

Matter 2: Local Plan Vision, District Portrait and Development Objectives

Introduction

- 1.1.1. This representation should be read in conjunction with the previous Regulation 18 and 19 representations made by William Davis Homes (WDH, ref. 7585, agent ref. 7779).
- 1.1.2. WDH is an established and highly respected housing developer based in Leicestershire and have been building new homes across the Midlands for over 90 years. Their work is underpinned by strong family values and understanding. WDH have been rated as a five-star housebuilder in the Home Builders Federation annual survey for the last 11 years; 90% of customers are happy with their home and their experience with the housebuilder.
- 1.1.3. WDH have been promoting Leicester Road, Lutterworth since 2021, submitting the site for a residential allocation as part of the 'Call for Sites' process for the draft Plan. The SHELAA assessment (ref. HSG-NLP 4) positively explained that the site is considered suitable for residential development and is available with the delivery of dwellings achievable within five years.
- 1.1.4. Following this, WDH support the site's identification by Harborough District Council as a proposed allocation (draft ref. L1) to deliver 230 dwellings within Lutterworth over the next plan period (2020-2041). WDH have continued to engage since the site's identification as a draft allocation by making representations to the Regulation 18 and 19 consultations in 2024 and 2025, respectively, and engaging with HDC through the pre-application process to support this proposed allocation and discuss how development on the site can be effectively brought forward.
- 1.1.5. An application (ref. 26/00447/FUL) was submitted in March 2026 to secure full planning permission for the residential development of the site, with access from Leicester Road (A426), alongside landscaping, drainage, open space and associated works. This indicates WDH's intention for the site to deliver housing early in the plan period, as the site is available now.
- 1.1.6. Alongside contributing towards meeting the housing needs of the District at a sustainable location which is supported by existing infrastructure and improvements associated with the Lutterworth East Strategic Development Area (SDA), development on the site will deliver several benefits including the delivery of affordable and specialist housing, provision of a high-quality, safe and well-connected residential environment, biodiversity improvements on and off-site, and incorporation of sustainability measures into the design of proposed dwellings and their associated plots.
- 1.1.7. WDH have provided hearing statements to support the allocation of Leicester Road, Lutterworth (draft ref. L1) in recognition of the contribution of the site towards the identified housing needs of Harborough District and specifically Lutterworth, and provide comments on some draft policies and criteria to ensure the Plan is effective in delivering the District's identified development needs, as required for the Plan to be sound per paragraph 35 of the National Planning Policy Framework (NPPF, 2023).

Issue 1: Plan Vision

Question 1: Is the Plan's Vision consistent with NPPF paragraph 15, which sets out that succinct and up-to-date plans should provide a positive vision for the future of each area; a framework for meeting housing needs and addressing other economic, social and environmental priorities; and a platform for local people to shape their surroundings? Should it refer to meeting local housing need and a proportion of Leicester's unmet need?

- 1.1.8. WDH supports the overall Vision for the District and agrees that it provides a positive framework for managing growth and development, clearly identifying suitable and sustainable locations for growth which are supported by the evidence base, per WDH's response to Matter 1.

- 1.1.9. However, in recognising the suitability of focus areas for development over the Plan period, including Market Towns, the Vision should reflect the importance of maximising opportunities to meet both Harborough District's local housing needs and its contribution towards Leicester City's identified unmet needs, and continue this into the supporting draft policies regarding development strategy, clarifying that the development guidelines (per draft Policy SA01, Site Allocation Schedule) are indicative and should be expressed as indicative minimums rather than absolute limits. This will ensure the Plan's Vision can be effectively delivered in a way that is flexible, as required by paragraph 35 of the NPPF (2023), by optimising housing delivery where already identified as appropriate.