SOUTH HOLLAND DISTRICT COUNCIL

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Bennys Dinner

Address Line 1

Wisbech Road

Address Line 2

Long Sutton

Address Line 3

Lincolnshire

Town/city

Spalding

Postcode

PE12 9AG

Description of site location must be completed if postcode is not known:

Easting (x)

544003

Northing (y)

321827

Description

Applicant Details

Name/Company

Title

First name

Surname

Thompson

Company Name

Travelodge Hotels Limited and Benny's Diner (LONG SUTTON) LTD

Address

Address line 1

Wisbech Road

Address line 2

Long Sutton

Address line 3

Town/City

Spalding

County

Lincolnshire

Country

UK

Postcode

PE12 9AG

Are you an agent acting on behalf of the applicant?

- [x] Yes
- [ ] No

Applicant Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Agent Details

Name/Company

Title

Mr

First name

Hector

Surname

Penrose

Company Name

Fitt Signs Ltd

Address

Address line 1

60 - 62

Address line 2

Pitt Street

Address line 3

Town/City

Norwich

County

Country

Postcode

NR3 1DF

Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Re-skin and refurbish 2 existing double sided totem signs at Wisbech Rd, Long Sutton, Spalding PE12 9AG

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:
Other type

Height:
6.8 metres

Width:
1.8 metres

Depth:
0.23 metres

What is the height from the ground to the base of the advertisement?:
3500 metres

What is the maximum projection of the advertisement from the face of the building?:
1.8 metres

What is the maximum height of any of the individual letters and symbols?:
35 centimetres

What materials will the advertisement be made of?:
Aluminium composite, acrylic and vinyl

The colour of text and background:
Text is blue and red and background is black

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
50 cd/m^2

Will the illumination be static or intermittent?:
Static

Please describe each of the 'Other type(s)' of advertising proposed

The two totems are both identical apart from slight differences in sizes. The will feature both Travel lodge and Benny's Diner advertising - double sided.

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- [x] Yes
- [ ] No

If Yes, please provide details

2 existing totem signs are already in place and are getting re-skinned and refurbished to a new design. I have been in touch with Patman, Oscar Oscar.Patman@sholland.gov.uk and he was not able to find the original application for the 2 totem signs.

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- [x] Yes
- [ ] No
- [ ] Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

Both totems are currently existing and will be re-skinned and refurbished but the original structure will be used to do this. I have been in touch with Patman, Oscar Oscar.Patman@sholland.gov.uk and he was not able to find the original application for the 2 totem signs.

Will the proposed advertisement(s) project over a footpath or other public highway?

- [ ] Yes
- [x] No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

13/11/2026

To Date

13/11/2031

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- [x] Yes
- [ ] No

If Yes, please provide details

Yes I have contacted Oscar Patman | Planning Officer | South Holland District Council

DDI: 01775 764434

Mobile: 07780936027
www.sholland.gov.uk
Oscar.Patman@sholland.gov.uk

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- [x] Yes
- [ ] No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- [x] The agent
- [ ] The applicant
- [ ] Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- [x] Yes
- [ ] No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

***** REDACTED ******

First Name

***** REDACTED ******

Surname

***** REDACTED ******

Reference

Oscar.Patman@sholland.gov.uk

Date (must be pre-application submission)

29/10/2026

Details of the pre-application advice received

I asked if he could find the original application for the totems.

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

◯ Yes
⊘ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

⊘ Yes
◯ No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:
(a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

◯ Yes
⊘ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.
I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.
I/We also accept that, in accordance with the Planning Portal's terms and conditions:
- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☑ I / We agree to the outlined declaration

Signed

Michael Wright

Date

13/11/2026