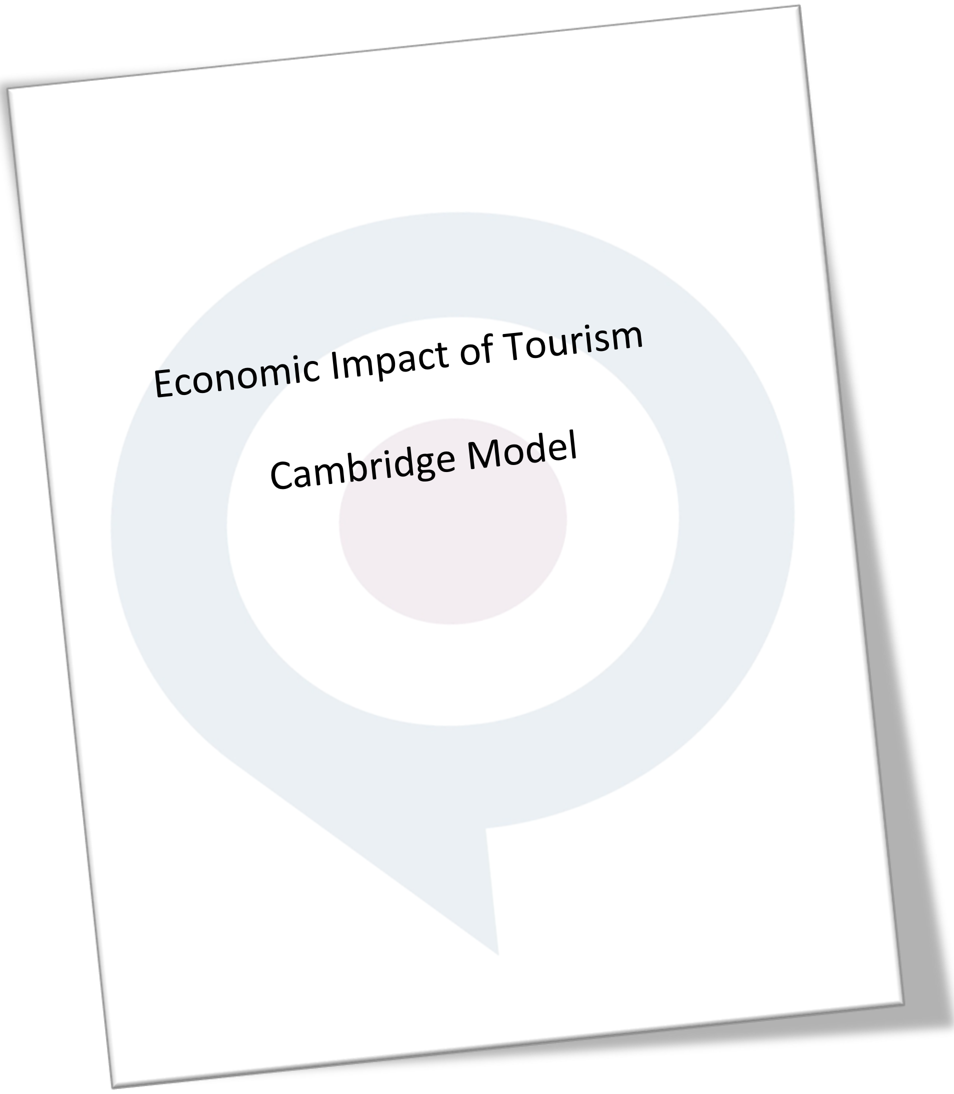
destinationresearch
delivering results : measuring what matters



Economic Impact of Tourism

Kidlington - 2024

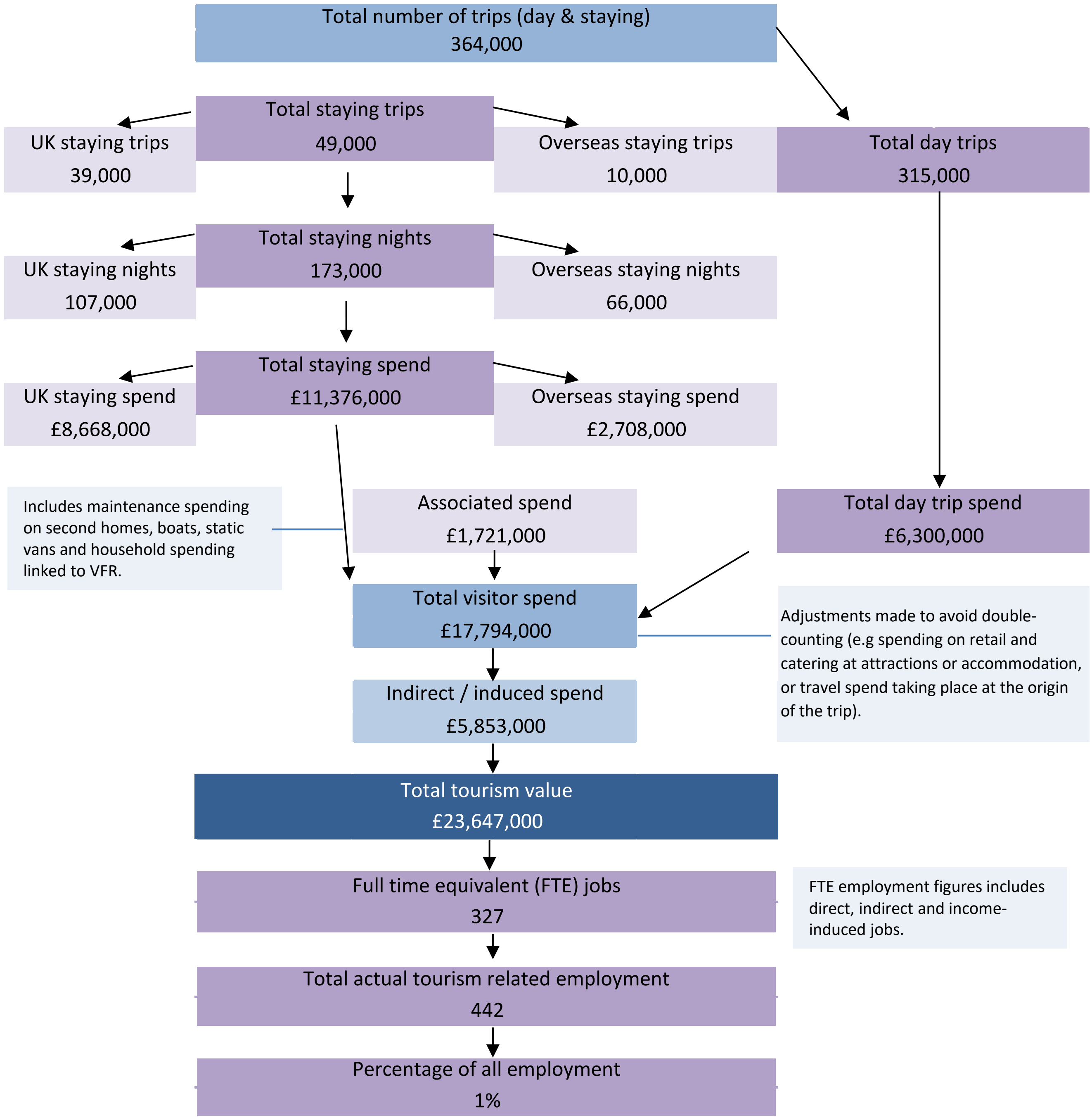
Produced by:

Destination Research
Sergi Jarques, Director

Experience OXFORDSHIRE

Cherwell DISTRICT COUNCIL NORTH OXFORDSHIRE

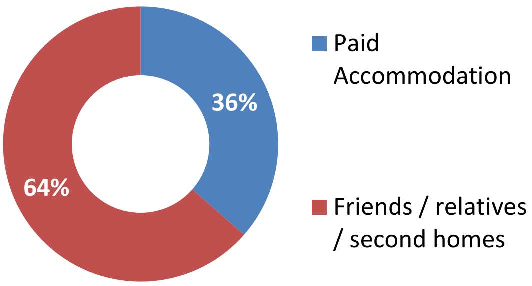
Economic impact of tourism – Headline figures   Kidlington - 2024



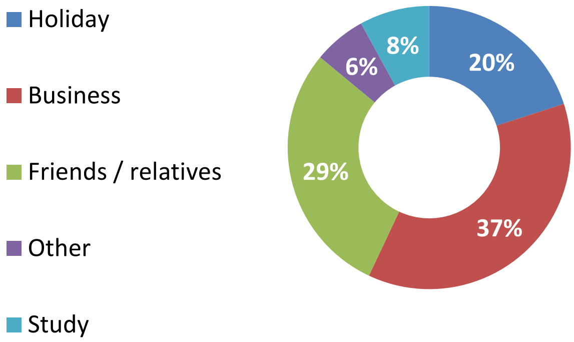
Economic impact of tourism – 2024

	2024
Average length stay (nights x trip)	3.53
Spend x overnight trip	232.16
Spend x night	65.76
Spend x day trip	20.00

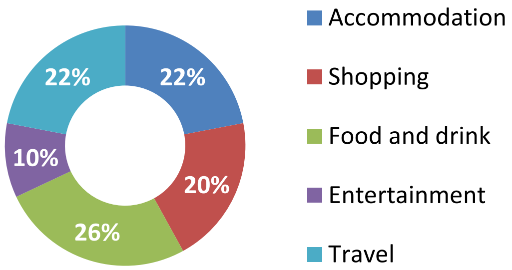
Type of accommodation



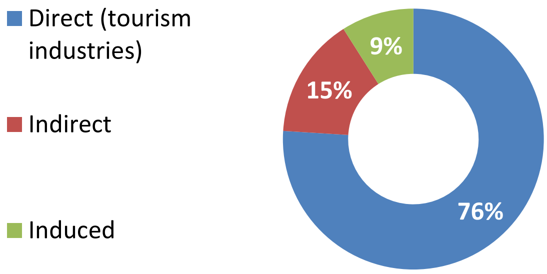
Trips by purpose

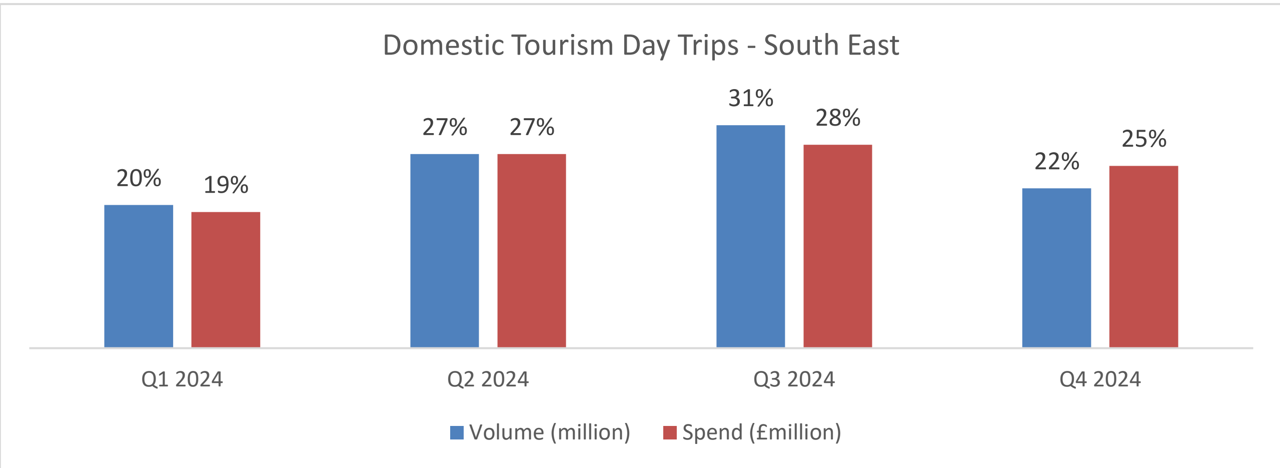


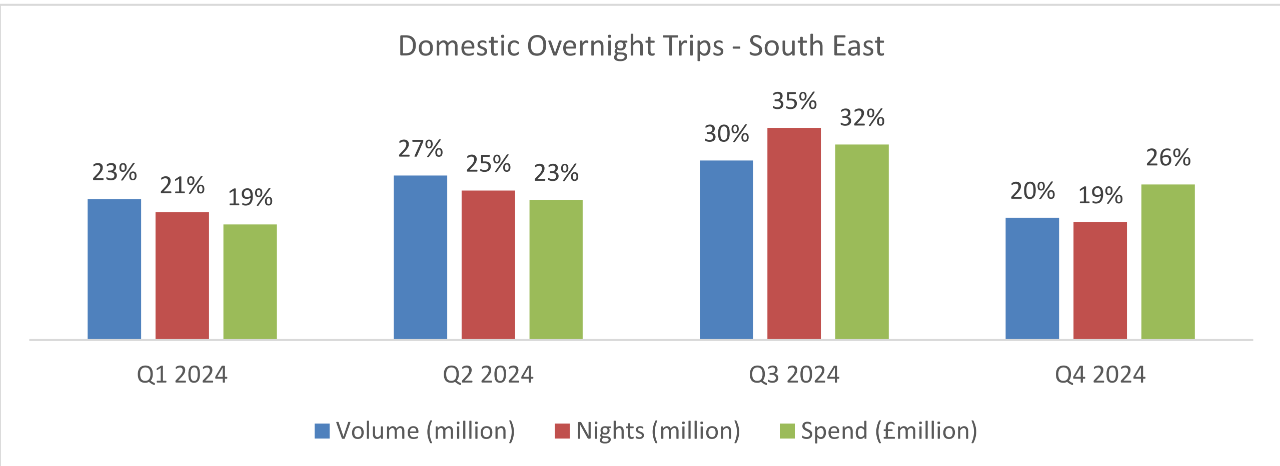
Breakdown of expenditure



Type of employment







Contents **Page**

Introduction

This report examines the volume and value of tourism in 2024, as well as the impact of visitor expenditure on the local economy, providing comparative data against previously published figures. The results are derived using the Cambridge Economic Impact Model, licensed by Destination Research Ltd, and based on the latest data from national tourism surveys and regional and local data sources.

The Cambridge Model is a dynamic tool that evolves continuously. In recent years, both domestic and international tourism surveys used in the model have undergone significant methodological updates, resulting in notable shifts in findings. Additionally, travel behaviour has been influenced by external factors such as COVID-19, the cost-of-living crisis, and rising energy costs. It remains challenging to determine whether reported changes in travel and spending reflect genuine shifts in behaviour or are primarily the result of updated survey methodologies.

To address this uncertainty, we have adopted a hybrid data approach involving a two-stage evaluation process. In the first stage, the Cambridge Model applies a top-down approach to disaggregate regional tourism data into sub-regional areas. This is then supplemented by bottom-up inputs, including data from third-party sources and business performance metrics collected at the destination level by ourselves and our partners. We have also implemented time series analysis on previously published data, using principles derived from State Space Models (SSMs), which act as a bridge between top-down models (e.g. national surveys) and bottom-up insights (e.g. local business data). The projected figures generated through this analysis, as presented in the Cambridge Model reports, aim to serve as proxies for potential outcomes that might have occurred in the absence of methodological changes, thereby helping to ensure the comparability of results over time.

This evolving methodology has been critical to our ability to produce a dynamic and reliable picture of tourism trends throughout the pandemic, the cost-of-living crisis, and periods of inflationary fluctuation. It ensures our findings are as timely, accurate, consistent, and comparable as possible.
Some examples of additional data sources introduced in the last five years are:

- Attractions data - ALVA (Association of Leading Visitor Attractions)
- VisitEngland Domestic Sentiment Tracker
- Short-term rental stock and occupancy - Lighthouse / AirDNA
- Local serviced accommodation data
- Tourism business counts - Inter Departmental Business Register (IDBR)
- UK inflation data - Consumer Prices Index (CPI, CPIH), Retail Prices Index (RPI)
- UK economy forecasts - Office for Budget Responsibility: Economic and fiscal outlook
- Footfall data (town centres, large retail outlets and car parks).

Contextual analysis - Recent issues affecting tourism

Inflation

The UK's annual Consumer Price Index (CPI) inflation rate for 2023 averaged 7.3%. This follows a peak of 9.1% in 2022. The average inflation rate for 2024 was around 2.9%.

Energy prices

Global prices for gas, electricity, and oil began rising in summer 2021 as economies reopened following pandemic-related lockdowns. This underlying increase was amplified by reduced fuel supplies from some producers and growing tensions between Russia and Ukraine.

The first major impact on domestic customers in Great Britain came in April 2022, when the energy price cap rose by 54%. The Government’s Energy Price Guarantee then set a maximum unit price for consumers. However, the average annual bill for typical gas and electricity use remains significantly higher than in winter 2021/22.

Cost-of-Living

While the sentiment related to the cost-of-living crisis improved throughout 2024, vs 2022, there were still 70% to 80% of consumers who either believed that worst was still to come (30% to 35%) or that things would stay the same (40% to 45%). However, sentiment shifted throughout the year, with the last three months of 2024 being the most negative.

Value of the pound

Over the past five years or so, the pound has been relatively weak, especially against the dollar, and to a lesser extent against the euro. A weaker pound means that it is generally cheaper for overseas residents to visit the UK, which makes the UK relatively more attractive. It also makes staying in the UK relatively more attractive to UK tourists compared to travelling abroad.

Staffing issues

Staff vacancies have been affected by employment costs associated with changes to minimum wage and employment National Insurance contributions.

Electronic travel authorisation (ETA) and EU visitor passport requirements.

The UK's roll out of the £10 electronic travel authorisation (ETA) began in October 2023, first for all non-visa nationals and then required for visitors from European countries too. It has been assumed that ETAs will have a very low impact for long-haul markets, as it is a very small proportion of total trip spend and a low impact for Europe, as the proportion of trip spend would be larger.

Tax-free shopping

While the UK was part of the EU, it had a tax-free shopping scheme allowing non-EU visitors to claim back VAT on goods purchased in the UK and taken home. This scheme ended in Great Britain after the Brexit transition on 31 December 2020. The end of the scheme led to higher tax revenues, even though foreign tourist spending has declined and is expected to keep falling.

Domestic and overseas trips: 2024 results

Domestic overnights visits

There were 105.6 million domestic overnight trips in Great Britain in 2024. Domestic spend on overnight trips reached 32.9 billion, and the average spend per trip in Great Britain rose from £266 in 2023, to £312 in 2024.

- Domestic overnight trips volume in England decreased by 10% vs 2023 and by 14% vs 2022.
- Spend on overnight trips in England in 2024 was 5% above 2023 and 3% above 2022.
- Large towns and cities continued to be the most popular destinations in England in 2024 and further increased in popularity in 2024, from 44% share in 2022, 45% in 2023 to 46% in 2024.
- The number of trips with a stay in a 'caravan / camping / glamping' reduced vs previous years (-15% vs 2023 and -24% vs 2022).
- In 2024, regions with the largest share of overnight trips in England were South West (17%), London (17%), North West (16%) and South East (16%).

Domestic day visits

There were 1.03 billion domestic tourism day visits in Britain in 2024. Spend on day visits in Great Britain reached £54.8bn, and the average spend per day visit in Great Britain rose from £44 in 2023, to £53 in 2024.

- The domestic tourism day visits volume decreased in 2024 by 12% vs 2023 after an 8% year-on-year increase in 2023.
- Spend on tourism day visits in England in 2024 rose by 6% in 2024 to £48.4 billion, following a 15% year-on-year increase in 2023.
- Visits to the seaside increased by 1% in 2024, especially during the first quarter of the year.
- In 2024, London was still the most popular day visit destination in England (21% of visits and 25% of spend), followed by the South East and North West.

Visits to visitor attractions

Overall, attractions in England reported an 1.4% annual increase in visits from 2023 to 2024, with a 7% increase in 2024 adult admission fees (higher than the rate of inflation) and an 8% increase in gross revenue.

Overseas visits

VisitBritain's estimate for the full year 2024 is 41.2 million inbound visits to the UK with £31.5 billion spent. This would represent growth of 9% in visits on 2023, and 1% up on 2019. Spend was 1% up on 2023 (though 1% down in real terms) and 11% up in nominal terms on 2019.

- Visits to Friends or Relatives (VFR) lead the recovery, with trips and spend surpassing pre-COVID levels.
- Holiday visits have almost reached pre-COVID levels and are growing, although spend is down in real terms.
- Business visits are lagging well behind (both short and long haul) though up on 2023.
- The fast recovery of VFR trips has pushed down average spend per visit.

Volume of tourism

Kidlington - 2024

Staying visitors - Accommodation type

Trips by accommodation

	UK		Overseas		Total	
Serviced	11,000	28%	500	5%	11,500	24%
Self catering	2,000	5%	1,000	10%	3,000	6%
Camping	700	2%	500	5%	1,200	2%
Static caravans	0	0%	0	0%	0	0%
Group/campus	0	0%	0	0%	0	0%
Paying guest	0	0%	0	0%	0	0%
Second homes	1,400	4%	500	5%	1,900	4%
Boat moorings	0	0%	0	0%	0	0%
Other	900	2%	500	5%	1,400	3%
Friends & relatives	23,000	59%	7,000	70%	30,000	61%
Total 2024	**39,000**		**10,000**		**49,000**	

Nights by accommodation

	UK		Overseas		Total	
Serviced	18,000	17%	1,000	1%	19,000	11%
Self catering	8,000	7%	7,000	11%	15,000	9%
Camping	3,000	3%	2,000	3%	5,000	3%
Static caravans	0	0%	0	0%	0	0%
Group/campus	0	0%	0	0%	0	0%
Paying guest	0	0%	0	0%	0	0%
Second homes	1,000	1%	5,000	8%	6,000	3%
Boat moorings	0	0%	0	0%	0	0%
Other	6,000	6%	1,000	1%	7,000	4%
Friends & relatives	71,000	66%	50,000	76%	121,000	70%
Total 2024	**107,000**		**66,000**		**173,000**	

Spend by accommodation type

	UK		Overseas		Total	
Serviced	£3,719,000	43%	£194,000	7%	£3,913,000	34%
Self catering	£814,000	9%	£420,000	16%	£1,234,000	11%
Camping	£181,000	2%	£29,000	1%	£210,000	2%
Static caravans	£0	0%	£0	0%	£0	0%
Group/campus	£0	0%	£0	0%	£0	0%
Paying guest	£0	0%	£0	0%	£0	0%
Second homes	£75,000	1%	£64,000	2%	£139,000	1%
Boat moorings	£0	0%	£0	0%	£0	0%
Other	£274,000	3%	£74,000	3%	£348,000	3%
Friends & relatives	£3,605,000	42%	£1,927,000	71%	£5,532,000	49%
Total 2024	**£8,668,000**		**£2,708,000**		**£11,376,000**	

Serviced accommodation includes hotels, guesthouses, inns, B&B and farms. Paying guest refers to overseas visitors staying in private houses (e.g. language school students). Other trips includes nights spent in transit, in lorry cabs and other temporary accommodation. We are aware of the importance that canal users play within the local visitor economy. Unfortunately, at the time of publication we were unable to obtain reliable data relating to boat moorings.

Staying visitors - Purpose of trip

Trips by purpose

		UK		Overseas		Total	
Holiday		9,000	23%	1,000	10%	10,000	20%
Business		17,000	44%	1,000	10%	18,000	37%
Friends & relatives		11,000	28%	3,000	30%	14,000	29%
Other		2,000	5%	1,000	10%	3,000	6%
Study		0	0%	4,000	40%	4,000	8%
Total	**2024**	**39,000**		**10,000**		**49,000**	

Nights by purpose

		UK		Overseas		Total	
Holiday		26,000	24%	3,000	5%	29,000	17%
Business		47,000	44%	1,000	1%	48,000	28%
Friends & relatives		29,000	27%	12,000	18%	41,000	23%
Other		5,000	5%	5,000	8%	10,000	6%
Study		0	0%	45,000	68%	45,000	26%
Total	**2024**	**107,000**		**66,000**		**173,000**	

Spend by purpose

		UK		Overseas		Total	
Holiday		£2,080,000	24%	£162,000	6%	£2,242,000	20%
Business		£4,248,000	49%	£135,000	5%	£4,383,000	38%
Friends & relatives		£1,907,000	22%	£596,000	22%	£2,503,000	22%
Other		£433,000	5%	£271,000	10%	£704,000	6%
Study		£0	0%	£1,544,000	57%	£1,544,000	14%
Total	**2024**	**£8,668,000**		**£2,708,000**		**£11,376,000**	

Day visitors

Total volume and value of day trips

		Trips	Spend
Total	**2024**	**315,000**	**£6,300,000**

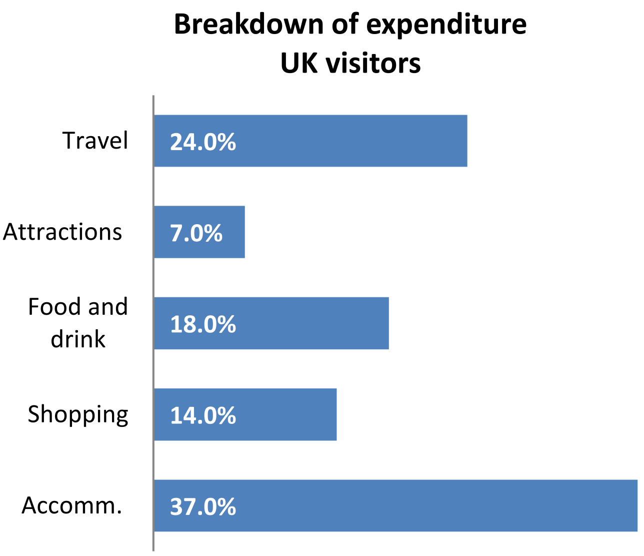
Value of tourism

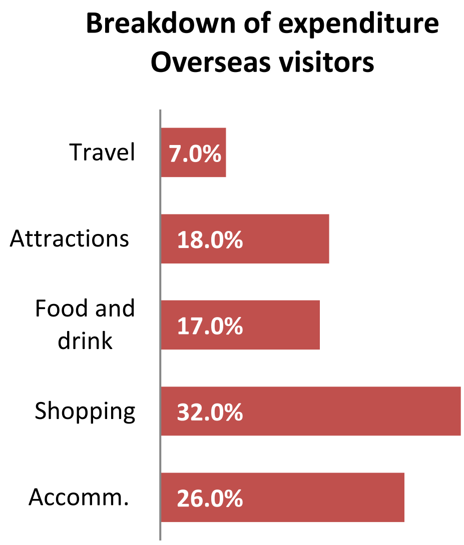
Kidlington - 2024

Expenditure associated with trips:

Direct expenditure associated with trips

	Accomm.	Shopping	Food and drink	Attractions	Travel	Total
UK visitors	£3,207,200	£1,213,500	£1,560,200	£606,800	£2,080,300	£8,668,000
Overseas visitors	£704,100	£866,600	£460,400	£487,400	£189,500	£2,708,000
Total staying	£3,911,300	£2,080,100	£2,020,600	£1,094,200	£2,269,800	£11,376,000
Total staying (%)	34%	18%	18%	9%	21%	100%
Total day visitors	£0	£1,449,000	£2,520,000	£630,000	£1,701,000	£6,300,000
Total day visitors (%)	0%	23%	40%	10%	27%	100%
Total 2024	**£3,911,300**	**£3,529,100**	**£4,540,600**	**£1,724,200**	**£3,970,800**	**£17,676,000**
%	**22%**	**20%**	**26%**	**10%**	**22%**	**100%**





Other expenditure associated with tourism activity

Other expenditure associated with tourism activity - Estimated spend				
Second homes	**Boats**	**Static vans**	**Friends & relatives**	**Total**
£38,000	£51,000	£0	£1,632,000	£1,721,000

Spend on second homes is assumed to be an average of £2,200 on rates, maintenance, and replacement of furniture and fittings. Spend on boats assumed to be an average of £2,500 on berthing charges, servicing and maintenance and upgrading of equipment. Static van spend arises in the case of vans purchased by the owner and used as a second home. Expenditure is incurred in site fees, utility charges and other spending and is estimated at £2,500. Additional spending is incurred by friends and relatives as a result of people coming to stay with them. A cost of £225 per visit has been assumed based on national research for social and personal visits.

Direct turnover derived from trip expenditure

Business turnover arises as a result of tourist spending, from the purchase of supplies and services locally by businesses in receipt of visitor spending and as a result of the spending of wages in businesses by employees whose jobs are directly or indirectly supported by tourism spending.

	Overnight trips	Day trips	Total trips
Accommodation	£3,931,000	£50,000	£3,981,000
Retail	£2,062,000	£1,464,000	£3,526,000
Catering	£1,964,000	£2,444,000	£4,408,000
Attractions	£1,099,000	£656,000	£1,755,000
Transport	£1,391,000	£1,012,000	£2,403,000
Non-trip spend	£1,721,000	£0	£1,721,000
Total Direct 2024	**£12,168,000**	**£5,626,000**	**£17,794,000**

Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Supplier and income induced turnover

	Overnight trips	Day trips	Total trips
Indirect spend	£2,520,000	£741,000	£3,261,000
Non trip spending	£344,000	£0	£344,000
Income induced	£2,038,000	£210,000	£2,248,000
Total 2024	**£4,902,000**	**£951,000**	**£5,853,000**

Income induced spending arises from expenditure by employees whose jobs are supported by tourism spend.

Total local business turnover supported by tourism activity – Value of tourism

	Overnight trips	Day trips	Total trips
Direct	£12,168,000	£5,626,000	£17,794,000
Indirect	£4,902,000	£951,000	£5,853,000
Total Value 2024	**£17,070,000**	**£6,577,000**	**£23,647,000**

Employment

Kidlington - 2024

Employment

The model generates estimates of full time equivalent jobs based on visitor spending. The total number of 'actual' jobs will be higher when part time and seasonal working is taken into account. Conversion of full time equivalent jobs into actual jobs relies on information from business surveys in the sectors receiving visitor spending.

Direct employment

Full time equivalent (FTE)						
	Overnight trips		Day trips		Total trips	
Accommodation	71	42%	1	2%	72	31%
Retailing	18	11%	13	20%	31	13%
Catering	28	16%	34	53%	62	26%
Entertainment	16	9%	9	14%	25	11%
Transport	10	6%	7	11%	17	7%
Non-trip spend	27	16%	0	0%	27	12%
Total FTE 2024	**170**		**64**		**234**	

Estimated actual jobs						
	Overnight trips		Day trips		Total trips	
Accommodation	105	44%	1	1%	106	31%
Retailing	27	11%	19	20%	46	14%
Catering	41	17%	52	55%	93	28%
Entertainment	22	9%	13	14%	35	11%
Transport	14	6%	10	10%	24	7%
Non-trip spend	31	13%	0	0%	31	9%
Total Actual 2024	**240**		**95**		**335**	

Indirect & induced employment

Full time equivalent (FTE)			
	Overnight trips	Day trips	Total trips
Indirect jobs	46	12	58
Induced jobs	32	3	35
Total FTE 2024	**78**	**15**	**93**

Estimated actual jobs			
	Overnight trips	Day trips	Total trips
Indirect jobs	52	14	66
Induced jobs	37	4	41
Total Actual 2024	**89**	**18**	**107**

Total jobs

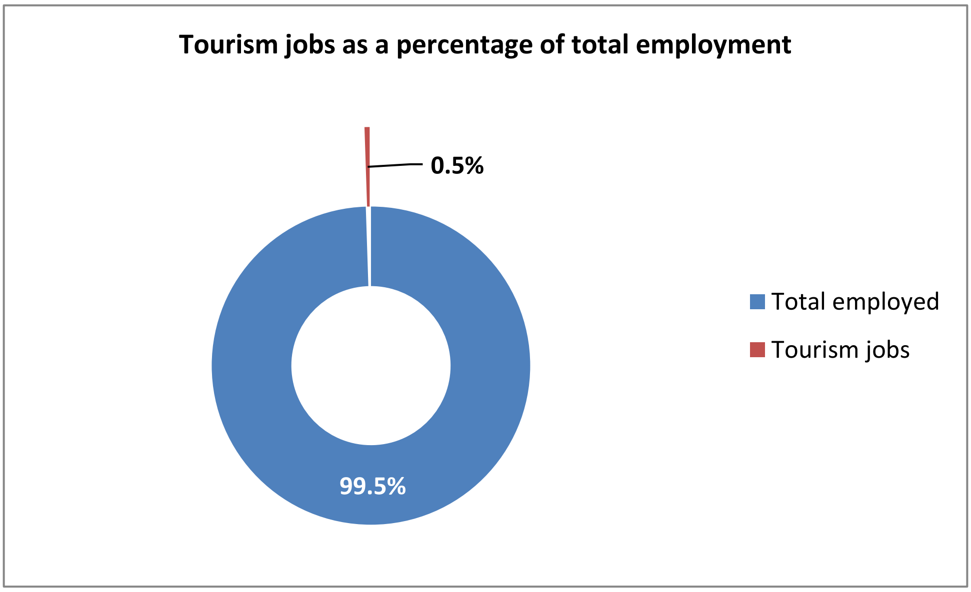
Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Full time equivalent (FTE)							
		Overnight trips		Day trips		Total trips	
Direct		170	69%	64	81%	234	71%
Indirect		46	18%	12	15%	58	22%
Induced		32	13%	3	4%	35	11%
Total FTE	**2024**	**248**		**79**		**327**	

Estimated actual jobs							
		Overnight trips		Day trips		Total trips	
Direct		240	73%	95	84%	335	76%
Indirect		52	16%	14	12%	66	15%
Induced		37	11%	4	4%	41	9%
Total Actual	**2024**	329		**113**		**442**	

Tourism jobs as a percentage of total employment

	Overnight trips	Day trips	Total trips
Total employed	85,200	85,200	85,200
Tourism jobs	**329**	**113**	**442**
Proportion all jobs	**0.4%**	**0.1%**	**0.5%**



Economic impact of tourism – Headline figures **Kidlington - 2024**

The key 2024 economic impact results

364	**thousand trips** were undertaken in the area.
315	**thousand** day trips.
49	**thousand** staying trips.
173	**thousand** nights in the area as a result of staying trips.
£18	**million** spent by tourists during their visit to the area.
£1	**million** spent on average in the local economy each month.
£11	**million** generated by staying trips.
£6	**million** generated from irregular day trips.
£24	**million** spent in the local area as result of tourism, taking into account multiplier effects.
443	**jobs supported**, both for local residents and for those living nearby.
335	**tourism jobs** directly supported.
107	**non-tourism related jobs** supported linked to multiplier spend from tourism.

Key DOMESTIC staying trips

39	**thousand** staying trips.
107	**thousand** nights spent in the area as a result of staying trips.
3	**nights** per trip.
£9	**million** spent by tourists during their visit to the area.
£222.26	**spend** per trip.
£81.01	**spend** per night.
£1	**million** spent on average in the local economy each month.

Key OVERSEAS staying trips

10	**thousand** staying trips.
66	**thousand** nights spent in the area as a result of staying trips.
6.60	**nights** per trip.
£2.71	**million** spent by tourists during their visit to the area.
£270.80	**spend** per trip.
£41.03	**spend** per night.
£226	**thousand** spent on average in the local economy each month.

Appendix I - Introduction about Cambridge Model

This report examines the volume and value of tourism and the impact of that expenditure on the local economy. The figures were derived using the Cambridge Economic Impact Model and the research was undertaken by Destination Research.

Data sources

The main national surveys used as data sources in stage one include:

- Domestic tourism statistics: An online survey collecting data on both domestic overnight trips as well as domestic day trips.
- International Passenger Survey (IPS) information on overseas visitors to the UK.

These surveys provide information down to a regional level. In order to disaggregate data to a local level the following information sources are used:

- Records of known local accommodation stock
- VisitEngland's surveys of Visits to Attractions, which provides data on the number of visitors to individual tourist attractions
- Attractions data supplied by ALVA (Association of Leading Visitor Attractions)
- Short-term rental stock and occupancy - Lighthouse / AirDNA
- Hotel market data and benchmarking – STR
- Latest estimates of resident population as based on the Census of Population
- Selected data from ONS employment-related surveys
- Selected data on the countryside and coast including national designations and length of the coastline (where relevant).

The model also includes contextual and sector-specific data from third-party sources and destination-level business performance data captured by or on behalf of our destination partners. Data sources include:

- Tourism business counts - Inter Departmental Business Register (IDBR)
- UK inflation data - Consumer Prices Index (CPI, CPIH), Retail Prices Index (RPI)
- UK economy forecasts - Office for Budget Responsibility: Economic and fiscal outlook
- Footfall data (town centres, large retail outlets and car parks).

Limitations of the Model

It should be noted that the model cannot take into account any leakage of expenditure from tourists taking day trips out of the area in which they are staying. While it is assumed that these may broadly balance each other in many areas, in locations receiving significant numbers of day visitors from London, there is likely to be an underestimate in relation to the number of overseas day visitors staying in holiday accommodation in London. Whilst it is important to be aware of these issues, we are confident that the estimates we have produced are as reliable as is practically possible within the constraints of the information available.

Rounding

All figures used in this report have been rounded. Therefore, in some tables there may be a slight discrepancy between totals and sub totals.

Staying Visitors
Data on domestic overnight visits is based on a new combined online survey that replaced the separate Great Britain Tourism Survey and Great Britain Day Visits Survey. It provides information on the total number of trips to the region and the relative proportions using different types of accommodation. By matching these figures to the supply of such accommodation, the regional average number of trips per bedspace or unit of accommodation can be derived. The International Passenger Survey (IPS) provides information on the total number of trips by overseas visitors to the region. The model uses three year rolling averages to reduce extreme highs and lows which are due to small sample sizes, rather than being a reflection on drastic changes in demand year-on-year.

Day Visitors
Information on day trips at the regional level is available from a new combined online survey that replaced the separate Great Britain Tourism Survey and Great Britain Day Visits Survey. The new survey includes all leisure-related trips from home. It should be noted that a large proportion are local trips made by people resident in the locality. The model uses information from the survey to estimate the number of longer day trips (defined as those lasting at least 3 hours and involving travel of more than 20 miles) and irregular trips lasting more than 3 hours.

Impact of tourism expenditure
This section examines the impact of the tourism expenditure in terms of the direct, indirect and induced expenditure as well as an estimate of the actual jobs (both direct and indirect) supported by tourism expenditure in the district.

The above-mentioned surveys offer a breakdown of visitor spending. The impact of this initial round of expenditure will be subsequently increased by multiplier effects. These arise from the purchase of supplies and services by the businesses in receipt of visitor expenditure (indirect impacts), and by the income induced-effects arising from the spending of wages by employees in the first round of business and in subsequent expenditure in supplier business (induced impacts).

Analysis is made of the New Earnings Survey which provides information on wage levels by industry sector and region, as well as an internal business database which includes data on the structure of business expenditure, local linkages and multiplier ratios drawn from a wide range of business and economic studies carried out by Geoff Broom Associates, PA Cambridge Economic Consultants and others. By applying the breakdown from this analysis to the estimates of visitor spending, the model generates estimates of total direct spending.

Evidence from national studies suggests that some minor adjustments are required to match visitor spend to business turnover – for example, some expenditure on food and drink actually takes place in inns and hotels that fall in the accommodation sector and within attractions. More significantly, expenditure on travel costs associated with individual trips is equally likely to take place at the origin of the trip as the destination. Therefore the model assumes that only 40% of travel expenditure accrues to the destination area.

Number of full time job equivalents
Having identified the value of turnover generated by visitor spending, it is possible to estimate the employment associated with that spending. Wages for staff and drawings for the proprietors will absorb a proportion of that turnover. By applying these proportions to the overall additional turnover in each sector, the amount of money absorbed by employment costs can be calculated. The New Earnings Survey provides data from which the average costs by business sector, adjusted to take account of regional differences, can be calculated.

After allowing for additional costs such as National Insurance and pension costs, an average employment cost per full time equivalent job can be estimated. The number of such jobs in the local area can then be estimated by dividing the amount of business expenditure on wages and drawings by the average employment cost per job.

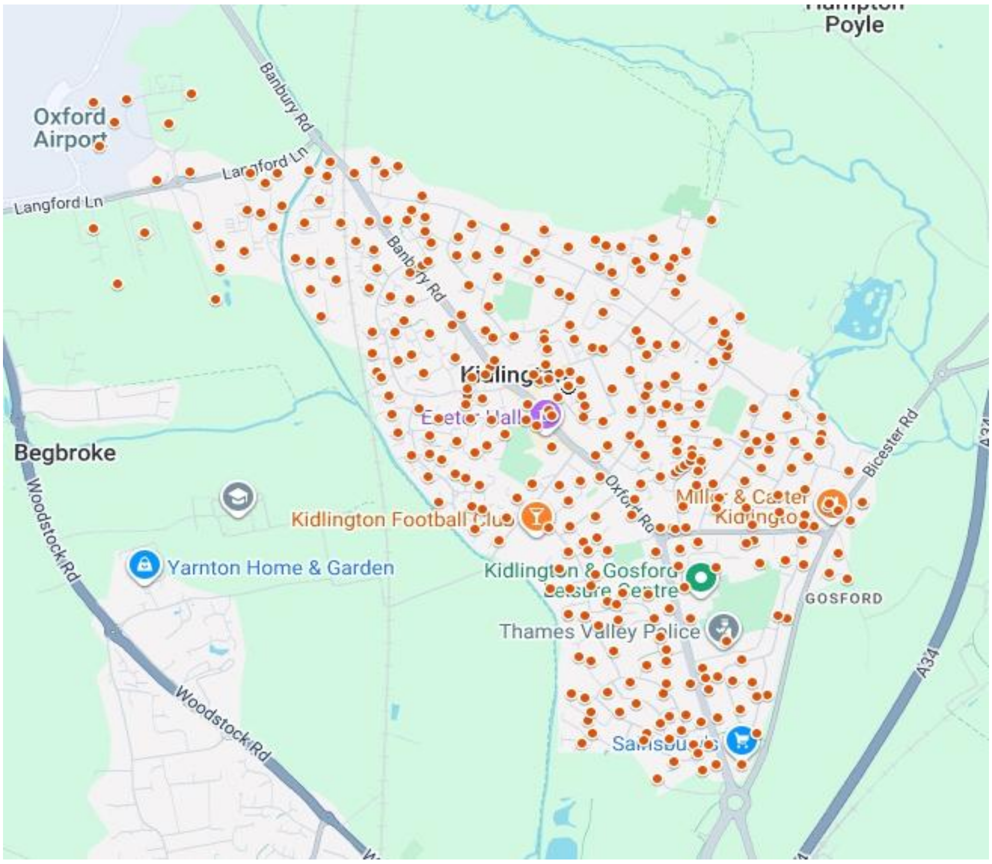
Number of Actual Jobs

The model generates estimates of full time equivalent jobs based on visitor spending. However, the total number of actual jobs will be higher when part time and seasonal working is taken into account. The full time equivalent jobs arising directly from visitor spending are converted into actual jobs using information from business surveys in the sectors receiving visitor spending (principally accommodation, food and drink, retail, attractions, transport). In general, the conversion factor between full time equivalent jobs and actual jobs varies around 1.5 in those sectors. The indirect and induced jobs arise across a much wider range of employment sectors. Therefore, the average 1.16 for all sectors based on Census of Employment data has been used to convert full time equivalent jobs in this sector to actual jobs.

The employment estimates generated by the model include both self-employed and employed people supported by visitor expenditure. The model also includes an estimate of the additional jobs arising in the attractions sector, which are not related to visitor expenditure. However, the numbers do not include other tourism-related employment such as jobs in local authorities arising from their tourism functions, e.g. tourist information staff, additional public health, parks and gardens, public conveniences, maintenance sections and jobs arising from capital investment in tourism facilities.

Town-level reports

Our town-level reports are defined using postcodes to select the area of study. In this case, each report covers the postcodes that fall within the built-up area of Kidlington. For more information, please visit https://www.destinationresearch.co.uk/cherwell



Produced by:

destinationresearch
delivering results : measuring what matters

Registered in England No. 9096970
VAT Registration No. GB 192 3576 85

45 Colchester Road
Manningtree
CO11 2BA

Sergi Jarques
Director
Tel: 01206 392528
info@destinationresearch.co.uk
www.destinationresearch.co.uk