Commissioning Group, OXLEP, Uipart Group, City of Oxford College, Land Securities, Experience Oxfordshire and Reciprocate; and

**The Green and Blue Spaces Network** whose members include Oxford Preservation Trust, Campaign to Protect Rural England, Canals and Rivers Trust, University of Oxford and Oxford Brookes University.

Formal consultation responses were not received from these groups but issues raised at these meetings have been noted and will be taken into consideration before drafting the final Vision document.

## Schools

An important part of the consultation process was to engage children and young people in the process.

Windmill Primary School and Cheney Secondary School got involved by building models, making videos and holding discussions about their views and ideas for 2050. A gallery of photos of work produced by the children can be found on the Oxford2050 website ([www.oxford2050.com](http://www.oxford2050.com))

## What Happens Next?

Oxford2050 will underpin Oxford City Council's work going forwards, and, over time, you will begin to see the aspirations set out in this document translate into policies and then actions in the city.

Specifically, we plan to use Oxford2050 as the basis of future local plans, which set out how the city will develop over time, and corporate plans, which set out the City Council's priorities and planned work.

Our wider hope is that residents and organisations across Oxford will sign up to the vision, so that everyone in Oxford is working towards one agreed goal.

Ultimately, though, we do not know how technology, international politics or climate change will affect Oxford over the next 30 years. For that reason, the vision will be a live document, and we will revisit and update it every four or five years.

But, for now, Oxford2050 gives our direction of travel.