THE FLINTLOCK
ROSTON DRIVE
HINCKLEY
LE10 0UQ

DESIGN AND ACCESS STATEMENT
(IN SUPPORT OF PLANNING APPLICATION)

This Statement has been prepared in accordance with the requirement of Section 42 of the Planning and Compulsory Purchase Act 2004, and the guidance set out at Section 3 of Circular 01/2006: Guidance on Changes to the Development Control System.

As set out at paragraph 77 of Circular 01/2006, Design and Access Statements should be concise and their length and content "*should be directly proportional to the scale and complexity of the proposals*". The scheme, which is the subject of this application, comprises alterations to reposition the existing Smoking Shelter and the formation of a new deliveries yard and external cold store. No change of use is involved.

The proposal is relatively simple and this Design & Access Statement is proportionate to it.

The proposal is fully illustrated on the scaled drawings.

CONTEXT

The Flintlock Public House is situated in Hinckley, on Roston Drive.

The public house is a part single storey and part two-storey brick building. The existing building is detailed on a scaled site location map, floor plans and elevations, which form part of the application.

Neighbourhood profiling for LE10 0UQ by Acorn:

> *"These are family suburbs in relatively prosperous post-industrial areas.*
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> *Households tend to be larger families, often with primary school children. They are typically buying their three or four bedroom semi-detached house on a mortgage. Incomes are above average. These people either work in middle management or clerical jobs, or have a skilled trade. The main income is often supplemented by female part–time work. Families may own two cars, one of them a company car.*
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> *Financial caution is a characteristic of people in these communities. Most will have made adequate pension provision through company or private schemes, and many will have mortgage protection insurance. They are likely to save regularly perhaps into a child savings plan. Some will own stocks and shares they*

have acquired through demutualisation and privatisation.

Leisure activities include golf, going to the cinema and watching TV. Packaged holidays to Europe and the Mediterranean are popular but many will holiday at home, perhaps in self-catered accommodation.

With larger families the food bill is relatively high, so price is important and stores like Asda are popular.

Many families will have a home PC which may be used by the children for education and playing computer games. Although some adults may use the Internet as a financial channel, most prefer the face-to-face contact of their bank or building society branch.

This is a description of the type of neighborhood to which this postcode has been matched; it is not a description of the postcode. The overview describes characteristics frequently found in these neighborhoods. Since most postcodes include a mix of people we don't expect everyone there will fit the description perfectly."

THE PROPOSAL

The property is owned by Mitchells & Butlers, who are proposing to refurbish the public house and as part of this, to provide an external cold store and deliveries yard to improve the back of house facilities as well as enhancing the quality of food offer to their customers. It is also proposed to adjust the existing Smoking Shelter by removing part of the existing and extending it away from the entrance to avoid negative conflicts arising from its proximity to the entrance.

THE DEVELOPMENT PLAN

With there being no change of use, or increase in floor space, the principle provisions of the Local Plan are unaffected.

CONSULTATIONS

Mitchells & Butlers are a successful business in the licensed premise sector. The success of the Company, and its licensed businesses, is based upon a clear understanding of both the UK and local market place. Before undertaking any major investment, the Company carefully researches the socio-economic characteristics of a site's catchment area. It also undertakes regular, and extensive, market research so as to ensure that its operations are in keeping with public perceptions, preferences and requirements.

Having fully assessed the business, and its catchment area, the Company considers that in order to increase trade, accommodate existing customers and attract further business, it is

necessary to improve the facilities of the site and building. The means by which the Company seeks to achieve these objectives have already been explained.

The Company fully understands the character and context of the site, which will remain a local community facility serving Hinckley. The Company has a sound knowledge of both the UK, and local licensed premises sector, and the works that require planning permission are relatively minor.

Newman Gauge as agents for Mitchells & Butlers have not undertaken discussions with Planning Officer prior to making this application although the proposal for the cold room and yard, which forms part of this application are broadly similar to that which has previously been granted consent but not implemented (applicaton no. 08/00839/FUL, 21 August 2008), but are happy to discuss and resolve any issues that may arise during the determination period.

EVALUATION & DESIGN

The proposal does not raise any issues relating to land use, scale, and layout.

The proposals are informed by the Company's experience of operating public houses and licensed premises; its position as a successful operator of licensed premises; its understanding of the site and the local area, and the extensive market research that it undertakes every year.

The refurbishment proposals have been designed by the Company's architects to make the building more attractive to potential costumers.

The proposed alterations to the building are very simple, and primarily comprise the installation of an external cold store facility with a covered link to the building and a new timber fence around to screen from the carpark forming a new deliveries yard area and the adjustment of the existing Smoking Shelter to detach it from an entrance to the building.

The proposals fully accord with the design objectives and policies of the Local Plan. The alterations will cause no harm to the community, adjacent properties, or the locality.

ACCESS

The proposal does not alter the principal access arrangements to the site or the building. The proposal maintains access for all.



EXISTING SMOKING SHELTER – section between gable entrance canopy and first post to right to be removed



EXISTING SMOKING SHELTER (to left) – to be extended between louvred section and first window to the right



SIDE ELEVATION – location for proposed external cold room and yard (to replace fenced bin store behind vehicles)