

**Heritage Woodcraft Ltd,
Wheatfield Way, Hinckley**

EXT – 25/124/STATE

Tuesday, July 28, 2026

SUPPORTING STATEMENT

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Proposed Industrial Unit Extension

Heritage Woodcraft, Heritage House, Wheatfield Way, Hinckley, LE10 1YG

1. Introduction

This supporting statement has been prepared in support of a planning application for an extension to the existing industrial/warehouse unit occupied by Heritage Woodcraft at Heritage House, Wheatfield Way, Hinckley.

Heritage Woodcraft is an established flooring distributor supplying wood and wood-effect flooring products, accessories and associated materials to both trade and public customers. The company operates from its Midlands base at Wheatfield Way, within Hinckley Fields Industrial Estate. Companies House records Heritage Woodcraft Limited as an active company with its registered office at Heritage House, Wheatfield Way, Hinckley Fields Industrial Estate, LE10 1YG, with a business activity of agents involved in the sale of timber and building materials. The company's own website describes it as an independent flooring distributor supporting contractors and the flooring trade across the Midlands.

The purpose of the proposal is to provide additional storage capacity within the existing operational site, allowing the business to operate more efficiently and accommodate increased stock levels. The proposal will support the continued operation and growth of an established local business within an existing employment location.

2. The Existing Site and Surroundings

The application site comprises an existing industrial/warehouse unit with associated office accommodation, loading/access arrangements and external areas. The existing building has a broadly rectangular footprint of approximately 43m by 19m, with a warehouse element and two-storey office/admin accommodation to the front. The existing elevations show facing brickwork to the office element, grey cladding with green trim to the industrial element, grey framed openings, grey rainwater goods and a grey clad roof with rooflights. The existing building has a height of approximately 5.765m to eaves and approximately 7.75m to ridge.

The site sits within an established industrial estate context. To one side is another industrial unit. To the rear is public open space/parkland. To the other side is a children's nursery, including external play space.

3. The Proposed Development

Planning permission is sought for an industrial unit extension and associated alterations to the existing building. The submitted proposed drawing identifies the development as an industrial unit extension providing approximately 578m² of additional floorspace.

The proposal includes an enlarged warehouse/storage area, with the new extension and the altered warehouse element rising to approximately 10m to haunch, approximately 12.2m to the lower roof zone, and approximately 13m to ridge. The proposed elevations show materials selected to respond to the existing building, including brickwork and engineer brickwork to match existing, grey horizontal and vertical cladding, green feature banding, rainwater goods to match existing, roof lights to match

existing, and retained visual references to the existing grey and green industrial appearance.

The front office element remains visually distinct compared with the warehouse behind, helping to break up the mass of the building when viewed from the main frontage. The proposal does not introduce new windows or openings that would give rise to overlooking of neighbouring sensitive areas.

4. Need for the Development

The additional floorspace is required to meet the operational needs of Heritage Woodcraft. The company supplies flooring products which are typically long, bulky, heavy and storage-intensive. Efficient storage is central to the operation of the business, both in terms of stock availability and safe handling.

The increased height is not sought for visual prominence or speculative development. It is required to maximise internal racking capacity. A 10m haunch height allows modern pallet racking and high-bay storage to be used efficiently, enabling stock to be stored vertically rather than requiring a much larger horizontal footprint. This is a more efficient use of land within an existing industrial estate and avoids pressure for the business to relocate or seek additional premises elsewhere.

The proposal will therefore allow the company to:

- increase stock capacity within its existing site;
- improve operational efficiency and stock management;
- support continued growth of the business;
- retain activity within an established employment area;
- avoid unnecessary expansion onto a separate site; and
- make more effective use of previously developed industrial land.

National planning policy is supportive of this approach. Paragraph 85 of the National Planning Policy Framework states that planning decisions should help create the conditions in which businesses can invest, expand and adapt, and that significant weight should be placed on the need to support economic growth and productivity, taking into account local business needs.

The proposal accords with this objective by supporting the expansion and adaptation of an existing local business in an appropriate employment location.

5. Design, Scale and Appearance

It is acknowledged that the proposed building height represents a material increase over the existing unit. The existing warehouse has a ridge height of approximately 7.75m, whereas the proposed building rises to approximately 13m at ridge level.

However, the increased height should be considered in the context of:

- the established industrial estate setting;
- the functional requirements of the business;
- the use of matching and complementary materials;
- the limited public prominence of the building;
- the retention of the existing office frontage; and

- the lack of direct overlooking or residential relationship.

The design has sought to integrate the extension with the existing building rather than introduce an unrelated form. The use of grey cladding, green banding, matching rainwater goods and brickwork details provides continuity with the existing industrial character. The proposed elevational treatment also helps to reduce the perceived bulk of the building by breaking up the elevations through horizontal banding and variation in cladding orientation.

The height is justified by the need for high-level racking. Reducing the haunch height would significantly reduce usable storage volume and undermine the operational purpose of the development. A lower building would either fail to meet the business need or require a greater footprint, which would not be possible within the confines of the site.

6. Relationship with the Children's Nursery

The relationship with the adjoining children's nursery and its play area is recognised as the most sensitive aspect of the proposal.

The enlarged warehouse element would sit alongside the nursery boundary, but the building would be used for storage and distribution purposes ancillary to the existing business. It would not introduce a new active customer-facing use, noisy production process, or additional overlooking. The elevation facing the nursery should remain a blank or near-blank industrial elevation, with no windows serving habitable or office areas overlooking the play space.

The key potential impacts are therefore visual enclosure, perceived dominance and construction-stage disturbance rather than overlooking or loss of privacy. In planning terms, these impacts must be balanced against the site's existing industrial context and the operational need for the extension.

The following mitigation measures are proposed or could be secured by condition:

- no windows or elevated external platforms facing the nursery play area;
- use of muted grey cladding and matching trim to reduce visual contrast;
- retention or provision of robust boundary treatment between the site and nursery;
- construction hours controlled to avoid unreasonable disturbance;
- a construction management plan, including safe delivery arrangements;
- no external plant on the nursery-facing elevation unless separately agreed;
- no external lighting directed toward the nursery or play area; and
- acoustic treatment for any new plant, if required.

Given these safeguards, the proposal should not result in unacceptable harm to the operation of the nursery. The development would remain an industrial building within an established industrial estate, and the nursery already operates in this mixed commercial/industrial context.

7. Relationship with the Public Park

The rear of the site adjoins public open space. The proposed rear elevation would be larger than the existing building, but it would remain read as part of the existing industrial estate edge. The proposed materials continue the grey cladding and green detailing used on the existing building, helping to maintain a coherent appearance.

There would be no loss of public open space and no direct physical encroachment into the park. Any visual impact from the park would be localised and seen against the backdrop of the existing industrial estate.

8. Amenity, Noise and Disturbance

The proposal is for additional warehouse/storage floorspace associated with the existing Heritage Woodcraft operation. The development is not expected to materially change the character of the use of the site. The primary purpose is increased internal storage capacity rather than a fundamentally different or more intensive industrial process.

There should be no unacceptable impact in terms of overlooking, loss of privacy, odour, fumes or general disturbance. Any new lighting can be designed to avoid spill toward the nursery and public open space. Any plant or extraction equipment, should it be required, can be controlled by condition.

The use of increased internal racking will also reduce pressure for external storage, helping to keep activity contained within the building.

9. Highways, Access and Parking

The proposal relates to the expansion of storage capacity within an existing industrial site. Existing access arrangements from Wheatfield Way are retained.

The additional floorspace will allow stock to be stored more efficiently on site. It is not anticipated that the proposal would result in a severe highways impact. Any increase in deliveries or vehicle movements would be associated with the natural growth of the existing business and would be accommodated within the established industrial estate road network.

The proposal does not introduce a new use or a separate planning unit.

10. Economic Benefits

The proposal would deliver clear economic benefits. It would support the continued investment and growth of an established local business, maintain employment activity within Hinckley Fields Industrial Estate, and improve the efficiency of the company's Midlands distribution operation.

Heritage Woodcraft has traded for many years and is identified publicly as a specialist flooring distributor with over 35 years' experience in the sector. The proposed development would allow the business to continue operating from its existing premises rather than relocating, fragmenting its operations, or seeking additional storage elsewhere.

The economic benefits of supporting an existing local employer should be given significant weight in the planning balance.

11. Planning Balance and Conclusion

The proposal represents a logical extension to an existing industrial/warehouse unit within an established employment location. It would provide approximately 578sqm of additional floorspace and allow Heritage Woodcraft to increase internal storage capacity through efficient high-bay racking.

The increased height is acknowledged, particularly in relation to the adjoining nursery. However, the height is operationally justified, and the proposal has been designed to integrate with the existing building through matching and complementary industrial materials. The nursery-facing elevation would not introduce overlooking, and any construction, lighting, noise or plant-related impacts can be appropriately controlled by condition.

The development supports business growth, investment and productivity in accordance with the economic objectives of the NPPF. It makes effective use of an existing employment site and avoids the need for the business to seek additional premises elsewhere.

For these reasons, the proposal is considered to represent sustainable development and planning permission should be granted.



The proposed haunch height is a fundamental operational requirement to accommodate modern high-bay racking necessary for the safe, efficient, and commercially viable storage of timber flooring, wood-effect flooring, and associated products. The nature of our business involves handling products that are bulky, heavy, and require significant storage capacity, making the efficient use of vertical space essential to our day-to-day operations.

The proposed building has been specifically designed to meet these operational requirements. A reduced building height would substantially diminish the available storage capacity, compromising operational efficiency, restricting our ability to hold appropriate levels of stock, and limiting our ability to respond effectively to customer demand. This would likely necessitate the use of additional off-site storage facilities or, ultimately, the relocation of our business to alternative premises capable of meeting our operational needs.

The proposal represents an important investment in the long-term future of our company, enabling us to consolidate and expand our operations from our established Midlands base at Wheatfield Way. By providing a building that is fit for purpose, the development will support our continued growth and resilience, safeguard existing employment, create opportunities for future employment, and strengthen our ongoing contribution to the local economy.

In our opinion, the proposed haunch height is both necessary and appropriate to meet the operational requirements of the business and support its future growth.