

Destination Hinckley

A Strategic Vision for the Town Centre 2025 to 2035

Summarised version



Hinckley & Bosworth Borough Council

Background and Principles

The Borough Council is committed to supporting Hinckley town centre for the long term. The survival of the town centre is vital to the local economy and community. We will focus upon supporting more local living, working, shopping, socialising and shared enjoyment of the town centre environment in the context of climate change.

This vision builds on the key Council's Corporate Plan themes of people, places and prosperity whilst linking to wider supporting strategies.

The Vision

Destination Hinckley – A place where people wish to spend more time

To achieve the vision the following set of objectives have been identified:

Creating an attractive town centre

An attractive town centre, celebrating and enhancing its own unique history and culture, high quality green and open spaces. An excellent retail and service offer from the independent sector.

Delivering a range of attractions and events

A growing range of attractions and events throughout the year and at different times of day, with something for everyone. A super café culture fostering increased dwell time.

Providing a range of facilities

A diverse range of facilities and services where people can meet, shop, eat, drink, play, work or just watch the world go by in a safe and welcoming atmosphere. A place where people can live with a choice of homes.

Allowing for easy town centre access

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. A clearly signed and functional public realm allowing for ease of movement.



Key themes

Four key theme commitments have been identified allowing us to achieve these objectives:

Environment: We will ensure sustainability and be climate friendly in all of our approaches. We will further beautify the town centre by improving the public realm, parks and open spaces. Consider increasing the number of public art pieces. Celebrate our heritage and culture.

Services: We will work alongside trusted partners to ensure the retail, service and voluntary sector offers are complimentary and meet the needs and expectations of shoppers, visitors and residents.

Activity: We will ensure an increase in the amount of time people spend in Hinckley, leading to increased footfall and spend. Developing the café culture concept and having a wide range of fun and free events will compliment this.

Access: We will enhance how visitors and shoppers move around the town centre through signposting and wayfinding, ensuring our offer is accessible and promoted. There will be improvements to safe cycling storage, our parking will remain competitive, and we will uplift the digital promotion.

Actions

High level actions will be developed for delivery in the short, medium and long term over the lifetime of the Vision. Each proposed action will need to consider many external factors such as funding, competing priorities, market forces, Government policies, associated risks, financial viability and deliverability.

Actions will relate to a specific part of the town centre, or a specific site. Some may be closely linked to operational town centre management and promotion, whilst others will relate to the policy framework that guides development of the town centre. Partnership working, private sector investment and public sector funding will be required to develop and deliver actions.



What will success look like?

A successful Hinckley town centre will have the following characteristics with proposed actions intended to contribute to securing these: proposed is intended to contribute to securing these:

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.

Vibrant: It will be interesting, exciting, enjoyable, varied and dynamic with things to do for all ages and across the hours of the day increasing dwell time and enabling a healthy lifestyle.

Accessible: People will be able to get to it easily on foot by bicycle and by a range of modes of transport and safely move and navigate around it easily and in comfort.

Attractive: The environment of the town centre, its approaches and its buildings will feel like a nice place to be, offering spaces that are beautiful and interesting and promote a sense of wellbeing by creating a destination.

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.

Adaptable: It will incorporate flexibility in how it is managed and developed, enabling positive and timely responses to people's needs as they change. Underpinning everything will be financial viability where we ensure value for money, with interventions being complementary to existing services and adding value to the existing offer.



Hinckley & Bosworth
Borough Council



[Hinckley-bosworth.gov.uk](https://hinckley-bosworth.gov.uk)