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

14-16 Winsover Centre

Address Line 1

Winsover Road

Address Line 2

Address Line 3

Lincolnshire

Town/city

Spalding

Postcode

PE11 1EJ

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

Easting (x)

524398

Northing (y)

322682

Description

land to northeast corner of Winsover Centre carpark, near Station Carpark approach (opposite Sainsburys southern pedestrian entrance).

Applicant Details

Name/Company

Title

First name

Property

Surname

Manager

Company Name

Smart Outdoor Limited

Address

Address line 1

The Yard

Address line 2

Keel Square

Address line 3

Town/City

Sunderland

County

Country

UK

Postcode

SR1 3AP

Are you an agent acting on behalf of the applicant?

- [x] Yes
- [ ] No

Applicant Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

Mr

First name

Stuart

Surname

Wellman

Company Name

Ardent Land Limited

Address

Address line 1

7 Bell Yard

Address line 2

Address line 3

Town/City

London

County

Country

United Kingdom

Postcode

WC2A 2JR

Contact Details

Primary number

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

Secondary number

Fax number

Email address

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

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

2 sided signage totem at Winsover Centre carpark

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

Advertisement Type:
Other type

Height:
6.71 metres

Width:
2.21 metres

Depth:
4 metres

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

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

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

What materials will the advertisement be made of?:
Pressed metal and GRP to contain 2 x digital displays each of 2m wide x 4m high. Set back-to-back in a slight 'V' formation, One sign facing north, the second facing southeast (with the third side being blank). The lower portion of the totem structure will be solid clad (and include a Centre Logo / Nameplate) to present the main display areas at c. 2.71m AGL.

The colour of text and background:
The display faces changes with each remotely presented digital content. Brightness set at 300 cd/m2 from dusk to dawn (see below) and up to 5,000 cd/m2 at all other times, tracking ambient conditions and the time of day / day of the year. In accordance with Institute of Lighting Professionals guidelines.

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
300 cd/m^2

Will the illumination be static or intermittent?:
Intermittent

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

2 sided totem (set on a privately owned carpark edge) showing a range of advertising content on rotation along with a centre nameplate.

Location of Advertisement(s)

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

◯ Yes
⊘ No

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

◯ Yes
⊘ No
◯ Not Applicable

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

◯ Yes
⊘ No

Advertisement(s) Period

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

From Date

01/07/2026

To Date

30/06/2036

Neighbour and Community Consultation

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

◯ Yes
⊘ No

Site Visit

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

⊘ Yes
◯ No

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

⊘ The agent
◯ The applicant
◯ Other person

Pre-application Advice

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

◯ Yes
⊘ No

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

Stuart Wellman

Date

11/04/2026