



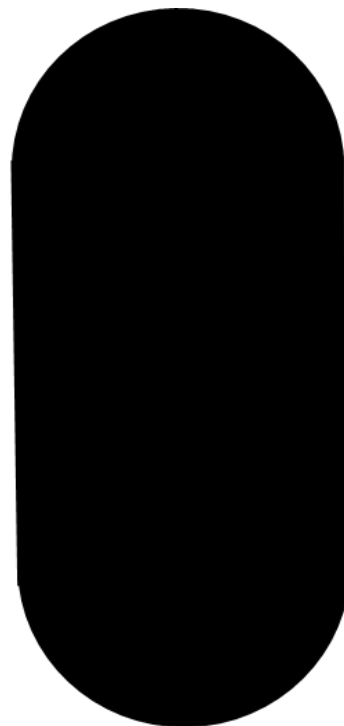
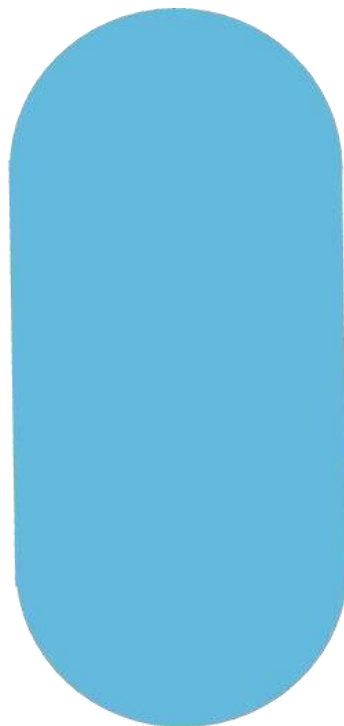
 Part of Shakespeare Martineau

Consultation Statement

Land West Of Ashby Road and North Of
Normandy Way, Hinckley

Miller Homes

July 2026



Contents

<u>1. Introduction</u>	<u>3</u>
STATEMENT OF COMMUNITY INVOLVEMENT	4
NATIONAL PLANNING POLICY	4
THE APPLICANT’S APPROACH	5
<u>2. Public Consultation</u>	<u>6</u>
PUBLIC CONSULTATION LEAFLET	6
PUBLIC CONSULTATION WEBSITE	6
<u>3. Consultation Responses</u>	<u>8</u>
HIGHWAY SAFETY/CAPACITY (INC. ACCESS)	10
INFRASTRUCTURE	12
OVERDEVELOPMENT	13
CHARACTER & APPEARANCE & LANDSCAPE MATTERS	14
LOSS OF GREEN AREAS	15
FLOODING	16
ARBORICULTURE/ECOLOGY/BIODIVERSITY/OPEN SPACE	17
TYPE OF HOUSING	18
SUPPORT FOR DEVELOPMENT	18
<u>4. Summary and Conclusions</u>	<u>19</u>
<u>Appendix 1</u>	<u>20</u>

1. Introduction

1.1. Marrons is instructed by Miller Homes (“the Applicant”) to act on its behalf in preparing this Consultation Statement. This Statement accompanies and supports a detailed planning application, submitted to Hinckley and Bosworth Borough Council (“the Council”) for determination, as it relates to the development of Land West Of Ashby Road and North Of Normandy Way, Hinckley, as shown on the Site Location Plan (“the Site”).

1.2. Detailed planning consent, is sought for the following (“the proposed development”):

“Full planning application for the erection of 482 dwellings on land at Normandy Way and Ashby Road, Hinckley, comprising development across two parcels including:

- the northern parcel (off Ashby Road) for residential development, public open space, play provision, structural landscaping, sustainable drainage infrastructure and the provision of a new vehicular route;*
- the southern parcel (off Normandy Way) for residential development, public open space, landscaping and drainage infrastructure.*

Together with associated access, internal roads, pedestrian and cycle connections, utilities and all other associated infrastructure”

1.3. Whilst the application site comprises two physically separate land parcels, these parcels are intrinsically linked and have been promoted, assessed and consulted upon as a single development proposal throughout the pre-application and consultation process. The comprehensive nature of the scheme, and the relationship between the two parcels, was clearly communicated to stakeholders and consultees, ensuring that feedback was considered in the context of the development as a whole.

1.4. This statement provides an overview of the consultation undertaken prior to the application having been submitted. Public consultation is an essential element of the planning process and, having regard to the Sedley Gunning¹ principles:

¹ Principles derived from *R v Brent BC, Ex p Gunning* (1985) 84 LGR 168.

“Must be undertaken at a time when proposals are still at a formative stage; it must include sufficient reasons for particular proposals to allow those consulted to give intelligent consideration and an intelligent response; adequate time must be given for this purpose; and the product of consultation must be conscientiously taken into account when the ultimate decision is taken.”

Statement of Community Involvement

- 1.5. The Hinckley and Bosworth Statement of Community Involvement² (SCI) was adopted in 2024 and outlines the Council’s approach to stakeholder engagement. Planning applications are assessed against the Development Plan, taking account of material considerations and site-specific matters.
- 1.6. Section 8 of the SCI explains that the Council processes around 1,500 planning applications annually, covering everything from small-scale household proposals to large developments.
- 1.7. To determine which schemes, qualify as ‘major’, and therefore require more extensive community engagement, the SCI refers to National Government guidance which defines them as:
- Residential developments of 10 or more dwellings
 - Sites of 0.5 hectares or larger where the number of dwellings is not specified
 - Proposals creating 1,000 square metres or more of floorspace
 - Development on sites extending to 1 hectare or more

National Planning Policy

- 1.8. Paragraphs 40 and 41 of the National Planning Policy Framework (2024) (“the Framework”) emphasise that early engagement can significantly enhance the efficiency and effectiveness of the planning process for all stakeholders. High-quality pre-application discussions support better coordination between public and private sectors and help deliver improved outcomes for local communities.

² [SCI_2024.pdf](#)

Consultation Statement – Land West Of Ashby Road and North Of Normandy Way, Hinckley Miller Homes

- 1.9. Local planning authorities should also, where they think it would be beneficial, encourage applicants who are not already required to do so by law to engage with the local community, before submitting their applications.
- 1.10. Paragraph 71 of the Planning Practice Guidance (PPG³) sets out that local planning authorities must review their Statements of Community Involvement every 5 years from the date of adoption. It is important that SCIs are kept up to date to ensure effective community involvement at all stages of the planning process.

The Applicant's Approach

- 1.11. Having had regard to the Council's SCI and the Framework (which necessarily includes the PPG), the applicant has undertaken a programme of community engagement, the scope of which is proportionate, reasonable and justified, in the context of the proposed development.
- .
- 1.12. In May 2025 Marrons on behalf of the applicant, undertook a public consultation exercise. This involved the distribution of informational leaflets to local residents and the hosting of a consultation website which set out the proposals in detail. The website featured an online response form for participants to complete, with an address for letters or emails to be submitted. This Statement details the results of that consultation.

³ Paragraph 071 Reference ID: 61-071-20190315.

2. Public Consultation

Public Consultation Leaflet

- 2.1. A consultation leaflet was prepared to provide an overview of the Site and the emerging proposals, background information on the applicant, and the anticipated benefits of the scheme. The leaflet also outlined the site context and its relationship to the emerging Local Plan allocation, and set out the proposed development quantum.
- 2.2. An indicative masterplan was included to illustrate the broad layout of the proposals, showing the distribution of residential development, access arrangements, areas of public open space, landscaping, drainage features and pedestrian and cycle connections. The leaflet further provided information on the design principles, housing mix and supporting infrastructure, and clearly explained how members of the public could engage with the consultation, including details of the project website, contact information and the deadline for submitting comments. A copy of the leaflet is annexed to this Statement (Appendix 1).
- 2.3. In order to publicise the proposals, 1229 leaflets were distributed to local residents, copies of the leaflet were also distributed to local Ward Councillors. The leaflet also signposted residents to the dedicated consultation website and confirmed that people could make comments by email, by writing in or by filling out the form on the website.
- 2.4. The consultation period ran from the 2nd of May 2025 to the 19th of May 2025. This provided a sufficient window of opportunity for local residents to express their views.

Public Consultation Website

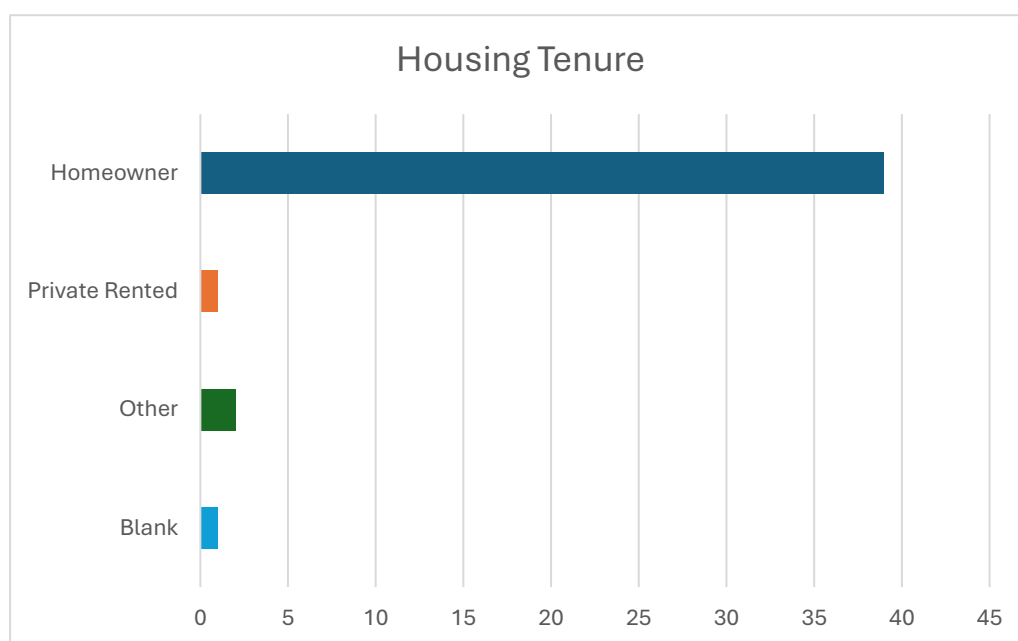
- 2.5. In order to provide easily accessible information about the proposals, an interactive public consultation website was hosted, using the domain: <https://www.hinckleynorth-consultation.co.uk/>.
- 2.6. The website included a Planning Context section, which explained that the Site forms part of the wider 'Hinckley North' allocation within the emerging Local Plan and included a location and context plan to illustrate the Site's relationship to the surrounding area. A Proposed Development section set out details of the scheme, including the scale and nature of development, design principles and an indicative concept/masterplan showing the broad disposition of development, access points and green infrastructure.

**Consultation Statement – Land West Of Ashby Road and North Of Normandy Way, Hinckley
Miller Homes**

- 2.7. The website also outlined the key benefits of the proposals, including housing delivery, landscaping, biodiversity enhancements and infrastructure provision, alongside a Technical Evidence section providing supporting information. A dedicated ‘Your Views’ page enabled members of the public to submit feedback via an online form structured around a series of questions relating to the proposals, ensuring that comments could be captured in a clear and consistent manner to inform the evolution of the scheme.

3. Consultation Responses

- 3.1. During the consultation period, a total of 43 responses were received via the online feedback form. Of the 1229 leaflets delivered, this represents a response rate of 3.49%.
- 3.2. Website analytics indicate that the consultation webpage received 152 unique visits, with users spending an average of 2 minutes and 42 seconds per visit. The time spent on the webpage demonstrates a level of public engagement with the information provided online.
- 3.3. In order to establish whether the consultation had reached a representative sample of the local community, respondents were asked to provide some basic monitoring information. This request was only visible to those commenting via the website and has been visualised within the summary below.
- 3.4. The consultation responses indicate that 38 respondents lived in Hinckley, 3 elsewhere in Hinckley and Bosworth Borough, 1 outside Hinckley and Bosworth Borough, and 1 did not specify their location.
- 3.5. In regard to tenure: 39 respondents were homeowners accounting for 90% of the total responses, 1 privately rented, 2 selected other and 1 respondent left blank (see, Figure 1)



Consultation Statement – Land West Of Ashby Road and North Of Normandy Way, Hinckley Miller Homes

Figure 1 – Housing Tenure

3.6. Table 1 (below) presents the broad age groups of respondents:

Table 1 – Broad Age Groups of Respondents

Age Group of Respondents	No. of respondents
Under 18	1
18 To 35	7
36 To 50	11
51 To 65	12
Over 65	11
No Information Provided	1

3.7. The questionnaire then asked a series of closed questions, with respondents invited to state whether they agreed or disagreed with a particular statement. The responses have been tabulated and presented below:

Table 2 showing responses to closed questions.

Question	Yes	No	Don't know	No Answer Provided
Do you agree that more housing is required?	10	27	6	n/a
We want to make the landscape included within the developments work hard for recreation and ecology, do you agree?	25	5	7	6
Are you satisfied with the green spaces in your local area?	18	22	n/a	3
Would you like more pedestrian recreation routes?	33	6	1	3

3.8. The questionnaire then invited participants to state their preferred housing mix, through a free text box. The responses have been tabulated and presented below; it should be noted that respondents were allowed to select multiple check boxes hence the total sum being above the number of respondents:

Question	1 bedroom homes	2 bedroom homes	3 bedroom homes	4+ bedroom houses	Affordable Housing	Market Housing	Bungalows	No answer provided
What type of homes do you think are needed?	5	13	17	8	9	0	14	17

Table 3 showing responses to preferred housing mix.

- 3.9. The questionnaire also provided respondents with the opportunity to raise any concerns regarding the development proposals through a free-form text response box. Responses received via email have also been included. These qualitative responses have been subject to thematic analysis; grouped into the following broad topic categories:

Table 4 showing primary concerns of respondents.

Stated Issue	No. of Respondents
Highway Safety/Capacity (inc. Access)	34
Infrastructure	16
Overdevelopment	4
Character & Appearance & Landscape Matters	5
Loss of Green Areas`	8
Flooding	5
Arboriculture/Ecology/Biodiversity/Open Space	2
Type of Housing	3
Support for development	3

Highway Safety/Capacity (inc. Access)

- 3.10. Thirty four respondents raised concerns regarding highway matters, particularly increased traffic levels. Many objectors consider that the proposed development would worsen existing congestion and give rise to additional highway safety issues. Ashby

Road and Normandy Way are identified as already experiencing significant congestion, particularly during peak periods. It is considered that the proposed development would materially increase vehicle movements, leading to longer journey times. The A5 corridor was also highlighted as being congested with concerns regarding the cumulative impact of development.

- 3.11. Concerns were also raised in respect of highway safety, particularly at access points. Respondents highlighted difficulties associated with right-turn manoeuvres onto Normandy Way and the Perimeter Road due to traffic volumes. There were also comments in respect of the absence of a right turn filter lane at some of the junctions with accidents being observed. The general census was therefore that the proposed development would therefore exacerbate congestion and safety issues.
- 3.12. A Transport Assessment (TA) has been prepared by Pell Frischmann in support of the application. The assessment demonstrates that the site is in a sustainable location, within walking and cycling distance of local services and amenities in Hinckley, with good access to frequent bus services serving key destinations.
- 3.13. Accident data within the study area reflects patterns typically associated with a busy urban highway network and is considered consistent with local traffic conditions.
- 3.14. Vehicular access to Plot 1 (off Normandy way) is proposed from the A47 Normandy Way via a ghost island right-turn arrangement. This includes a relocated central refuge with a 6m wide access road, and visibility splays. The design also provides footways on both sides of the access and a toucan crossing to improve pedestrian connectivity to the wider network.
- 3.15. Vehicular access to Plot 2 (off Ashby Road) is proposed via a three-arm roundabout on the A447 Ashby Road. The roundabout is designed in accordance with Leicestershire County Council standards, including a 6.75m carriageway. The layout also incorporates toucan crossings and improved pedestrian and cycle infrastructure.
- 3.16. The scheme provides a comprehensive network of walking and cycling infrastructure, including shared footways, segregated pedestrian routes, and improved crossing points. These connections will enhance permeability and link the development to existing active travel routes along the A447 corridor.

- 3.17. Transport impacts have been assessed using the Pan-Regional Transport Model (PRTM), agreed with Leicestershire County Council. The modelling demonstrates that the majority of junctions operate within capacity across assessed scenarios, with mitigation measures identified where required. These measures ensure that junctions continue to operate satisfactorily with the development in place.
- 3.18. Overall, the assessment concludes that the development would not result in severe residual impacts on the highway network and is therefore considered to represent sustainable development in accordance with the National Planning Policy Framework and the Development Plan.
- 3.19. This conclusion is supported by the accompanying Travel Plan, which sets out a comprehensive package of measures to promote sustainable transport and reduce reliance on private car use, including enhanced pedestrian and cycle infrastructure, improved connectivity to local services, and accessible public transport provision. These measures are supplemented by targeted initiatives and incentives to encourage behavioural change, with the aim of delivering a modal shift towards walking, cycling and public transport and securing a measurable reduction in single-occupancy car trips over time

Infrastructure

- 3.20. Sixteen respondents raised concerns in relation to local infrastructure capacity. A number of respondents also raised concerns regarding the capacity of local infrastructure to support further development. It was considered that existing services, including schools, GP surgeries, and dental provision, are already operating under pressure as a result of recent housing growth.
- 3.21. Particular concern was raised regarding a lack of secondary school places within Hinckley and the ability of education provision to accommodate future demand. Wider infrastructure issues are also highlighted, including pressures on healthcare services, public services, and drainage/sewerage systems. Respondents therefore question whether the necessary infrastructure improvements would accompany the proposed level of growth.
- 3.22. In considering these matters, it is noted that no objections have been raised by statutory consultees in respect of infrastructure capacity constraints arising from the

proposed development. Furthermore, the development will be required to make appropriate Section 106 contributions and/or other planning obligations to mitigate any impacts it may have on local infrastructure, including education, healthcare, transport and green infrastructure provision.

- 3.23. The scale and nature of these contributions will be informed through consultation with relevant infrastructure providers and the Local Planning Authority. In addition, the applicant will continue to engage with key stakeholders, including education authorities, the NHS and utility providers, throughout the planning application process to ensure that necessary infrastructure improvements are identified, secured and delivered in a coordinated manner alongside the development.

Overdevelopment

- 3.24. Four respondents object to the scale and extent of development proposed, particularly in the context of other schemes along Normandy Way. It is considered that development in the area should be limited and contained within defined boundaries, with the current proposal viewed as excessive.
- 3.25. Some respondents also question the need for additional housing, citing the cumulative impact of ongoing residential and industrial development in and around Hinckley. It is considered that the level of growth is already placing significant pressure on the area and that further development would exacerbate these issues.
- 3.26. In response to these concerns, it is noted that the Site is identified within the emerging Hinkley and Bosworth Local Plan Review, which reflects the Borough Council's intention to direct future growth to sustainable locations within Hinckley. Hinckley is recognised as a key settlement within the Borough, benefiting from a wide range of existing services, facilities and strong transport links, and is therefore considered an appropriate location to accommodate planned growth. The proposed development aligns with this strategic direction.
- 3.27. Recent evidence confirms that the Council remains unable to demonstrate a five-year housing land supply. Most notably, the Inspector at Land off York Close (APP/K2420/W/25/3369401) accepted an agreed supply of 3.89 years, with subsequent appeal decisions and committee reports confirming that the shortfall

persists. The delivery of additional housing is therefore required to help address the identified shortfall and maintain an adequate supply of deliverable housing sites.

- 3.28. Furthermore, any impacts arising from the development will be addressed through the planning application process. The proposal will be required to deliver appropriate planning obligations, including Section 106 contributions, to mitigate its impacts and support necessary infrastructure provision.

Character & Appearance & Landscape Matters

- 3.29. Five respondents raised concerns regarding the character and setting of Barwell, Ashby Road and Rogues Lane. Concerns are raised that the scale of development would not reflect the existing character of the area.
- 3.30. The density of the scheme is also criticised, with respondents suggesting that the number of dwellings proposed for the site would result in a cramped form of development, with insufficient plot sizes and limited meaningful open space.
- 3.31. Concerns are further raised regarding residential amenity, particularly for properties along Ashby Road. Respondents highlight potential overlooking, loss of privacy, and increased noise, especially where development is proposed close to existing boundaries. The potential for taller, three-storey dwellings is also identified as exacerbating visual impact and amenity issues.
- 3.32. Notwithstanding these concerns, the submitted Landscape and Visual Appraisal (“LVA”) concludes that the sites are not subject to any national or local landscape designation and are of medium landscape value. The proposals have been designed to retain the majority of the existing hedgerows and mature trees and to provide substantial new structural planting, public open space and green infrastructure. In particular, a broad landscaped buffer is proposed along the northern and western edges of the northern site, including adjacent to Rogue’s Lane, to soften views of the development and provide an appropriate transition between the built edge and the surrounding countryside. Additional tree, hedgerow and woodland planting would reinforce existing landscape features and assist in filtering views as planting becomes established.
- 3.33. Overall, while the development would inevitably alter the existing character of the sites from agricultural land to residential development, the LVA considers that the effects

would be geographically contained and capable of being reduced through the proposed landscape framework. The sites also form part of the wider emerging Hinckley North residential allocation and are located alongside existing and consented development.

- 3.34. Subject to the detailed design, scale and layout of the dwellings responding appropriately to the surrounding context, and the proposed landscaping being secured and maintained, it is considered that the scheme could establish a suitable new settlement edge without resulting in unacceptable harm to the wider landscape character or visual amenity of the area.

Loss of Green Areas

- 3.35. Eight respondents raised concerns regarding the loss of green space resulting from the proposed development. It is considered that the scheme would erode an important green wedge and contribute to continued encroachment into the countryside.
- 3.36. Respondents also question the principle of developing on greenfield land, expressing a preference for the redevelopment of previously developed sites, such as disused industrial land, to protect environmental assets and open space.
- 3.37. In regards to these concerns, it is noted that the Site does not benefit from any specific landscape designation and is not identified as forming part of a designated Green Wedge within the development plan. The land has been identified through the emerging Local Plan process as a potential allocation and is not considered to be of particular sensitivity in terms of landscape, ecological or best and most versatile (BMV) agricultural value.
- 3.38. Furthermore, the proposed development has been designed to incorporate areas of public open space, landscaping and biodiversity enhancements, ensuring that green infrastructure is retained and enhanced where possible. As such, whilst development will inevitably result in a change in land use, the Site is considered suitable for development in principle and capable of delivering a balanced and policy-compliant scheme within the context of planned growth in Hinckley.

Flooding

- 3.39. Five respondents raised concerns regarding surface water and drainage, highlighting the potential for increased runoff from the development to exacerbate local flooding in Barwell. Respondents expressed concern that existing sewerage and drainage infrastructure may not have sufficient capacity to accommodate additional development, which they considered could increase the risk of localised flooding and associated disruption.
- 3.40. A Flood Risk Assessment (FRA) and Drainage Strategy has been prepared by ADC in support of the application. The FRA confirms that the site lies entirely within Flood Zone 1 and is located outside areas identified as being at risk when climate change allowances are applied.
- 3.41. The FRA identifies that the proposed built development is located predominantly within areas of very low surface water flood risk across both land parcels. Whilst limited areas of low surface water flood risk are identified within parts of the site, these can be appropriately managed through the detailed design process, including localised ground regrading and the implementation of the proposed drainage strategy. The development is therefore considered acceptable in relation to pluvial flood risk.
- 3.42. The proposed development incorporates a comprehensive Sustainable Drainage System (SuDS) strategy, including attenuation and controlled discharge measures, to manage surface water runoff generated by the development. The drainage strategy has been designed to accommodate storm events up to and including the 1 in 100-year event plus an allowance for climate change, whilst ensuring that runoff is managed on-site and flood risk is not increased elsewhere.
- 3.43. Flood risk from tidal, canal, sewer, groundwater and reservoir sources is assessed as low or negligible, and no additional mitigation is considered necessary in respect of these sources. Subject to the implementation of the proposed SuDS and drainage measures, the development would not be subject to unacceptable flood risk and would not increase flood risk elsewhere. The proposals are therefore considered acceptable and sustainable from both a flood risk and drainage perspective.

Arboriculture/Ecology/Biodiversity/Open Space

- 3.44. Three respondents raised concerns regarding the impact of the development on local wildlife and habitats. It is highlighted that species such as crested newts, foxes, and rabbits may be at risk due to loss of habitat.
- 3.45. Comments were also received around the development resulting in additional noise and light pollution, which could negatively affect both wildlife in remaining green spaces and existing residents. Respondents express a strong desire to protect trees and other natural features within the site.
- 3.46. The Ecological Appraisal, prepared by FPCR, confirms that there are no internationally or nationally designated sites that would be significantly affected by the proposals. Ensor's Pool SAC lies approximately 9.5km from the site, and no significant effects are anticipated. While the site falls within Impact Risk Zones for Kendal's Meadow SSSI and Burbage Wood and Aston Firs SSSI, Natural England guidance confirms the development type is unlikely to result in adverse impacts.
- 3.47. A desk study was undertaken to compile existing ecological baseline information using statutory and non-statutory data sources, including MAGIC and the Leicestershire and Rutland Environmental Records Centre, supplemented by a review of Ordnance Survey mapping and aerial imagery. This was followed by a walkover habitat survey, undertaken in accordance with UKHab methodology to classify habitats and identify features of ecological value. During the survey, hedgerows were assessed, and a preliminary protected species assessment was carried out, which informed the need for further targeted species surveys.
- 3.49. Several non-statutory designated sites are located within 1km; however, these are small habitat features or privately accessed sites, and no impacts are anticipated, particularly given the provision of on-site public open and green spaces which will help reduce recreational pressure.
- 3.50. The site is predominantly comprised of low-value habitats, including arable land and modified grassland, neither of which qualify as Habitats of Principal Importance. These will be enhanced through species-rich grassland, wildflower planting, and SuDS features delivering biodiversity gains. Existing trees, scrub, and hedgerows will largely

be retained and enhanced where possible, with any losses mitigated through new planting and connectivity improvements.

- 3.51. Ecological constraints are limited. The site offers low suitability for protected species, and reptiles are considered unlikely to be present due to a lack of suitable habitat and site isolation. No other significant ecological constraints have been identified.
- 3.52. Overall, the development is not expected to result in significant ecological harm and is capable of delivering measurable biodiversity enhancements.

Type of Housing

- 3.53. Three respondents raised concerns regarding the location and affordability of the proposed dwellings, with respondents noting that isolated affordable housing in this area may require residents to rely heavily on private vehicles to access services and facilities. It is suggested that the majority of homes may be unaffordable for typical working households.
- 3.54. The proposed development will provide 94 affordable homes, equating to approximately 20% of the overall scheme. This meets the requirements of Core Strategy Policy 15 and will make a meaningful contribution towards meeting the identified need for affordable housing within the Borough
- 3.55. Overall, Hinckley functions as a sub-regional centre with access to a range of services, facilities and public transport connections, supporting sustainable patterns of development. Matters relating to the personal financial affordability of individual dwellings are not material planning considerations and therefore carry limited weight in the assessment of the proposal.

Support for development

- 3.56. Two respondents expressed support for the proposed development. It is noted that the scheme is considered sympathetically designed to respect the local environment and would provide much-needed housing for the growing community. Support is also expressed for the provision of children's play areas within the development, with respondents highlighting the benefit of safe, accessible recreational spaces for families living nearby.

4. Summary and Conclusions

- 4.1. Having had regard to the Council's SCI and national planning policy the applicant has undertaken a programme of community engagement, the scope of which is considered proportionate, reasonable and justified, in the context of the proposed development.
- 4.2. The public consultation process has provided valuable insight into the key issues and concerns held by local residents and stakeholders regarding the proposed development at Land West Of Ashby Road and North Of Normandy Way, Hinckley. The feedback received has helped the applicant to understand concerns surrounding the development proposal.
- 4.3. Concerns were raised across several main themes, including traffic and congestion, overdevelopment, infrastructure capacity, the loss of green space, ecological impacts, flood risk, types of housing. Each of these matters has been considered through both technical assessments and the development of mitigation strategies.
- 4.4. Overall, the Site represents a sustainable and suitable location for new development, contributing to meeting the housing shortfall within Hinkley and Bosworth Borough Council. The proposals have been informed by the consultation process, an iterative design process and supported by a suite of technical documents to ensure that they respond appropriately to local concerns while aligning with national and local planning policy objectives.

Appendix 1

ABOUT MILLER HOMES

Miller Homes was founded in 1935 and is one of the UK's largest and most successful house builders. They pride themselves on their attention to detail, ensuring that all homes are delivered to the highest professional standards, and as energy efficient as possible. There is also a heavy focus on placemaking, local communities and ensuring development complements and enhances existing infrastructure.

PLEASE SEND US YOUR VIEWS

We are keen to hear from local residents and businesses. Your response will help shape the full planning application that will be submitted to Hinckley and Bosworth Borough Council.

The deadline for comments is 16th May 2025

Please visit our website for more information on our proposals and provide your feedback via the online form :

www.hinckleynorth-consultation.co.uk

Alternatively please email
public.consultation@marrons-planning.co.uk

or write to:

Land west of Ashby Road and north of Normandy Way, Hinckley
Marrons, Waterfront Plaza, Waterfront House, 35 Station Street
Nottingham, NG2 3DQ

PROPOSED RESIDENTIAL DEVELOPMENT

LAND WEST OF ASHBY ROAD AND NORTH OF NORMANDY WAY, HINCKLEY

THE SITE AND SURROUNDINGS

Miller is promoting two sustainably located sites for development in Hinckley, close to local facilities and services, and identified as part of the 'Hinckley North' allocation in the emerging Local Plan:

- **Land West of Ashby Road** will deliver approximately 400 dwellings as well as tree planting, landscaping and public open space, and a new access point from Ashby Road.
- **Land North of Normandy Way** comprises approximately 70 dwellings alongside new planting, landscaped buffers and drainage infrastructure.



THE PROPOSALS

Miller Homes is preparing a detailed application for 470 dwellings across the two parcels.

LAND WEST OF ASHBY ROAD

The majority of development is located west of Ashby Road and will accommodate approximately 400 dwellings. The scheme will provide a mix of house types and sizes which will be of a sustainable and high-quality design. The layout will deliver areas of tree planting, landscaping and public open space alongside a net gain in biodiversity. Access will be taken from Ashby Road providing a safe and suitable access for residential development whilst also being capable of contributing to the delivery of a wider relief road to the north of the town.

LAND NORTH OF NORMANDY WAY

The Normandy Way parcel will deliver approximately 70 dwellings and also provide a mix of house types and sizes which will be of a sustainable and high-quality design. The site will be accessed from Normandy Way and will provide areas of new planting, landscaped buffers and drainage infrastructure to support a biodiversity net gain.

