



**Countryside**  
Partnerships

Part of the **Vistry Group**

**PEGASUS**  
GROUP

Land East of Stoke Road and  
North of Normandy Way, Hinckley

## DESIGN STATEMENT

May 2025

Prepared by Pegasus Group on behalf of Countryside Properties UK Limited  
(trading as Vistry South East Midlands)

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# 1.0

## INTRODUCTION

- 1.1 Purpose of this Statement**
- 1.2 Document Structure**
- 1.3 Vision**

## 1.0 INTRODUCTION

### 1.1 Purpose of this Statement

This statement has been prepared by Pegasus Group on behalf of Countryside Properties Ltd, to accompany the Reserved Matters Application for:

“Reserved matters of appearance, landscaping, layout, and scale for 475 new dwellings, including affordable housing and public space.

The development proposed is the erection of up to 475 dwellings, including public open space, land reserved for a primary school together with future expansion land (Use Class F1(a)), drainage, landscaping, and associated infrastructure.”

This statement of compliance should be read in conjunction with the Design and Access Statement submitted alongside the Outline Planning Application (Ref: APP/K2420/W/23/3323113), which was approved in January 2024.

1. Existing watercourse on site
2. View towards Middlefield Farm farmhouse from Public Right of Way
3. View south towards employment area off Normandy Way



## 1.2 Document Structure

This document is laid out in the following sections:

### SECTION 1

#### Introduction

Outlines the purpose of this document.

### SECTION 2

#### Understanding The Site

Provides a high-level summary of the existing context, the site's opportunities and influences and of the relevant local design guidance.

### SECTION 3

#### Design Development

Summarises the outline planning application, illustrates the Masterplan which identifies the broad land uses and connectivity, including Design Coding and summaries the pre-application engagement with the LPA

### SECTION 4

#### Design Proposals

Presentation of the key design proposals including the Uses, Built Form, Identity, Movement, Nature, Public Spaces, Homes and Buildings, Resources, and Lifespan; and

### SECTION 5

#### Conclusion

Provides a BfHL assessment and summarises how the detailed proposals adhere to the principles approved within the Outline Application.

## 1.3 Vision

**The vision for the site is to provide a new living environment of the highest standard, which reflects the local vernacular and contextual surroundings. The proposals will deliver an attractive, locally distinguishable and sustainable addition to Hinckley, including:**

- **Up to 475 high quality new homes including up to 95 affordable homes;**

- **A strong landscape structure to deliver a range of green spaces and sustainable urban drainage;**
- **The retention and enhancement of existing landscaping and new tree and hedgerow planting to provide biodiversity enhancements;**
- **A high-quality pedestrian and cycle network;**
- **A range of children's play spaces;**

- **A new access roundabout from Stoke Road; and**
- **Improvements to pedestrian crossing points along Normandy Way.**

**The proposals within this document do not cover the land set aside for a primary school, but are considerate of this potential future use.**

# 2.0

## UNDERSTANDING THE SITE

### 2.1 The Site

### 2.2 Opportunities & Influences

### 2.3 Local Design Guidance

## 2.0 UNDERSTANDING THE SITE

### 2.1 The Site



1



2

1. Existing pedestrian access from Normandy Way into the site
2. View from southern boundary looking west towards Middlefield Land
3. Hedgerows and trees within the site

The site (24.77 ha) is located to the north of Normandy Way (A47) and east of Stoke Road. Normandy Way is a single carriageway trunk road connecting Nuneaton to Leicester with street lighting along its length. A five-arm roundabout is located to the south-west of the site from which Stoke Road runs north and through the western extent of the site.

The centre of Hinckley is located approximately 2.3km to the south. The larger settlement of Leicester is approximately 22km to the north-east.

The site is situated on the northern settlement edge of Hinckley and comprises five interconnected field parcels managed for livestock pasture east of Stoke Road, with a further field to the west of Stoke Road.

The boundaries of the site are predominantly defined by existing hedgerows and sporadic tree planting.

Internally, there are mature hedgerows (native species) with scattered hedgerow trees (broad leaf species) which broadly define each field parcel. There is a small woodland block within the western area of the site and a group of extensive trees around the access from Normandy Way.

Broadly, the topography within the site ranges from 105m AOD to 119m AOD. At its low point to the west of Stoke Road (approximately 105m AOD) the landform rises westwards towards the centre of the site (approximately 119m AOD) and falls towards the eastern boundary along the existing brook (approximately 106m AOD).

The proposals presented within this document aims to limit the development envelope, improve biodiversity, provide improved recreational opportunities and connectivity, adhering to the landscape-led principles agreed within the Outline Application.

N AERIAL VIEW OF SITE

Site Boundary  
24.77Ha



# 2.0 UNDERSTANDING THE SITE

## 2.2 Opportunities & Influences

Pegasus Group has a comprehensive knowledge of the existing site's opportunities and influences which informed the development of the Illustrative Masterplan and design principles within the Outline Planning Application. These have been summarised and shown on the plan opposite.

The opportunities and influences presented by the site have played a critical role in informing the design proposals to ensure they are robust and deliverable whilst maximising the existing characteristics of the development site

### Opportunities & Influences

- The site topography and associated site high and low points;
- Existing field boundaries and existing vegetation;
- Contextual views into and out of the site;
- Former field boundaries;
- Residential amenity of existing dwellings and neighbouring land uses;
- Mitigating the visual impact of the development on the wider countryside;
- The proximity of the site to the town centre and the existing amenities on Normandy Way;
- Vehicular movement along Normandy Road and the wider transport network;
- Pedestrian and cycle desire lines and the existing public footpath network;
- Areas of potential ecological value;
- Ensuring the development positively assimilates into the existing urban edge and settlement pattern;
- Consider how the existing Overhead Lines are relocated and how the proposals respond to this in terms of phasing and layout.
- Watercourses and ponds;
- Vehicular access to the site from Stoke Road; and
- Allow for future development to the east.

1. View towards residential dwellings to the south of Normandy Way
2. View from the Public Right of Way towards Stoke Road
3. Livestock in neighbouring field to the north



## OPPORTUNITIES & INFLUENCES

- Existing Topography
- Proposed Attenuation Areas
- Existing Trees & Vegetation
- Root Protection Areas
- Existing Track Access
- Future Vehicular Access
- Existing Pedestrian Access
- Existing Public Right of Way
- Existing Road Network
- Existing Drainage Easement
- Existing Water
- Flood Risk Extent
- Existing Built Form
- Ecological Constraint
- Existing Overhead Line
- Potential Noise from A47



## 2.0 UNDERSTANDING THE SITE

### 2.3 Local Design Guidance

#### The Good Design Guide (2019)

The Council adopted Good Design Guide Supplementary Planning Document (SPD) in March 2020. The Guide aspires to substantially raise design quality in Hinckley and Bosworth whilst ensuring that the local identity and heritage of the Borough is preserved and enhanced.

The Guide sets out seven core design objectives for new development, which advise that development should:

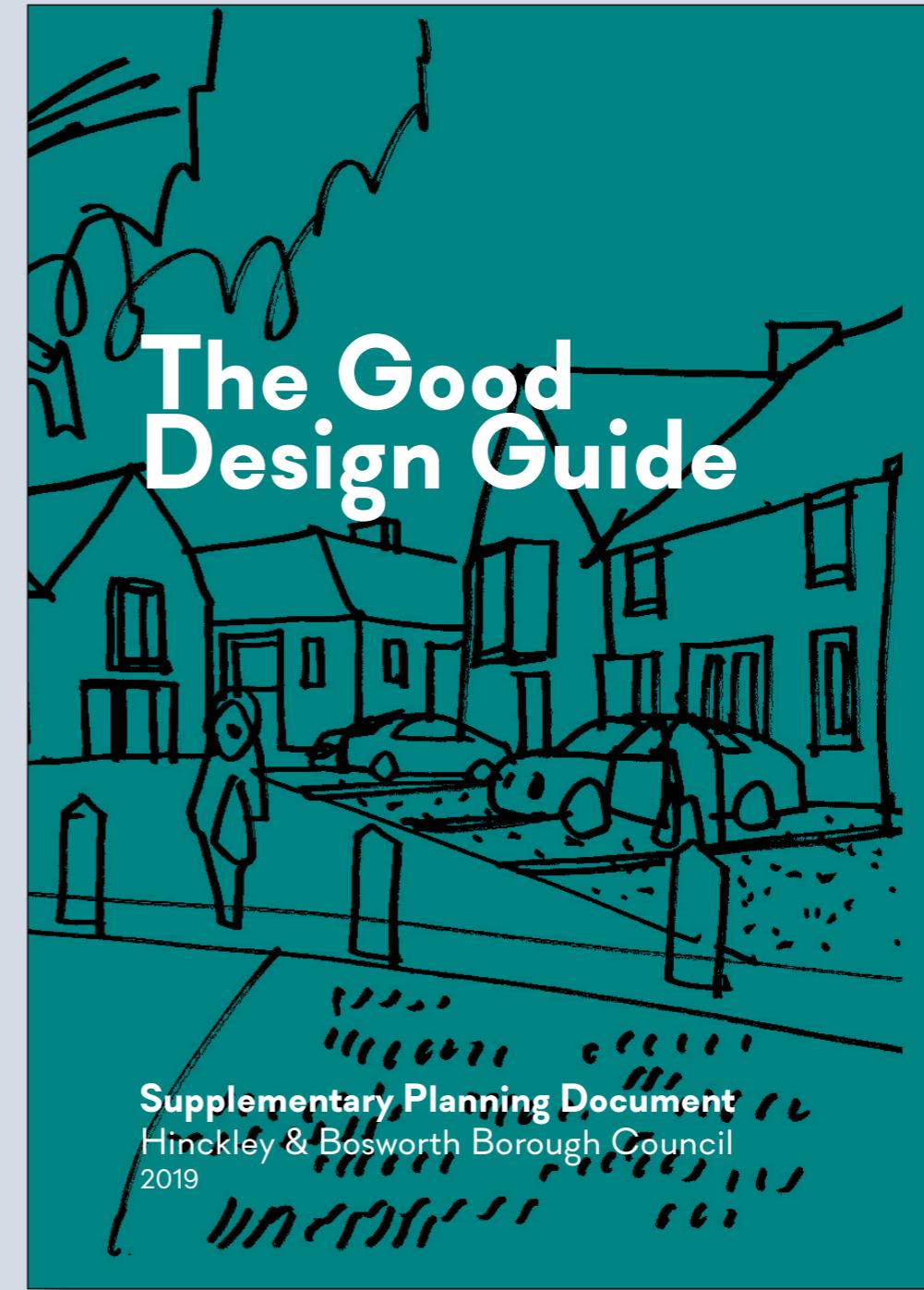
- Be functional
- Support mixed uses and tenures
- Include successful public spaces
- Be adaptable and resilient
- Have a distinctive character
- Be attractive
- Encourage ease of movement

The Guide also details five design components (layout, scale, appearance, landscape and access), as well as defining appropriate separation distances between dwellings.

The document also sets out area specific design guidance. For Hinckley the document sets out a description and characteristics of the town, before detailing a series of design objectives. Section 4 provides guidance for what is expected from new residential developments in terms of design. The document sets out the process to be followed to ensure good quality design is achieved and sets out cues for applicants for material to inform pre-application discussions.

Section 4.0 of this Design Statement will show how these objectives are reflected in the design proposals using the following table.

THE GOOD DESIGN GUIDE: DESIGN OBJECTIVES	SCORE
FUNCTIONAL	Yellow
SUCCESSFUL PUBLIC SPACES	Red
ADAPTABLE AND RESILIENT	Dark Blue
DISTINCTIVE CHARACTER	Yellow
ATTRACTIVE	Light Blue
ENCOURAGE EASE OF MOVEMENT	Red



## Open Space and Recreation Study (2016)

This document sets out a quantitative and qualitative assessment of open space and recreational facilities within the Borough, and outlines how the document will be used when determining planning applications. The document makes recommendations for local provision standards to be taken forward as part of the new Local Plan to replace Policy 19 of the Core Strategy, as follows:

Hinckley – Proposed Development Population: 2.4 persons per household = 1140 persons (@475 dwellings)	
Open Space Type	Local Provision Standard
Parks and Gardens	0.83ha per 1000 population; within 600m (equivalent to circa 12 minute walk); and with all sites gaining an 80% quality score.
Natural and semi-natural green spaces	2.00ha per 1000 population (new development only should not be used to assess current deficiencies); within 700m (equivalent to circa 14 minutes walk) for sites under 10 hectares, 18 minute drive time for sites over 10 hectares (encompassing country parks); and with all sites gaining an 80% quality target.
Amenity green space	0.60ha per 1000 population; within 300 metres (equivalent to circa seven minutes walk); and with all sites gaining an 80% quality target.
Provision for children	Urban areas 0.039ha per 1000 population Rural centres 0.074 hectares per 1000 population Rural villages and hamlets 0.140 hectares per 1000 population; 400m (equivalent to circa eight minutes walk); and with all sites gaining an 80% quality target.
Provision for young people	0.038 hectares per 1000 population; 500m (equivalent to circa 11 minutes walk); and with all sites gaining an 80% quality target.
Allotments	0.31 hectares per 1000 population; 500m (equivalent to circa 10 minutes walk); and with all sites gaining an 80% quality target.

Compliance with these open space typologies is demonstrated within section 4.6.



Hinckley & Bosworth  
Borough Council

### Open Space and Recreation Study

#### October 2016



The image block contains four photographs arranged in a 2x2 grid. The top-left photo shows a wide grassy park with a paved path and trees. The top-right photo shows a narrow, gravelled path through a green field. The bottom-left photo shows a children's playground with a wooden deck, green artificial grass, and climbing equipment. The bottom-right photo shows a large, ornate black metal wheel, possibly a water wheel or a piece of industrial art, mounted on a wooden platform in a grassy area.

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# 3.0

## DESIGN DEVELOPMENT

- 3.1 Land Use Parameters**
- 3.2 Summary of Outline Application**
- 3.3 Masterplan & Design Code**
- 3.4 Pre-Application Engagement**

### 3.0 DESIGN DEVELOPMENT

#### 3.1 Land Use Parameters

The Land Use Parameter Plan formed part of the outline application submission – alongside the Illustrative Masterplan and Design and Access statement, this defined the principles for the development of the Reserved Matters proposals.



Residential and  
Infrastructure

**13.87Ha**



Accessible Open Space

**7.10Ha**



Non-Accessible  
Open Space

**1.42Ha**



New Access and  
Road Improvements

**0.61Ha**

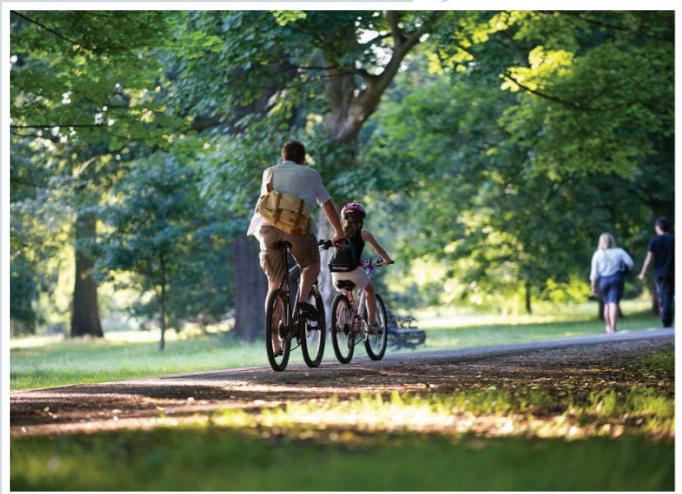


1FE School and  
Safeguarded Land

**2.00Ha**

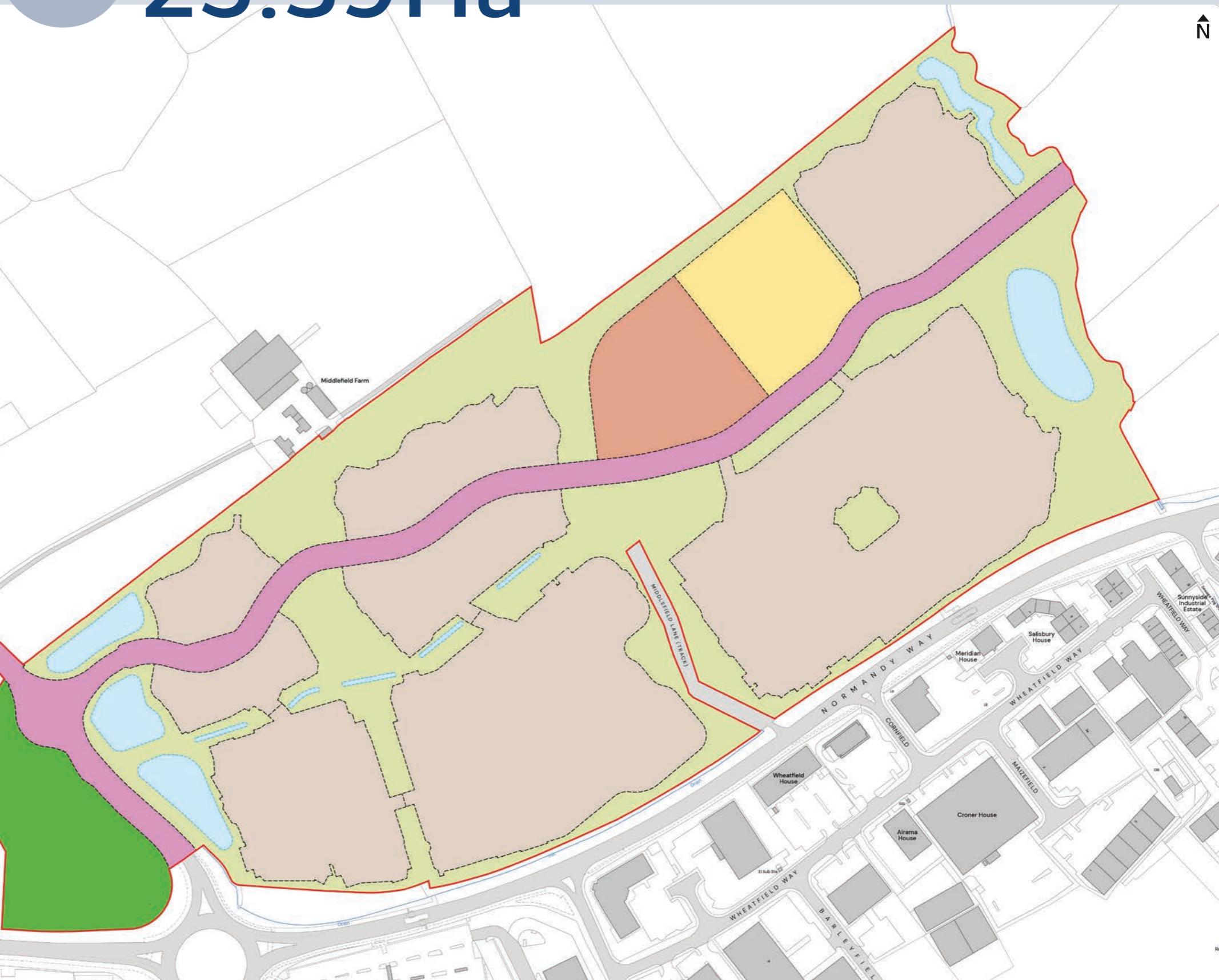


Attenuation  
**1.00Ha**



Outline Application Site Area

25.39Ha



**LAND USE  
PARAMETER PLAN**

	Residential Development
	Open Space
	Attenuation
	New Access & Road Improvements
	Non-Accessible Open Space
	1FE School Land
	Safeguarded Land

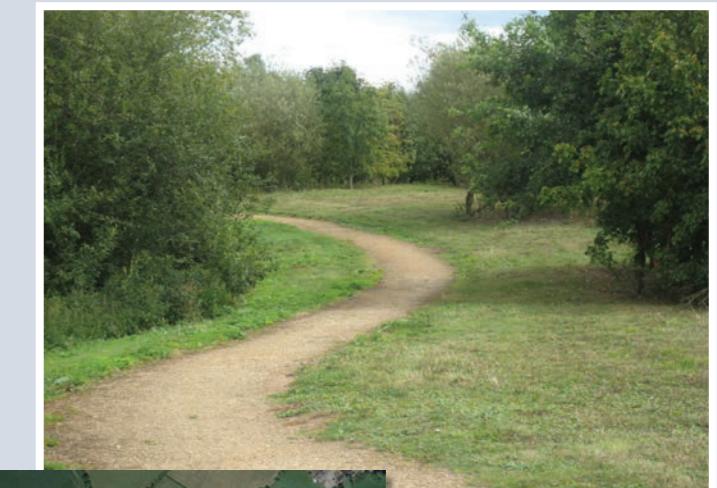
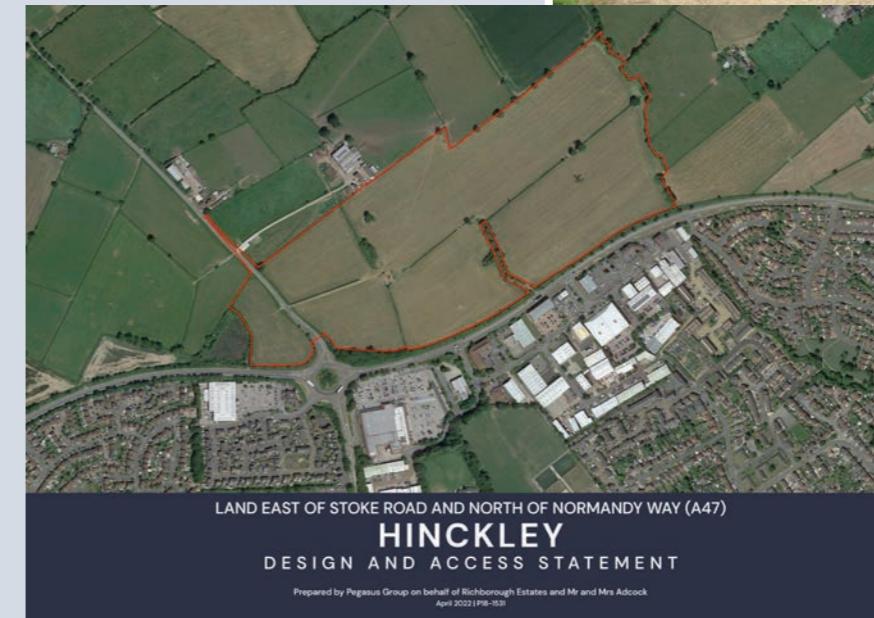
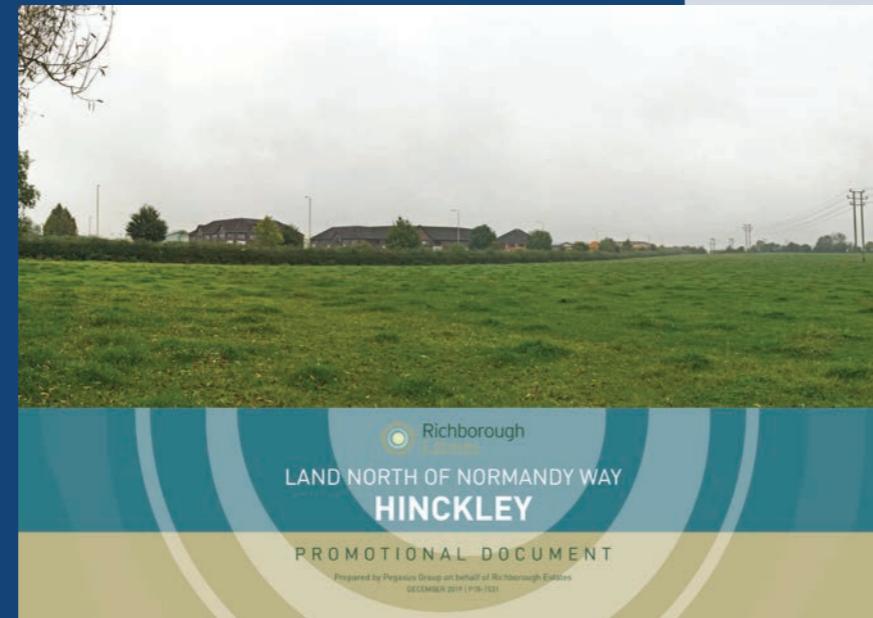
# 3.0 DESIGN DEVELOPMENT

## 3.2 Summary of Outline Application

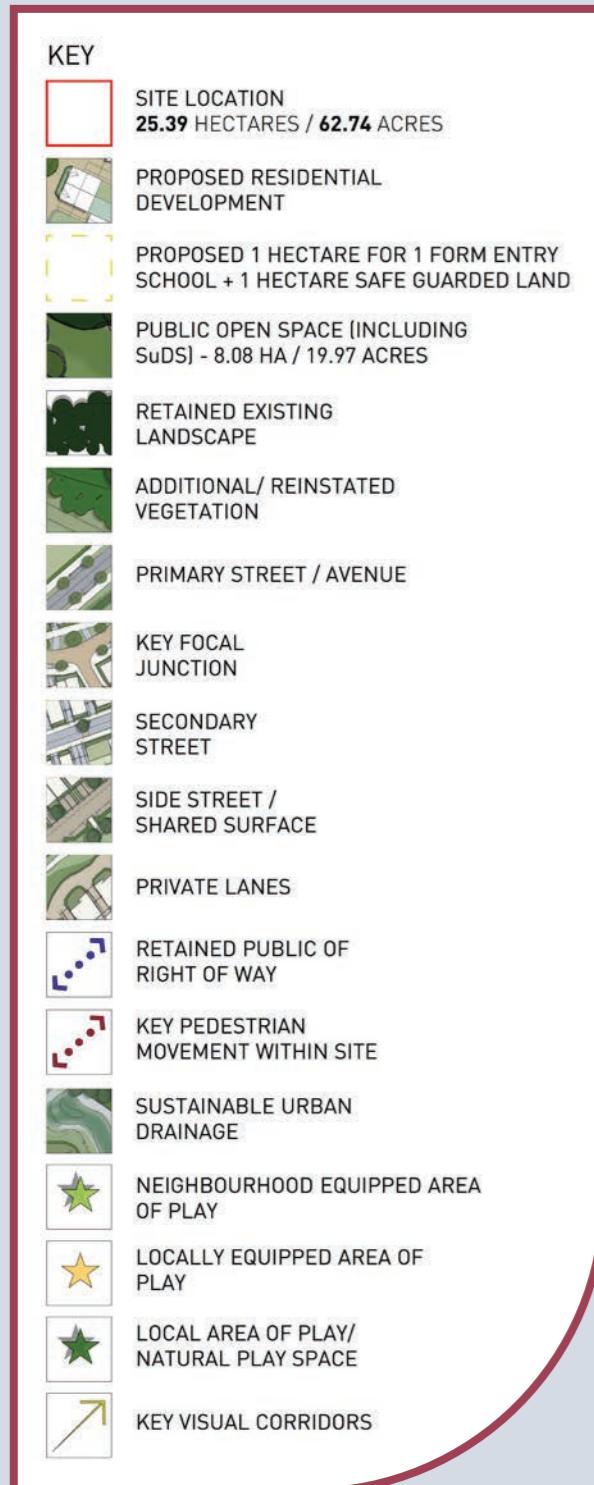
### Key Design Principles

The Design and Access statement provided detailed commentary on the planning application, including an understanding and assessment of the site, the evolution of the design and identified the key aspirations driving the masterplan. This included the following:

1. Proposed new access via highways improvements to Stoke Road;
2. Primary street providing vehicular, pedestrian and cycle movement;
3. Secondary movement routes providing a looped infrastructure to primary movement routes;
4. Shared surface routes serving clusters of development;
5. Private lanes serving outward facing development providing passive surveillance over newly created open space;
6. Highways improvements along Normandy Way providing dedicated crossing points to existing development;
7. Retained public right of way running north to south through the development, picking up key east to west movement routes;
8. Key pedestrian movement routes running in north to south and east to west directions providing good permeability;
9. Key meeting point at the highest point of the site, providing visual corridors to surrounding context;
10. Key play spaces along pedestrian movement routes providing extensive and accessible options for residents;
11. Maximum retention of existing field boundaries and wooded areas;
12. Creation of community spaces in the form of community orchards and informal kick-about areas;
13. Creation of a series of greenways providing key wildlife network throughout the development;
14. Proposed additional planting to the northern edge to aid biodiversity and wildlife opportunities;
15. Potential school site with safeguarded land for potential future school expansion;
16. Key pedestrian meeting points providing residents with opportunities for social inclusion;
17. Site low points utilised for sustainable urban drainage aiding wetland habitats along existing watercourses;
18. Maximum continuous frontage along development abutting Normandy Way to reduce impact of acoustic interference to rear garden spaces;
19. Streets and development orientated to run with contours reducing the impact of retaining structures on street scenes;
20. 2m high planted bund; and
21. Potential access point for future development



Promotional Document (December 2019) and Design & Access Statement (April 2022) prepared by Pegasus Group at Outline stage



# 3.0 DESIGN DEVELOPMENT

## 3.3 Masterplan & Design Code

As part of the outline planning application, an illustrative Masterplan was included, however this was not an approved drawing. Condition 6 states that:

**'Any reserved matters application related to landscaping or layout shall be accompanied by a Masterplan and Design Code. The Masterplan shall be informed by a Building for a Healthy Life Assessment.'**

Ahead of preparing the detailed layout for the Reserved Matters Application (RMA), a Masterplan was prepared that identifies the key design principles stated within the outline application, whilst responding to the additional detailed survey information gathered during the preparation of the RMA. This drawing has been used as a regulating plan – demonstrating some of the design code rules, which guide the future detailed layout – the design code rules are summarised below:

USES		VEHICULAR MOVEMENT		DENSITY & SCALE		IDENTITY	
1	Residential development parcels should be surrounded by accessible public open space	7	The Principal Street should provide vehicle, pedestrian and cycle connectivity from the site access to the eastern boundary	16	The development should achieve an average density of circa average density of circa 36 dwellings per hectare	-	Individual character area design code / design guidance is provided in section 4.5.
2	The development parcels should directly respond to the site edge conditions, including set backs from the northern boundary to create a green buffer.	8	The Secondary Street should provide two loops serving the residential parcels	17	A lower density edge should be provided along the Northern Boundary	OPEN SPACE	
<b>PEDESTRIAN &amp; CYCLE MOVEMENT</b>							
3	The Principal Street should include segregated cycle infrastructure	9	Tertiary Streets should utilise a variety of surface materials (such as block paving) with incidental landscaping.	18	Higher density housing should be delivered within the core of the development.	24	Open Space typologies must meet the minimum requirement of the open space typologies referenced in the Open Space and Recreation Study 2022
4	Secondary and Tertiary Streets should be designed to allow cycles to comfortably and safely utilise the carriageway.	10	Focal Spaces should be created at key points within the layout – this should include a change in surface material	19	Building heights should be predominantly 2-storeys	NATURE	
<b>LAYOUT PRINCIPLES</b>							
5	A circulatory pedestrian route (minimum 2m) should be provided around the edge of the development	11	Built form should be set back at the site entrance, creating a gateway	20	Taller built form (2.5-3-storeys) can be utilised in key locations	25	Define a strong new landscaped edge to the site, enclosing the site, and along the A442 Normandy Way
6	The layout should integrate the existing PRoW (T60)	12	A continuous frontage should be created along the Principal Street with a strong build line	21	All affordable dwellings should be tenure blind.	26	New woodland spinney planting to the outer edge of the site to integrate the proposed development into the surrounding countryside to the north and west
<b>HOMES &amp; BUILDINGS</b>							
7	Focal Spaces should be highlighted using facing materials	13	Focal Buildings should address key corners and gateways and be highlighted in the street scene through the use of dual aspect / corner turning buildings and/or a change in facing material.	22	Clear bin collection points should be integrated within the layout, included consideration for apartment buildings	27	Enhance the eastern site boundary and create a diverse habitat to stand development off from the existing brook
8	Focal green spaces should be overlooked by the surrounding built form and allow long distance views in and out of the spaces	14	Focal green spaces should be overlooked by the surrounding built form and allow long distance views in and out of the spaces	23	All junctions should include dual aspect / corner turning buildings on at least one corner	28	Emphasise the proposed character areas through the planting types and species
9		15		24	Utilise planting strategy to accentuate the street hierarchy	29	Achieve a minimum 25% net gain in area habitat value

## MASTERPLAN



# 3.0 DESIGN DEVELOPMENT

## 3.4 Pre-Application Engagement

A request for pre-application feedback was issued to Hinckley and Bosworth Borough Council in December 2024, with consultee feedback received in January 2025. This included:

- A response from HBBC Affordable Housing, which provided guidance on the mix and tenure for the affordable housing.
- Comments from HBBC Waste which provided feedback on Bin Collection Points and local refuse requirements
- National highways, which stated that all matters are for consideration of the Local Highways Authority.

In addition to this, the design team met with HBBC officers to discuss the pre-application submission, and specifically review the initial detailed proposals for the site. The feedback received on the layout included:

- The eastern edge should be more loose than currently presented, if possible.
- Character areas should be clearly defined (See section 4.5)
- The Design Code can be included as a chapter in the Design Statement (see section 3.3 and design proposals throughout chapter 4)
- HBBC are not keen on 'back land development arrangement' within the scheme
- Confirmation that the Design Statement should include a Building for Healthy Life Assessment (see section 5.1)

- The open space use typologies should be as defined within the outline application and presented within the Design Statement (See chapter 4.6)
- HBBC suggests that the location of the play spaces should be clearly indicated and justified within the submission
- Proposed pumping station should be clearly indicated
- Proposed housing mix should be broadly compliant (but allow for 5% either way)
- Tandem parking standards - HBBC to consider the position as the outline and masterplan were designed and approved to the previous LCC highway design guidance and therefore the RMA should comply with those standards, not the new approach which prevents the thirds space within the garage being counted and would significantly impact the layout and design principles.

The design team has continued to consult this feedback as the layout has evolved towards this application and where practicable, they have been integrated into the proposals.

### 4.0 DESIGN PROPOSALS 4.3 Movement



### 4.0 DESIGN PROPOSALS 4.6 Public Spaces

