





Oxfordshire is the county surrounding Oxford, the city that for centuries has been a global centre of learning and innovation.

Today the region continues its pioneering work in the sectors that are vital for the world's future health and sustainability. It is a powerhouse for the study and application of life-changing technology in health, energy, space, future mobility and quantum computing.

This publication tells you about this region's investment success stories, and shows how Oxfordshire is at the heart of collaborative efforts that are driving innovation to find solutions to the world's greatest challenges.

## **Attractive to investors**

## Strength, resilience and growth through world-leading science and technology clusters

Throughout uncertain times, Oxfordshire has continued to accelerate business innovation. It has one of the strongest economies in the UK, generating £23.5 billion GVA annually\* and providing 430,000 jobs county-wide, reflecting above national average jobs growth.

It is home to 2,950 high-tech companies, including several 'unicorn' businesses that have been valued at over \$1 billion. It also has western Europe's highest concentration of science research facilities.

Oxfordshire is a hotbed for international investment. In the last seven years Oxfordshire has secured over 340 foreign direct investments at a value of over £3.1 billion, safeguarding and creating over 6,750 jobs – many in high value sectors that underpin its science and technology superpower credentials. Up to 1.9 million sq ft of new office and laboratory space is due to be delivered between 2023 and 2025.

Oxfordshire in general – and Oxford in particular – has also attracted significant interest from overseas investors in office and laboratory space. GIC (Singapore), for example, acquired a 40% stake in Oxford Science Park in 2021. Inward investors include Moderna, which in March 2023 announced it would establish a substantial Innovation and Technology Centre at Harwell Campus, and BMW, which announced plans to invest £600 million in manufacturing electric cars at its Oxford plant.

The University of Oxford has been ranked #1 in the world for a record eight years (*Times Higher Education 2024*). It is the biggest research-based university in the UK, with research income of £653m (2020/21). Oxford Brookes University is ranked among the UK's best young universities (*THE Young University Rankings 2022*).

Oxfordshire has a successful record in securing investment to promote growth. Oxford Science

Enterprises is an £850 million fund designed to help Oxford's outstanding scientists build and grow great

businesses that can improve the world. Investors have provided seed and follow-on funding ranging from £100,000 to £10 million.

The University of Oxford is the UK's most successful for turning academic research into spinout companies. Since 2011 it has spun out over 200 companies – in recent years a new company every two months – through its commercialisation arm, Oxford University Innovation. Accounting for almost 16% of the UK's university spinouts, University of Oxford spinouts have a total value of £6.4 billion, with £2.9 billion by way of investment.

Oxfordshire has exciting opportunities for foreign inward investment and welcomes investors that seek to build a long-term relationship with Oxfordshire and the wider region for both investment and international trade.

Oxford is ranked tenth for foreign direct investment among small European cities. (source: FDI)

#### **Highly-educated workforce**

The county boasts over 12,000 people employed in scientific research and development. The proportion of people working in R&D is over four times the national average and the proportion of highly qualified working-age residents in Oxfordshire has consistently exceeded the figures for England and South East on average by 10 and seven percentage points. Around 56% of Oxfordshire's working age population are qualified to degree level or above. (UK average 40% [ONS 2023], OECD average 38%)

Oxfordshire has seen over £3 billion in foreign direct investment since 2017



## **Key components of Oxfordshire's economy at a glance**



430,000

number of jobs in the county



51%

of the working age population qualified to degree level or above



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Oxford University global ranking for 8th consecutive year. (THES)



£850m

largest fund for university spinouts in Europe: Oxford Sciences Innovation

\*Oxfordshire Strategic Economic Plan 2023



£23.5bn

GVA generated in real terms each year\*



4%

GVA growth in nominal term year-on-year since 2006



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Highest concentration of science research facilities in Western Europe



2,950

High tech firms in Oxfordshire

# World-leading science and innovation centres

Oxfordshire has the key ingredients that make up a world-class innovation ecosystem: a flourishing environment for innovation and business creation; world-leading experts in knowledge and technology development; and a dynamic, agile, and skilled workforce. By 2026, over half a million square metres of new office and laboratory space will be added.

Over 225 research and technology companies in health sciences, med tech, space applications and energy operate on **Harwell Campus**. The site houses the UK's largest space cluster of over 100 growth companies. Critical assets include the Diamond Light Source, the Rosalind Franklin Institute, Faraday Institution, UK Space Agency, European Space Agency, Rutherford Appleton Laboratory, and the National Quantum Computing Centre.

Culham Science Centre hosts over 2,000 scientists carrying out world-leading research into areas such as fusion power and autonomous vehicles. Critical assets include the Culham Centre for Fusion Energy, which will design and build the world's first compact fusion reactor by 2040, RACE (Remote Applications in Challenging Environments), and the Culham Innovation Centre.

Within the Oxford City Science Area, key development work is ongoing in sectors such as life sciences, digital health, Al technologies and quantum computing. Key assets include the Oxford BioEscalator, the Jenner Institute, the John Radcliffe, Nuffield, and Churchill Hospitals, and the Centre for Applied Superconductivity alongside innovation hubs including the Wood Centre for Innovation and the Oxford Centre for Innovation. Also in the city centre are the Clarendon Centre and Inventa and Spires.

The Oxford Science Park is home to more than 100 companies, from start-ups to multinationals, working in areas such as drug and device development and AI within a vibrant R&D and commercial community. It offers a variety of design-and-build office and laboratory accommodation, the latest being the Iversen Building and the Ellison Institute of Technology.

The University of Oxford's **Begbroke Science Park** focuses on advanced engineering and medical tech for 30+ world leading research & technology companies. By 2032, a

£2 billion programme will co-locate engineering, physical and life sciences research to Begbroke's global innovation campus, to work directly with industry.

Oxford Technology Park is a new science and technology park that offers flexible office and R&D space to the north of Oxford. The site is adjacent to London Oxford Airport, with nearby rail access to London.

Oxford North is the city's new innovation district. The 64-acre site to the north of the city will provide 300,000 square metres of laboratories workspace, 480 new homes and provide 4,500 new jobs.

<u>Heyford Park</u> provides a range of commercial accommodation including warehousing, workshops, lab space and offices and is already home to over 100 businesses.

**ARC Oxford** is an innovation based community close to the city centre and hosts over 60 science, technology and service companies. It offers workspace to suit all sizes of businesses and an amenity rich environment.

The <u>Bicester Motion Innovation Quarter</u> will establish a world-leading automotive engineering centre of excellence and offer new accommodation for international technology businesses.

<u>Howbery Business Park</u> is the UK's first solar-powered park. It offers specialist research capabilities to spinouts and start-ups in the water and environment sector.

<u>Abingdon Science Park</u> is home to scientific, research, and high technology businesses. It currently has lab and office space development opportunities.

Milton Park is a science and technology park that is home to 250 companies and 9,000 people and forms one of the largest science clusters in the UK. In 2024 it began to build a £40 million development with flexible R&D spaces.

#### Wootton Science Park

New and growing development with laboratories and workspaces.

<u>Grove Business Park</u> offers office, R&D and industrial buildings, strategically located between the M4 and the A34 roads.

## **Innovation clusters** across Oxfordshire

Western
Europe's highest
concentration of
science research
facilities





### **Health and life sciences**

Oxfordshire is at the heart of one of Europe's largest and most successful life science clusters, spanning drug discovery and development, diagnostics, medical devices, digital health, precision medicine and regenerative medicine.

The region has attracted and established world-class life science businesses and is home to global players such as Abbott, Ipsen and Vertex. Three start-ups have attained \$1 billion 'unicorn' valuation status: Oxford Nanopore Technologies, Immunocore and Adaptimmune.

Moderna, the biotech pioneer in messenger RNA (mRNA) therapeutics and vaccines, has selected Harwell as the location for its Moderna Innovation and Technology Centre (MITC). Expected to be operational in 2025, the centre will encompass a research, development and manufacturing facility as well as a clinical biomarker laboratory.

Biotech start-up Samsara Therapeutics is one example of an early-stage drug discovery company which is expanding rapidly. Founded in 2018 with backing from Berlin-based Apollo Ventures, it is working on new therapies for healthy ageing and treating age-related and genetic diseases. Samsara, headquartered in Boston, USA, has its R&D hub

at the <u>Wood Centre for Innovation</u>, a hub for start-ups and early stage science and technology companies in the heart of the Oxford City Science Area.

Digital technologies are transforming healthcare in a UK market that currently has a growth rate (CAGR) of 18.96%\*. Oxfordshire and its neighbouring regions have over 160 digital health companies and 430 stakeholders across industry, academia, the National Health Service and the third sector and a cluster that is speeding innovation, demonstration and rollout.

Oxford's BioEscalator nurtures early-stage biotech companies and facilitates collaboration with the NHS and academics.

#### **Vaccines**

With its unparalleled expertise in vaccinology and immunology, the region spearheaded the UK's response to the Covid pandemic in a series of unprecedented collaborations between academia, medicine and industry. The UK's leading vaccine was developed by the Jenner Institute in a partnership with AstraZeneca. Around 800 people in the region were working on different aspects of the pandemic, from leading trials to developing novel therapies. The Jenner Institute's malaria vaccine programme has led to significant advances in the field of vectored vaccines.

### **Space**

Since 2000, the UK's space sector has trebled in size, achieving 6% annual growth and exporting a third of its outputs. The space sector contributes £5.7 billion to UK GDP. The UK aims to be 10% of the global space-related economy by 2030.

Companies within Harwell's <u>Space Cluster</u> range from start-ups to multinationals such as <u>Thales Alenia</u>, <u>Astroscale</u> and <u>Lockheed Martin</u>. With 105 space organisations employing over 1,400 space professionals, this is the UK's largest, and Europe's most concentrated, group of space companies.

It encompasses major assets of national and international significance such as the European Space Agency's European Centre for Space Applications and Telecommunications (ECSAT) and the new National Satellite Test Facility: the UK's first space-simulating environment that will support the assembly, integration and testing of space payloads and satellites weighing up to seven tonnes. Space research and technology developer RAL Space has been involved in over 210 instruments for space missions, providing space test and ground-based facilities and designing and building instruments.

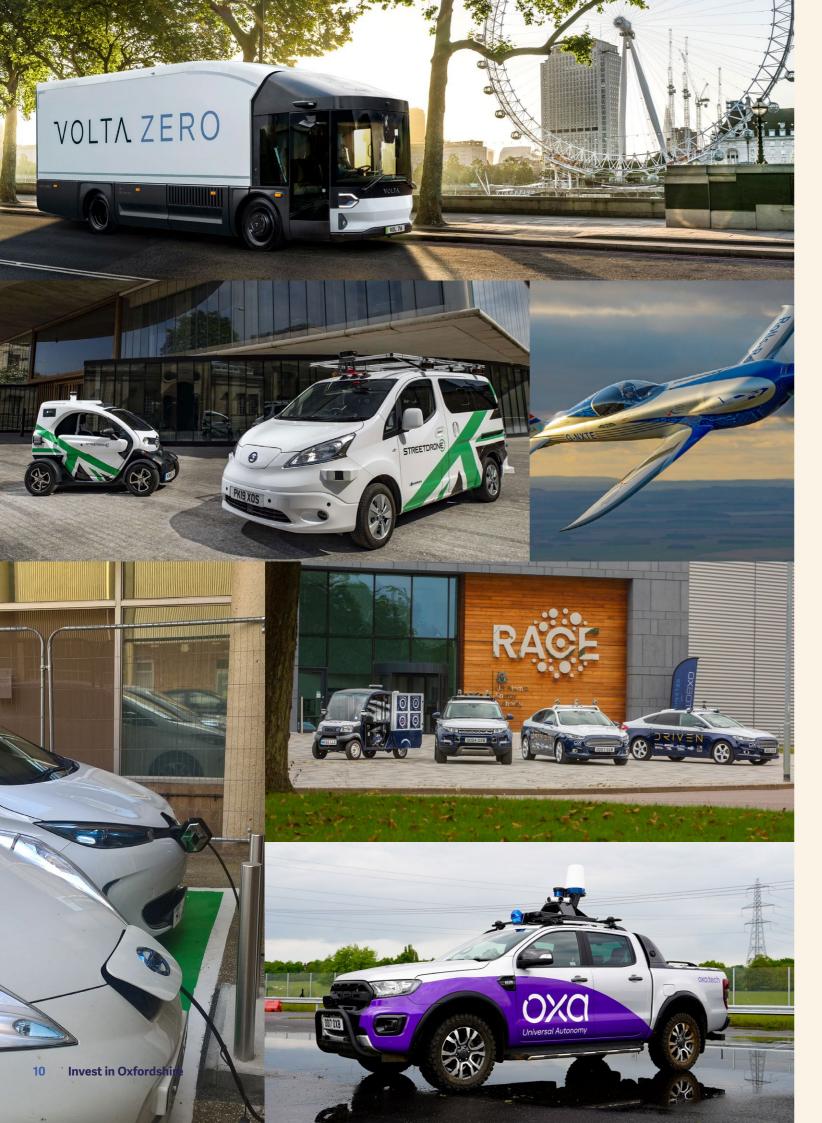
Other businesses on site include makers of antennas, cameras, sensors, and data analytics.

The <u>Satellite Applications Catapult</u> accelerates the growth of satellite applications as a focal point where SMEs, industry and end users can work together with researchers to bring ideas to commercial reality. It has seen satellite technology applied to projects ranging from mining to cocoa-growing.

Further exciting developments at Harwell include a <u>Disruptive Innovation in Space Centre</u>, and the <u>5G/6G Hub</u> at ESCAT, which is enabling companies to explore and realise the enormous potential of 5G and 6G networks.

Harwell hosts
Europe's most
concentrated
cluster of space
organisations and
expertise

8 Invest in Oxfordshire \*mordorintelligence.com, 2018-28



### **Future mobility**

Oxfordshire is within <u>Testbed UK</u>, a uniquely-resourced central UK region for taking CAV technologies from concept to manufacture. Oxfordshire can offer much of the UK's expertise in motorsport R&D, test and development facilities, modelling and simulation, as well as academic talent and resources.

## Connected and autonomous vehicles (CAV)

Oxfordshire is a global centre for CAV development. The CAV Pit Lane at Culham Science Centre, which opened in 2019, enables vehicle manufacturers and self-driving vehicle developers to improve and test advanced driver assistance systems (ADAS) and autonomous systems in over 80 R&D projects. OxLEP secured £2.3 million-worth of investment for the CAV Pit Lane via the Government's Local Growth Fund. Oxa, a University of Oxford spin-out, has made exciting links with regional and international partners and is working with them at Culham's RACE facility to accelerate universal autonomy software development. Five AI, having created a self-driving system on public roads in London, was acquired by Bosch in 2022. Oxford's StreetDrone was the first company in Europe to run an open-source self-driving vehicle on the road. Its technologies are now enabling low-speed vehicles working in controlled logistics environments to operate autonomously. The Darwin Satcom Lab at Harwell, backed by the UK and European Space Agencies, is the first space in the UK designed for testing driverless car technology.

#### **Electric vehicles**

Electric motor producer <u>YASA</u>, which can produce up to 100,000 compact, lightweight and efficient motors every year at its Oxfordshire factory, raised more than £46 million from investors since being spun out from the University of Oxford in 2009. In 2021 it was acquired by Mercedes-Benz and also has its own spin-out, <u>Evolito</u>, which is developing electric motor technology and IP in aerospace. Oxford University's <u>Centre of Excellence</u> for Hybrid Thermal Propulsion Systems is a five-year, £4.7 million project in partnership with <u>Bath University</u>, <u>Siemens</u> and <u>Jaguar Land Rover</u>, to lead the way in hybrid thermal propulsion system science and technology.

#### Motorsport

Oxfordshire's well-established 'motorsport valley' is also contributing to advances in electric vehicle technology. One of the founding Formula E race teams, Mahindra Racing, is based in Banbury. US motorsport business Andretti Autosport relocated its UK-based Formula E team operations to Banbury to be in the heart of the motorsport valley and benefit from the region's skilled workforce. WAE has created high performance batteries and has found commercial applications for its development work in motors and materials. Acquired by Fortescue Metals in 2022, it plans to set up advanced battery plants for heavy vehicles in Kidlington and Banbury. Chinese automotive manufacturer NIO has based its Formula E performance technology research centre and advanced engineering group at Begbroke Science Park.

#### **Flight**

Oxfordshire is set to become a lead centre for all-electric flight. Volare will use London Oxford Airport as launch operator for German aerospace company Lilium, developer of the first all-electric vertical take-off and landing jet. Evolito is using YASA's core technology to develop commercially viable electric flight. Airbus is investing \$50.5 million in new facilities at London Oxford Airport, and Oxford will also be at the centre of a proposed drone superhighway. Evolito is using YASA's core technology to develop commercially viable electric flight. Airbus is investing \$50.5 million in new facilities at London Oxford Airport, and Oxford will also be at the centre of a proposed drone superhighway.

### **Energy**

Oxfordshire is a unique centre for the development of future energy systems.

#### **Fusion**

Oxfordshire is a world leader in fusion energy research and innovation and is home to UKAEA's national fusion energy laboratory. Operated by Culham Centre for Fusion Energy, the iconic Joint European Torus (JET) facility, a cornerstone of fusion energy for over 40 years, is now in the next stage of its lifecycle: decommissioning and repurposing. The learnings from this will continue to contribute to global fusion efforts for years to come including in France at ITER, the world's largest tokamak. The final phase of JET will offer UKAEA unparalleled insights into the process, and it will continue with a suite of other groundbreaking fusion projects at Culham including Mega Amp Spherical Tokamak Upgrade (MAST-U), a spherical tokamak design project focused on fusion energy efficiency, and Tritium Fuel Cycle (formerly H3AT), the UK's leading facility in tritium, a critical element in creating fusion.

Oxfordshire is also home to <u>Tokamak Energy</u> which has raised over £123 million of private investment and has expanded rapidly through its proximity to world-leading clusters in fusion energy and high temperature superconducting magnets. <u>First Light Fusion</u>, an Oxford University spin-out based in Begbroke, is researching energy generation by inertial confinement fusion and has raised a total of \$107 million. Canadian company <u>General Fusion</u> is building its Fusion Demonstration Plant (FDP) to speed up the commercialisation of fusion technology at Culham, with support from UKAEA and a global consortium of industrial companies.

#### **Energy storage**

Around 80 organisations and 1,400 people contribute to research into electrochemical energy storage in Harwell's EnergyTech Cluster. A key stakeholder in the cluster is the Faraday Institution, established to overcome key industrial challenges in energy storage technology. Its research programme spans ten major research projects in lithium-ion, beyond lithium-ion technologies and battery recycling, bringing together 27 UK universities, 85 industry partners and 500 researchers. In 2021 it received £211 million in government funding for battery research and innovation, to support the scale-up of these technologies and unlock private investment. It has supported 14 start-ups, which are making an impact on the UK battery sector and beyond, collectively securing a 36-fold return from an initial £1m investment.

#### **Net zero**

Oxford's Osney Mead innovation district, near the city centre, is the home of Mini-TESA – The Energy Systems Accelerator, a world-leading multi-disciplinary hub for energy transition. ZERO, Oxford University's zero-carbon energy research institute, which is partnering with businesses, academia, the public sector and social enterprises to accelerate the transition to a just zero-carbon energy system, is co-located here along with Oxford's Low Carbon Hub social enterprise.

The turnover of the UK's low carbon sector increased

by 28% from 2021-2022, from £54.2 billion to £69.4 billion (source: ONS). Oxfordshire plays an important role in helping the UK meet its 2050 net zero target. Project LEO (Local Energy Oxfordshire), an ambitious smart grid trial, is looking at how to accelerate the transition to an energy system that doesn't rely on fossil fuels. Oxford piloted the UK's first Zero Emission Zone. A zero emission zone and the Energy Superhub (ESO) aims to reduce Oxford's CO2 emissions by 10,000 tonnes per year, with new electric vehicle charging and hybrid battery energy storage projects.

Joint European Torus (JET), a cornerstone of fusion energy for over 40 years.



#### **Robotics and Al**

The University of Oxford is at the forefront of AI research in the UK. Its centres of excellence include The Remote Applications in Challenging Environments (RACE), based at the Culham Science Centre, which offers outstanding test facilities to companies from around the world to develop robotics and AI solutions, and the Oxford Robotics Institute. Other centres include the Centre of Doctoral Training in Autonomous and Intelligent Machines and Systems, the Oxford-Man Institute of Quantitative Finance and the Big Data Institute.

Companies locating in Oxfordshire include Canadian international space mission partner MDA, a pioneer in robotics, satellite systems and geointelligence, and Californian firm Intuitive Surgical which created the robotic-assisted da Vinci surgical system.

#### Quantum

Oxfordshire is one of the world's largest centres for quantum science. The sector has a turnover in the UK of £13 billion. An Oxford Quantum Institute is being developed in order to capitalise on its globally recognised strengths in quantum science, technology and innovation. The University of Oxford has more than 200 quantum researchers. The UK National Quantum Computing Centre (NQCC) at Harwell Campus, a £93 million flagship facility

for harnessing the exciting potential of this technology provides space for over 120 researchers from academia, industry, government, quantum partner organisations and start-ups.

Exciting Oxford University spin-outs include Oxford Ionics, which aims to create the most powerful, accurate and reliable quantum computers that will transform the world of medicine and finance. In 2023 it secured £30 million from backers including Arm founder Herman Hauser.

A number of international quantum companies have an Oxford base. ColdQuanta, a US firm, is bringing quantum closer to the user, enabling smaller, scalable devices. Its Oxford base is at the Oxford Centre for Innovation. Quantum Motion Technologies is leveraging silicon to deliver scalable quantum computing. It raised £42 million in equity funding in 2023 from investors including Bosch Ventures and Porsche. Quantum Dice is developing the world's first compact source-device independent quantum random number generator.





## **Investment opportunities**

Oxfordshire has one of the highest concentrations of innovation assets in the world, together providing a rich and economically critical network of employment, R&D and creative nodes which offer significant opportunities to scale up and develop new products and services.

Here are some projects and initiatives which are actively seeking investors:

#### **Bicester Motion**

The world's first automotive leisure resort and visitor attraction strategically located at the heart of the UK's mobility and tourism industries. Dedicated to the experience of driving as well as demonstrating the very latest in high-tech engineering, <u>Bicester Motion</u> is a £200 million investment to develop 1 million sq. ft of commercial space for the mobility technology sector which builds on the existing successful automotive cluster of 50+ businesses.

#### **Cowley Branch Line**

The Cowley Branch Line reopening is jointly promoted by the Oxford City Council and Oxfordshire County Council. The £150 million project will generate a wide range of economic, environmental, and societal benefits for local, regional, national and international stakeholders. It presents a rare opportunity to maximise existing rail infrastructure, with two new stations delivered in the south of Oxford, creating new access and improved passenger rail service options to travel directly to and from London and the Midlands.

#### Nucleic acid therapeutics in Oxfordshire

Nucleic acid therapeutics is experiencing high growth, and specific demand exists for innovative companies to pioneer targeted medicine discoveries and manufacture pharmaceutical ingredients. Harwell Campus' leading hub for nucleic acid therapeutics, vaccines and drug delivery can support companies to advance next generation medicines.

#### Fusion energy

Companies in Oxfordshire are leading the race to help fusion energy power the world of tomorrow. Investors can <u>collaborate</u> with the key research and innovation companies that will make the technological breakthroughs needed to create a clean, green 21st century.

#### Future mobility

Companies in the connected and automated mobility (CAM) Testbed UK region of Oxfordshire and the Midlands are leading the move to zero emission vehicles and green public transport. CAM Testbed UK offers investors the opportunity to develop connected and automated mobility technologies from concept to commercialisation. It harnesses world-class modelling, simulation and testing facilities to accelerate development and validation.

#### **Enterprise Zones**

Oxfordshire has two Enterprise Zones which are a key part of the government's plan to support new companies looking to locate or expand their existing operations in Oxfordshire. These designated areas at Harwell, Didcot and Milton Park – already home to a significant portion of the region's scientific, R&D, and high-tech businesses – enable local partners to invest business rates into improved infrastructure and business support and offer accelerated planning in some areas to ensure rapid development times.

#### **Growth capital investment**

Oxfordshire is full of exciting young ventures and has some of the fastest growing companies working on tomorrow's game-changing technology. Many are ready for their next stage of growth and are seeking partners to help them scale up. These start-ups and the more established high-tech companies, spun out from the universities and research institutes, offer early stage investment and growth capital opportunities. Our inward investment team can make key introductions for future fruitful partnerships.

## Oxfordshire's global investors

Benefiting from the UK's growing fusion cluster, Canadian company **General Fusion** has chosen to build and operate its Fusion Demonstration Plant (FDP) at Culham, where it will demonstrate its Magnetized Target Fusion (MTF) technology, and prepare for a pilot plant.

> US biotech company **Moderna**, a specialist in messenger RNA (mRNA) therapeutics and vaccines, selected Harwell as the location for its R&D and manufacturing centre.

Mercedes-Benz acquired Kidlington-based electric motor manufacturer YASA in 2021, having worked with the company since 2019. YASA will provide electric motors for Mercedes-Benz while acting as an innovation partner.

Amsterdam-based **Fastned** is one of the partners in Energy Superhub Oxford where it has provided a fast renewable-energy powered charging station.

**Airbus Helicopters** is investing \$50.5 million in new facilities at Oxford Airport.

Serum Institute of India is the world's largest vaccine manufacturer. It has funded the Poonawalla Vaccines Research Building, to be established at Oxford University's Old Road Campus, providing a new home for the world-class Jenner Institute and other leading Oxford vaccine teams. It is also an investor in Oxford-based gene and cell therapy group, Biomedica.

Mahindra Racing is one of the ten founding teams – and the only Indian team – of the FIA Formula E Championship. It selected Banbury, Oxfordshire, as its manufacturing base. Mahindra Group is one of India's largest companies, with a presence in over 100 countries through its conglomerate interests in electric vehicles, agricultural technology and IT.

Astroscale's innovative satellite technologies will clean up orbital debris and support the long-term sustainable use of space. In May 2024 it obtained approval to list on Tokyo Stock Exchange Growth Market. The Japanese company has based its UK office and operations centre at Harwell Campus.

Tencent is an investor in First Light Fusion, which is researching energy generation by inertial confinement fusion. In 2024, in partnership with UKAEA, it will begin construction of a new facility at Culham to house its new net energy gain demonstrator Machine 4, a milestone in commercial fusion power development.

Oxitec, a US-owned company with headquarters and R&D facilities in Oxford, has made a major breakthrough in combatting the spread of mosquito-borne diseases in urban communities in Brazil with a successful trial of its Friendly™ mosquitoes that saw the 96% suppression of dengue-spreading Aedes aegypti mosquitoes.

The Bill & Melinda Gates Foundation has provided Oxitec with \$US18m to help it advance its Friendly™ mosquito platform to combat two malaria-spreading mosquitoes including Anopheles stephensi which has now arrived in the Horn of Africa and could cause disastrous malaria outbreaks across Africa.

Strategic Development Fund
(SDF), the investment arm of UAE's
Tawazun Council, led a £40m funding
round to help Reaction Engines
accelerate the development and
commercialisation of its pioneering
thermal management technologies.

Melbourne-based **Applied EV** is a key partner with **Oxa** in developing autonomous passenger shuttles and industry-specific vehicles. In 2023 Oxa completed a US\$140m Series C round with strategic partners from North America, EMEA and APAC.

Fortescue Metals acquired WAE in 2022. The company continues to find commercial applications for its development work in motors and materials, and plans to set up an advanced battery plant for heavy vehicles in Kidlington and Banbury.

# A desirable place to live and work

#### Location

Oxfordshire is located in the south-east of England and is supremely well-connected. The city of Oxford is an hour from London and 45 minutes from London Heathrow, the UK's largest airport. Trains run frequently from Oxford's two mainline stations, linking it to London in less than an hour as well as to Birmingham, the north and the south coast. The UK's two major rail infrastructure developments, Crossrail and HS2, will speed these connections further.

Oxfordshire's unique position is amplified by being part of a wider region that sweeps broadly between Oxford and Cambridge. Exciting new investment in infrastructure is set to consolidate existing collaborations and enhance connections across this innovation heartland.

#### Living space

The county has a population of 725,000 with plenty of space to live, breathe and grow. In the next 10 years, 29,400 new homes in carefully-planned developments and garden villages will be added to the county, which also boasts the UK's first eco town, Bicester. The region also has outstanding schools and world-renowned hospitals.

#### **Culture, countryside and lifestyle**

Oxfordshire is glowing with heritage, from the dreaming spires of the historic city of Oxford to the UNESCO world heritage site and birthplace of Sir Winston Churchill, Blenheim Palace. Visitors to Oxford can enjoy the world's first university museum, the Ashmolean, as well as the Pitt Rivers Museum, the University Museum of Natural History, and the University Botanic Gardens. Lovers of the arts can access the Sheldonian Theatre and the Holywell Music Room, while Stratford-upon-Avon, Shakespeare's home, is within easy reach.

Outside the city, the landscape varies from the lush Thames valley to the wooded Chiltern hills in the south and the rolling Cotswolds to the north and west.

Luxury shopping destination Bicester Village, which attracts up to seven million visitors a year, is one train stop from Oxford. Home to more than 160 boutiques of world-famous brands, as well as cafés and services such as valet parking, it offers savings of up to 60% all year round. Over 100 leading retail, food and leisure brands have been attracted to the £500 million Westgate Oxford. Lock 29, National Centre for Food & Drink Provenance, is located in Banbury.







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in Oxfordshire Local Enterprise Partnership

