

Barlestone Road, Newbold Verdon, Hinckley and Bosworth

Statement of Community Support

October 2025

Prepared on behalf of



DAVID WILSON HOMES
WHERE QUALITY LIVES





31

local people have registered support
on the Council's planning portal for
David Wilson Homes' site on
Barlestone Road, Newbold Verdon

“

To build more houses for people that need it. It's **madness**. I'm paying £910 a month and I've been in the same house for 10 years. When I moved in, it was £525. The system is just wrong. I'm a **single mum**, I've got twin boys, and I've got **three jobs** just to keep a roof over our heads.

I don't even put pictures up on the walls because I don't know how long we'll be there. I can't put my boys through being **made homeless**. They need to sort the **housing crisis**, it's massive.

”

Natalie R, Private Renter in Hinckley De Montfort,
Aged 50



Existing Home Development

The Scheme

David Wilson Homes is proposing to build **96 new affordable homes** on land next to Barlestone Road in Newbold Verdon.

This is part of a wider plan to deliver up to **240 new homes**, including a mix of family housing and bungalows, and a new health centre car park.

The scheme will deliver:

- 96 new affordable homes
- 240 new homes, including a mix of family housing and bungalows
- A new health centre car park
- Safeguarded land for a cemetery
- New public green spaces for the community.
- 5% custom and self build plots



Indicative site plan

Executive Summary

31 local people have registered their support through the Council's planning portal for **David Wilson Homes'** proposed development.

The main **reasons** for support are:

- the need for more housing
- affordable housing provision
- homes for young people / first-time buyers

The highest levels of support are in the following **wards**:

- Earl Shilton
- Hinckley De Montfort
- Barwell
- Hinckley Castle

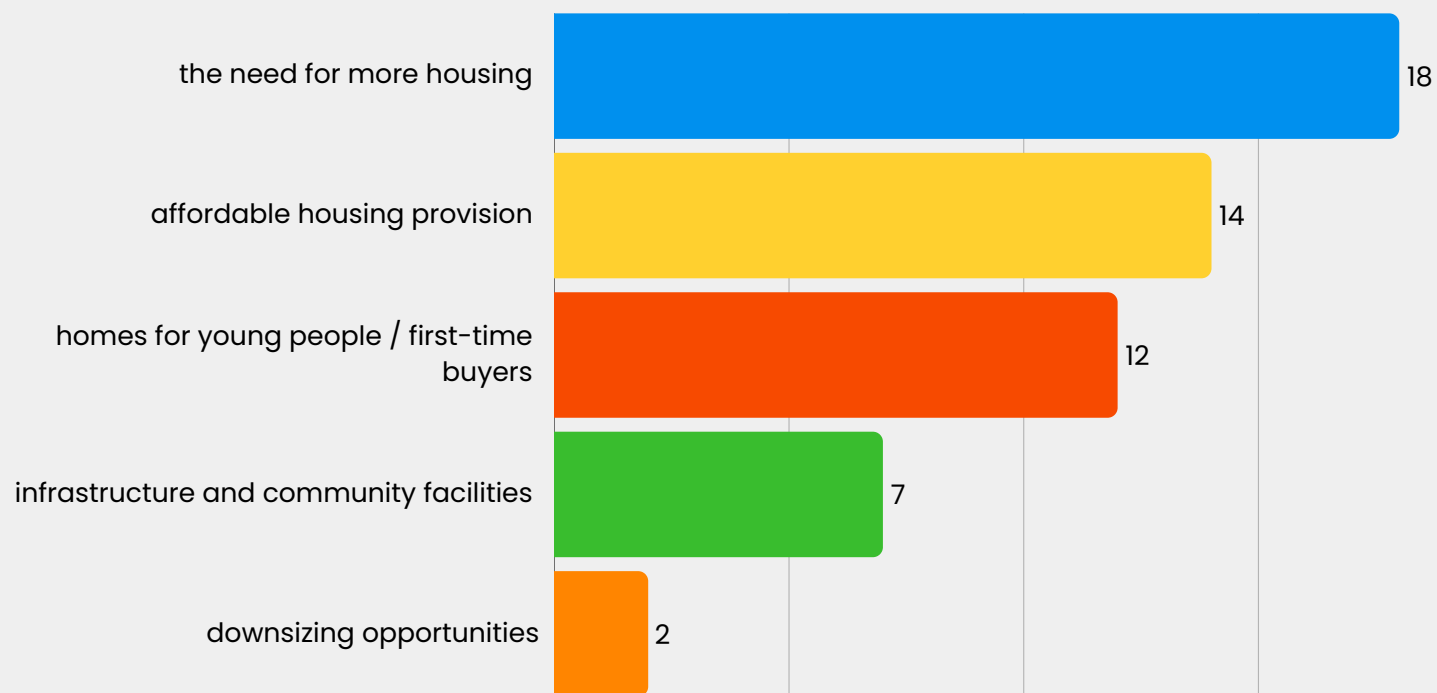


Existing Home Development

Reasons for support

Local residents told us they support this scheme because of...

Fig 1: Analysis of supporters' reasons for support



Number of times theme is mentioned in supporter comments

The analysis uses AI's **Natural Language Processing (NLP)** on open-ended responses to categorise recurring keywords, semantic patterns, and contextual meanings, allowing for accurate grouping of themes even when phrased differently.



I support this scheme because of...

the need for more housing

“

The country in general needs more housing and will help more people to move onto the housing ladder.

Kevin R, Homeowner in Barwell, Aged 69

”

“

I have four children who are already struggling to secure housing. My son will struggle to find affordable housing. We need more housing in the area.

Gillian G, Homeowner in Earl Shilton, Aged 50

”

“

I would like to see David Wilson build what exactly they want to build. The affordability will come naturally also because if they build more, the overall cost of housing would come down because there'd be more homes available. We have underbuilt since the 1950s and we need to build up a lot more.

Daniel G, Homeowner in Twycross and Witherley with Sheepy, Aged 58

”

“

It would be good to get these new homes built so that it'd help out with the housing crisis in the area. They're doing a similar thing in Hinckley at the minute next to the Triumph factory. They've already built the school and there's a co-op there. I think there's a health centre going in as well there. I think it's all a great idea.

Paul B, Homeowner in Hinckley De Montfort, Aged 49

”



I support this scheme because of...

affordable housing provision

“

I'd like to see less people in my community being housed in hotels and temporary accommodation. I'd rather them be able to have an affordable house. Also, I welcome the facilities that they're going to build alongside the new housing, especially the green spaces.

Collette M, Homeowner in Hinckley
De Montfort, Aged 45-54

”

“

We need more affordable housing for people who need housing in the area.

Christopher N, Homeowner in Hinckley and
Bosworth, Aged 35-44

”

“

I just think it's necessary to have more housing to allow people to rent and buy at a more affordable price. I think this is a good idea in general.

Tipton L, Council Renter in Bickenhill
Ratby, Bagworth and Thornton, Aged 77

”

“

It'll help younger people out, and to give them somewhere more affordable to live.

Lorraine M, Homeowner in
Hinckley Castle, Aged 55-64

”



I support this scheme because of...

homes for young people / first-time buyers

“

To enable people, especially young people, to get onto the property ladder. If they do find one, they can't afford the deposit, so this development should help with that ...

Verne A, Homeowner in Barwell,
Aged 65+

”

“

I just think it will give young people a chance, as well as everybody else and make things more fair for them. There's not enough housing, especially affordable housing for people.

Lesley Sharron H, Homeowner in
Earl Shilton, Aged 67

”

“

People need somewhere to live. Youngsters need to get on the housing ladder. Families need homes, and there's space in the villages to take more housing ...

Anna D, Homeowner in Burbage
Sketchley and Stretton, Aged 45-54

”

“

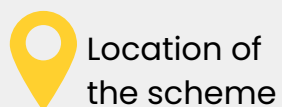
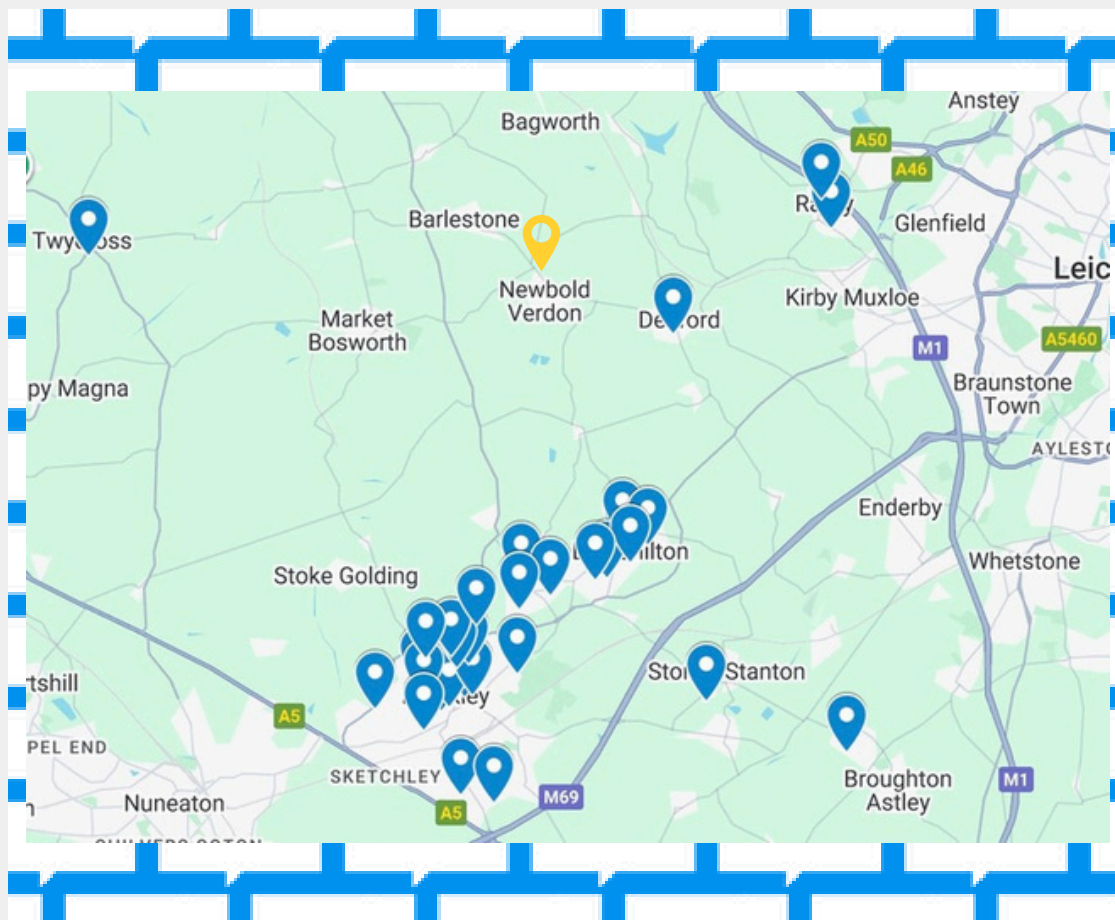
We need affordable housing for young families. British families need help getting homes.

Daniel J, Homeowner in
Hinckley Castle, Aged 48

”

Where the supporters are

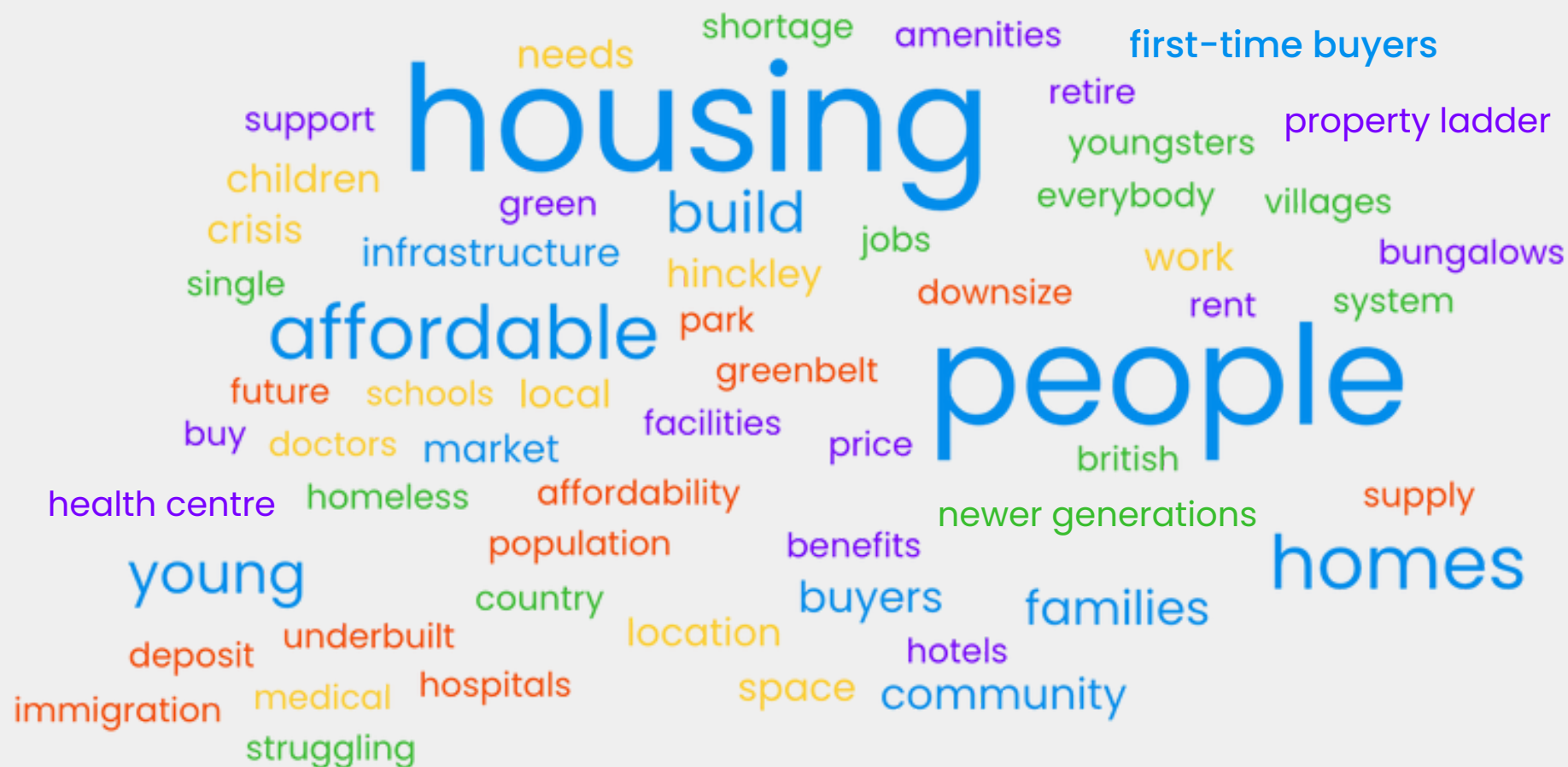
Fig 2: Supporters in Hinckley & Bosworth



Location of
the scheme

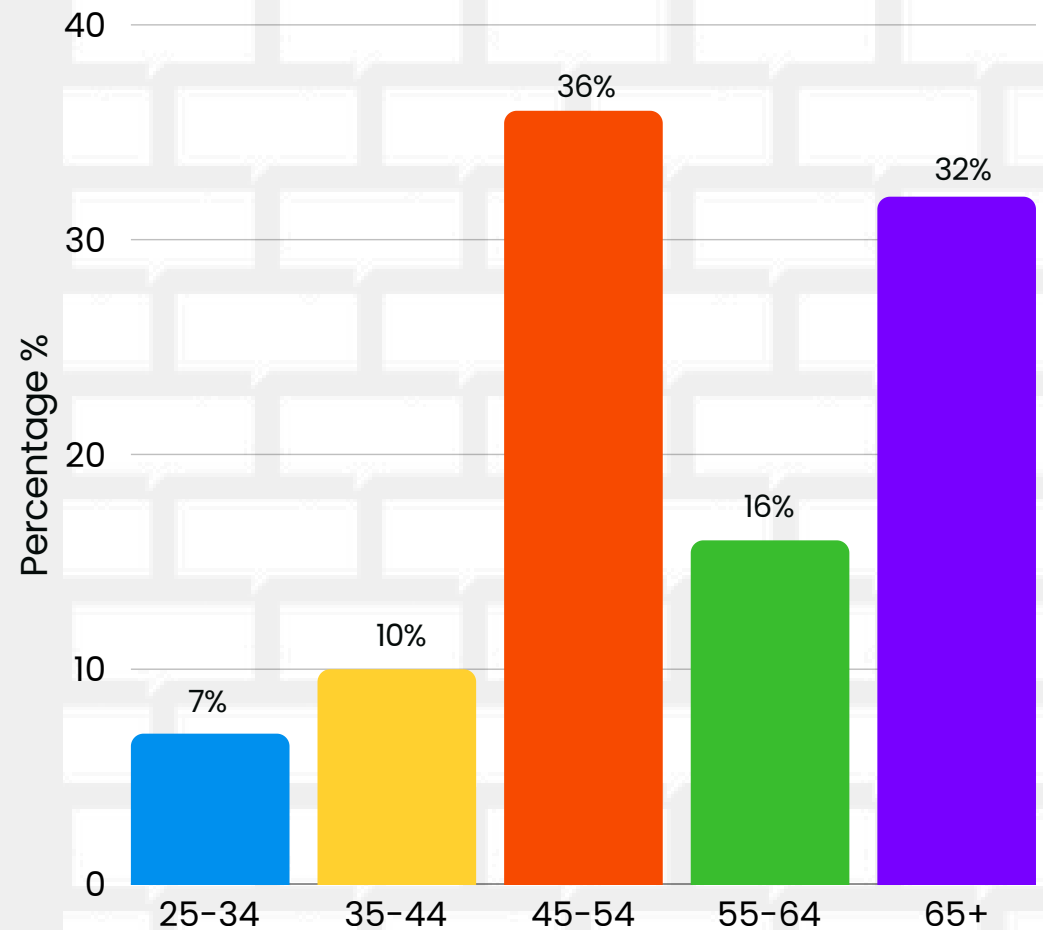
NOTE: Postcodes can cover up to 80 separate properties. The mapping system used here randomly chooses a property within the postcode area. The property identified on this map is therefore indicative and not necessarily the property of the actual respondent.

Fig 3: Word cloud showing the most popular words used in supporter comments.



Age Demographic

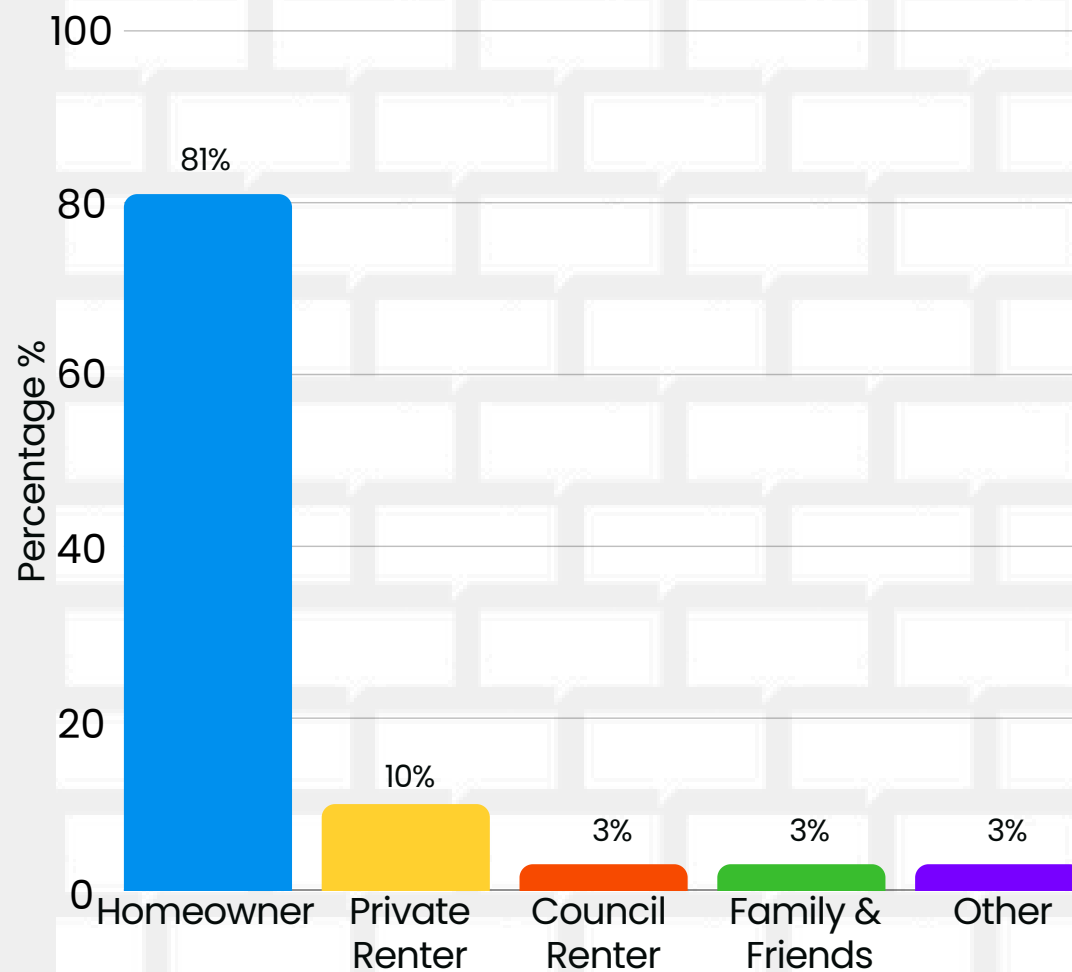
Over one in three supporters are aged 45-54.





Household Tenure

Over 80% of the supporters are homeowners



Recommendations

Hinckley & Bosworth Council should approve this scheme because it will:



help towards supplying the required housing need for the area



provide affordable housing



offer a mix of family housing and bungalows



deliver important green spaces for the locals



invest in a new health centre



DAVID WILSON HOMES

WHERE QUALITY LIVES

About us

Shared Voice is a research and digital led communications agency who help businesses engage and activate supportive audiences to achieve their goals.

We work with public bodies, local authorities, social housing providers and developers.

We are an accredited member of the British Polling Council (BPC).

More information about Shared Voice is available [here](#).





www.sharedvoice.co.uk