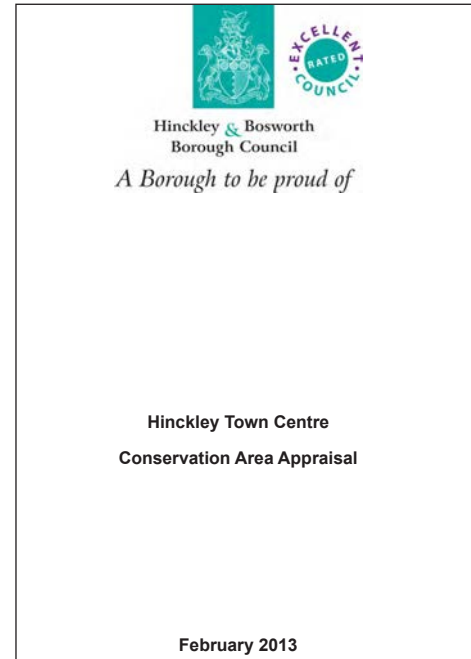
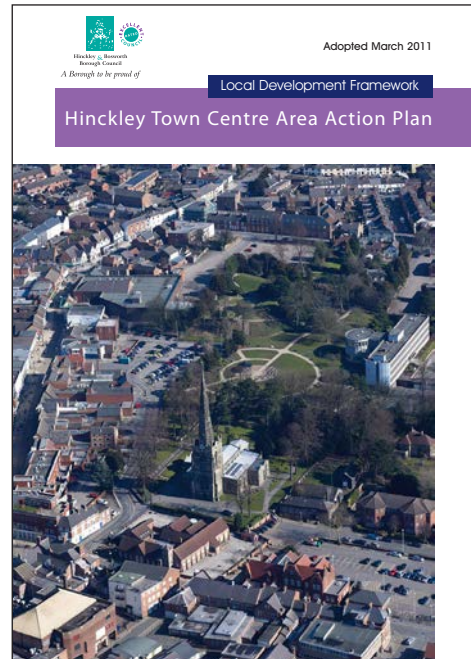


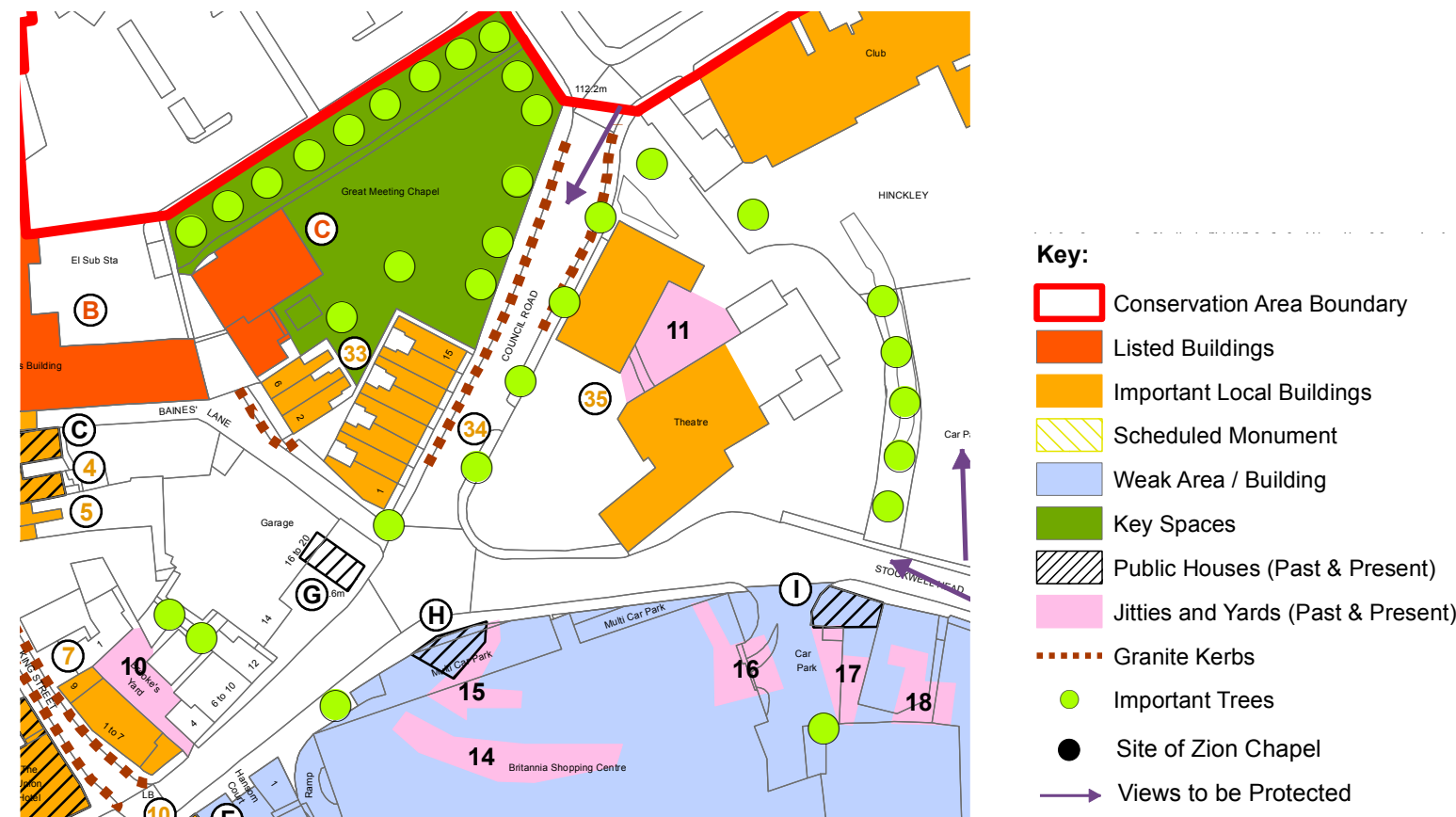
For **Planning Statement and Context** see pages 9,10, 11 and 12 of Design and Access Statement repeated over leaf.

CONCORDIA THEATRE : Design and Access Statement

PLANNING CONTEXT



Referenced Hinckley Documents



Extract from the Hinckley Town Centre Conservation Area Appraisal Map, adopted showing the Concordia Theatre

PLANNING AND HERITAGE CONTEXT

Discussions with HBBC planning authority officers has been held on two occasions during 2026 and these conversations have contributed to the development of the project particularly with regard to consideration of the heritage preservation on the site and a general desire to improve the public realm.

These issues can be traced back to policy statements contained within the **Hinckley Town Centre Area Action Plan**.

There is a general reference to the importance of the site as follows :

4.21 The Concordia Theatre, which is situated off Stockwell Head offers a wide variety of plays, musicals and comedy shows and is a strong asset for the town. The auditorium seats about 400 people with a bar and a coffee lounge. It is however in need of modernisation and improvements to public facilities, including the public realm around the theatre area. Parking facilities are desired to support this facility.

There are also wider objectives stated to enhance the public realm and improve visitor experiences with more clearly identifiable landmarks. Noting the following:

4.16 The quality of the public realm and pedestrian environment has declined and whilst improvements have occurred at Argents Mead and Regent Street, there is a need to enhance the overall appearance and image of the town centre. The town centre contains attractive open spaces which are largely hidden from public view but contribute to its character and distinctiveness. Whilst the town centre contains a number of high quality buildings, there are also a number of poor and under-utilised buildings and a limited number of distinctive landmark buildings. The town centre also lacks public art.

As part of the approach to this town centre block, the proposals are intended to address a number of these issues, including the potential for the Concordia to form a key urban marker in the wider Hinckley townscape.

8.7 There have been a number of issues identified with this site. A key issue is that the site provides an important gateway for those entering the town centre from the northeast. The site has seen poor development fronting Stockwell Head and New Buildings, which contrasts with historic buildings and character along Baptist Walk. New developments should respect the setting and character of these historic buildings.

In more general terms there is no change to the type of use or level of activity of use on the site aside from the future forecourt public space.

The site sits within the boundary of the Hinckley Town Centre Conservation Area and is noted as terminating a protected view along Stockwell Head. Part of the existing building is noted as an "important Local Building" but the stagehouse is pointedly not included in that assessment.

CONCORDIA THEATRE : Design and Access Statement

PLANNING CONTEXT



View down Stockwell Head showing disjointed elevation

The historic nature of the site and the buildings which remain, have been carefully considered within these proposals. As described in the heritage assessment, it is paramount that the various additions and adaptations which the Concordia has made to date and which have served the theatre well, are now more fully integrated into the architecture of the building complex helping to preserve and maintain the character of the existing historic buildings whilst also establishing a local landmark through a series of contemporary, yet sympathetic insertions.

From a Heritage perspective, the Council have recorded their view that whilst the Concordia Theatre is a significant asset to the town, the nature of the building development has had a detrimental impact on the heritage preservation aspect of the site and note....

16.4 Towards the western end of Stockwell Head a large C19th former factory has been converted into Hinckley's Concordia theatre which visually closes the street. Recent changes to the appearance of the building including rendering elevations, and the sheet metal extension, have come close to destroying a very fine nineteenth century façade. The adjoining car park has a magnificent avenue of mature trees. These should be retained and could form part of an improved landscaped area incorporating car parking and other public facilities.

The proposals will rectify the current assessment status and upgrade the Concordia complex as far as possible such that its becomes worthy in architectural, heritage, townscape and contextual terms of its prominent location.

Again, the more detailed assessment of each component part of the building complex is outlined in the separate Heritage Report appended to this document.

There are a couple of listed buildings nearby, namely the Atkins Building and the Unitarian Chapel, with many others designated as important local building as part of the conservation area. There are few direct visual connections to the listed buildings but where they might occur the visual consolidation of the site is likely to improve and relationships to these heritage structures and cause no detrimental harm.

We have also assessed the relationship with St Mary's church which is some way distant and it is unlikely that there is any visual impact here even with the additional height of the fly tower when viewed from ground level in the church grounds. A section demonstrating this is included in the planning pack.



Illustration of proposal along Stockwell Head

CONCORDIA THEATRE : Design and Access Statement

CONTEXT STUDY

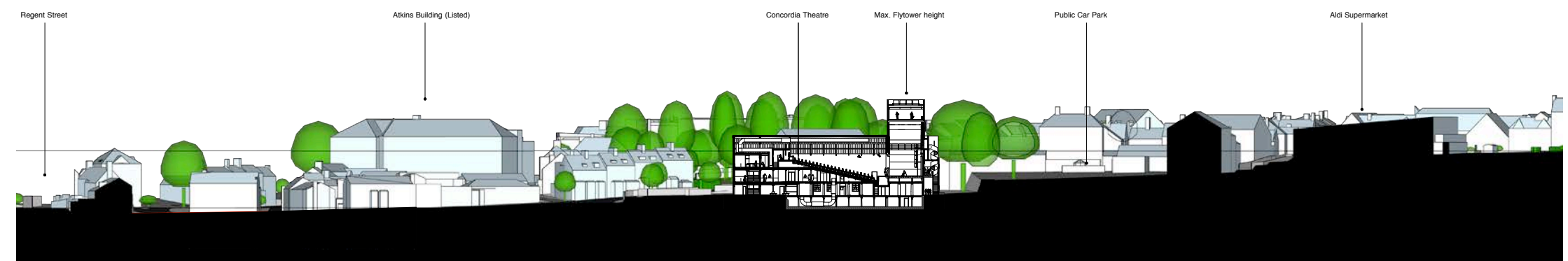
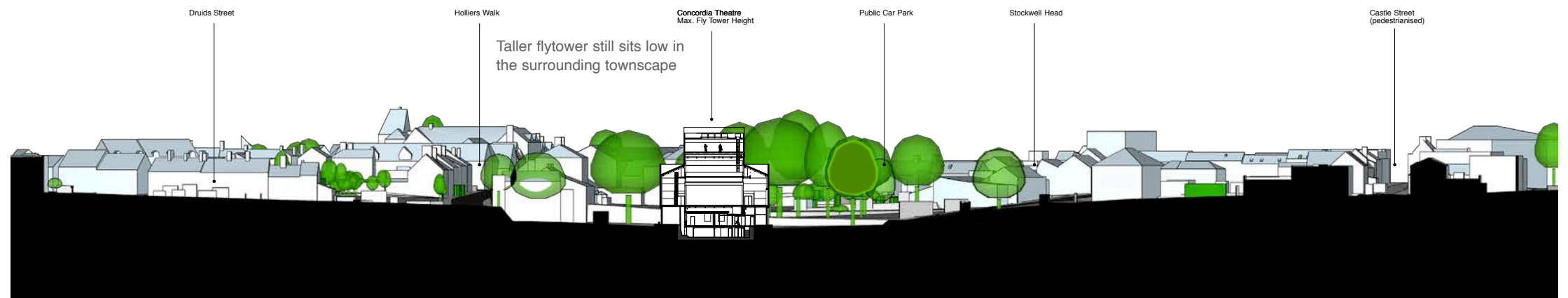
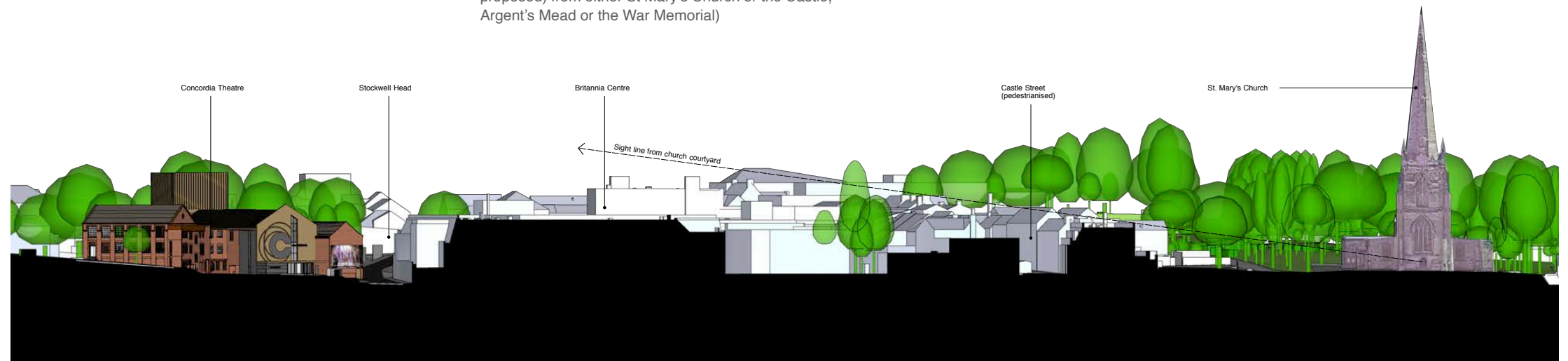


View of St Mary's Church spire from the Concordia Theatre car park through the Britannia Shopping Centre (the only place from which it is visible)

The raising of the overall height of the flytower by 7m does not have a major impact on the distant views of the site as it can be seen that the buildings sit in a "dip" in the landscape so that the top of the fly tower will be only as tall as some of the existing buildings nearby. In addition it will improve the proportion of the tower making it appear more elegant.

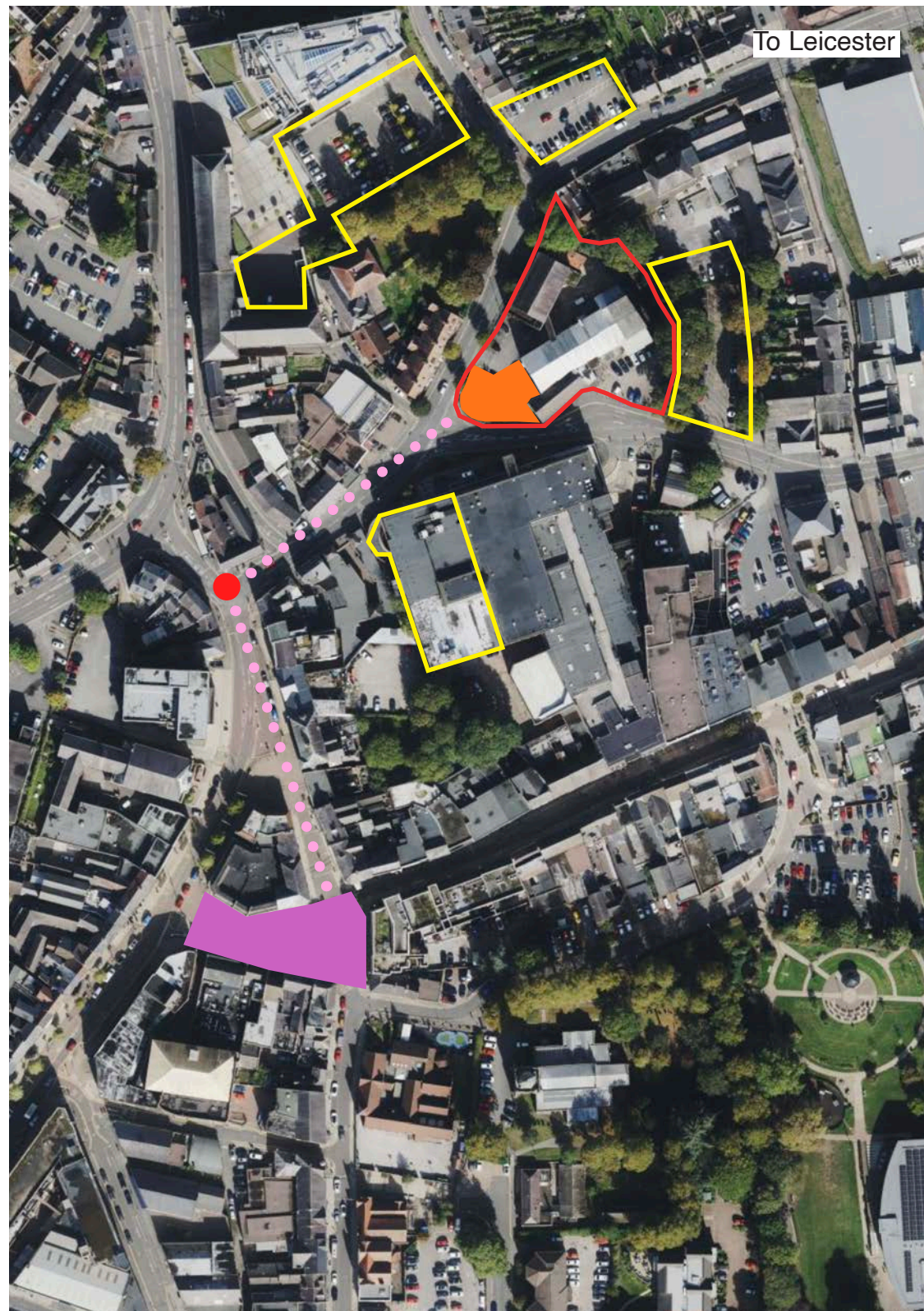
Having reviewed the sectional relationship to St Mary's Church the taller flytower will not impact upon it given the distance to the church from the Concordia and the adjacent shopping centre which sits in between and blocks any potential view.

NB it is not possible to see the flytower (existing or proposed) from either St Mary's Church or the Castle, Argent's Mead or the War Memorial)



CONCORDIA THEATRE : Design and Access Statement

PLANNING CONTEXT



- Proposed Concordia Forecourt
- Hinckley Market Sq
- Nearby Car Parks
- Visual Links
- Navigation point

SITE CONTEXT

The site of the Concordia Theatre sits at the edge of the historic core of Hinckley town centre, at the intersection between Council Road and Stockwell Head, and within the Town Centre Conservation Area,

These roads are used for local traffic avoiding the town centre pedestrianised area and for accessing North Hinckley and routes to Leicester nearby.

In terms of visibility the site is separated to the south from the town centre pedestrianised area by the Britannia shopping centre.

This site could become much more prominent in the townscape, and there is the potential for the Concordia complex to form a landmark in the townscape linking visually to active areas of the town along Stockwell Head and the Borough as marked by the red dot on the adjacent diagram. From here there are both visual and physical connections to the pedestrianised Market Place and the activity of the town centre.

Routes to and from the site are key to access for all and there are some improvements outside the site boundary where pavements are narrow or too steep that would be desirable.

The location is served by a ring of public parking facilities which can be used (depending on local management agreements) for patrons to visit the theatre in evenings or as overflow for the limited on site availability for staff and performers.

