



# DESTINATION HINCKLEY: A STRATEGIC VISION FOR THE TOWN CENTRE

Prepared on behalf of  
**Hinckley and Bosworth  
Borough Council**



Prepared by  
**David Lock Associates**

March 2025

# FOREWORD

“Welcome to **Destination Hinckley – a strategic vision for the town centre.**

The Borough Council is committed to supporting Hinckley town centre for the long term. Continuing our work with Hinckley Business Improvement District, businesses and organisations in revitalising our high street and town centre is vital to the local economy. Supporting our retail and service sector remains a key focus as part of a wide effort to provide attractive opportunities for living, working, shopping and socialising in a safe and friendly environment, which underpins our vision.

This strategy builds on the Council’s Corporate Plan themes of People, Places and Prosperity and identifies priorities with a programme of actions to achieve our vision. With this in mind, our aim is to ensure that the town centre continues to create opportunities and strengthens its role and attraction as a sustainable and successful location for residents, visitors, businesses and investors.

This strategy is a first step which recognises the excellent range of work done to date and the wider ambition for the town, working in close partnership with key stakeholders will continue and this will underpin the strategy.”

*“Destination Hinckley:  
A place where people wish  
to spend more time.”*

**Councillor Stuart Bray**  
Leader of the Council

# CONTENTS

<i>Foreword</i> .....	<i>ii</i>
<i>Hinckley Town Centre Today</i> .....	<i>2</i>
<i>Establishing a Clear Vision and Objectives</i> .....	<i>4</i>
<i>Analysis and Findings by Theme</i> .....	<i>5</i>
<b>Theme 1: Environment</b> .....	<b>6</b>
<b>Theme 2: Services</b> .....	<b>8</b>
<b>Theme 3: Activity</b> .....	<b>10</b>
<b>Theme 4: Access &amp; Movement</b> .....	<b>12</b>
<i>Map of Physical Interventions</i> .....	<i>16</i>
<i>What Will Success Look Like</i> .....	<i>18</i>
<i>The Hinckley Timeline</i> .....	<i>19</i>
<i>The Need for a Masterplan</i> .....	<i>20</i>
<i>Leaders and Participants</i> .....	<i>20</i>
<i>Costs and Funding</i> .....	<i>21</i>
<i>Land Ownership</i> .....	<i>21</i>
<b>APPENDIX A : Baseline Reference Document</b>	

# HINCKLEY TOWN CENTRE TODAY

Hinckley is a market town with a strong local heritage. It largely serves its resident catchment, local businesses and visitors. Its primary role is meeting local needs and like all town centres, it has strengths and challenges.

In terms of its strengths, the town centre:

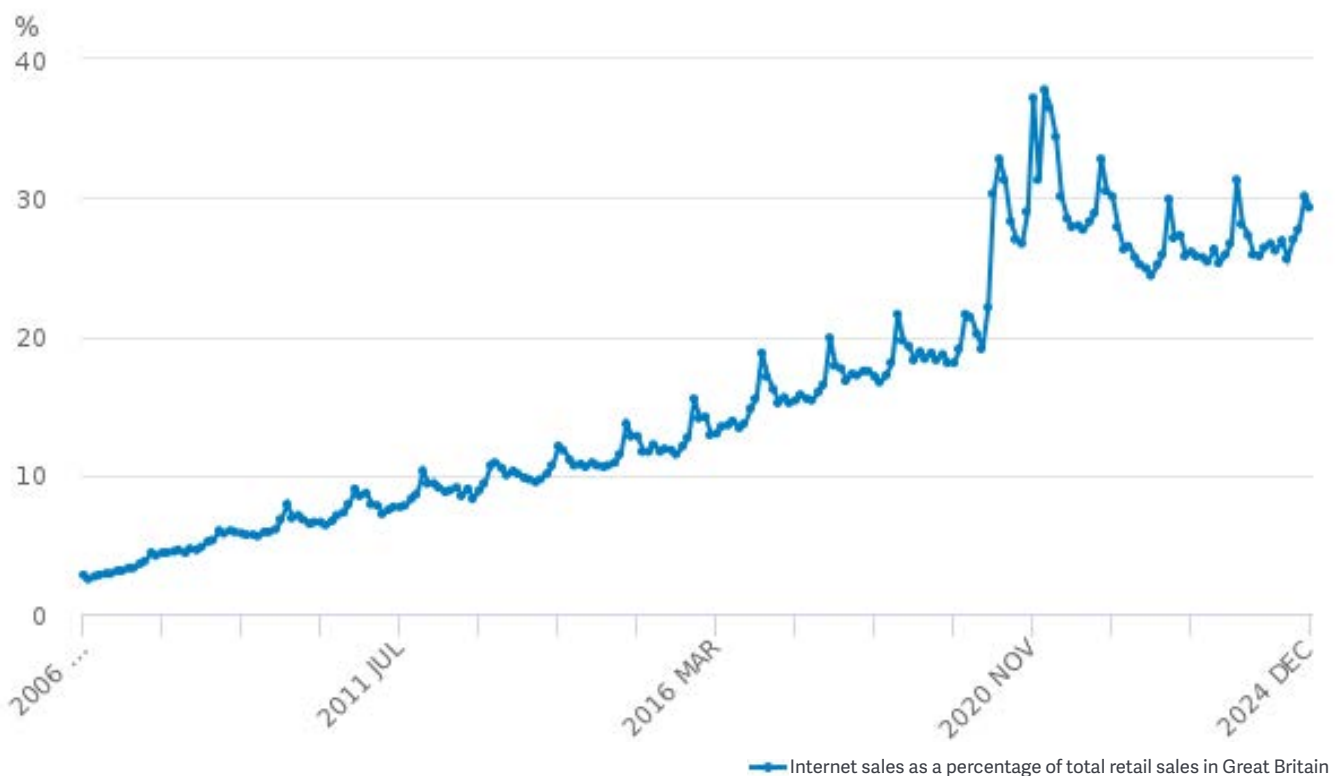
- Is highly accessible to its surrounding residential catchments within walking and cycling distance and from further afield by bus, train and car.
- Offers a huge range of local independent and vibrant specialist retailers than most towns - 75% of shops and services are run by independent retailers.
- Has a relatively low vacancy rate of 9%, well below the national average of 14%.
- Is growing an offer around eating and socialising - our cafe culture - is expanding
- Has a proactive, committed and resourced approach to maintaining its value and quality.

Our challenges are:

- Sustaining footfall levels. Having a very active annual programme of 50 bespoke events attracted 38,962 more people in the town centre in 2023, followed by an additional 12,600 visitors in 2024 - an increase of 35% for the period April to June 2024.
- Retailers and the hospitality sector managing rising operating costs.
- A reduction in office workers using the centre.
- Bringing longer term vacant units back into use.
- Enabling a town centre offer which responds positively to changes in the way people shop, and as part of a wider structural shift in the way people use their town centres.

Generally, market towns like Hinckley have fared better than larger/higher order centres which are more reliant on national multiple retailer representation and visitors from further afield.

*The growth of internet retailing in Great Britain*



Source: Office for National Statistics (January 2025)

Whilst people are visiting the high street, the trend for increased on-line shopping is expected to continue. This means that high streets must manage this transition. To do this positively, high streets will need to provide, to a greater extent, those goods/services/activities that cannot be sourced on-line, with retail floorspace contracting to give way to leisure, culture, education, socialising, living, making, co-working, exercising and entertainment.

Hinckley benefits from a healthy representation of local and specialist retailers, a very active programme of events and a pro-active, committed, and resourced approach to maintaining its attractions to those it serves. The involvement of stakeholders and their shared efforts has been important in this regard. The Hinckley Town Centre Partnership works hard to keep Hinckley sustainable, and uses data on footfall, vacancies and activity to help determine where to focus its efforts and resources. Hinckley's Business Improvement District is in its fourth term, and continues to provide strong support to businesses. The levy greatly assists the economic vitality of the town centre through the promotion of the town centre's businesses and events.

The purpose of the Town Centre Strategy is to maintain this focus and to plan for ongoing work to improve and maintain the strength of Hinckley through the next ten years, and to support the way in which it will need to adapt and develop to meet people's changing needs and practices.

The process for developing the Town Centre Strategy first began in 2022 and has been updated following the outputs of several workstreams to:

- Review of the current position, activities and opportunities for the town centre
- Consult with the Town Centre Partnership and relevant HBBC officers
- Create a Vision for Hinckley town centre
- Identify the themes and key activities required to enable this vision
- Consider how this can support key policies of the emerging Local Plan and subsequent policies and proposals for Hinckley Town Centre.

The review of current activities and opportunities for the town centre that are captured in this Strategy is summarised in a supporting Baseline Reference Document in Appendix A.



# ESTABLISHING A CLEAR VISION AND OBJECTIVES

What is clear from all the work done to date is that towns like Hinckley need stronger reasons for people to spend time in them, and that these reasons change over time. Everything else stems from this.

The vision for Hinckley town centre for the next ten years, and beyond is therefore:

## *Destination Hinckley: A place where people wish to spend more time.*

To achieve this vision, a set of objectives have been identified based on the following questions:

### **Why will people want to visit Hinckley?**

An attractive town centre, with its own unique history and culture, high quality greenspaces and places to stop.

### **What is there to do in Hinckley?**

A range of shops and services that includes a strong independent retail offer, leisure and health facilities, historic and cultural attractions and a growing range of wider attractions and events throughout the year and at different times of day, with something for everyone.





### **What will people coming to Hinckley need?**

A diverse range of facilities and services where they can meet, shop, eat, drink, play, work or just watch the world go by. Also, a place where people can live and work with a choice of affordable homes and workspaces that meets their needs.

### **How will they get there?**

Easy, comfortable access for those within 20 minutes on foot or by bike, good public transport services for those further afield, and convenient, suitably located car parks for those who need to drive.

This has led to the identification of four key themes against which actions can be taken to help reinforce and retain the long-term sustainability and success of Hinckley Town Centre. These themes are as follows:

<p><b>ENVIRONMENT:</b></p> 	<ul style="list-style-type: none"> <li>Sustainability</li> <li>Beauty</li> <li>Public realm quality</li> <li>Parks and open spaces</li> <li>Public art</li> <li>Culture</li> <li>Planting/water</li> <li>Safety</li> <li>Space</li> </ul>
<p><b>SERVICES:</b></p> 	<ul style="list-style-type: none"> <li>Community Hub</li> <li>Council services</li> <li>Health &amp; wellbeing</li> <li>Financial</li> <li>Faith/voluntary services</li> <li>Education &amp; early years</li> <li>Youth</li> <li>Parking</li> <li>Veterinary services</li> </ul>
<p><b>ACTIVITY:</b></p> 	<ul style="list-style-type: none"> <li>Shopping</li> <li>Eating and drinking</li> <li>Leisure and exercise (including commercial leisure)</li> <li>Theatre and cinema going</li> <li>Live music/clubbing</li> <li>Attending events</li> <li>Tourism</li> <li>Business</li> <li>Relaxing/wellbeing</li> </ul>
<p><b>ACCESS &amp; MOVEMENT:</b></p> 	<ul style="list-style-type: none"> <li>20-minute Hinckley</li> <li>Public transport</li> <li>Walking/cycling</li> <li>Gateways</li> <li>Signposting/wayfinding</li> <li>Parking</li> <li>Digital access</li> </ul>

<sup>1</sup> Harper Dennis Hobbs Vitality Ranking 2021

# ANALYSIS AND FINDINGS BY THEME

The following tables set out the Strategy's themes in more detail identifying:

- Sub-themes;
- The work that is already going on;
- The objectives linked to these sub themes and
- How these objectives might be delivered
- Specific actions or measures and
- Indicative timeframes

The actions identified within the tables are highlighted in different colours according to mode of delivery as indicated below:



**Physical/spatial** – related to a specific part of the town centre, or a specific site



**Operational** – related to town centre management and promotion



**Policy related** – relating to the policy framework that guides development of the town centre

The actions are also categorised as short, medium or long-term as follows:

Short 0–3 yrs

Medium 3–7yrs

Long term post 7 yrs

These are indicative and may move in or out depending on resourcing, funding and associated projects.



# THEME 1 – ENVIRONMENT

SUB - THEMES	POLICY BACKGROUND AND CURRENT ACTIONS IN PLACE	WHAT THE STRATEGY WANTS TO ACHIEVE
Sustainability Beauty Public Realm Quality Parks and open spaces Public Art Culture Planting/Water Safety Space	National Planning Policy Framework National Design Guide HBBC adopted and emerging Local Plan HBBC Good Design Guide SPD HBBC Corporate Plan 2024–2028 HBBC Climate Change and Biodiversity Strategy 2024–2028 HBBC Public Realm Masterplan Strategy HBBC Town Centre Wayfinding Strategy HBBC Green Spaces Strategy 2023–2033 Blaby & HBBC Community Safety Strategy 2023–2026 HBBC Cultural Strategy 2024–2028 Hinckley BID4 Business Plan 2024–2029 High street Heritage Action Zone Legacy Projects LCC Local Transport Plan (LTP4)	A more attractive and sustainable town centre with well cared for spaces and buildings Reduced impact on Climate Change through implementation of the Climate Change Strategy A mix of uses and activities that can fulfil most needs for local people An adaptable and flexible town centre Increasing local access by bike/on foot/by public transport More greenery in the town More people living in and enjoying the town centre Better quality commercial frontages, signage and seating Good design and materials for new development A mix of attractions that encourages longer dwell time



HOW	SPECIFIC ACTIONS AND IDEAS	TIMEFRAME*
Implementation of Public Realm Masterplan Strategy	Complete delivery of High street Heritage Action Zone legacy projects including the Church Walk landscaping scheme	S
Identifying opportunities for cultural and creative industries to grow in the town centre	Seek opportunities to establish further shopfront and building enhancement grant schemes	S
Use of lighting	As per the recommendations of the Public Realm Masterplan Strategy develop opportunities for increased green infrastructure provision and town centre 'greening' measures	S
Wayfinding	Support pavement licences for cafés and associated uses where appropriate	S
Integration of SuDS, integrating other water features into the public realm - parks and spaces.	Ensure the Local Plan has policies to enable a flexibility/mix of uses within the town centre in appropriate locations	S
Town Centre Management	Prepare development briefs for potential redevelopment sites including those identified within the Town Centre Masterplan	S
Management of car parking	As per the recommendations of the Public Realm Masterplan Strategy, consider developing plans for improved walking and cycling links and pedestrian/cyclist priority e.g. links with Railway Station, to enable these to be modes of choice	S/M
Enable flexibility of use and adaptability of development through policies and design guidance	As per the aim of the Cultural Strategy, determine measures to increase the number of public art pieces in the town centre	S/M
Develop design policies to improve aesthetics	Develop and deliver measures to address climate change, including those set out within the Climate Change and Biodiversity Strategy	S/M
Providing spaces and venues for events	Promote Hinckley as a "20-minute" town	
Enable outdoor cafe culture	Consider development of design guidance for the sustainable reuse of buildings within the town centre (through conversions of buildings and change of use of upper floors) and infill developments	S/M
Promote Hinckley's cultural offer	Work proactively with stakeholders to secure and deliver key site renewal and redevelopment in the town centre, as set out in the Town Centre Masterplan	S/M/L
Support active travel	Consider developing a lighting strategy for key buildings and spaces	M
	As per the recommendations of the Public Realm Masterplan Strategy and aims of the Green Spaces Strategy, consider developing plans for improving physical and, where possible, visible connections between parks and town centre	M/L

\*Indicative timeframes:  
Short 0-3 yrs  
Medium 3-7 yrs  
Long term post 7 yrs



## THEME 2 – SERVICES

SUB - THEMES	POLICY BACKGROUND AND CURRENT ACTIONS IN PLACE	WHAT THE STRATEGY WANTS TO ACHIEVE
<p>Community Hub</p> <p>Council Services</p> <p>Health &amp; Wellbeing</p> <p>Financial</p> <p>Faith/voluntary services</p> <p>Education &amp; Early years</p> <p>Youth</p> <p>Parking</p> <p>What Amazon can't do, e.g. hairdressing, dog grooming, nails, etc.</p>	<p>HBBC adopted and emerging Local Plan</p> <p>HBBC Corporate Plan 2024–2028</p> <p>HBBC Car Parks Study and Action Plan</p> <p>HBBC Economic Regeneration Strategy 2021–2025</p> <p>HBBC Health and Wellbeing Partnership</p> <p>HBBC Young People's Strategy 2023-2026</p> <p>HBBC Support and advice for small businesses</p> <p>Hinckley BID Loyalty Card</p> <p>Leicestershire Joint Health and Wellbeing Strategy 2022–2032</p> <p>Leicester &amp; Leicestershire Business and Skills Partnership (previously the Leicester &amp; Leicestershire Enterprise Partnership)</p>	<p>Providing access to a range of services to meet the day to day needs of Hinckley residents in the town centre</p> <p>Creating opportunities for linked trips – locating services, alongside commercial, cultural and leisure activities encouraging/ enabling all age groups to spend more time in the town centre</p> <p>Creating an identifiable hub or cluster for locating community services venues to maximise efficiency in provision</p> <p>Consider vacant or underused buildings and spaces as opportunities for enhancing the town centre's offer of speciality services that cannot be delivered on-line</p> <p>Provide opportunities for accommodating education and early years facilities</p> <p>Consider types of venues that can improve the choice of youth facilities (e.g. gaming rooms, youth cafés)</p> <p>Ensure that car parks surrounding the town centre respond to visitor patterns and are managed to optimise their use across the day</p> <p>Exploring the opportunity to create digital access points in the town centre which provide access to digital resources</p>



HOW	SPECIFIC ACTIONS AND IDEAS	TIMEFRAME*
<p>Identify locations where services are offered and explore the opportunities for co-location</p> <p>Consider reuse/temporary use of vacant buildings</p> <p>Promote/enable opportunities for health and health related services to operate from within the town centre</p> <p>Work with faith/voluntary sectors to explore opportunities for wider use of premises, greater town centre involvement</p>	<p>Consider use of regular business support and engagement events</p>	<p>S</p>
	<p>Work with NHS to secure the future of the Hinckley &amp; District Hospital</p>	<p>S</p>
	<p>Review of vacant buildings for potential service use to inform a wider strategy for vacant or underused buildings</p>	<p>S/M</p>
	<p>Consider establishment of a Cultural Hub or similar within a suitable location within the town centre</p>	<p>S/M</p>
	<p>Explore provision of support to businesses with only a physical presence to also have an online presence</p>	<p>S/M</p>
	<p>Work with Hinckley BID to promote Loyalty Card scheme</p>	<p>S/M</p>
	<p>Explore links with Leisure Centre to promote family focussed health and wellbeing related activities in Argents Mead as part of extended programme of town centre events</p>	<p>S/M</p>
	<p>Implement measures contained within Car Parks Action Plan to ensure offer meets changing needs as EV use increases</p>	<p>S/M</p>
	<p>Work proactively with stakeholders to secure and deliver key site renewal and redevelopment in the town centre, as set out in the Town Centre Masterplan</p>	<p>S/M/L</p>
	<p>Review existing service provision to establish opportunities for co-location and delivery, and improved efficiency, reflecting anticipated town centre population increase</p>	<p>M</p>

\*Indicative timeframes:  
Short 0-3 yrs  
Medium 3-7 yrs  
Long term post 7 yrs



## THEME 3 – ACTIVITY

SUB - THEMES	POLICY BACKGROUND AND CURRENT ACTIONS IN PLACE	WHAT THE STRATEGY WANTS TO ACHIEVE
<p>Shopping</p> <p>Eating and drinking</p> <p>Leisure and exercise (including commercial leisure)</p> <p>Theatre and cinema going</p> <p>Live music and performance</p> <p>Attending events</p> <p>Tourism</p> <p>Living</p> <p>Working and doing business</p> <p>Relaxing/wellbeing</p>	<p>HBBC adopted and emerging Local Plan</p> <p>HBBC Corporate Plan</p> <p>HBBC Economic Regeneration Strategy 2021–2025</p> <p>HBBC Cultural Strategy 2024–2028</p> <p>HBBC Tourism Strategy 2024–2028</p> <p>HBBC Health and Wellbeing Partnership</p> <p>Hinckley BID/HBBC events programme/ calendar and marketing</p> <p>Hinckley BID directory of retailers and hospitality</p> <p>Promotion of Hinckley’s heritage via initiatives such as trails and leaflets</p> <p>HBBC Hinckley Town Centre Accommodation Study</p>	<p>A town with an interesting cultural and tourism offer to entice visitors</p> <p>A town centre that responds positively to the changing needs of the local population, and the changing ways in which people shop</p> <p>A destination with things to do for people of all age groups across the day and into the evening</p> <p>A vibrant town, with a varied, active and developing programme of events</p> <p>A town people want to come to and stay in for living, business and leisure</p> <p>A town where people can do what they need/ want to do alone or with family or friends</p> <p>A town with heritage people can learn about and enjoy</p> <p>A town with an active social and cultural scene, a good range of facilities and a welcoming feel</p> <p>A town centre with an attractive housing offer where people want to live</p>



HOW	SPECIFIC ACTIONS AND IDEAS	TIMEFRAME*
Establish a flexible mixed use area, with Regent Street a particular focus to support an evening economy	Redefine town centre boundary and primary shopping area in the Local Plan. Primary and Secondary Frontages to be replaced with Core Frontages designation	S
Plan for residential development in the town centre, including upper floors in the retail core and other opportunities for reusing or redeveloping vacant or underused buildings and sites for residential development	Ensure Investor Prospectus reflects town centre opportunities	S
Consider the potential for using vacant / underused buildings to support an expanded mix of uses and activities	Encourage longer stays and increasing activity during late afternoons and early evenings with extended retail opening times, timings of events and car parking offers	S
Investigate opportunities to bring more visitor accommodation into the town centre	Work with Hinckley BID, retailers and businesses to develop a “Destination Hinckley” brand and marketing materials aimed at growing visitor audiences, including local town centre users, visitors to the borough’s wider attractions, internal and external businesses and potential investors	S
Work with local traders to establish obstacles to longer opening hours and opportunities for focussed twilight activities	Identify and promote potential destinations within the town centre linked to themes such as heritage, leisure and early evening entertainment and food and drink	S
Embrace a flexible approach to use of town centre space to accommodate co-working space, and other business activity	Consider the development of digital history trails	S
	Continue to expand the range of specialist markets held in the town, e.g. bric-a-brac and antiques, local produce/makers, arts and crafts, Junior market etc.	S/M
	Undertake market research to identify which user categories visit the town centre when, and why, and what would make people spend more time and/or come at additional times	S/M
	As per the objectives of the Car Parks Action Plan consider implementation of car parking measures that support town centre visits	S/M
	Consider development of a targeted programme of early evening/twilight family oriented events	S/M
	Encourage evening economy in mixed use areas – e.g. licencing pavement cafe areas, and encouraging a food and beverage cluster	S/M
	Use digital platforms to encourage visitors	S/M
	Determine mechanisms to deliver the opportunities for upper floor residential development through reuse or conversion, as identified within the Town Centre Accommodation Study	S/M
	Ensure reasonable requests for financial contributions are made and secured from new housing schemes within the town centre catchment	S/M
	As per the recommendations of the Public Realm Masterplan Strategy consider developing plans for improving physical proposals to improve Castle Street and Market Place and identify suitable good quality spaces for outdoor activities/events	M
	Work proactively with stakeholders to secure and deliver key site renewal and redevelopment in the town centre, as set out in the Town Centre Masterplan	S/M/L

\*Indicative timeframes:  
Short 0–3 yrs  
Medium 3–7 yrs  
Long term post 7 yrs



## THEME 4 – ACCESS & MOVEMENT

SUB - THEMES	POLICY BACKGROUND AND CURRENT ACTIONS IN PLACE	WHAT THE STRATEGY WANTS TO ACHIEVE
20-minute Hinckley Public transport Walking/cycling Gateways Signposting/ wayfinding Parking Digital access	HBBC adopted and emerging Local Plan HBBC Corporate Plan HBBC Car Parks Study and Action Plan HBBC Public Realm Masterplan Strategy HBBC Good Design Guide HBBC Wayfinding Strategy Wayfinder touchscreens EV charging spaces in car parks. Hinckley BID Digital High street Offer LCC Local Transport Plan (LTP4)	Easy access to and movement around the town centre for residents and visitors Safe and attractive walking and cycling routes to and through the town Prominent gateways, where appropriate marking a change of priority from vehicles to people An easily navigable and legible town centre, with clear links to the railway and bus stations A choice of modes of transport – good quality convenient public transport options Safe convenient and suitably located parking, adequate to meet evolving needs supported with real time information on the availability of spaces Up to date digital communications to support town centre functions A well connected and attractive town centre environment that supports people’s physical health, wellbeing and encourages people to spend a longer time in the town centre.

### What is a “20-minute town”

A 20-minute town allows for communities to have access to all their needs within a 20-minute walking distance of their front door. They have attractive, safe, walkable environments in which people of all ages are happy to travel for short distances from home to the destinations they visit and services they need to use day to day. It is a concept proposed by the Town and Country Planning Association ([tcpa.org.uk](http://tcpa.org.uk)).



<p>Working with LCC to influence Local Transport planning and proposals</p> <p>Implement Wayfinding Strategy</p> <p>Confirm gateways and priority for improvement</p> <p>Assess potential of development sites to facilitate connections – improving links to wider catchments</p>	<p>Where reasonable, HBBC to support LCC in the provision of real time travel information at bus stops</p> <p>Monitor use of EV charging points to ensure supply meets demand</p> <p>Consider development of digital on-line app to support physical wayfinding</p> <p>Promote Hinckley as a “20-minute” town</p> <p>As per the recommendations of the Public Realm Masterplan Strategy consider developing plans for improving physical proposals and the experience of walking and cycling into town centre</p> <p>Work with LCC in the delivery of projects identified in the Local Transport Plan (LTP4)</p> <p>Ongoing monitoring of car park utilisation and review of on and off street car parking to ensure there is sufficient spaces to meet demand for town centre activities</p> <p>Work proactively with stakeholders to secure and deliver key site renewal and redevelopment in the town centre, as set out in the Town Centre Masterplan</p> <p>Review of bus services in conjunction with operators</p>	<p>S</p> <p>S</p> <p>S</p> <p>S</p> <p>S/M</p> <p>S/M</p> <p>S/M</p> <p>S/M/L</p> <p>M</p>
--	---	--

**Key features of a 20-minute neighbourhood**

Hinckley being compact and close to surrounding residential areas has many features of a “20-minute” town that could be further enhanced with:

- Attractiveness streets for walking and cycling through public realm improvements
- Safe and attractive walking and cycling routes from surrounding areas that make active travel a first choice.
- Encouraging positive change in the mix of retail, community facilities, leisure attractions and historic and cultural assets so they are more attractive to local catchments
- Increasing opportunities for town centre living with a wide mix of homes that make good uses of vacant or underused buildings and land

\*Indicative timeframes:  
Short 0–3 yrs  
Medium 3–7 yrs  
Long term post 7 yrs



## SUMMARY OF SUGGESTED ACTIONS BY TYPE

To ease reference to the actions, these are also summarised below by type:



### Specific actions and ideas – Physical/Spatial



- Complete delivery of High street Heritage Action Zone legacy projects
- Seek opportunities to establish further shopfront and building enhancement grant schemes
- Develop opportunities for increased green infrastructure
- Consider developing plans for improved walking and cycling links
- Work with stakeholders to secure and deliver key site renewal and redevelopment
- Consider developing plans for improving physical and, visible connections between parks and town centre



- Review potential of vacant buildings to accommodate service uses as part of a strategy for vacant or underused buildings
- Consider establishment of a Cultural Hub linked to The Atkins / The Gallery
- Consider providing support to businesses with only a physical presence to also have an online presence
- Work proactively with stakeholders to secure and deliver the renewal and redevelopment of key sites in the town centre



- Redefine town centre boundary and replace primary and secondary frontages with a primary shopping area and core frontage in the emerging Local Plan
- Update Investor Prospectus with town centre opportunities
- Consider potential to improve Castle Street and Market Place and identify spaces for outdoor activities/events
- Work proactively with stakeholders to secure and deliver the renewal and redevelopment of key sites in the town centre



- Support LCC in providing real time travel information at bus stops
- Work with LCC in the delivery of projects identified in the Local Transport Plan (LTP4)
- Consider potential to improve walking and cycling links to the town centre
- Work proactively with stakeholders to secure and deliver the renewal and redevelopment of key sites in the town centre



### Specific actions and ideas – Operational

Support pavement licences for cafés and associated uses where appropriate

Identify measures to increase the number of public art pieces in the town centre

Consider use of regular business support and engagement events

Work with Hinckley BID to promote Loyalty Card scheme

Explore links with Leisure Centre to promote family focussed health and wellbeing related activities

Review existing service provision to establish opportunities for co-location and delivery,

Work with NHS to secure the future of the Hinckley & District Hospital

Encourage longer stays and increasing activity during late afternoons and early evenings with extended retail opening times, timings of events and car parking offers

Work with Hinckley BID, retailers and businesses to develop a "Destination Hinckley" brand and marketing materials

Identify and promote potential destinations within the town centre

Consider the development of digital history trails

Continue to expand the range of specialist markets held in the town

Undertake market research to identify visitor trends and features that would encourage more/longer stays

Monitor use of EV charging points to ensure supply meets demand

Consider development of digital on-line wayfinding app

Review bus services with operators

### Specific actions and ideas – Policy Related

Ensure the Local Plan provides flexibility for a mix of uses within the town centre at appropriate locations

Prepare development briefs for potential redevelopment sites

Develop and deliver measures to address climate change

Promote Hinckley as a "20-minute" town

Consider developing design guidance for reuse of buildings within the town centre and infill developments

Consider developing a lighting strategy for key buildings and spaces

Implement measures contained within Car Parks Action Plan to ensure the offer meets changing needs as EV use increases

Consider implementation of car parking measures that support town centre visits

Consider development of a targeted programme of early evening/twilight family oriented events

Encourage evening economy in mixed use areas

Use digital platforms to encourage visitors

Determine mechanisms to deliver upper floor residential development

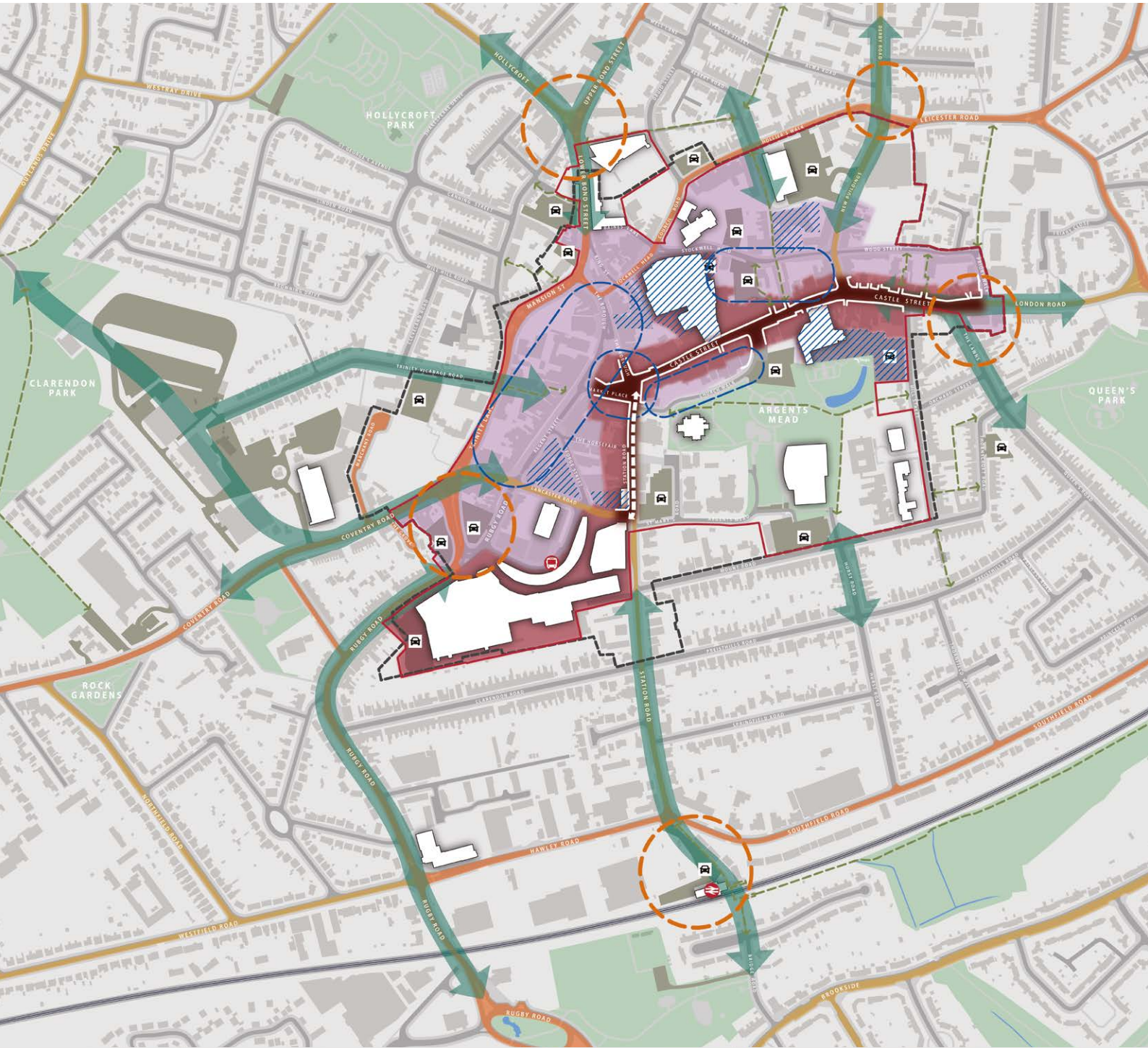
Request financial contributions from new housing developments within the town centre catchment

Promote Hinckley as a "20-minute" town

Ongoing monitoring of car park utilisation and review of on and off street car parking to ensure there is sufficient spaces to meet demand for town centre activities



# MAP OF PHYSICAL INTERVENTIONS



- |  |   |  |                                 |  |                                    |
|--|---|--|---------------------------------|--|------------------------------------|
|  | Adopted town centre boundary                        |  | Gateways                        |  | Station Road connection            |
|  | Potential town centre boundary                      |  | Core frontages                  |  | Public right of way                |
|  | Key buildings                                       |  | Potential primary shopping area |  | Opportunity to improve connections |
|  | Areas with potential for change                     |  | Flexible mixed-use area         |  | Off-street car parking             |
|  | Sites and buildings with potential for regeneration |  | Other 'B' class roads           |  | Bus station                        |
|  |   |  | Local streets                   |  | Railway station                    |

### Potential to revise town centre boundary

Flexible Mixed Use Area to support:

- Early evening economy
- Community facilities and services
- Education
- Employment and Live / Work
- Residential intensification

### Potential Primary Shopping Area

- Focus for main retail uses
- Leisure uses – cinema, bars, cafés and restaurants

### Potential Core Frontages

- Primary focus for retail with some supporting uses

### Creating a “20-Minute Hinckley”

- Improving the design of streets and built environment, with a ‘Healthy Streets’ approach that prioritises active travel modes
- Delivery of the Public Realm Masterplan Strategy
- Improving connections with surrounding residential areas to feel safer and attractive enabling walking and cycling to be modes of choice
- Opportunities to improve main streets and gateways to become attractive for walking and cycling into the town centre

### Car Parking

- Review of short and long stay off street provision
- Role of private parking when underutilised
- Interim flexibility with EV spaces to optimise car parking capacity
- Review of on street car parking to provide flexibility – with potential for collect bays and facilitate evening visits

### Areas with the potential for change and support Destination Hinckley

- **Market Place & bottom of Castle Street** - explore potential for uses that will support the early evening economy. Explore potential to convert vacant or underused upper floors for residential uses
- **Regent Street & The Borough** – explore potential to support early evening economy and other uses. Explore potential to convert vacant and underused upper floors to residential uses. Explore potential for infill development in yards to rear of Regent Street
- **Church Walk & Stockwell Head** - explore the potential for intensification of any underused car parking, servicing and buildings to the rear of Castle Street

### Sites and buildings with potential for regeneration

- **Britannia Centre** – offers potential to be enhanced and adapt to changing retail trends with a wider mix of uses
- **Former Co-op (61–63 Castle Street) and Castle Car Park** – should premises become available, offers potential to accommodate a wider mix of uses alongside enhancements and improved connections to the car park
- **Hansom Court** – offers potential for redevelopment with flexible ground floor uses and residential development
- **High Cross Building** – offers opportunity to optimise the mix of uses that will support the town centre
- **The Emporium / Emmaus** – potential for redevelopment to centralise and enhance the functions of the Emmaus charity
- **Former Post Office, Sorting Office and Garage** – explore potential to retain and enhance the Former Post Office and redevelopment to provide a mix of uses

# WHAT WILL SUCCESS LOOK LIKE?

A successful Hinckley town centre will have the following characteristics. Each action proposed is intended to contribute to securing these:

- 1. Sustainable:** Both environmentally and in the wider meaning of the word – Hinckley will continue to be able to meet the needs of its changing population over time
- 2. Vibrant:** It will be interesting, exciting, enjoyable, varied and dynamic with things to do for all ages and across the hours of the day and which enable healthy
- 3. Accessible:** People will be able to get to it easily on foot by bicycle and by a range of modes of transport, and move and navigate around it easily and in comfort and safety
- 4. Attractive:** The environment of the town centre, its approaches and its buildings will feel like a nice place to be, and offer spaces that are beautiful and interesting and promote a sense of well-being
- 5. Useful:** It will offer a range of living, working, learning and cultural experiences and services that encompass people's day to day needs and their special occasions
- 6. Adaptable:** It will incorporate flexibility in how it is managed and developed, enabling positive and timely responses to people's needs as they change

↓ The town centre will feel like a nice place to be, encouraging people to spend more time in it, or visit more often



↑ It will be interesting, exciting, enjoyable, varied and dynamic with things to do for all ages



# THE HINCKLEY TIMELINE

The timeline below represents a typical pattern of weekday activity by intensity of volume of visitors. Observations from officers and stakeholders indicates a drop off in activity in the late afternoon early evening period (as indicated by the grey shaded area) for all use categories. A key aim of the strategy is to encourage more visitors at this time either by lengthening their afternoon stay or bringing more people into town earlier as part of an evening visit.

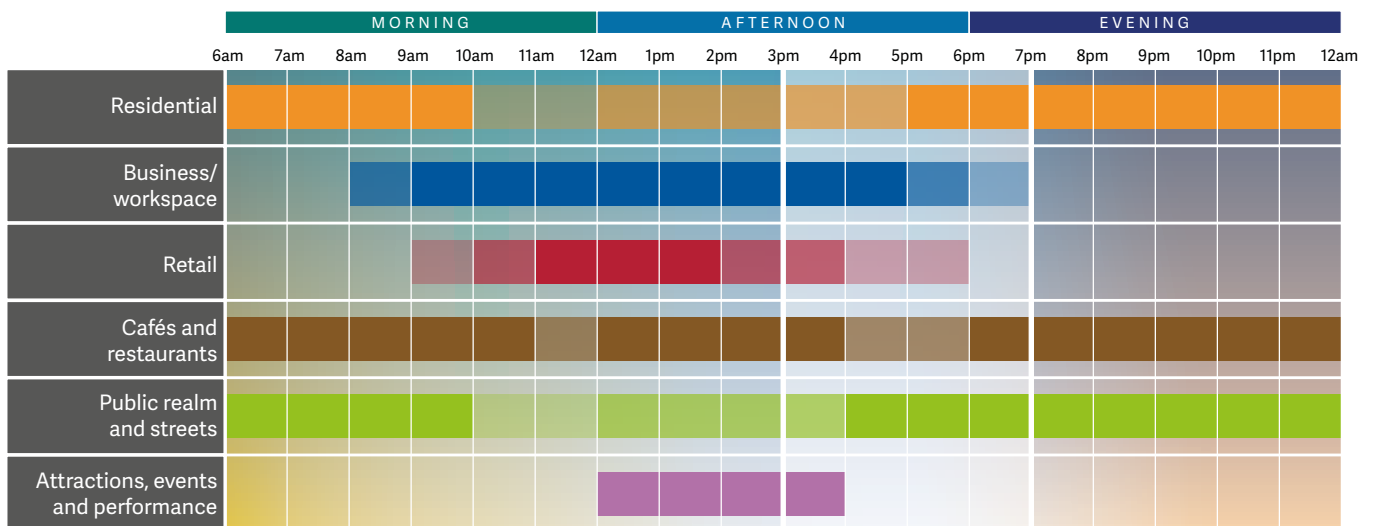
HBBC's Community Safety Partnership is working in partnership with businesses and organisations operating in the night time economy to achieve Purple Flag status and demonstrate that the town centre is safe, diverse, vibrant, appealing, well-managed and offers a positive experience to visitors and consumers.

To meet the aim of encouraging longer stays over this period measures, including extending retail opening times, focused events, and reviewing car parking charges, could be considered.

It is recognised that different user groups use the town centre at different times for different reasons. Users will generally fall into one or more of the groups identified below:

1. Single – young – middle aged – elderly
2. Couples – young – middle aged – elderly
3. Families (i) – new-born/toddlers/young kids (play focus)
4. Families (ii) – older/teenagers (cinema and clubs)
5. Retirees
6. Students
7. Visitors

Undertaking a market research exercise covering representatives from all the above groups would assist the Council to understand how best to direct investment into new facilities/services and shape future events schedules. Questions can be focused around reasons for visiting; time of day and time spent; and what would make people spend more time in the town centre and visit more often.



Highlighted area represents target window for increased activity

## THE NEED FOR A MASTERPLAN

The strategy identifies the need for a comprehensive Town Centre Masterplan to determine in more detail the key areas for change and development over the Local Plan period. This will be a key document for providing a strong platform for implementation of many aspects of the strategy and can inform the emerging Local Plan.

This will look in particular at key opportunities to explore:

- The potential for optimising ground floor units to support the evening economy and other activities, and for upper floors to accommodate residential uses at Market Place & bottom of Castle Street, The Borough and Regent Street
- The scope for infill development within car parking and service yards that are underused to the rear of Regent Street, and rear of Castle Street at Church Walk and Stockwell Head
- Options for key sites such as the Britannia Centre, Former Co-op and Castle Car Park, Hansom Court and the Former Post Office, Sorting Office and Garage.
- Potential redevelopment options at the Emporium / Emmaus to support the Emmaus Charity's functions.
- Options for optimising the mix of uses in the High Cross Building to support Regent Street.

## LEADERS AND PARTICIPANTS

Development and delivery of the strategy will be led primarily by HBBC. Ultimately success will depend on the involvement and co-operation from time to time of a range of other bodies and organisations. These include:

- Hinckley & District Chamber of Trade
- College & schools
- Hinckley & Bosworth Employment & Skills Taskforce
- Hinckley & Bosworth Tourism Partnership
- Hinckley BID
- Hinckley Town Centre Partnership
- Investors/landowners/developers
- Leicestershire County Council
- Leicestershire Markets Towns Group
- Leicestershire Police Community Safety Partnership
- Local cultural and heritage groups
- NHS
- Retailers and businesses
- Voluntary Sector

# COSTS AND FUNDING

From the point of view of those costs related to public programmes and proposals, the largest funding requirement is likely to be associated with the delivery of a Masterplan. There will of course be costs associated with private initiatives, but these are undertaken on a commercial basis with the expectation of creating value and generating profit.

There are three main sources of funding to implement Masterplan related proposals:

## PRIVATE SECTOR INVESTMENT

A Masterplan will increase private sector confidence and help create an environment for investment. Funding through private sector investment will be crucial in making things happen on the ground. Private sector investment has already transformed a number of sites in the Town Centre – the Crescent for example. A number of other sites are attracting or will attract developer interest. An ongoing dialogue with interested parties is required to ensure high quality development can be achieved on these important sites. The Hinckley BID, now in its fourth term, will support the coordinated efforts between businesses and secure onward operational investment in the promotion of Hinckley, its attractions and events.

## PUBLIC SECTOR FUNDING

The Borough Council can allocate capital funds specifically for improvements in the Town Centre and to facilitate its regeneration. Such investment can also be used as the basis for match funding bids, with the delivery of the Hinckley High street Heritage Action Zone being a recent example.

A funding and bidding strategy will need to be developed to ensure readiness in terms of bids to government, the Leicester & Leicestershire Business and Skills Partnership, or any other relevant organisations as new town centre funding opportunities come forward. Successful bids such as the Levelling Up Bid for Twycross Zoo and Hinckley High street Heritage Action Zone demonstrate the importance of having strategies in place to support bids for public investment.

The Town Centre Masterplan itself will provide a rationale for securing funding for new projects by demonstrating they form part of a comprehensive and coherent regeneration strategy for the Town Centre.

The Borough Council can also ensure that its other funds and programmes which impact on the Town Centre are properly programmed and coordinated. For example, it is likely that transport infrastructure improvements will be proposed in the town centre over the life time of this Strategy.

## DEVELOPER CONTRIBUTIONS (S106 AGREEMENTS)

To ensure that development in Hinckley makes a contribution to mitigating its impact on the environment and on the demand for community facilities and infrastructure, HBBC will seek to enter into legal agreements with private developers under Section 106 of the Town and country Planning Act 1990. This could include agreements for:

- Projects identified within the HBBC Hinckley Town Centre Public Realm Masterplan Strategy and HBBC Hinckley Town Centre Wayfinding Strategy.
- The improvement, extension and creation of new public spaces.
- Amending traffic circulation and improving facilities for pedestrians and cyclists and car parking.
- Public transport services and infrastructure.
- Affordable housing.
- Contributions to community facilities, arts, culture and recreation.
- Town Centre security.

In determining the extent of such obligations, consideration will, of course, need to be given to the financial viability of schemes.

Borrowing can also be sourced through the Public Works Loan Board (PWLB), if, for example, the Council embarks on any direct development which can generate an income stream to cover debt, or as part of a development partnership.

## LAND OWNERSHIP

The Council owns key pieces of land in the town centre which, subject to appropriate financial appraisal, can be made available to help to deliver the Strategy. Public space and Highway land can also be used where necessary to deliver public realm schemes. The Council also has powers to acquire land compulsorily where necessary in order to ensure the delivery of key proposals that arise from a Masterplan.

