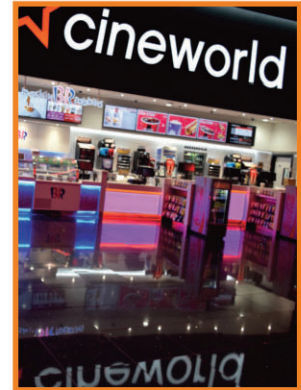


# Destination HINCKLEY

Why choose Hinckley Town Centre as your business destination of choice?



version 2, April 2023

Hinckley & Bosworth  
Borough Council





# Introduction

## Hinckley Town Centre today

Hinckley is a vibrant market town centre with a strong local heritage and which serves its resident catchment area (55,000+), local businesses and many visitors. It benefits from a greater number of independent local and specialist retailers than most towns, a very active programme of footfall enhancing town centre events throughout the year and a proactive, committed, and resourced approach to maintaining its value and quality to those it serves.

The highly proactive Town Centre Partnership (comprising the Borough Council, Hinckley BID, retailers, services, County Council and our voluntary sector friends) works very hard to keep Hinckley ahead - and uses its own highly accurate data on footfall, vacancies and activity to help determine where to focus its efforts and resources.

Hinckley has fared better than larger town and city centres which have become more reliant on national multiple retailer representation. This is one of the many USP's Hinckley Town Centre enjoys. This has been proven in Hinckley with two long-standing major independent stores moving from Leicester City centre into Hinckley.

Trading is buoyant, investment continues and we strongly believe Hinckley Town Centre is the destination of choice.

## Why do people choose to visit Hinckley?

An attractive and welcoming town centre, with its own unique history and culture, high quality green spaces and affordable places to stay, Hinckley is no 'clone' town. We pride ourselves that 75% of our shops and services are run by committed and product skilled independent retailers offering high levels of customer service.

With both railway and bus stations, access to Hinckley Town centre is very easy. There are 13 car parks surrounding the town, many of which are free of charge at certain times and also on key dates to encourage further footfall.

Hinckley has embraced Climate Change challenges and has created many electric vehicle charging points in convenient locations.



# What is there to do in Hinckley?

Every year we establish a wide range of highly popular and mostly free events to showcase the town centre and drive footfall. Appealing to all ages and bringing in around 100,000 extra visitors a year, they are supported by the many businesses who specialise in providing both daytime and evening entertainment. The café, bar, restaurant and take away culture is clearly very popular and the easy-reach parks provide plenty of scope for relaxation.

Our diverse Market has been trading since 1311 and our three trading days - Fridays, Saturdays and Mondays - remain the busiest footfall days.



## Spring

FREE entry events

Hinckley & Bosworth Borough Council

events in Hinckley town centre April to June 2023

**Easter Bunny Hunt**  
Wed 5 to Sat 8 April  
Hinckley Town Centre  
Simply follow the clues to find the Easter Bunnies on 10 shop windows throughout the town centre. Win yourself an Easter treat, along with an entry into our prize draw for a £50 gift voucher!

**Being Dora - a Hinckley Workhouse Romance**  
April: Fri 21 - 1pm & 3pm, Sat 22 - 11.30am & 1.45pm, Mon 24 - 10am, 11.30am & 1.30pm  
Argents Mead / St Mary's Church  
Musical play of Hinckley's international best selling novelist Charlotte Bronte. For all ages by Hinckley High Street Action Zone with support from Historic England.

**St. George's Day**  
Sat 22 April - 10am to 2.30pm  
Market Place  
Patriotic fun for all including Punch and Judy, Morris Men and St. George on stilts. The Scout parade will leave St. Mary's school at 11.15pm and finish at St. Peter's Church.

**Coronation Special - Music in the Mead**  
Sun 7 May - 1pm to 3pm  
Argents Mead  
Join in and celebrate King Charles III coronation and share your 'big lunch' with family and friends. Music will be provided by The Jones Jazz Orchestra plus walkabout entertainment.

**Music in the Mead**  
Sats: 20 May, 3 & 17 June, 1 & 8 July  
1pm to 3pm  
Argents Mead  
Enjoy a Saturday afternoon of musical entertainment in our award-winning Argents Mead. There will be a short interval in the middle.

**Proms in the Park**  
Sat 10 June - 6pm to 8.30pm  
Hollycroft Park  
In Partnership with Hinckley Round Table this evening concert will feature Royal Birmingham Conservatoire Wind Orchestra. Gates open at 5pm.

**Vehicle Meet**  
Thurs 15 June - 5pm to 8.30pm  
Market Place  
Anyone with a classic vehicle of any kind who would like to join in would be most welcome, entrance will be from Station Road. Spread the word to enthusiasts you know! Free to exhibit and attend.

**Armed Forces Day**  
Sat 24 June - 10am to 2pm  
Argents Mead  
Service at 11am. In partnership with the Hinckley combined Armed Forces and Veterans Community this annual service of celebration will be led by Churches together with a parade through the town centre.

**Look out too for:**  
Burbage Common Open Day - Sun 14 May & Malory Mile - Mon 5 June  
please check for more details of these, and also all the summer events happening, on our website and social media (see below).

Photos and videos: Photos and video may be taken during our events and used for publicity purposes in newspapers, the internet and social media. If you do not wish to be photographed or filmed please let us know on the day on the event.

[www.hinckley-bosworth.gov.uk/events](https://www.hinckley-bosworth.gov.uk/events) 01455 255856  
[www.hinckleybid.co.uk](https://www.hinckleybid.co.uk) 01455 698494

### COUNCIL CAR PARKING CHARGES

**Short Stay Car Parks**

- Up to 1 hour - 60p
- Up to 2 hours - £1.20
- Up to 3 hours - £2.00
- Up to 4 hours - £3.00
- Over 4 hours - £6.00

All charges apply between 8.00am and 6.00pm  
Monday to Saturday

apart from \* Trinity Lane East: 8am to 3pm

**Short/Long Stay Car Parks**

- Up to 1 hour - 60p
- Up to 2 hours - £1.20
- Up to 5 hours - £1.60
- Over 5 hours - £2.50

All charges apply between 8.00am and 6.00pm  
Monday to Saturday

apart from \* Lower Bond Street: 8.30am to 3pm  
\* Thornycroft Road: 8.30am to 6pm

**Castle Car Park (Hill Street)**

- Up to 1 hour - 60p
- Up to 2 hours - £1.20
- Up to 5 hours - £2.00
- Over 5 hours - £4.00

All charges apply between 8am and 3pm  
Monday to Saturday

**Locations (see map)**

- 1 Church Walk (max 3 hours)
- 2 St Mary's Road (max 3 hours)
- 3 Stockwell Head
- 4 Rear of Castle Street
- 5 Mansion Street
- 6 Trinity Lane East
- 7 Leisure Centre

**Locations (see map)**

- 8 Trinity Lane West
- 9 Holliers Walk
- 10 Drud Street
- 11 Alma Road
- 12 Lower Bond Street\*
- 13 Thornycroft Road\*

There are no charges levied on Sundays or bank holidays

**NON COUNCIL CAR PARKING**

- A Britannia Centre shoppers car park
- B Crescent parking
- C Working Men's Club car park, Stockwell Head

**FREE HALF HOUR & HOUR PARKING**

- Free half hour parking on street
- Free hour parking on street

## 10 reasons to consider making Hinckley Town Centre a profitable business destination

- 1 16 new businesses have arrived in Hinckley in the past 6 months (Oct 2022 – March 2023) alone and are trading well
- 2 Creating extra trade, the town centre resident population continues to increase as more private flats and apartments are either built or created through change of use
- 3 Established in 2009, our progressive Business Improvement District (BID) provides a wide range of valuable services. Both the HBBC and BID extensive and diverse popular events package brings in 100,000 + town centre visitors a year
- 4 We provide free wifi in all open areas within the town centre, including parks
- 5 Our comprehensive CCTV and Radio-Link system ensure safer streets and allow instant contact with authorities
- 6 Our outdoor cafe culture is thriving and our wide range of popular events appeals to all business sectors.
- 7 Accurate footfall data is instantly available
- 8 The ever-popular Hinckley Market has been trading since 1311
- 9 Independent businesses are in the majority
- 10 We have a 'forward-thinking' Council and a pro-active Business Improvement District (BID)



### Key statistics





## Hinckley BID

### The Last 5 Years in Summary

Hinckley BID was first established in 2009 after a successful BID ballot and has since been playing a major role in helping with the management of the Town Centre, representing approximately 400+ businesses in its first, second and third 5 year terms. The work and success of BIDs has been shown to be cumulative, with each 5-year term building upon and setting a foundation for the next. After 13 years, Hinckley BID has implemented many innovative projects and rewarding initiatives which is unusual for a town of our size. The BID team has worked ceaselessly to improve the overall trading environment for BID businesses, residents, employees and visitors, and enabled several businesses experiencing difficulties to survive by fighting their corner.

### Hinckley BID Delivers

Hinckley BID has invested over £2.5 million and delivered award winning business initiatives, since its inception in 2009. Hinckley BID continues to make a significant, positive impact by driving footfall and promoting daily through social media the USPs that its member businesses have to offer. It also publishes a monthly 'BID BUZZ' e-newsletter which is sent to over 14,000 local residents who have requested it, containing details of new businesses as well as any news or special offers its members have announced. In addition, it now has 9650+ Loyalty card members to which currently around 60 town centre businesses are making a special offer which can be changed or withdrawn at any time. Hinckley BID also sends regular email updates to all its BID member businesses, passing on any funding opportunities or information which it considers important and useful to them.

### Business Support

The BID's Free Weekly Recycling scheme has proven extremely popular, with over 200 businesses benefitting from it. The value of this service alone often exceeds the BID levy that businesses pay each year.

Our Radio-Link security system has proved an essential tool for businesses in the fight against crime and theft, and has empowered them to work directly with CCTV and the police to combat the criminal behaviour that not only undermines profitability and security, but also damages the sense of the town as a safe and welcoming trading environment. This successful project has grown over the years and now encompasses most of Hinckley town centre.

Due to the popularity of the FREE training courses that the BID has provided for businesses (including Emergency First Aid) there are plans to continue to develop IT and technical training into Hinckley BID's fourth term, alongside other training initiatives requested by and agreed with BID businesses.

The BID works closely with Hinckley & Bosworth Borough Council, Leicestershire County Council, Hinckley & District Chamber of Trade and several other organisations to ensure that businesses are assisted in every way possible.

The website [www.hinckleybid.co.uk](http://www.hinckleybid.co.uk) gives much more information on all that Hinckley BID offers, and has achieved.

# Map of Hinckley Town





## Comments from retailers in Hinckley for Destination Hinckley

### Holiday Lounge on Station Road

“ Holiday Lounge has been trading in Hinckley for the last 19 years and our company has gone from strength to strength as the market town expands and has a great amount of independent shopping retailers.

Since Hinckley BID has been involved within the town they have organised many fabulous events year after year which in turn brings in thousands of people. This both showcases the town centre and brings in additional revenue to many of the BID's 400+ member businesses.

Hinckley is a safe place to shop and has a highly advanced CCTV system run by HBBC which works in line with the BID's radiolink system. This has enabled the Police to detain many shoplifters and return goods to the shops and stores involved.

A proper vibrant market town that holds a fantastic market 3 times per week as well.”

### Johnsons on Castle Street

“ Hinckley is a wonderful, friendly and safe place for shopping. Hinckley is privileged to have many top class multi-award winning independent shops, cafes and services who enjoy regular customers to return, time after time.

There are also excellent network support teams such as Hinckley BID and HBBC. Our shop has enjoyed 75 successful years trading in Hinckley.

Johnsons Lingerie and Ladieswear, Lingerie Retailer of the Year, Best Small Shops UK.”

### Betty Ann's Boutique on Castle Street

“ Many amazing events are held in Hinckley Town centre which attract thousands of people. A very safe and clean environment to both live and work in, supported by many helpful organizations who assist with business matters.

Teresa Ellingworth, Betty Ann's Boutique, Castle Street, Hinckley.”





## Key contacts



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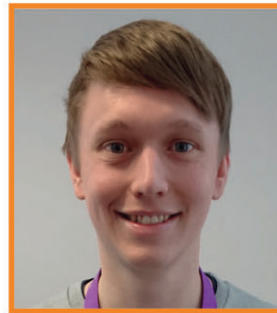
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