



Development of up to 120 dwellings
including affordable housing, enhanced
public right of way, public amenity space
and habitat creation

Land West of Shilton Road, Earl Shilton

Statement of Community Involvement

November 2025

Quality Control

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1.0 Introduction

- 1.1 Planning and Design Group (UK) Ltd ('P&DG') have been instructed by Giles Stanley Ltd. ('the applicant(s)') to prepare and submit an Outline planning application ('the proposal' and / or 'the application') for the development of up to 120 dwellings, including affordable housing, enhanced public right of way, public amenity and habitat creation, at Land to the West of Shilton Road, Earl Shilton ('the site' and or 'the site address').
- 1.2 The application is submitted to Hinckley and Bosworth Borough Council ('the Council').
- 1.3 As set out in chapter 4 of the NPPF (2024) early engagement has significant potential to improve the efficiency and effectiveness of the planning system. This Statement of Community Involvement ('SCI') focuses on the actions undertaken by the applicant and the outcomes of consultation and community engagement, and how this has informed the development proposals for the land to the west of Shilton Road.
- 1.4 A programme of engagement and consultation has been undertaken, managed by P&DG on behalf of the applicant. The initial objectives of the engagement and consultation included: to explain the planning and development process; to understand local knowledge of the site; and understand local aspirations and expectations for the site. Following preparation of draft proposals, the objectives were extended to including seeking feedback on the proposals, demonstrating good practices and communicating 'next steps'. The knowledge and feedback gained informed refinements to the proposed scheme. Engagement with the local community will continue through all stages of the planning process via the Council during the formal application consultation process.
- 1.5 The SCI identifies the relevant policy and legal requirements of community involvement, sets out the consultation methodology and gives details of the



consultation feedback received, together with appropriate responses, before providing a summary and conclusion. In addition, the SCI should be read in conjunction with the proposed site plans and supporting application documentation.

2.0 Policy and Legal Requirements

- 2.1 In accordance with Section 18(1) of the Town and Country Planning and Compulsory Purchase Act 2004, the Local Planning Authority must prepare a Statement of Community Involvement. In this instance, Hinckley and Bosworth Borough Council's ('HBBC') Statement of Community Involvement ('SCI') was adopted in November 2006.
- 2.2 The context of HBBC's SCI has been considered in the preparation of this development proposal and the requirements for informing and involving the local community in terms of consultation and engagement.
- 2.3 At Paragraph 6.11 of HBBC's SCI it states, 'For major or controversial applications, applicant's may also be encouraged to involve the community affected by the proposed development'. This is required under the Localism Act 2011, however, the Council's SCI pre-dates this. Accordingly, this SCI has been developed in accordance with the Localism Act 2011.
- 2.4 Part 6, Chapter 4 of the Localism Act 2011 requires certain developments to carry out effective public consultation with the local community leading up to the application submission and the reporting on the outcomes of such a process.
- 2.5 Paragraph 41 of the National Planning Policy Framework (NPPF) encourages applicants to involve the local community where relevant.
- 2.6 Paragraph 137 of the NPPF states that applicants should, where applicable, provide sufficient information to demonstrate how proposals will meet design expectations set out in local and national policy, and should work closely with those affected by their proposals to evolve designs that take account of the views of the community.

Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.

- 2.7 The engagement methodology is also made in line with the RTPI Good Practice Note 1: Guidelines on Effective Community Involvement & Consultation.
- 2.8 The Royal Town Planning Institute (RTPI) published a Good Practice Guide to Public Engagement in Development Schemes in 2020. This guidance includes advice on the different approaches to engagement which can be considered appropriate at different stages of a project. At the pre-application stage this can potentially include:
 - raising awareness of the consultation in the local area – approaches include a press notice, newsletter, website, leaflet drop.
 - building understanding – approaches include leaflets, websites, information sheets, un-staffed exhibitions, telephone hotlines.
 - consult and communicate – approaches include staffed exhibitions, interactive displays where questions can be asked and answered.
 - questionnaires for feedback and comment, presentations to local groups, updates via newsletters, consideration of requests for facilitated events and interactive websites.

3.0 Methodology and Consultation Process

- 3.1 A design-led approach to development has been undertaken to demonstrate how the site can accommodate up to 120 dwellings, whilst retaining and enhancing existing relationships with neighbouring amenity, and the neighbouring built and natural environment.
- 3.2 The preparation of this application has been subject to engagement with the local community and other stakeholders. This has helped to inform the preparation of the proposals through improved understanding of the site, better awareness of community expectations and current challenges, and clarity around expectations for technical design matters and other aspects of legislative compliance.

Public Engagement

- 3.3 A comprehensive public engagement programme was undertaken to inform the preparation of and gather feedback on the development proposals. The consultation comprised:
 - Site specific leaflets (see Appendix A) were distributed to neighbouring streets, , with opportunity to provide feedback via email, by post or online.
 - Meeting with Earl Shilton Town Council on 13th October 2025, including elected members.
 - Notification of proposals made to Kirkby Mallory Parish Council for circulation to residents following meeting and recommendation from Earl Shilton Town Council.
- 3.4 The consultation was promoted effectively to maximise community participation and transparency.
- 3.5 An initial leaflet drop was undertaken on 11th October 2025 distributing leaflets to nearby neighbouring streets.

- 3.6 Following the meeting with Earl Shilton Town Council on 13th October 2025, the leaflet was sent, electronically, to Kirkby Mallory Parish Council to notify the Parish Council and their residents of the proposed development, welcoming further public comments.
- 3.7 The public consultation exercise expired on Monday 3rd November 2025 (a period of 3 weeks). This was the final date for the submission of representations forming this public consultation exercise. The results of this exercise are summarised in Section 4 of this SCI.

4.0 Feedback

4.1 This section considers the feedback received during the public consultation period.

4.2 The public consultation generated a healthy amount of engagement with a total response of 52 representations made. Responses have been categorised into Support ('For the proposed development'), Objections ('Against the proposed development', and Neutral ('Neither For nor Against the proposed development').

4.3 The responses can be summarised as below:

Category	Count	Percentage
Against	46	88.4%
For	3	5.8%
Neutral	3	5.8%
Total	52	100%

4.4 The submitted comments can be grouped under a number of themes. Many of the comments include multiple overlapping concerns. Each response may therefore appear in more than one category.

4.5 The concerns raised in the objections mainly relate to the following:

- Infrastructure strain (healthcare, schools, shops, waste services): 34 mentions
- Traffic & road safety concerns: 28 mentions
- Loss of green space, countryside & biodiversity: 27 mentions
- Cumulative overdevelopment of Earl Shilton: 25 mentions
- Flooding & drainage risks: 11 mentions
- Loss of rural identity / village character: 10 mentions
- Lack of local benefit / developer profit motive: 9 mentions
- Construction disruption (dust, closures, noise): 7 mentions
- Lack of affordable housing supply: 6 mentions
- Loss of access to open amenity & walking routes: 5 mentions

- 4.6 In regard to representations expressing support, these can be summarised as:
 - Support driven by housing need and affordable housing contributions; and
 - Conditional support where improvements to local services are ensured.
- 4.7 The three responses that neither explicitly gave support or opposition to the proposals requested improvements to open space design, community connectivity and better housing storage; while there was a response requesting the desire for consultation updates.

Response to Feedback

- 4.8 Of the residents consulted, 46 objections were received expressing areas of concern. The applicant has carefully considered these comments, and the following responses are provided in relation to each key theme as set out in paragraph 4.5.
- 4.9 For clarity, responses are only made to genuine planning matters within this section.

Perceived strain on infrastructure

- 4.10 Several respondents raised concerns regarding the capacity of local infrastructure to accommodate additional residents. The applicant acknowledges these concerns and confirms that the development will contribute to local infrastructure through developer contributions in accordance with Policy DM3 of the SADMP and paragraph 35 of the NPPF. These contributions will support necessary services, including education, healthcare, transport, flood management, and other community facilities, thereby mitigating the impact of the new development.
- 4.11 This confirmation was also given verbally during the meeting with the Town Council, during which it was detailed that, subject to the obligations meeting the necessary tests, the applicants would be accepting of these obligations. Consequently, it is

considered that the proposed development will, indirectly, contribute to betterment of local infrastructure.

Traffic and Road Safety

4.12 Consultation responses highlighted potential impacts on traffic and road safety. A comprehensive transport assessment has been undertaken by Vectio Consulting Ltd, which is submitted in support of this Outline planning application. As set out in this Transport Assessment, the proposals will include a new priority junction from Shilton Road and implement local road widening as well as a 3m dual-use pedestrian and cycleway. Visibility splays meet national guidance, and additional off-site improvements, including speed reduction measures, possible bus stop provision, and PRoW connections, will ensure safe and suitable access to, from and across the site. The assessment confirms that the development will not have a severe residual impact on highway safety or the surrounding network, in line with paragraphs 110, 115, and 116 of the NPPF.

Perceived loss of Green Space, Countryside and Biodiversity

4.13 The applicant has committed to retaining existing ecological features where possible and delivering biodiversity gains in accordance with Policy DM6 of the SADMP. Illustrative masterplans have been informed by landscape and ecological assessments, and detailed proposals will be submitted at the Reserved Matters stage to ensure appropriate habitat creation and protection measures. The site's design will respect its surroundings while optimising the use of land sustainably.

Perceived Cumulative Overdevelopment of Earl Shilton

4.14 Some respondents expressed concerns regarding perceived overdevelopment of the local area. The application site adjoins the northern boundary of Earl Shilton and represents a sustainable urban extension, limiting encroachment into the open

countryside beyond. The net density of the proposed development is 40 dwellings per hectare, in accordance with Policy 16 of the Core Strategy, ensuring efficient use of land while maintaining the character of the area. The proposed layout and design will also adhere to the Borough Council's Good Design Guide 2020.

Flood Risk and Drainage

4.15 BSP Consulting have undertaken a Flood Risk Assessment (FRA) and composed an indicative drainage strategy for the site. The FRA confirms that the site is in Flood Zone 1 and at low risk of surface water flooding. The indicative drainage strategy includes attenuation measures for up to a 1 in 100-year plus climate change event, permeable paving, swales, and bioretention features to ensure runoff is effectively managed on site without increasing flood risk elsewhere. These measures comply with Policy DM7 of the SADMP and relevant NPPF guidance.

Perceived Loss of Rural Identity/ Village Character

4.16 The illustrative layout has been designed to respect local character, optimise green space, and create a high-quality, attractive environment. Landscaping, street hierarchy, and building design will be further refined at Reserved Matters to ensure the development integrates sympathetically with its surroundings, however the applicant gives assurances that the character of the proposed residential dwellings will take inspiration from the prevailing character of Earl Shilton through the use of traditional red brick, having a mix of red brick and white rendered finishes to houses. This would not preclude the ability to introduce innovative house designs, if agreed with the Council.

Construction Disruption (Dust, Noise, Closures)

4.17 Developers will be required to manage construction impacts through adherence to best practice methods, including dust suppression, noise mitigation, and controlled

working hours. Traffic management plans will be implemented to minimise disruption to local roads and pedestrian routes during construction. These mitigation measures can be secured by condition attached to a planning consent.

Perceived Lack of Affordable Housing

4.18 The development proposes 24 affordable dwellings, representing 20% of the total units. This is made in complete accordance with Policy 15 of the Core Strategy. The applicant is committed to delivering housing types and tenures that meet identified local needs, with compliance confirmed at the Reserved Matters stage. This provision will directly address the identified shortfall in affordable housing.

Loss of Access to Open Amenity and Walking Routes

4.19 The development proposals maintain and enhance connectivity to existing PRoW and include a dual-use pedestrian and cycle facility along Shilton Road. These measures ensure continued public access and safe, accessible routes for walking and cycling in line with the NPPF and Policy DM17 of the SADMP.

5.0 Conclusion

- 5.1 This Statement of Community Involvement demonstrates that a clear and proactive approach to consultation has been undertaken by the applicant, providing local residents and stakeholders with meaningful opportunities to engage with and influence the proposals for up to 120 dwellings on land to the west of Shilton Road, Earl Shilton.
- 5.2 Public feedback raised a number of common concerns, all of which have been carefully reviewed and responded to within this document and have informed the proposals now submitted as part of the planning application.
- 5.3 The methods and extent of community engagement undertaken accord with the requirements of relevant national and local planning policy and guidance. In this context, the approach to consultation should be viewed positively.
- 5.4 The proposed development presents a sustainable and beneficial opportunity for Earl Shilton, delivering much-needed housing, including affordable homes, alongside infrastructure contributions, improved connectivity, and enhanced public open space for both existing and future residents.
- 5.5 It is recognised that opportunities for continued engagement will be available throughout the determination process, including detailed design at Reserved Matters stage, ensuring that the community remains aware of, engaged in and has reasonable opportunities to influence and inform the development process moving forward.



Appendix A: Consultation Leaflet



LAND WEST OF SHILTON ROAD, EARL SHILTON

Shaping the future of Earl Shilton

Up-to 120 new homes, green space and community benefits.

We are preparing a planning application for up-to 120 new homes on land west of Shilton Road, Earl Shilton. The proposal also includes new areas of public green open space and recreational facilities.

This website has been created to share our vision with the local community and to give you the **opportunity to provide feedback before the plans are submitted** to Hinckley & Bosworth Borough Council.

Find out more and share your views

Scan the QR code or visit:
www.have-your-say.uk/earlshilton





Our Vision

The site could accommodate new homes alongside public green space, taking account of environmental constraints, access, and opportunities to enhance the local area. This is an early stage of the planning process, and your feedback is important.

Community Benefits

- Green Spaces:** New open spaces with planting, footpaths, and recreation
- Play Areas:** New equipped play space or improvements to existing facilities
- Footpaths & Cycleways:** Links connecting the new neighbourhood to the town
- Support for Local Services:** Contributions to schools, healthcare, and facilities
- Local Economy:** Increased trade for shops, pubs, and services, plus construction jobs
- Housing Choice:** A mix of homes, including affordable housing
- Environmental Enhancements:** Biodiversity improvements and sustainable drainage
- Economic Benefits:** Council Tax receipts and New Homes Bonus payments for Hinckley & Bosworth Borough

Next Steps

We are preparing an outline planning application. Your comments will be summarised in a Statement of Community Involvement for Hinckley & Bosworth Borough Council.





Planning and Design Group

Midlands Office: Pure Offices Lake View Drive Sherwood Park Nottingham NG15 0DT Tel 01623 726256

London Office: 5 St John's Lane London EC1M 4BH Tel 020 7549 2858

Oxford Office: Bee House 140 Eastern Avenue Milton Park Oxfordshire OX14 4SB Tel 01235 854008

Planning and Design Group is the trading name of Planning and Design Group (UK) Limited, Unit 1, Poplars Court, Nottingham, England, NG7 2RR

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