

Additional justification to support Policy 23 of the Hinckley & Bosworth Borough Council Local Plan 2006 – 2026 (adopted December 2009)

Policy 23 Tourism Development :

The site is located approximately 1.4 miles from the large town of Hinckley. Guests will have easy access via footpaths and existing road networks into the town centre. On-site, an electric vehicle charging station will be available for guest use alongside secure bike storage and a lending scheme to promote sustainable transport to and from the site.

It is well located to benefit the neighbouring Middlefields Farm, who currently have a small cabin where they sell farming produce such as fresh milk. The public right-of-way connecting Rogue's Lane to Normandy Way passes through this farm, providing a direct walking route for guests to utilise.

The nearby train station in Hinckley will also provide further public transport opportunities for guests to reach larger towns and cities such as Cambridge, Birmingham, Leicester and also Stansted Airport for easy international travel connections.

Experience has confirmed that guests are likely to spend their time exploring nearby attractions during the day and utilising the units as a base for morning and evenings. Nearby attractions such as the Mallory Park Racing Circuit, Bosworth Battlefield Heritage Centre, Hinckley Golf Course, Burbage Common and Woods Country Park and much more. An average spend of £66 per night per person has been calculated, which suggests the development has the potential to generate an additional £505,890 for the local economy each year. It is therefore expected that the proposed development will help support existing local community services and facilities while contributing positively to the economic wellbeing of the area.

Glamping by definition is expected to be located within a countryside designated or, where possible, on the distant outskirts of a settlement. If this type of development were proposed within a settlement area, it is thought the business would not be as successful and would create additional concerns in relation to residential amenity and noise concerns from neighbouring properties. Glamping is a diversification of traditional caravan and camping sites with a twist. Luxury pods, much like the ones proposed, help to reach a larger target market and can allow for more individuals to experience a 'camp-like' holiday. The well-equipped units help to cater to a range of people and can allow extended family members a chance to enjoy family holidays where traditional caravan and camping sites set limitations, such as creating obstacles for individuals with mobility issues or specific needs which cannot be met in a tent.

Due to the design and construction of the proposed pods, these fall under the definition of a caravan under the Caravan Act. With only 6 pods proposed, the site will remain small-scale and will not create unnecessary traffic movements or unwanted noise to neighbouring properties. The units are temporary in nature and will be mounted on ground screws, allowing the site to easily revert to its current use at the end of their lifetime. They are designed to integrate well with their surroundings and will use materials which will weather over time alongside additional landscaping enhancements which will provide further natural screening of the development.