

**Steve Atkinson** MA(Oxon) MBA MioD FRSA  
*Chief Executive*



**Please Ask For:** Mr R. Wright  
**Direct Dial/Ext:** 01455 255894  
**Direct Fax:**  
**Email:** richard.wright@hinckley-bosworth.gov.uk  
**Your Ref:** R11/0230  
**Our Ref:** P/DC/RJW/11/10221  
**Date:** 20 April 2011

**Hinckley & Bosworth  
Borough Council**

*A Borough to be proud of*

Mr M. McConville  
Development Control  
Rugby Borough Council  
Town Hall  
Evreux Way  
Rugby  
Warwickshire  
Cv21 2RR

Dear Mr McConville

**Re – Proposed development at Land at Stretton Croft, Watling Street, Wolvey**

I refer to your consultation letter to this authority dated 6 April 2010 regarding the above planning application reference R11/0239.

The proposed development is in an unsustainable location in the countryside outside any settlement boundary. The proposed development is therefore considered to be contrary to national planning guidance contained in Planning Policy Statement 7: 'Sustainable Development in Rural Locations' which guides local authorities to promote sustainable patterns of development and seeks to protect the countryside for its own sake from inappropriate development.

The proposed development is also likely to generate a large number of trips by private car given the somewhat remote location of the site in respect of residential areas and the lack of accessibility by public transport. Notwithstanding the submitted details, the proposed development is therefore considered to be contrary to national planning guidance contained in Planning Policy Guidance 13: 'Transport' which seeks to (i) reduce the physical separation of key land uses; (ii) promote more sustainable transport choices and accessibility to jobs, leisure facilities and services by public transport, walking and cycling and (iii) reduce the need to travel, especially by car.

The proposals involve the development of 'town centre' uses and B1(a) office uses in a location that is remote from facilities and services. The proposed development is therefore considered to be contrary to national planning guidance contained in Planning Policy Statement 4: 'Planning for Sustainable Economic Growth' which seeks to (i) deliver more sustainable patterns of development and reduce the need to travel, especially by car; (ii) promote the vitality and viability of town centres by focussing new economic growth and development of main town centre uses in existing centres and (iii) strictly control economic

development in open countryside away from existing settlements or outside areas allocated for development in development plans in order to protect the open countryside for the benefit of all. There are concerns that the proposed development could have an adverse impact on Hinckley town centre.

The proposed development is also appears to be contrary to a number of 'saved' policies contained in the Rugby Borough Local Plan which accord with national planning guidance.

Notwithstanding any merits of potential employment generation, due to the unsustainable location of the site, Hinckley and Bosworth Borough Council does not support the proposed development.

Yours sincerely

R. Wright  
Area Planning Officer  
On behalf of Hinckley and Bosworth Borough Council