



BLenheim ESTATE

HOMES

PARK VIEW

Design and Community Code

Always building belonging

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Feel Right at Home

PARK VIEW, HERE IN WOODSTOCK, IS A SPECIAL PLACE - A PLACE I VERY MUCH HOPE YOU WILL COME, AS WE DO, TO TREASURE AS YOUR HOME.

For you, Park View should - quite simply - feel very liveable. For the residents of Woodstock it should feel as though it blends seamlessly. And for us, it should feel like a very natural - and exciting - continuation of the legacy of Blenheim.

Simple ideas, but ones which in practice have meant a lot of thinking, planning, and careful consideration as we have designed and built Park View. All that thinking has in turn given rise to our Legacy Principles - the rules we ourselves want to commit to when building communities now, and in the future.

This Design and Community Code also follows from those Principles. It takes them as the basis for a set of guidance and controls for Park View.

A Code that ensures we all continue to grow the pride in our community, and to preserve the integrity of the place we've worked hard to create.

Enjoy your new home, enjoy bringing friends and family to share in what's special here, and help us keep it special for generations to come.

Dominic Hare

**DOMINIC HARE
CEO, BLENHEIM**





Part One

Why we have a Design and Community Code

Introduction

PURPOSE

From the very beginning, the planning and design of your home, and the coherence and harmony of the spaces and places that make Park View have been developed hand-in-hand with our Legacy Principles.

We hope that your decision to live here reflects your shared appreciation of what we are trying to do to make Park View a truly sustainable and harmonious community - a place that will continue to be treasured, as it matures over the centuries ahead.

We're sure, like us, you want to preserve the integrity of that design.

That, in short, is why we have this Design and Community Code (or, the 'Code'). The Code sets out our ethos, principles and values. By explaining the intentions behind some of the choices we have made, like why certain materials have been selected to build your home, we hope to offer guidance for living at Park View.

In Part One of this Code, we share more fully the philosophy, origins and reasons behind the controls that Blenheim Estate retains at Park View. Because building a community is about promoting active participation in, and ownership of, Park View, the Code also sets out our thoughts on a number of issues which affect our daily lives. The aim is to inform you, as residents, about how to get the best out of Park View.

In Part Two, we set out those controls more specifically. The Code aims to ensure that changes cannot be made which might detract from the overall site appearance and public realm. This is inevitably a much tighter, and more dependable, regime than exists through planning controls alone.

AMBITION

Blenheim Estate Homes is aiming to not only build homes, but to build community, to build belonging; and in a way that also shapes the conservation areas of the future.

Of course, a shared sense of pride within the Park View community - with you and your neighbours - is also essential to supporting these ambitions. As well as helping to preserve the original integrity, we know that if we can engender that sense of pride, then Park View will be in safe hands.

QUICK CONTACT DETAILS

If you have ideas on how to improve your property or are planning on making any alterations to it, please make contact with the Blenheim Estate Homes Team first. We can help guide you towards a successful application for consent.

If you are thinking about making a change to your home at Park View, then the Code explains how to make an application, and also why some changes will not be permitted. All changes will require the permission of Blenheim Estate Homes.

You may also need planning permission and building regulations approval, but the primary initial requirement is to seek written approval.

Contact details

Blenheim Estate Homes Team
homes@blenheimestate.com
01993 227118

The Role of Blenheim and Blenheim Estate

A HERITAGE OF BEAUTY AND CARE

At Blenheim, for more than three hundred years, we have been privileged to serve as custodians of somewhere special.

Blenheim Palace is the ancestral home to the Dukes of Marlborough and the birthplace of the greatest Briton, Sir Winston Churchill. It offers visitors the chance to share the splendours of Baroque architecture designed in the 1700s by Vanbrugh and Hawksmoor and to wonder at the collections of art, tapestry and antiques.

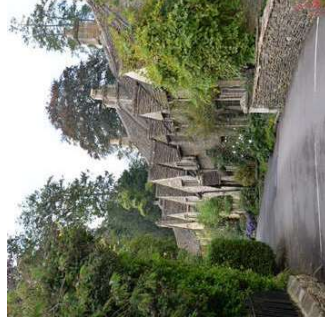
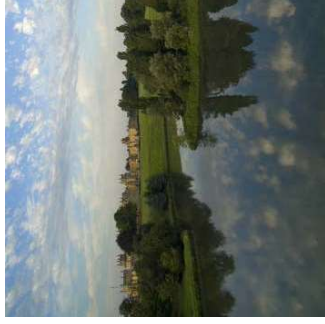
Exploring the Park and Gardens one can gaze, as Lord Randolph Churchill famously described, at "the finest view in England" and discover landscapes crafted by Lancelot 'Capability' Brown to form magnificent vistas of the English countryside.

Today we attract a range of visitors, from far afield, as well as our close neighbours and you too can share in all our wonders.

The Palace and Park, together, are one of only 18 World Heritage Sites in England, and the only one which is still a private home.

The wider Estate, beyond the Park, is also remarkable. Much of it lies within the Cotswolds Area of Outstanding Natural Beauty and reaches to the town of Woodstock and the villages of Bladon, Combe, Stonesfield, Long Hanborough, and Wootton.

All this beauty comes with a legacy of care. One that informs our approach, not just to preserving our history but to our vision for the future.



STRATEGIC VISION

Blenheim has 10 clear goals to be achieved by 2027, and together these reflect our core purposes, which are:

- To be the lifeblood of the local economy (our economic purpose).
- To enhance the lives of the people of Oxfordshire (our social purpose).
- To share the magnificent place, and to conserve and protect it for future generations (our environmental purpose).

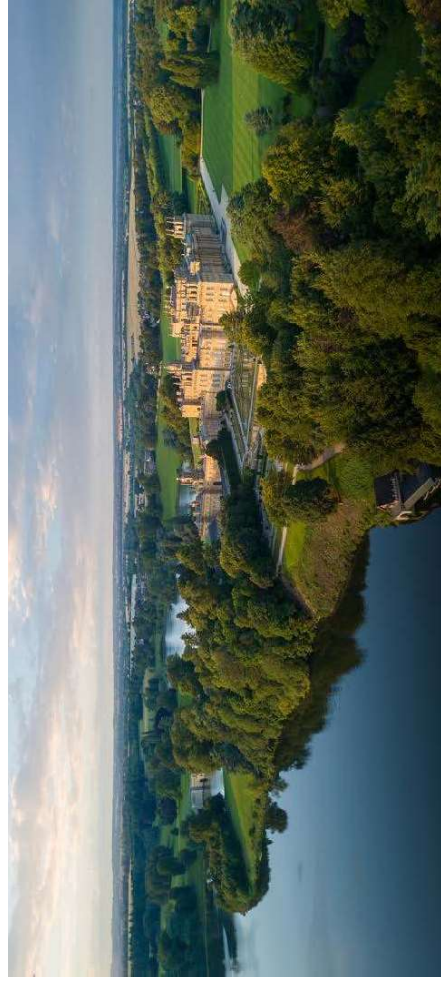
Landed estates are unique entities, blending elements of commercial enterprise, public sector and charity, and we are dedicated to the delivery of our vision and purpose.

Our essential and long term relationship with the world around us and, in particular, our closest communities, is entirely grounded in a series of implied social and economic contracts. We believe our future success is entirely tied up with the future success of the local area and we cannot succeed if you - our neighbours - don't also succeed.

The 10 goals are

- To train over 100 new apprentices
- To triple our economic contribution to the local area
- To build high quality affordable homes for 300 families
- To become a net generator of green energy
- To complete £40m of vital restoration work
- To secure an endowment of £45m to conserve the World Heritage Site
- To reacquire or borrow key works from the Palace's lost collections
- To become one of the UK's top 100 employers
- To double our charitable contributions to the community
- To achieve annual paying visitor numbers in excess of 750,000

We report on our progress annually and the results are shared on [blenheim.org](https://www.blenheim.org).





BLENHEIM ESTATE

The Blenheim Estate is a very special resource, covering an area of about 12,000 acres of land. As well as the Park, and the land for farming, it includes forests and woodland where ancient oaks first took root before the Norman Conquest. It's a source of natural spring water, and home to hundreds of wildlife species.

We know that the benefits from our land are not contained within our boundaries. Those benefits extend to our neighbours and communities - not just with the homes and communities we build, but also the air we all breathe, the physical and mental health we enjoy, the jobs and skills we encourage, and the quality of the food we consume.

Blenheim Estate comprises of both Blenheim Estate Homes and Blenheim Estate Land, and across both we are leading a number of initiatives and projects, as part of delivering Blenheim's strategic purpose to grow our social, environmental and economic contribution to the local community.

At the pinnacle of our ambitions is the goal to progress beyond carbon-neutrality to become the first Estate to demonstrate carbon-positive land management.

Those long term projects include:

- Creating integrated green transport routes for walking and cycling that connect our villages and reduce dependence on the car.
- Offering natural health activities in the fresh air that can be part of a prescribed solution from local GPs.
- Adopting a system of natural capital accounting that values and guides the development of our natural resources for the greater good.
- Creating produce with local partners that proudly reflects the full value of our legacy, from the land to the larder.
- Developing the land to create homes - Places where people enjoy living and working.

In this, we have a responsibility, combined with the ability and the desire, to act quite differently.

We want to plan and build patiently so that new homes become part of the existing fabric. Using materials and designs which fit with the local style gives visual harmony, as well as a more sustainable way of building, because these are things that have stood the test of time.

We appreciate the role of innovation and modern techniques, and at the same time we want to encourage traditional skills and to ensure their future through apprenticeships.

We aim to bring together the long-established local communities and attract a diverse new community. People who will blend with the vibrancy, appreciate the comfort and security of their new home, and who want to spend time together to feel that sense of belonging.

BUILDING A LEGACY

The Prince of Wales inspired a relatively new movement, based on his published philosophy called 'Building a Legacy, The Landowner's Guide to Popular Development', which is now followed by a small but growing number of pioneering landowners.

Together, we aim to help meet the nation's housing needs whilst taking pride in great placemaking, which helps to form the foundations for successful communities.

Central to the 'Building a Legacy' philosophy is the notion that many modern built environments have ultimately caused fragmentation and isolation, by failing to put people at the heart of the design process. Too often, towns feature housing that is far removed from shops, commercial buildings and leisure facilities, and sit on urban fringes only accessible by car.

In practice, legacy development means taking a more common-sense and inclusive approach to urban design, like creating walkable neighbourhoods where people can meet their daily needs on foot within a short distance of their home or workplace.

While the 'Building a Legacy' movement is still in its infancy, it draws its inspiration from the many successful places developed over the centuries by landowners and builders.

BLENHEIM ESTATE HOMES AND OUR LEGACY PRINCIPLES

Consistent with the 'Building a Legacy' movement, Blenheim Estate Homes has recently unveiled our own 'Legacy Principles', which promise the specific standards to which we choose to commit. All of our future developments, beginning with Park View, will adhere to these strict guidelines, which are aimed at 'Always building belonging'.

Legacy Principles in Summary

- **We produce designs 'of this place'**
Identifying and enhancing local distinctiveness and special qualities, using materials and styles to complement the local vernacular, creating a sense of place, and tranquillity.
- **A Blenheim Estate Homes development will focus on community and wellbeing**
Built for everyone, creating a sense of community that builds on and blends seamlessly with the existing community, including community spaces that form an enjoyable public realm, that we can feel proud of.
- **We build to endure**
Using responsibly sourced materials, combining traditional construction methods with innovation to achieve sustainability and to stand the test of time.
- **Development should be inspired by the natural environment**
Striving to minimise the use of non-sustainable materials and be resilient to climate change, extreme weather events, while reducing carbon emissions.



Delivering on our Legacy Principles

POPULAR PLACEMAKING

There has been a growing public interest in 'placemaking'; the relationship between our lives and the places we live, and about how we can make better places, that in turn build healthy and content communities.

It's apt that it was Winston Churchill who observed, in 1924:

"We shape our buildings, thereafter they shape us."

Blenheim Estate Homes, as a pioneer of the Legacy Movement, aims to show how really well-conceived schemes can be popular. Despite national housing shortages, development has been unpopular in recent decades, in part because many 'volume' developments have shown a lack of concern for placemaking.

Aesthetics and design - whether through masterplanning, architecture, or engineering - are important, but there is a bit more to it than that. For example, here in the Cotswolds there are many aesthetically pretty villages. In several cases they have become so desirable with commuters or weekenders that the rhythm of local vibrancy has been lost - the schools and the shops have closed, the pubs have shut and the church struggles on. They remain just as pretty as ever but they don't function very well as communities.

We're fortunate that Woodstock itself is such a good example of placemaking. It combines vibrancy with beauty. Park View is designed to complement and enhance this model of placemaking - to be liveable; fostering community spirit, engendering civic pride and properly related to, and connected with, its host town of Woodstock.



SHARED VALUES WITH OUR PARTNERS

Pye Homes

When you build tomorrow's heritage today, you need the very closest of working partnerships between landowner and builder – and there is no closer and more trusting partnership than that between Blenheim and Pye Homes. So much so that Blenheim acquired Pye Homes in 2018.

Established in 1927, Pye Homes has been an integral part of the local community for more than 90 years, with a recognised tradition of building homes in Oxfordshire and further afield, whose value has endured from one generation to the next. Their unparalleled understanding of the area, and deep-rooted connections with local communities, makes it natural that they share many of our values.

Together, we want to build outstanding communities of which we are proud and in which local people truly want to live, grow and prosper. Blenheim Estate Homes will own many of the properties for the foreseeable future and will be looking after these communities for hundreds of years to come.

Local Relationships

Many of the ambitions, not just in the development of Park View, but also for the future, are supported by working together with many partners including the local authorities of West Oxfordshire District Council and Oxfordshire County Council.

Closer to home, local engagement to help shape future proposals is also fundamental and Blenheim Estate is working hand in hand with the Woodstock Town Council and the people of Woodstock on plans for the long-term.

ENGENDERING CIVIC PRIDE

Blenheim Estate Homes has worked hard to conceive something special at Park View, and the sense of pride we hold dearly started with our engagement with existing communities. Although that consultation has been extensive, we acknowledge that there was one group of people

with whom we could not consult. That is with you, the residents who come to live here.

It is important, however, for you as residents to feed back to the Estate your views, so that they can be addressed in subsequent phases and iterations of the Design and Community Code.

Legacy schemes are therefore not only about reflecting local architectural traditions and materials, but also about how Park View works socially and is complementary to its host community in Woodstock.

DESIGNING FOR SECURITY

How safe a place is has a direct relationship with how safe a place feels. That's why our placemaking designs and masterplan have considered this intrinsic need to feel secure.

We want places that feel comfortable. Spaces should feel like they come to life at different times of the day (and night), and cater to all within the community. That sense of comfort extends to practical design criteria, such as places to sit (alone and in groups), and to shelter from inclement weather. It includes the ability to see around you, while also feeling like you have your own space.

We believe the public realm needs this intervisibility, and public spaces need reasons for residents to linger, something to do for everyone. The presence of other people, of a visibly comfortable community, removes isolation and provides a reassuring sense of "eyes on the street."

We can all help to make our neighbours feel secure and Park View is designed to keep streets active and to achieve intervisibility.



COMMITMENT TO EACH OTHER

While this Code does place restrictions on what you will be able to do to alter your home, it does this even-handedly, so that those same controls apply equally to your neighbours.

As a result, there should be mutual respect, reassurance and comfort that the qualities of Park View will not be diluted or undermined.

In similar situations on other legacy schemes, these additional controls have proved popular. At Blenheim Estate Homes, we believe that this is part of the added value that is gained from well-considered placemaking.

It follows that the principles established by Blenheim over the centuries should inform how Park View is made and how it contributes socially. As residents of Park View, you are joining the wider family that is Woodstock.

Blenheim Estate Homes hopes that one way or another you and your family will bring your skills and ideas to help in the further evolution of this approach.

Living by the Legacy Principles

LIVING SUSTAINABLY

Sustainability is largely about how we choose to live. As part of our Legacy Principles, we want to help you with those choices.

For instance: the choice to make your daily journeys on foot or bicycle; to support Woodstock and all it has to offer; the choice to source local food; to actively recycle and compost.

Transport Sustainability

Happily, we have a good starting point; there is already excellent access locally to an extensive cycle network, as well as a system of bus routes to local towns. For those visiting Oxford, there is a Park & Ride service, and excellent accessibility to London from Hanborough and Oxford Parkway Railway Stations.

Fibre Optic and Home Working

Park View is designed with fibre optic to all individual homes and premises, not just to the exchange, therefore affording very high internet speeds and reliability. Blenheim Estate Homes would like to accommodate the option of home working at Park View, recognising its potential to reduce unnecessary commuting.

Energy Sustainability

At Blenheim Estate Homes, we believe that the most enduring and reliable method to make new homes sustainable is by achieving a good 'thermal envelope' to reduce energy needs, in particular, heating.

This is more effective for Park View than ground source heat pumps or other similar technologies. We believe that solar panels are more problematic, in terms of achieving a good appearance from the public realm.



Technology, innovation and future energy approaches are changing all the time, so we will monitor technological developments and adapt when new, better solutions are found.

Electric Vehicles

Electric vehicles offer benefits of improved air quality and reduced noise, and the generation of low carbon electricity in the UK has increased significantly recently, overtaking the amount derived from fossil fuels. Park View has been conceived so as to provide most homes with provision for an electric car charging point.

Household Waste

Both West Oxfordshire District Council and Oxfordshire County Council are leaders in the field of food waste collection, and energy production, through anaerobic digestion.

Park View is sited within five miles of the plant at Cassington so the weekly food waste collection also requires minimal transportation.

West Oxfordshire at present makes collections of recycling and household rubbish on a fortnightly pattern. It should be possible within this regime to create limited waste for collection but, even then, this material is now taken to the Energy Recovery Facility at Ardley, just nine miles by road to the north of Park View.

Bin Collection

In order to achieve our placemaking objectives, the street layout at Park View is designed to put the pedestrian first, rather than the accessibility for large lorries.

We want to promote efficient waste collection but in some parts of the scheme it may be necessary for residents to take their bins and caddies a short distance for collection.

ENCOURAGING LOCAL SOURCING

Locally grown food has countless benefits to offer. This creates important economic opportunities, provides health benefits and helps to reduce environmental impact. It also helps bring the community together and gives people the opportunity to make a difference.

Locally grown often requires less packaging too, and so reduces one of the causes of plastic and other waste.

There is also the sense of provenance, the peace of mind of knowing exactly where the food came from and how it was grown. Not least, many people feel local food is fresher, tastes better and lasts longer.

Whatever the reason, buying locally grown food is an important movement to support within your community. The choices we make therefore can make a real difference.

Food Miles

Food miles themselves - as a measure of the environmental impact of our food choices - can oversimplify the considerations of calculating their carbon footprint.

The carbon costs of transportation, certainly for many animal products, can be relatively slight compared to the carbon costs of rearing the livestock. It is one reason why more people are adopting vegetarian, vegan or at least flexitarian diets.

Blenheim Estate Land has a strategy which aims to focus our care for the land - including our approach to farming and food production - informed by a more holistic assessment of this impact.

Nevertheless, we believe that in general, for the wider community benefits mentioned above, being consciously aware of food miles is a good guide when we consider how best to support these broader, local sourcing benefits.

Allotments and Orchards

Blenheim Estate provides land in Woodstock for allotment gardens and a community woodland. Providing opportunities to grow our own food is one way to reduce food miles and packaging and to enjoy eating in season.

Allotment keeping has been shown to be a wonderfully healthy activity, and great for its social benefits and community spirit.

Seasonality

Eating in season saves the cost and emissions incurred in transport. Freezing, pickling, and preserving extend the seasons.



CARING FOR THE NATURAL WORLD WE SHARE

Preservation of habitat and biodiversity is something we have practised for hundreds of years. At Park View, as well as numerous bird boxes, insect bricks and hedgehog highways, we have used selective planting and the careful retention of hedgerows which are known to be feeding areas for the many rare bat species that live locally and within Blenheim Park.

So, in addition to creating footpaths and cycleways so that you have the option to travel lightly, we have provided routes and homes for wildlife to continue living side-by-side with us.

It's an example of our desire to share and protect this place so that, like us, you will feel proud and cherish where you live.

Blenheim Estate Homes, as a 'Building a Legacy' pioneer, recognises that new development proposals should consider the potential impacts on the natural world and how these can be mitigated.

The Estate, however, believes that responsible

development can go even further. It is possible by good design to create an environment which actually creates positive outcomes, in biodiversity and habitat improvements, for several important species - specifically where populations are in decline.

Within the design of Park View, therefore, we have taken the opportunity to create a sound environmental growth agenda, including: simple habitat provision, introduction and protection of wildlife corridors, sensitive lighting, and intelligent planting.

You can contribute greatly to the ongoing success of this environmental growth programme through your own participation, as part of the new community of Park View residents.

We would be very pleased to see the work we have started continue in the hands of volunteers from among the residents of Park View. The kind of ongoing work we anticipate includes; monitoring and recording species and habitat, collecting produce, and pruning 'edible streets'.

Edible Planting

The concept of 'edible streets' is fairly well established, and aims to use available space in the public realm for growing food. So, rather than opt for purely ornamental planting at Park View, Blenheim Estate Homes is aiming to establish plants which are useful, not just decorative.

While there are many possible varieties, our preference is to select and include indigenous fruit trees, nut trees, currants, berries, herbs and vegetables. These can be attractive as well as productive, and they are also valuable in supporting wildlife diversity.

Migratory and Garden Birds

The bird population of England is in decline, particularly affecting certain species - a few of which are at real risk. There is no simple, single cause which has led to this, but the loss of habitat, changes to farming practices, shortages of natural food, and the vagaries of our weather exacerbated by climate change, all play a part.

We can help garden birds quite easily with sensible planting which provides safe shelter and nesting and we can, with care, help with feeding and providing water.

For migratory birds, and in particular, swifts, the problem is different. Swifts are resilient, habitual birds but the nests to which they return annually are being lost at an alarming rate. This is usually as a result of re-roofing older buildings. The swift uses this habitat only briefly to lay and hatch eggs and from there to fledge their young. The rest of their lives are spent on the wing.

We can help swifts by providing specifically designed nesting boxes to make up for their loss of habitat. Blenheim Estate Homes, with helpful advice from the RSPB, aims to build in an average of one nesting box per new home.

For all of us, and in particular for the younger generation, we believe that steps like these which help to build an appreciation of our bird population, are a very sound endowment for the future.



Pollinators and Other Insects

Insects are vital to human life for many reasons, and they contribute a large part of the diet for birds and freshwater fish. Insect populations have also declined and in turn that has put pressure on these other creatures. Several types of insects, including most bees and wasps, also play a vital role as pollinators. We can help insects to provide their wonderful natural service by improving habitats for them.

Blenheim Estate Homes is using bee bricks in external garden walls for solitary bees at Park View (and we will also be happy to make space available on the Estate for anyone who wishes to take up bee-keeping).

Hedgehogs

The hedgehog population has declined from about 37m in the 1950s to about 1.5m in 2015.

Recent research by the British Hedgehog Preservation Society and the People's Trust for Endangered Species suggests that rural hedgehog populations are at even more risk than their urban counterparts.

There are many reasons for this decline, but as with other species, we can do much if we design well and take care. Providing access through gardens and their boundaries is important, as well as offering wilderness spaces that are useful for their hibernation.

We would discourage the use of slug pellets and take care with trimmers and mowers. Garden bonfires and garden netting should also be avoided.

The Duke of Marlborough is Patron of Andrew's Hedgehog Hospital Charity and releases rehabilitated hedgehogs into Blenheim Park each year.

Bats

A well as protecting hedgerows for their feeding areas, bats can have their flight paths affected by light pollution, so as far as possible Park View aims to minimise lighting and fittings which could produce light pollution in the night sky, by casting light downwards.

Where there are known bat flight paths on the eastern edge of Park View, and along the central hedge line, lighting is even further reduced.





Part Two

The Design and Community Code

The Legal and Management Framework

STIPULATIONS

One of the purposes of this Code is to draw attention to the Park View Stipulations incorporated into the legal title to dwellings at Park View and any Management Companies.

The Park View Stipulations:

- Apply to both freehold and leasehold properties
- Each freehold owner and tenant to be provided with a copy of the Code so that they are fully aware of the Park View Stipulations at Schedule 1
- Are binding on all properties and their owners' successors in title and occupiers
- Are intended to be enforceable by Blenheim Estate, the owners of dwellings at Park View, and any Park View Management Companies

Breaches of the Park View Stipulations may result in enforcement action by Blenheim Estate, the owners of dwellings at Park View, or the Management Company.

The Park View Stipulations come into effect on the initial sale of each dwelling.

The principal obligation is not to alter or extend the exterior of a dwelling or to carry out any other external works without the prior written consent of Blenheim Estate.

The application process for any consent is described within this Code.

PERMISSIONS

Matters relating to the construction or adaptation of buildings and the use of land may constitute 'development' under planning legislation. However, some minor matters including:

- The construction of extensions
- Changing of windows and doors
- Insertion of dormer windows
- Erection of porches
- The replacement of original materials by other materials
- Changes to colours
- Lighting, signage, and external door furniture

These matters may be 'permitted development' under the planning legislation, but will nevertheless still be subject to the Park View Stipulations and require prior written consent.

MANAGEMENT COMPANY

As people move in to the first homes at Park View, Blenheim Estate will have established a Management Company which will administer service charges. These charges are for the maintenance and upkeep of the public realm, to be run in the best interests of the community.

Once Park View is complete and at full occupancy, we will discuss with the residents how this management service should continue. It's possible that the Park View community may be interested in organising themselves, to take on the primary role of management.

Owners will be entitled to become members of the Management Company and can enter into Estate Deeds with the Management Company for the provision of the services and works and payment of the relevant charges.

VARIATIONS

This Code is a document which will evolve and will be updated so that it continues to reflect what the Estate and the new Park View community learn by experience.

When we make adaptations, the most recent, up-to-date edition of the Code for Park View will be the one that is published on the Blenheim Estate website.

Blenheim Estate may, from time to time, vary the Park View Stipulations and any variations will be notified to the owners of dwellings.

The Masterplan

The development of Park View has been carried out in accordance with the relevant planning permissions obtained by Blenheim Estate and Pye Homes subject to the provisions of planning agreements under the planning legislation.

The detailed development and specific planning permissions will be as outlined in the Masterplan which may be varied from time to time.

SITING

The site lies immediately to the south-east of Woodstock and will be a natural extension and new quarter of the existing historic town. It is within walking and cycling distance of the town centre with a wide range of local services and amenities.

PROVISIONS

The Masterplan provides for up to 300 new homes, retail units set around a neighbourhood square, the potential for education facilities and public open space.

The development will include a substantial number of affordable dwellings interspersed within a mix of 1 and 2 bed apartments, 2 bed and 3 bed terrace and semi-detached homes, as well as larger 3, 4 and 5 bed family homes.

The variety of dwelling types, tenures and sizes will ensure a balanced and mixed community.

CHARACTERISTICS

The design and masterplanning draw on the characteristics of Woodstock and surrounding villages and sets out the architectural form and the use of material for the whole site.



Street Naming

ORIGINS

Blenheim Estate has thought very carefully, together with the Woodstock Town Council, about the naming of new streets and places within Park View. The naming of places helps to create identity, but it also needs to make sense.

In recognition of the many family-run businesses that were at the heart of the Woodstock community, the new streets at Park View will be named after some of these businesses.

For example, Cowells Road was named after the former newsagents and Parsons Drive after the greengrocer.

SIGNAGE

The way in which street names are displayed is incredibly important. They need to be visible, but it helps with harmony and coherence if they follow local tradition in their design and placement.

The rise of car transport in recent decades has had a large impact on towns, road layouts, and even on street signage placement. At Park View our priorities are not car-centred, and Blenheim Estate has been able to agree the use of cast aluminium hand-painted street nameplates, with a mix of wall hung and ground mounted, sited across the development in a way that contributes to the harmony, in a place where the needs of the motorist are not uppermost.



House Numbering

At Park View, the houses have numbers, not names, and Blenheim Estate has arranged for all the new homes to be numbered following a simple, consistent pattern.

The naming of new homes at Park View is not encouraged. We believe that the simplicity and restraint of numbering homes contributes to the elegance of Park View. Many of the best addresses in the country are also very simply numbered.

Approved Colours

At Blenheim Estate we have thought carefully about colours for Park View. The palette of colours locally is fairly subdued in the case of building elevations.

Local Cotswold and Bath limestone, either as rubble or ashlar, weather well and these materials are rarely painted over or lime-washed. Render colours play the same tune often aiming to show off stone details to advantage.

In contrast, when it comes to timber doors, windows, barge and eaves boards, there is a precedent for these to span quite a range of colours. Terraces, typically, maintain the same colour scheme across their frontage.

If you wish to change the colours on your home then it's quite likely that one or other from the list of Approved Colours (see Appendix B) will be consented by Blenheim Estate Homes. That said, it is always the case that your neighbours should also be consulted. If your home is on a terrace or a group then a change may be a bit more difficult, since the match of colours is important.

Rainwater goods, like guttering, do not have to be black. Sustainably sourced aluminium guttering and pipework can be powder-coated in a similar range of colours to the joinery and do not require redecoration. On buildings which are less prominent in the townscape, they could alternatively be galvanised steel and left to weather naturally.

Iron railings similarly need not be black (the tradition of black railings and rainwater goods was only introduced during the Victorian era, to mourn the death of Prince Albert) and a variety of carefully chosen colours can be considered.



Selected Building Materials and Details

This section explains our thinking behind the materials and design details we have chosen, which aim to reflect the vernacular while being adapted to suit modern building regulations.

This section should help guide you if you are considering plans which may then be more likely to be granted consent. As in all other matters, ask the Blenheim Estate Homes Team first for guidance before spending money on design work or opening discussions with the planning department at West Oxfordshire District Council.

You may ultimately need planning permission, but it is essential to have the consent of Blenheim Estate Homes first.

EXTERNAL WALLS AND ELEVATIONS

Blenheim Estate is the custodian of many wonderful buildings, of many types. So, we have drawn our inspiration from this a very physical 'library' of examples of traditional local practices. We have considered the merits of each type of



material for your home.

The local 'Colswold stone' limestone we have chosen is well known for its durability and honey colour. There is some variation in its texture and colour, with the distinction dependent on the quality and size of stone from any particular seam. The very best deep beds produce a grade of monumental stone, which can be more precisely worked and so always appears on the finest buildings.

The stone then comes down in grades - from the finely-cut ashlar, to neatly coursed fair-faced stone, coursed stone and then to rubble stone. Each has its part to play.

As well as limestone, we have used other materials which are also prominent locally. Red-brick buildings are more prevalent as part of the local vernacular than one might initially think. Red-brick can be very handsome and also provide a focal point when it is situated alongside stone.

You will see examples of render locally too, but much depends on the render-material used, and the means of tinting. There are some local examples of painted render, and indeed some painted or limewashed rubble stone but the colours are never bold or strong.

The finish of render varies, from a precise wood float finish to roughcast, and then almost a halfed render often found on Arts and Crafts buildings with stone details.

Painted render creates a challenge for maintenance, and unless the material and means of tinting of render are well-chosen, it may age badly. Modern render techniques do not suit traditional design.

Precise corners achieved with metal beading, exaggerated drips over openings, and bell cast finishes above set back plinths all look out of place with the vernacular. Render works much better if it sits neatly on a lintel, on a proud plinth, and when it turns the corner of an elevation softly.



LINTELS

A number of traditional materials and methods have been used for lintels. We can see which have stood the test of time, but unfortunately, many will not now meet calculated engineering or building regulations.

Traditionally, timber lintels used strong wood which did not need to have much depth but compensated with their width to achieve a good load-bearing. There are solutions to this and we have taken care to match the right one for each material.

ROOFING

We have thought hard about the range of materials to use for roofs. We have aimed to use local materials where these are available, for example, reconstituted Stonesfield slates which are made near Witney. The choice of clay tiles, and typically blue slates, has been made with that in mind.

In most cases, owing to the use of traditional materials, the pitch of roofs in Oxfordshire is pretty steep, and this design hallmark helps to distinguish the place.

WEATHERBOARD

This is a very useful simple material usually for subsidiary buildings or extensions to houses. The main considerations have been the choice of timber, the gauge and depth of the boards, whether they should be treated, and identifying the key traditional details which then make the whole aesthetic feel right.

We have found that the most pleasing for buildings of modest scale is to use feather edge boards, of about 8" depth, in larch or oak which is then left to weather naturally.

This is not a material or a design which can be replaced with a replica.



WINDOWS, DOORS AND ROOF LIGHTS

Careful selection of doors and window openings have been critical when following a traditional design approach.

For the time being, we have rejected uPVC as a material, from both a design and sustainability perspective. Instead, timber or anodised aluminium is the selected material for windows, and timber alone is used for doors.

Timber will deteriorate unless it is well maintained and painted. It is better not to use dark colours on south-facing buildings since exposure to strong sunlight can be damaging.

The proportions of windows and doors are important, as is the way in which windows open. Some sash windows are used but they are sliding sashes and not imitations which tilt. Windows should be symmetrical. Roof lights are of a simple low profile conservation design.

If you wish to make a change to any windows and doors, the best solution is either to copy the precedent or to discuss your proposals with the Blenheim Estate Homes Team. There are solutions to most reasonable requests but please discuss things first.

PORCHES, DORMERS AND BAY WINDOWS

The harmonious balance of many streets can be spoiled by the introduction of porches, dormer windows and bays. You may believe you have a good design solution to avoid this, but this will need to be considered and discussed in advance with the Blenheim Estate Homes Team.

Good terraced housing works as a single, coherent piece - and that coherence would be lost if, for example, a porch was added to only one house.

LEADWORK

We have worked with Pye Homes to reduce the amount of lead used. Lead is an expensive material and should be used sparingly, without compromising its function.

It does not need to be decorative in most situations. In the case of a simple porch or canopy, a mortar joint is more appropriate than lead.

AIRBRICKS, METERS AND FLUES

Modern airbricks, meter boxes, and flues are fabricated in plastic. We are endeavouring not to use plastic and to only use these items discreetly.

Clay or metal airbricks are attractive and look right because of their association with more traditional buildings.

With some careful placement, flues can be sited to be less visible from the public realm. This makes a positive contribution to the street scene.

CHIMNEYS, RIDGES, HIPPS AND EAVES

We have aimed to provide chimneys to most homes at Park View. On 4 and 5 bedroom homes, these will support a working Class 1 flue so that a fireplace or wood burner can be used. For smaller homes, the chimney can accommodate a Class 2 flue for a gas fire.

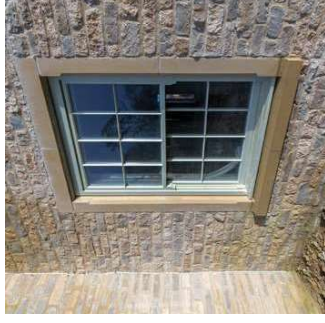
Chimneys contribute towards a much better roofscape and street scene, which is otherwise defined by the materials used and the treatment of ridges, hips, gable ends and eaves.

It is unlikely that residents would ever need or want to make changes to these elements unless it was part of a holistic comprehensive scheme, which would undoubtedly already be under discussion with the Blenheim Estate Homes Team.

RAINWATER GOODS, EXPANSION JOINTS AND STORAGE

Blenheim Estate Homes have chosen to use sustainably smelted aluminium for rainwater goods, and these have been anodised - to be both maintenance-free and to afford a range of colours.

Half-round and oggee patterns are used to suit each building. Downpipes hide expansion joints on the elevations of buildings. To reduce clutter, downpipes and gutters are not generally provided on open canopies and porches.





GARAGES, CAR PORTS AND OUTBUILDINGS

The location of these buildings is important as part of good placemaking. Generally speaking, these will be subordinate, usually separate, buildings - and more often than not placed well behind the house or in a courtyard arrangement.

Garages should be used for cars, which should then not be left on the street. The purpose of this approach is to promote healthier and more sustainable forms of transport.

Electric cars are welcomed, but they still use energy. Provisions for charging points are provided in garages, but we want to do all that we can to encourage walking, cycling and the use of public transport.

Garages have generous dimensions to encourage their use and this means that the materials used are appropriately modest. We believe the additional space is more valued than an expensive slate roof, for example.

Residents may want to have a garden shed. These are not provided, so it is important to obtain consent first. Simple timber sheds, invisible from the public realm, are likely to be approved. Please ask first and send an image or drawing of what you have in mind.

ANCILLARY ELEMENTS

Adding something, even something small, within the domestic curtilage (the area of land attached to your house and forming one enclosure with it) which is still visible from the public realm can harm the overall appearance of the place.

Fortunately, satellite dishes are unnecessary as the site will have a communal dish with outlets to each property, but awnings, external lighting, novelty letterboxes, obscured glazing and signage are all examples of this potential problem. We will not give consent for these sorts of items and would seek their removal if installed without consent. On the other hand, if there is something that you wish to consider then you should approach the Blenheim Estate Homes Team and it will try to help you to find an acceptable solution.

It is increasingly common for residents to install security cameras to monitor the frontage of homes. We will not prevent their use, but will want to agree with you how these are located and installed. As with all other adaptations, it is always much better to ask first and agree the preferred solution, than to order something and then be unable to explain to the installer what is required.

Meter boxes, air vents, and flues are hidden from the public realm and space has been made for dustbins and recycling. In this way, we can all help to keep the street tidy.

BOUNDARIES AND FENCES

In so many housing schemes, where privacy is desired, timber panel fencing is often used to divide or part divide gardens. Most of us have experienced the poor durability of these fences, and they also do not contribute positively towards habitat improvement.

Traditional dry stone walls are much better in this regard, but only with the right proportions, and properly constructed.

Hedges are even better still, but they take a little time to establish and require maintenance. The habitat benefits of walls and hedges are significant and they contribute to making a garden much more of a pleasure for residents.

Traditional parkland fencing has also been used at Park View, to reflect the style and form of fencing used along Hensington Drive, which lies within the Park at Blenheim.

LETTERING, NUMBERING AND LIGHTING

Blenheim Estate Homes has prescribed the form of lettering and numbering used, to achieve simple uniformity and symmetry. This can only be maintained if it is not changed. We have also selected external lighting with the same purpose.

The pattern of a terrace or street requires this coherence. Where there are porches or canopies it is possible to hide lighting and to use very simple external grade LED downlighters which illuminate the threshold, while also avoiding unnecessary light pollution.



EXTENSIONS

The new homes at Park View come in all shapes and sizes to meet a wide range of accommodation requirements. Needs do change over time and it is possible that residents will wish to consider a change to the internal layout or perhaps to extend their property.

If you are considering making a change do speak to us first to discuss what may or may not be possible. Proposals which might alter the external appearance of your home, particularly where visible from the public realm or the perspective of a neighbour, will require formal consent from Blenheim Estate Homes.

It is vital to your interests to obtain formal consent and this should then be kept carefully with your title deeds, since it will be required if at any later date you are contemplating a sale.

The placemaking at Park View includes formal arrangements, composition, and symmetry which do make change quite difficult. We will ask you to

consult your neighbours and will take their views into account in reaching a decision.

Every property at Park View will have been designed, mindful of the street or other public space. The continuity and coherence of the frontage make a significant contribution to the holistic urban form. As a result, no projecting extensions or enclosure of porches will be permitted.

Terraced street designs present other challenges. Any end-of-terrace side extension must be subservient to the main building and also be clearly complementary. The form and materials should match the original, although we recognise that in some cases a change of roof material may make good sense, to signify the lower order of building.

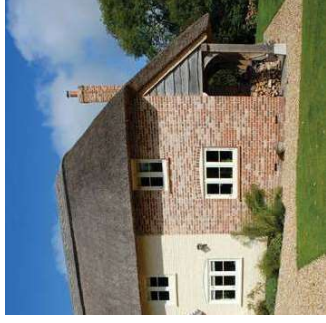
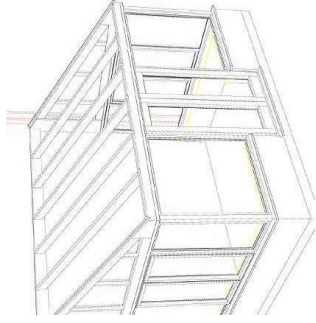
Rear extensions may be a desired solution, but it's still important to have considered the views from rear courtyards or mews, as well as the need for some properties to be serviced from the rear.

The following principles should apply:

- The extension should be subservient.
- The materials and detailing should match although a simpler roof material may make good sense, as above.
- The extension should not impact on the public realm or the privacy and amenity of neighbours.
- It may be possible to mitigate certain effects by increasing the height of a boundary wall.



Photo Credit: Design Storey Architects



CONSERVATORIES

Conservatories are often considered as a form of home extension. Unfortunately, there can be a tendency, in order to save money, to use cheap materials. At Park View, this result will look clumsy, out of place, and will not age well. Such conservatories are also unlikely to add value.

Alternatively, a well-designed scheme following the guidance below may be permissible but - as in all other matters - do speak first to the Blenheim Estate Homes Team.

A conservatory should be:

- Of modest size relative to the footprint of the house
- Simple in plan and elevation
- Complement the house
- Made of timber or sustainably-sourced aluminium
- Concealed behind the property boundary (the height of which may need to be raised).





Schedules & Appendices

Schedule 1 | Park View Stipulations

1. DEFINITIONS

The following definitions and rules of interpretation apply in this Schedule:

- a. 'Blenheim Estate' Vanbrugh Unit Trust (VUT) and its successors and assigns;
- b. 'Estate Deed' This Deed in a form as amended by VUT from time to time;
- c. 'Park View' The development.

2. APPEARANCE OF THE PROPERTY

In order to achieve consistency of the appearance across Park View and to preserve the street scene the Purchaser agrees:

- a. Not to do any of the following without first obtaining the consent of Blenheim Estate and providing to Blenheim Estate plans, specifications and all relevant information to enable Blenheim Estate to make an informed decision:
 - i. Change the colour of the outside of the Property;
 - ii. Change the appearance of the Property in any way;
 - iii. Erect any garden shed or other structure on the Property;
 - iv. Attach any aerial or satellite dish to the Property;
 - v. Erect any fence or wall on the Property or change the height of any existing fence or wall;

- vi. Display any signboard, advertisement, plate or placard that is visible from the outside of the Property except for:
 - 1. The existing house number of the Property on a plate of style, size and in a position first approved by Blenheim Estate; and
 - 2. One board of a reasonable size advertising that the Property is for sale or letting;
- vii. Place anything outside of the front of the Property other than properly taxed private motor vehicles;
- b. To properly maintain the fences on the boundaries where marked 'T';
- c. To properly maintain the exterior of the Property;
- d. In the event of any damage or destruction of the Property to reinstate it to its original condition and appearance;
- e. To consent to road/street signs being attached to and retained on the exterior of the Property in a way that is consistent with the Design and Community Code and to enter into a written agreement in such form as is reasonably required by Blenheim Estate which shall include:
 - i. The Purchaser's consent to road/street signs being attached to and retained on the exterior of the Property by the District Council or other relevant authority; and
 - ii. Acknowledgement by the Purchaser that the District Council or other relevant authority will not be liable for any damage to the wall or structure as a result of the sign being attached and retained or replaced.

3. USE AND PARKING

In order to preserve the enjoyment and amenity of Park View for the benefit of other occupiers of Park View the Purchaser agrees:

- a. Not to do any of the following:
 - i. Cause a nuisance or annoyance or cause damage or inconvenience to Blenheim Estate or the owners or occupiers of other properties on Park View;
 - ii. Use the Property other than as a single private dwelling;
 - iii. Use the Property for business purposes, except where the business use:

- 1. Is ancillary to the principal use of the Property as a single private dwelling;
 - 2. Does not involve business visitors;
 - 3. Is capable of being carried out in accordance with the principles as set out in the Design and Community Code and without detriment to the amenity of Park View by reason of noise, nuisance or otherwise;

iv. Obstruct the Common Areas;

v. Play, record or broadcast music or any sound so as to be audible outside the Property;

vi. Display any washing or clothes from any front elevation or front garden of the Property; or

vii. Park any motor vehicles on the Property or the car parking spaces on Park View other than properly taxed private motor vehicles; carry out any works of repair to motor vehicles; or park motor vehicles in car parking spaces designated by Blenheim Estate as visitors' car parking spaces, which may only be used for occasional visitors' parking.

b. To keep only the usual domestic pets on the Property and provided they do not cause annoyance to Blenheim Estate or the owners or occupiers of other properties on Park View;

5. NON-INTERFERENCE WITH ACCESS AND SERVICES

In order to maintain the functionality of Park View the Purchaser agrees not to do anything on the Property or Park View which could:

- a. Impede the adoption of any of the Estate Roads, Estate Sewers or the service media which is or are intended to become adopted or otherwise vested in an estate company, public body or utility company; or
- b. Result in loss or damage to or interference with any Estate Road, Estate Sewer or service media.

6. PLANNING AND COMPLIANCE

In order to ensure that Blenheim Estate is kept fully informed at all times of any proposed alterations to any Property on Park View and to ensure compliance with any obligations relating to Park View, the Purchaser agrees to:

a. Give notice to Blenheim Estate of any application for planning permission made by the Purchaser or any other person in relation to the Property;

b. Provide a copy to Blenheim Estate of the application and all drawings, plans and specifications in relation to the application;

c. Comply with:

- i. All planning permissions and planning agreements/obligations relating to the Property; and
- ii. All legislation affecting the Property; and
- iii. Such regulations relating to the amenity and use of the Property and Park View as may be issued by Blenheim Estate from time to time which are consistent with the Design and Community Code;

d. Remedy any breach of the Park View Stipulations as quickly as reasonably practicable following receipt of notice from Blenheim Estate and if it is not remedied to allow Blenheim Estate and any persons

authorised by it upon reasonable prior notice to enter the Property (with plant equipment and machinery) to take action to remedy the breach;

e. Pay within 10 days of written demand all costs and expenses (plus VAT) incurred by Blenheim Estate in doing so.

7. DESIGN AND COMMUNITY CODE

a. The Purchaser agrees to comply with the Design and Community Code in respect of the Property;

b. The Purchaser acknowledges that;

- i. Blenheim Estate shall be at liberty to modify, waive or release all or any of these Stipulations in a way that is consistent with the Design and Community Code; and
- ii. Consent or approval may be withheld in respect of any matter which is not consistent with or is in breach of the Design and Community Code.

8. COSTS

The Purchaser agrees to:

- a. Pay the costs of Blenheim Estate including professional fees properly incurred with respect to consideration of any application it makes whether or not consent is given; and
- b. Pay interest at the rate of 4% above National Westminster Bank plc's base rate from time to time on any sum which is not paid pursuant to this Schedule on the due date.

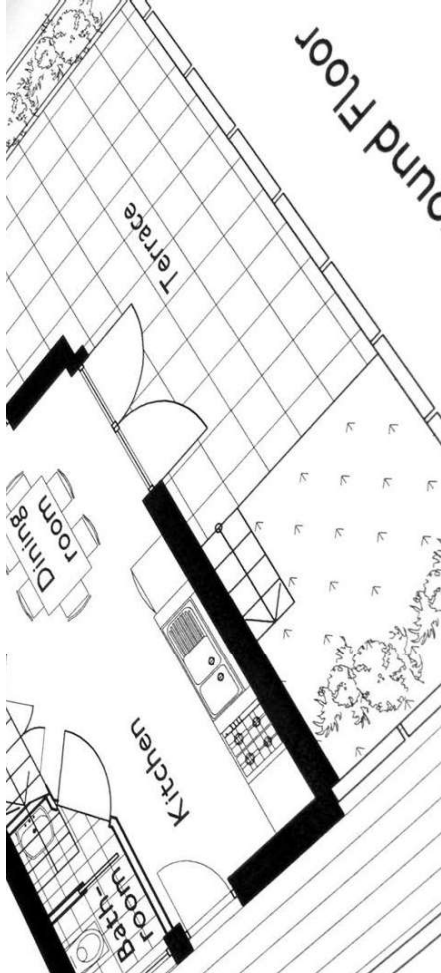
Appendix A | Disclaimers

1. Blenheim Estate may, from time to time, vary the Park View Stipulations and any variations will be notified to the owners of dwellings.
2. New editions of the Code for Park View will be published on the Blenheim Estate website.
3. Other Blenheim Codes will be consistent with this but may vary slightly so as to be specific to other schemes.
4. All Masterplans exhibited in this Code can only reflect present thinking. These Masterplans will evolve and change over time and Blenheim Estate reserves the right to make changes to the Masterplan.
5. The images of the proposed scheme in this Code are indicative only and not definitive. They are not and should not be treated as representations as to the final appearance and design of all or part of the schemes.
6. The legal owner of Park View is Woodstock East LLP, a limited liability partnership between Blenheim and Pye Homes.
7. The information in this document, which does not purport to be comprehensive, has been provided by Blenheim Estate and has not been independently verified. While this document has been prepared in good faith, no representation, warranty, assurance or undertaking (express or implied) is or will be made, and no responsibility or liability is or will be accepted by Blenheim or by its employees or agents in relation to the adequacy, accuracy, completeness or reasonableness of this document, or of any other information (whether written or oral), notice or document supplied or otherwise made available to any interested party or its advisers in connection with Park View. All and any such responsibility and liability is expressly disclaimed.
8. This document has been delivered to interested parties for information only and on the express understanding that they shall use it only for the specified purpose. Blenheim Estate gives no undertaking to provide the recipient with access to any additional information or to update this document or any additional information, or to correct any inaccuracies in it which may become apparent.
9. This document shall not exclude any liability for, or remedy in respect of, fraudulent misrepresentation.
10. All rights reserved. No part of this publication may be reproduced without the prior written permission of Blenheim Estate.

Appendix B | Approved Colour Chart

Door Colours

A	B	C	D
10-B-29 Ironstone	10-B-17 Greystone	12-B-29 Juniper	20-C-40 Midnight
E	F	G	H
RAL 7032 Pebble Grey	12-B-21 Opaline	12-B-17 Willow	RAL 770-1
	(Moorland)	(Burford Green)	(Blenheim Estate colour)
Window Colours			
F	G	I	J
13-B-21 Opaline	12-B-17 Willow	10-B-21 Lizard	RAL 9003 Signal White
K			
(Moorland)	(Burford Green)		
RAL 9001 Cream			



Appendix C | How to Make an Application

The Park View Stipulations set out above form part of the legal title to each property and are binding on freeholders and tenants alike.

Certain restrictions within the Park View Stipulations provide for Blenheim Estate's prior consent to be obtained for the plans and specifications of any alterations or additions, particularly of windows, glazing, doors and facades and roofs which would change the appearance, most importantly, from the public realm.

While everybody is expected to maintain their properties, consent is required to paint or decorate the exterior of the building otherwise than in the original colour. The same applies to the painting

of render, rainwater goods, fences or railings, brickwork, and weatherboard.

In making an application for any matter requiring consent, it is vital to present a clear and accurate picture of what exists and what is proposed.

Drawings must be to scale and with sufficient detail to illustrate the proposals in context in relation, for example, to a terrace or group of buildings. Photographs may be helpful.

In an ideal world, a scale of a minimum of 1:100 and ideally 1:50 will be required. For fine detail and particular features, a scale of 1:20 may be necessary.

Applications will be considered by Blenheim Estate. The policies and criteria set out in this Design and Community Code will determine consideration and further information may be requested in order to determine whether consent should be granted.

Blenheim Estate may consult neighbours taking their views into consideration but, more often than

not, for minor proposals will ask the applicant to ensure that their neighbours are content.

It may be possible to agree revisions to the proposals which are acceptable to Blenheim Estate. In cases of refusal, the reasons will be explained. In some cases, Blenheim Estate may wish to reserve the right to agree and to charge a fee.

In all cases the formal grant of consent will be a very important document and is something that a householder should make sure is kept safely with title deeds, as it is bound to be necessary if the property is later to be sold.

Informal discussion prior to making an application will be welcomed and may be helpful in refining a concept before it is drawn up in detail. Applications should be submitted to Blenheim Estate.

Should you have any questions or plan to make alterations to your property please contact the property department at Blenheim Estate Office:

homes@blenheimestate.com
01993 227118
Estate Office
Woodstock
OX20 1PP

In the longer term, it is possible that the management of the Park View Stipulations will be devolved by Blenheim Estate to a Park View Residents' Association or similar body, so that matters can be managed by the community faithful to the original vision set out in this Code.

Planning permission and building regulations approval may well be required in addition to the consent of Blenheim Estate.

The local planning authority is West Oxfordshire District Council, Elmfield, New Yatt Road, Witney, OX28 1PB

Tel: 01993 861000





Appendix D | Glossary of Terms

CONSERVATION AREAS

A planning policy term for an area of notable environmental or historical interest or importance which is protected by law against undesirable change. There are about 7000 conservation areas in England and Councils have a duty to designate and then protect these places.

Much of Woodstock is a Conservation Area. Blenheim Estate hopes that the places it is now building will one day be considered worthy of designation.

PUBLIC REALM

Everything not in private ownership at Park View (your home and garden) makes up the public realm. It's the public space including roads and patis, squares and courtyards, planting and green spaces.

MANAGEMENT COMPANY

The Park View Management Company will, on behalf of the Estate and the Park View Residents, look after the Public Realm. You will have a share in the Management Company and a say in how it is run. You will pay a service charge to the Management Company so that it has the funds necessary to look after the Public Realm. Blenheim Estate will set up and initially run the Management Company.

THE PARK VIEW STIPULATIONS

These are the house rules for Park View so that everybody understands what can happen and what will not be permitted.

AFFORDABLE HOUSING

Nowadays nearly all new housing schemes are required to provide what is termed affordable housing. These are homes usually to rent but there are other tenures to suit specific needs. Blenheim Estate embraces this social obligation and is likely to go beyond statutory requirements by investing in and managing this provision. This ties in well with the Estate's broader philosophy of social responsibility.

LEGACY DEVELOPMENT

Legacy development aims to leave real value for the future, a place in which we can all take pride, and providing the foundations for building community. The term 'Cathedral Thinking' is often used to describe the commitment needed by the present generation to ensure a better world for future generations who follow. This approach is reminiscent of traditional best practice in estate management, often described as long term stewardship or good husbandry.

PLACEMAKING

Placemaking at one level recognises that although the design of individual buildings is important, it is the composition of, and the relationship between, buildings in a particular vicinity that makes a place special. In some senses, the spaces between buildings are as important as the buildings themselves.

At a different level, placemaking is about creating an environment which really works for people enabling liveability, good social, and economic outcomes. It might be said that placemaking applies the principles of ergonomics to urbanism.

MASTERPLAN

A Masterplan defines a structure and parameters for future urban growth. While the principal elements of a Masterplan will be drawn precisely so as to provide certainty, it may also be dynamic in the finer detail so as to be responsive to later requirements. However legible they may be, most Masterplans require some annotation or explanation since they describe a range of concepts. As the name suggests, all other plans for the scheme should conform to the Masterplan so that it plays an important part in regulation.





PARK VIEW

WOODSTOCK • OXFORDSHIRE