

CONSULTATION STATEMENT

**Land East of Stoke Road and North of Normandy Way (A47),
Hinckley**

On behalf of Richborough Estates and Mr & Mrs Adcock

Date: March 2022 | Pegasus Ref: P18-1531

Author: MC/ST



Document Management.

Version	Date	Author	Checked/ Approved by:	Reason for revision
Draft 1	22/03/22	MC	ST	
Draft 2	24/03/22	ST	GLO	
FINAL	30/03/22	ST	GLO	



Contents.

Document Management.....	i
1. Introduction.....	1
2. Public Consultation.....	3
3. Consultation Responses – Quantitative Analysis	5
4. Consultation Responses – Issues Raised.....	8
5. How Comments Have Been Taken into Account.....	12

Appendices contents.

Appendix 1: Consultation Leaflet	14
Appendix 2: Poster.....	15
Appendix 3: Distribution Area	16

1. Introduction

- 1.1. This Consultation Statement accompanies an outline planning application for development on land east of Stoke Road and north of Normandy Way (A47), Hinckley. The outline planning application seeks permission for up to 475 new dwellings, including public open space, land reserved for a primary school together with future expansion land (Use Class F1(a)), landscaping, drainage and associated infrastructure. This document has been prepared on behalf of Richborough Estates and Mr & Mrs Adcock.
- 1.2. This statement documents how Richborough Estates have engaged with the local community and other key stakeholders, summarising the key issues that have emerged to date, and showing how these issues have been taken on board as part of the scheme design.
- 1.3. Public consultation is an essential element of the planning and development process. It is about engaging with local communities to develop a proposal so that the subsequent application takes into account, as far as is appropriate and possible, local views and opinions.

National Planning Policy

- 1.4. The National Planning Policy Framework (NPPF) 2021 seeks to encourage developers to engage with the local community at an early stage in the development process. Paragraph 40 advises that local authorities should “encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.”
- 1.5. Hinckley and Bosworth Borough Council adopted its Statement of Community Involvement (SCI) in July 2019. The SCI indicates a range of partners that the Council will seek to involve, indicating when and how they will be invited to engage with the planning system.
- 1.6. Throughout the development of its proposals, Richborough Estates have been committed to engaging with members from Hinckley and Bosworth Borough Council, local Parish Councils and members of the local community. The approaches to engagement and consultation have been undertaken are outlined in the following sections.
- 1.7. The consultation undertaken has enabled the development team to develop a greater understanding of local concerns and issues and has helped to frame the proposals, with a number of amendments to the scheme being made following the consultation process.

Good Practice Guidance

- 1.8. The Royal Town Planning Institute have published a Good Practice Guide to Public Engagement in Development Schemes.
- 1.9. This guidance includes advice on the different approaches to engagement which can be considered appropriate at different stages of a project. At the preapplication stage this includes:

- raising awareness of the consultation in the local area – approaches include a consultation website, extensive leaflet distribution, display of posters in the immediate vicinity of the site, and informing local members/Parish Councils;
- building understanding – approaches include leaflets and websites.

Developing an Approach

- 1.10. Building on best practice, national and local policy guidance, an inclusive approach to pre-application consultation with the local community was developed.
- 1.11. As the following sections demonstrate, an inclusive and meaningful consultation exercise was put together in connection with this application. A leaflet was posted to all of the residents in the vicinity, with responses invited via email or post.

2. Public Consultation

- 2.1. In order to publicise the consultation process and provide easily accessible information about the development proposals, a public consultation leaflet was sent out to the nearby residents and businesses on 17th February 2022 and a development website was set up; www.normandyway-hinckley.co.uk. This went live on 17th February 2022. The website provided information about the emerging proposals, including an aerial site location plan, an illustrative masterplan. The website will remain live and will be updated throughout the application determination period. An article was published in the Leicester Mercury on 13th February 2022 which included information about the emerging proposals and the public consultation process. Posters were displayed in the immediate vicinity of the site on 17th February 2022. A copy of the Consultation Leaflet is enclosed at **Appendix 1**.

Local Engagement

- 2.2. Emails were sent out to Local Councillors representing Hinckley Trinity, Hinckley De Montfort, and Ambien (Stoke Golding) wards on 9th February 2022, to inform members of the emerging proposals and public consultation process. Similarly, an email was sent to Stoke Golding Parish Council and Barwell Parish Council. The email included a copy of the illustrative masterplan, information about the public consultation process, and the expected timeline for the application submission. The email also offered the opportunity to attend a meeting (either virtually or in person) with Richborough Estates and Pegasus Group to discuss the emerging proposals.
- 2.3. A poster (**Appendix 2**) was placed on public footpaths near the site, to inform local residents of the public consultation process and the emerging development proposals. This also contained details of how and where to provide comments (via the consultation website). **Appendix 2** also provides details of the locations of posters and photographs of the posters in situ.
- 2.4. Alongside the leaflet and the development website, a meeting was held with the case officer at Hinckley and Bosworth Borough Council on the 16th March 2022. A pre-application advice request was submitted in December 2021, due to very limited officer availability a meeting was arranged with the case officer on 16th March 2022, whereby the pre-application response (including responses from consultees) was discussed, together with the emerging Local Plan, the scope of the planning application, an update on the public consultation process, and timescales for submission of the planning application. A meeting has been arranged with Stoke Golding Parish Council on 8th April 2022, where Richborough Estates and Pegasus Group will meet with members to discuss the proposals and the consultation process.

Leaflet

- 2.5. A leaflet was designed and posted to approximately 1,150 residents and businesses within the vicinity of the development. The leaflet detailed the proposed development, the need for development including the development plan position and the emerging local plan, as well as displaying a copy of the illustrative masterplan, and information about the public consultation process and anticipated timescales for submission of a planning application. A copy of the leaflet distribution area is provided at **Appendix 3**.

- 2.6. The consultation extent was considered carefully. The development proposals are located on a parcel of land which is bordered by agricultural land and farms to the North, and the Hinckley Fields Industrial Estate to the South of the A47 Normandy Way. The extent of the consultation was chosen to include all residential and commercial properties within proximity of the site, focusing on properties which are located along the immediate highway network serving the site – as these residents could also hold valuable views over development proposals. This resulted in an extensive consultation area, and the distribution of approximately 1,150 leaflets to residents and businesses, with the very large majority of properties located to the south of the application site. The public consultation process was also picked up on social media, which also helped to publicise the consultation information. The applicant is confident that the public consultation undertaken was comprehensive and appropriate to the scale of the proposals.
- 2.7. The consultation leaflet included information on how comments can be submitted via the consultation website or via freepost, how these comments will be used, and a brief note regarding anticipated timescales for submission of the planning application. The leaflet was drafted using plain English and simple terminology in order for it to be as accessible as possible to all stakeholders.

Website

- 2.8. The website included the same information as the distributed consultation leaflet, and also invited feedback via a response form, with the aim being to allow people to express their views on the scheme at a time which was convenient to them. The consultation period ran until 4th March 2022.

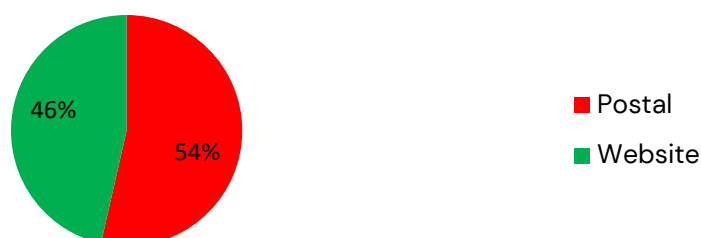
3. Consultation Responses – Quantitative Analysis

- 3.1. This section records quantitative data relating to the responses received to the public consultation. **Section 4** considers qualitative content of those responses and the issues raised.

Responses

- 3.2. A total of 28 responses have been received to date. The responses were split between the website and the freepost leaflet, with 15 responses recorded from the leaflet, and 13 from the website – **Graph 1** demonstrates this. This represents a 2.43% response rate of the total 1,150 leaflets that were distributed.

Graph 1 – Response Method



Leaflet

- 3.3. Of the 1,150 leaflets delivered to the local residents and businesses, 15 responses have been received to date. This is a response rate of 1.3% suggesting that 98.7% of people did not feel strongly enough about the proposals to provide postal comments after receiving the leaflet. A further 13 responses were received through the consultation website, as detailed below.

Website

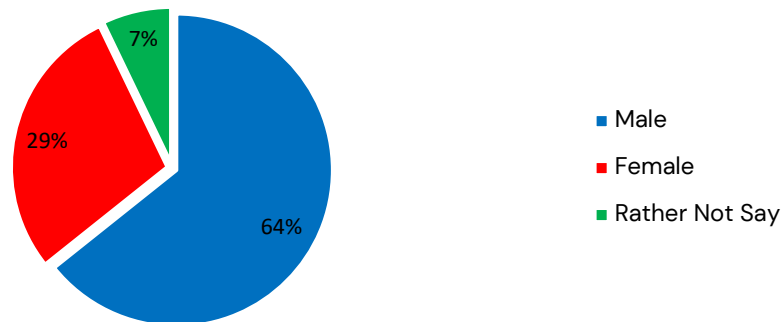
- 3.4. The project website has been live since 17th February 2022. The website attracted some 65 visits to date, of which 48 were unique visits.
- 3.5. The website included a feedback response form through which people were encouraged to send their comments. A total of 13 responses have been returned through the website to date.
- 3.6. Of the 48 unique visitors, a response rate of around 13% for planning consultations is considered around average. The data suggests that, after reading the matters, 87% of visitors did not feel strongly enough about the consultation to leave a comment on the proposals at this time.

Monitoring Engagement

- 3.7. All 28 of the respondents shared their information on the online/leaflet form, providing information regarding demographics.

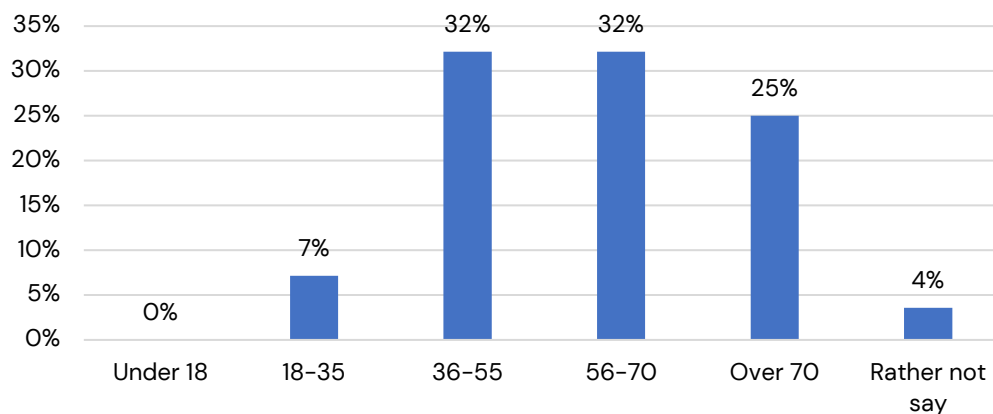
- 3.8. As shown in **Graph 2**, the majority of responses were written by males (64%), followed by 29% from women. 7% of responses chose not to disclose their gender.

Graph 2 – Gender Profile



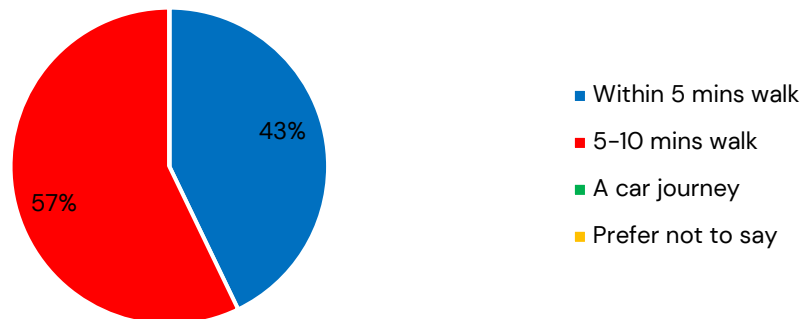
- 3.9. Responses came from multiple age ranges. As shown in **Graph 3**, the majority of responses came from people aged 36–55 and 56–70, both making up 32% of responses. 7% of responses were aged 18–35. 4% of responses chose not to disclose their age.

Graph 3 – Age Profile



- 3.10. As shown in **Graph 4**, the geographical monitoring information revealed that 43% of respondents lived within a 5 minute walk of the site. The rest of respondents (57% of responses) lived within a 5 – 10 minute walk from the site.

Graph 4 – Distance from Site

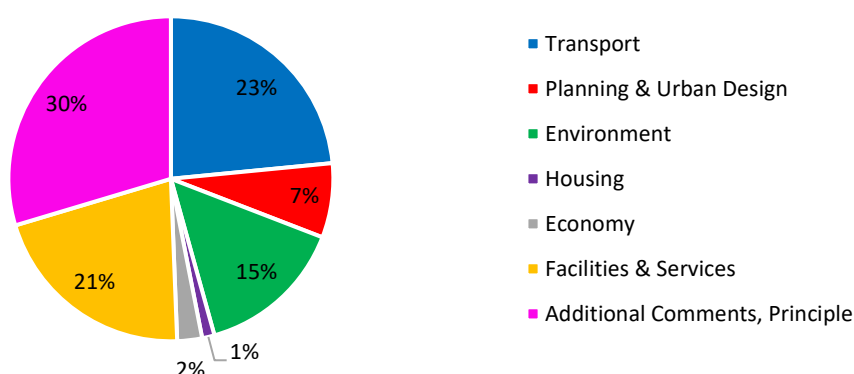


3.11. All of the respondents told us that they were local residents.

4. Consultation Responses – Issues Raised

- 4.1. The purpose of the public consultation was to encourage views and perspectives from the local community to help shape the potential development on the site.
- 4.2. A summary of what was raised through the consultation process can be found below. Suggestions and questions were also found in the responses, these can be seen in **Tables 1 – 4** below.
- 4.3. The main topics are summarised below. Graph 5 summarises the main topics raised, and confirms that 30% of responses were in relation to the principle of development, with other issues raised including transport (23% of comments), facilities and services (21%) and environmental concerns (15%).
- 4.4. As mentioned in **Section 3**, 28 responses were gathered in total during the consultation process to date.

Graph 5 - Issues Raised



Issues Raised

- 4.5. The comments, questions and suggestions received via the leaflet/website response form below have been considered when shaping the proposed development.

Table 1 – Transport

Type of response	Summary of main issues raised
Comments	- Traffic along the A47 is already bad, especially at Morrisons island and toward the A5/Dodwells roundabout; - Comments in relation to other developments in the area that will add more traffic to the road network;

	• Issues with school traffic toward Richmond School and Dorothy Goodman School – drop-offs causing parking issues and queueing; • Traffic volume and pollution affecting residents near the A47; and • Concerns over parking and access for emergency vehicles.
Suggestions	• Suggested provision of a new roundabout at Drake Way or Nelson Drive to aid exiting the estate to the south of the A47; • Suggested assigned drop-off zones for the primary school and on-site parking to prevent tailbacks onto the A47; and • One respondent noted the difficulty in crossing the A47 as a pedestrian, and suggested an improved pedestrian crossing (eg pelican/zebra crossing/bridge or underpass).
Summary	This development, and other new/proposed developments in the area, are seen to have an impact on the volume traffic travelling along the A47, especially at peak times. The main junctions referenced in responses are the Morrisons roundabout, the A47 toward the A5 junction at Dodwells roundabout, and the T-junctions from the Admiral Estate to the South of the A47. Also, existing issues in relation to drop-off parking at local schools, and suggestion drop-off parking for the proposed primary school is considered as part of the proposals.

Table 2 – Facilities and Services

Type of response	Summary of issue raised
Comments	• Some comments voice a concern that a proposed school will not be built – and that the land will be used for further residential development; • Concern over sewerage system being overloaded by the proposed development; and • The majority of responses voiced a concern about access to facilities such as doctors, dentists, secondary schools, and shops.
Suggestions	• Proposed school should be a secondary school, to better meet local need; and

	Request for S106 funding to be utilised to provide a training ground for Hinckley AFC, who currently play outside of the area.
Summary	The majority of comments raised concerns in relation to the capacity of local services, including GP surgeries, NHS/Private dentists, schools, and shops. Comments addressing the proposed school on-site question if the land assigned for the school will be safeguarded from becoming further residential development.

Table 3 – Environment

Type of response	Summary of issue raised
Comments	- Comments showed concern over loss of greenspace, damage to wildlife and loss of biodiversity; - Concern raised over alignment with the HBBC Climate Emergency declaration; and - Comments on increased pollution and littering within the local area.
Suggestions	Derelict and disused (brownfield) land should be used for development before agricultural land.
Summary	All comments that reference the environment raised concerns regarding the loss of existing greenspace and open countryside. References to loss of biodiversity and wildlife habitats were also made.

Table 4 – Miscellaneous (Principle of Development, Other comments)

Type of response	Summary of issue raised
Comments	The large majority of miscellaneous comments objected solely to the principle of development. Comments referenced the 'out of control' development to the North of Hinckley, and a loss of settlement boundary/merging of Hinckley with villages located to the north;

	• Some comments also noted other nearby developments (e.g. Bloor's Triumph development, and the Barwell/Earl Shilton SUE) and questioned the need for further development beyond these; • One response noted that the site is not allocated within the adopted Local Plan'; • Another comment noted the blue line boundary of the site and raised their concern for further future development; • One respondent voiced concern that the housing would not be affordable; and • Another addressed the lack of jobs created by this development, and suggested that only low-wage and low-skill jobs would be created.
Suggestions	N/A
Summary	Miscellaneous comments mainly objected to the principle of development, suggesting that there was too much development in the area already, and this was resulting in sprawl and the loss of a distinct town boundary. Other miscellaneous comments raised issues such as lack of affordable housing, lack of new jobs and the potential further future development within the site blue line.

5. How Comments Have Been Taken into Account

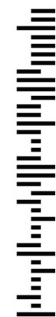
- 5.1. The process of consultation is overall considered to be positive, despite the low response rate overall. Whilst the response rate was low, a significant number of local homes and businesses were consulted, and residents were given ample opportunity to provide comments regarding the development proposals through the various methods.
- 5.2. From the specific comments received, the main issues raised regarding the proposed development were:
1. The development (and other developments in the local area) impacting on the local highways network; in particular the A47 Normandy Way, the Morrisons (A47/Stoke Road) roundabout and towards the A5 via Dodwells roundabout;
 2. Concerns in relation to the capacity of local services and facilities; particularly schools (primary and secondary), doctors, dentists and shops;
 3. Loss of greenspace, countryside and biodiversity impacts; and
 4. The loss of a distinct boundary to the north of Hinckley/comments that there is too much development in Hinckley and the local area.
- 5.3. The responses to the public consultation exercise have been carefully considered and the masterplan proposals have evolved in light of comments received, as well as following the completion of technical work.
- 5.4. The planning application is accompanied by a Transport Assessment and Travel Plan by Hub. The scope of these documents has been agreed with Leicestershire County Council as Highway Authority and National Highways. Detailed highway modelling is ongoing and will be submitted in due course. Vehicular and pedestrian access is proposed via a new three arm roundabout on Stoke Road. Further pedestrian access is provided via two new Toucan crossing points on the A47 Normandy Way, connecting to existing footway/cycleway infrastructure and the existing Public Right of Way that runs through the application site. To mitigate the impact of the proposed development, an improvement scheme is proposed to the A47 Normandy Way/Stoke Road roundabout, which involves widening the exit lanes on the A47 arms of the junction to allow the lane designations on the approach arm to be amended to allow two ahead lanes.
- 5.5. The Illustrative Masterplan includes provision of land for a new 1 form entry primary school, together with a further 1ha site for future expansion of the primary school. Discussions will take place with Leicestershire County Council as Education Authority in order to ensure that adequate provision is made to accommodate both primary and secondary school pupils arising from the proposed development. Similarly, the applicant will engage with the local health provider to ensure that there is capacity within local GP services. It is accepted that financial contributions may be necessary to increase the capacity of local secondary schools and GP services, and clarity will be sought on where and how any requested contributions will be spent. The proposals include for a new primary school, and discussions will continue with the Education Authority to determine the timescales for this provision. Any primary school within the development would be subject to a future reserved

matters application which would include details of design and layout, including drop off/parking provision.

- 5.6. In terms of the loss of greenspace/biodiversity/open countryside, the Illustrative Masterplan proposals are landscape-led, and the proposals have sought to provide extensive areas of public open space, including children's play, a kickabout area and community orchard, an area of woodland planting along the northern boundary, the retention of the existing Public Right of Way within a green infrastructure corridor. In total, 8.52ha of public open space is shown on the Illustrative Masterplan (including drainage attenuation). Public open space provision therefore exceeds the open space standards of 4.34ha (as set out within the Open Space and Recreation Study October 2016). Further detail on public open space provision is provided within the accompanying Design and Access Statement.
- 5.7. Ecological surveys have been undertaken and further surveys will be submitted during the course of the planning application. There are no landscape designations, and the scheme has been landscape-led from the outset, ensuring a sensitively designed development, that will not have impacts on the wider landscape. The Illustrative Masterplan has sought to maximise the retention of existing field boundaries and wooded areas, creating a series of greenways in order to provide key wildlife corridors throughout the development.
- 5.8. The application site is located immediately to the north of the existing Hinckley Urban Area and adjoins the settlement boundary. The emerging Local Plan continues the existing development plan strategy of focusing growth mainly within the urban area of Hinckley, Burbage, Barwell and Earl Shilton, providing the widest retail offer, job and educational opportunities, leisure and health care, and key transport links whilst reducing reliance on private motor vehicles. The urban area is the most sustainable part of the Borough and is therefore the key focus for new housing and employment growth. The application site is well located to make use of existing facilities and services. An extensive number of retail, leisure, and employment opportunities lie directly to the south of the proposed development and south of the A47 Normandy Way. The planning application demonstrates that there are no overriding constraints to development, and therefore it is considered that the proposed development is fully in accordance with the strategy to focus development on the urban area of Hinckley as the most sustainable location for growth. Furthermore, Hinckley and Bosworth also has an acknowledged five year supply shortfall, and this site can boost the supply of housing in accordance with the Framework, in a highly sustainable location.



Appendix 1: Consultation Leaflet



Consultation Team - PPG
Unit 4
The Courtyard
Church Street
Lockington
Derbyshire
DE74 2SL

THE NEED FOR THE NEW DEVELOPMENT

The Hinckley and Bosworth Core Strategy (2006 – 2026), the Site Allocations and Development Management DPD (2006 – 2026), and the emerging Local Plan (2020 - 2039) all identify Hinckley, Burbage, Barwell and Earl Shilton as the Main Urban Area in the Borough, and therefore the focus for new development, as the most sustainable location for strategic growth.

Hinckley and Bosworth Borough Council is preparing a new Local Plan which will make provision for the delivery of a minimum 9,537 dwellings over the plan period from 2020 to 2039.

The Pre-Submission Draft Local Plan Consultation document (February 2022) confirms that the Urban Area is the focus for new development, as the most sustainable location for strategic level growth, but does not propose the allocation of the site.

Richborough Estates consider that the site north of Normandy Way does provide an opportunity to deliver housing growth to meet identified requirements in a sustainable location. Richborough will be responding to the Local Plan consultation promoting the site for allocation and will be submitting a planning application to demonstrate the site's suitability and deliverability.

The site is well related to the wide range of existing employment areas and retail facilities to the south of Normandy Way, and offers the opportunity to deliver a highly sustainable new development.



HOW CAN I MAKE MY VIEWS KNOWN?

In addition to the FREEPOST comments form attached to this leaflet, a special project website will be launched on **Thursday 17th February 2022**, which also includes a comments feedback facility. The website address is:

www.normandyway-hinckley.co.uk

You can make your views known on the proposals, give us alternative suggestions, and let us know about any issues that we need to consider to inform our emerging proposals. All comments should be submitted by **Friday 4th March 2022**.

WHAT WILL HAPPEN TO THE COMMENTS?

All thoughts, suggestions and issues received as part of the consultation will be carefully considered to help shape the proposals. We are keen to engage with local residents and local interest groups to develop our proposals further.

Given the need to provide for new homes, we consider that it is an appropriate time to bring forward proposals for the site in response to the Local Plan consultation and submit an outline planning application to Hinckley and Bosworth Borough Council. It is likely that an application will be submitted within the next two months.

WHEN WILL I BE CONSULTED AGAIN?

Following the submission of an outline planning application, Hinckley and Bosworth Borough Council will consult local residents and other interested parties before reaching a decision.

PLEASE LET US KNOW YOUR THOUGHTS

Your comments are important to us and form part of the public consultation process for the proposals. Thank you for taking the time to look at this leaflet.

Copyright © the contents of this document must not be copied or reproduced in whole or in part without the written consent of Pegasus Group.

P18-1531 Prepared by Pegasus Group

PUBLIC CONSULTATION

Land north of the A47 Normandy Way and east of Stoke Road, Hinckley



Richborough Estates has proposals for residential development on land to the north of the A47 Normandy Way and east of Stoke Road, Hinckley. The site adjoins the existing built up area of Hinckley. The proposals include up to 500 dwellings, a 1ha site for a new primary school, with land reserved for future expansion, together with public open space, landscaping and drainage infrastructure. Vehicular access would be taken from Stoke Road.

THE PROPOSALS

The development proposals for the site include the following:

- Up to 500 new homes, incorporating a mix of house types ranging from 1 to 5 bedroom family homes, including affordable housing to meet local needs;
- Vehicular access into the site via a new roundabout on Stoke Road, and additional pedestrian access from A47 Normandy Way;
- A 1 ha site for a new Primary School, with a further reserved site for future expansion;
- New landscaping, public open space and drainage infrastructure; and
- The longer term opportunity for a larger scale of development and supporting facilities, including the provision of a new link road from Ashby Road to Stoke Road, bypassing the existing signalised Ashby Road/Normandy Way junction.



Please let us know your thoughts

Your comments are important to us and form part of the public consultation process for the proposals.
Thank you for taking the time to look at this leaflet.

Comments

**Land north of the A47 Normandy Way
and east of Stoke Road, Hinckley**

[illegible]

Please tick the following relevant group:

Gender:

Male ☐ Female ☐ Prefer not to say ☐

Age:

Under 18 ☐ 18-35 ☐ 36-55 ☐ 56-70 ☐

Over 70 ☐ Prefer not to say ☐

Your location to the site:

Within 5 minutes walk ☐ 5-10 minutes walk ☐

A car journey ☐ Prefer not to say ☐

Are you responding as a:

Local resident ☐

Local business ☐

Local councillor ☐

Representative of a group
or organisation ☐

Please see www.normandyway-hinckley.co.uk for GDPR statement



Appendix 2: Poster

Public Consultation

Proposed Residential Development Land North of Normandy Way, Hinckley



Richborough Estates have proposals for residential development on a site located to the North of Normandy Way, Hinckley.

Leaflets will be delivered to local residents and businesses on Thursday 17th February 2022. A special project website will also be launched on Thursday 17th. We are asking for comments by Friday 4th March 2022.

www.normandyway-hinckley.co.uk (from 17th February)

The public consultation is open to all members of the local community and provides an opportunity to view the emerging proposals and make comments via the consultation website/leaflet.



Richborough
Estates

Pegasus
Group







Appendix 3: Distribution Area



Wykin

Expertly Done.

DESIGN | ECONOMICS | ENVIRONMENT | HERITAGE | LAND & PROPERTY | PLANNING | TRANSPORT & INFRASTRUCTURE



All paper sources from sustainably managed forests

Pegasus Group is a trading name of Pegasus Planning Group Limited (07277000) registered in England and Wales.

Registered office: Querns Business Centre, Whitworth Road, Cirencester, Gloucestershire, GL7 1RT
We are ISO certified 9001, 14001, 45001



Pegasus_Group



pegasusgroup



Pegasus_Group

PEGASUSGROUP.CO.UK