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Investment and Regeneration Information

A strategic overview of Bicester’s rapid transformation, infrastructure growth, housing expansion and future investment opportunities across Bicester.

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Bicester - Oxfordshire's Strategic Growth Town

Bicester combines exceptional road and rail connectivity with one of Oxfordshire's largest long-term housing and employment programmes. Its position on the Oxford-Cambridge Corridor, international visitor economy, expanding mobility sector and Garden Town ambitions create a distinctive investment proposition.

7,750-HOME PLAN Cherwell's Local Plan 2042 provides for around 7,750 homes in Bicester between 2020 and 2042.	**EMPLOYMENT** Strategic allocations provide approximately 87 hectares for business and employment growth.	**TWO RAIL STATIONS** Bicester Village and Bicester North connect the town with Oxford, London and the wider region.
M40 ACCESS Nearby Junctions 9 and 10 place Bicester on a nationally important motorway corridor.	**GLOBAL DESTINATIONS** Bicester Village and Bicester Motion bring international profile, visitors, employment and investment.	**OXFORD-CAMBRIDGE** East West Rail and the wider growth corridor strengthen Bicester's strategic regional position.

Why Bicester matters to property investors

Bicester has been one of Cherwell's principal locations for housing growth for many years. The emerging Local Plan continues that role while placing greater emphasis on employment, infrastructure and town-centre renewal. This creates a broader investment story than housing growth alone: Bicester is evolving as a connected employment, innovation, visitor and residential centre.

INVESTMENT IMPACT

Large-scale housing delivery can create opportunity, but Bicester's stronger long-term proposition is the planned alignment of new homes with employment land, transport infrastructure, services and town-centre investment.

Housing, Employment & Regeneration

Bicester's growth strategy is unusually broad, combining strategic housing sites with major employment corridors and urban-centre opportunity areas.

North West Bicester Eco-Town

The North West Bicester allocation provides for approximately 7,500 dwellings in total, with 3,200 expected during the plan period and 4,300 beyond 2042. The allocation also includes employment land, local centres, green infrastructure and sustainable transport objectives.

INVESTMENT IMPACT
A major new population creates long-term demand for services, schools and local employment. Investors should assess individual phases carefully because new-build supply and delivery timescales vary.

Employment Growth & A41 Corridor

Cherwell's strategy allocates around 87 hectares of strategic employment land, including sites near M40 Junction 9, Symmetry Park, Chesterton, Graven Hill and the A41 corridor.

INVESTMENT IMPACT
Employment expansion is important to Bicester's maturation from a commuter-led growth town into a stronger local employment centre, potentially supporting professional and family housing demand.

Town Centre Opportunity Areas

Cherwell identifies Bure Place/Wesley Lane/Sheep Street, Market Square, London Road and Bicester Depot as opportunity areas for redevelopment, public-realm improvement, active travel and stronger links with the historic core.

INVESTMENT IMPACT
Town-centre residential and mixed-use renewal could broaden Bicester's housing offer while strengthening footfall, leisure, food and beverage activity and the quality of the central environment.

Bicester Motion

Bicester Motion's 2026 ten-year vision builds on a mobility and engineering cluster that already hosts more than 500 people, trains around 200 apprentices annually and has created close to one million square feet of workspace.

INVESTMENT IMPACT
Expansion of high-skill mobility, motorsport, engineering and technology activity provides a distinctive employment driver that complements Bicester's logistics, retail and service sectors.

Six Structural Drivers of Property Demand

Bicester's property market is supported by multiple demand sources rather than a single employer or sector.

1 | HOUSING GROWTH Thousands of planned homes continue to expand Bicester's population and service requirements.	**2 | EMPLOYMENT LAND** Large strategic employment allocations support logistics, technology, manufacturing and commercial growth.
3 | RAIL CONNECTIVITY Two stations and East West Rail strengthen links with Oxford, London and the Oxford-Cambridge corridor.	**4 | MOTORWAY ACCESS** M40 connectivity supports commuting, logistics, business investment and regional accessibility.
5 | VISITOR ECONOMY Bicester Village gives the town an international retail profile and supports substantial visitor and employment activity.	**6 | MOBILITY & INNOVATION** Bicester Motion and Living Labs ambitions strengthen the town's technology, engineering and future-mobility identity.

Bicester can suit investors looking for an Oxfordshire growth market with comparatively broad economic drivers. The key is to distinguish between established neighbourhoods, new-build growth areas and regeneration locations rather than treating the town as one uniform market.

Property prices, rents, yields, planning outcomes and regeneration benefits are not guaranteed. Individual investments require appropriate market, financial, legal and planning due diligence.

Connectivity, Town Centre & Areas to Watch

Bicester's strategic advantage is reinforced by its combination of motorway access, two rail stations and planned improvements to local movement.

East West Rail

Bicester is positioned on the East West Rail corridor connecting Oxford towards Bletchley, Milton Keynes and ultimately Cambridge, reinforcing the town's role within the wider Oxford-Cambridge growth corridor.

Bicester Village & Bicester North Stations

The town's two stations provide distinct connectivity advantages, with services towards Oxford and London and onward regional connections.

A41 / M40 Employment Gateway

Cherwell plans a high-quality employment corridor along the A41 and additional strategic employment around the motorway, strengthening the eastern and southern business areas.

Market Square & Central Bicester

The Local Plan supports coordinated town-centre regeneration, including public-realm improvements and better connections between the historic centre and Bicester Village.

AREAS & CORRIDORS TO WATCH

North West Bicester	Long-term Eco-Town housing, employment, green infrastructure and local-centre development.
Graven Hill	Major residential growth plus further employment land to the south-west.
A41 / South-East Bicester	Employment corridor, Symmetry Park and strategic business expansion.
Town Centre / Market Square	Public-realm renewal, mixed-use opportunities and stronger visitor links.
Bicester Motion Corridor	Mobility, motorsport, engineering, technology and experience-led investment.

The Bicester Opportunity

A fast-growing Oxfordshire town where housing, employment, connectivity, innovation and international visitor appeal converge.

Bicester's long-term property story is built around scale: substantial housing delivery, major employment allocations, strategic transport links and continued economic diversification.

LIVE Established neighbourhoods plus large new communities, schools, green infrastructure and amenities.	**WORK** Retail, logistics, manufacturing, technology, mobility, motorsport, defence and service-sector employment.
CONNECT M40, two rail stations and East West Rail place Bicester on major regional and national corridors.	**GROW** 7,750-home plan, 87 hectares of employment land, Eco-Town expansion and town-centre regeneration.

Considering property investment in Bicester?

Cubix Property helps investors understand local market dynamics, identify opportunities and explore property strategies aligned with their long-term objectives across Bicester and Oxfordshire.

BOOK A FREE, NO-OBLIGATION CONSULTATION

Research basis: Cherwell District Council Local Plan 2042 Bicester Area Strategy and Bicester Motion's May 2026 ten-year growth vision, reviewed August 2026. Planning and infrastructure programmes can change. This guide is general information and is not financial, tax or investment advice.