

Roseview
windows

CONSERVATION GUIDE

THE LINK BETWEEN CONSERVATION AND REPLACEMENT
WINDOWS

Rose collection

Replacing windows in a conservation area can feel daunting. What are you allowed to change? Do you need permission? Will modern windows work with a period property?

This guide is here to make things clearer.

Inside, you'll find a straightforward explanation of how planning and conservation rules work, and what they mean for you. We'll explore how traditional sash windows evolved, and why certain details still matter today. You'll also discover how modern sash windows can be designed to respect that tradition, along with real examples of Roseview windows installed successfully in conservation settings across the UK.

Our aim is simple: to help you make informed, confident decisions that preserve the character of your home while improving how it performs.

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CONSERVATION & PLANNING



Sash windows are quintessentially British. For more than three centuries they have shaped the character and architecture of our homes and buildings. From Georgian townhouses to Victorian terraces, their style and proportions are part of what defines many UK streets today.

But original timber sashes don't always age gracefully. If they're not carefully maintained throughout their lifetime, they can deteriorate. Some become draughty and rattle in the slightest wind. Others seize and get painted closed, never to open again.

Because of this many have already been replaced, and not all of those replacements respected the style and heritage of their

setting. From the 1970s onwards, large numbers of timber sashes were removed and replaced with low-cost uPVC casements. While practical, they often ignored the style, proportions and sightlines that gave buildings, streets and areas their character. In many cases, this is what gave "uPVC windows" a bad name.

For more than 40 years, Roseview has specialised in manufacturing uPVC sash windows. Not casements made to fit sash openings, but true vertically sliding sash windows designed to

match traditional timber box sashes, but with the performance of modern windows. The features you find on our signature Ultimate Rose model—putty-line detailing, 35mm midrail, joinery-style mechanical joints, seamless construction and traditional sash horn designs (to name but a few)—are fundamental to a traditional sash window aesthetic.

Over that time we've also worked closely with installers, planners and conservation officers across the UK. We are active members of the Glass and Glazing Federation, contributing to discussions around how heritage aesthetics

and modern standards of energy efficiency, security and sustainability can work together.

But uPVC itself wasn't the problem.

Design was.

The result is simple: when thoughtfully designed, modern sash windows can preserve the character of a building while making it warmer, quieter and more secure. And in doing so, they help preserve the character of the wider area.

This guide draws on all that experience. It explains how planning and conservation rules work, what they mean for you, and how replacement windows can be handled properly without compromising the qualities that make your home special.



DEMYSTIFYING CONSERVATION

We've been manufacturing heritage windows for more than 40 years. In that time, we've spoken to countless homeowners who feel unsure about what they can and can't do when it comes to replacing windows. At first glance conservation rules seem confusing, restrictive and hard to fathom.

That uncertainty is understandable. There isn't one single "conservation rulebook". Instead, decisions are shaped by a mix of national planning legislation and local authority policies, which can be interpreted differently from place to place.

The good news is that replacing windows in a conservation setting is often far more straightforward than people expect. In most cases, the answer comes down to which of the following five types of control apply to your home.

Planning permission & permitted development

As a general rule, building works require planning permission from the local authority. This process can be slow and expensive, so to speed things up many everyday changes fall under what's known as *Permitted Development*.

Permitted Development allows certain works to be carried out without applying for planning permission. This includes, in many situations, the replacement of windows and doors in an existing home.

There are exceptions, which we'll come to. But for most homeowners who are simply replacing windows, Permitted Development is the starting point.

General Permitted Development Order (GPDO)

Permitted Development is set out nationally through the *Town And Country Planning (General Permitted*

Development) (England) Order of 2015, which is often shortened to **GPDO**. For windows and doors, Part 1 Class A is the most relevant part.

For homeowners, the key point is this:

In most cases, windows can be replaced without planning permission, as long as the new windows have a similar appearance to those they replace.

There are some important limitations. Permitted Development generally only applies to single dwellings (not flats or commercial buildings), and it may not apply if:

- the building has changed use
- previous planning permission removed subsequent Permitted Development rights

However, where none of those apply, window replacement is usually allowed without formal approval.

Conservation areas

One of the biggest misconceptions we encounter is that living in a conservation area automatically means you need permission to change your windows. Another is that replacement windows must always be made from the original materials.

Neither of these assumptions is automatically true.

A home in a conservation area is subject to the same planning rules as any other, unless Permitted Development rights have been specifically removed or altered. Conservation areas are primarily about protecting the overall character of an area, not freezing individual homes in time.

It's also important to understand that "*similar appearance*" does not mean "*same material*". National planning guidance even uses replacement uPVC windows as an example of permitted

"In most cases windows can be replaced without planning permission, as long as the new windows have a similar appearance to those they replace."

development, provided they are appropriately styled.

That said, conservation areas do tend to involve closer scrutiny. Details such as proportions, glazing bars, sightlines and overall appearance matter more. And if original windows have already been replaced with a different style, changing them again (for example, back to traditional sashes) may technically count as altering appearance – although it's often a change councils welcome.

Most local authorities publish maps of their conservation areas online. If you're unsure, your council's planning or conservation team can confirm whether your home is affected.

Article 4 Directions

Article 4 Directions are more specific than conservation areas. They allow a local authority to remove certain Permitted Development rights and require planning permission for changes that would otherwise be allowed.

Some councils use Article 4 Directions sparingly; others apply them more widely. They may cover:

- individual buildings
- groups of properties
- specific elevations (e.g. front-facing windows)

If an Article 4 Direction applies to your home and includes windows, you will usually need planning permission to replace them. This is why it's important not just to know whether an Article 4 exists, but what it *actually covers*.

Other restricted areas

Some locations, such as national parks or areas of outstanding natural beauty, may have additional controls. In other cases, private developments use covenants or conditions to restrict alterations.

These sit outside the normal planning framework and are often more restrictive, so they're worth checking separately if you live in one of these areas.

Listed buildings

Listed buildings are treated differently. Permitted Development does not apply, and Listed Building Consent is required for any works that affect the building's character, including replacement windows.

Listed Building Consent considers both appearance and materials, and is handled by the local authority, usually with input from heritage bodies. Carrying out work without consent is a serious matter, so advice should always be sought before making changes.

While there are occasional examples of new windows being approved in listed buildings, these are the exception rather than the rule.

In summary

In simple terms, if your home...

- is not listed,
- is not covered by an Article 4 Direction affecting windows, and
- does not have other specific restrictions

...you can usually replace your windows without needing planning permission – even in a conservation area.

If you're unsure, the best place to start is your local authority. A quick call or email to the planning or conservation team, asking whether you can replace your windows without permission, will usually give you clarity before you go any further.



THE STORY OF SASH WINDOWS

For more than four centuries, sash windows have been part of Britain's architectural DNA. While their exact origins are debated, they became a signature feature of British buildings from the late 17th century through to the early 20th.

Before that, windows were more basic. Simple openings were covered with shutters, cloth or whatever material was available. Flat glass existed, but it was expensive and reserved for the grandest buildings. For most homes, windows were practical rather than decorative.

That began to change in the 1600s. As glass became more accessible, windows started to shape the appearance of buildings rather than simply provide light. Openings became taller than they were wide. Early designs often featured stone frames divided by a single transom and mullion, creating the familiar cross-casement pattern.

The birth of sash windows

By the mid-1600s, the first sash windows appeared. Instead of fixed or hinged casements, these windows were made entirely from timber and split horizontally into two sections—or “sashes”—one above the other. At first, only the bottom sash could slide. Then both were hung on cords and balanced with concealed weights, creating the classic box sash.

Early sash windows were made from oak or pine and divided into multiple small panes by relatively thick glazing bars. Glass was thick, costly and could only be produced in small pieces, so larger windows meant more panes.

Fire, regulations & recesses

A major turning point came after the Great Fire of London in 1666. Until then, sash boxes were exposed, with windows fitted flush to the building's façade. In tightly packed streets, this could contribute to the spread of fire. In response, new London Building Acts required sash boxes to be set back and later concealed behind the masonry. This recessed detail soon spread beyond London and became a hallmark of Georgian architecture.

Glass gets better

As glassmaking improved in the late 18th and early 19th centuries, larger panes grew thinner and more affordable. Glazing bars became slimmer and fewer in number. During the Georgian period the classic “six over six” design was common. Later, as glass sizes increased again, many Victorian sashes featured just a single vertical bar, and eventually none at all.

Although styles evolved, the essential proportions remained remarkably consistent: tall, balanced windows with carefully considered sightlines. That consistency is one reason sash windows still define so many conservation areas today.

Decline & revival

By the early 20th century, architectural priorities were shifting. Economic depression, two world wars, mass housing programmes and modernist thinking led to the decline of the traditional sash. By the 1960s, they had largely fallen out of favour,

replaced by simpler and cheaper alternatives.

Interest in heritage returned towards the end of the 20th century, as people began to value the character that had been lost in previous decades. At the same time, manufacturing technology advanced. It became possible to recreate traditional detailing while delivering modern standards of insulation, security and durability.

Today..

Today, sash windows remain one of the most recognisable features of British homes, not simply because of nostalgia, but because their proportions, balance and practicality still work beautifully.

That long evolution explains why details such as glazing bar layouts, recess depth and sightlines matter. They aren't arbitrary; they're the result of centuries of refinement. When replacement windows respect those details, they fit comfortably within a story that began more than 300 years ago.



CONSERVATION GRADE SASH WINDOWS



Knowing how windows fit into our architectural heritage, and how conservation and planning rules seek to protect that is an important first step. The next is understanding how modern replacement windows can work within those guidelines.

Traditional architectural character is rooted in consistency and detail. Matching it with modern windows means considering proportions, style, construction methods and fine detailing. Handled sensitively, these details work together to create a balanced, accurate representation of what came before. They're what helps replacement windows blend naturally into their surroundings, rather than standing out.

A well-designed sash window takes its cues from traditional box sashes. It considers how the frame is constructed, how the sashes are divided, how slim the sightlines appear and how the window sits within the wall. It then uses these fundamentals to form a cohesive whole that's more than a sum of its parts. These details are not decorative extras; they are part of an architectural language that has developed over three centuries.

Over the following pages, we look more closely at these features and explain why they matter. Understanding them makes it easier to see what distinguishes a conservation-appropriate sash window from a simple modern replica.

What makes sash windows suitable for conservation?

We've already discussed how sash windows have shaped British architecture for more than three centuries. This section looks more closely at the key elements that highlight whether a sash window appears traditional or modern.

Proportions

Unlike most other window styles, traditional sash windows are taller than they are wide. Classic proportions place the height at roughly 1.6 times the width, although this varies slightly depending on period and setting.

When replacing existing windows, proportions are dictated by the original opening. In new apertures, however, departures from these ratios can make a window appear out of keeping with traditional architecture.

Getting the proportions right is fundamental — it is the starting point for everything else.



Construction

Traditional timber sash windows used classic joinery techniques. The frame head and cill ran across the jambs, creating horizontal corner joints, while the sashes used full-height stiles with rails joined into them, creating vertical joints. This approach is practical and strong, and it defines the appearance of a traditional box sash.

Most modern uPVC windows use 45-degree mitred welds. While strong and efficient, these create an aesthetic different to traditional joinery.

To reflect traditional construction, the joints need to follow the same principles, using joinery-style mechanical butt joints, correctly orientated.

Materials

In most conservation settings, it is not the materials that matter, but the overall appearance. Planning guidance refers to “similar appearance”, placing emphasis on how a window looks rather than what it is made from.

Traditional sash windows use solid timber, while modern uPVC profiles are chambered. These chambers are essential for performance, but normally lead to caps, seams and shadow lines, particularly around the midrail and sash horns.

So creating an authentic sash window is not just about what is added, but what is taken away. Clean lines, integrated detailing and smooth finishing allow a window to sit comfortably in its setting rather than drawing attention to how it is made.

Profile widths

One of the defining features of traditional hardwood sash windows is the slimness of the profiles. The meeting rails, glazing bars and sash jambs were typically fine and carefully proportioned, allowing more glass and less visible framing. This lightness contributes significantly to the elegance of period architecture.

That said, not every part of a traditional sash window was slim. The cill and the bottom rail were intentionally more substantial, to manage water and resist rot where rainwater naturally collects. Their increased depth was functional, and over time became part of the recognised sash window aesthetic.

Modern uPVC profiles, by contrast, are generally thicker and can vary considerably between different systems. This changes the balance between frame and glass and can make a sash window appear heavier than its traditional counterpart.

For authenticity, a conservation-grade sash window needs slim profiles while preserving the deeper base elements. A narrow 35mm midrail combined with a properly proportioned bottom rail and cill helps maintain this balance.

Sightlines

Traditional sash windows were glazed externally using putty, formed into a 45-degree chamfer to shed rainwater and protect the timber beneath.



Mechanical butt joint



45-degree mitred weld



Slim profiles and midrail



Astragal bars with duplex



Putty line sightlines



Decorative sash horns



Deep cill and bottom rail



Chamber filler

Internally, glazing bars and rails were finished with an ovolo moulding, softening edges and adding decorative detail.

Together these treatments created distinct sightlines: slim and understated externally, more defined internally. Modern sash windows must replicate this combination with chamfered external glazing lines and appropriate internal mouldings.

Glass and glazing bars

On traditional sash windows, glazing bars—more accurately known as astragal bars—were structural. They divided and supported individual panes of glass.

Modern sash windows are double-glazed, meaning the glass is produced as a single sealed unit. Astragal bars are applied to the glass surface, with an internal “duplex bar” between the panes to maintain the appearance of solid construction.

Glazing bar layouts evolved with glassmaking technology. Georgian windows typically used multi-pane grids, Victorian sashes often used a single vertical bar or none at all, and Edwardian designs introduced more decorative combinations.

Choosing the correct bar pattern is therefore as much about period accuracy as it is about decoration.

Decorative features

The finer details complete the picture. Traditional sash windows included sash horns, staff beads and period-style ironmongery, all of which influence authenticity.

Sash horns originally strengthened meeting rail joints as glass sizes increased, later becoming a defining visual feature. Their shapes vary by period and region, and small differences can affect character.

Modern sash windows must treat these details carefully. Horn design, seamless construction and appropriate hardware all contribute to the overall impression. When handled well, these elements become the finishing touches that complete the design.

Recess position

How a sash window is fitted is just as important as how it is designed.

Traditional box sashes were set back into the wall, with much of the outer frame concealed behind the brickwork. This is called check reveal fitting and left only a small portion of the frame visible, creating a more integrated appearance.

Modern buildings are often designed for straight reveal fitting, where the window sits fully within the window reveal and the outer frame is fully visible.

Where possible, fitting the window into the check reveal helps preserve the depth and balance associated with traditional construction.

ROSEVIEW SASH WINDOW

ULTIMATE ROSE

Until 2013 our most authentic sash window was Heritage Rose. Its slim profiles, accurate proportions and putty-line detailing set the standard for uPVC sash windows. It was used in conservation areas across the UK and, from street level, was virtually indistinguishable from timber.

But from close up, there were still subtle signs that it was made from uPVC. So in 2012 we started again.

Rather than refining what we already had, we went back to first principles, identifying every detail that differentiates traditional timber construction from standard uPVC window design. Some of the features we wanted were widely regarded as virtually impossible to achieve in uPVC, but we worked on them anyway.

We reengineered corner joint construction, reduced the depth of the midrail, redesigned the sash horns from scratch and tackled the shadow lines and surface caps that are typical of uPVC windows. We introduced features not previously seen in uPVC and, just as importantly, removed details that gave it away. Crucially, we designed everything together, to create a cohesive design rather than a series of add-ons. The whole was more than the sum of its parts.

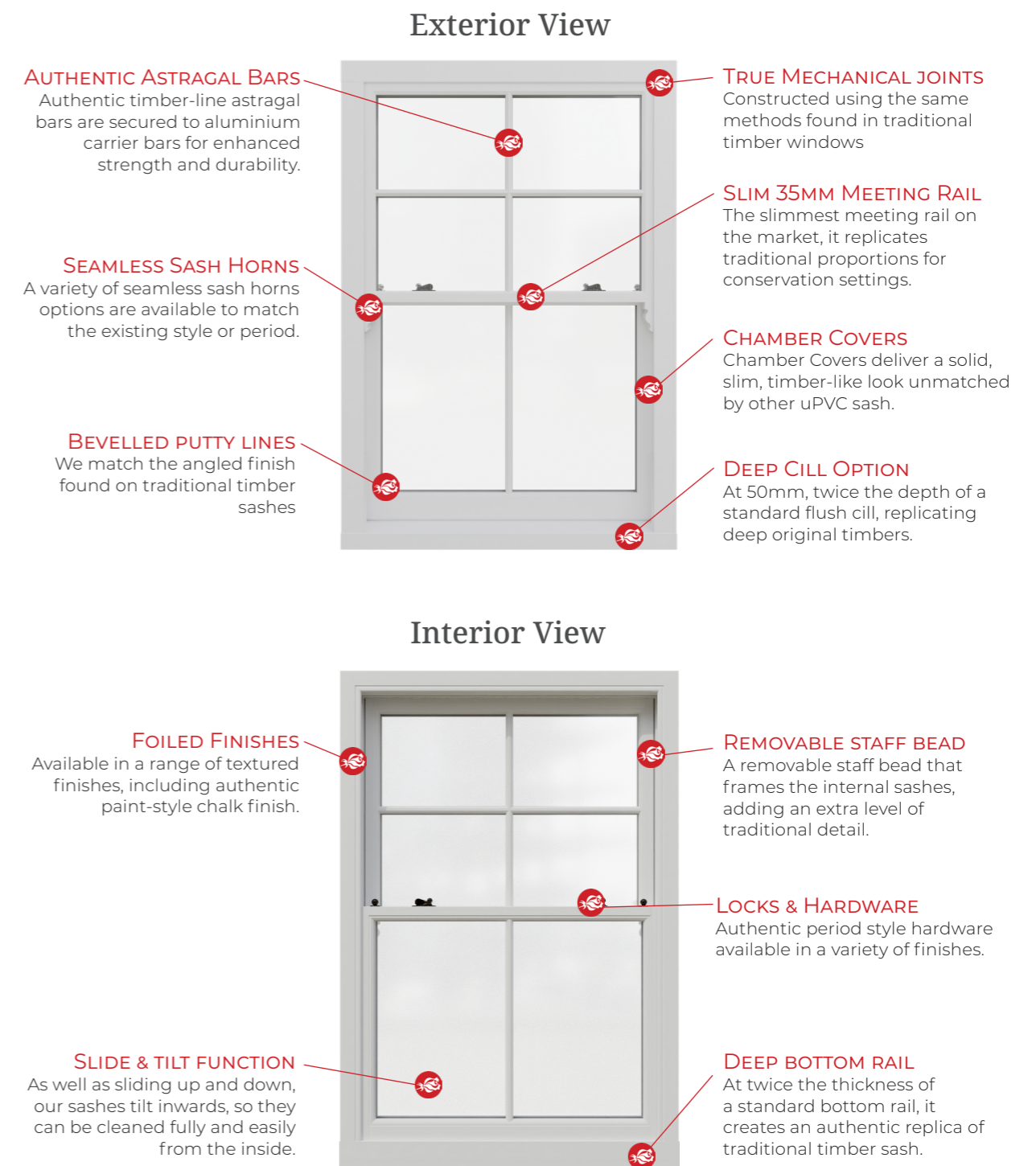
The result was Ultimate Rose: the UK's first fully mechanically jointed uPVC sash window, with seamless run-through sash horns and a 35mm midrail that remains unmatched more than a decade later.

Ultimate Rose went on to win the well-respected G13 New Product Of The Year award. But more importantly, it changed expectations of what modern conservation-grade sash windows could achieve.

We have continued to develop and refine Ultimate Rose ever since, adding period-correct details such as deeper cills, internal staff beads, chamber covers and a range of seamless horn styles to suit different periods and settings. But the philosophy remains the same: to create a modern sash window that looks exactly like a timber original, even from close up.

This section highlights the details that planners and conservation officers look for, and which continue to make Ultimate Rose the UK's leading conservation-grade modern sash window.

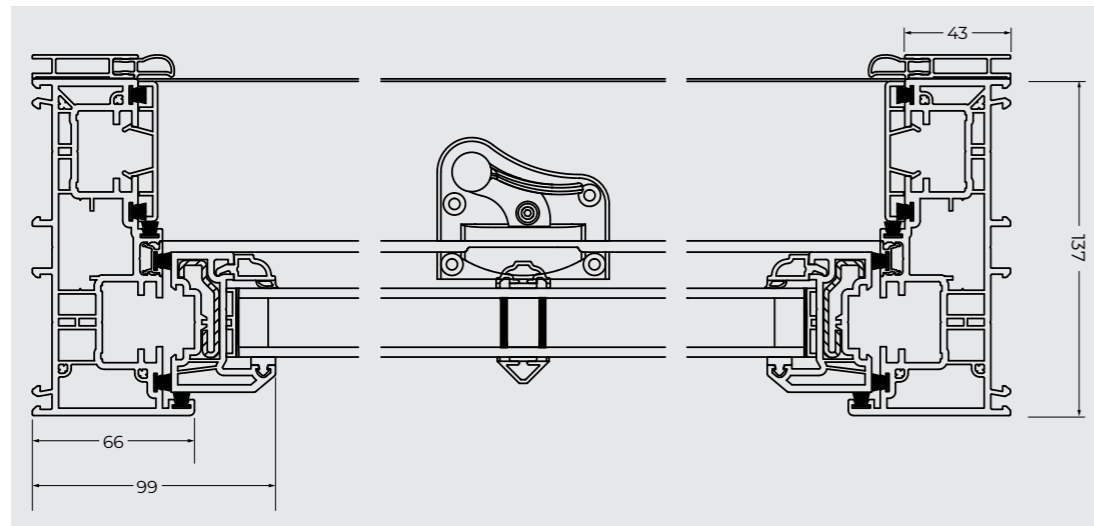
ULTIMATE ROSE ANATOMY



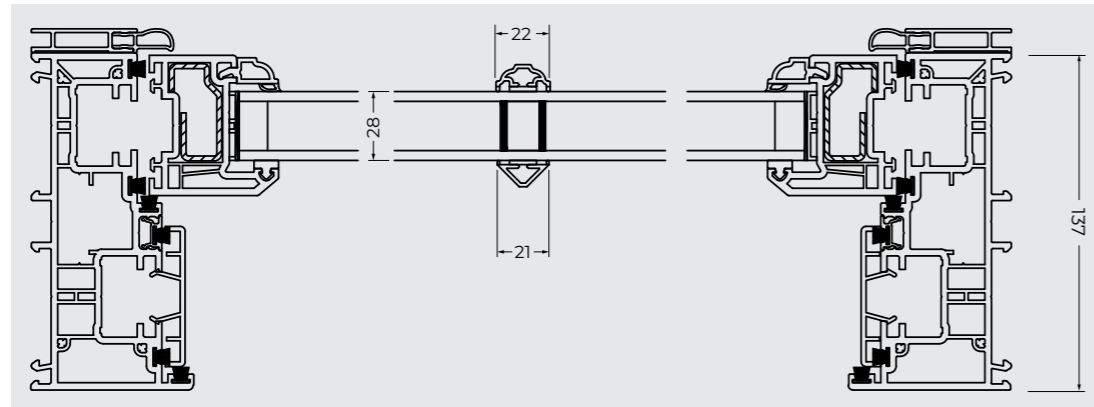
TECHNICAL DRAWINGS

Top down view

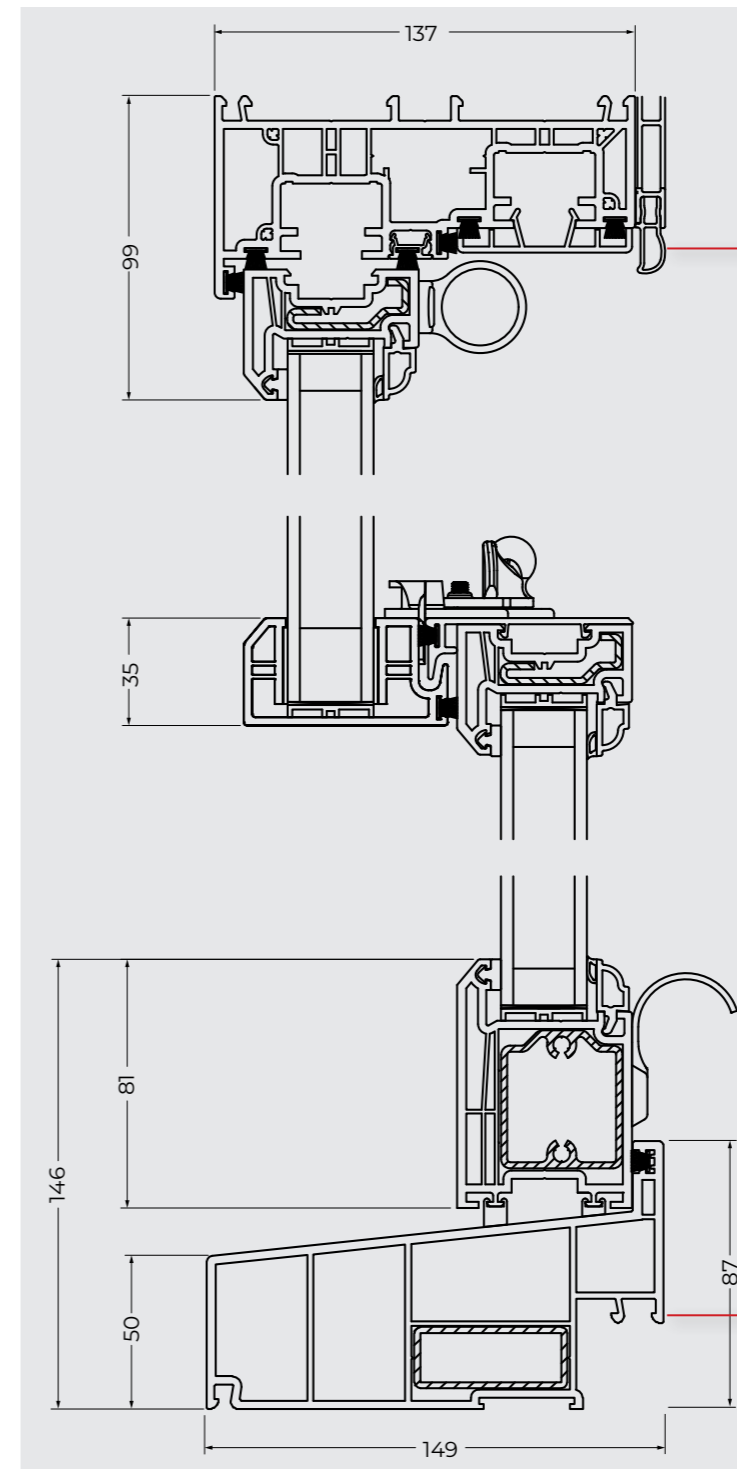
Top sash



Bottom sash



Side view



staff bead

deep cill



LOW MAINTENANCE

A key benefit that modern sash windows have over the original timber counterparts is that they require far less maintenance. Traditional appearance doesn't mean traditional upkeep.

No repainting

While modern sash windows are available in a wide range of colours and finishes, they have the distinct advantage of never needing to be repainted. In contrast, manufacturers recommend that new timber sash windows are repainted every 5-10 years, depending on colour and exposure to the elements. Taking into account the preparation work required before painting, this can be a time-consuming or costly task.

Easy cleaning

Cleaning the frames of uPVC sash windows is simple; just use a sponge or cloth with warm water and a mild, non-abrasive detergent every now and then.

Cleaning the glass is simple too, as most modern sash windows feature a tilt facility. This allows you to tilt the sashes inwards to give you access to the outside glass from inside your home.

Security built in

When old timber windows deteriorate, gaps appear. When that happens they're not just draughty, they're more vulnerable to attack.

Modern windows don't behave the same way. Profiles are stable, with steel reinforced sashes for added strength. Lockable sash locks enhance security further, and most modern sash windows are available with PAS24/Part Q/ Secured by Design accreditation.

SUSTAINABILITY

Sustainability is often discussed in slogans, when it's better measured in facts.

PVC has long carried a certain stigma, much of it rooted in misunderstanding. In reality, when properly assessed through lifecycle analysis, uPVC performs well against many common building materials.

In construction terms, sustainability comes down to three main factors: how a material is made, how long it lasts and what happens to it at the end of its life.

Manufacturing and carbon impact

uPVC requires significantly less energy to produce than materials such as aluminium and steel, which rely on high-temperature processes. Lower energy use means lower associated carbon emissions. Per kilogram, the carbon impact of uPVC is a fraction of aluminium.

Just as important is performance in use. uPVC is a natural insulator, and well-designed windows reduce heat loss in older homes, lowering energy demand year after year. That ongoing reduction can outweigh the embodied carbon of the material itself.

Longevity

A well-made uPVC sash window can last 35–40 years with minimal maintenance. Long service life reduces replacement cycles, material use and installation impact. In sustainability terms, durability matters.

Recyclability and closed-loop systems

uPVC is a thermoplastic, which means it can be recycled directly. End-of-life frames and manufacturing offcuts are processed and re-extruded into new products.

Within the UK window industry, this often operates as closed-loop recycling. Offcuts and old frames are returned to profile manufacturers and turned back into new window profiles. Roseview works with suppliers such as REHAU and Eurocell, both of whom operate these systems, meaning waste is not discarded but reused.

PVC can be recycled multiple times without loss of performance. Combined with long lifespan and strong thermal efficiency, this makes modern uPVC sash windows far more sustainable than many assume.

Sustainability is not about a single headline claim. It is about efficient materials with a long service life, responsible recycling and reducing energy demand over the lifetime of a building. When those factors are considered together, modern uPVC sash windows compare far more favourably than many people assume.

Low Carbon Production

uPVC production uses significantly less energy than other materials that require high-temperature production processes.

Long Service Life

Well-made uPVC sash windows can last at least 40 years with minimal maintenance and no repainting.

Fully Recyclable

End-of-life uPVC windows can be recycled into new windows up to ten times without any loss of strength or performance.



Window
Manufacture



Old Windows/
Manufacturing
Waste



Collection



Recycle and
Extrude



New Profile



New
Window

OTHER OPTIONS

There are many situations where the full conservation-grade authenticity delivered by Ultimate Rose isn't a priority. Equally, there are times when replacing existing windows simply isn't viable.

Roseview's wider range offers solutions suited to different properties, budgets and constraints.

For more information on Roseview's full range of windows, visit:

[roseview.co.uk](https://www.roseview.co.uk)



Incarnation secondary glazing

In some buildings, replacing the existing windows is not viable. When that's the case, secondary glazing provides an alternative. Installed internally, it leaves the external appearance of the building unchanged while significantly improving thermal and acoustic performance.

By adding a discreet, slim aluminium window to the room side of the existing frame, secondary glazing creates an insulating air cavity. Using the same principle as double glazing, this cavity reduces heat loss and external noise.

Secondary glazing is available in various styles and configurations, including fixed, sliding and hinged. These can then be used individually or in combination to match the sightlines of the existing window.

Best suited to:

Listed buildings, period buildings, public buildings, conversion projects.



Heritage Rose sash windows

Before Ultimate Rose, Heritage Rose was the most conservation-ready uPVC sash window available. It shares many of the key proportions and design principles of Ultimate Rose, but without the highest level of period detailing.

From the pavement, it still presents as a traditional timber sash. Close inspection reveals differences such as welded corner joints and a slightly wider midrail, but for many settings these distinctions are entirely acceptable.

Heritage Rose combines authentic styling with the durability and thermal performance expected of modern materials.

Best suited to:

Period properties where strict conservation requirements do not apply; high-end new builds.



Charisma Rose sash windows

Charisma Rose offers a more cost-conscious route to the look of a traditional sash window. While it is not intended for conservation-led projects, it still captures the proportions and aesthetic that define traditionally-styled architecture.

For projects where heritage detailing is less critical, Charisma Rose provides a practical, attractive, high-performance solution.

Best suited to:

New builds; modern homes designed in a traditional style.

ULTIMATE ROSE IN ACTION



Up to this point, this guide has explored conservation, the regulations and guidelines that protect it, and how sash windows sit within Britain's architectural tradition.

But sometimes it's easier to see it for yourself.

This section brings those principles to life, with real examples of Ultimate Rose installed in traditional homes.

Each project highlights the challenges involved and how modern timber-alternative sash windows helped to overcome them.

We've also included some useful side-by-side and before-and-after examples, showing you the transformation Ultimate Rose has brought to real world homes.



INSTALLED WINDOWS BEFORE & AFTER

before



after



before



after



after

after



before



after



before



after



before



before



INSTALLED WINDOWS

CASE STUDIES

Welborne Garden Village

Welborne Garden Village in Hampshire is not a conventional volume housing scheme.

Conceived as a new generation garden village, the development will ultimately deliver 6,000 homes alongside schools, shops, workspaces and extensive landscaping. The ambition is straightforward: to establish a long-term, heritage-grade community based on green spaces and traditional architecture.

Most of the 6,000 homes have been designed to incorporate traditional sash windows. Following a thorough review process, including direct comparison with alternative systems, Ultimate Rose was selected as the exclusive vertical sliding window solution for use across the entire development. The decision was shaped by the need to reconcile authenticity with performance, and architectural intent with commercial practicality, across a development that will evolve over 20 years and multiple development phases.

Setting the standard

Phase 1 commenced in late 2024, comprising 700 homes delivered by three developers. These properties reflect the design code's emphasis on traditional proportions, classic streetscapes and durable modern performance. Ultimate Rose sits comfortably within that architectural language; its proportions and heritage detailing reinforcing character while still meeting contemporary expectations.

Adopting a single mechanically jointed sash window model has created a clear visual thread across differing house types and build teams. In a project of this size, that consistency is important. With multiple developers on-site simultaneously, small variations can quickly become noticeable.



Performance, security and sustainability

Performance is an equally important part of the brief. Energy standards, security requirements and durability targets had to be satisfied without compromising the scheme's architectural direction. The Ultimate Rose sash windows installed at Welborne carry PAS24:2022 certification and achieve a U-value of 1.2 W/m²K, supporting the project's wider security and sustainability objectives. At the same time, the low-maintenance durability of modern materials helps ensure that the project's visual identity is maintained well beyond the construction phase.

Maintaining design discipline

As later phases move forward, including delivery of the village centre, maintaining that early clarity of specification will become more demanding. Establishing the window strategy at the outset reduces the chance of visual drift as new areas are developed and new contractors become involved.

The window strategy at Welborne is not dramatic, but it is deliberate. In large-scale developments, it is often the repeated, carefully considered details that determine whether a place feels coherent decades later. That principle runs through the wider Welborne vision, including the choice of windows.



Maida Vale School

Built in the 1870s, this Victorian building in London was being converted into a large new private school for 11 to 18-year-olds, on behalf of the new owners the Gardener Schools Group. The existing timber sashes had deteriorated due to low maintenance, so were unsuitable for a school environment. The new owners wanted replacement windows that had enhanced security and acoustic insulation, superior energy efficiency and - critically - were sympathetic to the building's architectural style and history.

A total of 148 sash windows needed replacing. To stay within budget and remove the need for ongoing maintenance and regular repainting, the owners were looking for timber-alternative sash windows that could achieve all their needs at a manageable cost. This is when they found the Ultimate Rose sash window.

The Ultimate Rose sash windows specified and supplied featured A-rated energy efficiency, helping to dramatically reduce heating and cooling costs when the school opened. For the safety of its students and staff, it also included enhanced Secured by Design security.

Having the ability to spray sashes to any RAL number, this project was finished in a basalt grey colour with a wood grain textured finish. This preserved the character of the building while seamlessly blending in with the brickwork and matching the sightlines of the original sashes.

The project was completed on time for the school to open to new students in 2020.



Silverstone Conversion

Located in the village of Silverstone, this Victorian school has been converted to create a new home. As part of the extensive restoration the homeowners expressed the importance of maintaining the original style of the schoolhouse.

At some point in its history the original windows had been replaced with poorly specified casements, which needed to be changed back to sashes. Having been invited to our showroom in Olney, the homeowners were able to see all Rose Collection models in the flesh. That helped them confirm that Ultimate Rose would be the ideal model to match the architecture of their project.

Matching the existing sightlines was critical, which meant creating six-over-six astragal bar designs in sash windows with fixed lights on top. Additionally, the windows were finished in a subtle cream woodgrain to help blend in with the building's stone construction, while creating a modern twist to the refurbishment.

The end result is beautiful sash windows that are both stylish and traditionally accurate – a huge improvement over the mis-matched casements from before.



Bishop's Stortford College

Bishop's Stortford College was established in 1868, with an original School House (pictured below) that included classrooms, common areas and boarding facilities.

While not listed, the building is of clear historical interest. Therefore the full refurbishment programme carried out between 2018 and 2021 focused on retaining all the 19th century character of the school building, while upgrading comfort and performance to modern levels.

As part of that process, our sash windows were put forward by the refurbishment consultants Pelling LLP, and included in subsequent successful planning applications.

After a detailed planning, budgeting and contractor selection process, Roseview customer Asset Finline were selected to install the Ultimate Rose sash windows manufactured by Roseview.

But before the window project could commence, planning stipulations required the installation of a pilot window. That window was manufactured, installed and then inspected. It passed, and the project could continue to completion.

"Whilst the new windows retain the visual character of the building they offer all the benefits of using modern materials, including low maintenance, improved insulation, security and light transmission. We are very pleased with the results."

Estates Manager, Bishop's Stortford College



Honey House

This Edwardian home in a pretty Bedfordshire village was completely renovated in 2021. The project included replacing the original single-glazed timber sash windows.

The owners had three key priorities when selecting the right replacement windows for their project: visual accuracy, energy efficiency and low maintenance. Based on these requirements and having spent several months searching for the right solution, the owners chose our Ultimate Rose sash windows.

The homeowners then used the Roseview website to identify a local Trade Installation Partner who could survey, specify and install the windows.



Welsh new build

A family building a traditional Victorian-style farmhouse in Rhos-Fawr wanted large, traditional windows to let in as much light as possible. Because of the exposed countryside location, the windows also needed to provide effective weatherproofing.

The five main Ultimate Rose sash windows on the front elevation (see picture) are exceptionally large at 1500 x 2350mm. Using a simple white woodgrain finish that

never needs repainting, they are A-rated for energy efficiency and include Roseview's extreme weather pack for extra protection against wind and rain (and snow!).

The maintenance-free result is both stylish and fully in keeping with the traditional Victorian-inspired architecture.

Victorian London

The owner of this classic Victorian semi-detached home in south London was looking to replace existing single-glazed timber windows with something that would offer better security and energy efficiency.

The property is in a conservation area, but with no Article 4 Directive in force it doesn't require planning permission or conservation approval to replace the windows. That said, the owner was very keen to ensure that replacement windows were a close visual match to the original windows, found both in this house and others in the same street.

At this point the owners saw a prototype version of Roseview's Chamber Cover feature, which is exclusive to Ultimate Rose and which closes up the external balance channels, providing a smooth inner face with narrow slots for the top sash to slide down into. At that stage Chamber Cover was almost a year away from full release, but the homeowner was prepared to wait as they felt it was a key part of replicating the original windows.

Roseview put the owner in touch with local Trade Installation Partner Osborn Windows, who helped them specify A-rated, Secure by Design Ultimate Rose sash windows with the new Chamber Filler feature.

"Roseview has managed to produce the perfect replica of the original sash window. We are delighted with the result."

Homeowner, south London



Georgian Mill

Built in 1752, this impressive Georgian mill house was in desperate need of restoration.

Located next to a mill pond, river and old mill buildings, and firmly in a conservation area flanked by listed buildings, the project had to be sensitive to both the property and the area's heritage. As a full renovation in a conservation area, it would also require full conservation approval.

Having initially expected timber windows to be the only way of meeting conservation requirements, the developer found Roseview and included uPVC sash windows in the planning application. Roseview supplied a sample window to be inspected by the area's Conservation Officer, and the application was duly approved.

"I was about to place my order for timber windows. Then I came across Roseview and was blown away."

Developer/Designer, Millwater Cottage



Surrey upgrade

The timber windows in this impressive Victorian villa needed to be replaced due to rot. After researching various options, the homeowners saw Roseview's sash windows at a local Homebuilding and Renovating show.

Initially they were drawn to the traditional, accurate sash window aesthetics, but also valued the added security and energy efficiency benefits offered by modern manufacturing

and materials. Not having to repaint the windows, especially on the outside, completed the package.

Following the show, Roseview put the homeowners in touch with a local Trade Installation Partner, who then took them through the whole process from choosing their windows to completed installation.

THE NEXT STEP

Roseview is a specialist window manufacturer. Our expertise lies in building classically-styled, high performance, low maintenance bespoke sash windows.

We do not install windows, and therefore cannot assist with surveying, installing or installation advice. The professional installers who provide these services are the experts, so leave that to them.

That said, we are happy to provide help and advice on the things we do know about, including conservation.

In the first instance, visit our website for a wealth of information and advice. And if you have a specific question, let us know – we'll be happy to help if we can.

[roseview.co.uk/contact-us](https://www.roseview.co.uk/contact-us)

Homeowners

Whether you are refurbishing your home, working on a property in a conservation area, or even building a new home with traditional architecture, sash windows are a classic, traditional, quintessentially British feature.

If you're looking to add sash windows to your project, the first step is to visit the Roseview website. As well as providing information, advice, inspiration and downloadable resources, the website will also help you take the next step – finding a local installer.

If you want to see our windows in the flesh before contacting installers, you're welcome to visit our showroom in Olney, Buckinghamshire. We also have a permanent display at the [National Self Build & Renovation Centre](#) in Swindon. Just contact us for more information.

Architects, specifiers & developers

If you have a project that requires sash windows, we have a dedicated commercial team ready to help. We can provide all the information you need, from technical drawings to accreditations and test results.

If you'd like to view our windows and meet us in person to discuss your project, you're welcome to visit us at our base in Olney, Buckinghamshire. You'll be able to visit our showroom and factory, and we can sit down to go through your drawings and specs, offering help and advice where required. We can also arrange to meet you at our permanent stand at the National Self Build & Renovating Centre in Swindon.

You can also find all our window models and technical information on [NBS Source](#).



download our brochure

www.roseview.co.uk



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