

**WOODSTOCK EAST**  
SEPTEMBER 2014

The Blenheim Estate and Pye Homes have been working together on plans to bring forward a character-led sustainable development to the east of Woodstock, designed to be delivered over the next 15 to 20 years and bring with it a range of new homes, facilities, employment and open space.

Woodstock has been identified as a sustainable settlement by West Oxfordshire District Council and will be expected to take a level of development over the coming decades. Growth in the past has often led to a stretching of resources, rather than bringing with it facilities that new and existing residents expect. Woodstock East, would help to bring forward a long term plan for Woodstock to bring both homes and facilities.

The Blenheim Estate and Pye Homes are undertaking extensive studies to explore these proposals, ensuring that they reflect the local area and minimise any negative impacts on the surrounding community. This newsletter summarises some of this work, to find out more visit our website at [www.woodstockeast.co.uk](http://www.woodstockeast.co.uk) or call 0800 148 8911.

What the proposals could deliver...

**PLAN TO DELIVER A BALANCED LONG TERM PROPOSAL FOR WOODSTOCK, WHICH BRINGS RANGE OF NEW FACILITIES AND SERVICES.**

**New primary school**  
A new two form entry primary school will be provided adjacent to the playing fields of the Marlborough Academy. The new primary school will bring additional capacity to Woodstock. Contributions will be made towards secondary education to ensure there is appropriate capacity as the population grows.

**Parkway Bus Link and enhanced bus services**  
The proposals include a new link and ride for Woodstock, allowing residents to park and catch new fast and frequent services into Oxford, with contributions towards increasing the frequency of existing bus services through Woodstock.

**Road network improvements**  
The proposals, over 20 years, will tie in with planned improvements to the road network around Oxford, as well as removing one of the bends along Shipton Road by providing a new alternative link. This will be supported by major improvements to highways as part of the City Deal, include the A34 and the A40 'Northern Gateway' with a new link road from the A40 to the A44 and improvements to the Cutteslow and Wolvercote roundabouts.

**Sports facilities**  
The proposals include provision of a new floodlit football pitch for Old Woodstock Town Football Club as well as a multi sport all weather pitch, which will also cater for sports such as netball, basketball, hockey and others. The facility will also include a new sports pavilion and cafe/bar. There is potential for these facilities to be made available not only for the football club, but also the local schools and wider community.

**YOU THINK? FIND OUT MORE...**  
Friday 3rd October between 2pm and 7pm and Saturday 4th October  
Woodstock Community Centre, New Road, Woodstock, OX20 1PB  
[www.woodstockeast.co.uk](http://www.woodstockeast.co.uk) – and sign up to our  
feedback postcard or call 0800 148 8911



# Woodstock East

## Statement of Community Engagement

Prepared by Meeting Place Communications on behalf of  
Pye Homes & The Vanbrugh Unit Trust

November 2014



# Contents

1. Introduction .....	2
2. Requirements of the consultation.....	3
3. We have responded to this by.....	4
4. Involving local representatives .....	5-6
5. Involving residents.....	7
6. Involving local media .....	8
7. Engaging online .....	9
8. Public Exhibition .....	10-11
9. Summary of feedback.....	12-16
10. Responding to feedback.....	17-20
Appendix A: Verbatim Comments.....	21-23

# 1. Introduction

This Statement of Community Engagement (SCE) sets out the strategy undertaken for consulting the general public with regard to Pye Homes' and The Vanbrugh Unit Trust's plans for new homes on land to the east of Woodstock. The proposals seek to develop the site with up to 1,500 new homes alongside associated facilities and infrastructure.

This document aims to demonstrate that the applicant has actively informed and involved the local community about the plans, in accordance with West Oxfordshire District Council's & Cherwell District Council's Statement of Community Involvement.

Pye Homes and The Vanbrugh Unit Trust are committed to stakeholder engagement and wanted to ensure that the community were made aware of the proposed development. Pye Homes and The Vanbrugh Unit Trust welcomed and invited feedback on the proposals to establish if any amendments could be taken on board prior to the submission of a planning application.

This Statement of Community Engagement gives an overview of all consultation activity undertaken prior to the current planning application submission.



Based near Kidlington, Pye Homes has a long tradition of providing new homes in Oxfordshire and is proud of its reputation for the quality of build and attention to detail. Pye Homes aim to provide housing in the places where people want to live and which reflects the style of the local area.

Established in 1927, Pye Homes have built up a wealth of experience with developments throughout Oxfordshire. Pye Homes have also built new homes in Berkshire, Gloucestershire, Warwickshire and Northamptonshire (and even ventured as far afield as West Sussex!) with the emphasis on delivering quality, sustainable homes.

### About The Vanbrugh Unit Trust

The Vanbrugh Unit Trust is a trust wholly owned by the Blenheim Estate and is focused on ensuring that the estate is managed in a way that helps fund the upkeep of the historic World Heritage Site.

Meeting Place Communications (MPC) was established in 2006 and is now one of the leading public relations companies specialising in consultation around planning issues. We have worked with a wide range of house builders, retailers and commercial developers. Our experience is across England and Wales and we are experienced in reaching out and positively engaging with local residents when it comes to planning applications.



## 2. Requirements of the consultation...

Community involvement is at the forefront of national planning policy and is noted in the final version of the National Planning Policy Framework (adopted March 2012). The NPPF states that 'early and meaningful engagement and collaboration with neighbourhoods, local organisations and businesses is essential' in the creation of plans.

Planning Policy Statement 12 (Para 4.21) required local planning authorities to produce a Statement of Community Involvement (SCI) as part of their Local Development Frameworks. The principle objective of the SCI is to ensure that all sections of the community, including local groups and organisations, are given an opportunity to engage in the planning process.

West Oxfordshire District Council adopted its current Statement of Community Involvement in January 2007. It applies to both the preparation of local planning policy documents and to planning applications. The SCI remains in force despite the publication of the NPPF in March 2012, although PPS12 has been formally cancelled from national planning policy.

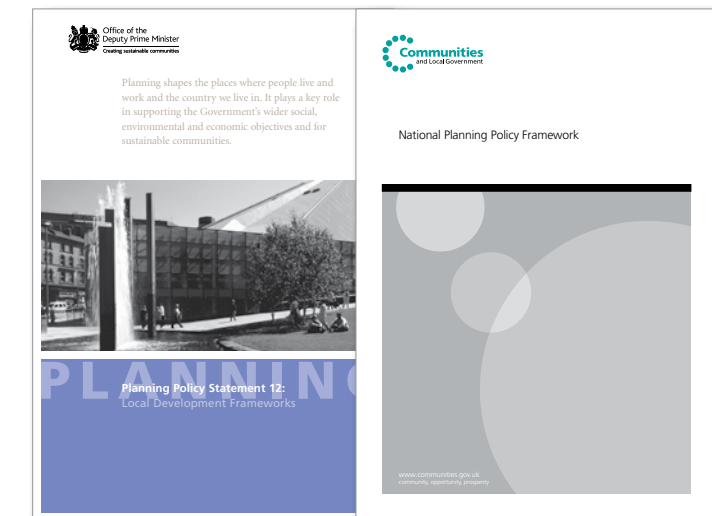
Section 3.4 of the SCI contains information with regard to what is expected of applicants by way of consultation and community engagement for significant planning applications. Although no particular methodology is prescribed, the SCI mentions that developers should engage with the local community via sending 'plain English' consultation materials to local residents, make details available on a website and involving local representatives.

*Applicants who intend to submit a planning application which affects/is of particular interest to the wider community are encouraged to seek the views of the wider community. Such consultation may be in the applicant's interest in helping to resolve issues or take account of local opinion.*

Cherwell District Council adopted its SCI in July 2006. It advises potential applicants to undertake community consultation on larger schemes, although, as with West Oxfordshire District Council's SCI, it doesn't prescribe consultation methods.

*Where planning applications are likely to be of significant interest to the wider community the Council will encourage applicants to undertake community consultation exercises themselves before submitting the application. Applicants will then be encouraged to submit a Consultation Statement. The Council considers community involvement to be the process of:*

- Explaining proposals to people;
- Asking people for their views;
- Considering the views received; and
- Where appropriate, amending the proposals to take the views of the community into account.



## 3. We have responded to this by...

**Involving local representatives:** Seeking to involve local groups and organisations before and after our consultation event, ensuring that the consultation continues beyond submission to help further develop the application. A presentation followed by a Question & Answer session was held for local politicians and other stakeholders on 12th September 2014 in the Marlborough Room at Blenheim Palace. In addition to have been further and ongoing meetings with other local stakeholders such as Woodstock's two schools, Old Woodstock Town Football Club and Woodstock Town Partnership;

**Involving residents:** A newsletter sent to 2,699 residents & local business explaining the plans and how to comment. This newsletter also invited residents to a public exhibition held in Woodstock Community Centre on Friday 3rd October (14:00 – 19:00) & Saturday 4th October 2014 (09:00 – 14:00). The project team have also met with some local residents who live in close proximity to the site;

**Encouraging feedback:** Attached to the newsletter was a feedback postcard that residents could return via freepost with their opinions and suggestions. A Freephone information line and email address which residents could use to make contact with the project team was also provided on all consultation materials. Freepost feedback forms were also made available at the public drop-in session and comments could also be submitted via the consultation website or email;

**Involving local media:** The project team have met with a journalist from *The Oxford Mail* in order to ensure that the public consultation was publicised in the local press. We have also been in contact with BBC Oxford Radio and TV;

**Engaging online:** A consultation website – [www.woodstockeast.co.uk](http://www.woodstockeast.co.uk) – was set up with information about the proposals. The website was publicised through the newsletter. Visitors were encouraged to submit feedback online.



# 4. Involving local representatives

## Meeting with Cllr Michael Gibbard – Lead Member for Planning - Cherwell District Council

On 19th June 2014 members of the project team met with Cllr Gibbard to discuss relevant local planning principles and initial concepts for the Woodstock East proposals.

The main topics discussed included:

- The site's location outside of the Green Belt, but within the boundary of the City Deal;
- The issue of coalescence between Woodstock and Bladon;
- The need to link the proposed development to the town, in both design and infrastructure terms;
- The Scheduled Monument on the land.

## Meeting with Old Woodstock Town Football Club

On 9th September 2014 the project team met with Neil Roberts and Robert White from Old Woodstock Town Football Club (OWTFC).

The main topics discussed included:

- The desirability of a second all weather pitch on Woodstock East, which could be marked out for a variety of different sports;
- OWTFC's problem in retaining players despite the fact that they play in a higher league than most other teams in the area. It is not seen that the current facilities or the pitch represents what Old Woodstock Town Football Club could be, despite 100 years of history;
- The state of the club's current clubhouse, which is in need of some fairly extensive works.

## Meetings with Marlborough Church of England Academy Trust

On 10th September 2014 the Woodstock East team met with some of the Governors & senior staff of the Marlborough Church of England Academy Trust. This was followed up with meetings on 15th October and 6th November.

The main topics discussed included:

- Access to the school. It was asked that we take into account the coach access to the school and ensure that the spine roads could take the school's coaches, which usually use the Shipton Road (and they have problems with that junction as it is);
- The primary school proposed as part of Woodstock East proposals was discussed in detail;
- Possibilities for expanding the Marlborough Church of England School over the long term.

## Presentation to stakeholders

On 11th and 12th September 2014 the project team presented the initial concepts for the Woodstock East proposals. Those present at the event had a professional and political interest in the area.

The main topics discussed included:

- Impact on ongoing public service user forecasts;
- Additional traffic congestion caused by Woodstock East;
- Parking spaces for OWTFC;
- Proportion of affordable housing;
- Onsite drainage and flooding risk;
- The size of development proposed at Woodstock East;
- Potential negative impact of Woodstock East on the town centre;
- Noise and air pollution from London Oxford Airport;
- How long would construction take?
- Likely opposition to the proposals from the residents of Woodstock.

# 4. Involving local representatives

## Meeting with Woodstock Church of England Primary School

On 17th October 2014 the project team met with the Headteacher & Business Manager of the Woodstock Church of England Primary School.

The main topics discussed included:

- The Headteacher talked through that there is no capacity in the school at present, although the school are in the process of expanding and this will be fully realised in the next few years;
- They said that they would be happy to offer advice and support relating to the setting up of the new primary school on Woodstock East;
- When looking at capacity and timing, they felt that the school provision might need to be brought on, in part at least, early on.

## Meetings with Woodstock Town Partnership

On 10th November & 17th November 2014 members of the project team met with Woodstock Town Partnership to talk about their views on the proposals:

The main topics discussed included:

- The importance of connectivity, the site needed a second major entrance, perhaps onto the A44;
- Design of the development's internal roads;
- Options for alternative development sites;
- Impact on bus travel;
- Parking provision in Woodstock town centre;
- Possibility of creating a 'campus style' area around the proposed new primary school, which could link with the existing two schools and the proposed sports pitches;
- Retail units on Woodstock East and how these will relate to the existing shops in Woodstock;
- Submission of a planning application.

## Meeting with residents living in close proximity to the site

Those residents whose properties immediately border the Woodstock East site were written to and offered meetings with the project team, in residents' homes, in order to outline the proposals and talk in detail about impacts on residential amenity, as well as any benefits the proposals could bring to these properties. Members of the project team have visited the properties of those who requested a meeting, including properties on the southern, western and eastern borders of the site. These meetings are being arranged on an ongoing basis.

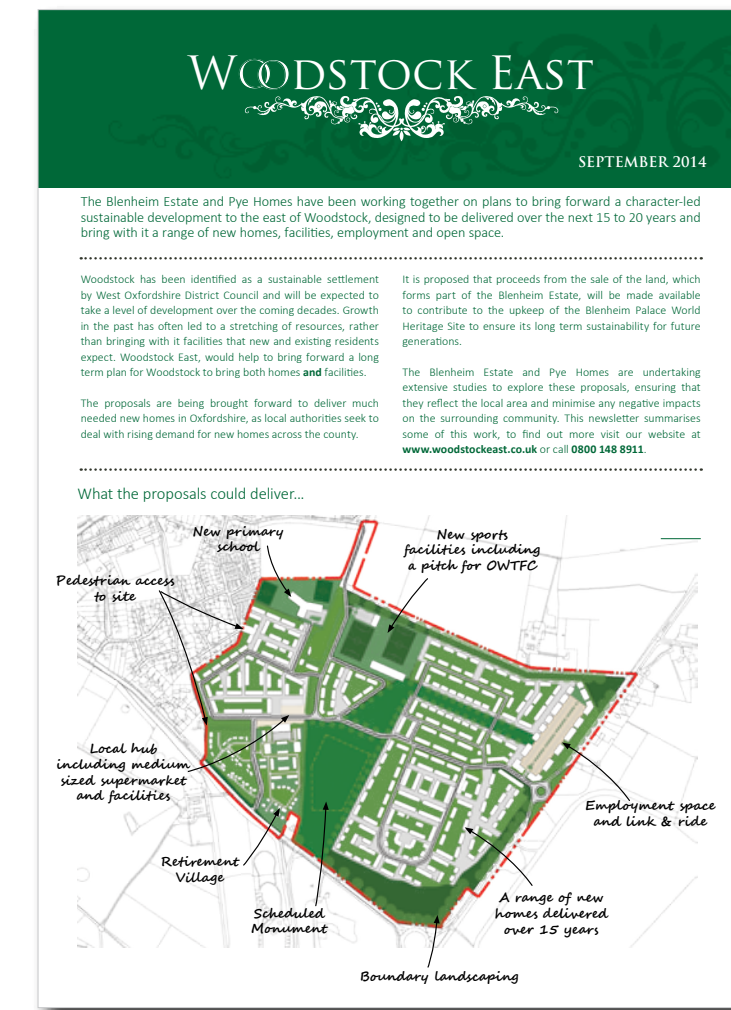
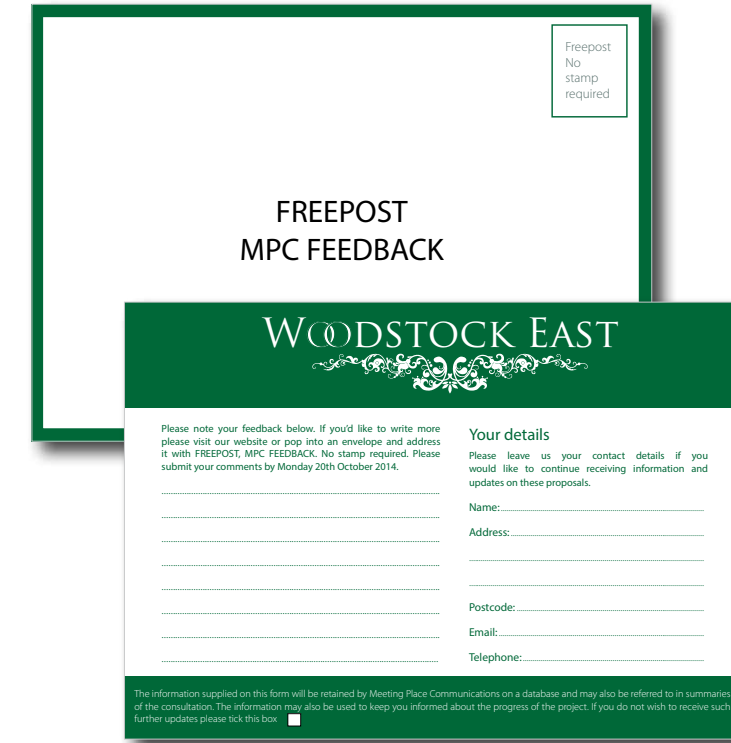
# 5. Involving residents

A newsletter was sent out to 2,699 local residents and businesses. The two sided A4 newsletter included details of the scheme, a location plan, site layout and key statistics. It also included a freepost feedback card allowing residents to respond free of charge by post to the consultation. Those who wanted to write more were invited to use our freepost address or comment on the website.

The freephone information line, email and website were all identified as part of the newsletter. Recipients were also invited to the public exhibition on 3rd & 4th October 2014.

Follow up letters were also sent offering meetings to those who lived bordering the development site. Meetings have subsequently taken place with some of those residents.

Number of feedback postcards received: 116



Number of newsletters sent: 2,699



# 6. Involving local media

The Vanbrugh Unit Trust and Pye Homes liaised with both local radio and television to ensure that details of the Woodstock East proposals were seen by as many people as possible.

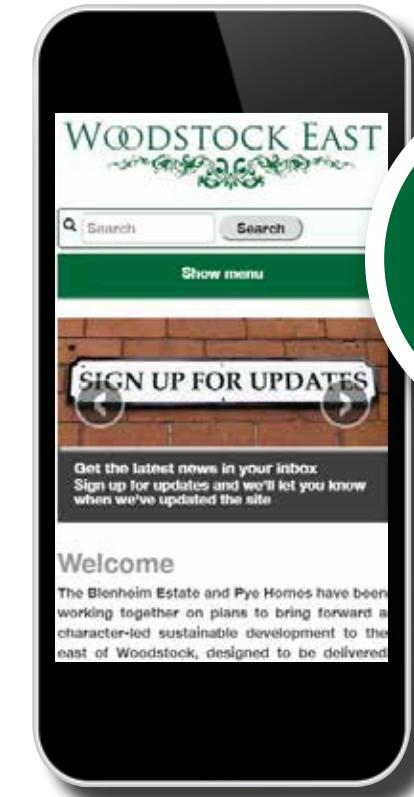
On the 8th September 2014 the team met with Daniel Robinson, reporter at *The Oxford Mail*, in order to brief him on the initial concepts behind Woodstock East. On the 24th October 2014 the proposals were featured on BBC Radio Oxford's breakfast show, with Daniel Hayman (Meeting Place Communications) being interviewed in his role as spokesperson for the project team. On 27th October BBC South Today (regional new television program) broadcast a segment on Woodstock East, which included an interview with John Hoy (Chief Executive, Blenheim Estate).



# 7. Engaging online

The dedicated website – [www.woodstockeast.co.uk](http://www.woodstockeast.co.uk) – was created for the consultation. This website gives details of the proposals and allows visitors to download copies of consultation materials as well as to submit feedback electronically and via email. This website will be further developed as the application progresses. It hosts:

- Layout plans;
- An online comment form;
- Materials from the public exhibition;
- Updates and FAQs.



% of views from a mobile device:

30%

Number of visits to the website:  
448



Length of stay on website:  
4 minutes

Number of pages viewed on average:  
5.19

# 8. Public Exhibition

Residents and stakeholders were invited to attend a public drop-in session held at Woodstock Community Centre on Friday 3rd October (14:00 – 19:00) & Saturday 4th October 2014 (09:00 – 14:00) to view the proposals and chat to the project team.

- Local residents were invited to the exhibition via a newsletter which was sent to 2,699 homes and businesses. A freepost feedback postcard was enclosed with the newsletter;
- Local political representatives and community groups were invited to the public drop-in session;
- Approximately 138 people attended the session.



Number of visitors:  
138



Number of feedback forms completed:  
59



## WOODSTOCK EAST

### WELCOME

The Bleheim Estate and Pye Homes have been working together on plans to bring forward a character-led sustainable development to the east of Woodstock, designed to be delivered over the next 10 - 15 years and bring with it a range of new homes, facilities, employment and open space.

This development would help to bring forward both homes and facilities with the aim of revitalising Woodstock, including the centre. It will be built in stages to a high level of design, responding to the neighbouring Bleheim Palace World Heritage Site and using materials and landscaping to reflect the character of the original town of Woodstock.

This exhibition sets out how these proposals might take shape, as well as inviting comments which can help to further guide the process. Please take a moment to complete our feedback form and speak to members of the team if you have any questions.

## WOODSTOCK EAST

### PROVIDING NEW HOMES IN WOODSTOCK

There is a real need for new homes in Oxfordshire. All councils have a duty to ensure that they are providing enough homes to meet the needs of their local population. These are challenging targets and recent figures, shown to the right, indicate that there will be a continued pressure on Oxfordshire to deliver new homes to cater for its ageing population, employment growth and population increases.

The proposals are being brought forward to deliver a long term and strategic housing development which can help to consistently deliver a planned and steady number of new homes over a period of about 10 - 15 years. Woodstock is defined in the West Oxfordshire Local Plan as a 'Service Centre' and therefore is regarded as sustainable and capable of receiving further development, due to its services and transport connections. It would therefore be expected to accommodate some development over the next 10 - 15 years.

Previous small developments have brought new homes to Woodstock but these schemes only financially contributed to the County Council to fund improvements to existing infrastructure, rather than providing new facilities for the town. A planned development, such as Woodstock East, would bring forward this infrastructure alongside new homes, phased in over time.

This exhibition sets out how these proposals might take shape, as well as inviting comments which can help to further guide the process. Please take a moment to complete our feedback form and speak to members of the team if you have any questions.

## WOODSTOCK EAST

### THE CONCEPT

Woodstock East is being approached as a planned long term development, aimed at delivering new homes over an extended period - around 10 - 15 years - alongside planned infrastructure improvements to ensure that the support is there for new and existing residents.

The design of the development will be particularly important, with an emphasis on heritage, responding to the location adjacent to the Bleheim Palace World Heritage Site. It will aim to reflect the design principles of older parts of Woodstock - including mixed development, planting, character buildings and quality materials.

Woodstock, as one of West Oxfordshire's six 'Service Centres', will be expected to take a level of growth over the next two decades. Previously this development has happened piecemeal, with contributions towards new facilities and the 'bolting on' of additional infrastructure improvements. This proposal allows a staged, planned approach to ensure that infrastructure is delivered alongside new homes. The proposals would seek to deliver, in stages, new homes and infrastructure including:

- Up to 1,500 homes;
- A 2 form entry primary school;
- Retirement properties in a secure environment with associated facilities;
- Sporting facilities for the town;
- A medium-sized supermarket;
- Employment areas for small and medium-sized businesses;
- A setting for the buried Roman Villa (a Scheduled Monument);
- A 'Link and Ride' connecting Woodstock and surrounding area into the heart of Oxford.

## WOODSTOCK EAST

### NEW HOMES

The new development aims to provide up to 1,500 new homes. These will be of all shapes and sizes, designed to suit different budgets and reflect the varied needs of residents in and around Woodstock. These would include starter and small family homes alongside larger detached properties. Flats and apartments would form part of the mix, ensuring that their height is in keeping with the design ethos of the development.

We will be working with local housing associations to provide a mix of properties for shared ownership and affordable rent, allowing residents who want to stay onto the housing ladder a chance to do so. These will also be released in phases, alongside the private sale homes.

The proposals also include a new Retirement Village, to be delivered by a specialist provider. The proposal is likely to deliver 120 detached homes and apartments, allowing residents to own their own home but be part of a wider secure community of those of a similar age.

The development would be expected to have its own resident manager as well as a range of additional services and facilities. Designed to high standards, this could include elements such as a swimming pool, cafe/bar and restaurant as well as offering a range of health and fitness services.

## WOODSTOCK EAST

### NEW FACILITIES

The new development is being designed to deliver complementary facilities alongside the new homes, alleviating pressure on the centre of Woodstock and, in particular, the car parking.

New frequent bus services will link the development and the town, as well as the provision of new facilities on-site, with safe pedestrian and cycle routes.

Play areas and open space will be an important part of the design, with equipped play areas within the development providing for new and existing residents as well as cycle and pedestrian links through the town.

Employment A new employment area along the A405 will provide space for small and medium sized businesses, allowing companies in and around Woodstock the space to grow. There is currently a shortage of such land in Woodstock and therefore 2.7 ha (6.7 acres) of space has been set aside for employment uses.

Alongside this significant contributions will be made to existing provision of services in the town through 150k contributions.

# 9. Summary of feedback



## Issues raised:

The most frequently raised topics by consultation respondees are listed below:



## WOODSTOCK EAST

### INVESTING IN INFRASTRUCTURE

To help alleviate issues with long term parking in the town centre, when consumers and shoppers often park to use the bus services into Oxford, a new Link & Ride facility will be provided on-site, alongside the provision of enhanced bus services.

These will link the development to Woodstock, Chipping Norton, Unstone, Kidlington, Begbroke and to the centre of Oxford. In future they could connect to the new railway station at Water Eaton. This Link & Ride will have around 300 car parking spaces and will save up to 200 peak car trips on the A44.

The proposals, over 10 - 15 years, will tie in with planned improvements to the road network around Oxford, as well as removing one of the bends along Skipton Road by providing a new alternative link. This will be supported by major improvements to highways as part of the City Deal, including the A34 and the A40 Northern Gateway, with a new link road from the A40 to the A44 and improvements to the Carterlow and Wolvecote roundabouts.

Significant contributions will be made into the road network as part of any planned development and detailed traffic modelling work is already underway looking at the impact of the development on the local and wider road network.

### UTILITIES

The proposals will also bring with it opportunities to ensure appropriate investment in clean and fuel water services, creating an opportunity to build the right infrastructure early on and then add to it in a planned way.

Discussions will also be had with service providers to ensure appropriate investment in clean and fuel water services, creating an opportunity to build the right infrastructure early on and then add to it in a planned way.

## WOODSTOCK EAST

### SUSTAINABILITY

The proposals seek to create a sustainable new development, with energy efficiency built into homes across the development.

The proposals will also create a range of safe and segregated cycle and pedestrian links through the development. This will encourage walking and cycling between the facilities, the bus link (included as part of Woodstock East) and beyond into the town and countryside.

### LANDSCAPING

A soft landscaping scheme will provide a significant number of trees and complement the mature hedgerows running across the site. The introduction of strong, tree lined avenues within the site as well as along the Oxford Road frontage reflects the established parkland setting of Bleheim to the south. They will also form a setting to the Scheduled Monument in the centre of the site.

The proposals will be accompanied by a comprehensive scheme of soft landscaping which will incorporate an appropriate mix of native and ornamental species. The proposed planting will create an appropriate setting for the proposed development, complementing the existing landscape context and taking cues from the gardens and parkland associated with the Bleheim Estate. The planting will also assist in creating pleasant and safe spaces for recreation as well as pedestrian and cycle routes through the site.

Landscaping will also be used as a buffer along the A44 and A405, creating a green edge to Woodstock and blend the development into the historic old town.

## WOODSTOCK EAST

### COMPLEMENTING THE WORLD HERITAGE SITE

Design is playing an important role in the formation of this development. Careful siting, selection of materials and landscaping will all play a role in balancing and enhancing the setting of the World Heritage Site with the need for new homes. Material choice and the design of the new homes will seek to reflect the heritage of the area and of historic parts of Woodstock.

Bleheim Palace and Park Heritage Maintenance Fund

Bleheim Palace is a World Heritage Site and is the only privately owned World Heritage Site in the country. The management of the Palace and Park is subject to the 'World Heritage Site Management Plan' to ensure its long term future.

The 'World Heritage Site Management Plan' identifies the needs of the World Heritage Site over the next 20 years as being in the region of £40m. The Estate receives no significant heritage Lottery funding due to it being in private ownership and this maintenance work has to be funded by the operators of the Estate. The Estate currently spends about £2 million per year on repairs and maintenance, largely funded by its visitors and other activities. The Bleheim Estate is proposing that funds from the development are traded directly to the World Heritage Site to ensure that no funding shortfalls occur and its long term future is secure for generations.

The Scheduled Monument consists of the foundations of a Roman Villa buried under ploughed agricultural land. The monument will be left under an area of open space, preserving the foundations. It is anticipated the area will have greater public access and there may be some form of interpretation boards highlighting what lies beneath the green space.

Archaeological investigations will take place across the site before any development takes place, ensuring that any discoveries can be retained in local museums.

## WOODSTOCK EAST

### YOUR VIEWS

The team will be engaging with both West Oxfordshire District Council and Cherwell District Council (alongside Oxfordshire County Council) relating to the scheme. A planning application will be submitted to both Cherwell District Council and West Oxfordshire District Council at the end of the year. Both planning committees will consider and determine the application, however, the authorities are discussing how to process the applications to ensure both authorities receive comments from all interested parties.

We'll also be engaging with statutory consultees and utility providers in order to obtain their feedback and build it into the plans as they progress.

### WOODSTOCK EAST BRINGS WITH IT...

A long term planned development with appropriate facilities over 10 - 15 years

A new 2 form entry primary school

New employment space

Development outside of the Green Belt

A new medium sized supermarket

A retirement village

An opportunity to revitalise the centre of Woodstock

A range of new homes including 40% affordable

### WHAT DO YOU THINK?

## WOODSTOCK EAST

The proposals would seek to deliver, in stages, new homes and infrastructure including:

- Up to 1,500 new homes;
- A 2 form entry primary school;
- Retirement properties in a secure environment with associated facilities;
- Sporting facilities for the town;
- A medium-sized supermarket;
- Employment areas for small and medium-sized businesses;
- A setting for the buried Roman Villa (a Scheduled Monument);
- A 'Link and Ride' connecting Woodstock and surrounding area into the heart of Oxford.

# 9. Summary of feedback

## List of sample comments:

"I oppose this development in its entirety. Woodstock is overcrowded currently – this will result in over crowding with poor infrastructure"

"My wife and I are strongly in favour of this development. Our own home is built in 1720 and if no others had been built since then, the town would not have the facilities we now all enjoy. We are both in our seventies but we believe Woodstock needs considerable regeneration if it is not to become a theme park for affluent pensioners!"

"The supermarket will drain custom from the centre of Woodstock"

"Retirement Home is a good idea. Not many smaller homes in Woodstock to downsize to"

"This proposal would destroy the community of Woodstock. We can fulfil our quota for new housing by infill and gradual spread of our existing boundary, retaining our unique centre and shopping facilities. The Blenheim Estate has ample land around Woodstock to achieve growth with this hideous proposal."

"Need direct fast bus service to Oxford, bus lane from Yarnton to Pear Tree would encourage bus use"

"Very concerned about the effect on the area, e.g. ability of the roads to cope with the extra transport"

"Very impressive and well thought out, I hope you succeed in your planning application"

"The size of the development could dwarf Woodstock"

"I think the park and ride idea is great and will keep Woodstock centre clear of traffic"

"Overall, positive about the development as there are some benefits to us"

"Not our fault Blenheim has spent all its money. They do nothing for the town but cause traffic"

"Woodstock lacks places at the doctors' surgery already!"

"Journey to work times are already hideous and no convincing plan to improve transport infrastructure"

"I agree with progress, quite happy for the development to go ahead"

"Woodstock needs a gym and leisure facilities"

"Who would want to spoil the jewel in the crown village of Oxfordshire by doubling its size?"

"Additional traffic (2,500+ cars?) moving in and around Woodstock will be chaos on Roads. Woodstock needs an Eastern bypass to divert the heavy traffic from the ancient town centre"

"I think there is plenty of retirement provision already in Woodstock, most of the new houses built in the last few years have been bought by the over sixties. I think the development should be mix of housing for single, married and partners with children's in a range of sizes and prices for all pockets"

"Parking is impossible at the moment in Woodstock"

"Wilful destruction of Woodstock"

"Need a proper bus route to the schools"

"Landscaping needs to be in keeping with the beauty of Woodstock"

"Our company is very much in support of full development of Woodstock East. Woodstock needs more housing for young people and improvement to the shocking sporting facilities"

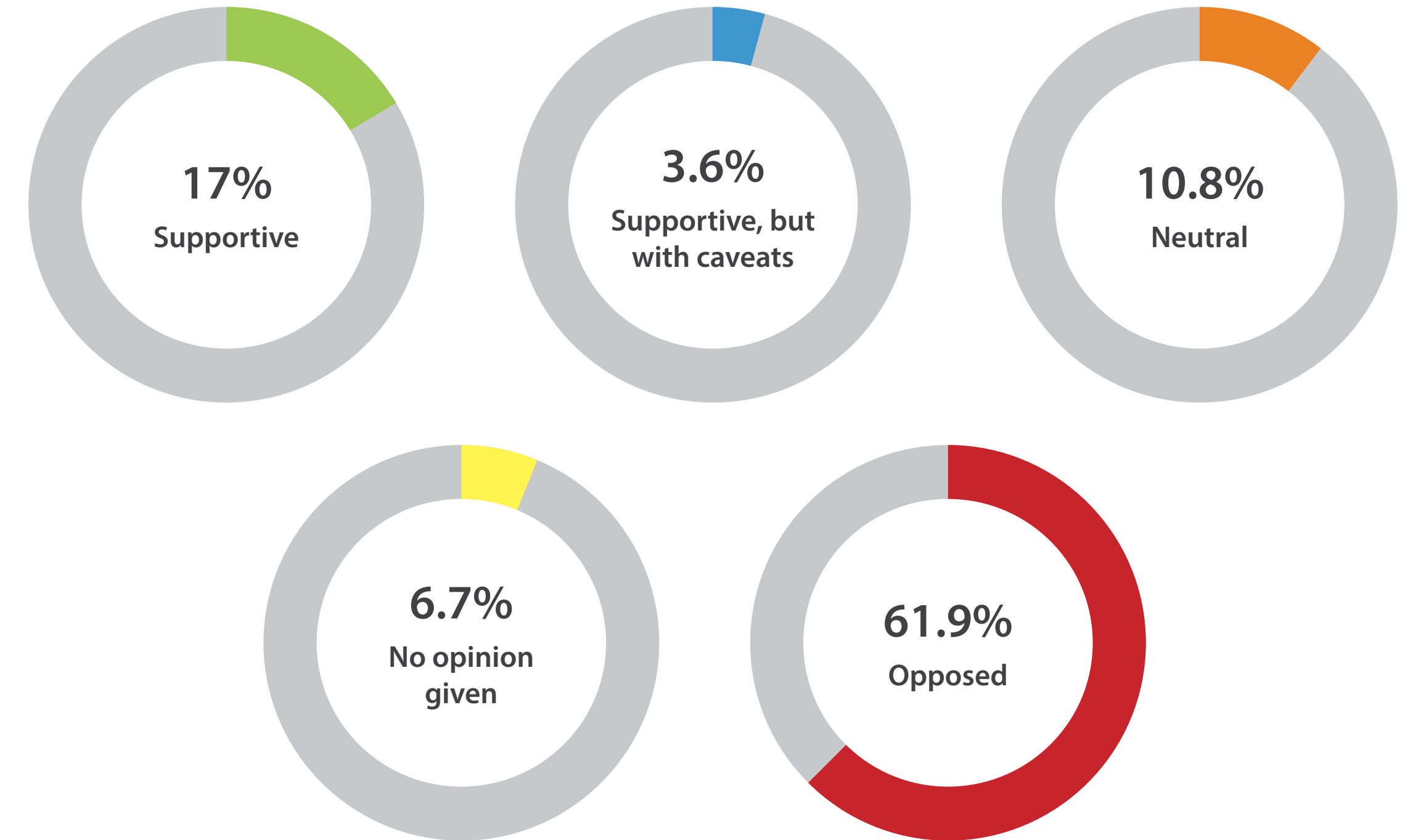
"The Hanborough Station is already busy and cycling to Hanborough for commuters and families would be a good thing if there were safe routes. A cycle way to the station would be most welcomed"

"The effect of a supermarket on the commercial premises in central Woodstock is too great"

"A sensible use of the land on the edge of Woodstock"

# 9. Summary of feedback

## Opinions on scheme:





# 9. Summary of feedback

## Importance of various factors?

Those who completed the public exhibition feedback form were given the opportunity to rank the following various factors by importance to themselves (1=not important and 5=very important).

As can be seen below landscaping was seen by respondents as the most important factor of the proposals (although was not mentioned that frequently in other written comments). Employment was seen to be unimportant. All the other topics were seen to be of medium importance, and broadly equal to each other.



# 10. Responding to feedback

## Development quantum

*The main objection raised by those who responded to the consultation was that up to 1,500 new homes would be too many for Woodstock. Some residents expressed a preference for a smaller scheme, although most were keen to see no new homes on the site.*

### Applicant's response:

The proposals offer a chance to deliver new homes and infrastructure over around 15 years. Woodstock has grown in the past and is likely to grow over this timescale. Previous developments have highlighted that residents of Woodstock have felt that housing is often brought forward without the appropriate infrastructure including community facilities such as education, doctors services and public transport.. This plan shows how the housing can be brought forward with new infrastructure in a way that respects the design and feel of Woodstock. We believe that this larger long term development is a more sustainable way of delivering growth than piecemeal development on a site by site basis, which brings no long term benefits.

We are looking at ways of setting down planning restrictions to ensure slow and phased development of the site, allowing new homes to be absorbed into the community of Woodstock.

## Traffic, access & highways

*Traffic was raised on numerous occasions. Generally, responses raised concerns that the development would exacerbate existing traffic congestion. The increase in traffic levels over the next 15 years was seen as major issue, which would have a very negative impact on existing residents. The A44, A4095 and the Bladon roundabout were referred to by several residents as roads which already struggle with congestion which they feel will suffer further.*

### Applicant's response:

The proposals need to be looked at in the light of the wider infrastructure improvements planned for Oxford and the Oxford Road. These proposals aim to deliver improvements to assist in traffic flows as part of the City Deal. The location of the development will link, predominantly through dual carriageways, to employment areas such as the Begbroke Science Park and the Northern Gateway site as well as providing bus links from the site right into the heart of Oxford, with potential to link to the new park and rail site at Water Eaton.

The proposals, over 10- 15 years, will tie in with planned improvements to the road network around Oxford, as well as removing one of the bends along Shipton Road by providing a new alternative link. This will be supported by major improvements to highways as part of the City Deal, including the A34 and the A40 'Northern Gateway' with a new link road from the A40 to the A44 and improvements to the Cutteslowe and Wolvercote roundabouts.

## Damage to the character of Woodstock

*A large percentage of residents felt the proposals would have a very detrimental effect on the local area, community and residents. Concern was that the increase in size of the town and its population following the development would destroy what residents feel makes the area special. Many references were made to Woodstock's unique historic nature and the proximity the UNESCO World Heritage Site.*

### Applicant's response:

Character will be at the heart of the proposals. The ability to plan character areas and ensure that the wider landscaping of the proposals creates the links and sense of place that will give the development a more cohesive feeling than a series of separate developments.

# 10. Responding to feedback

## Negative impact on Woodstock Town Centre

*Several respondents believed that the new retail units, including a medium sized supermarket, proposed as part of Woodstock East would be detrimental to the vitality of Woodstock. These people were of the view that new shops in Woodstock East would draw trade away from the existing retailers in the centre of Woodstock.*

### Applicant's response:

Whilst some residents welcomed the new supermarket, many were concerned that it might impact trade in the centre of Woodstock. Currently only 10% of residents' convenience (day to day household shopping) spend occurs Woodstock. This means that residents are choosing to leave Woodstock to do almost all of their shopping. The new store is being provided to help capture some of the convenience shopping lost from Woodstock. Retaining more of residents' spend in the town will help the local economy; the new store within the development will complement the town centre rather than compete with it. An increased population, linked trip spending, limitations on shop types (i.e. no takeaways or café/restaurants) and good pedestrian and cycle routes to the town will also assist local businesses.

Woodstock has recently lost its butchers and its bank. The increased population should safeguard the remaining retail shops, cafes and restaurants in the centre of Woodstock, to ensure that the town remains one of the most sustainable and enjoyable places to live in the region.

## Need more parking in Woodstock

*These comments weren't specific to Woodstock East, but rather bemoaned the lack of parking in Woodstock as a whole, especially the town centre. However, respondents thought that new homes at Woodstock East would mean that there would be even more competition for the town's car parking spaces. Some comments linked this to the issue of town centre trade, arguing that the lack of car parking is preventing local people from shopping in the town.*

### Applicant's response:

Following on from the Town Council's parking survey, Oxfordshire County Council undertook their own review of parking and proposed providing a 2 hour restriction over most of the town centre, a further restriction of 1 hour near to the Co-op, and 3 hours on Park Street. This was consulted on in July 2014. The final decision has not been made. There is a three month rolling programme and the decision has been rolled forward three times in August, September and October 2014.

When they are implemented we will be better able to judge their effectiveness and it may be that we offer a further review in 2-5yrs time. With respect to our development the Link and Ride provides a long stay facility for the town. The development will have walking and cycling links so that residents will be able to walk/cycle into town. We will have a small supermarket allowing residents a nearby location for top-up shopping easily accessible by foot.

## Public Transport

*These responses were a mix of comments about the proposed 'link and ride' facility, on which opinion was split, and various requests or suggestions as to how local public transport could be improved (for example suggestions for new bus lanes on local roads and requests that buses run late at night between Woodstock and Oxford).*

### Applicant's response:

We will be working with Stagecoach on improvements to the current bus services, which is likely to increase frequency as well as allow for route improvements. The proposed 'link and ride' facility should encourage local people to use the bus to travel to Oxford, potentially saving up to 200 peak car trips on the A44.

# 10. Responding to feedback

## Ecology & Landscaping

*Respondents did not support building on greenfield land, with some expressing a preference for brownfield development. There were also concerns about loss of wildlife habitat. Local people were of the view that the landscaping should be extensive and of a high quality, especially boundary planting. This was viewed as important in alleviating the visual impact of the proposals.*

### Applicant's response:

There has been and will continue to be a focus on landscaping and planting and discussions with our ecologists as well as with neighbours around the site will continue throughout outline and reserved matters applications.

## Provision of sports & leisure facilities

*The sports pitches included within the plans for Woodstock East were generally well received, with people believing that the town had need of such infrastructure for many years. They were some also some requests for a gym.*

### Applicant's response:

The sports facilities bring a real opportunity to improve provision in Woodstock and increase the range of sports that can be played, as well as extending the times in which they can be played. We will continue to work with the school and the football club, both of whom have expressed interest and enthusiasm for the provision.

The Retirement Village will include a Leisure Club that will normally be open for residents of Woodstock to join. Whilst the exact facilities have not been finalised, facilities often include a gym and indoor swimming pool.

## Capacity of local schools

*Consultees believed that a new primary school was needed in Woodstock and were therefore pleased to see a new primary school as part of Woodstock East; although some commented that primary school would need to be more than 2 form entry. Some wanted to see improved bus routes to the school and there were calls for a new secondary school for Woodstock.*

### Applicant's response:

The proposals for the new primary school were broadly welcomed by residents at the exhibition, the current primary school receives more applications for places than it can accommodate. The new development will bring forward a 2 form entry school that will cater for any under-capacity at the moment and new demand in the future. It is expected that the school will be brought on in phases, with provision starting early on. Following suggestions from residents, we are also exploring early years education provision on the site. We are engaging with the Marlborough School and will continue to do so to see how the development can provide good links to the school and provide useful resources on the doorstep for the school and the wider community.

The proposed development will not generate enough children to require a new secondary school. A financial contribution will be required to be paid by Pye Homes & The Vanbrugh Unit Trust to fund any work needed to increase school capacity as required. The project team are in discussions with the Marlborough School to see how best this can be done. The new development will create the opportunity to consider potential solutions to the existing problems encountered at school "drop off" and "pick up" times. This is ongoing work being undertaken in discussion with Marlborough School.

# 10. Responding to feedback

## Impact on neighbouring properties

*There were a variety of comments, mostly from those living in the immediate vicinity of the proposed site, that the proposals would be detrimental to their residential amenity. Loss of views were mentioned, as was disturbance caused by pedestrians using the proposed new footpath and cycle links towards central Woodstock.*

### Applicant's response:

We have written to and offered meetings to those who are adjacent or border the boundaries of the application site. We will continue to liaise as plans progress through to more detailed levels, to ensure that impacts on surrounding properties are minimised.

## Retirement Village

*The proposals for a retirement village as part of Woodstock East did not incite much comment. Those who did respond generally seemed to contend that such a facility was not needed and it would be better to integrate retirees into the community. However, some noted their interest in purchasing a property on a retirement village, or thought it would be a good option for local elderly residents.*

### Applicant's response:

The proposals for a retirement village bring choice for residents, with an aging population the need for different types of new homes will become an important part of the housing mix. Therefore, as a long term development, it is important that Woodstock East offers this choice.

Providing smaller, more manageable and sustainable homes for older people who may want to downsize will release back into the market larger family homes. This will make it much easier for residents to remain in Woodstock when their circumstances change. It is also makes for a much better use of the existing housing stock.

# Appendix: Verbatim Comments

N.B. Anonymised verbatim comments from public exhibition feedback forms and feedback postcards can be found in the 'Downloads' section of [www.woodstockeast.co.uk](http://www.woodstockeast.co.uk)

## Comments from website and email

- Wasn't able to attend presentation due to ill health. Has thought about issues, has been a resident for 30 years and big worry is the health provision – inadequate for existing residents and new GP surgery may well be obsolete before it is built. Young's Garage – surgery site was inappropriate. Therefore more houses were developed, thinks that it will eventually go for housing instead of a GP surgery. Parking in Woodstock is an issue. Groaning with people. No space for current residents. New Woodstock Football Club – do we need it? Real winners will be Blenheim and the developers.

- I have received your letters dated September 2014 and 21st October 2014 and would like to confirm my full support for such development. I run my business Headington Carriers Ltd, which is close to the junction of The Straight Mile and Upper Campsfield Road. My company employ around 16 staff and many more temporary staff in the summer months. I would be interested in receiving more details of the employment space as we will soon require further warehouse space. I also live on the Upper Campsfield Road with my wife and sister. I would assume that the proposed development would provide for pedestrian access from Upper Campsfield Road towards Woodstock!. It is at present very dangerous crossing the Upper Campsfield so I would like to see a crossing facility close to the Straight mile. It is also dangerous for my staff who come by bus to walk along Upper Campsfield Road from the roundabout so a footpath along this road would be of benefit. I look forward to hearing from you.

- I cannot make head nor tail of your utterly inadequate map! No current landmarks, no roads labelled, no scale, no compass, no use. Not an auspicious start -

eh? Start again and you'll get my attention.

- I believe there is a strong consensus for retaining the present special character of Woodstock. That means : a) not diluting the quality of our heritage of historic buildings by too much modern, suburban sprawl. b) by not filling too many of our attractive green spaces. c) by encouraging the viability of our many fine places to wine and dine. d) by promoting the creation of cultural events which attract people from far and wide because of the appeal of the settings. Blenheim has a crucial role to play in all this BUT not by pillage of our lovely countryside which will spoil not only the special character of Woodstock but also blur the identity of Woodstock as a small, historic town and that of Bladon as a neighbouring but physically separate village. Visitors to Blenheim are of potential benefit to the local economy not least the hotels, B& B houses, and restaurants. We must therefore have a vision for Woodstock which encourages people to come and make purchases in our shops and dining places etc. This means : 1) developing the Visitor Information facilities, creating more visitor attractions in the town e.g. a Toy Museum to complement TOM and SOFO, 2) providing the parking facilities that are needed to cope with more visitors ( before it is too late, for example, by reviewing the Police Station site proposals to give a wider context such as moving the Fire Station to the periphery of the town but still near to the A44, moving the library to the Oxfordshire Museum, converting the Memorial Garden "jungle", transferring the Guides' facilities to the Community Centre or Youth Club, thus releasing much more space for parking). 3) encouraging use of the town centre 'hub' facilities such as the Post Office, the Bank, the Co-op supermarket, the Chemist. 4) looking to constantly improving our transport links with the outside world. 5) not saying NO to all housing

development but it should be limited to a small number of carefully selected sites which will act as a stimulus to the local economy without spoiling the special character we value so much. In summary, I find your proposals incompatible with this vision of how I want Woodstock to develop and hope you will rethink them. Fairly recently we celebrated 900 years of Woodstock history starting with the enclosure of the Royal Park. It would be ironic indeed if Blenheim was to be the instrument whereby that wonderful legacy was to be undermined. Please, please think again.

- You have asked for "feedback" on your development proposals. Please record me as one who could not be more implacably opposed to your plans if you proposed to build Sodom and Gomorrah in Woodstock, as you probably will. No doubt that too would benefit your "bottom line", a likely place for such "bottom-feeders" to graze.
- I would like clarification of a) the access point at the end of Flemings Road, b) the location of the supermarket, c) what you mean by "hub" d) what are the intended "local services" 2) Where will the 300 space Woodstock Parkway Bus Link be situated and how will cars access it? 3) The pedestrian and cycle path will be right outside my front door. This will be used by the school children and their parents, and by the football club and sports centre people. The parents will park their cars in the street each morning and afternoon opposite my house. Thus my peaceful existence in a quiet road will be transformed overnight into a car park for walking access plus noisy groups walking to and fro at all hours of the day and night. I STRONGLY OBJECT TO THE POSITIONING OF THE ACCESS PATH AND REQUEST THAT IT IS MOVED TO ANOTHER POINT SO AS NOT TO ALTER THE AMBIENCE OF MY LOVELY

STREET. SHOW SOME CONSIDERATION TO THE RESIDENTS WHO ALREADY LIVE HERE. IT IS OUR TOWN TOO.

- I strongly object to your inclusion of a new primary school in this marketing campaign. Any decision about the location of or addition of a new primary school in Woodstock rests with Oxfordshire district council and the current outstanding school. Not with you. I request that you make this clear, or I will report you to the ombudsman for false advertising. As a resident of Woodstock, I am dismayed by the proposed plans for "Woodstock East". I am NOT opposed to ALL development, and am aware that there is a need for new homes to be built in Oxfordshire, as elsewhere. But the scale of the proposed development at "Woodstock East" is little short of outrageous. It is irresponsible to suggest that doubling the size of any one town reflects natural, evolutionary population growth. I do not believe for one moment that the proposed number of new homes - or anything remotely like it - is, to quote the literature, "much needed" here. I am especially dismayed that this scale of development is proposed (a) adjacent to a World Heritage Site and a town of unusual and recognised beauty, the very nature of which will be seriously changed; and (b) on a road system which is already under near-intolerable strain. I do not believe for one moment that the planned road improvements to the north of Oxford (with which the literature claims the proposals will "tie in", which means precisely nothing) will be anything like adequate to solve the problems which such a development, allied to further planned developments at Long Hanborough and Witney, would engender. It is seriously misconceived, wholly unrealistic. I am further dismayed (and indeed revolted) by the dishonesty of the literature so far produced. The language used is disgraceful. Pye/

Blenheim are NOT planning to "bring forward" this development - they are planning to build it. It will not be "bringing with it" a "range of new homes, facilities, employment and open space" - Pye/Blenheim are planning to build a huge number of new houses, maisonettes and retirement apartments, plus a small-to-medium size supermarket and a handful of business premises. Avoiding the unappealing word "build" is an embarrassingly dishonest evasion. To suggest it is "bringing with it" employment is a shameful exaggeration - where indeed is this huge new population going to be working? To suggest it is "bringing with it" open space is positively surreal - the open space is already there, in the form of prime agricultural land which should not be turned into an immense urbanised sprawl, and is a wholly inappropriate site for development. I hope that the deliberately misleading language I've quoted, and the rest of the embarrassingly dishonest spin, will not reappear on any further publication. Equally worrying is the assertion that these 1,500 homes, of which 40% will allegedly be "affordable" (another frequently used and fatuous, meaningless word), are going to be "character-led" (yet more abuse of English), "using materials and landscaping that reflect the heritage of the area". (a) I hope Pye/Blenheim are not expecting us to be impressed or grateful for the latter; as custodians of a World Heritage Site, Blenheim should propose this as a matter of course and duty. (b) If the materials are that good, isn't the price of the homes going to reflect this? In which case, who exactly will be affording these "affordable" (whatever that means) homes? Or will the materials not in fact be as good as the spin suggests? Regrettably, the devious language used on the material makes me disinclined to believe very much at all. Sadly, it makes me doubt the motives and integrity of Blenheim/Pye entirely. Given that what is planned is effectively a new town of equal size to the existing one, why is it being called "Woodstock East"? Because Woodstock is an attractive, marketable location? Most of the development will be closer to the airport than it is to Woodstock, so why not call it "Airport Village" (or "Airport Estate", or even better "Airport Settlement")

instead, and see how sales go? After all, if these homes are as "much needed" as we are required to believe, it shouldn't matter what it's called, should it?

- I am totally against the plan to double the size of Woodstock on the grounds that the town's facilities would not cope with potentially 3000 extra people at a minimum. Woodstock as a World heritage site requires careful thought and sympathetic developments on a much smaller scale such as the Berkley homes on Youngs Garage site. We should be wary of any extra housing or developments on such a dramatic scale especially on the outskirts of Woodstock which can be the first sight of Woodstock by visiting tourists etc. The legacy that Queen Anne has produced by honouring the Marlborough family should not be ruined in such a commercial way. We owe this to our children's children and future generations. Once built the land cannot be returned to green field. Blenheim Estates should realise this! If we were in Germany or France much greater regard would be taken of the local environment and the plans therefore rejected. I would also question the ability of Pye to design and build quality particularly in keeping with the types of property in the centre of Woodstock.
- With reference to your proposal for Woodstock outlined in your document dated September 2014, which we oppose in its entirety. This proposal is directed to the use of maintaining a private "Palace", takes no notice of the great damage to the surrounding countryside of Woodstock, ignores the wishes of the inhabitants and completely ignores the traffic problem. 1500 Houses = 3000 Cars. Furthermore, 1500 House = 3000 Couples = Possibly 2 Children per Couple, proposed one Primary School only and no Secondary School. No reference is made to drainage which is one of the problems presently in Oxford. There a complete lack of traffic infrastructure and bus traffic
- You state you would like feedback from the local residents. I would therefore like you to note my initial comments as a Woodstock resident of over

thirty years: I agree there is a need for new housing, and Woodstock must play its part. I am however concerned at the scale of your proposal, increasing the town by almost half the size of its current population. How will the current infrastructure cope over so many years of disruption whilst you churn up and destroy the countryside in order to create the new settlement? Road network improvements hi-light the benefits of getting to Oxford on the new Woodstock Park & Ride (undoubtedly drawing in commuters far beyond the expanded Woodstock, adding to the local congestion), and getting to Witney on the new express A40/A44 highway. What about the traffic north of Woodstock, how do you propose to ensure the smooth flow to/from that direction? I suspect the deal has probably already been done and the public consultation is a sop.

- A: I am in favour of the development on this site. B: I think there is plenty of retirement provision already in Woodstock, most of the new houses built in the last few years have been bought by the over sixties. I think the development should be mix of housing for single, married and partners with children's in a range of sizes and prices for all pockets. C: I think a swimming and spa facility would be welcome in Woodstock. We go to a Spa in Wokingham called Nirvana. I appreciate this is a Large spa centre but a smaller one would be great and our friends agree. D: I think the park and ride idea is great and will keep Woodstock centre clear of traffic. I hope these thoughts are a help.
- I am very concerned about the scale of this project. I understand that you are suggesting a growth to meet the need for the next 20 years, however a further 1500 new homes in town with a current population of approximately 3000 people is unacceptable. Such a large change would destroy the character of the small town. I feel this would ruin Woodstock for many of the current residents, and could lead to resentment of the development and it's future residents. I accept that development may be required around Woodstock to support West Oxfordshire's increasing population, however I urge

you to reconsider the scale of the project to one that current residents could support

- I'm horrified by this proposal. If the Duke of Marlborough wants to raise money he should look elsewhere without ruining a historic town and the lives of the people who live here. It's an outrage. Woodstock is becoming a mini Witney which is wholly inappropriate.
- Thank you for sending details of the proposed Woodstock East development. While I'm broadly very supportive of the proposals in principle, several points come immediately to mind: 1. What exactly is meant by "Contributions will be made towards secondary education to ensure there is appropriate capacity..."? If a new two-form entry primary school is planned, surely it follows that more detailed proposals for secondary education are required. Has an evaluation been carried out? Is so, what were the results? If not, when will this take place? 2. If Old Woodstock Town Football Club moves to a new venue, what will be done with the existing football club site? This is an incredibly important green space in the context of the residential area in which it is located. 3. Traffic on Shipton Road at the beginning and end of the school day is already troublesome for residents, parents and - most importantly - pupils to negotiate. a) Will proper provision be made for an adequate 'drop-off zone' at the new primary school for parents bringing pupils to school by car? b) Has the impact on the overall volume of road traffic on Shipton Road been evaluated? If so, what were the results? If not, when will this take place? I'd welcome your comments and will also look forward to learning more at the exhibition next week. Above all, although I have reservations about some of the detail, this seems a fantastic development opportunity for Woodstock.
- I foresee problems in access between the new development and the centre of Woodstock. The junction between Hensington Rd and A44 is already difficult - narrow and traffic can only go one way at a time. Lots of people do NOT understand or follow

the instructions..... It seems possibility that people in the new houses will not use the shops etc. in Woodstock and /or Brook Hill and Green Lane will become a 'rat run'! I live on a bend in Green Lane, after a narrow roadway, without a pavement, which can be obstructed by parked cars. It is already difficult for cars to pass and can be dangerous.

- The proposed development is far too large, and will in fact virtually double the size of Woodstock and will thoroughly destroy the character of the town which residents, and visitors alike, enjoy. I feel we do perhaps need some additional affordable housing but certainly not the huge development that has been suggested.

- 1. This proposal is much too large relative to the size of Woodstock - your proposal essentially involved doubling the size of Woodstock in one fell swoop. The whole appeal of areas of the country such as this is that the town has grown up gradually, with tasteful additions (in the main) to the environs. Your proposal to build on an area of land as outlined on your maps to the south-east which is the same size as Woodstock itself is unappealing. 2. The images of houses you have provided which one assumes to be the current appearance desired to be built by yourselves would dilute the heritage of beautiful buildings in a small, historic market town with modern housing with a significant resulting impact on attractiveness for visitors. Not only this, but I am well aware that with the cost burdens associated with building, it is likely that you will change the facades and appearance once any permission, were it to be granted, and to which I would strenuously object, had been given. 3. Impact on traffic to and from the town and surrounding villages. Whilst your proposals include reference to improvements on the A40 and A34, these do not appear to be materialising at any significant rate, and we are aware that there is a significant backlog of repairs to roads, let alone improvement and replacement work. I do not believe you can have actually made any kind of proper impact assessment of building an additional 1500 homes in this area. At the best of times traffic

flow into Oxford may be very heavy. Whilst such traffic may not actually slow in and around the areas of Bladon, Freeland, Long Hanborough, Woodstock, Begbroke and Yarnton themselves, once you reach the A44/A34 junction at Peartree, traffic can slow considerably. Should your proposal be accepted, this would have a significant impact. Additionally, I do not think you have taken into account proposals to build additional homes in Long Hanborough, whose occupants would also want to make their way into Oxford. As a result, you would now be contributing to significant increases of rush hour traffic on the A44, A34 and A40, let alone the smaller feeder roads to each of these. Notwithstanding the "improvements" planned, which do not seem to have any concrete foundation as yet, these will require additional construction work. 4. Impact of viability of town centre amenities - Coop, pharmacy, optician, also restaurants - if there are additional facilities in the new development with lots of parking. Part of the appeal of living near Woodstock is the small market town feel of the centre, with the amenities mentioned above. Your proposals to build a new "medium" sized supermarket, and employment areas will almost certainly come under pressure at a later stage to develop into a "large" supermarket, to provide shopping facilities for the surrounding villages. No supermarket chain CEO worth his salt is going to fail to push for such expansion. As a result, there will be significant, unintended impact on the central shops in the town. This is known as "The Law of Unintended Consequences" which proposals such as this often fail to account for. 5. A 15 - 20 year timeline with 20 years worth of construction traffic and building noise, pollution and impact on roads in the area for such a large sustained development. The trucks and construction supplies vehicles travelling along the roads in the area, which will undoubtedly come through all of the villages and the town, will carry the additional danger of such vehicles, particularly to children, but also to vulnerable adults, who make up a significant proportion of the residents of the surrounding area. Additionally you will require cranes and concrete storage bunkers with their unsightly appearance and impact on the

skyline for the duration of construction. 6. Primary school facilities: You do not give numbers, other than to say "2 form entry" for how many spaces will be in the school. Bladon has a single form entry, with 12 pupils, therefore you are potentially proposing to add 24 primary school places to a development of over 1500 homes. Assuming 120 homes to be retirement (as per your site), this leaves 1380 new homes as available to non-retirees. Let us make some assumptions: Of the homes you build, the number of households with children (under 15) is would currently be 30% (based on the SHMA), and is likely to rise to 33%. I will work with the lower figure of 30%. Of those, I will assume 50% will be under 8, accounting for a normal population, and therefore at least 15% of the households which will be occupied will have children of primary school age. Therefore some 15% of the homes will be occupied with children in residence of primary school age.  $15\% \times 1380 = 207$  207 primary school age children under 8. Reception and years 1-3, therefore some 50 children in each year. I do not believe you have made sufficient provision for PRIMARY school children, and there appears to be no detailed assessment of impact on secondary school places in the area in this proposal, simply a statement of "The secondary school will also receive significant contributions to improve its facilities and accommodate the additional demands". You have also not accounted for the impact of the growth on day nursery places in the surrounding area. 7. What are the plans for dealing with light spill and noise pollution from the sports pitch to the surrounding areas? In summary, I remain unimpressed with this proposal. There is insufficient detail in the proposal online and no reassurance offered that the plans will remain as originally proposed, and in fact if there were I would be highly sceptical of them, since "No plan survives first contact". Please bear in mind that these thoughts are just my first impressions. Insufficient detail is provided in this proposal to determine what exactly you are intending to provide for Woodstock. I do not believe you have accounted for the "Law of Unintended Consequences". I do not believe you have carried

out sufficient detailed impact analysis on the traffic, schools, general infrastructure including water and water pressure, telecommunications issues and environmental impact on the surrounding villages and areas, as well as the isolated dwellings. You rely on plans for road infrastructure which do not seem to be moving forward, and therefore do not take into account any contingencies. I would like to see/know your contingency plans for dealing with failures on the part of WODC, Oxfordshire County Council and Cherwell to provide required upgrades in infrastructure, if you have such a thing. I would want to see your proposals for dealing with traffic impact on the surrounding villages, town and isolated dwellings during the construction phase. I would need to see proposals for dealing with environmental and industrial accidents and major accident hazards on site during construction.

This report was designed by: