

Appellant's Hearing Statement: Socio-Economic Benefits

Appeal reference: APP/K2420/W/24/3348387

LPA reference: 23/01229/ OUT

Appellant: Redrow Homes Ltd (Harrow Estates Division)

LPA: Hinckley & Bosworth Borough Council

Site Address: Land East of The Common, Barwell,
Leicestershire

Date: October 2024

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1. Introduction

Introductions and Declaration

- 1.1 My name is Antony Pollard, and I am a Director and Head of Economics at Turley. I am instructed to present evidence at this Appeal Hearing by Redrow Homes Ltd (Harrow Estates Division) (herein referred to as 'the Appellant').
- 1.2 My evidence addresses matters related to the socio-economic benefits of the proposed development, which are set in the context of my assessment of the socio-economic challenges currently faced by the village of Barwell and the wider borough of Hinckley and Bosworth. It should be read in conjunction with the additional Hearing Statements submitted on behalf of the Appellant.
- 1.3 The evidence I present builds on the contents of the 'Socio-Economic Report' that was produced in December 2023 and submitted with the application. I have updated aspects of this report within this statement, which follows the same structure and replicates content where appropriate. It also builds upon and should be read alongside the submitted Statement of Case which was provided as part of the original Appeal submission, when it was anticipated that it would be determined by way of Inquiry.
- 1.4 My evidence continues to show that:
 - Parts of Barwell and Earl Shilton remain amongst the most deprived in Leicester and Leicestershire and that there is a lack of variety in the housing offer across the settlements.
 - The two settlements face several challenges including a slowing down in the rate of population growth, contributing to an ageing population, and a resident population which has a below borough average representation of degree level qualifications and remains more likely to be working in lower paid roles.
 - Where the Council has allocated sustainable urban extensions (SUEs) in each settlement to facilitate their regeneration, the failure of these to progress has contributed to the above.
 - The proposed development provides an opportunity to deliver new homes that will contribute to addressing the challenges I identify and support the realisation of the Council's economic ambitions. This will be realised by:
 - **Diversifying the housing offer of Barwell and Earl Shilton**, through its inclusion of a greater proportion of larger and detached properties than are currently available;
 - **Accommodating around 240 people who will predominantly be of working age**, thus replenishing a cohort that has reduced in size over the last decade;

- **Attracting residents who will likely be relatively skilled**, given the profile of recent movers, helping to both address a local deficiency and support broader economic ambitions throughout Leicester and Leicestershire;
- **Generating £2.3 million of expenditure on retail and leisure every year**, in doing so supporting up to 15 jobs on struggling high streets;
- **Generating £1.9 million of Council Tax over ten years**, of which around £136,000 will go to Hinckley and Bosworth Borough Council and £61,000 will be directed to Barwell Parish Council; and
- **Creating – through a £19 million investment in construction – around 30 jobs per annum** for residents of Leicester and Leicestershire during an anticipated three-year build. This includes an estimated 15 jobs for residents of Hinckley and Bosworth, but this could well rise given the existence of unemployment residents seeking construction work.

1.5 The evidence within this Hearing Statement which I have prepared and provide for this Appeal (PINS Reference No. APP/K2420/W/24/3348387) is true and has been prepared in accordance with the guidance of my professional institution. I confirm that the opinions expressed are true and professional opinions.

Qualifications

- 1.6 I am a member of the Royal Town Planning Institute. I hold a Bachelor of Arts Degree (with Honours) in Geography from Durham University and a Master of Town Planning Degree from the University of Manchester.
- 1.7 I have held the position of Head of Economics since 2019, having previously been a Director in the team since April 2013. Prior to this I was an Associate within the Planning Development & Regeneration team at GVA Grimley Ltd progressing to this position following joining the firm in 2004.
- 1.8 Over my career I have developed extensive experience in the preparation of economic and housing evidence. This has included supporting authorities to develop evidence-based economic and housing strategies and developers in the promotion of housing and employment schemes across the UK. I also have extensive experience in the preparation of economic and housing evidence on behalf of local authorities as part of the preparation of their Local Plan / Core Strategy evidence base. A number of these studies have ultimately been tested through Examination in Public and been found sound through the adoption of the Local Plan / Core Strategy.

Structure of my evidence

- 1.9 I have structured by me evidence as follows:
- **Section 2 – Strategic Context** – In this section I provide an overview of the economic ambition of Leicester and Leicestershire, and an introduction to the intended role of Barwell in accommodating growth. I have updated the previous

content included in our Socio-Economic Report to consider the emerging draft Regulation 18 Local Plan which has recently been consulted upon;

- **Section 3 – Local Context** – I represent the summary of the socio-economic challenges faced by Barwell and the adjoining town of Earl Shilton drawing on the analysis provided in the submitted Socio-Economic Report, updating where new information is available;
- **Section 4 – Impact of the Proposed Development** – In this section I outline how the proposed development of up to 95 homes in Barwell can help to address identified socio-economic challenges. The quantification of benefits has been updated to ensure it uses the latest available informing datasets, albeit I note that the development quantum and description remain consistent with that used within the Socio-Economic Report; and
- **Section 5 – Summary and Conclusions** – I conclude my statement with a concise overview of the report's findings and their implications for the proposed development. I include an updated infographic illustrating the quantified benefits of the proposed development at the end of this section.

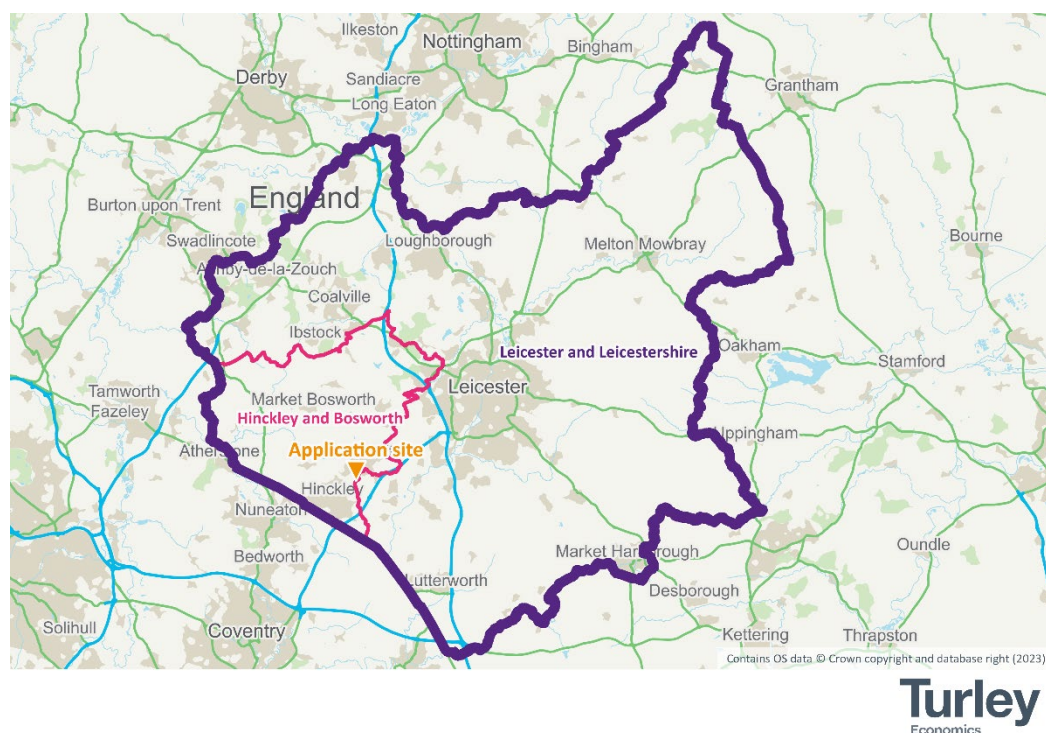
2. Strategic Context

- 2.1 I consider that it is important to frame and understand the potential socio-economic benefits of the scheme within the wider economic and social context. Within this section I undertake a concise review of the economic ambitions stated by Hinckley and Bosworth Borough Council ('the Council') and other relevant public sector bodies. This includes consideration of the latest Regulation 18 iteration of the draft Local Plan (**Core Document CD-C-13**).
- 2.2 I also establish the role consistently envisaged of Barwell in achieving these economic ambitions, with the village having been consistently identified as a sustainable settlement that has the potential to accommodate significant residential growth.

Wider economic ambitions

- 2.3 The appeal site is located between Hinckley and Leicester in the south-west part of Leicestershire, as shown by Figure 2.1 below.

Figure 2.1: Site Location in Leicester and Leicestershire



- 2.4 The Council clearly recognises that Hinckley and Bosworth forms part of a wider housing and economic market, which covers the whole of Leicester and Leicestershire. As such, it has long worked with other authorities in this area to both consider development needs and develop a shared economic vision for the future, most recently doing so in the Strategic Growth Plan¹ (SGP) (**Core Document CD-C-6**) of 2018.

¹ **CD-C-6:** Leicester & Leicestershire 2050: Our Vision for Growth (2018)

- 2.5 The most recent draft of the emerging Local Plan for Hinckley and Bosworth recognises the strength of the local economy, stating for instance that:

*“There is...**continued pressure for economic growth**, particularly for large scale strategic distribution as a result of the borough’s geography, being broadly central in the country and the strategic road network, within an area known as the ‘golden triangle’”² (emphasis added)*

- 2.6 It also states that:

“Hinckley and Bosworth is also very much at the forefront of future innovation, and home to many industry-leading companies, including Horiba MIRA, Caterpillar and Triumph”³

- 2.7 The SGP goes further in stating that ‘Leicester and Leicestershire has huge potential for growth’, with the local authorities wanting to ‘play [their] part in developing the UK economy, improve productivity and create the conditions for growth’⁴. They also clearly wish to ‘increase the speed of housing delivery, remove the barriers that have slowed progress to date, and ensure that there is a good supply of new housing for people who need it’⁵.

- 2.8 The SGP identifies a series of ‘economic growth areas’, many of which are in close proximity to Barwell as shown at Figure 2.2. The village can also be seen, from the plan to the right, to be close to several of the road and rail corridors that the SGP aims to improve.

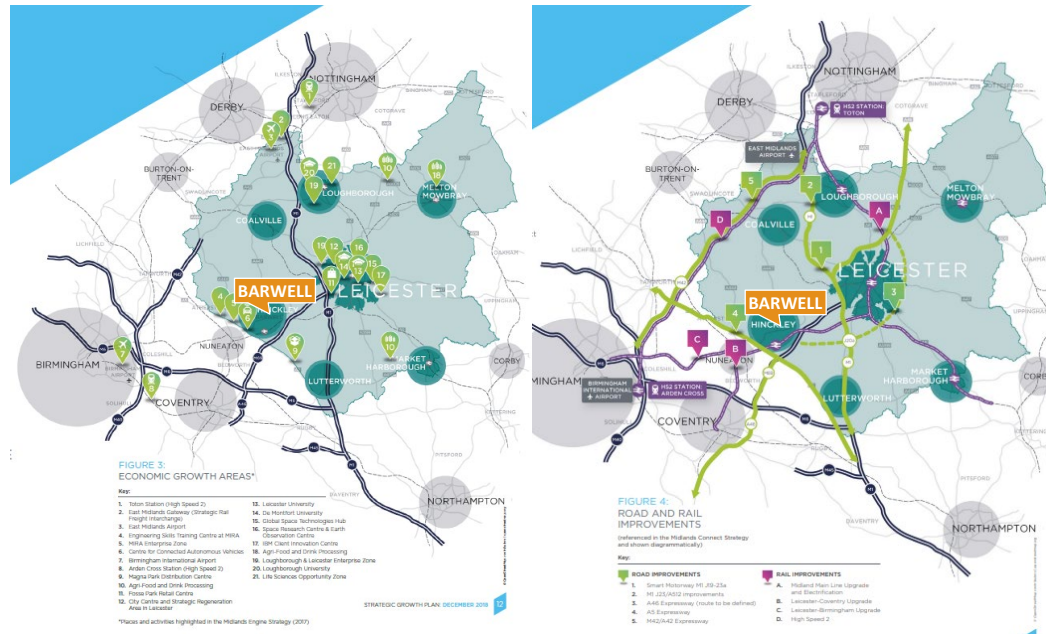
² CD-C-13: Hinckley & Bosworth Borough Council (July 2024) Consultation Draft Plan, Regulation 18, paragraph 4.3

³ CD--C-13: Hinckley & Bosworth Borough Council (July 2024) Consultation Draft Plan, Regulation 18, paragraph 2.14

⁴ CD-C-6: Leicester & Leicestershire 2050: Our Vision for Growth (2018), page 4

⁵ *Ibid*, page 4

Figure 2.2: Proximity to Economic Growth Areas and Improved Road/Rail Links



Source: SGP

2.9 In February 2021 – after the SGP was produced – the Local Enterprise Partnership published its own Economic Growth Strategy (EGS) for Leicester and Leicestershire, covering the period from 2021 to 2030 (**Core Document CD-C-16**). This accounted for more up-to-date evidence whilst incorporating the recommendations and priorities of the SGP, and clearly retained an ambition to ‘*deliver recovery and growth*’⁶. The EGS also continued to recognise that the area is the ‘*UK’s central logistics hub*’ and home to several UK and world-leading centres of new technology and innovation in space and Earth observation, sports science, life sciences, IT and cyber technologies and automotive engineering. This affirms the breadth of skills that need to be sustained and supplied across the area if growth is to be achieved across both of these key economic areas. The following four key aims were set out:

- Increase GVA and productivity, continue to develop a leading science and technology-led economy. Priorities include supporting high growth businesses in sectors noted above and attracting and growing international businesses and to meet the employment and skill needs of employers and the future economy including knowledge intensive services.
- Global innovation leadership, increase innovation activities across the whole business base. Priorities include working with the region’s three universities to attain and invest in innovation leadership of national and international significance and helping businesses become more competitive and resilient through technology and innovation adoption.
- Create a resilient, adaptive workforce where all residents have access to skills and career progression and are paid the living wage. Priorities are focussed

⁶ **CD-C-16:** Leicester & Leicestershire Economic Growth Strategy 2021 – 2030 (November 2021), Executive Summary

around upskilling to address concentrations of deprivation and pockets of low education and skills attainment.

- Become a leader in zero carbon solutions, with sustainability principles built into everything we do.

- 2.10 The EGS emphasised its ambition to evolve the economy of Leicester and Leicestershire, moving to higher value employment generation. The importance of a suitably skilled workforce was clearly recognised, showing the importance of providing homes that match the aspirations of those in higher paid occupations whilst also ensuring that the economic benefit of this workforce is captured.
- 2.11 The positive outlook for the creation of jobs in proximity to Barwell is also influenced by the proximity of the MIRA Technology Park, including the Engineering Skills Training Centre at MIRA and the MIRA Enterprise Zone, which is located close to Hinckley. The importance of this site is recognised in the latest draft of the new Local Plan as well as in the SGP and the EGS.

Existing supply response: allocated SUEs in Barwell and Earl Shilton

- 2.12 The Council has long recognised the potential role of Barwell, and the adjoining town of Earl Shilton, in accommodating growth. The latest draft of its Local Plan continues to place both settlements, along with Hinckley and Burbage, at the top of the settlement hierarchy and within a defined ‘urban area’ that will be the focus of development⁷.
- 2.13 In 2009, the Council allocated two large sustainable urban extensions (SUEs) through its Core Strategy, which were to collectively provide around 4,500 homes. A key part of the rationale for these SUEs, aside from a lack of physical constraints, was their potential to act as a catalyst for the regeneration of both settlements.
- 2.14 The two SUEs were expected to have collectively delivered some 3,010 homes by 2023 but neither has yet delivered a single home⁸. They are seemingly not expected to do so until at least 2028, having been omitted from the Council’s latest published statement on its five-year housing land supply⁹. This is a reflection of the infrastructure challenges involved in delivering such large sites, as recently acknowledged in the Council’s Spatial Options for Housing Strategy which stated that:

“Both SUEs are in close proximity and require significant infrastructure provision. Provision is required at a scale like that needed when planning a new settlement, and may be required both on and off site...”¹⁰

⁷ **CD C-13:** Hinckley & Bosworth Borough Council (July 2024) Consultation Draft Plan, Regulation 18, paragraph 4.44 and 4.47

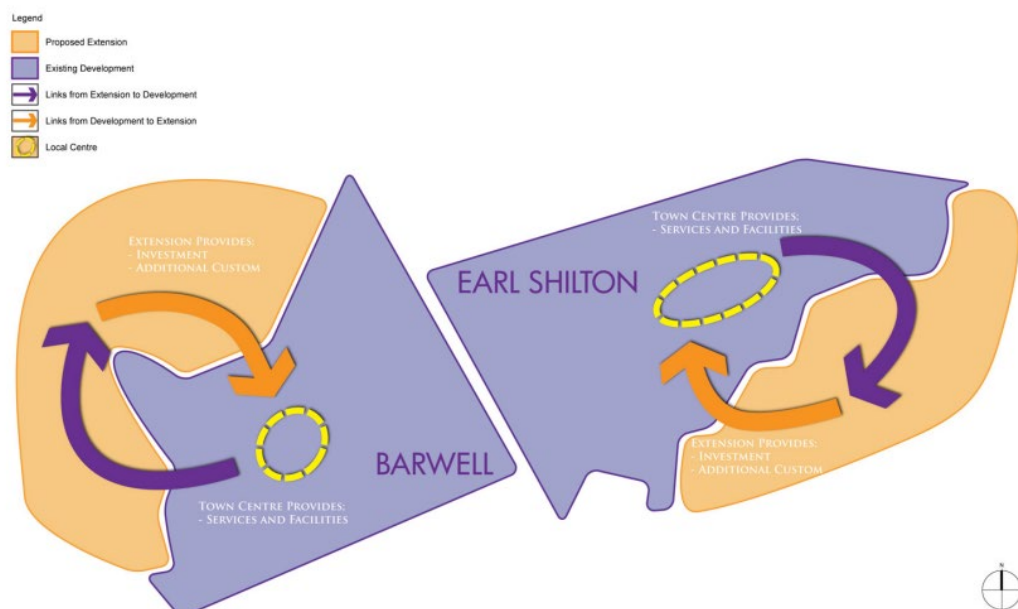
⁸ **CD-C-1:** Hinckley and Bosworth Borough Council (2009) Local Development Framework: Core Strategy, **CD-E-10:** Appendix 2; Hinckley and Bosworth Borough Council (2024) Housing Delivery Test Action Plan, paragraph 3.9.1

⁹ **CD-E-9:** Hinckley and Bosworth Borough Council (2023) Five Year Housing Land Supply Statement, 1 April 2023 – 31 March 2028, Appendix 1

¹⁰ **CD-E-13:** Lambert Smith Hampton (July 2024) Hinckley & Bosworth Borough Council Spatial Options for Housing Strategy, paragraph 7.4.28

- 2.15 Despite the delays seen to date, the emerging Local Plan proposes to retain the SUEs as allocations, expecting the delivery of 3,001 homes across both within the plan period (2020 – 2041) in policies SP01, SP03 and SP04. It references the saving of the Earl Shilton and Barwell Area Action Plan (AAP), which it identifies as setting the development framework for both SUEs and being critical in bringing these schemes forward¹¹.
- 2.16 The AAP – produced in September 2014 – builds on the Core Strategy in establishing an approach whereby the development of the SUEs would be linked to a strategy of regenerating the existing settlements and in particular their centres. This is illustrated in the ‘Masterplan Context’ diagram included within the AAP and replicated below. The principle of additional housing providing additional custom (spend) and investment in both SUEs is clearly established.

Figure 2.3: Barwell and Earl Shilton AAP – Masterplan Context



Source: Area Action Plan, page 8

- 2.17 The principle of growth being required to support necessary regeneration is also captured within the following vision for the settlements in 2026, from the AAP:

“...sustainable communities with distinct identities and character, providing attractive and accessible living and working environments and thriving urban centres. The settlements will be well connected to Hinckley and the surrounding countryside and supported by infrastructure that encourages green living”¹²

- 2.18 Further explanation is provided within the supporting rationale:

¹¹ **CD-C-13:** Hinckley & Bosworth Borough Council (July 2024) Consultation Draft Plan, Regulation 18, paragraph 4.51

¹² **CD-C-3:** Earl Shilton and Barwell Area Action Plan: Local Plan 2006 – 2026 (Adopted September 2014), page 15

“Increased spending power from the growing population within the local economy provides an opportunity for businesses in the settlements to respond to this, create a critical mass of population to justify investment in key facilities within the settlements, provide an opportunity to deliver accessible green infrastructure and act as a catalyst for wider economic development interest in the settlements”¹³

- 2.19 The draft Local Plan continues to identify the SUEs as ‘strategic mixed-use developments that will deliver significant housing and employment growth in Hinckley & Bosworth alongside other benefits such as schools, parks and road improvements’¹⁴.
- 2.20 Policy SP03 envisages a minimum of 1,581 homes at the Earl Shilton SUE – all of which would be delivered within the plan period – along with up to 5.3ha of employment land, a new primary school, local convenience retail (complementary to but not detracting from Earl Shilton district centre), community and recreational facilities and a public house or equivalent. The draft Local Plan confirms, as is the case with the other SUE, that the allocation of the SUE is intended to retain a focus for regeneration within the district centre of Earl Shilton¹⁵. It confirms that two outline planning applications, providing for up to 1,500 dwellings across the SUE, received a resolution to grant in June 2024.
- 2.21 Policy SP04 envisages at least 2,500 homes at the Barwell SUE, circa 1,420 of which would be delivered during the plan period and 20% of which would be affordable. It also allows for a minimum of 6.2ha of B2/B8 land, a neighbourhood centre – including a new primary school and local convenience retail that is complementary to but does not detract from Barwell district centre – and community and recreational facilities. In line with the AAP and Core Strategy, it references the justification of the SUE including a focus for regeneration in the district centre of Barwell. The draft Plan confirms that the proposed development has outline planning permission, subject to the signing of a S106 agreement.

Summary

- There is clearly pressure, and indeed potential, for economic growth both in Hinckley and Bosworth and throughout Leicester and Leicestershire, whose constituent authorities wish to evolve economically and create higher value jobs.
- The authorities have recognised the importance of a suitably skilled workforce in this context, and the need to provide homes that match their aspirations.
- The appeal site in Barwell is situated close to areas that are expected to drive economic growth, and is similarly close to several of the road and rail corridors that are set for improvement.

¹³ **CD-C-3:** Earl Shilton and Barwell Area Action Plan: Local Plan 2006 – 2026 (Adopted September 2014), paragraph 4.7

¹⁴ **CD-C-13:** Hinckley & Bosworth Borough Council (July 2024) Consultation Draft Plan, Regulation 18, paragraph 4.35

¹⁵ *Ibid*, paragraph 4.52

- The Council has long recognised the potential role of Barwell, and the adjoining town of Earl Shilton, in accommodating growth and it has also identified how this can help to drive their regeneration.
- Sustainable urban extensions to both settlements were proposed in the Core Strategy but these have been slow to progress, for various reasons, and are not expected to deliver until after March 2028 at the earliest.

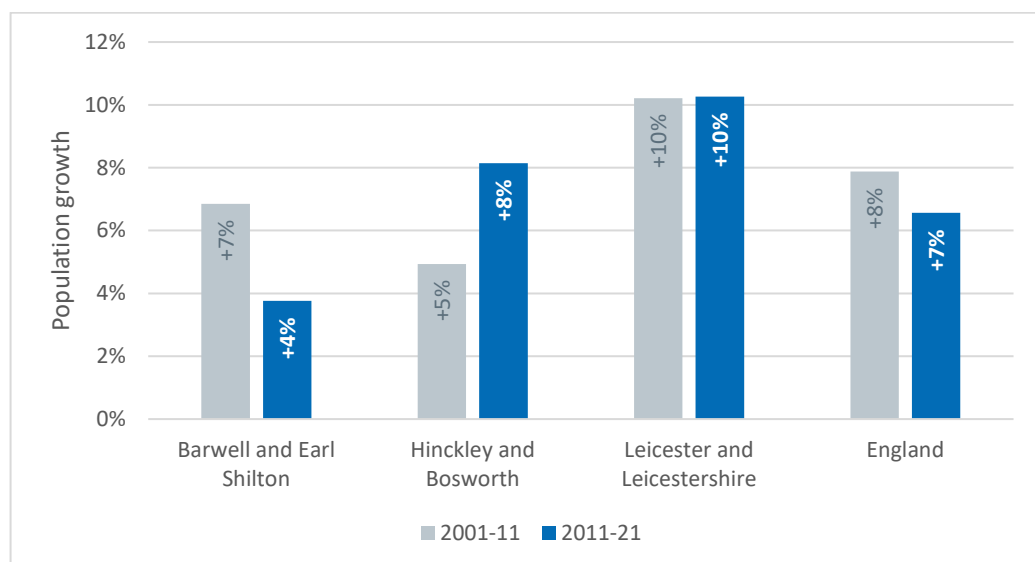
3. Local Context

- 3.1 Having established the wider economic context in which the benefits of the proposed development should be framed in the previous section, in this section I provide an overview of the key socio-economic characteristics of Barwell.
- 3.2 This provides a clear diagnosis of several challenges which Barwell and Earl Shilton are facing that stem from an historic failure to provide the homes which the Council has sought to plan for in this location. The proposed development, as I explain in section 4, will offer an important opportunity to address these issues and support the sustainable growth of the settlements.

Slowing population growth

- 3.3 Some 19,787 people lived in Barwell or neighbouring Earl Shilton as of the 2021 Census¹⁶. While this was around 4% more than recorded a decade earlier by the 2011 Census, Figure 3.1 shows that the wider borough of Hinckley and Bosworth – and indeed the whole of Leicester and Leicestershire – saw at least twice this rate of population growth over the same period. This notably contrasts with the previous decade (2001-11) in which the settlements grew at a faster rate than the wider borough, and they arguably would have done again had their SUEs come forward as planned.

Figure 3.1: Comparing Population Growth (2001-21)



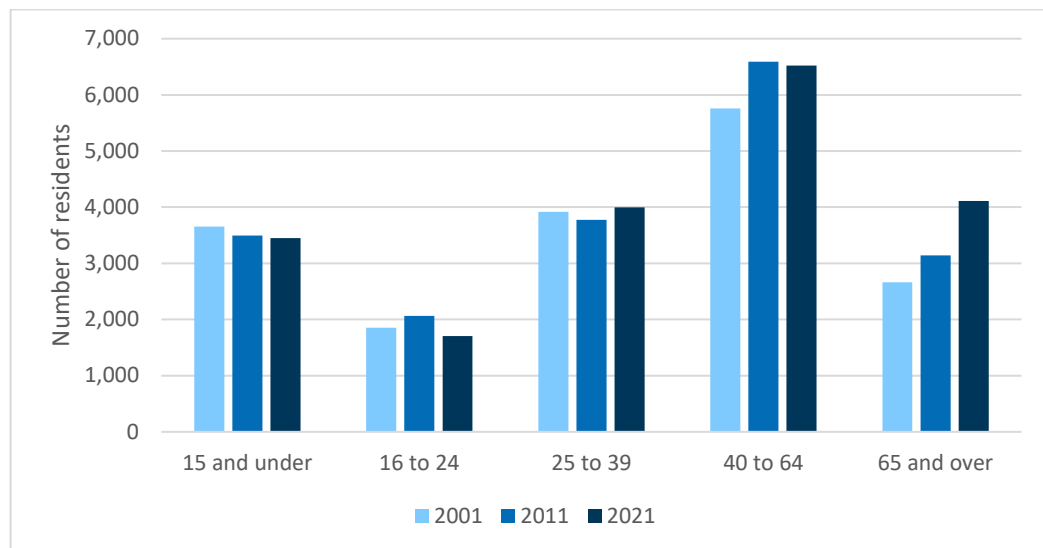
Source: Census 2001; Census 2011; Census 2021

¹⁶ Defined, as in the rest of this section, based on ward geographies or middle super output areas (MSOAs) which cover an identical area. This geography differs from the wider “Urban South” area used in the Council’s Spatial Options for Housing Strategy (CD-E-13), which nonetheless identifies similar trends to those that I report in this section. It also combines data for two wards that are separated in section 2 of the Council’s Housing Needs Study (2024) (CD-E-14), but this otherwise uses similar datasets and thus makes similar observations for both Barwell and Earl Shilton

Changing demographics

- 3.4 The last decade has seen accelerated growth in the number of older residents, aged 65 or above, living in Barwell and Earl Shilton. This cohort has grown by some 31% since 2011, having grown by 18% over the decade prior. The number of children and young people has simultaneously fallen, as has the number of adults aged 40 to 64.

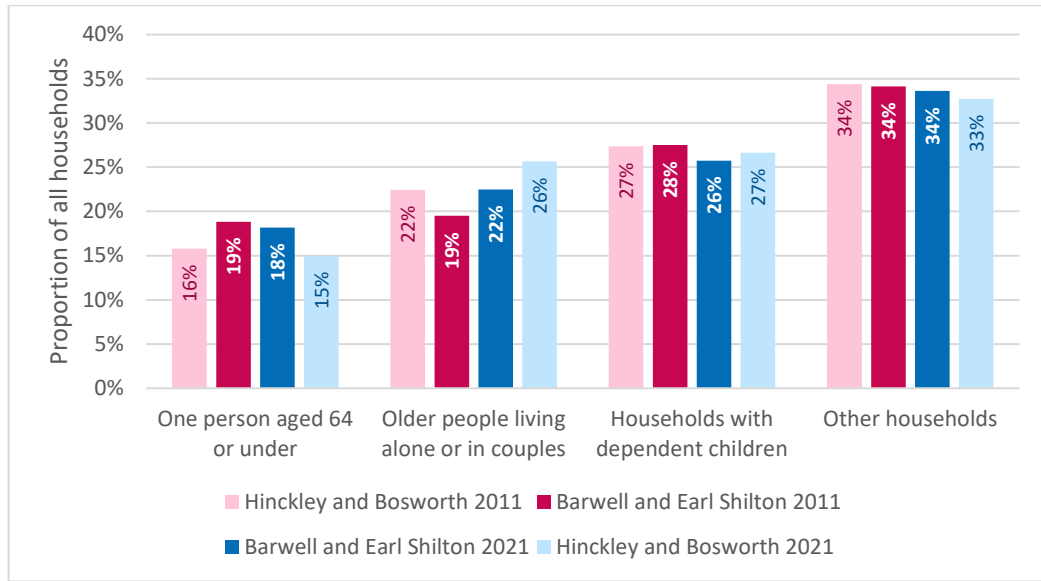
Figure 3.2: Population Change in Barwell and Earl Shilton (2001-21)



Source: Census 2001; Census 2011; Census 2021

- 3.5 These trends mean that, since 2011, there has been a 2% reduction in the number of people living in Barwell and Earl Shilton who are of conventional working age, between 16 and 64 years old. This contrasts with the prior decade in which this cohort grew by some 8%, maintaining its size as a proportion of all residents (65%) whereas this has now fallen to 62% as of 2021.
- 3.6 The ageing trend has also brought an increase in the proportion of households that only contain older people, aged 65 or above, from 19% to 22%. Fewer households now have dependent children, such that they are now less prevalent in Barwell and Earl Shilton than in Hinckley and Bosworth having been more so as recently as 2011.

Figure 3.3: Change in Household Profile (2011-21)



Source: Census 2011; Census 2021

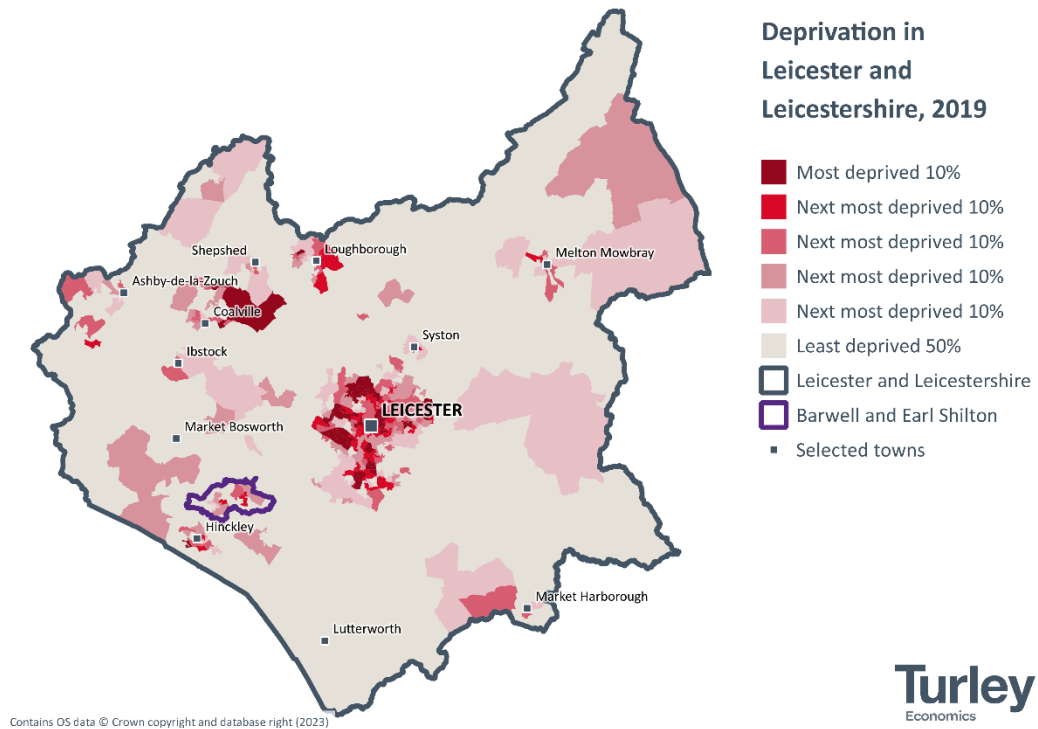
Continued deprivation

- 3.7 As introduced in the previous section, a key part of the rationale for originally allocating SUEs in Barwell and Earl Shilton was the need to drive their regeneration. The AAP observed, in 2014, that:
- “...both Earl Shilton and Barwell contain pockets of significant deprivation, particularly relating to income, education skills and training, employment and health, and both centres are in need of regeneration. The most deprived parts of the two settlements are among the most deprived neighbourhoods in Leicestershire”¹⁷*
- 3.8 This observation was presumably based on the Index of Multiple Deprivation (IMD) from 2010, being the latest available when the AAP was produced in 2014. The IMD has though been updated twice since, first in 2015 and again in 2019.
- 3.9 The latest release continues to suggest that several neighbourhoods throughout Barwell and Earl Shilton rank amongst the most deprived in Leicester and Leicestershire. This is illustrated by Figure 3.4, which ranks all of the lower super output areas (LSOAs) in this wider area and identifies those that are the most deprived in relative terms. Two LSOAs in Barwell and Earl Shilton can be seen to be amongst the 20% most deprived, and another is one of the 30% most deprived¹⁸.

¹⁷ **CD-C-3:** Earl Shilton and Barwell Area Action Plan: Local Plan 2006 – 2026 (Adopted September 2014), paragraph 1.4

¹⁸ E01025822 and E01025844 rank amongst the 20% most deprived in Leicester and Leicestershire, and E01025843 ranks amongst the 30% most deprived

Figure 3.4: Relative Deprivation in Leicester and Leicestershire (2019)

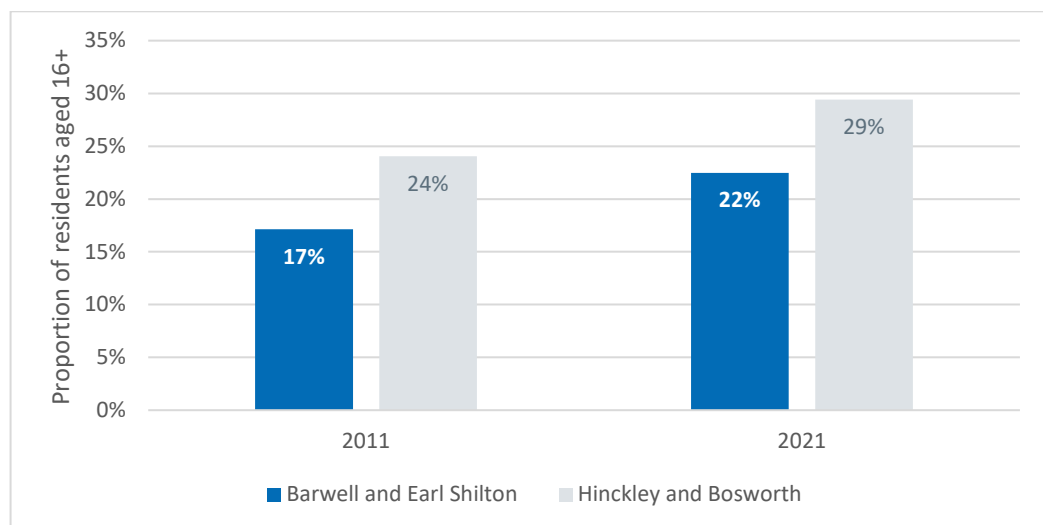


Source: MHCLG

An increasingly skilled population often still working in lower-paid roles

- 3.10 Around 22% of the adults living in Barwell or Earl Shilton, as of the 2021 Census, were qualified at least to degree level or equivalent. This has improved since 2011, when only 17% were qualified to this level, but continues to fall short of a borough average that has itself risen.

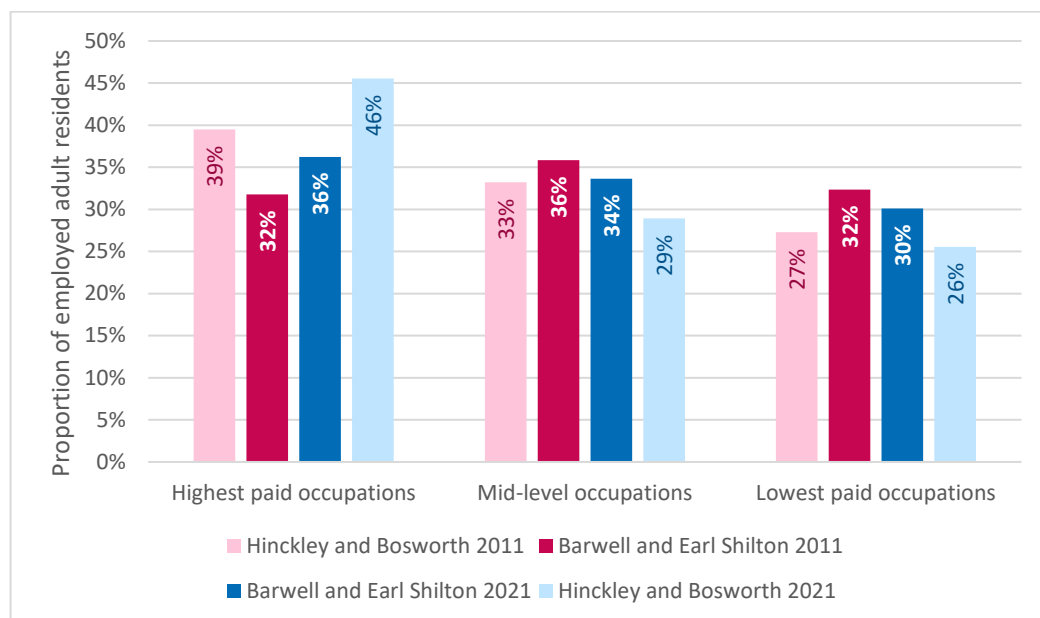
Figure 3.5: Adult Residents Qualified to Degree Level or Equivalent (2011-21)



Source: Census 2011; Census 2021

- 3.11 Residents of Barwell and Earl Shilton also remain more likely to work in lower-paid occupations¹⁹ than their counterparts elsewhere in the borough, even if the proportion doing so has similarly reduced. The number working in higher-paid roles has simultaneously increased but not at the rate seen more widely.

Figure 3.6: Employed Residents Working in Higher and Lower Paid Roles (2011-21)



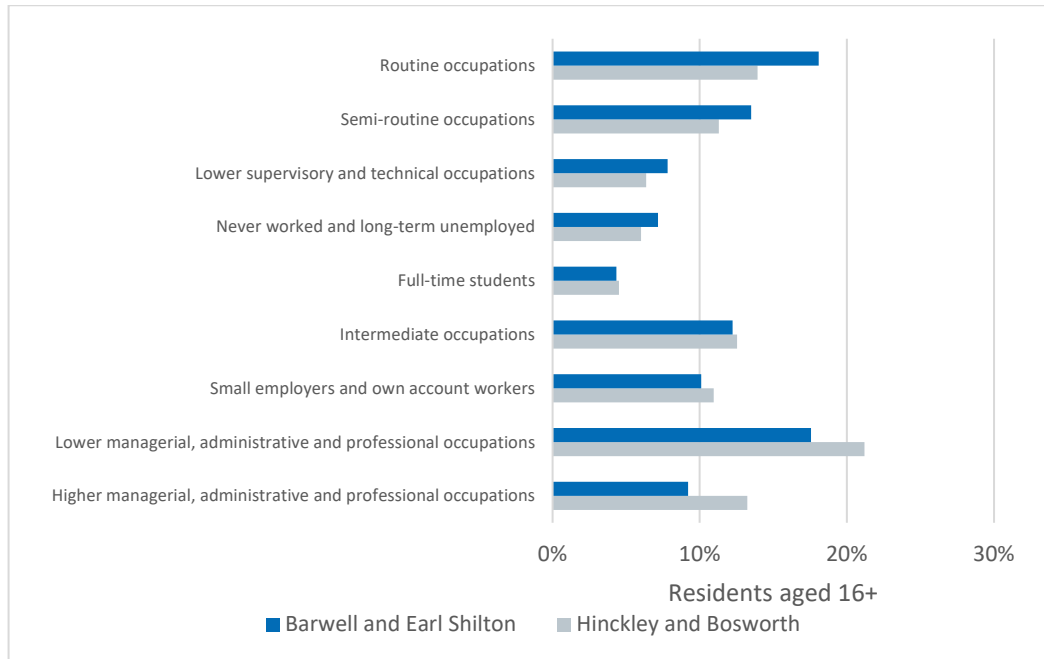
Source: Census 2011; Census 2021

- 3.12 This has meant that the socio-economic status of adults living in Barwell and Earl Shilton – measured using the National Statistics Socio-economic Classification²⁰ (NS-SEC) – has continued to differ from the wider borough. As of the 2021 Census, residents were far more likely to be working in routine or semi-routine occupations; working in lower supervisory and technical occupations; or unemployed or have never worked. Residents were contrastingly much *less* likely to be working in managerial, administrative and professional roles.

¹⁹ Across the East Midlands, where the Office for National Statistics only produces this data at the regional level

²⁰ Indicative of a person's socio-economic position based on their occupation and other job characteristics

Figure 3.7: Socio-Economic Classification of Residents (2021)

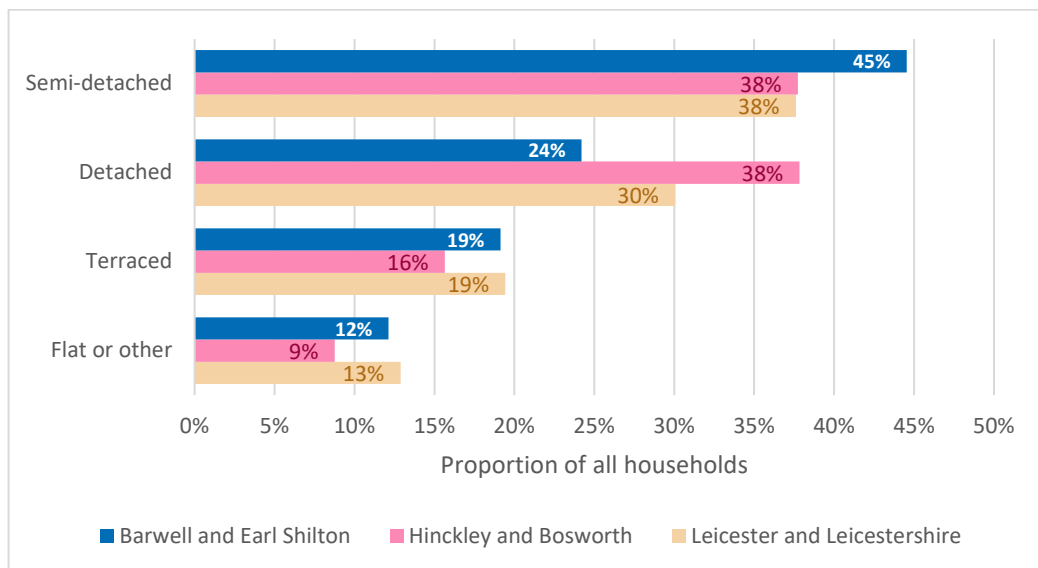


Source: Census 2021

A lacking housing offer

- 3.13 There is a relative lack of variety in the housing on offer in Barwell and Earl Shilton, compared to the wider borough and Leicester and Leicestershire as a whole. Almost half of all households lived in a semi-detached home as of the 2021 Census, surpassing the equivalent figures for these areas, whereas comparatively few live in detached properties.

Figure 3.8: Type of Housing Available in Barwell and Earl Shilton (2021)



Source: Census 2021

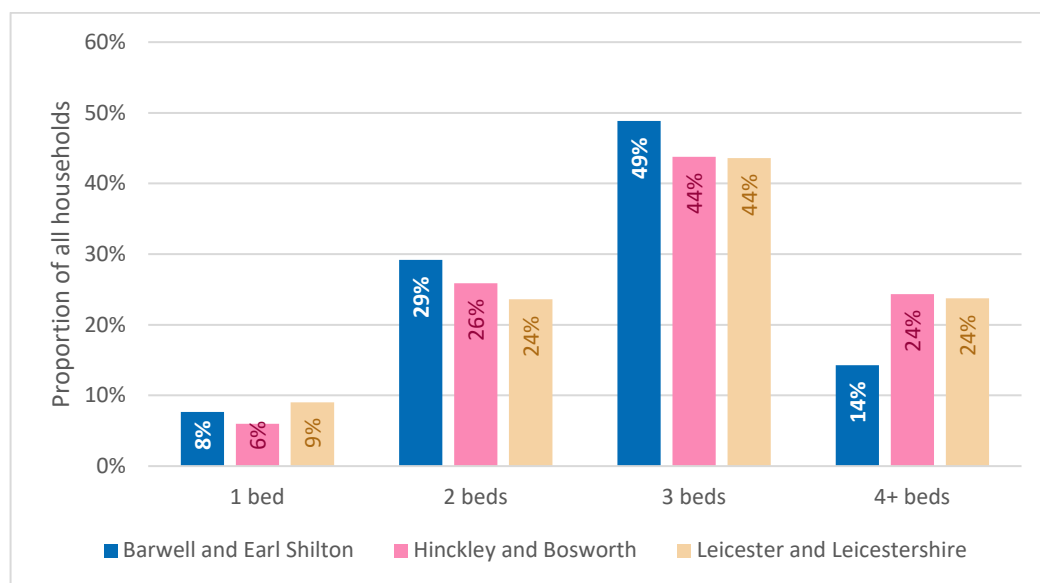
Figure 3.9: Example of current semi-detached housing stock in Barwell



Source: Google Street View

- 3.14 Due to this profile, comparatively few of the households living in Barwell and Earl Shilton – only 14% – had four or more bedrooms in their home. Some 78% had either two or three bedrooms, surpassing the equivalent figures for both Hinckley and Bosworth (70%) and Leicester and Leicestershire (67%).

Figure 3.10: Size of Housing Available in Barwell and Earl Shilton (2021)



Source: Census 2021

Retail centres facing challenges

- 3.15 Part of the Council's original rationale for allocating two SUEs, in Barwell and Earl Shilton, was to help their centres address severe challenges. The AAP of 2014 reinforced this position, explaining how Barwell especially had:
- A weak retail offer, with a number of vacant shops and a dominance of takeaways;
 - Poor quality public spaces; and
 - A prevalence of poor quality shopfronts.
- 3.16 Earl Shilton was seen to have a '*wide retail offer*' but similarly suffered from poor quality frontages and public spaces²¹. It was also reported to have a vacancy rate of 17.9%, which – like Barwell (13.9%) – was one of the highest in the borough at that time.
- 3.17 A slightly more favourable position was reported in a Town and District Centres Study that was completed in 2017, and continues to form part of the evidence base for the emerging Local Plan²². This did though reiterate that there was room for improvement in both Barwell and Earl Shilton, with the former in particular having opportunity sites that did not appeal to foodstore operators and also having the highest vacancy rate of any centre, at 13.8%.

Summary

- The rate of population growth in Barwell and Earl Shilton has markedly slowed since 2011, contrasting with the previous decade when it outpaced the wider borough.
- Increasingly few residents are now of working age and fewer households now have children, whereas the number of older residents has grown rapidly.
- Parts of Barwell and Earl Shilton continue to rank amongst the most deprived neighbourhoods in Leicester and Leicestershire, as when the SUEs were originally allocated with the aim of driving their regeneration.
- While residents of Barwell and Earl Shilton are increasingly skilled, fewer still possess a degree-level qualification compared to the wider borough, and they remain more likely to be working in lower-paid roles.
- There is a lack of variety in the housing on offer in Barwell and Earl Shilton, with semi-detached properties dominating and relatively few households living in larger properties.

²¹ **CD-C-3:** Earl Shilton and Barwell Area Action Plan: Local Plan 2006 – 2026 (Adopted September 2014), page 58

²² **CD-C-17:** GVA (2017) Hinckley and Bosworth Town and District Centres Study

- Retailers in Barwell in particular continue to face challenges, with vacancy rates across its retail units consistently being amongst the highest in the borough.

4. Impact of the Proposed Development

- 4.1 I set out in this section the socio-economic benefits that the proposed development could be expected to generate. This updates some of the figures previously reported in the Socio-Economic Report, primarily due to rising construction costs and an associated rise in the average turnover per worker. I once again relate these benefits back to the socio-economic challenges faced by the local and wider area, as I have set out in my previous two sections.

Diversifying the housing offer

- 4.2 The proposed development would see up to 95 new homes delivered at the appeal site in Barwell. It is anticipated that over half of these homes (53%) will be detached houses, with this figure potentially rising even higher if delivered on self-build plots²³. This will help to bolster the supply of such homes in an area that currently lacks them as shown by the earlier Figure 3.8 and summarised again below.

Table 4.1: Proposed Mix Relative to Existing Stock Profile (2021)

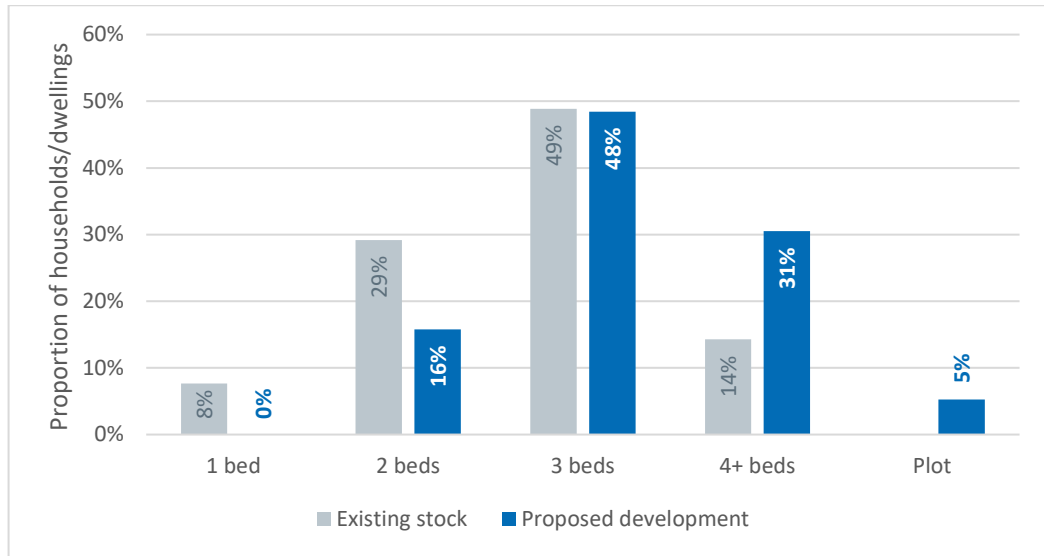
	Proposed development		Existing stock
	No.	%	%
Detached	50	53%	24%
Terraced	24	25%	19%
Semi-detached	11	12%	45%
Flat or other	5	5%	12%
Self-build plot	5	5%	–
Total	95	100%	100%

Source: Urban Design Box; Census 2021; Turley analysis

- 4.3 At least 31% of the new homes are also proposed to have four bedrooms, more than doubling the equivalent figure for existing homes in Barwell and Earl Shilton which was introduced at the earlier Figure 3.9. This will again help to address a deficiency in the existing housing stock.

²³ Circa 58% of all homes could be detached if such properties are developed on the five self-build plots that are being proposed

Figure 4.1: Proposed Size of Dwellings Relative to Existing Stock (2021)



Source: Urban Design Box; Census 2021; Turley analysis

Figure 4.2: Example Redrow scheme



Source: Redrow Housing (taken from the Built Form and Landscape Design Code for Land East of the Common, Barwell, 2023)

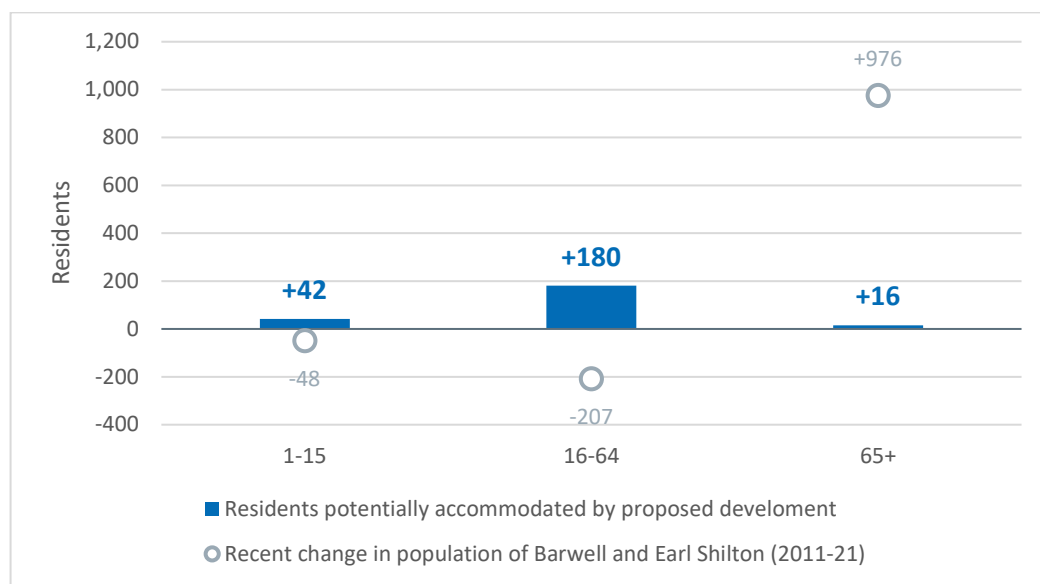
Growing the population

- 4.4 The proposed development can be expected to accommodate around 240 new residents once complete, based on the average size of existing households occupying comparable market and affordable housing in Barwell and Earl Shilton²⁴.

²⁴ As recorded by the 2021 Census

- 4.5 Over three quarters (76%) of these new residents could be of working age, between 16 and 64 years old, based on the profile of individuals moving into homes in Hinckley and Bosworth over what was admittedly an unusual year to the 2021 Census due to the COVID-19 pandemic²⁵. If this is repeated, it would clearly help to replenish a cohort that has reduced in size over the last decade, as shown by the earlier Figure 3.2, and would similarly help to grow the number of children in Barwell and Earl Shilton. This would help to address the ‘challenges’ that the draft Local Plan acknowledges are brought by an ageing population, in terms of ‘accessibility, rural isolation and inadequate provision of services’²⁶.

Figure 4.3: Estimated Profile of New Residents Relative to Recent Change



Source: Census 2011; Census 2021; Turley analysis

- 4.6 New residents could also be relatively skilled, as individuals moving to new addresses in Hinckley and Bosworth during the year before the 2021 Census were more likely to be working in managerial, administrative and professional roles than the population at large²⁷. This was particularly true of individuals moving into the borough from elsewhere, who accounted for over half of all moves²⁸ (53%). Attracting such skilled individuals to Barwell and Earl Shilton, through the provision of new housing, will help both to address a local deficiency – shown at the earlier Figure 3.7 – and support the broader economic ambitions discussed in section 2.

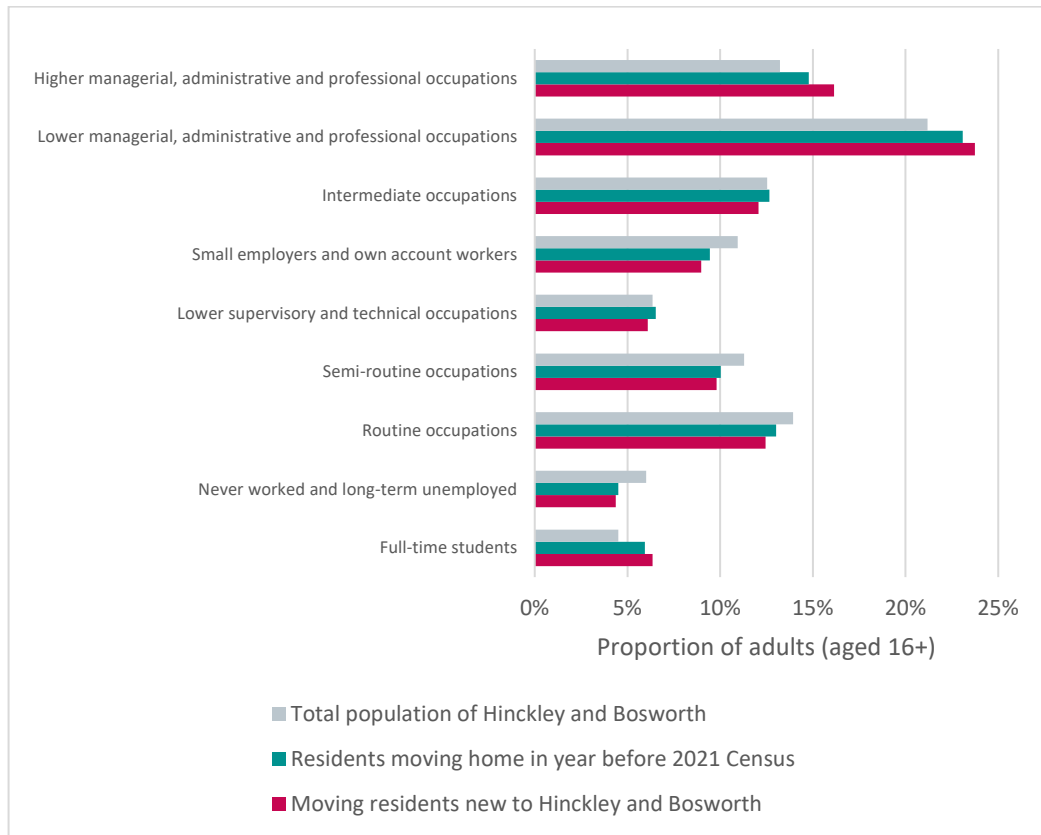
²⁵ ONS (2023) Census 2021: MIG014EW – migration by age

²⁶ **CD-C-13:** Hinckley & Bosworth Borough Council (July 2024) Consultation Draft Plan, Regulation 18, paragraph 2.9

²⁷ ONS (2023) Census 2021: ODMG04EW – Origin and destination of migrants by NS-SEC

²⁸ *Ibid*

Figure 4.4: Socio-Economic Classification of Individuals Moving Home in Hinckley and Bosworth (2020-21)



Source: Census 2021; Turley analysis

Supporting the retail centres through residents' expenditure

- 4.7 Estimates developed by Experian suggest that the average household in Hinckley and Bosworth spends around £16,100 per annum on retail goods and services, with a further £7,900 spent on leisure²⁹.
- 4.8 If this is mirrored by the households moving to the proposed development, they can be expected to collectively spend some £1.5 million on retail every year with a further £750,000 spent annually on leisure.
- 4.9 Such a level of spending each year would be sufficient to sustain around 15 jobs across these two sectors³⁰. While not all of this will be spent in the local area, it can nonetheless be reasonably expected to support the centres of both Barwell and Earl Shilton, helping to both protect existing jobs – where the former in particular is known to be struggling – and potentially create new positions.

²⁹ Estimates for 2022 obtained from Experian's Location Analyst platform

³⁰ Department for Business and Trade (October 2024) Business population estimates 2024, Table 14: East Midlands

Generating revenue for onward investment

- 4.10 Occupiers of the newly provided homes will be liable to pay Council Tax, which – based on current charges³¹ – could be worth an estimated £191,000 per annum or £1.9 million over ten years.
- 4.11 Based on current arrangements, this revenue would be distributed between various public bodies³². Almost three quarters – some £1.4 million over ten years – would go to Leicestershire County Council, helping to fund its provision of services such as education and its maintenance of highways. Almost £250,000 would be directed towards the Police and Crime Commissioner, with nearly £71,000 separately going to the Fire Authority. Hinckley and Bosworth Borough Council would be expected to receive almost £136,000 over ten years, helping to fund its own service provision, while around £61,000 would be paid to Barwell Parish Council allowing it to invest in local priorities.

Table 4.2: Estimated Distribution of Council Tax Revenue

	Annual	Over 10 years
Leicestershire County Council	£139,000	£1,394,000
Police and Crime Commissioner for Leicestershire	£25,000	£248,000
Hinckley and Bosworth Borough Council	£14,000	£136,000
Combined Fire Authority	£7,000	£71,000
Barwell Parish Council	£6,000	£61,000
Total	£191,000	£1.91m

Source: Hinckley and Bosworth Borough Council; Turley analysis

Creating jobs during construction

- 4.12 The proposed development will also generate a temporary economic boost during its construction, by directly and indirectly creating employment opportunities that could be filled by local workers.
- 4.13 Approximately £19.0 million could be invested in building the proposed development³³. Investment of this scale can be expected to directly support around 90 person-years of employment, based on the average turnover per employee in the construction industry throughout the East Midlands³⁴.
- 4.14 Over an expected build period of three years, the proposed development could therefore directly – if temporarily – support an average of 30 gross construction jobs

³¹ Reported charges in the parish of Barwell, for 2024/25

³² Hinckley and Bosworth Borough Council (2024) Guide to Council Tax 2024/25, p2

³³ Estimated for general estate housing using the Building Cost Information Service (BCIS) using data for Hinckley and Bosworth, rebased to Q4 2024, with allowances made for infrastructure and professional fees

³⁴ Department for Business and Trade (October 2024) Business population estimates 2024, Table 14: East Midlands

per annum. On-site employment can, however, be expected to fluctuate throughout this period, peaking when activity intensifies.

- 4.15 Investment in construction will also generate expenditure on materials, goods and other services that will be purchased from a range of suppliers. This spending will have potentially far-reaching benefits as it filters down the supply chain, and it will be augmented by construction workers spending their wages on goods and services. The impact of such multiplier effects can be taken into account using benchmarks specified in national guidance, albeit it equally notes that allowance should also be made for the prospect of existing activity being displaced³⁵. Allowance also needs to be made for the leakage of newly created jobs, recognising that only around half of all jobs in Hinckley and Bosworth are filled by residents of the borough, although a greater proportion – around 85% – are filled by people living in the wider area of Leicester and Leicestershire³⁶.
- 4.16 When allowing for these factors, I estimate that construction could annually create an average of 30 jobs for residents of Leicester and Leicestershire, inclusive of 15 for people living in Hinckley and Bosworth. The latter could though conceivably rise where it is based on historic trends, thus taking no account of there being over five times as many unemployed people – a minimum of 80 – who are living in the borough and are known to be seeking construction work³⁷.

Summary

- The proposed development will help to diversify the housing on offer in Barwell and Earl Shilton, by providing a greater proportion of larger homes and detached houses than are currently available.
- It could accommodate around 240 people when complete, over three quarters of whom could be of working age thus replenishing a cohort that has reduced in size over the last decade.
- New residents could also be relatively skilled, based on the profile of recent movers, with the attraction of such skilled individuals helping both to address a local deficiency and support broader economic ambitions.
- Residents can be expected to spend a combined £2.3 million on retail and leisure every year, enough to sustain around 15 jobs in these sectors, and although not all will be captured in the local centres of both Barwell and Earl Shilton this additional spending could nonetheless help to protect existing jobs and potentially create new ones.

³⁵ Homes and Communities Agency (2014) Additionality Guide: fourth edition. A multiplier of 1.25 is the mean for all forms of intervention at the sub-regional scale, here taken as the local authority, while a multiplier of 1.5 is the average at the regional level. Allowance has also been made for a “low” level of displacement

³⁶ As recorded by the 2011 Census, preferred over the more recent 2021 Census due to the skewing effect of the COVID-19 pandemic which was ongoing at the time of the latest count

³⁷ ONS (2024) Jobseeker’s Allowance by Occupation, August 2024. This is a minimum figure as it does not count individuals receiving Universal Credit, whose sought occupation is not recorded

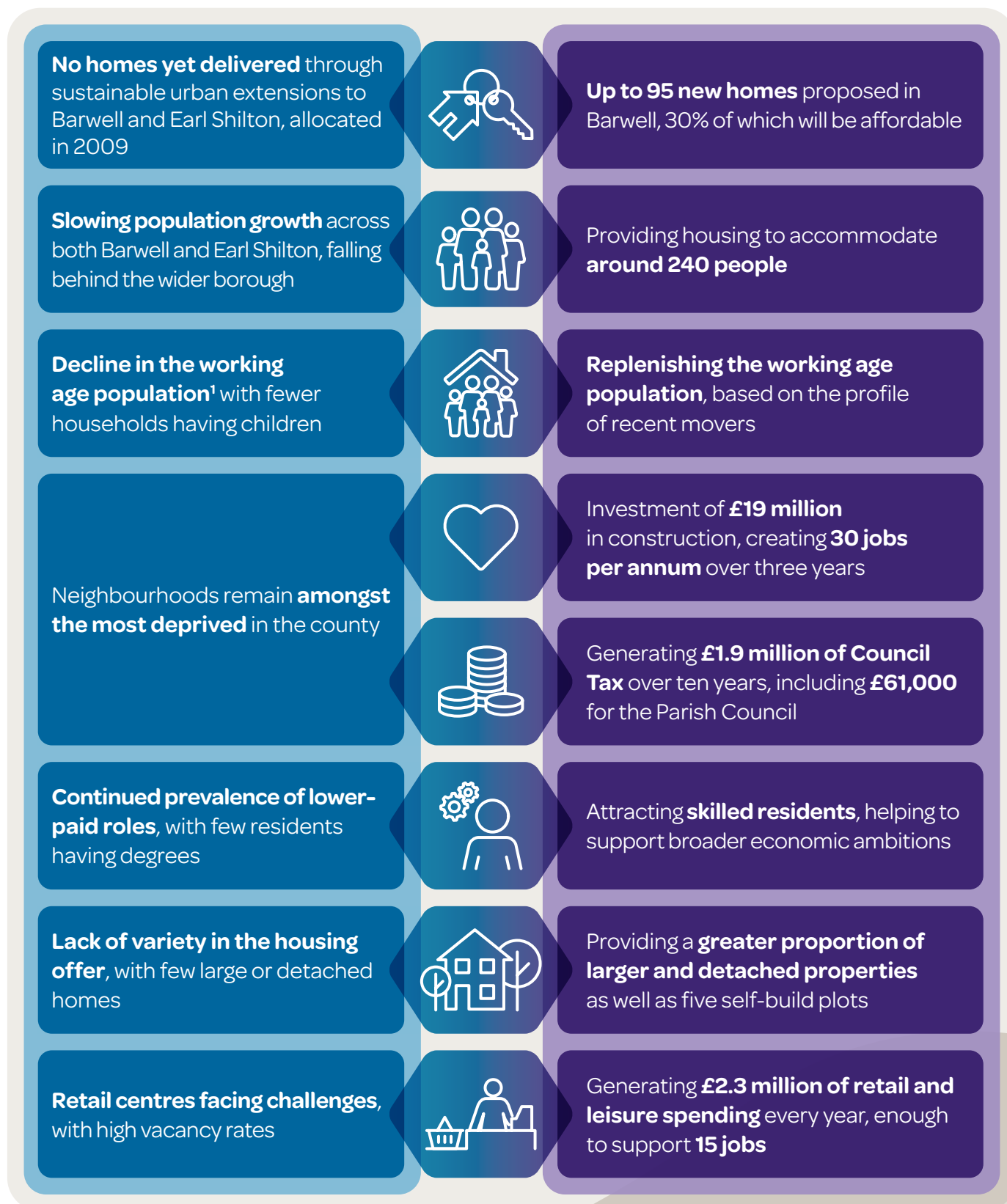
- Newly accommodated households will collectively pay an estimated £1.9 million in Council Tax over ten years. This will be distributed between various public bodies, with Leicestershire County Council receiving the most, but Hinckley and Bosworth Borough Council can expect to receive around £136,000 over ten years while £61,000 would be directed to Barwell Parish Council over the same period.
- Some £19.0 million could be invested in constructing the proposed development, enough to directly or indirectly create around 30 jobs for residents of Leicester and Leicestershire in every year of the anticipated three-year build. This includes an estimated 15 jobs for residents of Hinckley and Bosworth, albeit this is based on historic trends and could well rise given the existence of unemployed residents seeking construction work.

5. Summary and Conclusions

- 5.1 My evidence has outlined the socio-economic benefits that the proposed development can be expected to deliver. It should be read in conjunction with the additional Hearing Statements submitted on behalf of the Appellant. I set out below my conclusions on these matters. At the end of my conclusion I include an infographic which visually presents the key socio-economic benefits that I have summarised here.
- 5.2 I have established that there has been a longstanding recognition from the Council, since at least 2009, of the need to regenerate the centres of both Barwell and Earl Shilton. The Core Strategy intended to support this via sustainable urban extensions (SUEs) to each settlement, but these have been slow to progress and are not expected to deliver before March 2028 at the earliest.
- 5.3 My analysis has identified that the prolonged delays to the delivery of the SUEs have coincided with a marked slowing of population growth in Barwell and Earl Shilton, contrasting with the acceleration seen across the wider borough. There has been a decline in the number of working age residents and fewer households now have children, with more being formed of older people.
- 5.4 I have also shown that residents are increasingly skilled but are still less likely to have a degree-level qualification than their counterparts elsewhere in the borough, and they are more likely to be working in roles characterised by lower earnings.
- 5.5 I observe that several parts of Barwell and Earl Shilton remain amongst the most deprived in Leicester and Leicestershire, a similar situation having notably formed part of the original justification for the SUEs. There is a lack of variety in the housing offer – with semi-detached properties dominating and relatively few households living in larger homes – and local retailers also face challenges, with vacancy rates consistently being amongst the highest in the borough.
- 5.6 I have explained that the proposed development provides an opportunity to positively address these challenges and support the realisation of the Council’s economic ambitions, as well as its aspirations for the growth of Barwell and Earl Shilton. This will be realised by:
- **Diversifying the housing offer of Barwell and Earl Shilton**, through its inclusion of a greater proportion of larger and detached properties than are currently available;
 - **Accommodating around 240 people who will predominantly be of working age**, thus replenishing a cohort that has reduced in size over the last decade;
 - **Attracting residents who will likely be relatively skilled**, given the profile of recent movers, helping to both address a local deficiency and support broader economic ambitions throughout Leicester and Leicestershire;
 - **Generating £2.3 million of expenditure on retail and leisure every year**, in doing so supporting up to 15 jobs on struggling high streets;

- **Generating £1.9 million of Council Tax over ten years**, of which around £136,000 will go to Hinckley and Bosworth Borough Council and £61,000 will be directed to Barwell Parish Council; and
- **Creating – through a £19 million investment in construction – around 30 jobs per annum** for residents of Leicester and Leicestershire during an anticipated three-year build. This includes an estimated 15 jobs for residents of Hinckley and Bosworth, but this could well rise given the existence of unemployment residents seeking construction work.

Socio-economic impact of up to 95 new homes on land east of the Common in Barwell



Turley
Level 5
Transmission
6 Atherton Street
Manchester
M3 3GS

T 0161 233 7676