



25th July, 2023

OXFORD STADIUM STATEMENT

To whom it may concern,

The support we have received for speedway since reopening Oxford Stadium has been truly overwhelming.

Promotional work within our local community coupled with persistent media relations and heavy fan engagement has successfully connected the 'lost generation' and former supporters with the sport.

In our regeneration season (2022), crowds were well above the levels we budgeted for and demonstrated to us a clear demand for speedway locally. It prompted our team to expand our initial audience capacity from 2,000 to 3,500 following the completion of works to restore Oxford Stadium to its previous glory following almost a decade of neglect under lock and key.

Remarkably, Oxford Speedway attendances this season have been even stronger. We are consistently attracting over two-and-a-half times the number of people through our doors compared to when the club initially closed in 2007 with many supporters taking advantage of our U16s go free offer which has inspired a new generation of speedway fans locally.

It is bewildering to us that this space of extraordinary potential was earmarked for housing when its existing provisions served a key purpose to the local community.

Not only that, the return of greyhound racing and speedway plus the installation of a new mental health and wellbeing centre managed by the Frank Bruno Foundation has been a much-needed source of employment locally.

The reopening of Oxford Stadium is a living example of what's possible when key decision makers see sense in the potential of reinstalling much-needed community assets to existing derelict sites.

I would urge Rugby Borough Council to follow in the footsteps of colleagues at Oxford City Council - whose actions were critical in the reopening of Oxford Stadium – by exploring every avenue possible to return Coventry Stadium into the hands of its local and wider communities.

***Many thanks,
Kevin Boothby, Oxford Stadium Managing Director***

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