



SUSTAINABILITY STATEMENT - MAY 2015

WOODSTOCK EAST

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West Waddy ADP

The Malthouse
60 East St Helen Street
Abingdon
Oxfordshire
OX14 5EB

t: 01235 523139
f: 01235 521662
e: enquiries@westwaddy-adp.co.uk


**Sustainability Statement
Woodstock East
May 2015**

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Prepared by:
Ifti Maniar, Senior Planner
BArch, MA, MSc, MRTPI

Iain Summerfield, Graduate Planner
BA(Hons), MSc

Checked by:
Alan Divall, Associate
BA(Hons)

		Signature
		Signature
		Signature

EXECUTIVE SUMMARY

This Sustainability Statement has been prepared to support the current outline planning application on land to the east of Woodstock, submitted by West Waddy ADP on behalf of Pye Homes and The Vanbrugh Unit Trust, part of the Blenheim Estate. The proposed development site (referred to as “Woodstock East”) falls within the administrative boundaries of West Oxfordshire District Council (WODC) and Cherwell District Council (CDC).

The Statement begins by describing what it means to be a sustainable development, and what elements can contribute to creating sustainable places. It continues by explaining why this particular location is highly sustainable, and provides an analysis of Woodstock and the wider Oxfordshire area, demonstrating the positive sustainable benefits that the proposed development will bring. In the appendix is a summary of the site-specific sustainability credentials of the proposal demonstrating how it positively contributes to the three dimensions of sustainability as set out by the National Planning Policy Framework, 2012.

The application site is located to the east of Woodstock, Oxfordshire, to the west of the London-Oxford Airport and to the north of the A44. The location is highly sustainable as a result of the close proximity and excellent connectivity, through high frequency public transport, to the economic hubs of Oxford, the Oxford Growth Corridor and, via the rail network, to larger cities such as London and Birmingham. As an extension to an existing settlement, this location can utilise and improve on the existing infrastructure, reducing the requirement for significant new infrastructure.

Woodstock is already identified as a key service centre, and a sustainable settlement in West Oxfordshire. An extension to Woodstock can provide substantial benefits to the everyday lives of local residents, and improve on the existing sustainability credentials. Notably, part of the site has already been allocated for housing within the West Oxfordshire SHLAA (2014 - Pages 58 & 115). Woodstock East will compliment the existing town ensuring that a balance of uses are provided, including; affordable housing to provide the opportunity for people to stay within Woodstock, a retail offer that helps ensure more people spend within the town, improvements to education that result in a much more sustainable educational offer, a football facility to secure the future of the existing local football club, improvements to transport connections so residents can easily access all of the facilities, and employment spaces that suit a variety of businesses. Smaller schemes, and piecemeal developments, not led by a masterplan approach such as this would be unable to deliver the excellent facilities and amenities that Woodstock East is able to offer, securing a sustainable future for existing and new residents. Woodstock East will be an exemplary sustainable place, and this is a once in a lifetime opportunity to support sustainable development that results in a positive enhancement to this area of Oxfordshire.

The development will secure the long-term future of the heritage value associated with Woodstock. Firstly this will be achieved by preserving and enhancing the setting of Blenheim Palace, a World Heritage Site, through landscape led design and provision of significant financial contribution to its on-going maintenance. Secondly by the built environment design respecting the Woodstock Conservation Area, and preserving and enhancing the setting of the Scheduled Monument.

Looking to a more regional scale it is clear that without sufficient housing provision the proposed economic growth for Oxfordshire cannot be secured. This growth has been set out by the Oxfordshire Local Enterprise Partnership (OxLEP) and will be facilitated through delivery of infrastructure schemes such as improvements to key transport corridors (A40, improvements to Northern Gateway), improvements to nationally important employment sites (Begbroke Innovation Accelerator) and growing the capacity of London-Oxford Airport. Funding has already been secured through the OxLEP (Oxford and Oxfordshire City Deal and Oxfordshire Growth Fund) to enable this growth and it is expected that further investment from Government, local businesses and development on the ground will contribute to meet these aspirations. It should be noted that some schemes are already underway, with an application for a new Oxford Technology Park at Langford Lane (CDC reference: 14/02067/OUT) in the planning process, and significant investment already being made by Network Rail to implement the East-West Rail Link, linking Oxford to Marylebone and eventually onto Milton Keynes and Cambridge. Woodstock East is ideally situated in close proximity to all of this growth, making the site even more sustainable.

Woodstock East is a truly sustainable place, it will contribute to local economic, social and environmental success, and secure the long-term sustainable future for Woodstock, as well as Oxfordshire.

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INTRODUCTION

This Sustainability Statement has been prepared to support the current outline planning application on land to the east of Woodstock, submitted by West Waddy ADP on behalf of Pye Homes and The Vanbrugh Unit Trust, part of the Blenheim Estate. The proposed development site (referred to as “Woodstock East”) falls within the administrative boundaries of West Oxfordshire District Council (WODC) and Cherwell District Council (CDC). The application has been registered and validated under the references 14/02063/OUT and 14/02004/HYBRID of WODC and CDC, respectively.

Following extensive meetings with Local Authority Council Officers, Oxfordshire County Council, the statutory consultees, the Town Council and local residents over the last four months, the application scheme has been redesigned to reflect the helpful comments received during the consultation period.

The current outline planning application now seeks permission for:

“A mixed-use development comprising: Outline Planning Application (all matters reserved except for means of access to the development) for around 1,200/1,500 dwellings, including affordable housing and around 120/150 unit care village (C2) with associated publicly accessible ancillary facilities; site for a new primary school; up to 930sqm of retail space; around 7,500/13,800 sqm of locally led employment (B1/B2/B8); including transport interchange; site for a Football Association step 5 football facility with publicly accessible ancillary facilities; public open space; associated infrastructure, engineering and ancillary works.”

The proposed development has been designed to be a truly sustainable place, creating a cohesive community, where people want to live and work. It is situated alongside existing Woodstock, which is identified as a sustainable settlement within Oxfordshire. The proposed uses have been carefully selected to facilitate the integration of a broad range of sustainability objectives.

The purpose of this Sustainability Statement is to highlight the sustainability credentials of the proposed development, both from a strategic and a site-specific context, demonstrating the positive attributes that it will have, contributing towards the future of Woodstock and the wider Oxfordshire area. This report evaluates how the proposed scheme addresses the sustainable development principles drawn on in Oxfordshire 2030 (A Partnership Plan for Improving Quality of Life in Oxfordshire), in order to meet local and national planning policy. Although this is an outline application, the purpose of this document is to ensure that it is possible for the local planning authorities, by means of condition and/or obligation, to ensure that the development when constructed will be highly ‘sustainable’.

The proposed development is assessed against the core principles and policies of the NPPF, and this statement concludes that the proposed development excels when assessed against the three dimensions of sustainable development set out in the NPPF. The presumption in favour of sustainable development applies and the proposed development should be approved without delay.

Design is a key element towards achieving sustainable development. The masterplan has evolved taking into account exemplary design, and this is fully detailed within the *Design Response Document - May 2015*. This Sustainability Statement should also be read in conjunction with the *Technical Response to Consultation - May 2015*. Together these three documents are submitted to Cherwell District Council and West Oxfordshire District Council.

1

SUSTAINABLE DEVELOPMENT



'THIS CHAPTER WILL EXPLAIN WHAT SUSTAINABLE DEVELOPMENT IS, AND WHAT INGREDIENTS ARE INVOLVED IN CREATING SUSTAINABLE PLACES'

SUSTAINABLE DEVELOPMENT

NPPF DEFINITION



The National Planning Policy Framework (NPPF) (March 2012) sets out the Government's planning policies for England and how these are expected to be applied.

From the outset the Framework establishes 'Sustainable Development' as its core ethos. The Ministerial Foreword begins by defining sustainable development;

"...means ensuring that **better lives for ourselves** don't mean worse lives for **future generations**".

Sustainable Development

"...means **growth**. We must accommodate the new ways by which we will earn our living in a competitive world. We must house a rising population, which is living longer and wants to make new choices".

The NPPF emphasises that "the purpose of the planning system is to contribute to the achievement of sustainable development" (Paragraph 6 of the NPPF).

"At the heart of the National Planning Policy Framework is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision taking" (Paragraph 14 of the NPPF).

The Government states that proposals considered as 'sustainable development', produced in accordance with local development plans, should be approved "without delay".

THE 3 DIMENSIONS

The vision of sustainable development can be achieved through collective focus of the following three dimensions (NPPF Paragraph 7), as detailed below.



'An economic role – contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure';



'A social role – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being';



'An environmental role – contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy'.

Woodstock East achieves all three dimensions of sustainable development. It provides housing and employment space in the right location to secure sustainable economic growth. It provides community facilities in a high quality built environment that contribute towards a "strong, vibrant and healthy community". It preserves and enhances Blenheim Palace, a World Heritage Site, and minimises its own environmental impact. Woodstock East will be one of the most sustainable developments in the County.

IMPLEMENTATION

In publishing the NPPF, the minister at the time, Greg Clark, advised that it is crystal clear that sustainable development embraces social and environmental as well as economic objectives and does so in a balanced way. The presumption in favour of sustainable development means that development proposals that accord with the development plan should be approved unless other material considerations indicate otherwise.

The NPPF emphasises the need to deliver sustainable development, and attaches significant weight to the benefits of economic and housing growth. The sustainable development part of the NPPF is divided into thirteen sections that explain the Government's view of what sustainable development in England means in practice for the planning system. Key relevant paragraphs of this, and parts thereof, are extracted and set out below. Woodstock East complies with the NPPF, and a summary of it's economic, social and environmental sustainability are set out in Appendix 1.

9 Pursuing sustainable development involves seeking **positive improvements** in the quality of the built, natural and historic environment, as well as in **people's quality of life**.

19 The Government is committed to ensuring that the planning system does everything it can to **support sustainable economic growth**. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system.

37 Planning policies should aim for a **balance of land uses** within their area so that people can be encouraged to **minimise journey lengths** for employment, shopping, leisure, education and other activities.



Woodstock East provides around 7,500/13,800 sqm of new employment space, and around 1200/1500 new homes to contribute to sustainable economic growth.

Details: Page 26, 31, 33, & Appendix1



Woodstock East provides housing in a variety of types, with provision for affordable units. These can significantly contribute to the Woodstock and Oxfordshire unmet housing need.

Details: Page 26, 30, 32 & Appendix1

To **boost significantly** the **supply of housing**, local planning authorities should:

- identify and update annually a supply of specific deliverable sites sufficient to provide five years worth of housing against their housing requirements with an additional buffer of 5% (or 20% if there has been a record of under delivery);
- use their evidence base to ensure that their Local Plan meets the full, objectively assessed needs for market and affordable housing in the housing market area, as far as is consistent with the policies set out in this Framework, including identifying key sites which are critical to the delivery of the housing strategy over the plan period'.

Housing applications should be considered in the context of the presumption **in favour of sustainable development**. Relevant policies for the supply of housing should not be considered up-to-date if the local planning authority cannot demonstrate a five-year supply of deliverable housing sites.

56 The Government attaches great importance to the **design of the built environment**. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people. To achieve that, NPPF guides planning to promote and achieve sustainable economic growth in line with sustainable patterns of development that respect and enhance the economy, environment and people at the same time.

38 For larger scale residential developments in particular, planning policies should promote a mix of uses in order to provide opportunities to undertake day-to-day activities including work on site. Where practical, particularly within large-scale developments, **key facilities** such as primary schools and local shops should be located **within walking distance** of most properties.

57 It is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes.

72 The Government attaches great importance to ensuring that a sufficient choice of school places is available to **meet the needs of existing and new communities**. Local planning authorities should take a proactive, positive and collaborative approach to meeting this requirement, and to development that will **widen choice in education**.



Woodstock East strengthens the sustainability of the local educational offer; providing a new primary school and improvements to the secondary school.

Details: Page 26, 30 & Appendix 1



Woodstock East supports open spaces, recreational facilities and local services. It secures the future of the existing local football club, and creates a cohesive community.

Details: Page 26, 31 & Appendix 1

To deliver the social, recreational and cultural facilities and services the **community needs**, planning policies and decisions should:

- plan positively for the provision and use of shared space, community facilities (such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship) and other local services to enhance the sustainability of communities and residential environments;
- ensure an **integrated approach** to considering the location of housing, economic uses and community facilities and services.

Access to **high quality open spaces** and opportunities for **sport and recreation** can make an important contribution to the **health and well-being** of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision.

93 Planning plays a key role in helping shape places to secure **radical reductions in greenhouse gas emissions**, minimising vulnerability and providing resilience to the impacts of **climate change**, and supporting the delivery of renewable and low carbon energy and associated infrastructure. This is central to the economic, social and environmental dimensions of sustainable development.

109 The planning system should contribute to and **enhance the natural and local environment** by:

- protecting and enhancing valued landscapes, geological conservation interests and soils;
- recognising the wider benefits of ecosystem services;
- minimising impacts on biodiversity and providing net gains in biodiversity where possible, contributing to the Government's commitment to halt the overall decline in biodiversity, including by establishing coherent ecological networks that are more resilient to current and future pressures;
- preventing both new and existing development from contributing to or being put at unacceptable risk from, or being adversely affected by unacceptable levels of soil, air, water or noise pollution or land instability; and
- remediating and mitigating despoiled, degraded, derelict, contaminated and unstable land, where appropriate.



Woodstock East protects and enhances the natural environment, with significant landscaping, energy credentials and habitat creation.

Details: Page 31 & Appendix 1

128 In determining applications, local planning authorities should require an applicant to describe the significance of any **heritage assets** affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

129 Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset's **conservation** and any aspect of the proposal.

132 When considering the impact of a proposed development on the significance of a designated heritage asset, **great weight should be given to the asset's conservation**. The more important the asset, the greater the weight should be.

158 Each local authority should ensure that the Local Plan is based on adequate and up to date relevant evidence about the **economic, social and environmental characteristics of their area**; and, that their assessment for strategies for housing, employment and other uses are integrated, and take full account of relevant market and economic signals.

159 Local authorities should have a clear understanding of housing in their area, and that this should be done through the preparation of a **Strategic Housing Market Assessment (SHMA)**. The SHMA should cover a housing market area, and include working with neighbouring authorities.

186 Local planning authorities should approach decision-taking in a positive way to foster the delivery of sustainable development. The relationship between decision-taking and plan-making should be seamless, translating plans into **high quality development** on the ground.

187 Local planning authorities should look for **solutions** rather than problems, and decision-takers at every level should seek to approve applications for sustainable development where possible. Local planning authorities should work proactively with applicants to secure developments that improve the economic, social and environmental conditions of the area.



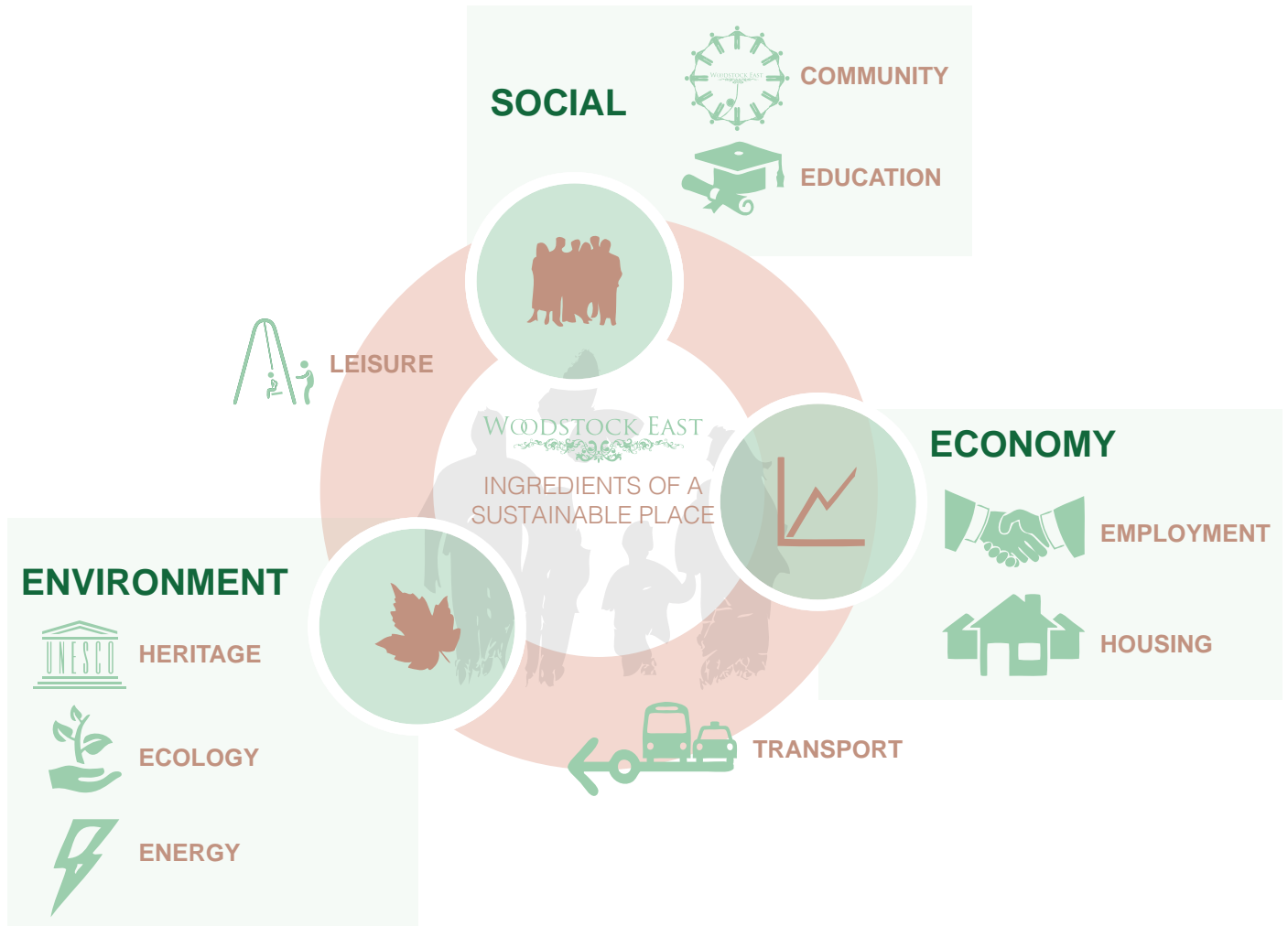
Woodstock East secures the long term future of Blenheim Palace, a World Heritage Site, and preserves and enhances the setting of the Scheduled Monument.

Details: Page 26, 29, 30 & Appendix 1.

The NPPF supports and guides the design and delivery of sustainable development, such as that being proposed in Woodstock. Woodstock East complies fully with the above paragraphs, and will be a truly sustainable development.

SUSTAINABLE PLACE INGREDIENTS

To achieve the ambition of becoming a truly sustainable place, and to secure the long term sustainable future for Woodstock, the following components will be developed; these are highlighted in the diagram below. The following pages explore these 'ingredients' in more detail.



SUSTAINABLE PLACE DIAGRAM

Woodstock East secures all of these ingredients, in the right balance, making it a sustainable place. This is a once in a lifetime opportunity to support development that results in a positive enhancement to Woodstock, and to Oxfordshire.

THE INGREDIENTS OF SUSTAINABLE DEVELOPMENT IN DETAIL

HOUSING

Sustainable places provide homes which facilitate the growing population, and their changing lifestyles. Focus should be placed on high quality standards of living and housing choice, whilst also ensuring the housing market is more accessible through affordable housing. New homes should be constructed in sustainable locations.

Main NPPF Sections: 6 & 7
Key NPPF Paragraphs: 9, 37, 47, 49, 56, & 159



EDUCATION

Sustainable places provide high quality learning environments, giving the opportunity for students to excel. Schools should be integrated with the community, because education is a stepping stone to life. All students should feel safe and secure within their educational environments.

Main NPPF Section: 8
Key NPPF Paragraphs: 38 & 72

COMMUNITY

Sustainable places provide community facilities so that the population has the opportunity to interact, collaborate and share, in a safe and secure environment. Healthy living is a key underlying theme, and care provision for the elderly is particularly important in our aging population.

Main NPPF Section: 8
Key NPPF Paragraphs: 37, 38, 57, 70, 72 & 73



TRANSPORT

The movement of people and goods within a sustainable place should utilise any appropriate existing transport corridors or services, and provide any required additional transport as part of a much wider, integrated transport network. More sustainable solutions such as cycling, walking, and public transport are encouraged.

Main NPPF Section: 9
Key NPPF Paragraphs: 19, 37, 38, 57, & 93



EMPLOYMENT

Sustainable places require a variety of employment opportunities to suit the wide range of skillsets that populations have. They should feature the appropriate service facilities and provisions to meet the needs of the population and of the area.

Main NPPF Sections: 1 & 2
Key NPPF Paragraphs: 19, 37, & 56

LEISURE

Interacting with the great outdoors is an opportunity for sustainable places. Leisure and recreation activities thrive in open, public, and green spaces. Provision of sports facilities and being close to nature are important aspects for a sustainable place.

Main NPPF Section: 8
Key NPPF Paragraphs: 70 & 73



HERITAGE

Sustainable places respect their location and preserve the existing features of the area. They should respond to the context upon which they are set, particularly in the case of features of heritage or historical value. There is further scope for sustainable places to enhance and compliment such values.

Main NPPF Section: 12
Key NPPF Paragraphs: 128, 129, & 132

ENVIRONMENT (ENERGY AND ECOLOGY)

Sustainable places integrate technology and good design to reduce their overall environmental impact, and protect and enhance biodiversity through high quality and appropriate environments. The overall aim is to provide resilience to the impacts of climate change.

Main NPPF Sections: 9, 10 & 11
Key NPPF Paragraphs: 93 & 109



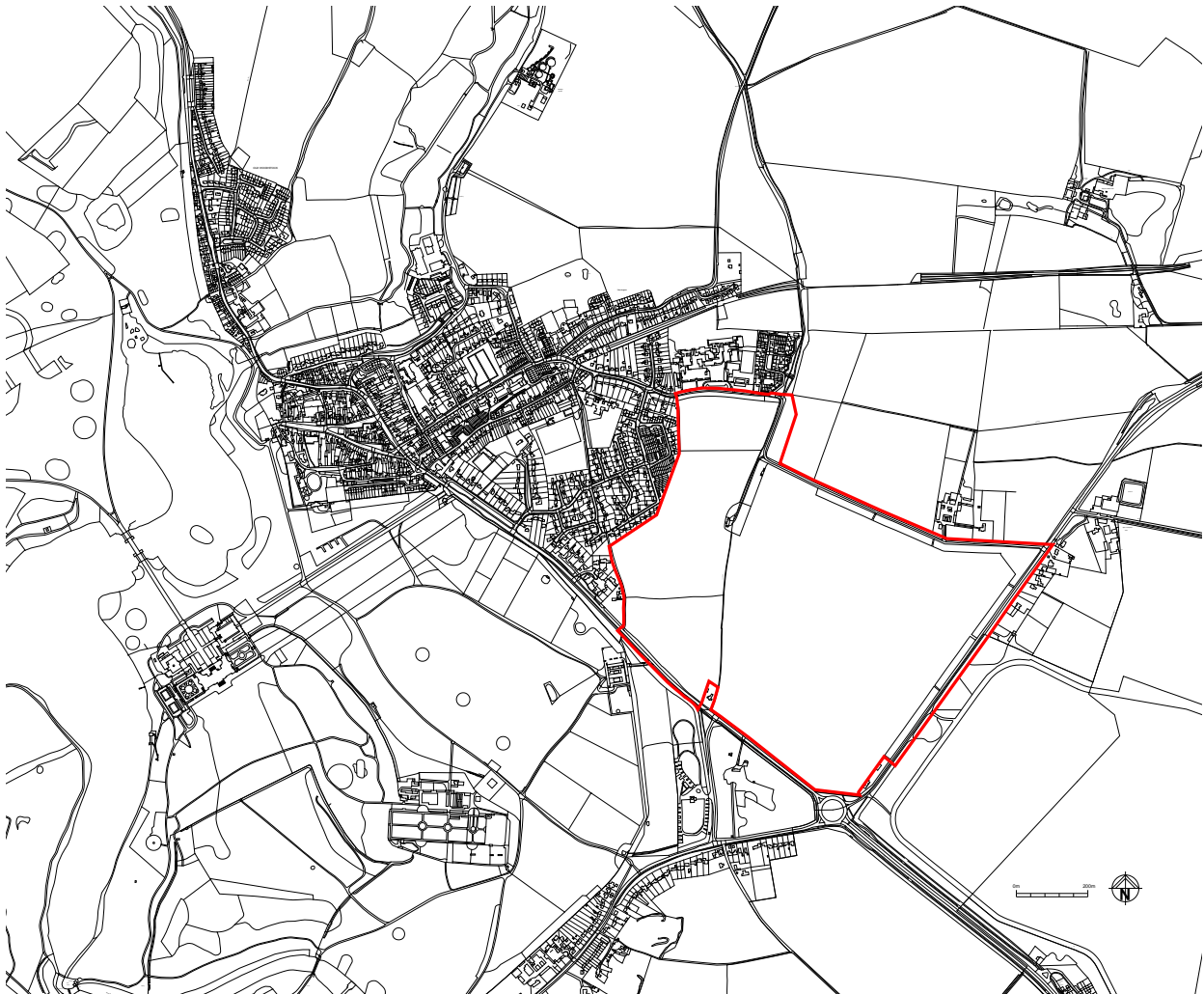
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ANALYSIS



*'THIS CHAPTER ANALYSES THE
EXISTING CONTEXT OF WOODSTOCK
AND OXFORDSHIRE, EXPLORING THE
ISSUES PRESENT AND OPPORTUNITIES
AVAILABLE'*

LOCATION



The application site, outlined in red above, is located to the east of Woodstock, to the north of the A44 and to the west of the A4095. The application site currently comprises of 74.4 hectares of agricultural land, split into a series of fields bounded by hedgerows. The site falls within the administration boundaries of both West Oxfordshire District Council and Cherwell District Council. Towards the middle of the site (within Cherwell District Administration), there is a buried Roman Villa which is designated a 'Scheduled Monument'.

Woodstock is situated approximately 8 miles to the north-west of Oxford, connected via the main access road of the A44. Woodstock is defined in the West Oxfordshire Local Plan as a sustainable settlement, and capable of receiving further development, due to its services and transport connections. The town has a good range of facilities and access to leisure, retail and educational provisions, and large numbers of visitors are attracted to Blenheim Palace, a World Heritage Site, every year.

In terms of the land uses surrounding the site;

West/North West:	Residential dwellings and school playing fields associated with Woodstock;
North:	Agricultural land;
East (beyond the A4095):	London-Oxford Airport and associated employment facilities;
South (beyond the A44):	Caravan club site and Campsfield Wood; and,
South West (beyond the A44):	World Heritage Site of Blenheim Palace, and its protected Parkland.

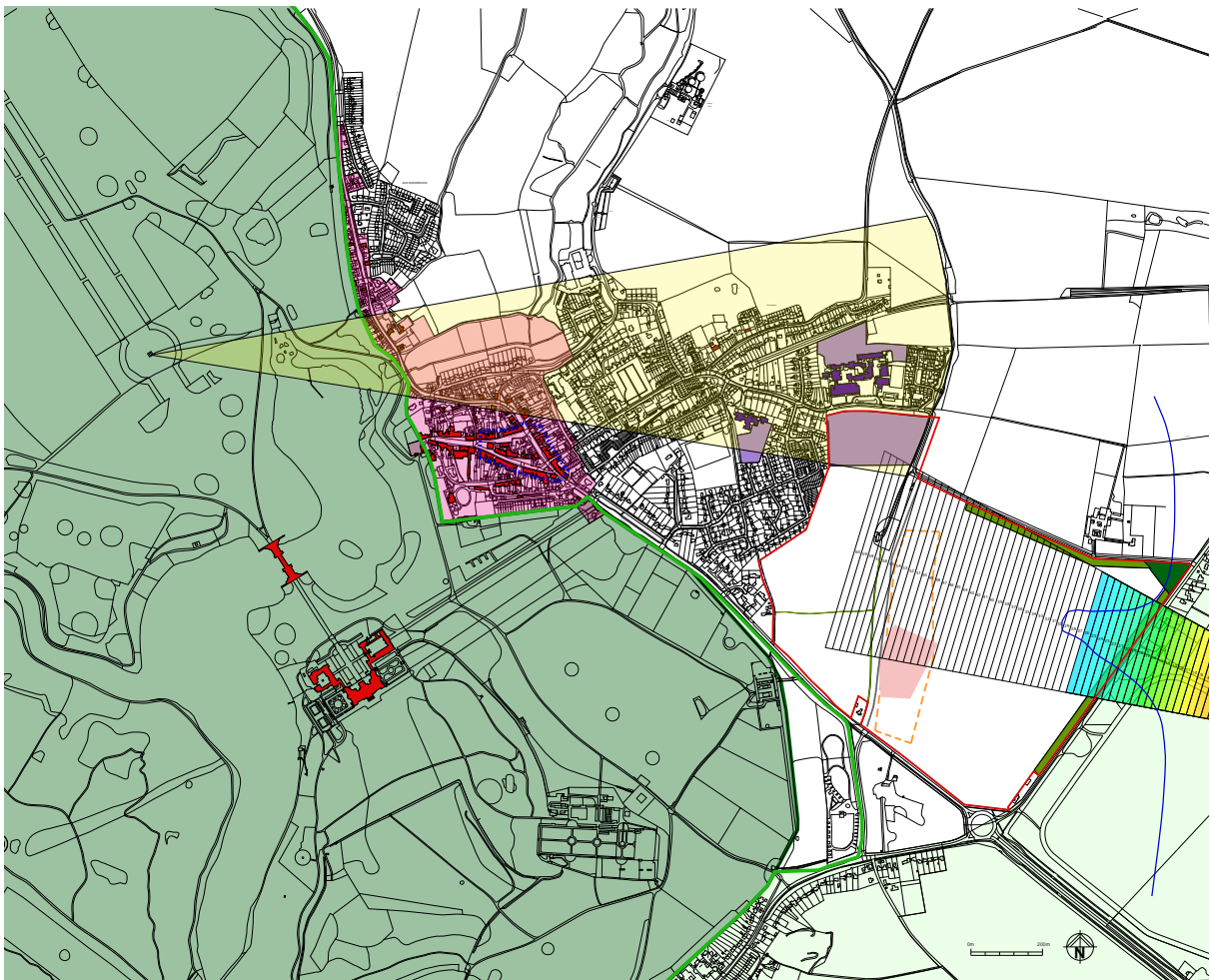
The area is currently served by rail connections from Long Hanborough Railway Station (with direct links to Oxford and Central London), located just over 2 miles away; and an excellent bus service comprising 7 different routes, including an express service into Oxford operated by Stagecoach three times an hour.

The A44 will link the town via bicycle, bus and car to a new railway station, 'Oxford Parkway', located at Water Eaton. Once open later in 2015, the railway station will connect this part of Oxfordshire with the centre of Oxford, London and the national rail network.



















SITE CONSTRAINTS & OPPORTUNITIES

It is relevant to consider the physical and planning constraints of the site and its surroundings. The site is located entirely outside the Oxford Green Belt. Furthermore, it is the one of the first areas of land outside of Oxford and alongside the A44, a major arterial route within the north Oxford growth corridor, that is not constrained by this Green Belt. It is also outside of national and local landscape designations, and away from the historic core of Woodstock.

The proposal has been designed to respect, support and enhance the features that exist within Woodstock. For example, the World Heritage Site and the local biodiversity. This is a once in a lifetime opportunity to support development that results in the positive enhancement to this area of Oxfordshire.



The constraints and opportunities include:

Site		Heritage	
Green Belt		Scheduled Monument (SM)	
Local Centre Policy Zone		World Heritage Site	
Schools		Blenheim Palace Parkland	
Playing Fields		Conservation Area	
Registered Common Land		Listed Buildings and Heritage Assets	
Airport Height Restriction		Monument View Cone	
Utilities		Archaeological Remains	
Public Footpath			
Existing Landscaping			
Noise			

The application site has no land designations within the adopted and emerging local plans, except that it comprises a Scheduled Monument.

EXISTING WOODSTOCK

This statement now analyses the existing Woodstock, in terms of its key attributes, facilities and areas for improvement.

Woodstock is identified as a key service centre and is one of the most sustainable settlements within West Oxfordshire. In fact, it is positioned third in West Oxfordshire's Settlement Sustainability Matrix, with only Witney and Carterton having a higher sustainability score. Therefore, in terms of planning policy, it is accepted that Woodstock is considered to be sustainable and capable of accommodating further development due to its available services and excellent transport connections.

2011 CENSUS INFORMATION:

1,418 households occupied by 3,046 residents;

26% are aged over 65 compared to 18.4% for the District;

75% of Woodstock's population are in employment;

1.75% are unemployed;

10% of the employed population works from home;

12.5% of the working population walk to work, 4% travel by bicycle; 12.5% use public transport; and

61% travel to work by car (either driving or as a passenger);

51% of people consider themselves to be in very good health compared to 47% of the population in England;

43.8% of people aged 16+ hold a degree equivalent qualification (level 4), higher than the national average (27.4%);

90% of potential convenience retail spend is lost to other towns*.



*Data from Lambert Smith Hampton - Environmental Statement 2014, Chapter 4

EXISTING WOODSTOCK

Accessibility/Benefits

Blenheim Palace is designated by UNESCO as a World Heritage site, and its grounds are accessible via public paths and passes available to all Woodstock residents.

There is easy access to the town centre and the rest of Oxfordshire by foot, bicycle, public transport and by car;

Key Issues

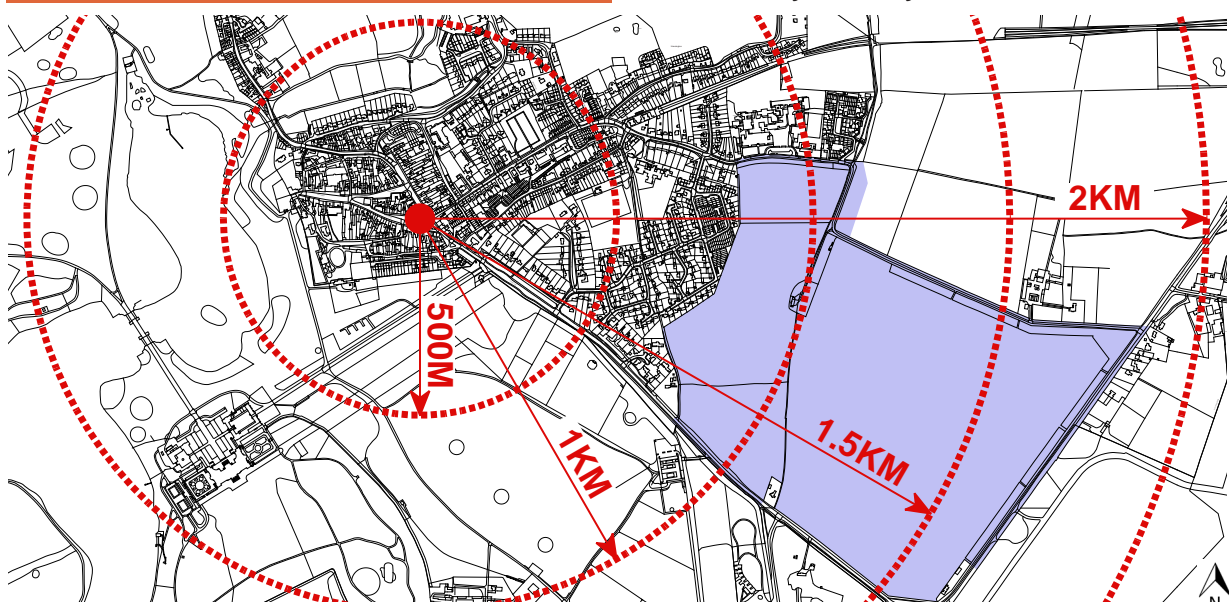
- An immediate need for housing, in particular affordable housing;
- The current primary school is at capacity;
- Aging population;
- Employment spaces are limited in terms of type, and are not fit for modern needs;
- Local shops are aimed mainly at tourists, therefore they under provide for local residents needs. As a result many travel a longer distance for their convenience shopping;
- Youth Centre is in a poor condition;
- A need to support small and medium enterprises, and apprenticeships for young people;
- Declining retail offer.

A range of existing local facilities and services includes:

- Local Shops;
- Churches;
- A wide range of Pubs and Restaurants;
- A Doctor's Surgery;
- A Dental Practice
- Woodstock CE primary school;
- Marlborough CE secondary school;
- A Library;
- The County Museum;
- Soldiers of Oxfordshire Museum;
- A youth centre and a scout and guide hall;
- A number of indoor community spaces including:
 - Woodstock Town Hall,
 - the Town Council Community Centre,
 - the Masonic Hall; and,
 - the Woodstock Social Club;
- A cemetery on the edge of the town;
- A public open air swimming pool;
- A tennis and bowls club;
- A football club (Old Woodstock Town Football Club);
- A membership Gym at Oxford Airport;
- An informal playing field;
- An allotment ground;
- A Local Police Station; and
- A Fire Station;

Woodstock East turns these issues around and will improve the sustainability and vibrancy of the settlement.

The below diagram shows the proximity of the application site to Woodstock town centre; All the new residents can access the facilities, which are within 2km by foot, bicycle or bus:



OXFORDSHIRE ISSUES & OPPORTUNITIES

The following pages widen the analysis to consider the regional scale, and the anticipated economic growth. This analysis extracts key information from Oxfordshire 2030 and the Oxford and Oxfordshire City Deal.

OXFORDSHIRE 2030

The NPPF strongly supports economic growth. Oxfordshire is an important driver of the country's economy. Oxfordshire 2030 is the County Council's overarching strategic partnership plan for the future of Oxfordshire. The vision is:

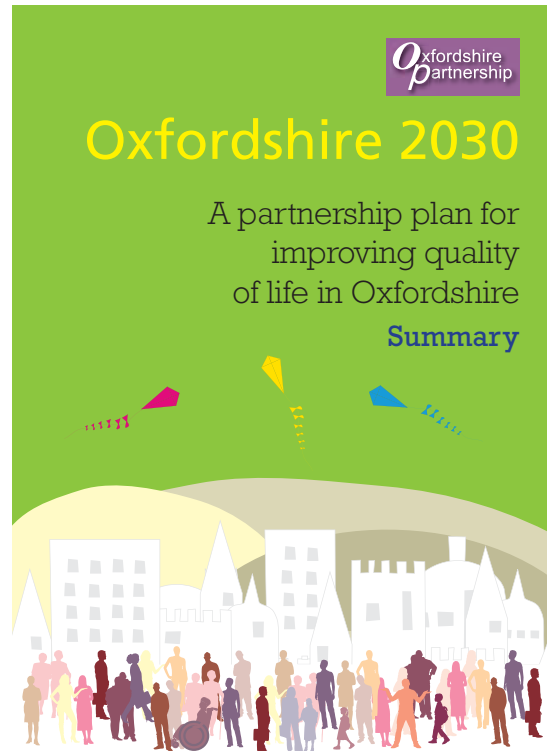
“By 2030 we want Oxfordshire to be recognised for its **economic success**, outstanding environment and quality of life; to be a place where everyone can realise their potential, contribute to and benefit from **economic prosperity** and where people are actively involved in their local communities.”

The document contains four priorities for the County:

- World Class Economy,
- Healthy and Thriving Communities,
- Environment and Climate Change, and,
- Reducing inequalities and breaking the Cycle of Deprivation.



SOURCE: OXFORD AND OXFORDSHIRE CITY DEAL



CITY DEAL

In order to achieve the above objectives on 30th January 2014, Oxford City Council, Oxfordshire Local Authorities and the Oxfordshire Local Enterprise Partnership signed the 'Oxford and Oxfordshire City Deal'. It is a major investment strategy to create thousands of new jobs supported by Government. It sets out actions for the region to create new jobs, support research and businesses and improve housing and transport infrastructure. It represents a significant step forward in the economic growth of the area, involving the government, county and district councils as well as other stakeholders, including the Universities. The new Woodstock East neighbourhood will be very close to the City Deal improvement area – named 'The Knowledge Spine'.

OXFORDSHIRE ISSUES & OPPORTUNITIES

CITY DEAL (EXTRACT)

“

As part of the City Deal, Oxford and Oxfordshire and the Government have agreed:

An investment package to deliver an ambitious network of new innovation and incubation centres which will nurture small businesses:

- *The Harwell Innovation Hub: focused on open innovation;*
- *The UKAEA Culham Advanced Manufacturing Hub: focused on remote handling technologies;*
- *The Oxford BioEscalator: focused on the life sciences sector;*
- *The **Begbroke Innovation Accelerator**: focused on advanced engineering sectors;*
- *Invest in Growth Hub to help small and medium enterprises to grow through better business support with a particular focus on supporting innovation.*

*Local partners will invest to accelerate the delivery of **7,500 homes across the county**. To support this commitment, Oxford & Oxfordshire will propose an ambitious Local Growth Deal, including a request to lift the Housing Revenue Account debt cap;*

*To enable three new transport schemes to support developments at the Enterprise Zone, **Northern Gateway** and the first phase of the “Science Transit” public transport scheme;*

*To deliver over **500 new Apprenticeships** for young people;*

*To put in place a **governance structure** that enables Oxford and Oxfordshire local authorities to work together with the Local Enterprise Partnership Board to deliver the City Deal.*

*Provide **£95m of local and national public sector investment** with a further £550m of investment from housing providers;*

*Lever in nearly **£600m of private sector investment** through site development, transport infrastructure, skills schemes; and business support services and innovation centres; ”*

HOUSING (EXTRACTS)

“More housing is essential for the future of the knowledge economy in Oxford and Oxfordshire”.

“Oxford and Oxfordshire’s successful economy, proximity to London and quality of life have ensured that house prices have remained high despite the recent financial crisis. One of the key successes is the further economic growth resulting from the City Deal. However, this success has placed pressure on the local housing market. Oxford and Oxfordshire have overwhelming evidence that the lack of choice and availability of housing in particular affordable housing is a major barrier to growth. Oxford and other areas in the county are identified as among the least affordable locations in the country. The Universities and businesses in the knowledge economy identify that housing is a significant barrier to the recruitment and retention of staff, including senior management and researchers”.

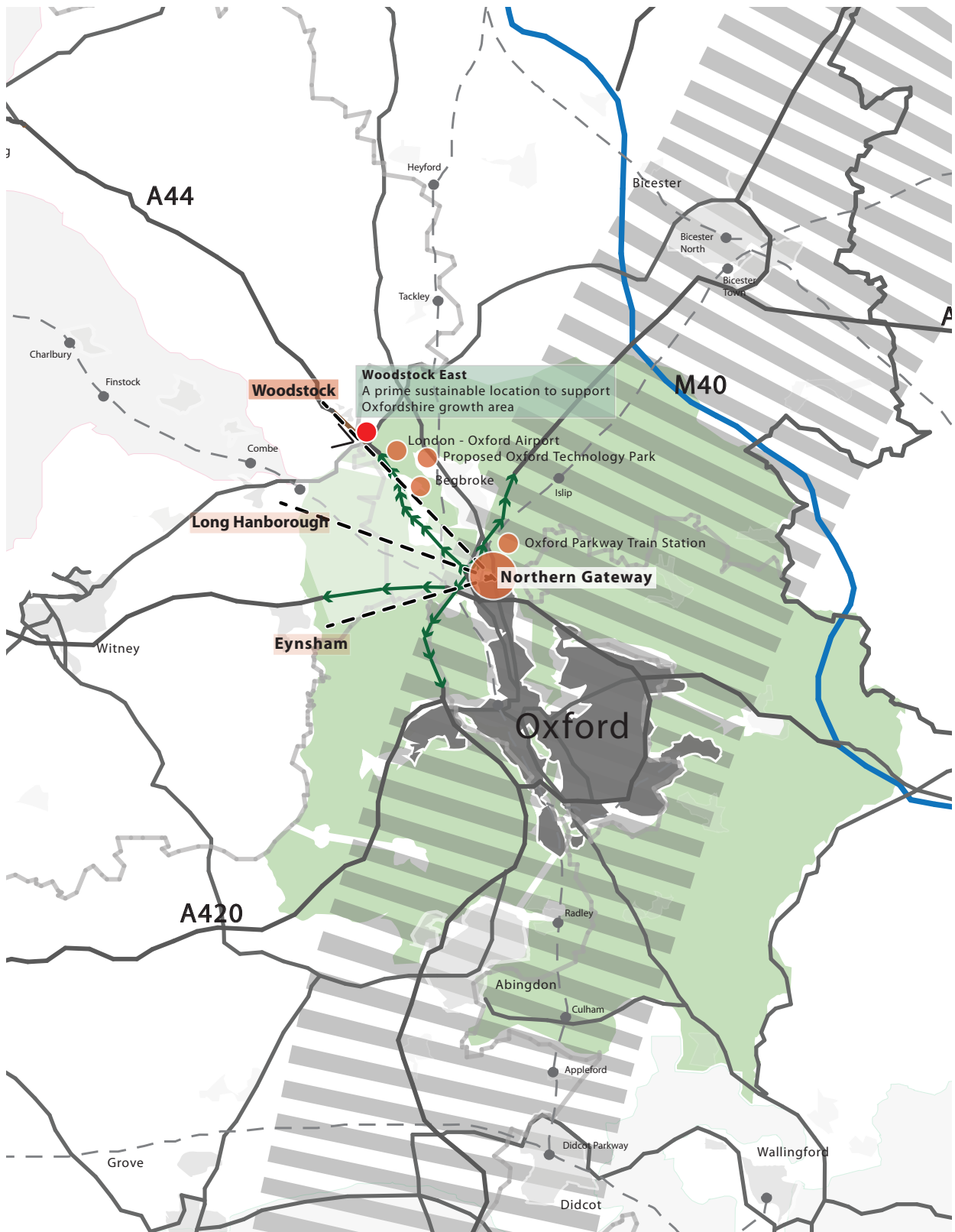
TRANSPORT (EXTRACTS)

“A key element of the City Deal is to improve Oxford City and Oxfordshire’s transport system”.

“City Deal partners have championed improvements to the A34 as demand for movement along this transport corridor can exceed capacity - giving rise to traffic jams and unreliable journey times. The City Deal also agreed to support the regeneration of Oxford’s **Northern Gateway and the A40 approaches to Oxford**. The package of measures will relieve congestion and enable the delivery of growth at the Northern Gateway development site including 500 houses and up to 8000 new jobs. **There will be a package of proposals to support the regeneration of Oxford’s Northern Gateway which will include improvements to the A40 and A44**. The improvement of the A34 and A40 would significantly enhance the connectivity of the application site with the rest of the Oxfordshire”.

*Extracts: Oxford and Oxfordshire City Deal

SUPPORTING THE OXFORDSHIRE GROWTH CORRIDOR



- Site Location
- Investment Points
- Knowledge Spine
- Greenbelt
- ➔ Infrastructure Route

SUPPORTING THE OXFORDSHIRE GROWTH CORRIDOR

SIGNIFICANT SUB-REGIONAL GROWTH

The Oxford and Oxfordshire City Deal, along with Oxfordshire 2030 and investment from Oxfordshire LEP, demonstrates the direction for economic growth in Oxfordshire, and showcases how significant investment is being made within the identified growth corridor, also referred to as the 'Knowledge Spine'.

The area identified for growth includes investments such as, the Northern Gateway, the employment proposals near London-Oxford Airport (now including a current planning application (Reference 14/02067/OUT) for 40,362 sqm of offices, and research and development space at Langford Lane), the investment in Begbroke Innovation Accelerator, and funded improvements to infrastructure. This investment will significantly boost employment in the area. The application site is within close proximity, less than 5 miles from Northern Gateway, and less than 3 miles from Begbroke and Langford Lane. The map on the previous page demonstrates the concentration of these investment points, and the excellent positioning of Woodstock East.

UNMET HOUSING REQUIREMENT

To support the ambition of significant growth, housing must meet the demands of the investment being put in, and must simultaneously respond to the *"overwhelming evidence that the lack of choice and availability of housing and affordable housing is a major barrier to growth"* (Oxford and Oxfordshire City Deal).

The Deal also recognised that 7,500 houses should be provided to support economic growth alone. Currently this level of housing is not being planned. As such, there is a high risk that insufficient housing will restrict the ability to bring forward the improvements discussed, and restrict the potential for economic growth. For example, the Oxfordshire LEP funds allocated towards the A40 corridor and the Northern Gateway have been sought on the proviso that housing will be delivered to meet the economic ambitions of the area. The allocated investments will not reach their maximum potential without providing sufficient housing.

The NPPF advises, in paragraph 47, that to *"boost significantly the supply of housing, Local Planning Authorities should ensure that their Local Plan meets the full, objectively assessed needs for market and affordable housing in the housing market area, as far as is consistent with the policies set out in this Framework"*. To move forward the LPA's must take into account the high level of proposed economic growth in the wider area, and the need for more affordable housing, which is to occur within close proximity to their respective districts.

WOODSTOCK EAST: CONTRIBUTING TO THE SOLUTION

The locations of Woodstock, Long Hanborough and Eynsham are best located to contribute to housing supply and be involved with the planned growth corridor (Knowledge Spine). They also have the added benefit of being located outside the Green Belt and other landscape designations. These local areas can benefit from the surrounding ambitions highlighted within the Oxford and Oxfordshire City Deal, and within this statement.

Woodstock East demonstrates that housing can be brought forward that significantly contributes to the immediate economic need, within this part of Oxfordshire. It is sustainably located to serve and be associated with the planned growth corridor demonstrated in the City Deal, and at the same time can be a sustainable extension to the town of Woodstock.

The development positively plans for affordable housing, and a mixture of housing types, which directly address the regional issues identified in the Oxford and Oxfordshire City Deal and the SHMA 2014.

3

PROPOSAL



*'THIS CHAPTER EXPLORES THE PROPOSAL
AND THE BENEFITS IT CAN BRING TO
WOODSTOCK AND OXFORDSHIRE'*

PROPOSAL

OUTLINE PLANNING APPLICATION FOR:

1,200/1,500

Around 1,200/1,500 new homes of a mixture of types to support a balanced community, in a strategic and sustainable location.

40%

Of the new housing would be affordable.

120/150

Of the new housing units will be a Care Village (C2). This will also include publicly accessible ancillary facilities for the elderly.

930

Up to 930sqm for a new convenience store within the proposed town square.

New Primary School

A new primary school with capacity of 420 students, and additional nursery facilities.

7,500/13,800

Around 7,500/13,800 sqm of locally led employment space, in a variety of unit sizes.

New Bus Routes

New Bus Routes will be provided, linking the proposed residential and employment areas with Woodstock and beyond.

300

A car park providing up to 300 spaces; facility to link in with major local bus routes, taking the pressure off of existing town centre parking.

Marlborough C of E School

Financial contributions to expand Marlborough Secondary School, and provide a new drop off facility and bus terminal.

31.92 ha of Leisure Provision

Provision for a variety of open spaces, a shared use multi-games, all weather pitch for school, football club for Woodstock Town FC.

Securing the World Heritage Site

Financial contributions will be made towards the maintenance of the World Heritage Site, securing its future.

New Access

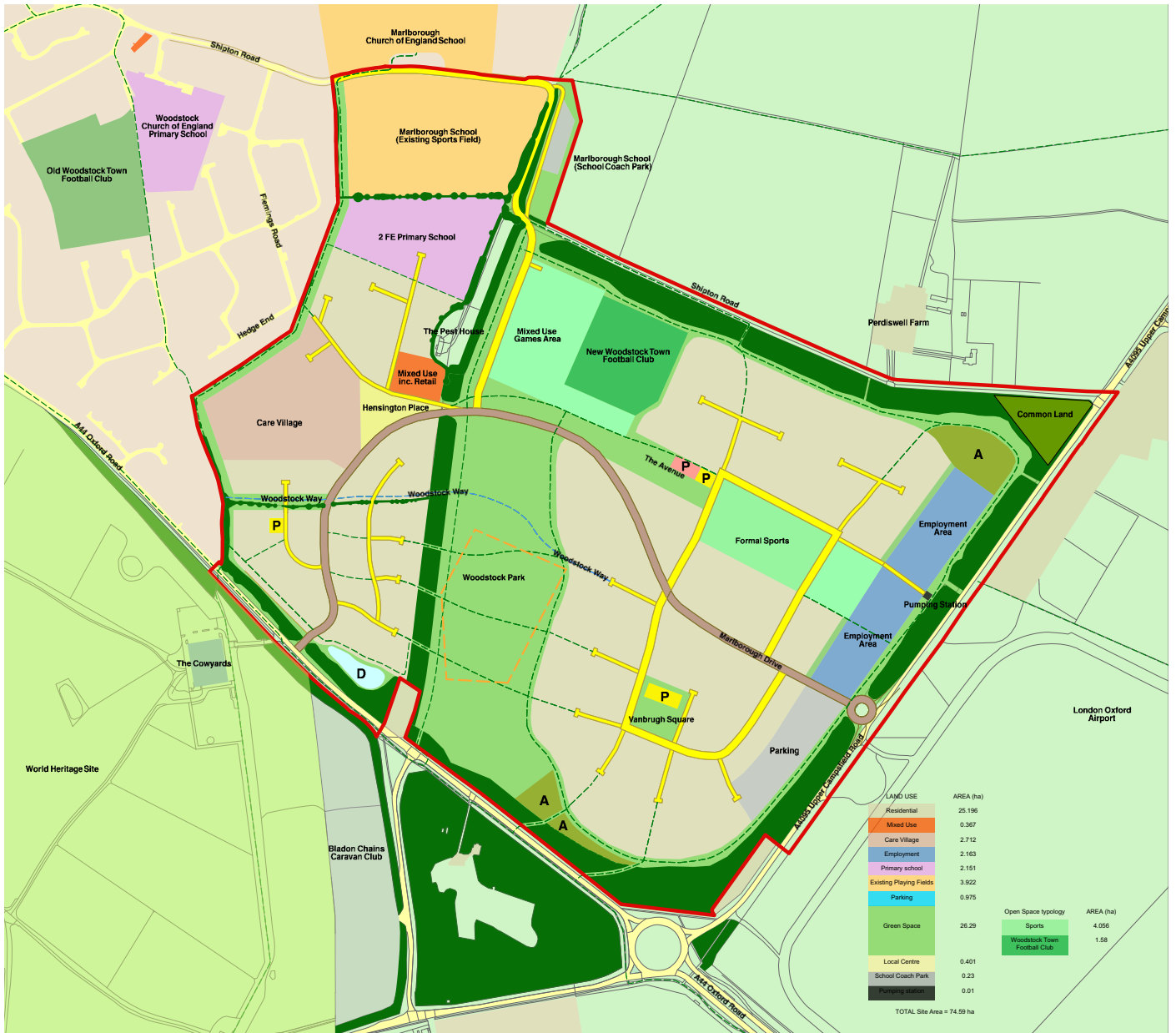
New vehicular access point from Oxford Road (A44) and Upper Campsfield Road (A4095) with other new non-vehicular access.



“The proposals ensure that both the new Woodstock East, and the existing Woodstock, have all the ingredients required to thrive, and be a truly sustainable place”.

MASTERPLAN

This masterplan presents the proposed development of Woodstock East and the land uses that it involves.



LEGEND

- Red Line Site Boundary
- - - Pedestrian and/ or Cycle Path
- - - Main Pedestrian and/ or Cycle Path to be lit with discrete LED lighting and surfaced as appropriate
- - - Designated Scheduled Monument
- Primary road corridor with predominantly segregated footpath and cycle route
- Secondary road corridor
- Common Land
- A Allotments
- P Play Area (Children)
- P Play Area (Youth)
- Green Infrastructure
- Formal Sports
- New Woodstock Town FC
- D Proposed Attenuation Pond
- Existing & Proposed Landscaping
- Local Centre - Hensington Place
- Pumping Station
- World Heritage Site

A HIGHLY SUSTAINABLE LOCATION

The proposed location is appropriate and sustainable because of three attributes; connectivity, proximity, and context. This page explores these attributes.

CONNECTIVITY

The location of the proposal site is well connected.

It is important for new sustainable developments to be connected with existing transport infrastructure. The A44 is one of the main artery roads heading north west from Oxford and is a vital link for public transport. The proposal site is located directly adjacent to this road, which is vital to connect with Oxford.

The nearby National Rail network provides an excellent train service. This can be accessed from Long Hanborough Rail Station which is just over 2 miles away. In addition, the new train station 'Oxford Parkway', (opening late 2015), with links to High Wycombe, London Marylebone and Birmingham, will be less than 5 miles away. As part of the development it is proposed to improve the already excellent bus service.

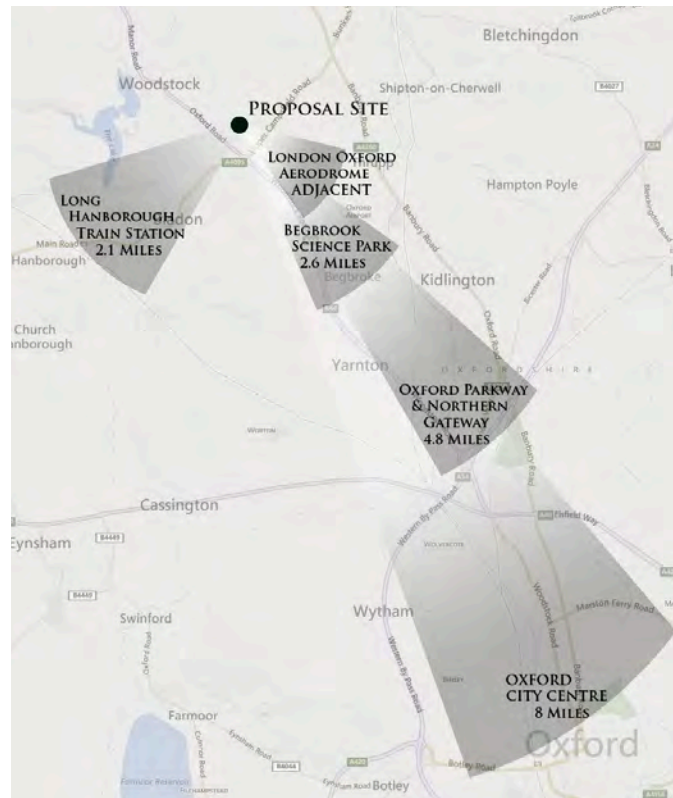
PROXIMITY

The location of the proposal site is well positioned.

Proximity to an existing built environment creates an inherently more sustainable development. This is because being close to an existing settlement allows infrastructure and facilities to be shared and better utilised.

Excellent employment opportunities are highly accessible from the application site in Woodstock. These include Begbroke Science Park, London-Oxford Airport, Langford Lane (Proposed Oxford Technology Park) and the Northern Gateway.

Furthermore Oxford is a short bus journey or cycle away, providing a variety of functions such as employment, leisure, sport, education, recreation, retail and much more.



CONTEXT

A sustainable development here can protect and enhance the context of Woodstock.

The application site is not within the Green Belt and is outside of national and local landscape designations. The location of development would not adversely affect the setting, or the views of, Blenheim Palace and its Monument. The strategic planting along the A44 will maintain a rural approach, thereby positively enhancing the relationship to the World Heritage Site. Meanwhile the buried Scheduled Monument will be protected, as this area is proposed to be the green space of the development. Informative signs can be displayed within the Green Space making people more aware of the Roman Villa that sits beneath their feet.

Overall, development at this site means there is less pressure to undertake strategic reviews of nearby Green Belt. This means there is less likely to be urban encroachment into the Green Belt areas of Oxfordshire.

PRESERVING HERITAGE

An outstanding feature of Woodstock is Blenheim Palace (built between 1705 to 1722), which is designated by UNESCO as a World Heritage Site. The prosperity of Woodstock Town today owes much to Blenheim Palace as one of the country's most important tourist attractions. The Palace is situated in a park of 1000 hectares of enclosed parkland, a famous example of naturalistic landscape design. The application site also contains the buried remains of a Roman Villa (Scheduled Monument).

KEY FACTS

- Average over 600,000 people visited the Palace per year;
- Blenheim Palace is the only privately owned World Heritage Site in the country;
- No public funding is received by Blenheim Palace for its upkeep;
- No significant grants or Heritage Lottery Funding has been allocated to the Palace;
- The revenue from visitors and other associated activities contributes towards the maintenance cost.



The management of the Palace and associated Park is subject to the World Heritage Site Management Plan (WHSMP). Over the next 20 years the WHSMP has estimated the cost of the upkeep and repair of Blenheim Palace, estate and grounds at over £40million. The commercial activities enable a contribution to these repairs, however still leaves a significant shortfall in the funds required to maintain the World Heritage Site.

Benefits of this scheme

- A significant proportion of the funds generated from the development would be routed directly to the WHS to ensure its long-term sustainability, and secure its future;
- Safeguard the investment from tourism that the WHS generates for the businesses of Woodstock;
- The Scheduled Monument will be preserved and will be acknowledged within the public open space. It will be sensitively enhanced, with a degree of interpretation to improve people's understanding of what would otherwise comprise a wholly invisible heritage asset;
- The rural approach will be maintained, preserving the setting of the World Heritage Site;
- The landscape led design will compliment the heritage value of Woodstock.

The development has been sensitively designed to preserve and enhance the heritage significance of Woodstock; particularly, for the World Heritage Site and the setting of the buried Scheduled Monument. The scheme has been designed to be unique, distinctive and attractive.

SECURING A LONG-TERM SUSTAINABLE FUTURE FOR WOODSTOCK



EDUCATION

A new primary school in the town will help serve the increased population, relieve pressure on the existing school, and reduce the need for local students to travel to other places for their education requirements.

Woodstock will therefore have a total of two primary schools, and these will feed efficiently into the local secondary school (Marlborough C of E), thus reducing the need for it to source students from other towns.

Financial contributions will be made to this secondary school to expand and enhance its educational offer.



CARE

The proposal caters for the elderly by constructing a Care Village. This will allow elderly members of the community that require care assistance to live in a highly sustainable location, with excellent facilities reducing the need to leave Woodstock. The village will accommodate for a variety of care needs for the residents, and allow them to stay being a part of the vibrant town and community.



HERITAGE, AND BLENHEIM PALACE

Woodstock East can help preserve and enhance the heritage context of Woodstock, particularly in relation to the World Heritage Site, Blenheim Palace. A proportion of the revenues from the development will support the maintenance and improvement of Blenheim Palace, ensuring its long-term success.

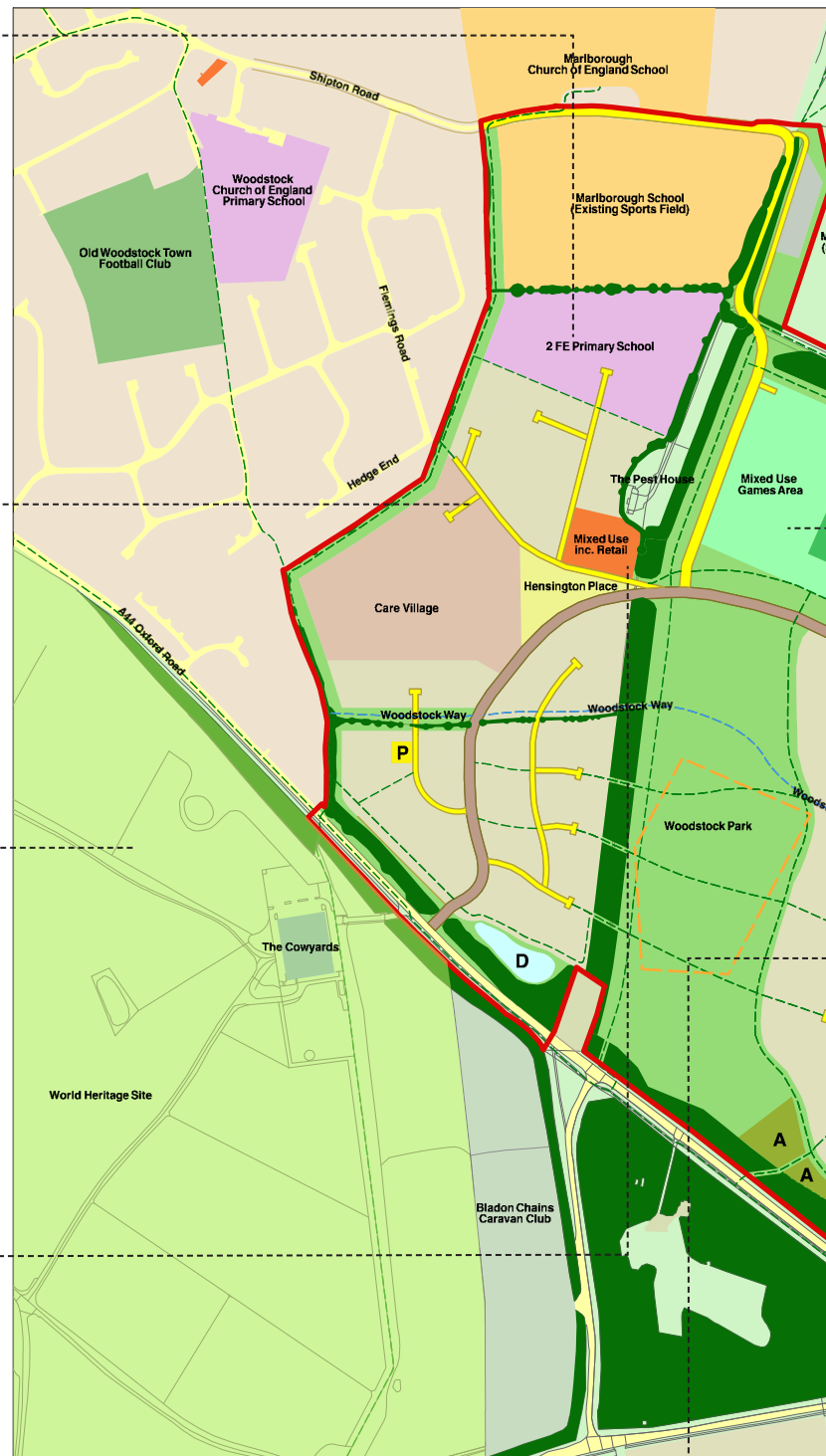
The development will therefore reinforce the identity of the town as a place of important heritage value.



RETAIL

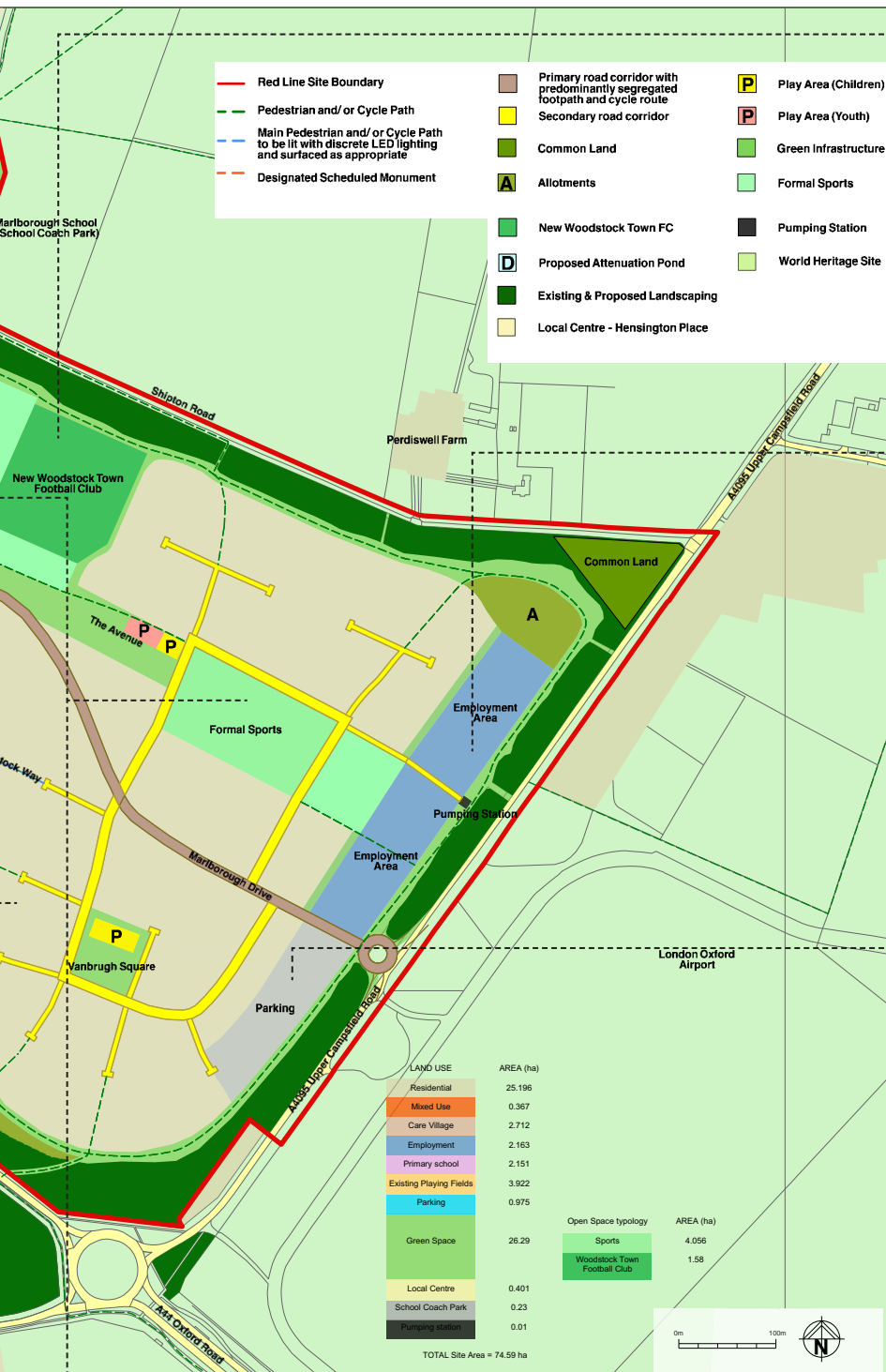
During the construction phase, workers will be utilising Woodstock's existing shops and services bringing in significant spending. Once complete, the employees within Woodstock East will undoubtedly rely on Woodstock for other facilities such as for lunches, meetings and other resources. This will enhance the vitality and viability of the town centre.

The retail offer has been designed to complement Woodstock by providing a local size convenience store, and not competing with the existing retail establishments in the town centre. There has been a conscious attempt to ensure that the correct balance of retail provisions are provided for Woodstock, such that the need to travel outside of the town is reduced and potential local expenditure is retained.



AFFORDABLE HOUSING

Woodstock East includes significant affordable housing provision, and this is important for the future of Woodstock, as well as West Oxfordshire as a whole. The development will provide much needed homes that reduce the need for people to move out of Woodstock for financial reasons, and support regional economic growth.



FOOTBALL CLUB



The town's long established football club has previously been relegated due to the standard of its facilities. The proposal seeks to relocate Old Woodstock Town FC enabling a sustainable future, to the benefit of the local community, though the provision of a site for a step 5 football facility with publicly accessible ancillary facilities.

The long-term future of the club is important for the social identity and social sustainability of the town.

EMPLOYMENT



The development addresses the shortage of employment spaces in and around Woodstock by including a significant amount of employment space, with a variety of unit sizes and types. This will boost the economic growth of the town and provide the opportunity for local people to work more locally and as a result reduce their need to commute long distances.

Employment will be able to link to local opportunities such as, the London-Oxford Airport, the heritage and tourism value of Woodstock, Begbroke Science Park, and to Oxford.

TRANSPORT



Woodstock already has excellent transport connections. Woodstock East can increase the viability for the local transport services, and existing Woodstock residents can benefit from this. For example, bus routes will be incorporated into the new development, and there is potential for the frequency of bus services to be increased from 3 to 4 buses an hour, between Woodstock and Oxford.

The development will provide a car park, potentially on a temporary basis, directly connecting to the bus route network and relieving Woodstock of its car parking issues. This will allow the Council to assess the parking requirements of the town and search for viable and appropriate sites and solutions.

HEALTH



This development, in combination with the existing Woodstock, will have an excellent health offer once the Doctors Surgery is rebuilt within the town centre.

LEISURE



The recreational offer of Woodstock will be improved through the provision of leisure facilities including, a site for the football club, shared use multi games area, all weather school pitch and others, which will be available for the general public. This will play a vital role in improving local accessibility to leisure, and community health and well-being.

LONG-TERM BENEFITS TO OXFORDSHIRE: HOUSING

The most up to date evidence relating to housing need in Oxfordshire is the Oxfordshire Strategic Housing Market Assessment (SHMA), published in April 2014. It states that;

UP TO 93,560 – 106,560 ADDITIONAL HOMES ARE NEEDED ACROSS OXFORDSHIRE IN THE PERIOD 2011-2031 (BETWEEN 4,678 – 5,328 HOMES PER ANNUM).

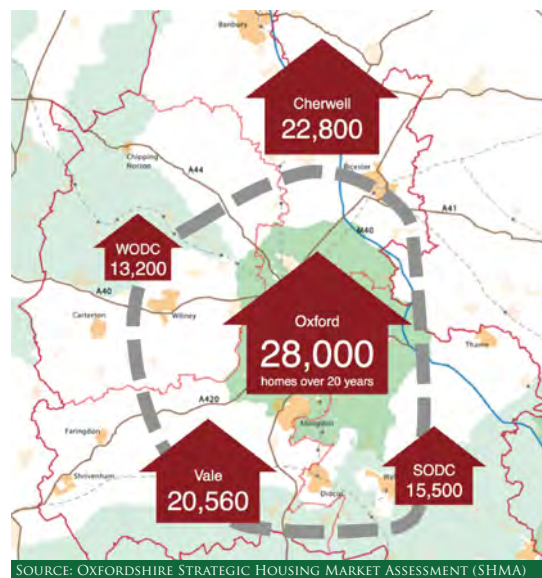
Meanwhile, one of the commitments within the City Deal is to; ‘Commit to deliver the necessary sites that will meet the housing needs outlined in the Strategic Housing Market Analysis’ (Page 6).

The SHMA 2014 housing targets are set out below;

Housing Need Oxfordshire Local Authorities 2011-2013

Housing Needed Per Year	Housing Need Per Year (Net)	Midpoint of Range
Cherwell	1090-1190	1140
Oxford	1200-1600	1400
South Oxfordshire	725-825	775
Vale of White Horse	1028	1028
West Oxfordshire	635-685	660
Oxfordshire*	4678-5328	5003

SOURCE: OXFORDSHIRE STRATEGIC HOUSING MARKET ASSESSMENT (SHMA) 2014



SOURCE: OXFORDSHIRE STRATEGIC HOUSING MARKET ASSESSMENT (SHMA)

The City Deal also recognises the need for Local Authorities to provide a five year supply of land for housing, stating that Local Plans: ‘must include robust five year housing supply forecasts to maintain affordability for existing, and new residents’.

“WODC AND CDC ARE UNABLE TO DEMONSTRATE A 5-YEAR HOUSING LAND SUPPLY”.

In these circumstances applications should be considered in the context of the presumption in favour of sustainable development. (NPPF- Paragraphs 49).

Benefits of this scheme

- With increased employment planned in the Northern Gateway, Begbroke Science Park, Oxford Technology Park, and from general growth at Oxford and Bicester, there is an urgent need for housing in a sustainable location to support the ambitions of the City Deal. The application site is located strategically north of the Oxford City growth corridor, and in close proximity to planned employment land and exceptional public transport networks. The proposed development is well placed to deliver new housing precisely where it is needed.
- Woodstock East is available, deliverable and sustainable, in an appropriate location and is to assist both CDC and WODC in meeting their housing shortfall and contribute to the unmet needs of neighbouring Local Authorities.
- The application site is not located within the Green Belt, and therefore will it not require a strategic review of the Green Belt.
- The proposed development can provide much needed affordable housing options for the region, increasing the accessibility of the housing market in Oxfordshire.

The development is in a position to deliver around 1,200/1,500 new homes, in a strategic and sustainable location, that can positively respond to housing demand where it is needed. In providing housing in this location the development secures the long-term future of Woodstock and Oxfordshire.

LONG-TERM BENEFITS TO OXFORDSHIRE: EMPLOYMENT

Woodstock is an attractive historic town and in recent years it has enjoyed a significant rise in the number of tourist visitors, with strong growth in the towns heritage leisure market built around the success of Blenheim Palace as a tourist destination. In terms of retail, looking jointly at the Cherwell and West Oxfordshire plans, Woodstock functions as a smaller town centre intended only to meet the day-to-day service and shopping needs of the local population, however it is found that significant focus is on tourism.

KEY FACTS

- The inner parts of the town are confined to a 17th century layout, and has provision of only 115 car parking spaces. There is little scope to provide for modern convenience retailing within the town centre;
- 90% of the convenience retail trade potential is spent outside of the town*;
- There is a lack of flexible and suitable small employment premises in Woodstock and the surrounding area. There is a recent trend of losing units because of conversions to residential use;
- Local employment opportunities, particularly in Woodstock are limited, and residents will often have to travel further for employment.



CREATING LOCAL SUSTAINABLE EMPLOYMENT OPPORTUNITIES

“Economic sustainability should contribute to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right place and at the right time, to support growth and innovation, and by identifying and coordinating the provision of infrastructure” (Paragraph 7: NPPF)

Benefits of this scheme

- A new local convenience store of up to 930sqm to serve the new and existing population. The new store will not draw significant trade away from Woodstock town centre, and will create new jobs.
- A retail unit will complement existing retail facilities, offering improved choice and reducing the need for people to leave Woodstock for their daily and weekly shopping.
- The additional housing adds £4.75m to the available convenience expenditure in the study area in 2019*.
- Around 7,500/13,800sqm of employment floor space (B1, B2 and B8 Use Classes), generating jobs for local people, reducing out-commuting and increasing the sustainability of the town. It will support enterprise growth through the provision of small units from 500sqm to medium sized self-contained units of 1,500sqm.
- Create numerous skilled and unskilled jobs through the construction phases.
- The airport has an expansion plan to encourage engineering support and operations businesses to come to the area. Woodstock East is ideally located to assist in the growth aspirations of the airport;
- The application scheme will support the regional employment uses, as described earlier in this statement.

The development has been carefully planned to compliment Woodstock town centre, and to develop its local retail offer. As a result, the offering to tourists, visitors and local residents will be improved, and the long-term future of Woodstock will be secured.

*Data from Lambert Smith Hampton - Environmental Statement 2014, Chapter 4

LONG-TERM BENEFITS TO OXFORDSHIRE: TRAVEL

CONTEXT

Woodstock is well connected to Oxford via the A44, and Bicester, Witney and the Cotswolds via the A4095. The road network is utilised by an excellent bus service - with seven routes serving the town. There are regular express connections to Oxford, provided by Stagecoach, of up to 3 buses an hour.

Rail connections are also excellent, and improving. Hanborough railway station is the nearest station, and a new train station is being built at Water Eaton, easily accessible from the proposed development.

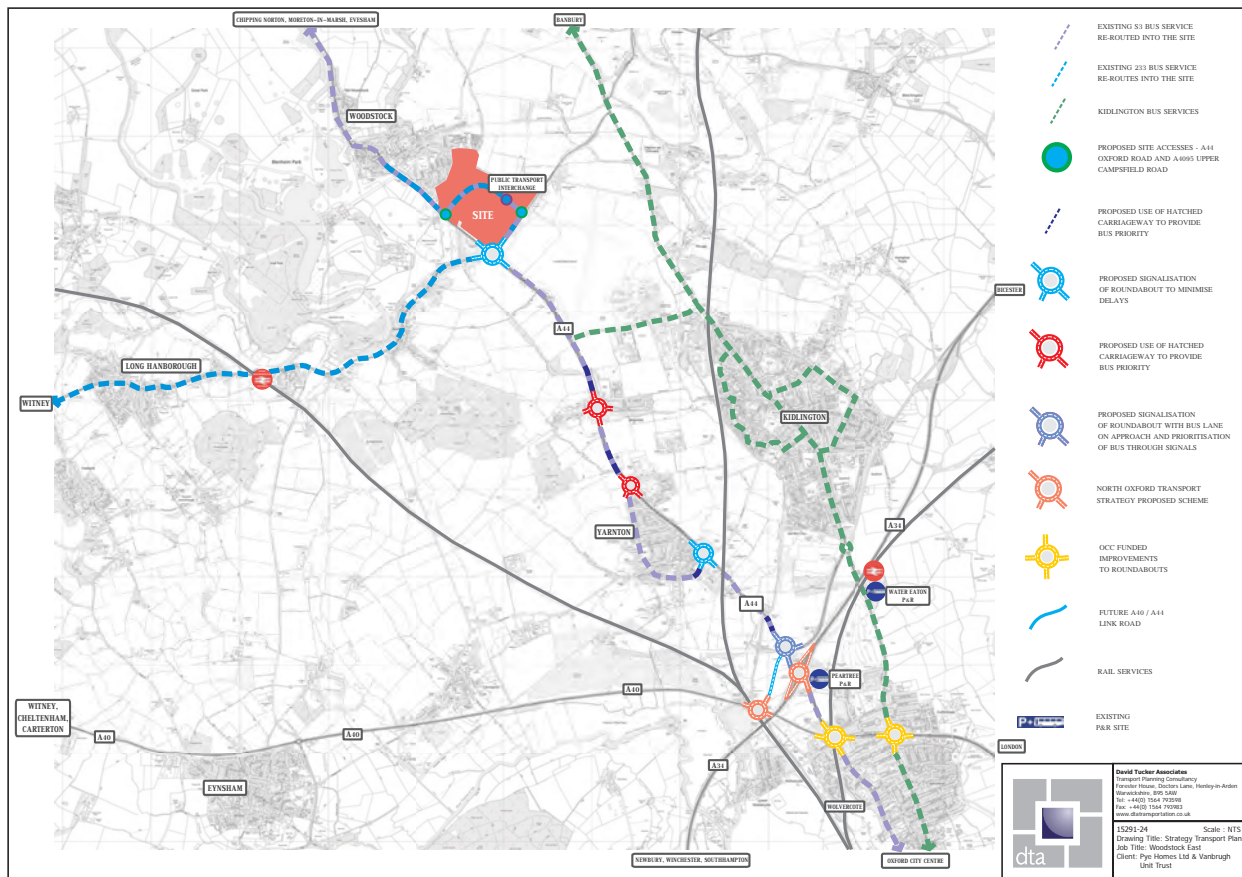
The national cycle network and a number of other cycle routes pass through or close to the town to link with nearby centres of Witney and Oxford, for example there is a separate and purpose built cycle-way along the A44.

INVESTMENT

Government investment is allocated to further improve connectivity along the 'Knowledge Spine', connecting people to jobs, opening up a choice of housing to skilled workers and enabling specific sites'. Additionally Oxfordshire County Council have funding for significant improvements to the Wolvercote and Cuttleslowe Roundabouts.

Investment is also being made by Network Rail, in the implementation of the East-West Rail Link, linking Oxford to Marylebone, and eventually on to Milton Keynes and Cambridge.

'WODC and CDC seek to deliver sustainable developments that will reduce the need to travel, reduce the length of trips and to promote multi purpose or linked trips by promoting sustainable patterns of development'. **Woodstock East is a sustainable development that fulfils this aim.**



DTA STRATEGY TRANSPORT PLAN

Woodstock East will be a sustainable development in a location that utilises and increases the viability for investments in infrastructure (particularly public transit, which are noted in the above diagram).

Benefits of this scheme

- The proposed mixed-use development ensures facilities and amenities used on a daily basis are within walking distance therefore minimising car travel and carbon emissions. With enhancement of walking, cycling and public transport facilities, car use can be reduced.
- The increase in population will safeguard the viability of the existing bus services, and create the opportunity to increase the frequency and capacity of the public transport network. Stagecoach acknowledges that the application site lies alongside one of the best public transport services in the north west of the County. Providing a new route within the site and supporting an increased frequency in buses to Oxford (from 3 to 4 buses/hour) will make bus travel an attractive offer.
- The proposal would improve connections to the employment growth points included within the City Deal, as well as improving access to Oxford Parkway and Long Hanborough railway stations.
- The proposed site offers amongst the best opportunities to take advantage of the current provision of sustainable transport on a strategic scale within both LPAs.
- The provision of a car park linked to bus routes will provide a sustainable solution for the car parking problems currently experienced in Woodstock town centre, allowing for quick, regular and easy access to the employment opportunities along the 'Knowledge Spine' for residents of Woodstock and the surrounding area.

Woodstock East will enhance existing transport infrastructure. The development will have excellent access to nearby settlements and employment areas, which can be accessed by walking, cycling or public transport.

CONTRIBUTING TO THE OXFORDSHIRE OBJECTIVE



OUR PROPOSAL CONTRIBUTES AN IMPORTANT PIECE WITHIN THE LARGER OXFORDSHIRE JIGSAW, SOLVING THE ISSUES OUTLINED IN THIS STATEMENT.

OXFORD COUNCIL

NEW HOMES

More homes are needed at Woodstock

WEST OXFORDSHIRE DISTRICT COUNCIL

13,700 max

OXFORD & OXFORDSHIRE COMMITMENT

Investment	
Science transit	£14.8 million
Northern gateway	£10.5 million
Access to Enterprise Zone	£22.7 million

INFRASTRUCTURE

- + Oxford Science transit scheme
- A40 enhancements between Oxford Northern gateway and Witney
- + Eastern Arc improvements Headington
- + Network Rail and Chiltern Railway investment into East - West Rail
- Linking Oxford to London Marylebone and beyond to Milton Keynes and Cambridge.

VALE OF WHITE HORSE

20,560 max



ITY
L



20,000 Shortfall

CHERWELL DISTRICT COUNCIL




24,660 max

LOCAL ENTERPRISE PARTNERSHIP




Local growth fund
£108.5 million secured

Committments include:
Oxford Science Transit Phase 2 -
Priority Transport Scheme -
Extension of Superfast Broadband -

OXFORD & OXFORDSHIRE CITY DEAL




£1.2 billion investment
Central and Local Government
Levering buisness investment
Committments include:
Begbroke Innovation Accelerator -

SOUTH OXFORDSHIRE DISTRICT COUNCIL




19,300 max

SCIENCE VALE



Strategy for growth
- 20,000 jobs by 2031



4

CONCLUSION



CONCLUSION

Woodstock East is a sustainable development, in a sustainable location, supporting a sustainable future. The application proposal has been designed specifically to support the existing context of Woodstock and the wider area of Oxfordshire, as this statement has explored.

The location of this application site is a highly sustainable one for development. There is easy access to existing transport infrastructure, and the ability to share facilities with the existing Woodstock settlement. Woodstock has already got a reasonable amount of local shops and services. Woodstock East, as demonstrated in this statement, will strengthen the variety of uses and sustainability credentials. The land is outside of the Green Belt, yet in close proximity to the urban area of Oxford and the employment opportunities within and close to the Oxfordshire 'Knowledge Spine'.

At a regional scale, this statement has outlined that without significant housing growth the investment and ambitions for the Oxfordshire Economy cannot reach its full potential. The growth set out by the Oxfordshire Local Enterprise Partnership which has secured investment from central Government as well as other sources, needs to be met with an increase in housing, including housing affordability and affordable housing. Woodstock East will help deliver these goals by providing a sustainable, mixed use development with around 1,200/1,500 homes of which 40% will be affordable. Woodstock East will also provide the quantum of housing that will considerably assist the delivery of infrastructure, thus supporting the economic ambitions of Oxfordshire. Piecemeal development and lack of strategic sites coming forward in West Oxfordshire currently stifles this ambition.

Woodstock East will **compliment the existing town** ensuring that the right uses are proposed, including affordable housing to provide the opportunity for people to stay within Woodstock, a retail offer that helps ensure more people spend within the town, improvements to education that result in a much more sustainable educational offer, a football facility to secure the future of the existing local football team, improvements to connections so residents can easily access all of the facilities, and employment spaces that suit a variety of businesses. **The development will enhance Woodstock as a place, for local residents, for employees and for businesses.**

Woodstock is an incredibly sustainable settlement: It scores highly on the sustainability matrix, especially when considered against other settlements in West Oxfordshire, coming 3rd behind Witney and Carterton. However, without a significant step change in housing, delivery provision of infrastructure and the sustainability of Woodstock is at risk. By providing a well considered, respectful and design led development in one of West Oxfordshire's most sustainable settlements, the future of Woodstock will be secured. Pressure on schools will be relieved, the retail offering enhanced and further improvements to infrastructure can be provided to ensure a balanced adjustment for existing and future residents.

Development of the site will also provide funds to **protect and enhance the long-term sustainability of Blenheim Palace**, a World Heritage Site. This will serve, to meet a current funding shortfall against the World Heritage Site Management Plan objectives, thus providing for the long-term preservation and enjoyment of one of the nation's most important heritage assets.

Woodstock East **fulfils the ambitions of the 3 dimensions of sustainable development** set out in the National Planning Policy Framework; economic, social and environmental. It supports economic growth, providing employment space that responds to demand. It supports strong, vibrant and healthy communities through its excellent design standard, provides a variety of homes that people will want to live in, and includes an outstanding choice of community leisure and recreation facilities. It supports the natural environment, with a landscape led design, respecting and even enhancing biodiversity and the heritage assets of Blenheim Palace WHS and the Scheduled Monument. **Woodstock East will be an exemplar of sustainability.**

Protecting, securing, contributing and improving; **Woodstock East is a once in a lifetime opportunity resulting in the positive enhancement to this area of Oxfordshire.**

APPENDIX

1.SITE SPECIFIC SUSTAINABILITY



*'THIS APPENDIX ITEM DESCRIBES
THE SITE SPECIFIC SUSTAINABILITY
CREDENTIALS OF THE PROPOSAL,
DEMONSTRATING COMPLIANCE TO THE
THREE DIMENSIONS OF SUSTAINABLE
DEVELOPMENT'*



ECONOMIC SUSTAINABILITY

Contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure (NPPF Paragraph 7)

Employment



Principles:



Create Positive Employment Opportunities



Support Existing Businesses



Improve Vitality and Viability of Woodstock Town Centre

Proposals:

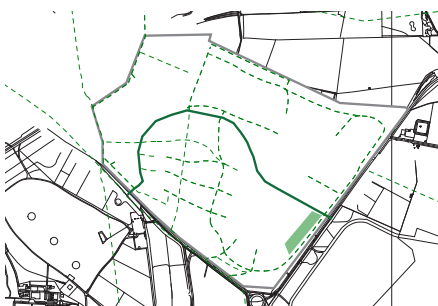
Around 7,500/13,800 sqm of employment floorspace (B1, B2, B8 Class Use), A new convenience store of up to 930sqm, Mixed land use development, 300 Car parking spaces, Significant financial contributions to highway improvements.

Contribution to Sustainability

- Woodstock East would contribute to both temporary and permanent employment, through its construction and its operation;
- The employment space would be likely to result in 100's of jobs;
- The mixed land use will support a variety of employment offers;
- Employment opportunities such as these can reduce the need for people to commute;
- The convenience store will reduce the need for people to travel to do their daily and weekly shopping;
- Overall, the development can increase spending power within Woodstock;
- Housing and employment can support regional investments such as those highlighted in the Oxford and Oxfordshire City Deal and within this statement.

Compliant with NPPF Sections 1 & 2, and Paragraphs: 19, 37 and 56.

Transport



Principles:



Maximise Existing Transport Infrastructure Corridor



Provide New Sustainable Transport Options

Proposals:

Links to the A44 and A4095, Extend new bus routes within the site, 300 car parking spaces, Cycleways with links to the National Cycle Network, Significant financial contribution to highway improvements.

Contribution to Sustainability

- The development maximises the use of existing infrastructure and extends bus services to within the site;
- The scale of the development will enable the delivery of a comprehensive transport strategy;
- Nearby employment bases, such as Begbroke, Langford Lane and the Northern Gateway will be highly accessible via bicycle on the National Cycle Network or by public transport;
- The proposal residential uses will maximise the use of the bus service;
- The overall connectivity of the proposal will ensure businesses want to be located within its employment floorspaces;
- The development will be of a sufficient scale as to fully integrate new facilities and shops within the masterplan design.

Compliant with NPPF Section 9.



In-Direct Influences

Principles:



Contribute to the Vitality and Viability of the Town Centre



Proposals:

Around 1,200/1,500 new homes

Contribution to Sustainability

- The walkable environment will encourage people to shop locally;
- The additional housing will increase footfall of shoppers within the town centre, therefore increasing local expenditure, and the vitality and viability of the shops and services located there;
- The employees within the new employment space of the development will likely visit the town centre for their convenience needs.

Compliant with NPPF Section 2.



SOCIAL SUSTAINABILITY

Supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being (NPPF Paragraph 7).



Housing and Care

Principles:



Provide Much Needed Homes



Provide a Mixture of Housing Choice



Secure Affordable Housing Opportunity



Support An Aging Population With Appropriate Care Provision

Proposals:

Around 1,200/1,500 units of new housing, of which 40% would be affordable and around 120/150 units would be a Care Village, A mixture of housing types.

Contribution to Sustainability

- Smaller homes for those moving into their first home, and larger family homes; allowing people to move within their community as their family circumstances change, and suiting different types of people;
- Affordable housing means that home ownership is more accessible for the local population;
- The development's Care Village will specifically accommodate for the older generation, allowing them to remain in a vibrant and active community.

Compliant with NPPF Sections 6 and 7.



Community Facilities and Open Space

Principles:



Provide Leisure Facilities



Support Health and Wellbeing



Support Existing, and Provide New, Educational Facilities

Proposals:

Over 31 ha of open spaces and facilities, 420 Place new primary school, Improvements to local secondary school, sporting and leisure facilities, Relocation of Old Woodstock Town FC, Financial contributions to community facilities.

Contribution to Sustainability

- Securing the future of the local football team is important to the social identity of the town;
- A new primary school will be provided, to serve educational needs and support its sustainability;
- Financial contributions would provide additional classrooms and other facilities at the Marlborough Secondary School, ensuring that the school continues to provide excellent educational standards to its students;
- Open spaces will provide a variety of leisure activities and the walkable environment and the cycle-ways will provide the opportunity for healthy living;
- The connectivity and proximity attributes of the development mean that employment can be close by and this improves people's work to home balance, through maintaining low commute times.

Compliant with NPPF Section 8.

Design and Heritage

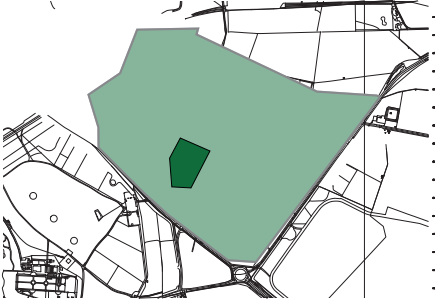
Principles:



Exemplar Design Standards, Including Sensitive Lighting



Protect and Enhance the setting of the Scheduled Monument and WHS



Proposals:

Design codes, Appreciation of Scheduled Monument, High quality landscaping

Contribution to Sustainability

- Design Codes will ensure that the built environment will be of a high quality, supporting the legacy of design in Woodstock. The involvement of The Vanbrugh Unit Trust and Pye Homes as stakeholders ensures exemplar standards will be achieved;
- Lighting will be appropriate and sensitive in its design;
- The focal point of the neighbourhood will be the swathe of green open space surrounding the SM, the site of the buried Roman Villa. This inaccessible historic feature will be protected, and its setting enhanced through appropriate signs to inform people of its existence. The green space will create an attractive and spacious outdoor area for the residents of Woodstock to enjoy, and for knowledge about the Scheduled Monument to grow.

Compliant with NPPF Paragraphs 9, 56, 57, 72, 128, 129, and 132.

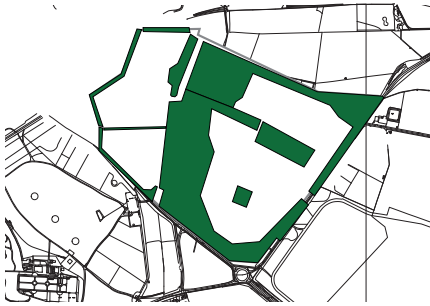


ENVIRONMENTAL SUSTAINABILITY

Contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy (NPPF Paragraph 7).



Ecology



Principles:



Enhance Biodiversity

Protect and Enhance Habitats



Reduce Climate Change

Proposals:

Create habitats such as woodland hedgerows and meadows, Open areas of landscaping, Use of native species, Protect and enhance habitats

Contribution to Sustainability

- The proposed green infrastructure of the development will provide new habitats, and as a result enhance biodiversity. The high quality ecology of the development will reinforce the cultural identity of the area.
- Habitats of principle importance, for example woodland, hedgerows, and meadows, will be provided, which will be natural carbon sinks and contribute to the role of global climate regulation. They will also be useful to purify air, recycle nutrients, and reduce soil erosion.
- The use of native species is important to the local ecology. Meanwhile the habitats will contain terrestrial invertebrates which are pollinators of crops.
- The scheme will contribute to a reduction in overall use of pesticides within the local environment.
- The ecology of the development could provide opportunities for educational development;
- There will be careful placement of lighting, to respect bat species.

Compliant with NPPF Section 11.



Landscaping



Principles:



Landscape-led Design



Preserve the setting of the World Heritage Site



Protect Heritage Assets

Proposals:

High design standard (with landscape-led design approach), Over 31 hectares of open space or facilities, No development on land designated as Scheduled Monument



Contribution to Sustainability

- The landscaping will sustain the A44 approach to Blenheim and Woodstock as aesthetically pleasing and rural, and will ensure the development is appropriately set back from the main road. It is considered that the landscaping will contribute to a high degree of visual containment for the development;
- There will be a significant increase in tree cover within the area, and provision of green spaces will benefit the health and wellbeing of the local population.
- The 'village green' will ensure the Scheduled Monument is preserved and not developed upon, increasing the public appreciation of the heritage asset and ensuring the proposed built environment is appropriately set back.
- The connectivity between green spaces, formal football pitches, recreation facilities, paths, walkways, play areas, and cycle routes will create a strong landscape network.

Compliant with NPPF Paragraphs 57, 72, 73, 109, and 132.



Principles:

-  Negligible noise impact to existing, and proposed, residences from road sources
-  Proposal not adversely impacted by London-Oxford Airport

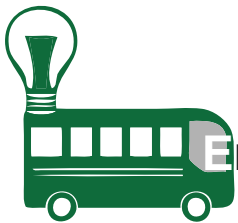
Proposals:

Excellent design and layout, Appropriate setback of residential properties adjacent to the A44

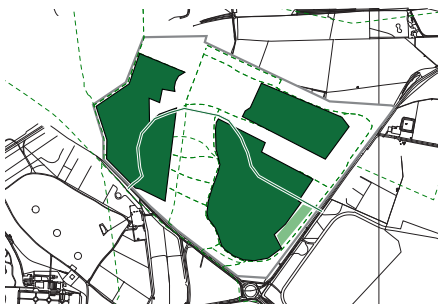
Contribution to Sustainability

- The careful design and layout of the site, ensures that the required internal noise level criteria can be achieved in all areas of the site. Further detail of this is set out in the Noise Assessment Report associated with the original application submission;
- Area's nearest to the London-Oxford Airport have been designed to be non-residential in their use;
- The proposed residential areas of the site nearest the road infrastructure have been set back into the site to ensure noise from traffic is minimised for future residents.



Compliant with NPPF Paragraphs 109 and 123.



Energy and Transport



Principles:

-  Reduce Energy Use
-  Reduce Car Use

Proposals:

Housing to maximise energy efficiency and be of an exemplary design, Mixed land use development, Cycle routes, Connections to bus service, Provision of water butts, Energy efficient lighting

Contribution to Sustainability

- The development will be designed to provide high building performance in respect of fabric energy efficiency;
- Transport Assessments show that the additional traffic from the development can be readily accommodated on the local road network with some mitigation measures. It is noted however that the proposal will encourage a shift away from car use, and towards sustainable transport provisions; including public transport, a network of pedestrian paths to create a highly walkable environment, and cycle routes linked to the National Cycle Network;
- Local services will reduce the need to travel to access facilities and services, and the A44 proximity will make using the bus service an attractive option for travel, homes will be within a 5 minute walk of a bus stop.

Compliant with NPPF Section 4 and 10, but particularly paragraphs 37 and 93.

Flooding and Drainage



Principles:



No Increase in Flood Risk



No Adverse Impact on Water Quality



Management of Surface Water

Proposals:

'Sustainable urban Drainage Systems' (SuDS)

Contribution to Sustainability

- The entire application site lies within Flood Zone 1 (low risk) and is outside of the floodplains associated with nearby water courses. Zone 1 is considered suitable in flooding terms for all classes of development (NPPF, PPG);
- A network of drainage features will ensure that surface water is managed. The measures are likely to include a drainage connected attenuation pond, infiltration swales, cellular soakaways and permeable pavements. The SuDS will manage the release of surface water to reduce the risk of flooding for the site, in addition to areas further downstream or in the surrounding context;
- The biological elements of SuDS, for example swales, have the potential to filter and biologically treat the surface water, and would be of a slight benefit.
- Foul water will be discharged through a dedicated sewage system, bypassing the already at capacity existing Woodstock system, to the sewage treatment works;
- The proposed incorporation of SuDS systems into the drainage design will replicate the current conditions on site, mitigating against adverse effects to groundwater, and will seek to provide improvement to the water quality by utilising natural biological treatment measures.

Compliant with NPPF Paragraph 103.

Air Quality



Principles:



Maintain a High Quality of Air

Proposals:

Green Open Spaces, Significant Tree Cover, Cycle-ways and Connection to Bus Routes

Contribution to Sustainability

- The proposal will comply with National and Local policy for air quality;
- The significant green spaces and tree cover will act as Carbon Sinks within the development.
- Sustainable methods of transport are encouraged and will reduce the need for car use – which emit pollutants and particles.

Compliant with NPPF Section 11.

