

# NIWEBOLD NEWBOLD VERDON

DESIGN COMPLIANCE STATEMENT

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For LAND OFF BRASCOTE LANE, NEWBOLD VERDON  
RESERVED MATTERS PLANNING APPLICATION FOR 239 DWELLINGS  
JULY 2024

**“NIWEBOLD”** *Meaning ‘new build’*

*NEWBOLD VERDON takes its name from the Old English "Niwebold," meaning "new build," and the Verdon family, who were prominent landowners in the area during the medieval period.*

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# 1. Introduction

## 1.1 Purpose

This Design Compliance Statement has been prepared by The Greenfield Design Partnership on behalf of Persimmon Homes (North Midlands) in support of their Reserved Matters Planning Application for residential development at Land off Brascote lane, Newbold Verdon.

The development relates to the Outline Planning Application (Ref: 22/00277/OUT), which was refused on 20 September 2023 and subsequently allowed on Appeal (Ref: APP/K2420/W/23/3331081) with a decision date of 17th May 2024. The Design and Access Statement, prepared by Nineteen47 on behalf of Richborough Estates in March 2022, sets out the rules and requirements for the framework, streets, built form, public realm, and open space that have shaped the development of the site.

This compliance statement explains the development proposals in a concise and structured manner, outlining how the Reserved Matters proposals for 239 dwellings, associated highways, and landscape align with the parameters and design guidance established as part of the Outline Planning Permission.

## 1.2 The Proposal

This Reserved Matters submission presents a proposal for residential development that aims to address the aspirations and requirements outlined in the Design and Access Statement submitted during the outline planning stage. The goal is to create an attractive development of executive homes in addition to a biodiversity-rich country park.

The proposed development comprises a variety of dwelling types and property sizes, including 40% affordable homes.





## 2. Planning Context

### 2.1 National Planning Policy

The National Planning Policy Framework (NPPF), published on 27th March 2012, revised in July 2018, with the latest updated version revised in December 2023, serves as the guiding document for planning policies in England. It emphasises the "presumption in favour of sustainable development" as its core principle.

Section 12 of the Framework "Achieving well-designed and beautiful places" underscores the importance of achieving well-designed places, emphasising that high-quality buildings and environments are essential outcomes of the planning and development process.

Paragraph 131 reinforces this notion, asserting that good design is integral to sustainable development, enhancing the quality of living and working spaces while garnering community acceptance.

Paragraph 135 outlines specific criteria for ensuring that developments contribute positively to their surroundings, emphasising functionality, visual appeal, integration with local character, and the creation of safe, inclusive, and accessible environments.

Similarly, Paragraph 136 stresses the importance of incorporating trees into urban design, highlighting their role in enhancing urban environments and mitigating climate change effects.

Paragraph 137 emphasises the importance of early engagement between developers, planning authorities, and the community to ensure that design considerations are effectively addressed and that proposals align with local expectations.

This Design and Access Statement (DAS) illustrates how our proposed scheme integrates NPPF's objectives for brownfield redevelopment, and how the objectives outlined in Paragraph 135, along with the design principles outlined in the NPPF, have been integrated into the proposed scheme.



### 2.2 Building for a Healthy Life (BHL)

The design and development of the proposals have been developed with 'Building for a Healthy Life' in mind. A full 'Building for a Healthy Life' assessment, will be submitted as part of the reserved matters planning application







## 2. Planning Context

### 2.3 National Design Guide

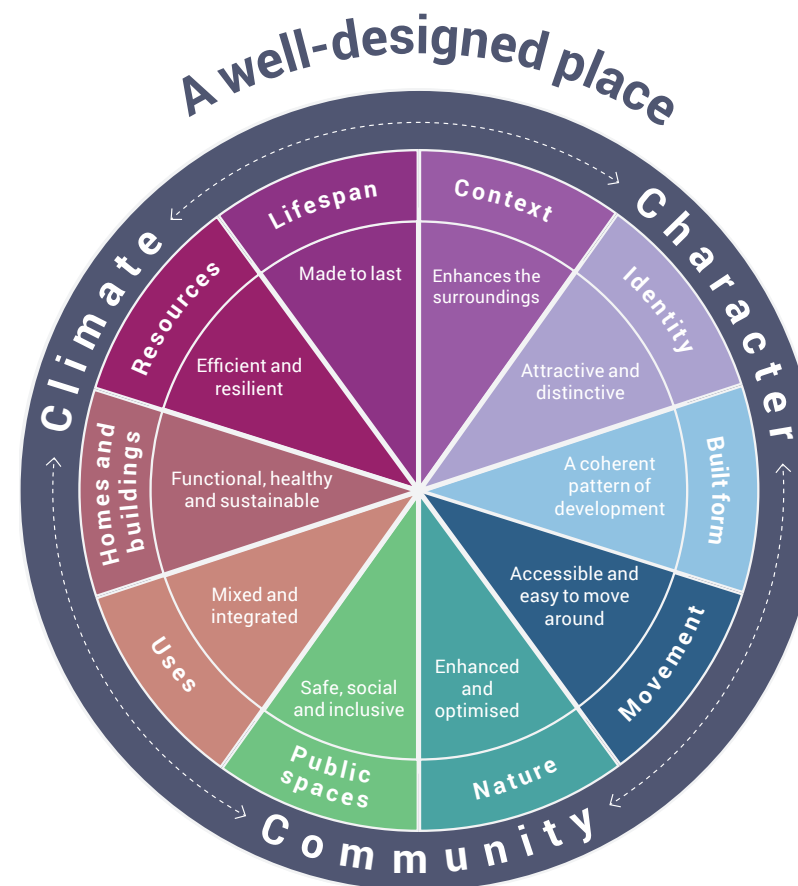
The National Design Guide (NDG) published by the Ministry of Housing, Communities and Local Government (MHCLG) in September 2019 and updated in January 2021 further reinforces the way in which the design process can be used to ensure the delivery of quality places:

**“In a well-designed place, an integrated design process brings the ten characteristics together in a mutually supporting way. They interact to create an overall character of place.” (para. 13, NDG 2021)**

The NDG outlines and illustrates the Government’s priorities for well-designed place in the form of ten characteristics, based on national planning policy, planning guidance and objectives for good design. The ten characteristics contribute towards the cross-discipline themes for good design set out in the NPPF and fall under three broad aims:

- To create physical character;
- To help to nurture and sustain a sense of community; and
- To positively addresses environmental issues affecting climate.
- Whilst the NPPF, PPG and NDG are the primary points of reference, there are other well-regarded design guidance documents that are still relevant to creating good design including:
- Manual for Streets 1 & 2 (Department of Transport/ Department for Communities and Local Government, 2007/2010); and
- Building for a Healthy Life (Homes England, June 2020) is the latest edition, and new name for Building for Life 12 (BfL12) written in partnership with NHS England, NHS Improvement and MHCLG.

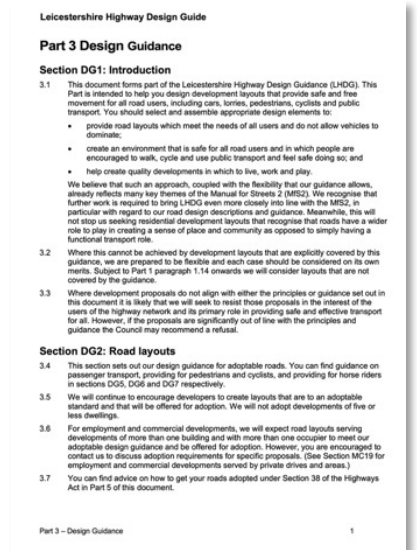
The National Planning Policy Framework 2023 (NPPF) outlines the Government’s planning policies for England. The ‘presumption in favour of sustainable development’ is at the heart of the document. Section 12 of the Framework refers to achieving well-designed places and notes that the creation of high-quality buildings and places is fundamental to what the planning and development process should achieve. In this respect, Paragraph 131 states that good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.



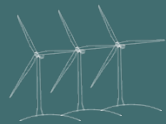
### 2.4 Supplementary Design Documents

In addition to the above guidance, the other documentation considered during the design process of include.

- The Good Design Guide
- Leicestershire Highway Design Guide (interim)
- Manual for Streets







### 2.1 The Site

Below is a brief description of the site, which has been extensively covered in the original DAS.

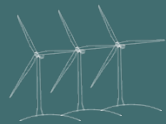
The site spans approximately 14.34 hectares and is situated to the southern edge of Newbold Verdon within the administrative boundary of Hinckley and Bosworth Borough Council. The village centre / main street is located to the north, with amenities including a primary school, medical centre, places of worship and retail facilities.

The site, currently in agricultural use, is an irregularly shaped arable field. It is bordered by hedgerows and sporadic mature trees on all sides. To the west lies Brascote Lane, with the Windmill Inn, Farm, and more open fields situated to the south. Open fields to the west, with fields and allotments to the north. The northern hedgerow provides partial views across the adjacent allotments towards Newbold Verdon.

The site is bounded:

- To the north by allotments, playing fields with residential properties beyond.
- To the east: Farmland
- To the south: a fishing pond, allotments and farmland
- To the west: Brascote Lane, with a former quarry and small sewage works beyond.





## 2. Site Analysis

### 2.2 Historic context

Newbold Verdon is a village with a rich history located in the Hinckley and Bosworth district of Leicestershire, England. Its name is derived from the Old English "Niwebold," meaning "new build," and the Verdon family, who were prominent landowners in the area during the medieval period. The village's historical roots trace back to the Domesday Book of 1086, where it is mentioned as part of the holdings of Robert de Beaumont, the Earl of Leicester. The Verdon family's influence is notably marked by their association with the local parish church, St. James, which dates back to the 13th century and houses several significant medieval features.

Throughout the centuries, Newbold Verdon has evolved from a primarily agricultural community into a more diverse rural settlement. The village saw modest growth during the Industrial Revolution, with the establishment of various small-scale industries, including framework knitting, which was common in Leicestershire at the time. Despite these developments, agriculture remained a central part of village life well into the 20th century. The village also has a notable educational history, with records of schooling dating back to the 18th century, reflecting the community's commitment to education.

In the modern era, Newbold Verdon has expanded with new housing developments and infrastructure, yet it retains much of its historical charm and character. The village boasts a number of listed buildings and conservation areas that highlight its architectural heritage. Amenities such as local shops, a primary school, and recreational facilities contribute to its vibrant community life. The village green and surrounding countryside provide residents and visitors with scenic beauty and a sense of continuity with the past, making Newbold Verdon a unique blend of historical richness and contemporary rural living.



St James Church, Newbold Verdon





## 2. Site Analysis

### 2.2 Existing Character

The original Design and Access Statement (DAS) extensively covers the local character.

Illustrated opposite are some key architectural features from the immediate local area we have taken design cues from.

The predominant material pallet within Newbold Verdon consists:

- Red Brick, both stock and multi
- Render to main face
- Brick and stone detailing
- Feature band coursing
- Grey roof tiles



Rectory Gardens, Newbold Verdon



Rectory Gardens, Newbold Verdon



Old Farm Lane, Newbold Verdon

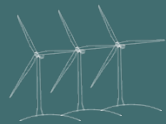


St. Georges Close, Newbold Verdon



Old Farm Lane, Newbold Verdon





### 2.1 Existing Connectivity

With Brascote lane bounding the length of the western boundary of the site this provides opportunities for a suitable site access and pedestrian / cycle links into the site.

The village is accessed via the B582 and the wider highway network at Dragon Lane, Mill Lane, and Main Street. The B582 has a 40mph speed limit through Newbold Verdon. It connects to the A42 in the north-west via the A444 and to the M1 in the east.

The development site is within easy walking distance of several local facilities. It is around a 10-minute walk to the north of the development (Main Street), including retail, hospitality, and a pharmacist. Newbold Verdon Medical Practice is approximately a 15-minute walk away.

The site benefits from being near the local primary school and medical centre, as well as places of worship, leisure, and additional retail facilities.

The nearest bus stops can be found approximately 700 meters (about 8 minutes' walk) from the site, located on Main Street at the junction with Brascote Lane. These stops are served by the 153 and 159 bus services, allowing travel to education, employment, leisure, and Hinckley Railway Station.

Site location illustrating surrounding connectivity



Application Site



Existing PROW



Locally Important Routes



Major B Road



Bus Stops





# 3. Compliance

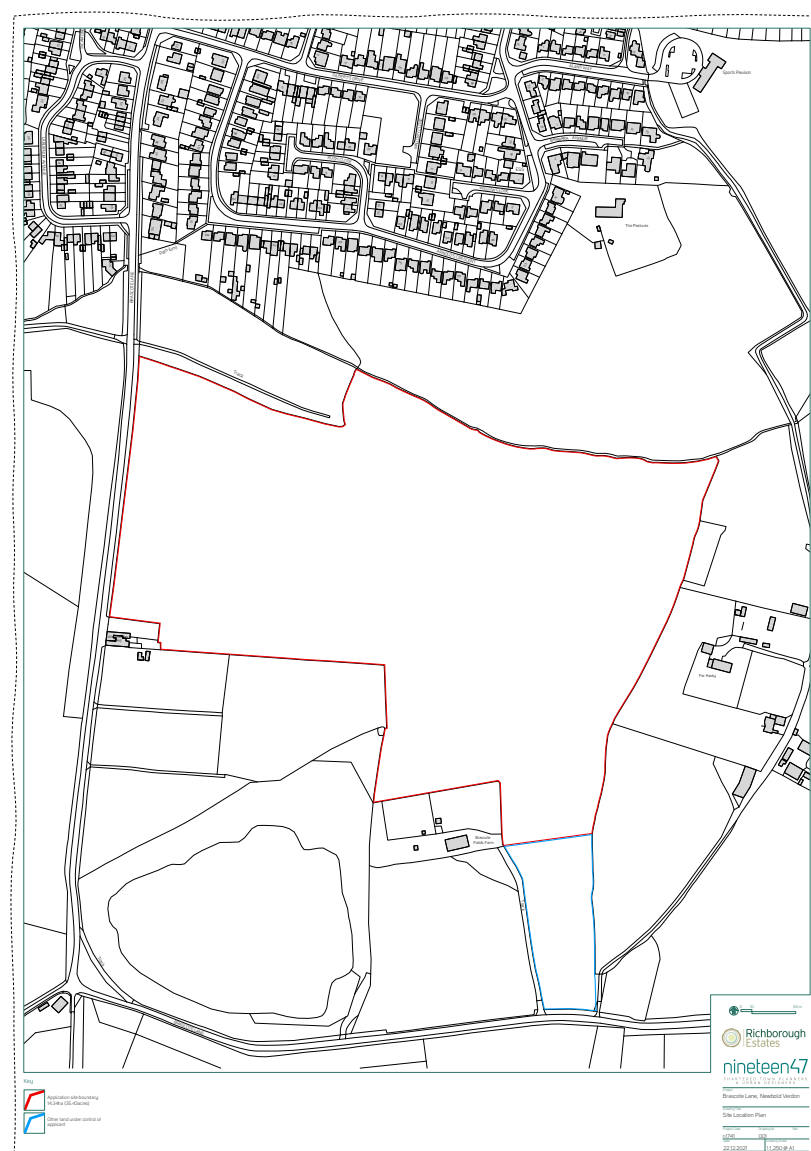
## 3.1 Outline Planning

The outline planning approval (condition 4) stipulates: The development hereby permitted shall be carried out in accordance with the following approved plans:

- Site Location Plan: n1741 001
- Parameter Plan: n1741 004 Rev D
- Proposed Site Access Layout: T20517 001 Rev C

Supporting information has been diligently submitted with the application to showcase compliance with these outlined conditions.

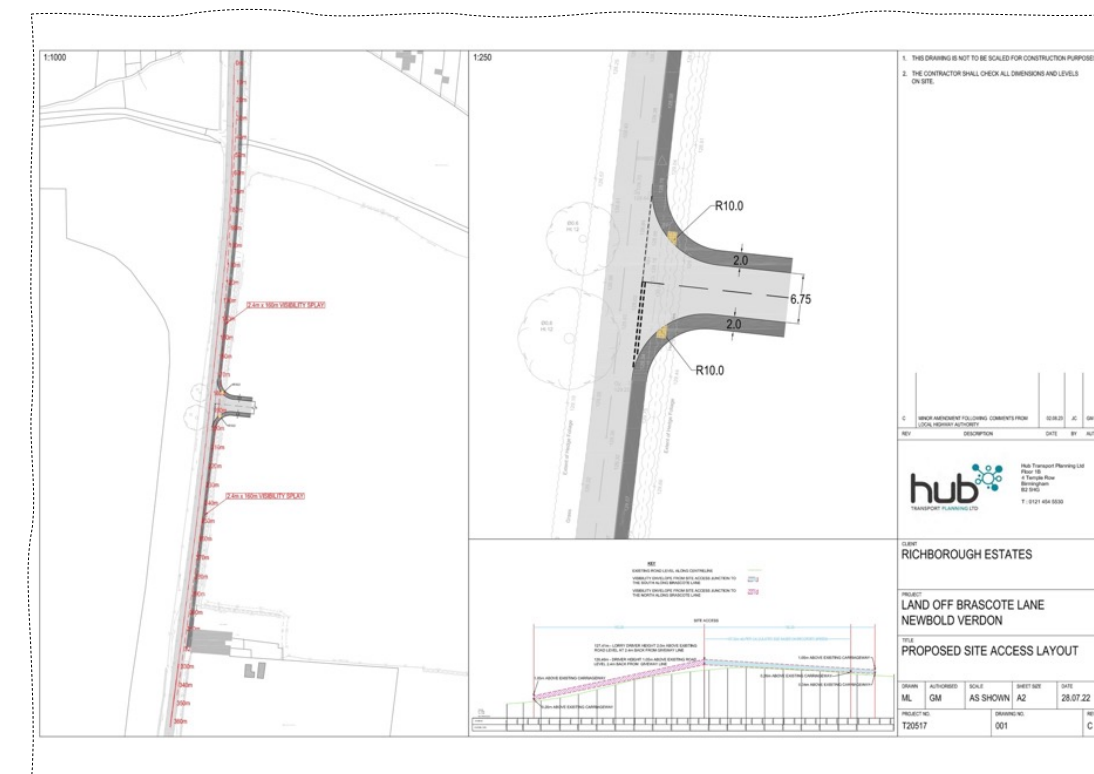
## Design Guides Informing the design



Approved Site Location Plan

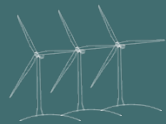


Approved Parameter Plan



Approved Site Access Layout





# 3. Compliance

## 3.2 Parameter Plan

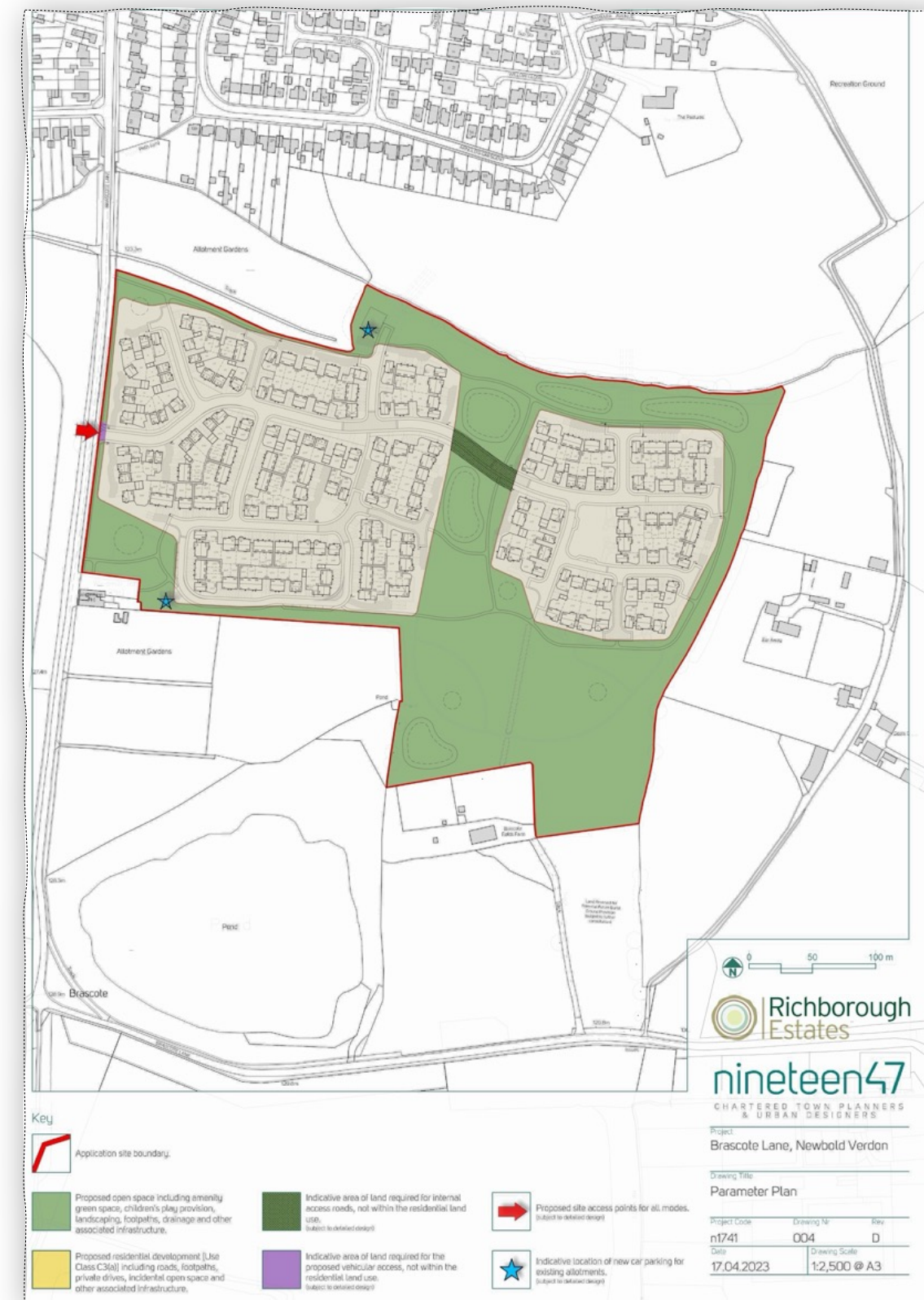
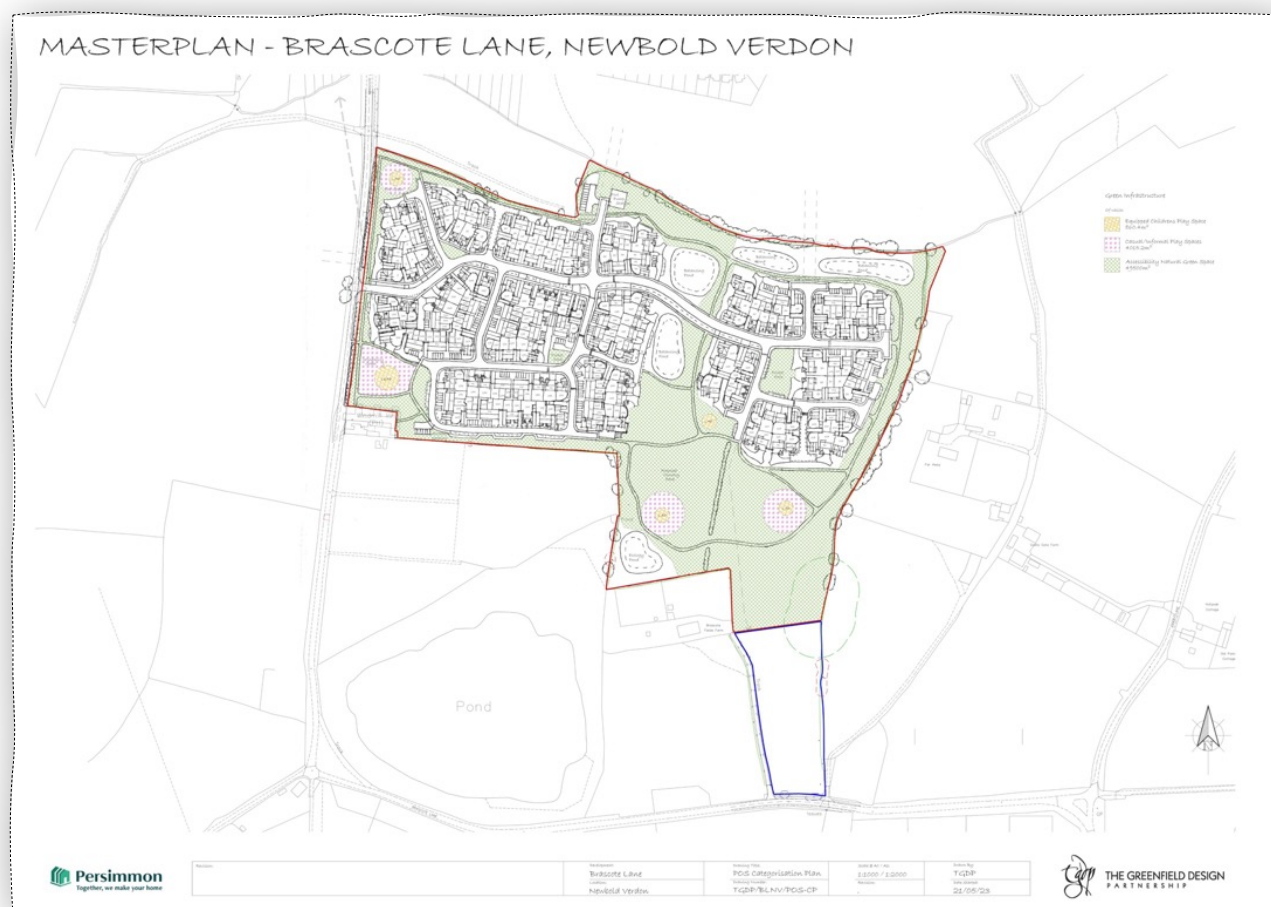
The plan opposite illustrates (by way of an overlay) that the proposed development has been laid out in accordance with the approved Parameter Plan referred to on the previous page.

Development areas and green Infrastructure adhere to the approved plan.

## 3.3 Green Infrastructure

At viability stage, a POS Categorisation Plan was prepared to demonstrate full compliance with the LPA's Policy requirements, This included:

- Equipped Children's Play Space: 860.4m<sup>2</sup>
- Casual/Informal Play Spaces: 4015.2m<sup>2</sup>
- Accessibility Natural Green Space: 49500m<sup>2</sup>



Illustrates Approved Parameter Plan with proposed layout Overlaid

POS Categorisation Plan





# 3. Compliance

## 3.4 Scale

The design and scale of the development has broadly followed the principles set out in the DAS submitted at Outline Planning Stage. The plan opposite demonstrates the storey heights used within the development, the scheme is predominantly 2 storey in height with 2.5 storey dwellings used at key vista's and to create interesting feature nodes.

## 3.5 Building for a Healthy Life

The design and development of the proposals have been developed with 'Building for a Healthy Life' in mind. A full 'Building for a Healthy Life' assessment will accompany the Reserved Matters Planning Application.

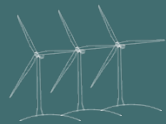


Storey Heights Plan









## 4. The Proposals

### 4.1 Use and Amount

The site has outline planning approval for up to 239 dwellings.

Through thorough market research of the local area, Persimmon Homes North Midlands has selected a broad range of dwelling types, ranging from 1-bedroom to 5-bedroom homes.

The scheme will provide 239 well-needed homes for the local community.

### 4.2 Affordable Housing

The scheme provides 40% affordable housing which will equate to 96 affordable homes, with a tenure split as follows:

- 56.25% Rent
- 18.75% Shared Ownership
- 25% First Homes

The affordable housing is located in small clusters around the development and designed to be tenure-blind, ensuring their integration into the scheme.

Affordable			
HOUSE TYPE	SQ.FT	NO	TOTAL SQ.FT
<b>1 BED</b>			
T50 (G/F) (AR)	544	3	1632
T50 (F/F) (AR)	624	3	1872
<b>2 BED</b>			
Wareham (AR)	884	28	24752
Haldon (SO)	792	11	8712
Haldon (FH)	792	14	11088
<b>3 BED</b>			
Dallington (AR)	1044	20	20880
Dallington (SO)	1044	7	7308
Dallington (FH)	1044	10	10440
<b>TOTAL</b>		<b>96</b>	<b>86684</b>

<b>Private</b>			
HOUSE TYPE	SQ.FT	NO	TOTAL SQ.FT
<b>2 BED</b>			
Addlebrough	792	15	11880
Chiltern	889	8	7112
<b>3 BED</b>			
Galloway	948	14	13272
Barndale	1092	27	29484
Charndale	1091	0	0
<b>4/5 BED</b>			
Kennet	1244	11	13684
Chopwell	1261	3	3783
Cullen	1342	5	6710
Lambridge	1378	7	9646
Hasting	1457	2	2914
Bamburgh	1534	4	6136
Wychwood	1591	10	15910
Hollicombe	1631	10	16310
Seacombe	1670	10	16700
Kingsands	1788	7	12516
Barmouth	1903	2	3806
Broadhaven	1930	8	15440
		<b>143</b>	<b>185303</b>

### 4.3 Public Open Space & Green Infrastructure

The public open space strategy around the site seeks to retain the existing trees and hedgerows, where possible, using these existing features as the framework for the layout, and the future character of the development. The quantum of open space has been driven by the existing site constraints, and the Green Infrastructure is in compliance with the approved Parameters Plan.

5.The proposed scheme will deliver a significant biodiversity net gain benefits on site, The application will be accompanied by a detailed scheme based on the Biodiversity Net Gain (BNG) metric spreadsheet completed by Ramm Sanderson, dated 12/04/2022, and shall provide a net gain on the reported baseline habitat loss.

The existing retained features are integrated within a hierarchy of new public spaces, which will provide a variety of uses from natural pocket parks integrating leisure routes and ecological enhancements, to a formal play space within the provided country park.

### 4.4 Drainage & Infrastructure

Sustainable Urban Drainage (SUDs) features are integrated within the development to provide additional benefits such as visual amenity and enhanced biodiversity, whilst ensuring the surface water drainage is managed in a considered and sustainable manner. The surface water drainage strategy has been a fundamental part of the development of the overall site development strategy. These areas have been sensitively developed to ensure they appropriately respond to the topography of the site and retain existing trees and hedgerows in-situ as part of an holistic landscape strategy.





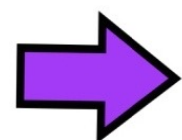
## 4. The Proposals

### 4.5 Movement

The proposed scheme prioritises exceptional connectivity, catering to pedestrians, cyclists, and vehicles alike.

The primary vehicular access, situated on Brascote Lane, a meandering main avenue threads through the development, accompanied by various street typologies branching off from the primary route. This design ensures easy accessibility for drivers, pedestrians, and cyclists, facilitating efficient movement throughout the development.

Moreover, a network of foot/Cycle paths creates good connectivity throughout the development with additional secondary footpaths (grass mowed) creates a pleasant walking environment within the proposed country park.



Principle Access



Proposed Primary Foot/Cycle Path



Proposed Secondary Footpath (informal)



Primary Street (Tree Lined, 6.75m carriageway)



Estate Road (5.5m Carriageway)



Secondary Road



Shared Surface Road







## 4. The Proposals

### 4.6 Creating the journey through Green Spaces

#### Gateway Entrance

On arrival, you will be greeted by a landscaped gateway featuring an existing hedgerow running the length of the Brascote Lane boundary which will be maintained and enhanced. The site frontage features landmark dwellings, serving as an inviting and striking entry point that will set the tone of the character for the wider development.

#### The Country Park

A biodiversity-rich park featuring ponds and a reinstated historic hedgerow (defining the historic field boundaries), providing primary and secondary connectivity.

#### Village Green

Focal point on main pedestrian route to the country park with links to the wider wildlife corridor



#### Primary Route

Tree lined streets with landscaped verge linking various parks and areas of play with the wider country park.



#### Feature Node

Tree lined streets guide the route on entry with a landscaped feature node showcasing 2.5 storey landmark dwellings, a landscaped verge connecting the various pocket parks and focal greens to provide a coherent pedestrian routes linking to the wider country park.







## 4. The Proposals

Site Frontage



Site Access

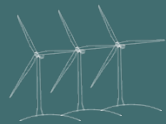
This landscaped gateway features an existing mature hedgerow to the length of Brascote Lane, featuring landmark dwellings, serving as an inviting and striking entry point that will set the tone of the character for the wider development.



- ① Feature dormer windows
- ② Render elements on Key Building
- ③ Dental brick detailing
- ④ Sprung Brick Heads above windows
- ⑤ Stone cills (refer to house type pack for locations)







## 4. The Proposals

### Tree Lined Streets



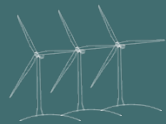
### Tree Lined Streets

The tree lined main spine starts from the site access – at the west and runs to the east of the development creating a green route linking the various pocket parks and main country park, providing coherent desire lines for pedestrians and cyclists alike.

- ① Feature dormer window
- ② Stone cills (refer to house type pack for locations)
- ③ Render to feature properties
- ④ Sprung Brick Heads above windows
- ⑤ Dental Brick Detailing







## 4. The Proposals

Park View



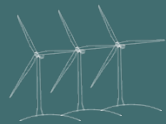
Park View

The theme around the newly proposed country park consists of larger dwellings in a more informal format, complementing the existing landscaping features. These are accompanied by newly proposed landscaping features to enhance the rural setting.

- ① Dental Brick Detailing
- ② Render to Key Buildings
- ③ Sprung Brick Heads above windows
- ④ Stone cills (refer to house type pack for locations)







## 3.7 Materials

The proposed materials have been chosen to enhance the character of the development and a materials plan has been submitted with the application. In general, the primary elevation material will be a mix of red brick; five different brick types will be used throughout the scheme to create variety in the streetscenes. These are all a mix of lighter and darker red bricks with some having more variety in tone and texture.

To break up the predominant use of red brick render will be prominently used throughout the development, including partially rendered elevations. Render has been used in key locations throughout the development to accentuate key plots such as those turning corners, or framing gateways into the development and have been used to bring variety.

A mix of roof tiles colours are proposed, TLE (duo tile) colours: Grey, and Brown. These will be varied throughout the scheme to create variety in roofscapes.

Front doors will be finished in black and windows will be white.



Forterra  
Cheshire Red Multi



Forterra  
Village Sunglow



Forterra  
Kimbolton Red



Brickworks  
Hovingham Rivan



Brickworks  
Sherbourne Riven



Roughcast Silver Pearl  
Render



TLE Duo Anthracite



TLE Duo Brown

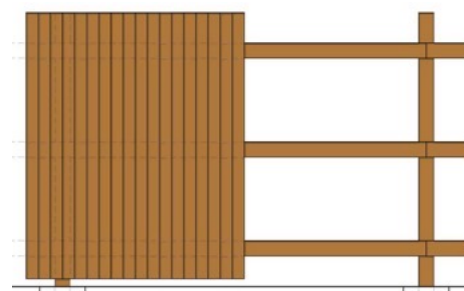
## 3.8 Boundary Treatments

Development plots will be defined by a range of boundary treatments such as fences, walls and hedgerows to create the distinction between public and private spaces. The boundary treatments plan submitted with this application demonstrates the proposed types of boundary treatment proposed for the development.

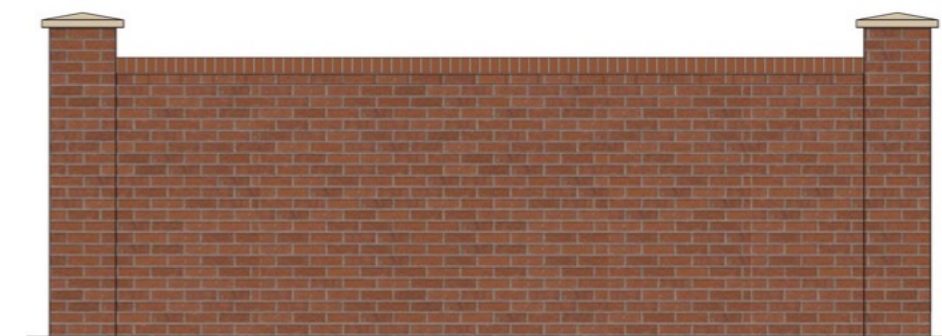
Rear gardens will be predominantly enclosed by 1.8m high fencing. Where exposed to the street frontage, brick walls will enclose rear gardens, to match the brick of the adjacent dwelling. The perimeter of the site will be defined by a mix of new and existing hedgerows, additional planting where appropriate.



Newly Planted Hedgerows (to define public / private spaces)

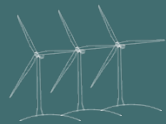


1.8m Garden Timber Fence



1.8m Garden Wall





## 5. Conclusion

### Conclusion:

The proposed development draws inspiration from a positive historical context and vernacular placemaking, skilfully using architectural details, form, and scale to foster a sense of familiarity and seamlessly integrate in a complementary manner.

Positioned as a thoughtful addition to Brascote Lane, Newbold Verdon, the proposals are designed to enhance and harmonise with the existing environment.

While rooted in tradition, the architectural approach embraces modern construction techniques. Elements like pitched roofs, coloured windows, and entrance door canopies evoke the traditional local vernacular. The intention is not to replicate but to reinterpret the local traditional vernacular in a contemporary fashion.

This Design Compliance Statement illustrates how local history and detailing have influenced the proposed scheme, resulting in a harmonious blend with the surroundings and the introduction of a unique character. The development aims for seamless integration, contributing to the distinct atmosphere of the area.







## 5. Conclusion

Park View:



Illustrates a view of the development from the country part to the South Eastern Part of the development.



## PERSIMMON HOMES (NORTH MIDLANDS)

