Banbury

Investment and Regeneration Information

A strategic overview of Banbury's rapid transformation, infrastructure growth, housing expansion and future investment opportunities across Banbury

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Banbury is undergoing a significant period of regeneration and economic transformation, driven by Cherwell District Council's ambitious Banbury Vision 2050 strategy. Supported by substantial public investment and long-term planning initiatives, the town is positioning itself as a vibrant regional centre that combines economic growth, improved infrastructure, cultural investment and high-quality living environments. The vision aims to strengthen Banbury's role as North Oxfordshire's principal commercial hub while creating a more attractive and experience-led destination for residents, businesses and visitors.

Housing and Employment Allocations

While Banbury has already delivered over 4,800 homes since 2011 (at sites like Longford Park), the new plan allocates specific additional sites to meet the 2040 targets.

Canalside Regeneration (approx. 500 homes): This is the flagship "brownfield" project. The new plan re-confirms the transformation of the industrial land between the railway station and the town centre into a residential district. This allocation replaces the older "Policy Banbury 1" to deliver high-density urban living.

North of Wykham Lane (600 homes): A major new greenfield allocation located to the south of the town (near Salt Way). This site is identified to deliver a significant portion of the town's new housing supply between now and 2040.

Withycombe Farm (230 homes): A smaller, specific allocation to the west of town, designed to round off the residential envelope near the existing Drayton Lodge developments.

Existing Strategic Sites: Construction continues at Hanwell Fields and South of Salt Way, which make up the bulk of the "committed" pipeline that is already approved but not yet fully built

Higham Way (New Employment Hub): In a significant policy shift, the land at Higham Way (previously considered for housing under "Banbury 19") has been re-allocated for employment use. This targets logistics, light industrial, and tech businesses that need access to the M40 corridor.

JDE Banbury Plant Site Protection: Specific policy guidance has been drafted to ensure that if the Jacobs Douwe Egberts (coffee factory) site is ever vacated, it must remain designated for employment rather than being lost to housing developers. This protects the town's industrial capacity.

Town Centre & Canalside Commercial: The Banbury Vision 2050 framework focuses on converting vacant retail space into flexible workspaces and leisure facilities, moving away from pure retail dependency.

Major Leisure and Tourism Investments

Major leisure and tourism investments in Banbury are geared toward re-purposing retail infrastructure for entertainment, upgrading community sports assets, and positioning the district for regional projects.

The Castle Quay Waterfront Complex (£56+ Million): This anchored development established The Light (a premium cinema, arcade, climbing wall, and bowling venue), alongside Lock29—a dedicated indoor street food and independent event market space.

The Former Debenhams Transformation (Summer 2026): To tackle empty anchor stores, the council secured a lease for a massive, 50,000 sq ft indoor adventure park called "FunParx." Launching in Summer 2026, this major commercial tourist draw is explicitly paired with relocating t**he central Banbury Library into the precinct to capture multi-generational footfall.**

The Proposed £600 Million Puy du Fou Theme Park: While still working its way through localized steps and consultations, a massive, globally backed £600 million history-themed park proposal has been actively explored in the North Oxfordshire corridor. Property experts highlight this proposed 150-acre attraction as a direct regional catalyst that would drive 1.47 million annual visitors straight into the transport and hotel infrastructure of adjacent hubs like Banbury.

Town Centre and Infrastructure Revamp

The Banbury Area Action Plan: Following feedback from over 2,700 residents, the council officially advanced a localized Area Action Plan to transform the central footprint into a greener, safer, and more community-focused independent destination.

Tramway Road Extension & Station Access: A major multi- phase connectivity scheme completed its core milestones. It extended Tramway Road via a new mini- roundabout to link seamlessly with Station Approach Road and the station's west car park. The final phase—building dedicated vehicle drop-off zones, signal-controlled bus lanes, and active cycleways straight to the train platforms—is slated for final sign-off.

Banbury 5 Year Investment Plan

Investment Sector	Key Strategic Projects	Funding Type	Financial Scope	Target Outcomes
Housing & Regeneration	Canalside Urban Brownfield District	Master Developer Financed	£TBC	Approx 500 homes, public space & pedestrian links
Leisure & Tourism	Castle Quay Recreation Project	Private & Council funding	£131M	Transforming 50,000 Sq ft unit into indoor adventure park & centralised Libray
Town Centre & Transport	Area Action Plan & Civic Relocation	Included in CDC Capital Programme Pool	£341.6M	Transforming public areas into a social courtyard, introducing outdoor dining etc

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