



ASHBY ROAD & NORMANDY WAY, HINCKLEY

DESIGN AND ACCESS STATEMENT

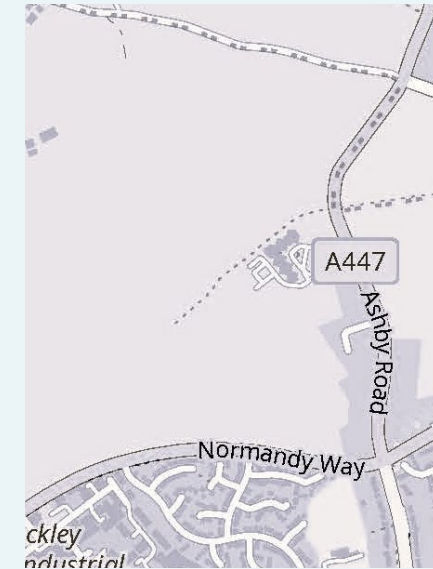
AUGUST 2026

1. INTRODUCTION

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1. INTRODUCTION

nineteen47 have been instructed by Miller Homes to prepare this Design and Access Statement in support of an application for full planning consent 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. ”

The northern parcel will hereby be referred to as ‘Parcel A’ and the southern most parcel as ‘Parcel B’.

This statement focuses on explaining the design process that has been followed during the formulation of these proposals for a place with a sense of identity and which brings wider benefits to the local area. This report summarises the key technical considerations and design parameters that have shaped the proposals, but for specific details please refer to the relevant technical reports.

millermhomes

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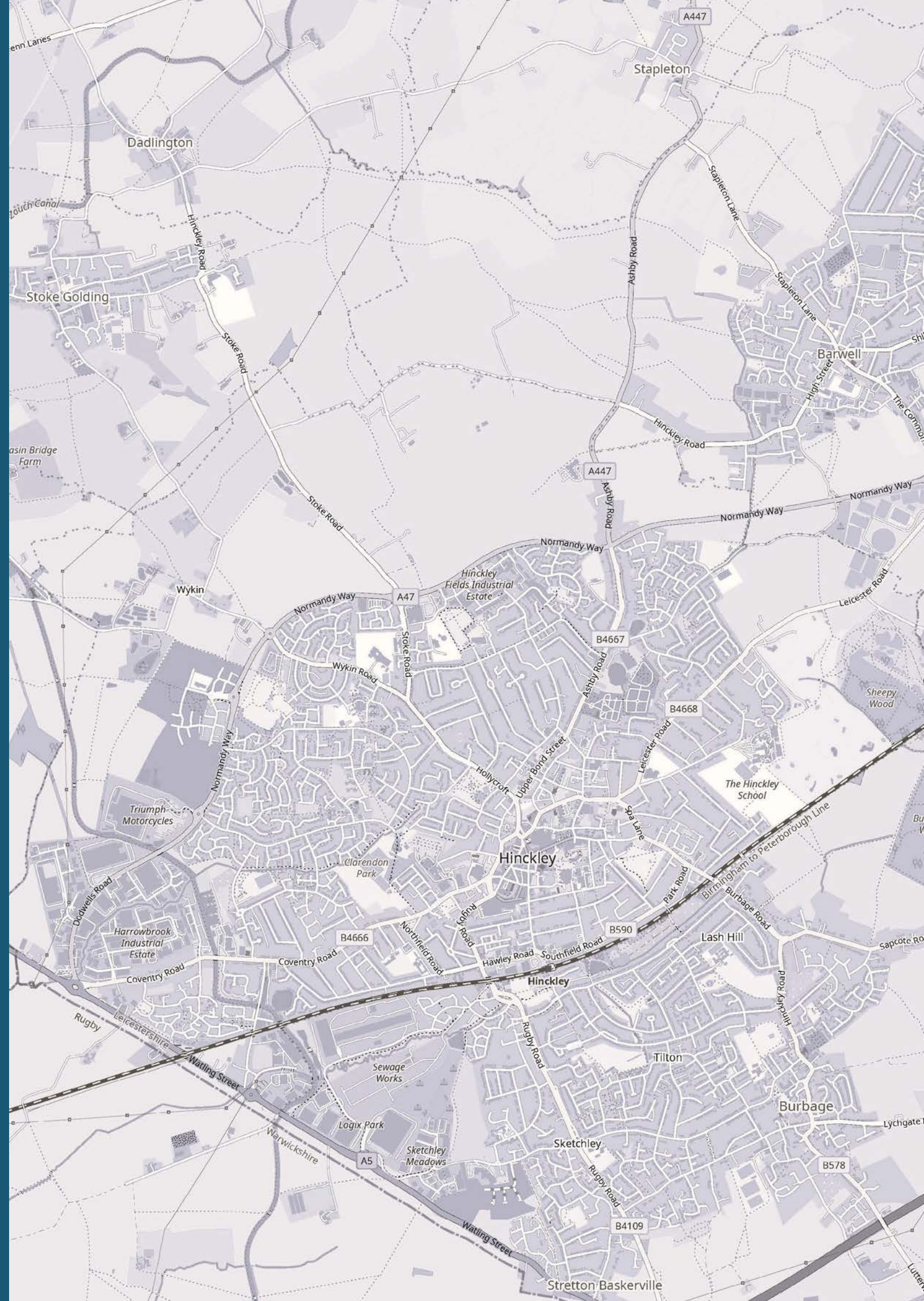


Aerial site location plan



Detailed layout

2. PLANNING POLICY



2. PLANNING POLICY

Full consideration of the national planning policy context is set out in the submitted Planning Statement, but the below is a succinct summary focused specifically on design and access matters.

The National Planning Policy Framework 2026

The National Planning Policy Framework (NPPF) outlines the Government's planning policies for England. The 'presumption in favour of sustainable development' is at the heart of the document. The National Planning Policy Framework makes clear that creating high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development and helps make development acceptable to communities.

Chapter 14 Establishes the importance of achieving well-designed places and confirms that good design is fundamental to the creation of sustainable, inclusive and attractive places. It recognises that good design and good planning are indivisible and are key components of achieving sustainable development.

Policy L3 Promotes the efficient use of land and establishes minimum density requirements for residential development. The policy seeks to ensure that land is used efficiently and that appropriate opportunities are taken to increase densities, particularly in locations that are well connected to public transport and other services and facilities.

Policy DP3 states that to create well-designed places development proposals should also reflect relevant aspects of the following principles, as appropriate to the nature of the development and its location;

- Liveability: support healthy, mixed, vibrant and integrated communities;
- Climate: contribute to climate change mitigation and adaptation and the transition to net zero;
- Nature: incorporate and/or connect to a network of high quality, accessible, multifunctional green infrastructure to provide opportunities for recreation and healthy living, strengthen habitats, improve climate change resilience and improve air and water quality.

d. Movement: provide transport infrastructure and choices which support the design vision for the Site, provide good connections to the wider settlement (or those nearby), and prioritise walking, wheeling, cycling and public transport;

e. Public Space: include spaces that are safe, secure, inclusive, and accessible for all ages and abilities, including for groups such as women and girls; and which facilitate and encourage social interaction, play and healthy lifestyles; and

f. Identity: create visually attractive, distinctive and characterful development to establish or maintain a strong sense of place and pride, including through the use of a coherent palette of materials, design features and planting.

Policy N3 Trees in new development recognises the important contribution that trees make to the character and quality of places, biodiversity and climate change mitigation and adaptation. It seeks the incorporation of trees within new development, including through tree-lined streets and appropriate planting within other areas of development, together with appropriate measures to secure their long-term maintenance.

Chapter 16 Promoting healthy communities seeks to ensure that planning supports the creation of healthy and inclusive places and contributes to community wellbeing.

Policy HC1 Planning for healthy communities promotes opportunities to improve health, prevent ill-health, reduce health inequalities and support social interaction.

Chapter 15 Promoting sustainable transport promotes a vision-led approach to transport planning, with transport considerations integrated from the earliest stages of development.

Policy TR1 Vision-led approach to planning for transport supports transport strategies that contribute to sustainable, well-designed and inclusive places. The Framework places emphasis on sustainable modes of travel, including walking, wheeling, cycling and public transport.

Planning Practice Guidance

Practice Guidance (PPG) was launched on the 6th March 2014 and provides guidance on Design and Access Statements; it states that they must:

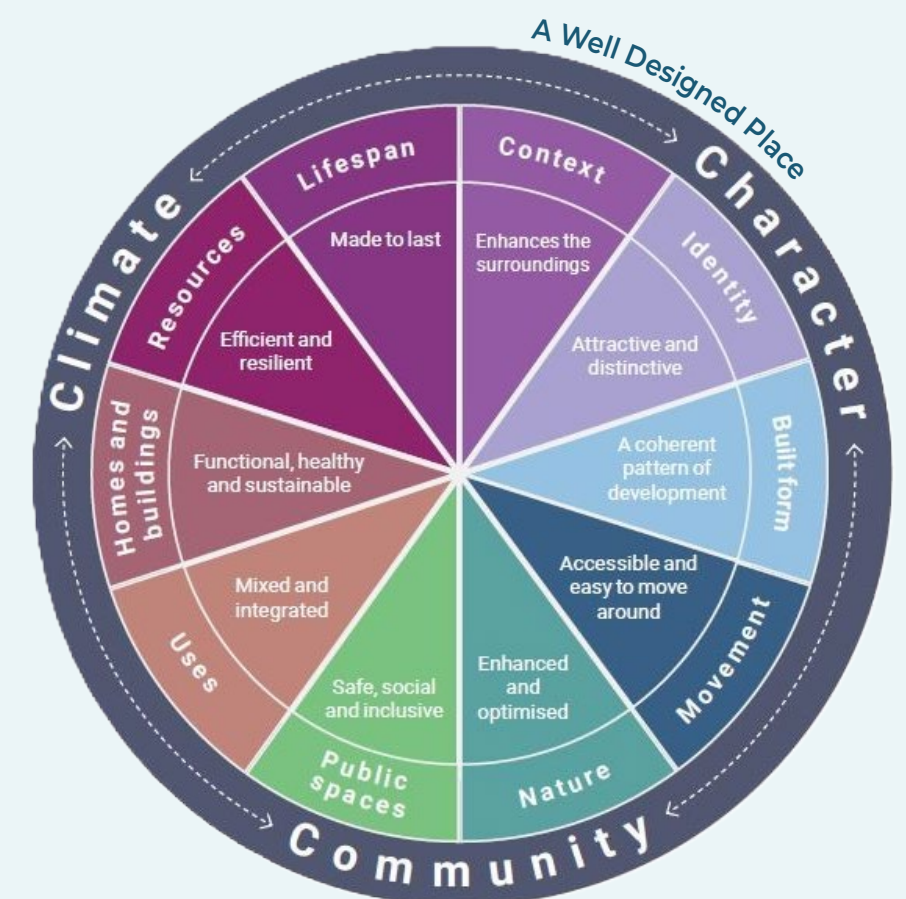
- Explain the design principles and concepts that have been applied to the proposed development;
- Demonstrate the steps taken to appraise the context of the proposed development, and how the design of the development takes that context into account.
- Access in this forum, is considered at a site and placemaking level and relates to how all prospective users will approach, enter and move to and through the development, rather than being concerned with detailed internal layouts or technical highway design.

National Design Guide

The National Design Guide sets out the characteristics of well-designed places and demonstrates what good design means in practice. It forms part of the government's collection of planning practice guidance and should be read alongside the separate planning practice guidance on design process and tools.

The ten characteristics are;

- Context**
Enhances the surroundings.
- Identity**
Attractive and distinctive.
- Built form**
A coherent pattern of development.
- Movement**
Accessible and easy to move around.
- Nature**
Enhanced and optimised.
- Public spaces**
Safe, social and inclusive.
- Uses**
Mixed and integrated.
- Homes and buildings**
Functional, healthy and sustainable.
- Resources**
Efficient and resilient.
- Lifespan**
Made to last.



Building for a Healthy Life (2026 edition)

Building for a Healthy Life is England's best-known and most widely used design tool for creating places that work better for both people and nature. Building for a Healthy Life, known as BHL is a Design toolkit to help improve the quality of new communities. It is written to be accessible to everyone involved in shaping places — from local residents and councillors to planning officers, developers and designers. Its purpose is to focus thinking and discussions on what matters most when creating successful, healthy liveable places.

The Local Planning Policy and Guidance Context

As with the national picture, full consideration of the local planning policy context is set out in the submitted Planning Statement, but the below is a succinct summary focused specifically on design and access matters.

The Core Strategy sets out the vision, objectives and broad placemaking policies for delivering sustainable growth across the Borough.

Policy 1 – Development in Hinckley, which seeks to ensure that development contributes positively to local character and sense of place, delivers strategic green infrastructure, enhances walking and cycling connectivity, and addresses deficiencies in accessible green space.

Policy 15 – Affordable Housing outlines that the starting point for the level of affordable housing is 20% in urban locations, such as Hinckley

Policy 16 – Housing Density, Mix and Design, which requires development to provide a mix of housing types and tenures, achieve high quality design standards and deliver efficient use of land through appropriate densities.

Policy 19 – Green Space and Play Provision, which requires accessible, high-quality green infrastructure and recreational spaces to be integrated within development proposals.

maximise energy efficiency, integrate sustainable drainage measures and promote secure, well-overlooked environments.

Policies DM11 and DM12 – Historic Environment and Heritage Assets require development to protect and enhance heritage assets and their settings, ensuring proposals contribute positively to local distinctiveness.

Policy DM17 – Highways and Transportation promotes sustainable movement patterns, safe and convenient walking and cycling connections, and minimising reliance on private vehicles.

Policy DM18 – Parking Provision requires an appropriate level of parking integrated sensitively within the overall design approach, having regard to accessibility and sustainable transport opportunities.

Emerging Local Plan Review (2024–2045)

The **emerging Local Plan** identifies Parcel A and Parcel B as part of the wider “Hinckley North” strategic urban extension. Emerging Policy SPO2 – Development Strategy outlines that the wider site should provide the appropriate provision of infrastructure and a substantial natural buffer on the most northern parcel of land adjoining Ashby Road and Rogue’s Lane, to prevent the coalescence between Barwell and Hinckley.

Site Allocations and Development Management Policies DPD (2016)

The Site Allocations and Development Management Policies DPD provides the detailed design and placemaking framework for new development.

Policy DM6 – Enhancement of Biodiversity and Geological Interest requires development to conserve and enhance ecological assets, retain existing landscape features and deliver long-term biodiversity enhancements.

Policy DM10 – Development and Design is the principal design policy and requires development to respond positively to local character, safeguard residential amenity, incorporate high-quality landscaping,

Relevant Supplementary Planning Documents & Regional Guides

The following documents also form part of the local policy context;

Open Space and Recreation Study 2025

Sets out the provision of open space within Hinckley, indicating that there is a deficiency in amenity areas, facilities for young people and children’s play.

Good Design Guide SPD 2020

This document aspires to “Substantially raise design quality in Hinckley and Bosworth Borough whilst ensuring that the local identity and heritage of the Borough is preserved and enhanced. It sets out an approach to the preparation of design proposals that proposes similar steps and methodologies to the of Building for a Healthy Life.

The document sets out design objectives which form the building blocks for design development. It then breaks down the individual component elements of design to promote clear communication of design features.

The Good Design Guide also states that “In addition to the core principles of urban design, there are a series of individual components, or building blocks, that can collectively be utilised to describe the elements of design proposals.” These 5 Design Components have informed the structure of Chapter 6 of this Design and Access Statement.



Leicestershire County Council Highways Design Guide

The Leicestershire Highway Design Guide (LHDG) covers:

- all road proposals in Leicestershire, except for those managed by National Highways;
 - the overall development concept in terms of site access and highways and transportation impacts;
 - all areas associated with roads that are to be adopted as publicly maintained highway, including verges, cycleways and footways;
 - the safety, ease of access to, and future maintenance responsibilities of areas not for adoption; and
 - impacts of new developments on existing highways, rights of way and transportation infrastructure.
- The guide provides specific guidance that impacts on the design of a new place concerned with highway structure, car parking provision and refuse collection.

3.

UNDERSTANDING THE PLACE



3.

UNDERSTANDING THE PLACE

Site location

The application site (hereafter referred to as “the site”) is located on the northern edge of Hinckley, a market town in south-west Leicestershire. Hinckley falls within the administrative area of Hinckley and Bosworth Borough Council and is the third largest settlement in Leicestershire, after Leicester and Loughborough.

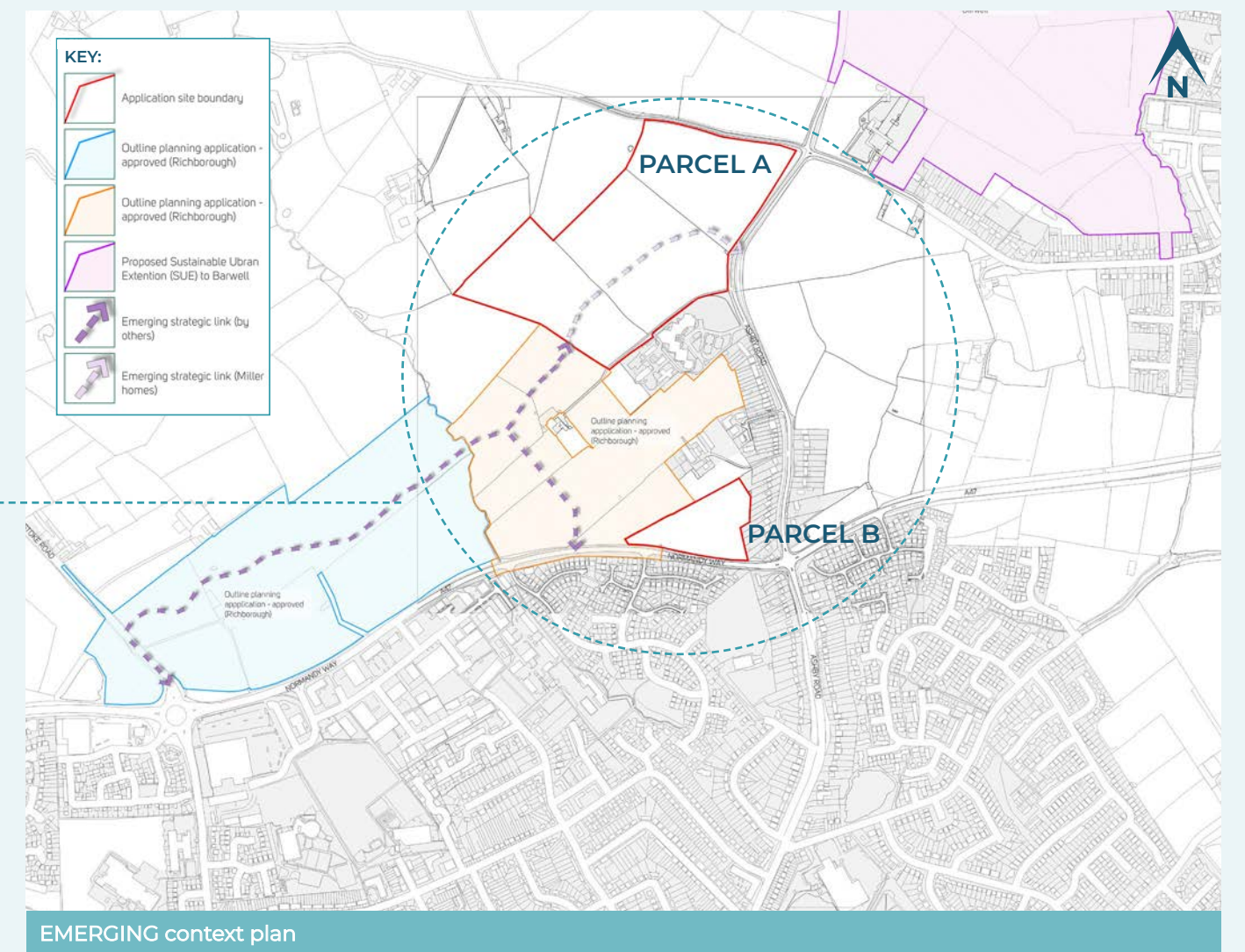
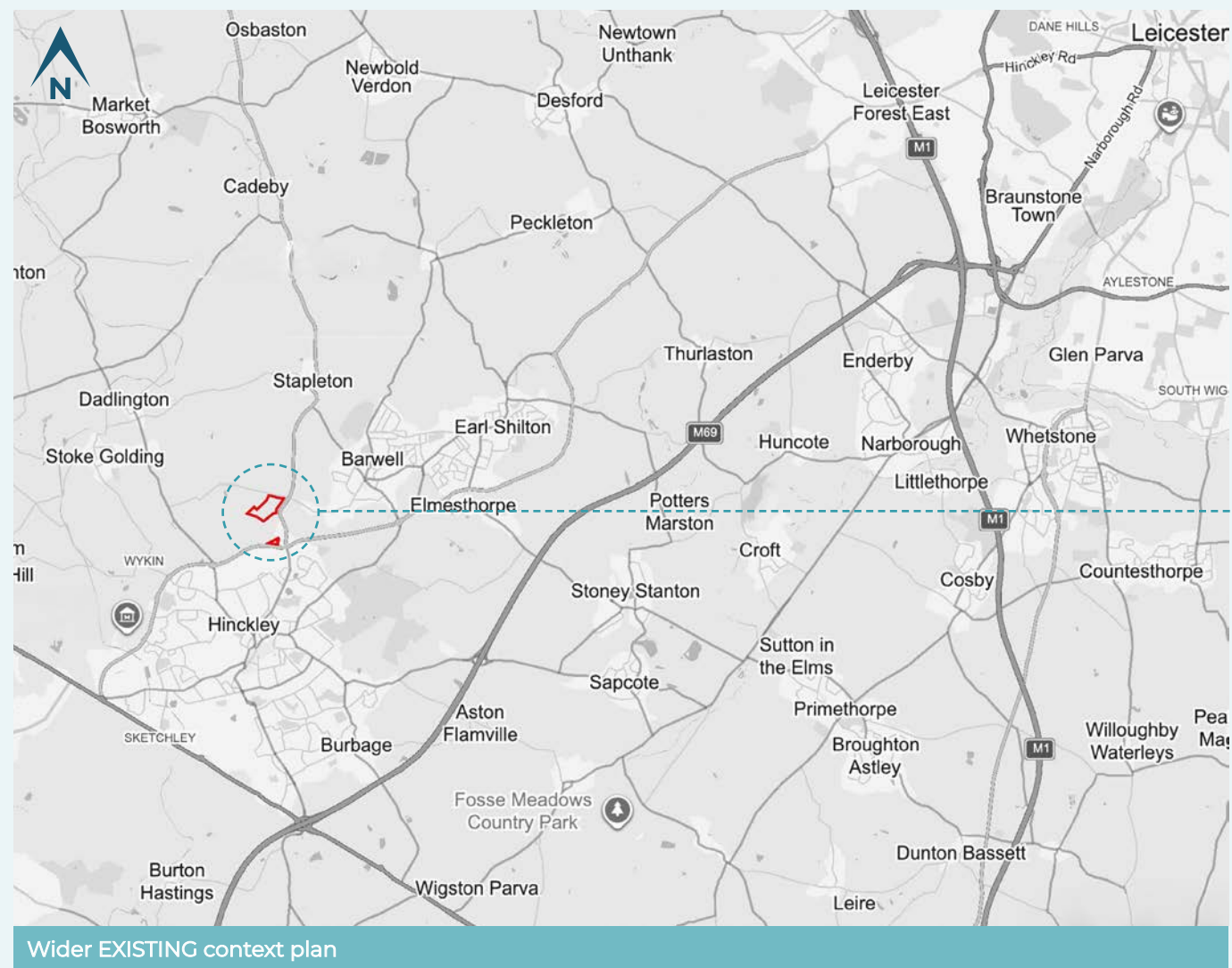
The site comprises two parcels of land. Parcel A is an irregular shaped rectangle and is bounded by Rogue’s Lane to the north, Ashby Road to the east, and agricultural land to the north-west. Hinckley and Bosworth Community Hospital immediately adjoins the south-eastern boundary. An existing farm track also runs along the southern boundary, providing access to existing agricultural buildings. The south-western boundary is partly defined by agricultural land and partly by land proposed for residential development, as illustrated by the area hatched in yellow on the Wider Context Plan (page 15).

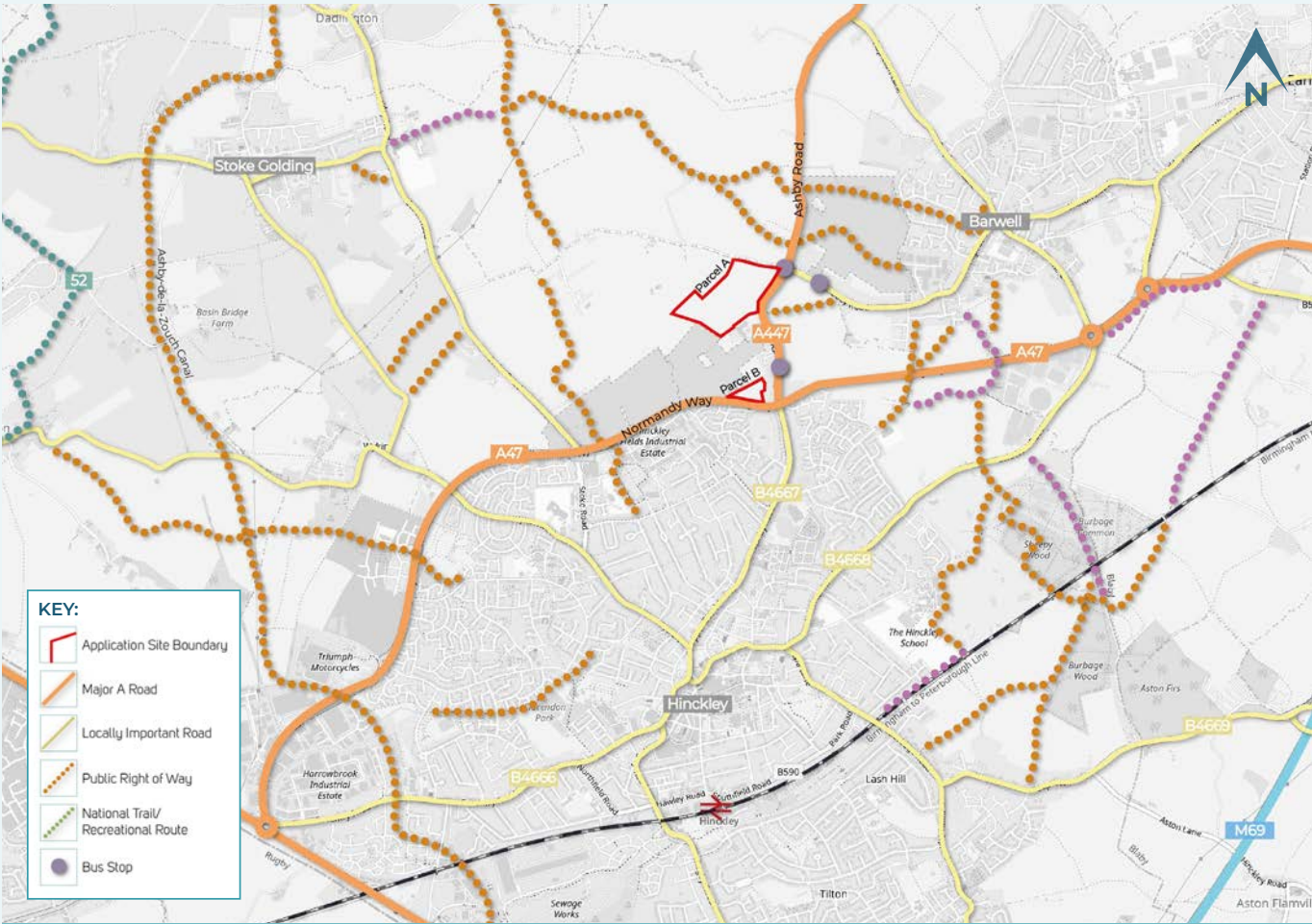
Parcel B is an irregular shaped triangle and is bounded by Normandy Way to the south and the rear gardens of properties on Ashby Road to the east. The northern boundary abuts the adjacent emerging residential proposals.

Emerging context

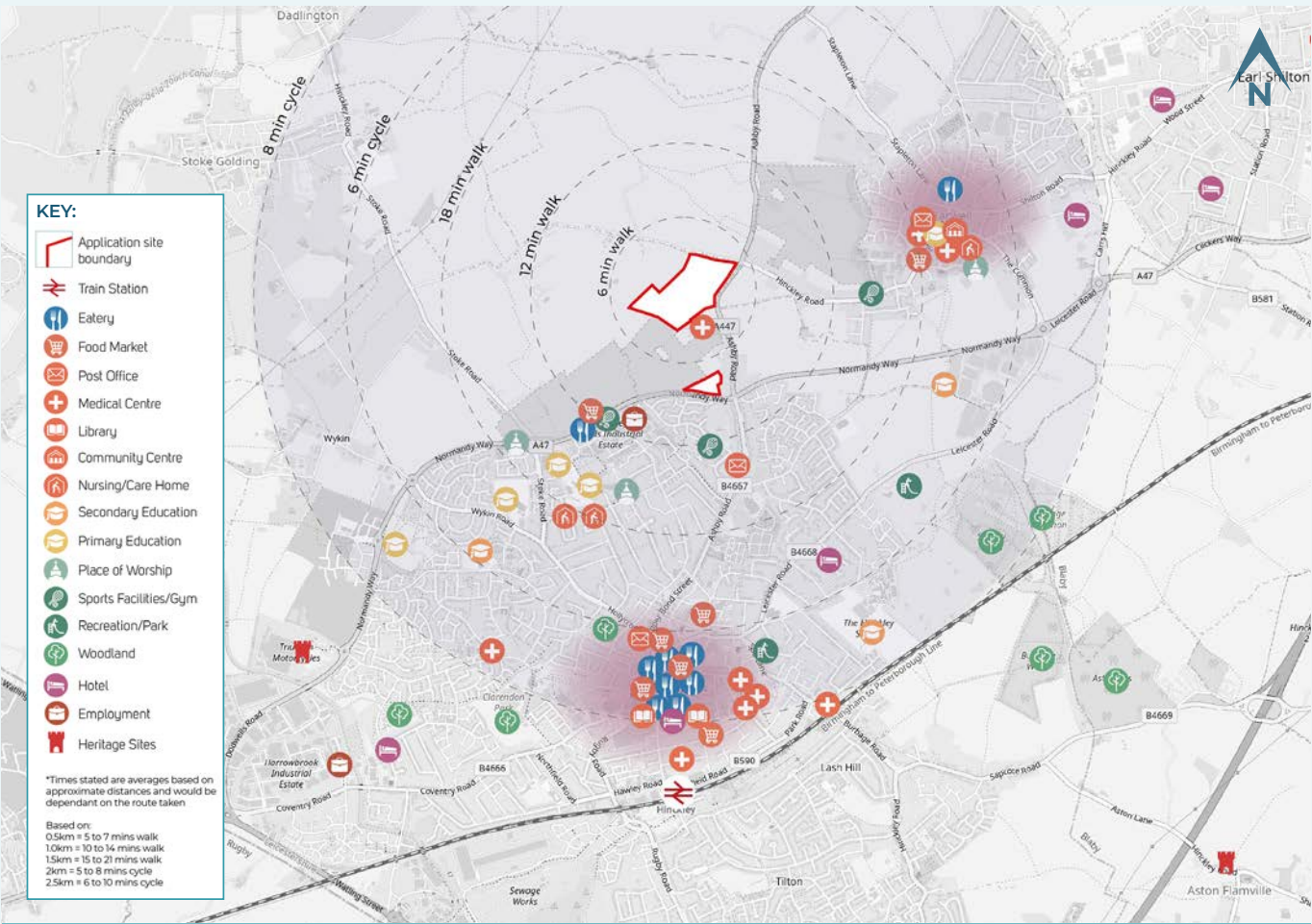
The context of the site is one of emerging approved residential-led development at the north-western edge of Hinckley that extends from the Triumph Factory north, along the eastern and northern side of Normandy Way. The application site is directly adjacent land covered by two Outline planning approvals to the north of Normandy Way. The submitted information for these two sites demonstrate an intent to provide a highway connection from Stoke Road to Normandy Way with connections also shown that lead to the southern boundary of Parcel A of this application.

There is also a large residential-led allocation that will deliver an expansion of the western side of Barwell, to the north-east of the application site. The proposed southern extent of development is to the north of (behind) existing dwellings that front Hinckley Road.





Wider Movement Plan



Services and Facilities Plan

Movement and Connectivity

The town provides a passage between Nuneaton and the City of Leicester via the A47 which runs along the South of Parcel B, creating important connections through Leicestershire.

Public Rights of Way and National Cycle Route 52 provide pedestrian links across the town and Hinckley Station implements a strong public transport route with connections to and from Peterborough and Birmingham on the East Midland Railway. Bus routes 48 and 158 run along A447 Ashby Road along with 6A, X55 and 159 connecting to nearby Burbage, Fosse Park retail park and Coalville.



Services and Facilities

Hinckley town centre provides a range of services and is complemented by schools, parks/sports facilities, Hinckley and Bosworth Community hospital and employment opportunities in the immediate context.



AMENITY TYPE	AMENITY	APPROXIMATE WALKING DISTANCE (METRES)	APPROXIMATE WALKING TIME	APPROXIMATE CYCLE TIME
HEALTH	Hinckley and Bosworth Community Hospital	475m	5 ½ minutes	1 ½ minutes
EDUCATION	Primary School (Proposed and safeguarded as part of application 23/00432/OUT)	850m	10 minutes	2 ½ minutes
EMPLOYMENT	Mill Street Industrial Estate	1,365m	16 ½ minutes	4 minutes
RECREATION	Ashby Road Sports Club	1,445m	17 minutes	4 ½ minutes
RECREATION	Field Health & Fitness Club	1,605m	19 minutes	5 minutes
RETAIL	Barnwell High Street	1,685m	20 minutes	5 minutes
EMPLOYMENT	Barleyfield Industrial Estate	1,765m	21 minutes	5 ½ minutes
RECREATION	McDonald's	1,765m	21 minutes	5 ½ minutes
EDUCATION	Dorothy Goodman Secondary School	1,765m	21 minutes	5 ½ minutes
RECREATION	The George Ward Centre	2,000m	24 minutes	6 minutes

Landscape and Visual Impact

Landscape summary

Neither parcel is covered by any landscape designations, nor do they contain any unique or irreplaceable landscape features. An analysis of landscape value has determined that both parcels have a Medium landscape value overall.

Visual receptors that have view of the site include residents of properties to and users of Ashby Road (A447), Normandy Way (Frobisher Close, Drake Way, Hawkins Close, Hardy Close) and Hinckley Road including The Old Mill (Barrossa) and farmsteads in proximity, users of parts of the Leicestershire Round Long-Distance Route (U36/3, U37/1, U37/3, T99/6, U43/1), Rogue's Lane and Hinckley and Bosworth Community Hospital. Visual effects for these receptors vary in degree.

For Parcel B, the most noticeable impact of its development would be the loss of the single field being replaced with new residential development and associated Green Infrastructure. The site is located alongside the settlement edge with housing to the east and south influencing its character. New housing would be similar in scale and nature to the existing settlement edge being contained by existing development to the east and retained and proposed tree and hedgerow cover.

For Parcel A, agricultural fields would be replaced with residential development set back from the northern edge. Development here would extend further beyond the edge of Hinckley, however existing development extends along Ashby Road influencing the context of the site.

It is recommended that proposals for development of both parcels should aim to retain as much of the existing mature green infrastructure as is possible/practical and that space should be reserved along the northern edges of Parcel A for the planting of additional vegetation and so that development is set back from the north-eastern edge of the site, reducing any potential for the perception of coalescence between Barwell and Hinckley.

Overall, it is considered that the proposed development of the site (both parcels) would be of a relatively modest scale and nature in the context of Hinckley and that it could be accommodated within the site and local landscape without resulting in any unacceptable landscape or visual effects. The site would form part of a logical extension to Hinckley as part of already approved development adjacent to it.

Hinckley & Bosworth Hospital Approx. location of the site Ashby Road



View west from Public Right of Way U43/1

Approx. location of the site Barrossa (The Old Mill)



View south west from Boston Way Park

Ashby Road Approx. location of the site Rogue's Lane



View south west from Ashby Road

Normandy Way Approx. location of the site



View north west from Normandy Way

Character

Existing development to the east and south does not have a direct relationship with the site. Residential properties along Normandy Way present rear garden boundaries towards the site, resulting in limited visual or functional interaction. Similarly, the ribbon development along Ashby Road is orientated towards the highway, meaning it provides little influence on the site's internal character, although it contributes to the experience of arriving at the site from the north.

Hinckley and Bosworth Community Hospital is the nearest substantial building. However, as a predominantly single-storey complex that is largely screened from views within the site, it provides limited reference for informing the character or layout of the proposed development.

Overall, the surrounding built form offers relatively few positive cues from which to derive the character of the proposed neighbourhood. Instead, the site's landscape framework, topography, retained vegetation and movement network provide the primary opportunities to establish a distinctive sense of place.

Residential Development in Hinckley

Hinckley is a market town with a legible centre that is largely surrounded by 20th-century residential suburbs. Its character is defined less by landmark architecture and more by consistent material palettes, legible streets, and a transition from dense urban core to softer suburban and edge-of-settlement conditions.

Buildings are dominated by the use of red and red-brown brick, generally ranging from deeper reds in older parts of the town to lighter orange-red and buff-red tones in post-war and later housing. Buff, cream and light brown bricks are more common in late 20th-century developments, particularly toward the northern and western edges near the site. Roof materials are predominantly dark grey or brown (usually concrete) tiles, with occasional red/brown clay tiles experienced nearer the town centre.



Normandy Way

In the proximity of the site, Normandy Road is defined by the rear boundaries of houses that includes a number of different forms and colours of timber fences. The road lacks any sense of activity or natural surveillance from houses.

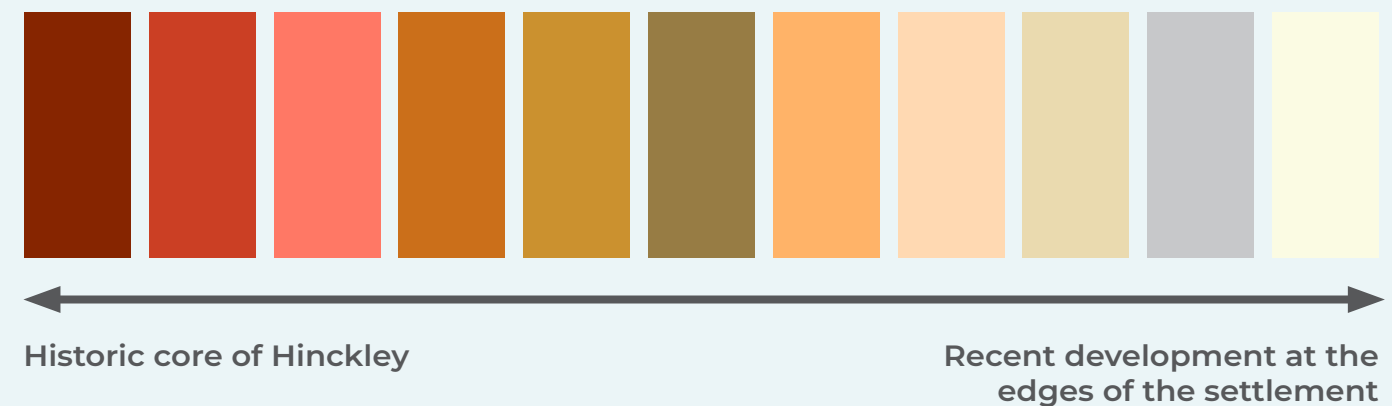


Ashby Road

Houses along Ashby Road define a distinctive street scene consisting predominantly of red brick frontages with rendered panels framed by brickwork quoining and with grey roof tiles. Roof forms are generally gable-ended with occasional hipped forms and street-facing gables.



Generalised Materials Theme of Hinckley



The Site

The planning application is supported by a suite of detailed technical assessments covering topics such as Landscape and Visual Impact, Heritage, Ecology, Noise and Air Quality, Transport, Flood and Arboriculture.

The outcomes and recommendations of this work, whilst not expressly referred to in this DAS, have informed a wide-ranging understanding of the site and its context. The following pages present this knowledge as a high-level summary using non-technical language and graphics wherever possible.



PARCEL A:

The larger parcel is defined by Rogues Lane to the north and Ashby Road to the east, with Hinckley and Bosworth Community Hospital directly adjacent to the eastern boundary. An existing track runs parallel to and within the application site boundary and provides access to Westfield Farm farmhouse.

The western boundary is defined by a field boundary hedgerow and associated mature trees. The southern boundary abuts the adjacent site with planning approval for residential development and is defined by a field boundary hedgerow.

The parcel is divided into three fields by two hedgerows, the southern one of which has a ditch running parallel to it.

The highest part of this parcel is toward the south-east, from where the land falls toward the west and north to low-points in the western corner and at along the northern boundary.

There are no existing buildings or trees within the parcel beyond its boundaries (other than the above mentioned field boundaries) and there are no below or above ground services or utilities crossing it which it is not feasible to redirect to facilitate development; namely an overhead power line crossing through the western part of the parcel.



View along existing farm access track



View of Ashby Road, looking north



PARCEL B:

The southern boundary of this parcel is defined by the northern edge of Normandy Way, beyond which are the rear boundary fences of the rears of houses served by Frobisher Close. The field boundary is defined by a timber post and rail fence and there are several small trees in the verge between the fence and the back of the carriageway.

The northern boundary abuts the adjacent site with planning approval for residential development and is defined by a field boundary hedgerow. Several large mature trees are associated with this hedgerow.

The rear garden fences of dwellings fronting Ashby Road define the irregular alignment of the western boundary of the parcel.

The land currently falls gently from the eastern boundary to the west. There are no existing buildings or trees within the parcel beyond its boundaries and there are no below or above ground services or utilities crossing it.



View across Normandy Way looking toward Parcel B



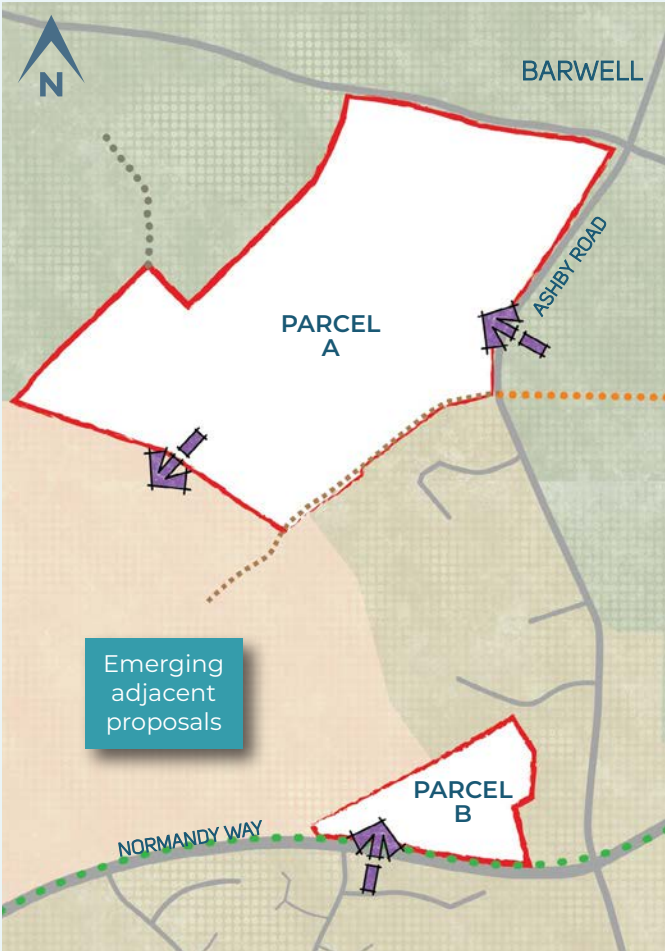
View along Normandy Way, looking west



View along Normandy Way, looking east



DESIGN PARAMETERS

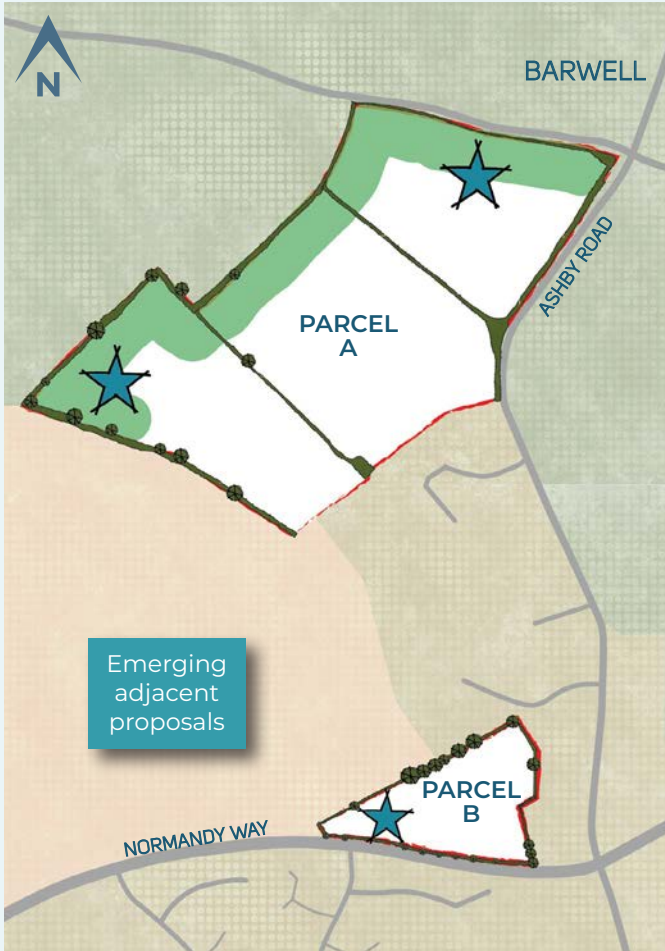


Access and Permeability

It is anticipated that vehicular access will be taken from Ashby Road to Parcel A and Normandy Way to Parcel B. Onward connectivity is also required from Parcel A to the adjacent emerging proposals.

The existing access track to Westfield Farm farmhouse must be retained and this could be used as dual-purpose, given that it leads to the end of the near-by public right of way.

The could also be the potential to create pedestrian and cycle connectivity from Parcel B to the adjacent emerging proposals.

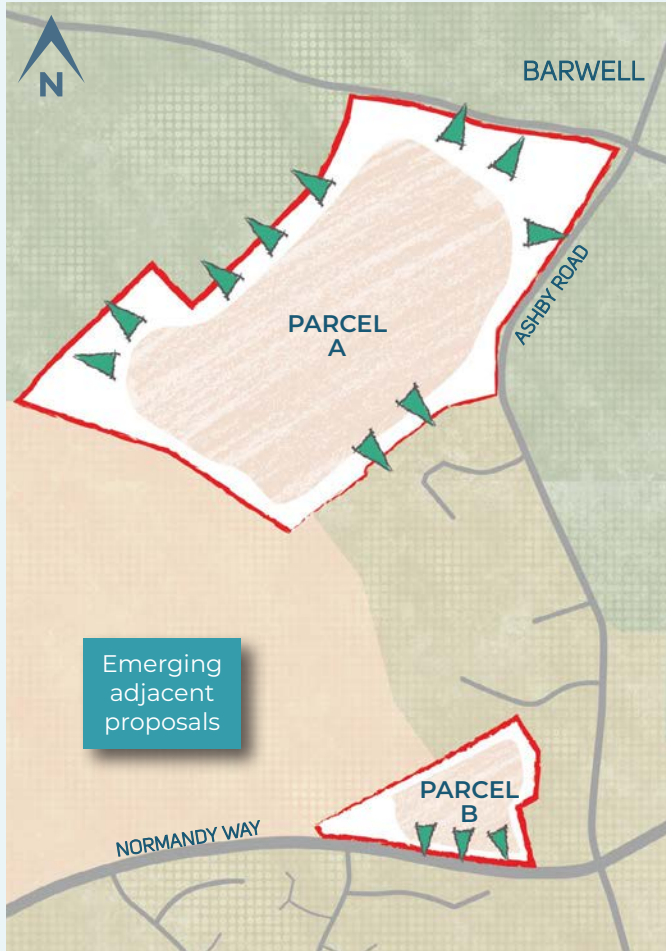


Landscape and Drainage

Retain existing trees and hedgerows at the edges of the site and field boundaries within, if practicable.

Reinforce planting in the north of Parcel A to contain development and maintain visual separation from Barwell.

Retain and enhance existing drainage ditches in Parcel A running parallel to hedgerows and ensure that space is reserved for their maintenance. Respond to areas of surface water flooding. Locate attenuation basins in the low parts of the site.



Land Uses and Edges

Define development zones that form logical extensions to the existing and emerging urban context.

Consider the existing neighbours of the site.

Respond to outward-facing edges to define appropriate frontages, such as the boundaries with Normandy Way and Ashby Road.



4. DESIGN EVOLUTION



4. DESIGN EVOLUTION

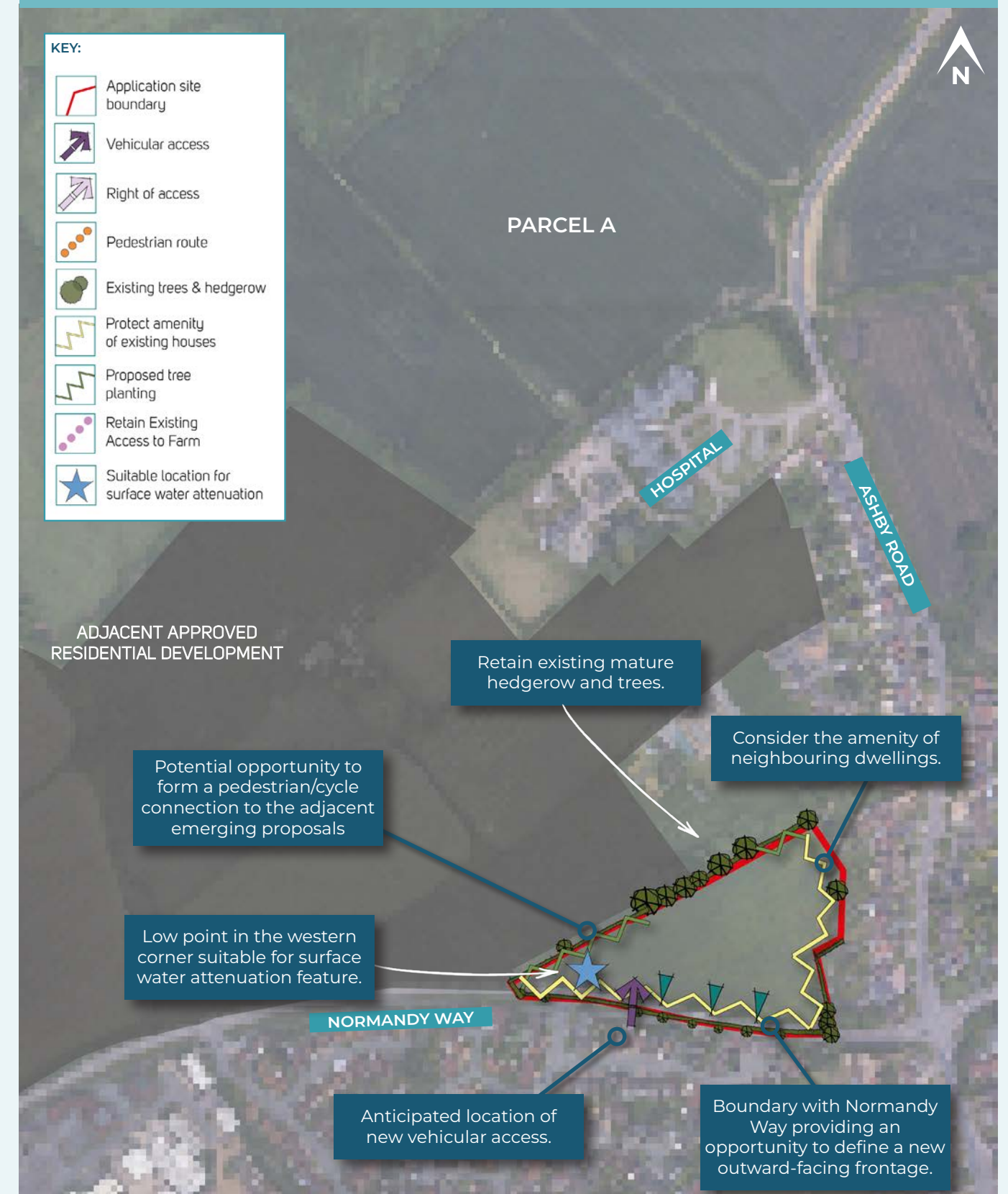
Constraints and Opportunities Plan: Parcel A



Constraints and Opportunities

The Design Parameters presented in the previous section of this document were the starting point from which the design concept evolved. It has been informed by the constraints and opportunities of the site and its context, which are summarised on the below plans.

Constraints and Opportunities Plan: Parcel B





CONCEPT PLAN: Parcel A

Design Concept

The understanding of the site and its context gained during the assessment work that has taken place shaped an initial “Design Concept”.

For PARCEL A, the key elements of the initial approach were;

- A** Retention of existing mature trees and hedgerows at the boundaries of the site and dividing it into three fields.
- B** Formation of a new roundabout along Ashby Road to provide vehicular access to the parcel; and connection through the site from this point with a tree-lined Primary Street that could link to the adjacent approved residential development site; providing an onward connection of for pedestrians, cyclists and vehicles (including buses).
- C** Creation of an “arrival space” within the parcel as a visual marker that identifies a transition from Ashby Road to a residential area.
- D** Definition of a “central green” further into the development area, located at an intersection of the Primary Street and retained hedgerow corridor and using an existing mature tree as a feature of the space.
- E** A network of footpaths within the green infrastructure of the scheme, creating connections to proposed play areas and toward the nearby public right of way.
- F** Development set back from the northern edge with space for enhancement of vegetation to avoid coalescence of settlements.

For Parcel B, the key elements of the initial approach were;

- A** Retention of existing mature trees and hedgerows around the edges of the site.
- B** Formation of a new outward-facing and active frontage to Normandy Way.
- C** Creation of a simple legible hierarchy of streets that provide space for landscaping to enhance character.
- D** The potential for a footpath connection to the northern boundary of the parcel that could provide a link with the adjacent emerging residential area.



CONCEPT PLAN: Parcel B



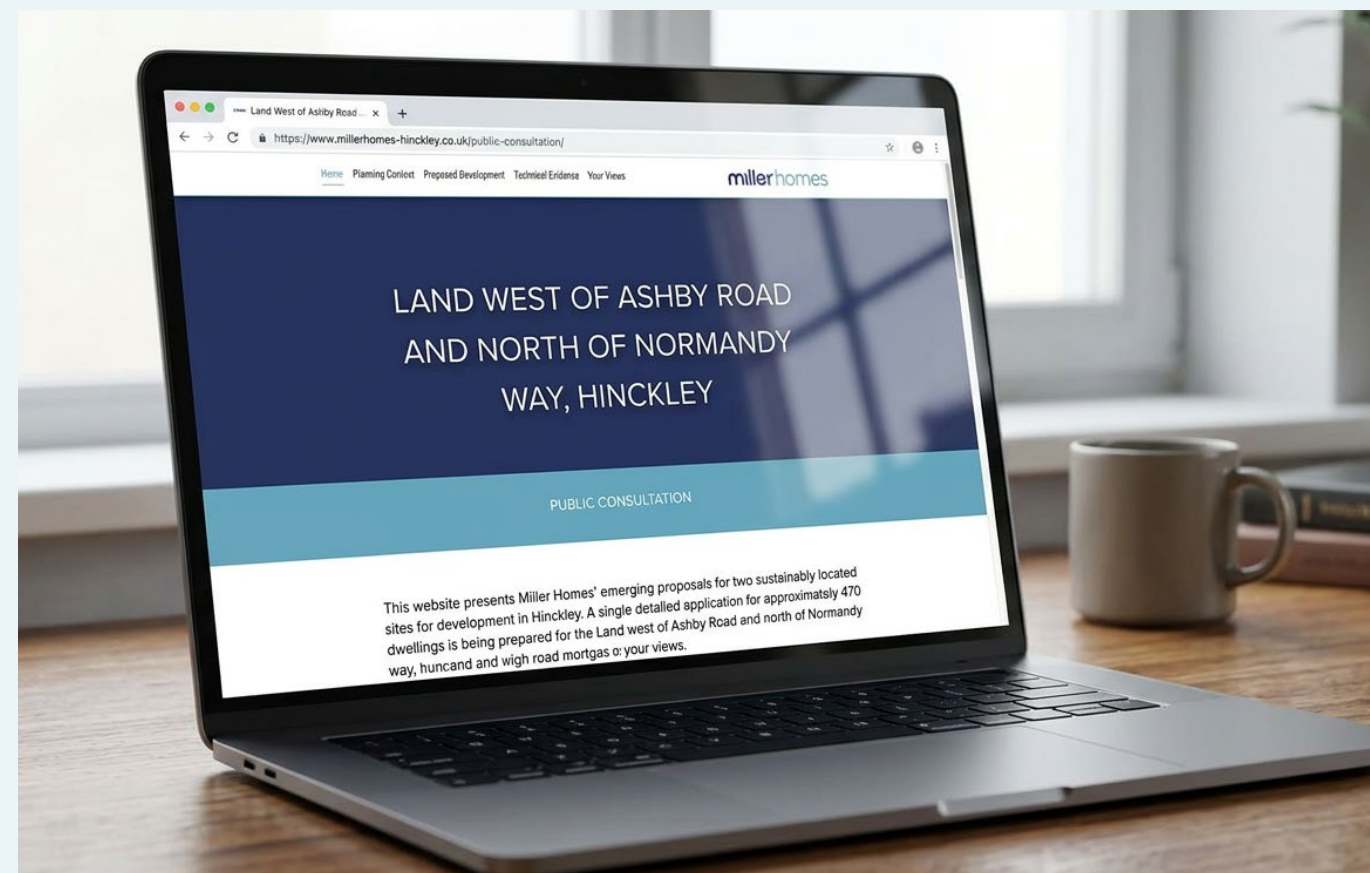
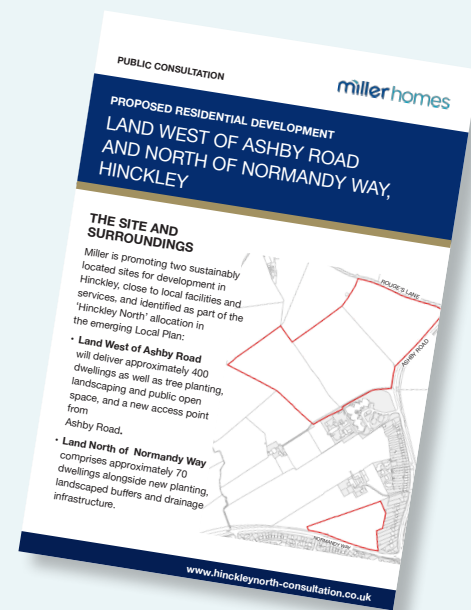
Public Consultation

A Consultation Statement is submitted that explains the consultation event and addresses specific points raised, but the below summary briefly explains the process and some of the key outcomes.

A leaflet was distributed to over 1,000 local homes and businesses that included details of the site and the emerging proposals, a background to the applicants, and the benefits associated with the proposed development. The leaflet also signposted residents to a website and explained how people could make comments by email or by filling out the form on the website. The consultation period ran from the 2nd of May 2025 to the 19th of May 2025.

During the consultation period, a total of 43 responses were received via the online feedback form, representing a response rate of 3.49%. Website analytics indicate that the consultation webpage received 152 unique visits, with users spending an average of 2 minutes and 42 seconds per visit. Responses indicate that 38 respondents lived in Hinckley, three elsewhere in Hinckley and Bosworth Borough, one outside Hinckley and Bosworth Borough, and one did not specify their location.

Concerns raised by the feedback fall into several main themes, including traffic and congestion, over-development, infrastructure capacity, the loss of green space, ecological impacts, flood risk, and types of housing. Specific responses are set out to these in the Consultation Statement and in more detail in the submitted technical assessments.



Extract from consultation website (<https://www.hinckleynorth-consultation.co.uk/>)

Pre-application Consultation with LPA

Pre-application engagement was undertaken with Hinckley and Bosworth Borough Council in early 2024 to seek officer feedback on the emerging development proposals. At that stage, the proposals were presented as two separate development parcels rather than as a comprehensive scheme. Following the submission of supporting information in February 2024 and a meeting with officers in April 2024, the Local Planning Authority issued its formal written pre-application response in April 2024.

The pre-application process focused on the key development principles, including the indicative layout, landscape strategy and the relationship of the proposals to the surrounding area. The Council's response identified landscape design, structural planting, open space provision and the overall layout as key considerations, together with the need to maintain an appropriate degree of openness and visual separation between Hinckley and Barwell. Advice was also provided in relation to matters including affordable housing, housing mix, highways, drainage and flood risk, archaeology, ecology and residential amenity.

Whilst the proposals have subsequently evolved and are now brought forward as a comprehensive scheme, the overarching development principles established through the pre-application process have informed the evolution of the proposals and have been taken into account in the preparation of the submitted planning application.

5. DESIGN PROPOSALS

