

HK/3517

Matt Jedruck
Hinckley and Bosworth Borough Council
Sent via e-mail

22 June 2026

Dear Mr Jedruck,

**APPLICATION REFERENCE: 26/00314/REM
APPROVAL OF RESERVED MATTERS (APPEARANCE, LANDSCAPING, LAYOUT
AND SCALE) OF OUTLINE PLANNING PERMISSION 23/00673/OUT FOR 105
DWELLINGS (NORTHERN PARCEL)
LAND SOUTH OF PUMPING STATION ASTON FLAMVILLE ROAD BURBAGE
LEICESTERSHIRE**

Further to your email regarding concerns with the proposed housing mix, this letter provides further evidence and justification for the proposed reduction in 2-bedroom properties relative to the identified Housing Needs Survey (HNS) target.

Since the outline planning permission was granted, the site has been split into two parcels. It has been agreed that, for the purposes of assessing housing mix, both parcels will be considered together, and the overall mix assessed collectively rather than on an individual parcel basis.

You have raised concerns regarding the provision of 2-bedroom properties, which currently comprise 22% of the proposed mix, representing a 13% shortfall against the HNS target.

Policy 16 of the Core Strategy requires a mix of housing types and tenures on sites of 10 or more dwellings, taking Table 3 (Profile of new housing needed to meet household type projections) as a starting point, and making provision informed by the most up-to-date Housing Market Assessment and other evidence of local need, including the specific characteristics of the sub-market. Importantly, the policy does not require strict adherence to the indicative proportions set out within the HNS, but instead expects development proposals to respond to site-specific evidence of need and market demand.

In this case, Bloor Homes has undertaken market analysis of sites within their control, alongside a review of other active developments within the Hinckley and Burbage area. This evidence indicates a consistent reduction in demand for 2-bedroom properties, with a clear preference from purchasers for 3-bedroom homes.

Data from an active site in Hinckley identifies the following breakdown of applicant interest:

- 2 bed: 7%
- 2-3 bed: 9%
- 3 bed: 45%
- 3-4 bed: 13%
- 4 bed: 26%

This demonstrates that only a very limited proportion of prospective purchasers are specifically seeking 2-bedroom homes, with demand heavily concentrated in the 3-bedroom market.

Sales data further supports this position:

- 2 bed: 81 days
- 3 bed: 37 days
- 4 bed: 50 days

This shows that 2-bedroom properties take over twice as long to sell as 3-bedroom homes, and significantly longer than 4-bedroom properties, indicating materially weaker market demand and slower absorption rates.

Market pricing in the area identifies an average value of approximately £240,000 for a two-bedroom property and £290,000 for a three-bedroom property. The difference in monthly mortgage payments is approximately £242. Evidence indicates that purchasers are willing to extend to this higher price point in order to secure an additional bedroom and obtain a more flexible and future-proof home.

Feedback from a local estate agent further confirms a reduction in activity within the 2-bedroom market. This is attributed to reduced numbers of first-time buyers as a result of mortgage affordability constraints, and the tendency for downsizers to favour bungalows rather than standard 2-bedroom houses. By contrast, 3-bedroom semi-detached properties continue to represent the strongest-performing product in the area.

There is also supporting evidence from comparable developments that initial sales of 2-bedroom properties can take up to 11 months to be secured, reinforcing the slower rate of market absorption for this typology.

Overall, the evidence demonstrates a clear hierarchy of demand, with 3- and 4-bedroom homes being absorbed significantly more quickly than 2-bedroom units.

The extended sales periods associated with 2-bedroom dwellings point to comparatively weak market demand and a limited buyer pool.

In this context, strict adherence to the HNS target for 2-bedroom provision would risk over-supplying a typology which is demonstrably underperforming in the local market. The proposed housing mix instead reflects a policy-compliant and evidence-led response, taking account of the role of the HNS as a starting point, whilst aligning the scheme with current market demand and ensuring deliverability.

Accordingly, the proposed mix is considered to represent an appropriate and justified response to Policy 16 and the prevailing housing market conditions within the local area.

Yours sincerely,

Helen Knott
Director

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