



WILLOWBROOK PARK

— DIDCOT —



5 STAR AWARD WINNING HOME BUILDER

Croudace Homes is delighted to have been awarded an HBF 5 Star Home Builder Customer Satisfaction Award for the seventh year running. More than 9 out of 10 of our customers would recommend our homes to their friends.



WILLOWBROOK PARK

— DIDCOT —

Located in the Oxfordshire town of Didcot, Willowbrook Park is an exciting new development of 1, 2, 3, 4 and 5 bedroom homes, including apartments, with a beautifully designed Neighbourhood Park. Didcot is a thriving town that is popular with commuters and offers all the amenities for modern living.



A WARM WELCOME

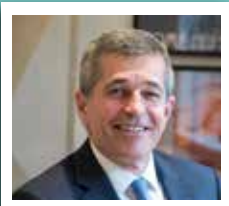
Croudace Homes takes great pride in providing our customers with expert advice and guidance, to ensure that every stage of the home buying process is as clear and straight forward as possible.

We regularly seek feedback from customers who have bought and moved into their Croudace home and use what we learn alongside research we conduct into changes in lifestyles to ensure our designs are continually enhanced and improved.

Ecological and environmental aspects of construction are of the utmost importance and are at the forefront of all our designs, as well as the entire build process. Croudace homes are designed to maximise energy efficiency and minimise their impact on the local environment.

Croudace Homes is uncompromising in its commitment to providing customers with the highest quality homes and peerless after-sales care. We are proud to receive excellent ratings from independent customer satisfaction surveys, which place us amongst the finest home builders in the country.

We understand that buying a home is one of the biggest decisions one can make, which is why we aim to simplify the process as much as possible. We hope you decide to buy a Croudace home and wish you many happy years living in it.



Russell Denness,
Group Chief Executive





Kingfisher Mews, Sawston



OUR VISION

We are creating a vibrant new community in keeping with Didcot's Garden Town status by holistically blending inspirational architecture with specially selected landscaping and a beautiful new neighbourhood park.

Willowbrook Park is a unique environment that mixes the traditional with the contemporary. This is achieved by connecting modern living with the local natural surroundings to create beautiful, award winning homes and carefully designed character areas that bring the rural into the residential to promote greener living and inspire active lifestyles.

The new neighbourhood park will provide a multifunctional urban oasis within easy reach of all the modern conveniences of a Croudace home. A turfed central 'kickabout area' is to include space for sports and other activities while designated areas sown with a mix of grass seed and wildflowers will create meadows and encourage pollinating insects including bees, butterflies and moths. The site will be bordered with mature planting and strategically placed swales that will have additional habitation for other wildlife. Nocturnal fauna is supported with bat and bird boxes positioned in trees and minimal lighting throughout the park. Multiple access points, a picnic area, benches and a proposed play area will ensure the neighbourhood park will be enjoyed by residents and visitors alike.

As part of the Northeast Didcot development masterplan, proposals have been submitted for a brand new neighbourhood centre on land adjoining Willowbrook Park. There are plans to provide community services, retail units and hotel accommodation and licenses agreed for a gastropub or restaurant. Potential sites have been identified for a new primary school, a nursery, a care home and a community centre, as well as a sports centre and playing fields nearby.



Hamlet Grove, Longwick







GARDEN TOWN

The Town and Country Planning Association (TCPA) consider a garden town or city to be a 'holistically planned new settlement which enhances the natural environment, tackles climate change and provides high quality housing and locally accessible jobs in beautiful, healthy and sociable communities'.





Ladygrove Park and Playground

Didcot was the first existing town to be declared a 'Garden Town' when it was awarded the status in 2015. In keeping with the requirements Garden Town status affords, Willowbrook Park will balance the natural environment with energy efficient new homes and carefully planned communal areas, including green corridors, cycle routes and footpaths and the beautifully curated neighbourhood park.

The idea of garden cities was first introduced by British urban planner Ebenezer Howard in his book *Garden Cities of To-morrow* (1898) which described a utopian city that harmoniously blended nature with urban landscapes. This started the Garden City Movement, which proposed this new idea as an alternative to cramped, over-crowded industrial cities that could also solve the issue of rural depopulation. The movement led to the creation of the first two Garden Cities, Letchworth and Welwyn in Hertfordshire. The development of 'New Towns' including Stevenage and Milton Keynes in the years following the Second World War also took influence from the Garden City Movement.

Howard's original Garden City concept image, produced in 1902, also serves as inspiration for the design of Willowbrook Park's beautiful neighbourhood park, in tribute to his vision.



Proposed Neighbourhood Park by Gatekeeper Chase and Orchid Gate



"Howard's Garden City concept image inspired the design of the new open spaces, with his vision reflected in the balance of rural and urban aspects within the scheme and a strong emphasis on preserving and enhancing existing green edges across the site."

Magdalena Daleczko, Landscape Architect

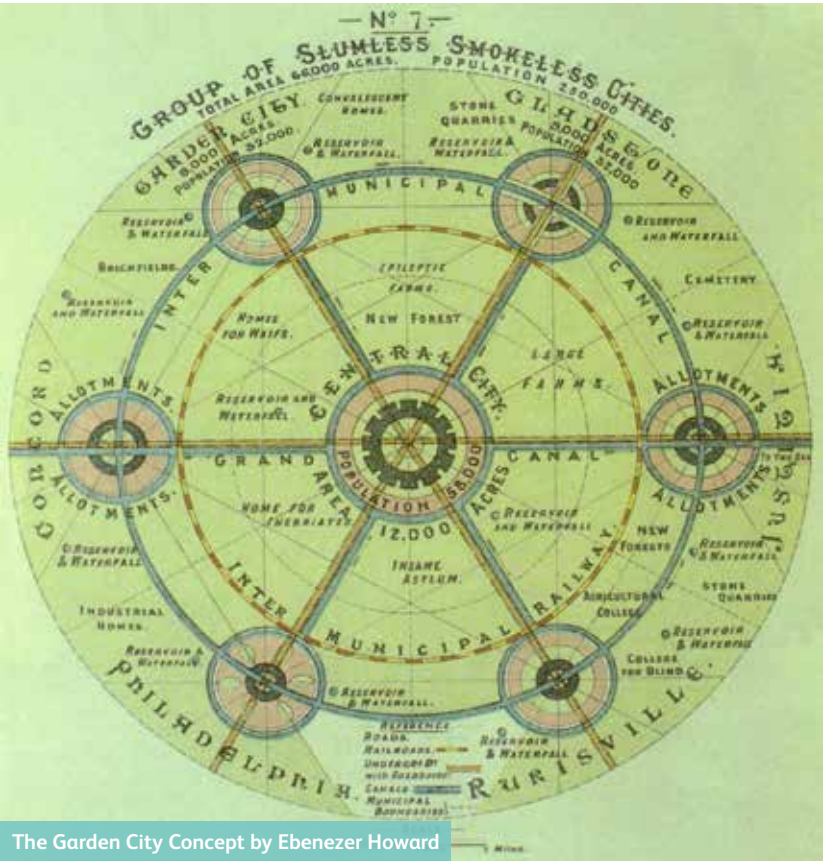
"The Garden City philosophy is at the heart of the design of Willowbrook Park, from the materials and detail of the buildings, to the layout of the interlinking green corridors, with forms reflecting those found in the villages surrounding Didcot."



Chris Evans, Design Manager



Proposed Neighbourhood Park by Gatekeeper Chase



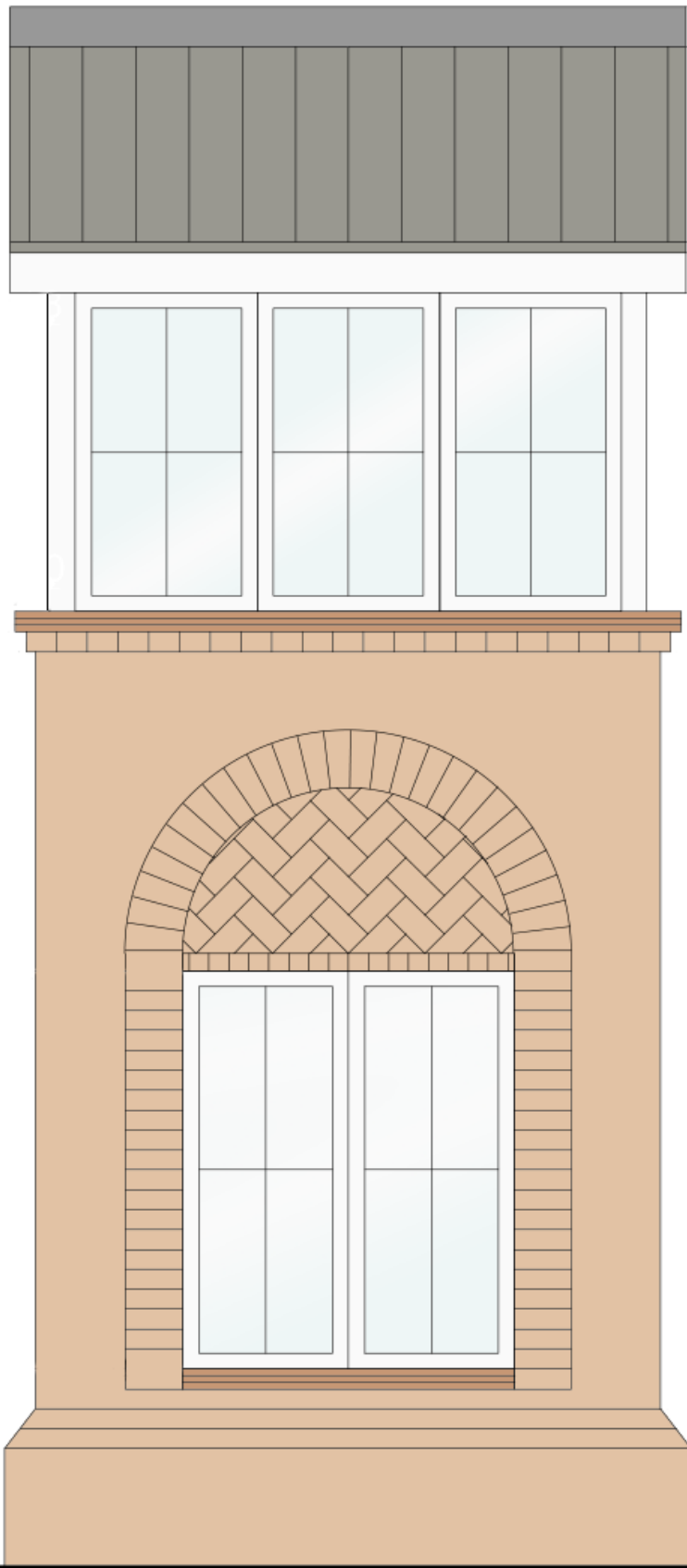
The Garden City Concept by Ebenezer Howard



Proposed Entrance to Willowbrook Park



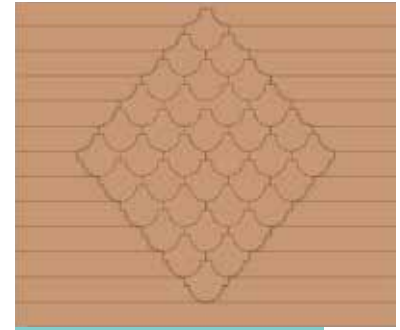
Proposed Avenue in Gatekeeper Chase and Campion Grove



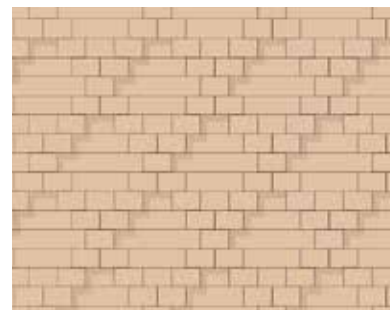
Two Storey Bay Feature



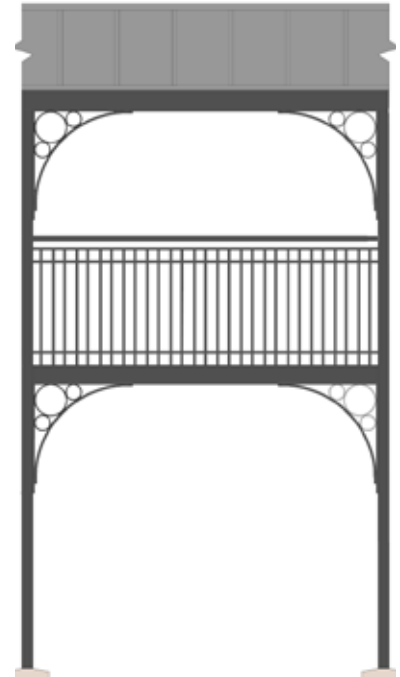
Herringbone Feature



Diamond Bullnose Tile Feature



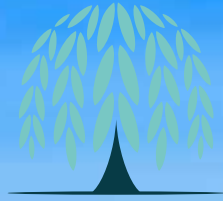
Diapering Screen Wall Feature



Balcony Design

An expertly designed, tree-lined avenue will link each phase to the neighbourhood park, bringing the Garden Town philosophy to all residential areas within Willowbrook Park. Lush green corridors will include cycle routes and footpaths that interlink with existing public rights of way, providing residents with alternative routes to neighbouring villages, the town centre and the Science Vale UK Enterprise Zone campuses in nearby villages.

Every aspect of Willowbrook Park has been designed to be respectful of existing countryside and retain the character of the area. Architectural detailing, such as splayed bay windows, double brick arches, black timber boarding, render and tile-hanging features all provide architectural interest and variety throughout the development. This is combined with the elegantly designed communal areas and the enhanced green corridors to seamlessly link Willowbrook Park with the surrounding landscape. Above are some illustrative sketches of our proposed design.



EXPLORE AND ENJOY

A welcoming community just a short distance from Didcot town centre, with all the amenities for contemporary lifestyles.



Didcot High Street

Didcot town centre is less than a mile away and The Orchard Centre has a number of well-known retail brands, coffee shops and places to eat. There is a farmers' market once a month and numerous events are held throughout the year. The main shopping street, Broadway, is home to a number of pubs, restaurants and independently owned shops.

Sutton Courtenay is under 4 miles away from Didcot and offers stunning views of the River Thames as well as a parish church that dates back to Norman times, a tennis club and selection of welcoming pubs.

Willowbrook Park is just south of the market town of Abingdon-on-Thames, which claims to be the oldest continuously inhabited town in the UK and is the perfect destination for a family day out, offering riverside walks and a host of leisure activities. Along with many pubs and restaurants, there are boutique shops, gyms, leisure centres, a museum and an abbey with beautiful grounds that are open to the public.

Oxford can be reached in half an hour by car or 15 minutes by rail and has a wealth of shops and things to do. The Westgate and Clarendon Shopping Centres offer a typical retail experience with the city centre providing a varied selection of high street brands, places to eat and some truly unique shops. These include the world famous Fudge Kitchen, where you can see traditional English fudge being made and the first Blackwell's Bookshop, premier stockist of specialist academic texts since it opened in 1879.

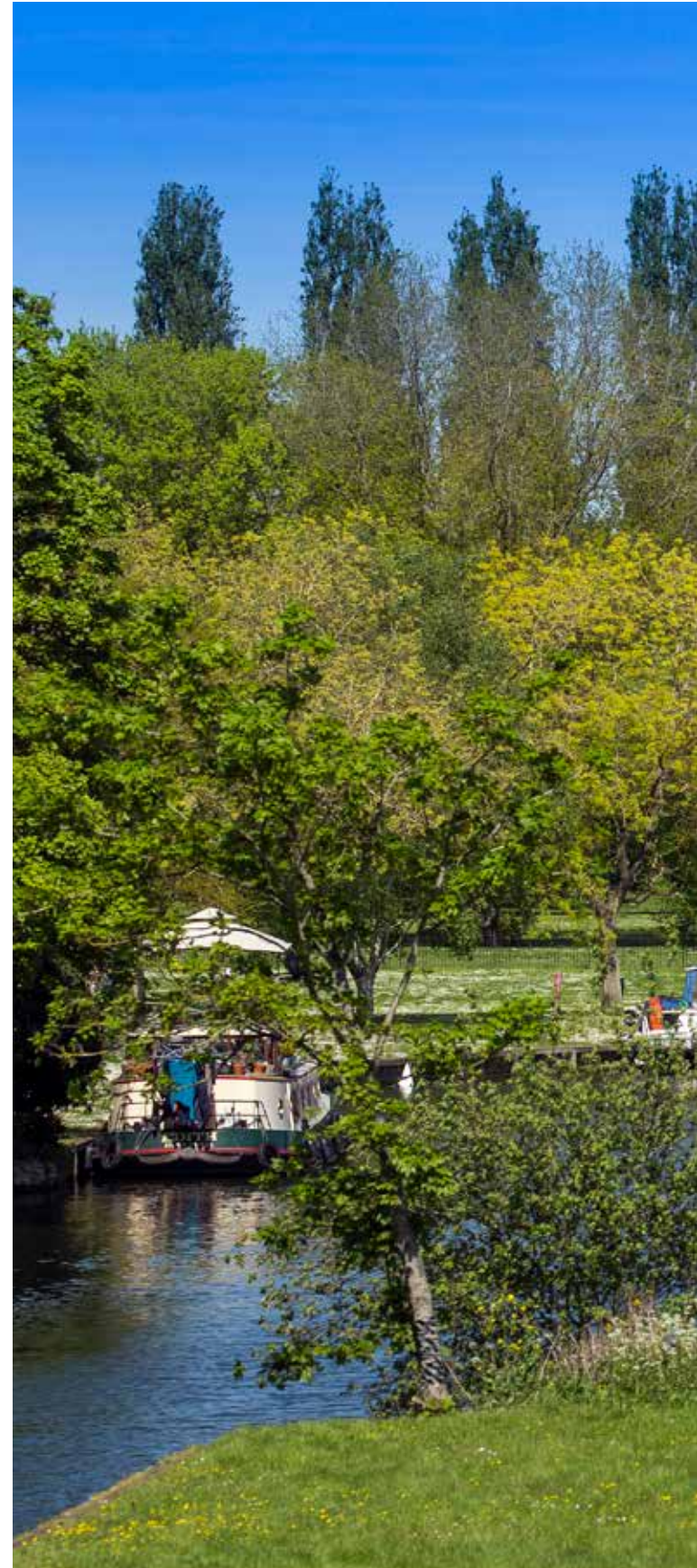
20 miles southeast of Didcot is Reading, which also offers a comprehensive shopping experience. The Oracle shopping mall and a thriving town centre provide visitors and locals with well-known brands, designer outlets, independent shops and a variety of restaurants and fast food outlets.



Willowbrook Park is ideally situated for accessing local primary schools, many of which are less than two miles away. Ladygrove Park Primary School is rated 'outstanding', whereas Willowcroft Community School, Stephen Freeman Community Primary School and All Saints Church of England Primary School were all rated 'good' in their most recent Ofsted inspections.

Nearby secondary schools include Didcot Girls' School, which has an 'outstanding' Ofsted rating, St Birinus School and UTC Oxfordshire, both of which are rated 'good' by Ofsted. Further afield is the 'good' rated Larkmead School and Wallingford School, both located just under eight miles from the development.

Willowbrook Park has excellent transport links; Didcot Parkway Station can be reached in 15 minutes on foot or in just three minutes by car. The station is well served by regular trains to London Paddington, Reading, Oxford, Cheltenham, Bristol and a number of destinations in the Southwest and South Wales. Junction 13 of the M4 is under 15 miles away from Didcot and the M25 can be reached in an hour via the M40. Heathrow Airport is an hour's drive away.







BY TRAIN

FROM DIDCOT PARKWAY RAILWAY STATION

Reading
14 minutes

Oxford
15 minutes

Swindon
17 minutes

Twyford
37 minutes

Maidenhead
40 minutes

London
Paddington
42 minutes

Bath Spa
47 minutes

Slough
52 minutes



Willowbrook Park is well located for commuters, with London reachable in under an hour and with many direct services to surrounding towns, cities and Wales.

**Bristol
Temple Meads**
1 hour 1 minute

Newport (South Wales)
1 hour 7 minutes

Gloucester
1 hour 12 minutes

Ealing Broadway
1 hour
16 minutes

Cardiff Central
1 hour
25 minutes

Cheltenham Spa
1 hour 35 minutes





BY CAR

Willowbrook Park has a number of local amenities close by and a range of supermarkets and shopping destinations within easy reach by car or foot.



Boots
0.5 miles



Co-op
0.5 miles



**Ladygrove Dental
Practice**
0.5 miles



**Didcot Parkway
Railway Station**
0.8 miles



Cineworld
0.9 miles



Orchard Centre
1 mile



Aldi
1.1 miles



Didcot Library
1.4 miles



Tesco Superstore
1.4 miles



**Didcot Railway
Centre**
1.5 miles



Sainsbury's
1.5 miles



**Cornerstone
Arts Centre**
1.5 miles



Post Office
1.6 miles



**Hadden Hill Golf
Club**
1.9 miles



**Woodlands
Medical Centre**
2.4 miles



**Larkmead
Veterinary Group**
2.5 miles



Asda Superstore
2.9 miles



Courtyard Marriott
3.7 miles



A34
3.8 miles



Sutton Courtenay
4.2 miles



Abingdon-on-Thames
6.4 miles



Oxford
15 miles



M4 Jct 13
16.2 miles



Reading
19.3 miles



Heathrow Airport
40.3 miles





EDUCATION

Willowbrook Park and the surrounding area is well served by a selection of high performing nursery, primary and secondary schools nearby and close to the University of Reading.



**All Saints Church of
England Primary School**
0.6 miles



**Ladygrove Park
Primary School**
0.7 miles



Lydalls Nursery School
0.7 miles



Didcot Girls' School
1.5 miles



St Birinus School
1.6 miles



**Willowcroft Community
School**
1.7 miles



**Stephen Freeman
Community Primary School**
1.7 miles



**Hadden Hill Nursery
and Preschool**
1.9 miles



UTC Oxfordshire
2.5 miles



Wallingford School
5.8 miles



Larkmead School
7.4 miles



**University of
Reading**
21.2 miles





HISTORY AND ENTERPRISE

Didcot has been inhabited for over 9000 years. Archaeological finds show evidence of settlement dating back to the Mesolithic, Neolithic, Iron and Bronze Ages.



The origin of the name is Old English, meaning 'house or shelter of Dudda's people', derived from the name of a local sub-king, Dida of Eynsham, who ruled an area of Mercia near Oxford in the Seventh Century.

Didcot has been an important regional rail hub since the decision was made to branch off a line of the Great Western Railway (engineered by Isambard Kingdom Brunel) from Oxford. The first train line through the town was completed in 1839 and Didcot Station was opened as a junction station on the Great Western Main Line in 1844. Today, the town is home to Didcot Railway Centre, a museum and engineering preservation site located in a former engine shed and locomotive stabling point.



Didcot is the gateway to the largest 'scientific cluster' in the UK and is part of the Science Vale UK Enterprise Zone. A number of important scientific, research and development and high technology campuses are based in nearby villages, including Milton Park, the Culham Science Centre and the Harwell Science and Innovation Campus, making Science Vale UK one of the largest communities of its kind in Europe.







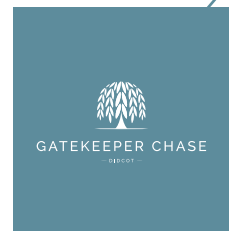
MASTER PLAN

Willowbrook Park combines the natural and constructed environment, creating an attractive place to call home. Every property is considered in design, generous in proportion and gives peace of mind with the distinctive high quality specification and service offered by a Croudace built home.

For more information about a specific phase within Willowbrook Park, or current availability, please speak to one of our Sales Consultants.



Hamlet Grove, Longwick



Please note the contents within this brochure have been produced in good faith. It is our intention that information provided regarding the proposed landscaping, communal areas and other treatments on the development are truthful. However these aspects are subject to change as Willowbrook Park progresses. We continually review our specification and our scheme, reserving the right to make amendments. For more information regarding our proposed phasing plan and forthcoming construction, please speak to one of our Sales Consultants.





MODERN & CONSIDERED DESIGN

Within this fantastic new community we have created a select collection of homes suited to all lifestyles, offering a range of 1, 2, 3, 4 and 5 bedroom homes including apartments.

Our award winning architects have designed our home styles at Willowbrook Park with its surroundings and modern living in mind. Influences from local architecture and surrounding village details combines these new homes into the existing landscape while retaining a sense of character and uniqueness.

Residents at Willowbrook Park will benefit from Croudace Homes' signature high quality finish and modern specification, including integrated appliances as standard in some homes.

A measured combination of on and off street parking, garages, car ports and drive throughs will generate a varied street character, with a number of parking bays/spaces provided for visitors.

Croudace-built homes are secure by design. Streets, pathways and parking areas are all well-lit, with feature brick walls and established planting boundaries created for additional privacy and rear gates to properties with gardens. While there may be plots of the same home style, these will feature varied treatments to add distinctive character to this emerging community.

Moving into a new home is a special experience. Our homes are a blank canvas just waiting for you to make your own. Croudace offer quality, style and choice. Our expert Sales Consultants can help you personalise your new Croudace home; we provide a considered range of customer choices including wall colours, fitted furniture and tiling styles, and wardrobe glazing finishes.

The availability of customer choices is dependent on, and subject to, the stage of construction at time of reservation. All of our available ranges are viewable at our marketing suite.





Typical 2 Bedroom Show Home Apartment



COMMITTED TO QUALITY

Croudace Homes is a well established regional residential developer founded in 1946 and to this day remains a family owned business.

We are committed to building high quality homes backed up with a first class customer service. Our strength lies in the care and attention given to the internal and external design, specification of fixtures and fittings and a quality finish.

Our commitment to quality applies equally to the buildings, the landscaping and surroundings which enhance the street scene.

Think quality, think Croudace.



AQUALISA

paula rosa | manhattan



*Ideal
Standard*



The Grange, Tetsworth



NHBC

**CONSUMER
CODE FOR
HOME BUILDERS**

www.consumercode.co.uk

WHY BUY CROUDACE?

We understand that buying a house is arguably the most important purchase one can make. 10 reasons that will make a Croudace house your home:

1

BUILT AND FITTED TO A HIGH STANDARD

We build to a higher specification than you'd find in older properties, with fittings and fixtures of the highest quality.

2

CREATE YOUR OWN STYLE

A new home is a 'blank canvas', ready for you to make your own.

3

TIME WELL SPENT

Buying a new home eliminates the need to do any renovations or repairs meaning new home owners can spend more time with family and friends.

4

STRESS FREE

Our homes come with a 10-year NHBC warranty - giving you a peace of mind those buying a second hand property simply don't get.

5

NO CHAIN

Move into your Croudace home as soon as it's ready.

6

DESIGNED FOR MODERN LIVING

Our homes are expertly designed to fit around you and to reflect the ways you live.

7

ENERGY EFFICIENT

Better for the environment (and keeps down the cost of running your new home).

8

A NEW COMMUNITY

Our developments are a chance to join an emerging community, where everyone starts together.

9

MORE CHOICE

Our homes range in size from affordable starter homes, up to luxurious 6 bedroom family homes.

10

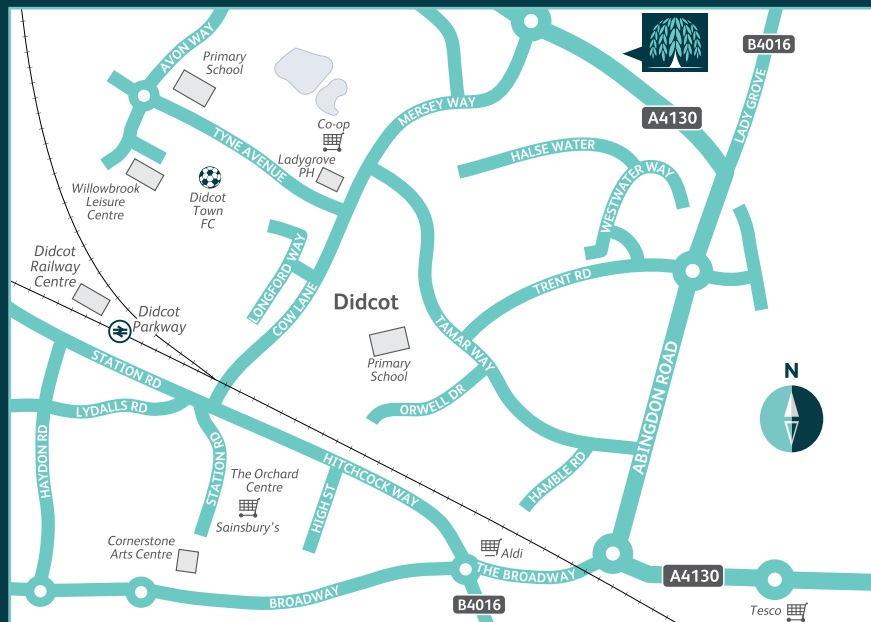
AN AWARD WINNING CHOICE

Croudace is a HBF 5 Star Award Winning House builder for Quality and Customer Service for the Seventh Year Running.



FINDING US

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