



SUSTAINABILITY STATEMENT - NOVEMBER 2014

# WOODSTOCK EAST





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**Sustainability Statement  
Woodstock East  
November 2014**

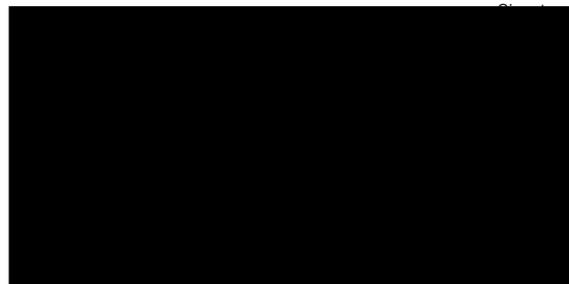


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# SUSTAINABLE DEVELOPMENT

*“The proposal for Woodstock East represents the very best in the demonstration of a truly “sustainable Development”*

The National Planning Policy Framework (the NPPF) sets out the Government’s planning policies for England.

The NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development.

The Government considers that:

- *‘Sustainable’ means ensuring that better lives for ourselves does not mean worse lives for future generations*
- *‘Development’ means growth*

Sustainable Development is about change for the better, and not only in our built environment.

This Sustainability Statement summarises how Woodstock East can bring about change for the better:

***“for the better of Woodstock and for the better of Oxfordshire.”***



# CREATING A STRONG AND INTEGRATED COMMUNITY

*“a process for creating sustainable, successful places that promote wellbeing, by understanding what people need from the places they live and work. Social sustainability combines design of the physical realm with design of the social world – infrastructure to support social and cultural life, social amenities, systems for citizen engagement and space for people and places to evolve”*

## DELIVERING A WIDE CHOICE OF QUALITY NEW HOMES

A mix of housing types will be provided. 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.

Home ownership is hard to achieve in Oxfordshire, where house prices are well above the national average. 40% of the homes in the new neighbourhood will be affordable, making the dream of home ownership a reality for many.

Our population is ageing, as a society we need to respond to this in a positive way. At the heart of this new neighbourhood will be a retirement village catering specifically for the older generation, allowing them to remain in a vibrant and active community.

## CREATING BEAUTIFUL DESIGNED HOMES THAT PEOPLE WILL WANT TO LIVE IN

An exemplar standard of new neighbourhood will be created, with different character areas allowing for a range of architectural house styles.

Design Codes that seek to identify what is special about Woodstock will underpin the design across the site. This will ensure that exciting, aspirational and award winning design is achieved.

## CREATING OUTDOOR SPACES FOR THE RESIDENTS OF WOODSTOCK TO ENJOY

The focal point of the new neighbourhood will be the swathe of green open space surrounding the Scheduled Monument, the site of a former (now buried) Roman Villa. This little known and currently inaccessible historic landscape will be protected and enhanced, creating an attractive and spacious outdoor space for the residents of Woodstock to enjoy.

Pedestrian and cycle paths are routed through open spaces. Green corridors connect each area of the new neighbourhood to each other and the rest of Woodstock.

## DELIVERING NEW COMMUNITY FACILITIES

A new “Education and Leisure Quarter” will be created, linking together the new neighbourhood primary school, Marlborough Secondary School, the Woodstock Primary School, the leisure facilities, and Football Club; creating the opportunity to significantly improve and enhance the health and well being of the residents of Woodstock, and integrating the new neighbourhood firmly within the wider community of Woodstock.

The development will fund improvements to provide additional classrooms and other facilities at the Marlborough Secondary School, ensuring that the school continues to provide the very best in educational standards to its students.

The old Woodstock Football Club will have a new sporting and leisure facility as part of the new development. It is proposed to locate this modern facility close to the education quarter to facilitate the joint use of facilities.

Arrangements for the safer “drop off” and “pick up” of students at the Marlborough Secondary School can also be delivered.

Improvements and enhancements to the existing doctors surgery within Woodstock Town Centre will be delivered in tandem with the proposals.

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## PROTECTING AND ENHANCING THE NATURAL ENVIRONMENT

*“where the demands placed on the environment can be met without reducing its capacity to allow all people to live well now and in the future”*

### CREATING A DEVELOPMENT RESILIENT TO CLIMATE CHANGE

Planning plays a pivotal role in helping shape the places that we live and work and can secure radical reductions in greenhouse gas emissions, providing resilience to the impacts of climate change, and support the delivery of renewable and low carbon energy.

The new homes will be constructed to Code Level 4, and will use the most up to date climate resilient construction methods, including photovoltaic, solar thermal, and air source heat pumps. The non-residential buildings on the site will achieve a “BREEAM” “good” rating with the same emphasis in renewable energy generation.

The site does not flood and will not cause any further risk of flooding to other areas.

Woodstock East will deliver sustainable development in order to respond positively to climate change.

### PROVIDING OPPORTUNITIES FOR MORE SUSTAINABLE TRAVEL

The increase in population from the new neighbourhood will safeguard the viability of Woodstock’s existing bus services, and create the opportunity to further improve the existing public transport network.

The proposed Woodstock ‘Link and Ride’ facility, connecting to existing Park and Ride sites on the outskirts of Oxford, and the new Oxford Parkway railway station at Water Eaton, will create the opportunity to significantly reduce traffic congestion on the A44. The Link and Ride facility would connect Woodstock to existing and future employment locations.

The proposed ‘Link and Ride’ facility will also provide parking facilities for those visiting and working in Woodstock to alleviate existing parking problems within Woodstock Town Centre.

These opportunities will ensure Woodstock remains one of the most sustainable settlements in Oxfordshire, well into the next century.

### RESPONDING POSITIVELY TO OUR HISTORIC ENVIRONMENT

The Blenheim Palace World Heritage Site, together with the buried Roman Villa located on the site, will be protected, preserved and enhanced by the proposed development. The proposals will create the opportunity to improve access and appreciation of these heritage assets by all.

Long-term benefits to Blenheim Palace World Heritage site can be provided through a financial contribution (from the uplift in the value of land, if planning permission were granted) to its Management Plan. This will ensure that one of the world’s most significant heritage asset is protected and maintained, to be sustainable for future generations to enjoy. The wider national and local public benefits from the delivery of this development are significant.

### PROTECTING OUR LANDSCAPE AND COUNTRYSIDE

The site is located outside of the Oxford Green Belt. Development in this location provides the opportunity to create a new neighbourhood without compromising the importance locally and nationally of Green Belt protection.

The site is not subject to any other special landscape protection. It is flat, with existing trees and hedgerows that create a natural high degree of visual containment. The new neighbourhood will cause no harm to the existing landscape and the wider countryside views.

### ENHANCING BIODIVERSITY

The provision and enhancement of green corridors and networks, including woodlands, hedgerows and grasslands that are able to support a variety of species and habitats have been included throughout the new neighbourhood. This provides the opportunity to significantly enhance the biodiversity value of the site from its present agricultural use. Those areas of the site with the most significant ecological value will be retained and protected.



# GENERATING SUSTAINABLE ECONOMIC GROWTH

*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”*

## SAFEGUARDING THE LONG TERM FUTURE OF WOODSTOCK TOWN CENTRE

Town Centres create the heart of the local community, but due to changes in shopping habits, with customers using the Internet to shop more and more, traditional town centres have had to find ways to reinvent themselves.

Woodstock has a head start in this respect because of its heritage and its attraction as a tourist and leisure destination. However, this dependence upon the economic activity around the tourist market has created an imbalance in the provision of every day shopping facilities for local people. The proposed development corrects this.

Research has shown that for every £10 spent on grocery shopping by Woodstock residents, £1 is spent in Woodstock Town Centre. To ensure the long-term viability of Woodstock this has to change. The increase in population generated by the new neighbourhood will assist in generating local spend power, maintaining the viability and vitality of Woodstock and the Town Centre well into the future.

The proposed mixed use Local Centre within the new neighbourhood will create complementary shopping facilities, more akin to the needs of the local population, that will not compete with the existing Woodstock Town Centre.

## CREATING LOCAL SUSTAINABLE EMPLOYMENT OPPORTUNITIES

Woodstock has low unemployment, but at the same time has low levels of local employment opportunities. The delivery of 7,500m<sup>2</sup> of employment space will generate approximately 160 full time jobs, with the proposed retail space generating a further 55 jobs.

Other facilities such as the new care home, primary school and sporting facilities will create new employment opportunities, enabling local people to gain easy access to local and sustainable employment.

The activities associated with the development and construction of the site will create significant long term employment opportunities increasing economic activity and investment in the local and wider economy.

## DELIVERING THE ECONOMIC STRATEGY FOR OXFORDSHIRE

The Oxford and Oxfordshire City Deal, is an ambitious and far reaching economic strategy creating jobs and training opportunities to secure a strong and robust economic future for Oxfordshire; safeguarding jobs and improving the standard of living for all Oxfordshire residents.

Government investment and the delivery of these economic strategies will provide significant employment growth at Begbroke Science Park and the Oxford Northern Gateway. The new neighbourhood can deliver the much needed homes for these additional workers in a location that can be accessed along the A44 public transport corridor by sustainable travel choices.

The creation of the public transport hub, offering a “Link and Ride” creates sustainable travel choices to employment opportunities further afield in Oxford and other strategic locations, including links to the new Oxford Parkway railway station at Water Eaton.