



WELCOME TO

Ascots Green.

Welwyn Garden City was designed as one of the world's first healthy towns offering the best of rural and urban living.

Ascots Green continues with Sir Ebenezer Howard's vision and will provide a new Community of 340 homes, ranging from one bedroom apartments to five bedroom family homes.

With a central square and 47 acres of open space, Ascots Green combines Garden City principles with the needs of modern living.



FOREWORD

Lord Salisbury

Gascoyne is our family business. In one form or another it has been managing my family's affairs for over 400 years. During that time, the business has been overwhelmingly concerned with land and property.

Any success we have had has been because we have approached our task guided by a number of criteria, all of which are mutually dependent. We try to ensure that we apply those same criteria today. I would express them like this.

We are in this for the long term. We do not feel that quick fixes are compatible with our wish to be around for another four hundred years. Stewardship of what we own and manage is therefore essential, and conservation and improvement of our land and buildings is central to what we do.

We cannot survive or prosper unless we engage and cooperate with our neighbours. Communities are the basis of successful human life, so part of our job must be to contribute what we can to sustain and help build the communities in which we live and operate.

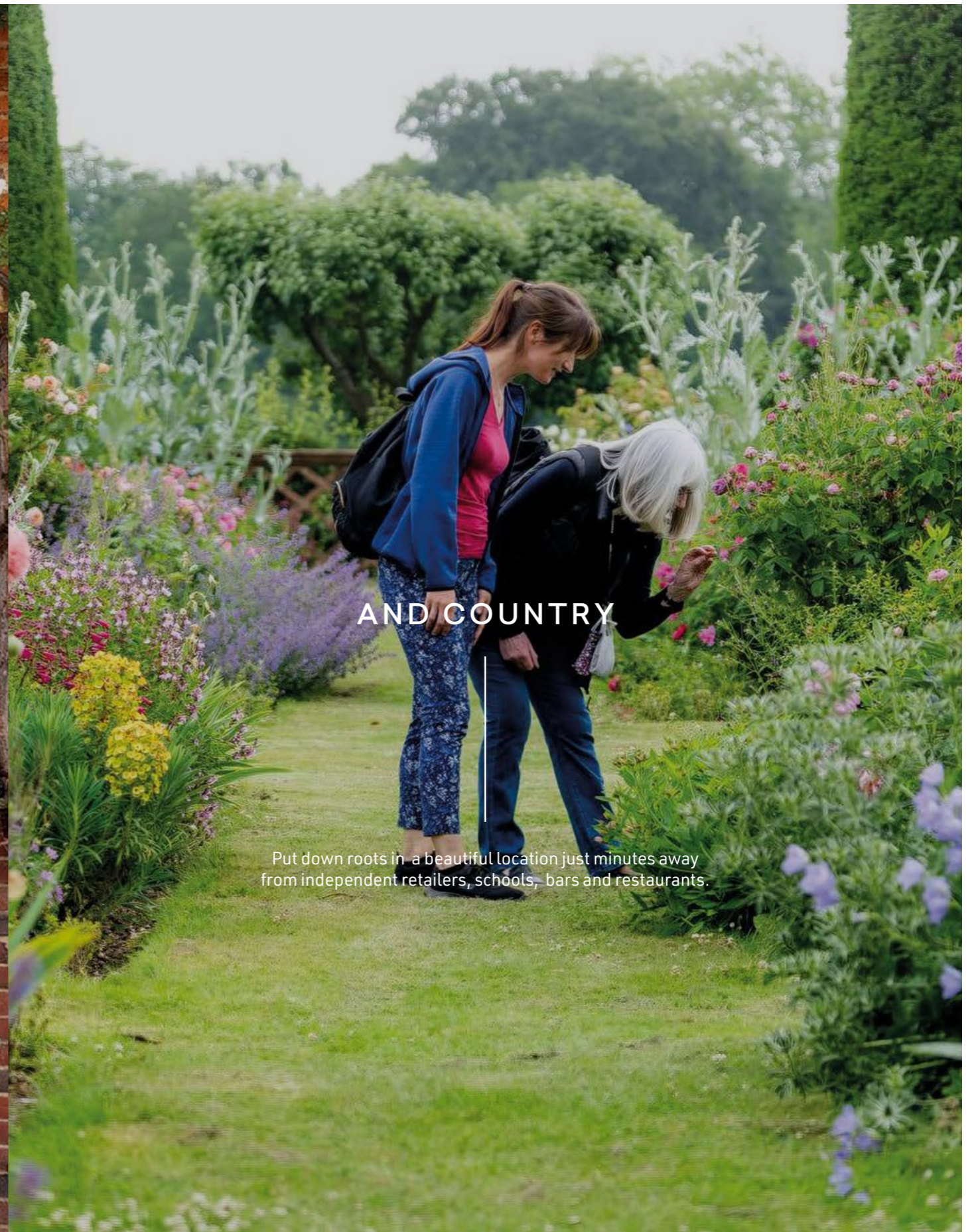
Equally, the world has always changed driven by technology. It is changing more quickly now than ever before. If we are to survive and prosper, we must embrace innovation and show the imagination and adaptability to thrive in a difficult and unpredictable environment. This means contributing to local debates about the future, but it also means being willing to transform the way we do things ourselves when it seems necessary.

Curiously, having a longer perspective helps us to think constructively. An approach we have adopted in creating a new community at Ascots Green. Our heritage has inspired us to create the carefully designed homes, where people want to live and in a community that flourishes.

We wish to extend this welcome to you and hope that you will enjoy in sharing what I believe is a uniquely wonderful sense of community and belonging.



A MARRIAGE OF TOWN



AND COUNTRY

Put down roots in a beautiful location just minutes away from independent retailers, schools, bars and restaurants.



A pioneering vision and approach.

Garden Cities were as much about a philosophy and ethos as they were providing homes.

The original vision came from a desire to provide a utopian alternative to overcrowded, unhealthy cities. 100 years after the original Garden City movement, the nation is facing a fresh housing crisis.

We believe much of the sales literature from the 1920s still resonates today. The addition of leisure clubs, yoga studios, restaurants, shops and bars ensure central Hertfordshire remains a healthy and desirable place to live.

“

WELWYN GARDEN CITY IS A UNIQUE NEW COUNTRY TOWN STANDING JUST OFF THE ANCIENT HIGHWAY - THE GREAT NORTH ROAD - CONNECTING LONDON TO THE IMPORTANT STRONGHOLDS OF THE MIDLAND COUNTIES AND THE NORTH OF ENGLAND.

JUST 21 MILES SEPARATES IT FROM KING'S CROSS AND A FREQUENT SERVICE OF TRAINS RENDERS IT FOR THE BUSINESSMAN AND MOST ATTRACTIVE TOWN ANYWHERE NORTH OF LONDON IN WHICH TO RESIDE.

THIS COUNTRY TOWN LIES SURROUNDED BY THE MOST PERFECT UNSPOILT COUNTRY WITHIN FIFTY MILES RADIUS OF LONDON; YET EVERY MODERN ADVANTAGE... PERFECT AIR FOR CHILDREN IS ASSURED BY ITS HEIGHT, 300 TO 400 FEET ABOVE SEA LEVEL, AND MAGNIFICENT VIEWS ARE OBTAINED IN ALL DIRECTIONS FROM ALL PARTS OF THE TOWN.

EVERY SPORT AND RECREATION ARE PROVIDED. FINE GOLF COURSE ON THE HIGHEST PART OF THE ESTATE, AND HARD TENNIS COURTS ARE AS GOOD AS CAN BE FOUND ANYWHERE, FURNISH EVERY SCOPE... THE FISHING IN THE TROUT STREAMS OF THE LEA AND ON THE SOUTH AND NORTH OF THE ESTATE RESPECTIVELY, IS YET ANOTHER SPORTING ATTRACTION.

THE MAINTENANCE OF THE RURAL CHARACTER OF THE TOWN IS ASSURED BY THE CREATION OF AN AGRICULTURAL BELT AROUND THE ESTATE.

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Welwyn Garden City sales literature, c1924

AN AERIAL VIEW OF
WELWYN GARDEN CITY, HERTFORDSHIRE.





Why choose Ascots Green

Ascots Green strives to provide a fresh alternative to the places which are routinely created by volume house builders. These can lack identity and sense of place and are often objected to by established Communities.

Taking architectural precedent from the local area and respecting existing natural features, will ensure Ascots Green has a clear identity.

The homes take their design inspiration from the local vernacular and original phases of the Garden City, yet incorporate modern materials and the latest technology.

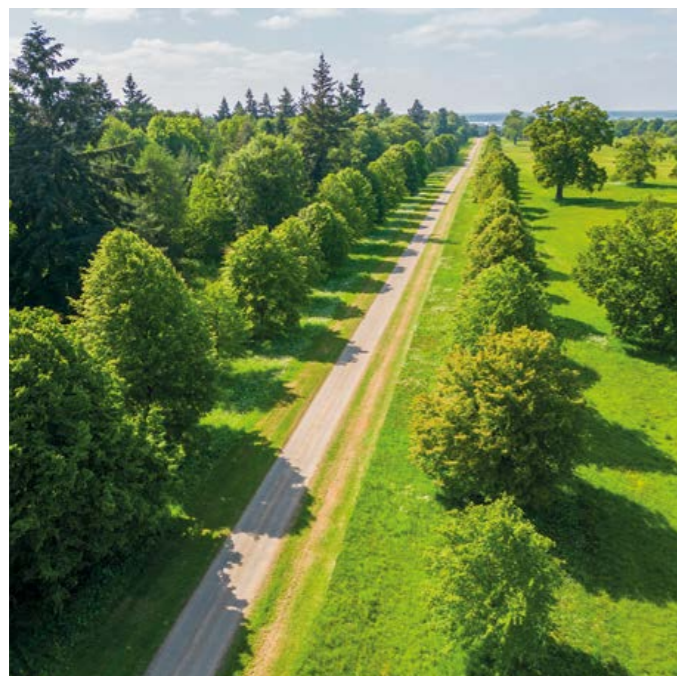
Minutes away, is Welwyn Garden City, with its established centre offering shops, bars and restaurants.

Central Hertfordshire is fortunate to consist of a cluster of interesting towns including Hertford, Harpenden and St Albans.

Residents of Ascots Green will enjoy access to a wide variety of cultural and retail experiences.

Ascots Green will provide a new home for Hatfield & Crusaders cricket club, large open spaces, a Community orchard and playgrounds for children.

The new Community will be managed and maintained by a management company overseen by Gascoyne Estates, ensuring the grounds remain well-maintained and a source of pride to the Community.



HATFIELD HOUSE PARK



HATFIELD HOUSE – THE STABLE YARD



SITUATED WITHIN AN ESTABLISHED LANDSCAPE, ASCOTS GREEN IS BOUNDED BY OPEN SPACE AND THE HAMLET OF MILL GREEN TO THE SOUTH. BEYOND THE RIVER LEA LIES HATFIELD PARK, HISTORIC HOME OF THE CECILS AND THE PICTURESQUE YET VIBRANT SETTLEMENT OF OLD HATFIELD.

HATFIELD HOUSE PARK



COMMUNITY CAFE, SITUATED IN THE HEART OF PHASE THREE



The wider vision



PHASE ONE

PHASE TWO

PHASE THREE

PHASE FOUR

CRICKET PITCH

CRICKET PITCH



Where the garden city ends

and the country begins

St Albans

Stanborough Park Water Sports Centre

Hatfield Railway Station

Gosling Sports Park

Waitrose

John Lewis

Welwyn Garden City Railway Station

Shire Park Bowls Club

Hertford

Cricket Pitch

Phase One

Green Space

Cricket Pitch

Phase Two



Phases Three and Four

Clegg Park

The Club at Mill Green

Places of interest nearby

Nestled in between both Welwyn Garden City and Hatfield, Ascots Green is perfectly positioned for a host of amenities, whilst also having plenty of green spaces on your doorstep.

- | | |
|---|---|
| 1. WELWYN GARDEN CITY TOWN CENTRE
2.8 miles 7 min drive | 5. HATFIELD TOWN CENTRE
1.8 miles 5 min drive |
| 2. SHIRE PARK
4.1 miles 11 min drive | 6. ST ALBANS
8.9 miles 22 min drive |
| 3. HATFIELD BUSINESS PARK
3.1 miles 10 min drive | 7. HERTFORD
5.9 miles 12 min drive |
| 4. OLD HATFIELD
2 miles 6 min drive | |





BREATHING LIFE INTO THE TOWN

Ascots Green is perfectly nestled between charming country towns and exquisite green spaces. With Welwyn and Hatfield right on your doorstep and Hertford just a short ride away, you won't be short of scenic landscapes, peaceful country walks, and even some great golf courses.

Hatfield Park offers a stunning historic landscape and opportunity to meet friends and explore the area. With the stunning, historic woodland that surrounds Hatfield House right on your doorstep, you have endless opportunities to explore with two beautiful walks of varying lengths that evolve alongside nature throughout the seasons.

Central Hertfordshire offers ready access to attractive country walks and leisure opportunities for all.

Explore the outdoors

ASCOTS GREEN IS LOCATED AMONGST A PLETHORA OF GREEN SPACES AND GOLF COURSES, OFFERING PRESTIGIOUS AND PRIVATE LOCATIONS SUCH AS WELWYN GARDEN CITY GOLF CLUB AND THE MELBOURNE CLUB AT BROCKET HALL...

13 MIN DRIVE

BROCKET HALL

Nestled in the heart of the Hertfordshire countryside, the Brocket Hall Estate is a timeless haven of natural beauty and elegance. With its stunning gardens, rich historic architecture, and two exceptional golf courses, it offers an iconic and enchanting setting for all who visit.

brocket-hall.co.uk/golf



8 MIN DRIVE

WELWYN GARDEN CITY GOLF CLUB

Established in 1923, the prestigious Welwyn Garden City Golf Club offers an exceptional golfing experience all year round in a prime location just minutes away from Ascots Green. As the only members' club in the Welwyn and Hatfield area, every visit feels like a special occasion. Step into the premises and you're immediately invited with a warm and welcoming environment for golfers of all levels.

welwyngardencitygolfclub.co.uk



12 MIN WALK

THE CLUB AT MILL GREEN

To the south of the development lies a picturesque 18-hole golf course, stretching across 6,615 yards of gently rolling meadows and serene woodlands. This idyllic retreat is a treasure to have at your doorstep, complete with a well-maintained grass driving range and a charming shop to enhance the golfing experience.

millgreengolf.co.uk



5 MIN DRIVE

GOSLING SPORTS PARK

Located in the heart of Welwyn Garden City, Gosling Sports Park offers an unparalleled lifestyle for active individuals and families. This expansive 50-acre facility is a hub for fitness, leisure, and recreation, featuring state-of-the-art amenities including a modern gym, 19 tennis courts, a golf driving range, and a premier athletics track.

For adventure seekers, the region's only dry ski slope and an outdoor cycling velodrome provide unique thrills. Families will love the trampoline park, soft play area, and Strike Challenge Zone. After an active day, unwind at the spa, which offers indulgent treatments for those much needed moments of rest and relaxation.

better.org.uk/leisure-centre/welwyn/gosling-sports-park



9 MIN DRIVE

DAVID LLOYD

This state-of-the-art fitness and leisure club offers a wide range of facilities to reach your fitness goals. With wellness taking centre stage, David Lloyd also provides a relaxing setting of luxurious spa amenities including a sauna, steam room and hydrotherapy pool. This isn't just an inviting club for exercise, but for those vital doses of relaxation and socialisation too.

davidlloyd.co.uk/clubs/hatfield



8 MIN DRIVE

STANBOROUGH WATER SPORTS CENTRE

Nestled within the idyllic surroundings of Stanborough Park in Hertfordshire, Stanborough Water Sports Centre offers a refined blend of outdoor recreation and natural beauty. Specialising in kayaking, paddleboarding, sailing, and windsurfing, the centre provides expertly guided sessions suitable for both novices and experienced enthusiasts. Beyond the water, the serene lakeside setting invites visitors to unwind with a stroll or picnic with loved ones.

better.org.uk/leisure-centre/welwyn-hatfield/stanborough-park-water-sports-centre





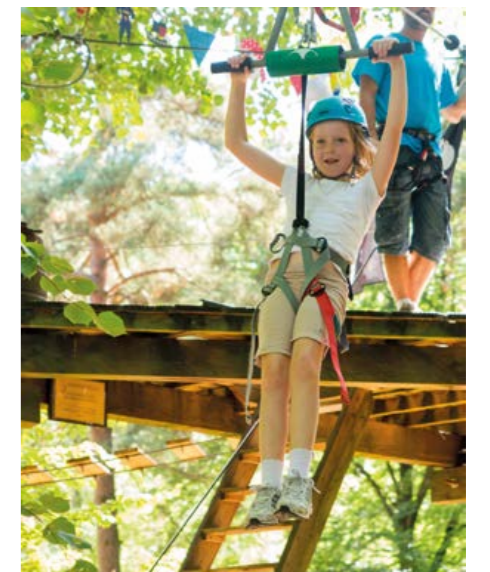
Far from ordinary.

6
MIN DRIVE

STANBOROUGH PARK AND SPLASHLANDS

Spread across 126 acres of scenic riverside beauty, Stanborough Park is a tranquil haven featuring two shimmering lakes, a vibrant watersports centre, serene walking trails, and a welcoming café. It's the perfect destination for a delightful day out with the whole family.

Located in the heart of Stanborough Park, this dynamic outdoor water park doesn't hold back with its long list of interactive fountains, jets, and splash pads, offering endless opportunities for fun and scenic play during the warm summer months. Adjacent picnic spots and nearby park facilities make it a perfect destination for a family day out. With its lively atmosphere and natural charm, Splashlands promises a delightful escape for all.



GO APE



SPLASHLANDS



Taste, shop and explore.

ASCOTS GREEN IS LOCATED BETWEEN BOTH WELWYN GARDEN CITY AND HATFIELD, OFFERING A WIDE ARRAY OF SHOPS AND RESTAURANTS, FROM RENOWNED CHAINS TO INDEPENDENT HIDDEN GEMS.

Step out a little further, and you'll find the historic town of Hertford and Cathedral City of St Albans, where you can shop your way through the likes of Jo Malone, Le Creuset and The White Company - everything you need to make a house a home.

Hatfield Park Estate

07
MIN DRIVE

IMMERSE YOURSELF IN HISTORY AND GRANDEUR AT HATFIELD HOUSE, A MAGNIFICENT JACOBEOAN STATELY HOME STEEPED IN ROYAL HERITAGE. ONCE THE CHILDHOOD RESIDENCE OF QUEEN ELIZABETH I, THIS ICONIC ESTATE INVITES YOU TO EXPLORE ITS ENCHANTING GARDENS, BEAUTIFULLY LANDSCAPED PARKLANDS, AND TIMELESS ARCHITECTURE.



STABLE YARD AT HATFIELD HOUSE

You will find an eclectic mix of independent businesses open throughout the year in the Stable Yard. From jewellery to shotguns, beauty treatments to country clothing, the Stable Yard provides the perfect blend of convenience and elegance.



THE COACH HOUSE KITCHEN AT HATFIELD HOUSE

Nestled in the picturesque surroundings of Stable Yard within Hatfield Park, The Coach House Kitchen offers a perfect blend of contemporary flair and cosy charm. This inviting restaurant exudes warmth, providing a delightful setting to enjoy delicious meals, whether you're savouring a leisurely breakfast, a relaxed lunch, or a coffee with friends.

OAK HOUSE STUDIOS AND THERAPIES

Enjoy studio classes or visit our holistic and medical therapists at Hatfield Park. You will be able to enjoy a balance of traditional and modern practices including reformer pilates.

theoak-house.co.uk

EVENTS AT HATFIELD PARK

An array of events and exhibitions are held throughout the year from Christmas festivities to live concerts. Set against its historic and picturesque backdrop, firm favourites include Folk by the Oak and Battle Proms.

hatfield-house.co.uk



THE HOUSE

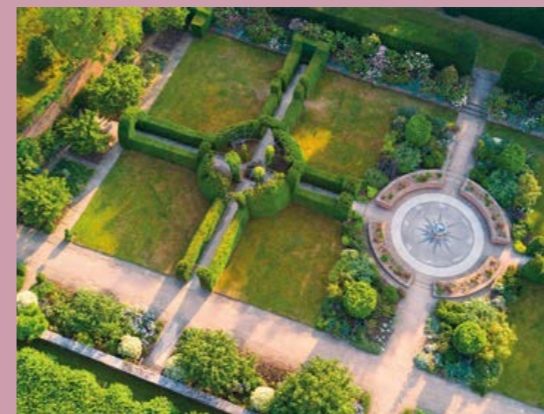
Built by Robert Cecil in 1611, Hatfield House is a prime example of Jacobean architecture. It is a house steeped in history with much to explore. The marble hall, with its extravagant oak carvings, showcases the Rainbow Portrait.

The house is open May-August each year.

THE OLD PALACE

Built in around 1485 by the Bishop of Ely, the Old Palace is one of the foremost examples of medieval brickwork in the country. Henry VIII acquired the palace in 1538 and used it as a nursery for his three children.

The Old Palace is available to hire throughout the year with tours available on days it is otherwise not in use.



THE GARDENS

The gardens date back to the early 17th century, when Robert Cecil employed John Tradescant the Elder, to collect plants from all over Europe for his new garden.

The gardens are open seasonally.

THE PARK

With the woodlands covering an exclusive spread across the country, there are three walks of varying lengths marked in the park for visitors to enjoy. In the park, an oak tree marks the place where the young Princess Elizabeth learnt of her accession to the throne.

Season tickets are available to visit the park throughout the year.



Retail and history entwined...

AS WELL AS HISTORIC CHARM SPREAD ACROSS THE LOCAL AREA, WELWYN IS HOST TO MANY RETAIL STAPLES, WITH AN ICONIC JOHN LEWIS, RECOGNISABLE ACROSS THE COUNTY.

John Lewis

John Lewis & Partners, Welwyn is renowned in the area for its early twentieth-century architecture, designed in 1939 by Louis de Soissons. Today, it offers three floors of the best in beauty, home, giftware, technology and electrical items. The latest fashion brands and personal shopping service give you that extra special touch. In addition to shopping, The Place to Eat offers a delicious menu of food and drink.

johnlewis.com



Waitrose

Across the street from John Lewis you can find a conveniently placed Waitrose store, with its 250-space car park. Since its opening in 1991, Waitrose Welwyn has been a reliable local favourite, providing a range of departments and services, including a patisserie and fresh sushi counter.

waitrose.com



DISCOVER A WHOLE HOST OF CAFÉS, BARS, SHOPS AND RESTAURANTS LOCALLY...



wagamama

Auberge du Lac

THE RED LION

PREZZO

BROOKMANS

CAFFÈ NERO



COSTA



Feeling Good

CÔTE BRASSERIE



megan's

T.K. MAXX



GANT

SHOEAHOLICS

H&M

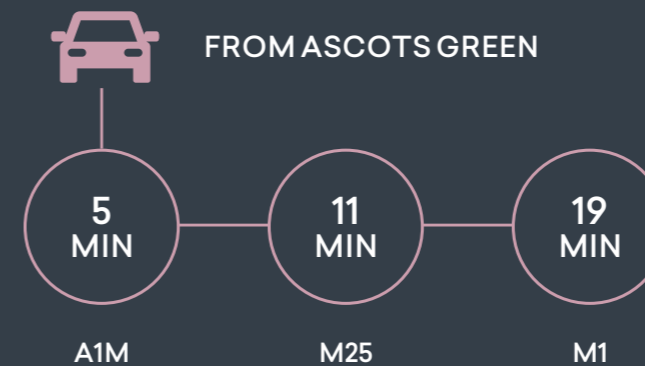
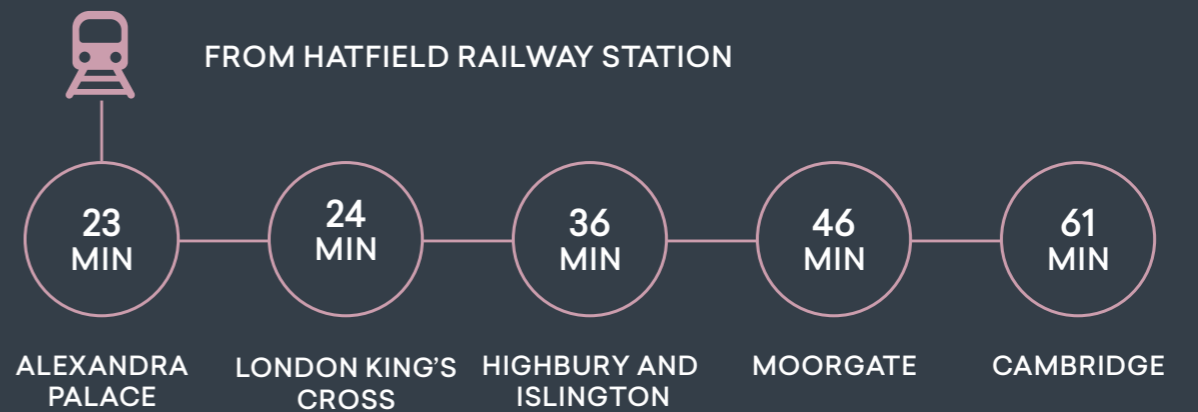
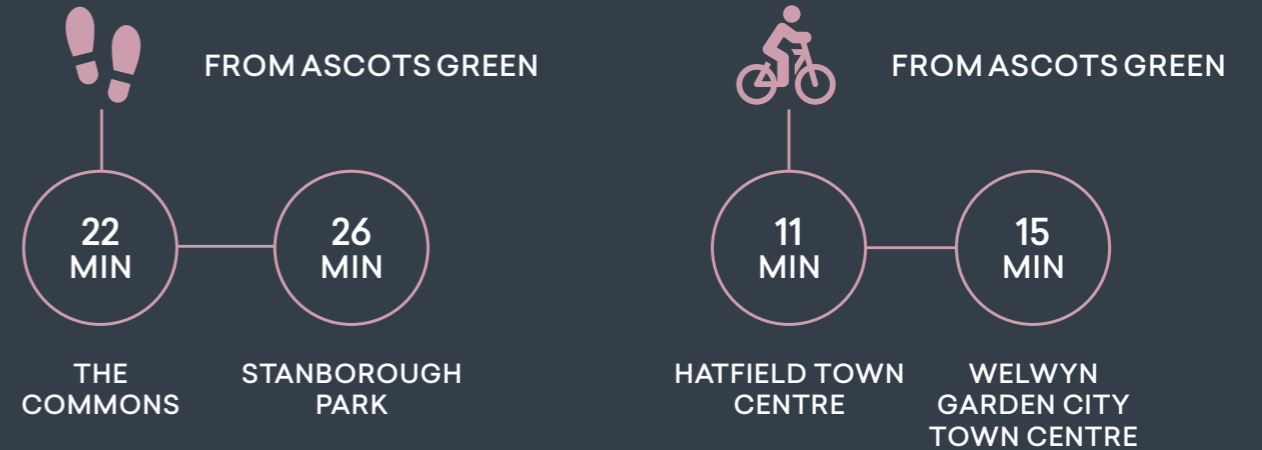
MONSOON

NEW LOOK



From here to anywhere.

Ascots Green is not just ideally located for those nature spots – you can also travel far and wide from central Hertfordshire by train, car or even plane.



BY RAIL

Making for the perfect blend of countryside and city life, Ascots Green is located just a 5-minute drive away from Hatfield Railway Station. Travel into London King's Cross in an impressive 24 minutes, where you can seamlessly access other London terminals including London Bridge, Blackfriars and City Thameslink. There are also regular direct trains to Cambridge, with a journey time of 1 hour.

Although the station is not within walking distance, there are plenty of car and bicycle parking opportunities at and around the station, making Ascots Green a perfect commuter location.

BY ROAD

When travelling by car, the development is located just 1.5 miles from the A1M Junction 4. This connects the city to the M25 Junction 23, Bignell Corner, which is just over 10 minutes from the development.

BY AIR

Travelling abroad? London Luton airport is located just 14 miles away, with London Stansted and London Heathrow airports being an impressive 45 minutes away.

BY BICYCLE

With excellent cycle paths taking you to both Welwyn and Hatfield in under 20 minutes, the area is easy to explore on just two wheels as well.

Learning without limits.



ASCOTS GREEN IS PERFECTLY PLACED BETWEEN MANY PRIMARY AND SECONDARY SCHOOLS FROM HATFIELD AND WELWYN, ALLOWING ALL THOSE LITTLE MINDS TO GROW AND DEVELOP.

Primary education

PEARTREE
PRIMARY

0.18 miles

OUR LADY
CATHOLIC PRIMARY

0.31 miles

Secondary education

STANBOROUGH
SCHOOL

0.75 miles

NICHOLAS BREAKSPEAR
CATHOLIC SCHOOL

5.4 miles

BISHOP'S HATFIELD
GIRLS' SCHOOL

2.1 miles

Independent schools

DUNCOMBE
SCHOOL

6.4 miles

ST. JOSEPH'S IN
THE PARK

5.4 miles

QUEENSWOOD
SCHOOL

6.3 miles

HAILEYBURY

8.6 miles

ST ALBANS
SCHOOL

9.5 miles

SHERRARDSWOOD
SCHOOL

5 miles

Colleges and universities

OAKLANDS
COLLEGE

0.75 miles

UNIVERSITY OF
HERTFORDSHIRE

1.74 miles

ROYAL VETERINARY
COLLEGE

6.4 miles



ASCOTS GREEN

Two partners. One thriving Community.

CREATING COMMUNITIES THAT THRIVE.

PLACES FOR PEOPLE IS A LEADING
AFFORDABLE HOMES-LED PLACE MAKER
THAT BELIEVES PLACES WORK WHEN
THEY WORK FOR EVERYONE.

At Places for People, we're passionate about creating affordable, vibrant, and inclusive Communities where everyone feels at home. We believe the best places are those that work for everyone, and we design homes and neighbourhoods that are built to last – socially, economically, and environmentally.

With a people-first approach, we combine commercial expertise with a deep commitment to making a positive difference. Across our award-winning group of companies, we manage over 219,000 homes, operate more than 100 leisure facilities, and are proud to partner

with Homes England to deliver around 6,000 affordable homes over the next decade. In 2024, this led to an annual turnover of £831 million, and an operating profit of £211 million.

Whether investing in properties, developing new Communities, or enhancing lives through our placemaking efforts, we're dedicated to building a brighter future for all.

Learn more about us at www.placesforpeople.co.uk.



For over 400 years, Gascoyne Estates has been proudly managing the historic Hatfield House and its surrounding park and estate. Our deep-rooted values, shaped by centuries of stewardship, guide our vision for a future focused on responsible, sustainable development. As a committed local landowner, we have a long-term view, ensuring that every property we offer is built within a thriving, high-quality environment where you can live, work, and flourish.

Our development approach is driven by a commitment to creating vibrant, new neighbourhoods that enhance the local community, providing homes that meet the needs of modern living. Through extensive

technical work and active involvement in the Local Plan process, we ensure the suitability of our sites. With the Gascoyne Places brand leading the way in all future developments, we promise to continue delivering the same trusted ethos and values that have defined us for centuries.

Gascoyne enjoys an unwavering dedication to continuous improvement, with the aim of leaving a lasting, positive impact on the communities in which we serve. This relentless pursuit of betterment fuels our collective team spirit, fostering an environment of innovation and a shared passion for excellence.

Learn more at www.gascoyneplaces.org.





OUR COMMITMENT TO SUSTAINABILITY DRIVES EVERY ASPECT OF OUR DEVELOPMENT.

Why? Because research by the Home Builders Federation (HBF)* shows that new homes are more energy efficient than older equivalent properties, emitting just 1.3 tonnes of carbon a year on average, compared to the 3.5 tonnes that existing properties emit.

That's why at Places for People, we design and build our homes to maximise energy efficiency, using energy-saving lighting, eco-appliances and water-saving devices as well as excellent insulation to reduce your carbon footprint and keep your utility costs down. That's why our homes are rated from A to C. Air source and ground source heat pumps are used extensively across the estate, and have become the default technology where the situation permits. A car club will also be created to encourage new residents – and the wider community – to reduce private car ownership and alleviate concerns over parking.

Purchasing a new home can be good for your bank balance too. The HBF calculates that buyers of new homes save on average £1,884 on household bills each year, with buyers of houses saving even more at £2,400.

When you buy your new home at Ascots Green, our experienced sales team will be with you every step of the way to guide you through the home-buying process. Our homes also benefit from a 10-year insurance-backed warranty, meaning you can move into your home free from any worries of expensive structural repairs, leaving ample space to soak up the joy of turning a blank canvas into your dream home.

What's even better is that you and your new neighbours are all getting to build and shape a new community together. So, what's not to love?

*https://www.hbf.co.uk/documents/7198/Why_buy_new_-_Avoid_the_money_pit_-NHW17.pdf

ASCOTS GREEN



Visit our Sales and Marketing suite

Chequers,
Welwyn Garden City,
AL9 5NX

WHAT3WORDS: ///LOVELY.SHAPES.ABOVE

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www.ascotsgreen.co.uk



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