

CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	Reference No:	4/26/2287/0A1	
2.	Proposed Development:	ADVERTISING CONSENT FOR THE ERECTION OF SIX ADVERTISING BOARDS ON EXISTING BOUNDARY HOARDING	
3.	Location:	RED LION HOTEL, 2 MARKET PLACE, EGREMONT	
4.	Parish:	Egremont	
5.	Constraints:	ASC Adverts - ASC;Adverts, Conservation Area - Conservation Area, Coal - Off Coalfield - Data Subject To Change, Outer Consultation Zone - Sellafield 10KM	
6.	Publicity Representations &Policy	Neighbour Notification Letter	No
		Site Notice	No
		Press Notice	No
		Consultation Responses	See Report
		Relevant Policies	See Report
7.	Report:		
	Site and Location		
		This application relates to land to the frontage of the former Red Lion site, located within the centre of Egremont.	
		The site was formerly occupied by the former Red Lion Public House at 2-5 Market Place. This building was demolished in 2020. The site is currently cleared but overgrown and is enclosed by hoardings. The hoardings along the front of the site are subject to this	

application.

The site is located within the Town Centre and fronts onto Market Place. The application site is located within the Egremont Conservation Area.

Directly Relevant Planning Application History

4/88/0506/0 – Conversion of ground floor to restaurant – Approved.

4/89/1090/0 – Alterations to bar and restaurant and cellar extension – Approved.

4/98/0630/0 – Change of use to cold food (sandwich) production facility – Approved.

4/91/1087/0 – Conversion of 2nd floor and attic floors to flat and alteration to shop – Approved.

4/05/2084/0 – Change of use from taxi office to craft shop – Approved.

4/06/2809/0 – Conversion of upper floors and rear workshop builds to create 7 residential units and retaining ground floor shop premises – Approved.

4/08/2036/0 – Proposed alterations to existing shop front – Approved.

4/11/2003/0F1 – Extensions & alterations to create five flats & three houses and sub-division of one shop to create two – Approved.

4/11/2489/0F1 – Installation of solar photovoltaic panels – Approved.

4/16/2195/0F1 – Change of use of alterations and extension to provide 2 ground floor shop units, 4 one bed and 1 two bed flats, 3 two bedroom houses and 5 car park – Approved.

4/26/2044/0F1 – Refurbishment and extension of existing two storey building for community use; creation of new public realm; construction of two new single storey buildings for commercial and community uses; and formalisation of additional parking spaces to serve the proposed community building – Approved.

4/26/2256/0A1 – Advertisement consent for application for display of 6 boards on existing boundary hoarding – Withdrawn.

Proposal

This application seeks advertisement consent for the display of six advertising boards on the existing hoarding which runs along the site frontage.

The proposed six advertisement boards will measure 2440mm x 1220mm and will provide details of the Borderlands Place Programme and the regeneration of Egremont. The adverts will not be illuminated.

Consultation Responses



Cumberland Council

Egremont Town Council

No objections.

Cumberland Council – Highway Authority & Lead Local Flood Authority

18th September & 2nd October 2026

As this falls under our Service Level Agreement (SLA), this application does not need to be submitted to the Local Highway Authority or Lead Local Flood Authority; subject to the highway and drainage aspects of such applications being considered in accordance with the Agreement.

The highway and drainage implications of this application can therefore be decided by the Local Planning Authority.

If you have a particular aspect of this application you wish us to consider, please feel free to contact me direct

Cumberland Council – Environmental Health

There are no objections from Environmental Health to this proposed development.

Cumberland Council – Conservation Officer

Conclusion: No objection

Assessment: These display boards are intended to be temporary and provide information about the regeneration work going on in and around Egremont for the duration of the regeneration of the Former Red Lion Site itself.

These will improve the appearance of the site and provide useful information to locals.

I anticipate no harm to heritage assets, and benefit in the forms mentioned above.

Planning Policy

Planning law requires that applications for planning permission must be determined in accordance with the Development Plan unless material considerations indicate otherwise.

Development Plan

On 1st April 2023, Copeland Borough Council ceased to exist and was replaced by Cumberland Council as part of the Local Government Reorganisation of Cumbria.

Cumberland Council inherited the local development plan documents of each of the sovereign Councils including Copeland Borough Council, which combine to form a Consolidated Planning Policy Framework for Cumberland.

The inherited the local development plan documents continue to apply to the geographic area of their sovereign Councils only.

The Consolidated Planning Policy Framework for Cumberland comprises the Development Plan for Cumberland Council until replaced by a new Cumberland Local Plan.

Copeland Local Plan 2021 - 2039 (LP):

Cumberland Council continued the preparation of the LP as commenced by Copeland Borough Council.

The LP was adopted by Cumberland Council on the 5th of November 2024 replacing the Copeland Local Plan 2013-2028 and the saved policies of the Copeland Local Plan 2001-2016.

Strategic Policy DS1: Settlement Hierarchy

Strategic Policy DS2: Settlement Boundaries

Policy DS4: Design and Development Standards

Strategic Policy BE1: Heritage Assets

Policy BE2: Designated Heritage Assets

Policy BE4: Non-Designated Heritage Assets

Policy BE6: Advertisements

Other Material Planning Considerations

National Planning Policy Framework (2026)

National Planning Practice Guidance (NPPG)

Cumbria Development Design Guide

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Planning (Listed Building and Conservation Areas) Act 1990

Conservation Area Design Guide SPD (Adopted December 2017)

Assessment

The key issues raised by this proposal are the potential impacts on visual amenity; impact on heritage assets; and impact on public safety.

Impact on Visual Amenity

Policy BE6 of the Copeland Local Plan states that applications for consent to display advertisements will be permitted where the proposal will not have an adverse effect on either amenity or public safety. Proposals for advertisements and signs in the Area of Special of Control of Advertisements and those affecting Heritage Assets and their setting will only be



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granted consent where the following additional criteria are met: they preserve and enhance the special qualities and character appearance of the rural landscape, including designated landscapes; Conservation Areas; Listed Buildings; other heritage assets and their settings; proposals avoid the use of projecting box signs and instead reflect, re-interpret or complement traditional hanging sign styles; proposals at development entrances where possible advertise multiple businesses to avoid the proliferation of individual signs and clutter; and, where illumination is proposed it is demonstrably necessary and is sensitively designed for its context, generally avoiding internal illumination methods.

The proposal seeks permission for the installation of six advertisement boards on the hoarding along the site frontage. The boards will detail the Borderland Place Programme and the regeneration of Egremont.

The scale, siting and design of the proposed signs are considered acceptable in the context of the site and the wider area. The adverts are also only to be sited along the hoardings whilst the works are being undertaken at the Red Lion site for a temporary period.

It is not proposed that the adverts will be illuminated.

The Council's Environmental Health team have offered no objections to the application.

On this basis, the proposed adverts are unlikely to have any adverse impacts on the amenity of the locality and therefore, the proposals are considered to comply with Policy BE6 of the Copeland Local Plan, and the provisions of the NPPF.

Impact on Heritage Assets

Strategic Policy BE1 and BE2 of the Copeland Local Plan seek to protect or enhance heritage assets and their setting. Proposals that better reveal the significance of heritage assets will be supported in principle.

Planning (Listed Buildings and Conservation Areas) Act 1990:

The Planning (Listed Buildings and Conservation Areas) Act 1990 establishes a need "in considering whether to grant listed building consent for any works [for the Local Planning Authority to] have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest" [Section 16(2)]. This requirement also applies to the granting of planning permission affecting a listing building or its setting [Section 66(1)].

Section 72 of the 1990 Act states that "special attention shall be paid to the desirability of preserving or enhancing the character or appearance of [a conservation] area."

Chapter 20 of the NPPF relates to Conserving and Enhancing the Historic Environment:

Decision-making policy HE4(1): Development proposals affecting the significance of a heritage asset, including its setting, should maintain or secure a use consistent with its conservation, and should conserve instead of harm (or minimise where not possible) that

significance.

Decision-making policy HE4(2): Any harm to the significance of a designated heritage asset (including from development within its setting) should have clear and convincing justification.

Decision-making policy HE5(1): Proposals affecting heritage assets should be accompanied by an assessment of significance (including the contribution of setting) and of potential effect on significance. Detail should be proportionate to the assets' importance, and no more than necessary to understand the potential effect. This should draw on the Historic Environment Record, and appropriate expertise where necessary.

Decision-making policy HE5(2): Assessments of these effects on significance should identify whether the proposals would have a positive effect, no effect, a harmful effect, or result in total loss of significance.

Decision-making policy HE6(1): Substantial weight should be given to conserving the significance of a designated heritage asset, irrespective of the potential effect on significance. HE6(3): "Any harm to a designated heritage asset will be a matter of considerable importance and weight..."

HE6(4): Harm to the significance of a designated heritage asset should be weighed against the public benefit.

HE6(5): Substantial harm to a designated heritage asset is grounds for refusal unless it is necessary to achieve substantial public benefits, or all of a list of conditions apply (see full text).

Decision-making policy HE7(2): Harm to the significance of a non-designated heritage asset should be weighed against the benefits, and a balanced judgement made. This should have regard to the importance of the asset and the scale of the harm.

HE7(3): Substantial harm to or total loss of a non-designated heritage asset should only be supported where the harm is outweighed by the benefit.

Decision-making policy HE9(1): Proposals that are within, or which affect the significance of, a conservation area should retain and conserve buildings or other features that make a positive contribution to its character or appearance where possible, and consider the area's special architectural and historic interest.

HE9(2): Where a proposal would result in the loss of an element a conservation area that it is desirable to conserve, impact assessment should take into account the element's relative significance and its contribution to the significance of the conservation area in accordance with HE5 and HE6.

Decision-making policy HE10(1): Where a proposal would result in the loss of all or part of a heritage asset, the development should not be approved unless all reasonable steps have been taken to ensure the new development will proceed, and the applicant should record and advance understanding of the significance of the asset to be lost in a manner proportionate to



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its importance and the potential impact on it. They should make this evidence accessible in the relevant Historic Environment Record and public depository, as appropriate.

The Council's Conservation Officer has reviewed the application and has confirmed no objections to the proposal. The Officer has confirmed that the signs will improve the appearance of the site and provide useful local information. Furthermore, it is confirmed that no harm is anticipated to heritage assets.

On this basis, the application is considered to preserve the existing Heritage Assets and therefore the proposal is considered to comply with Policies BE1 and BE2 of the Copeland Local Plan, the adopted Conservation Design Guide 2017 and provisions of the NPPF.

Impact on Public Safety

Policies BE6 of the Copeland Local Plan, Policy TR4 of the NPPF, and the 2007 Advertisement Regulations seek to ensure proposals do not affect the street scene or public safety.

The proposed adverts will be located upon the existing hoardings at the front of the site. In the proposed locations, the signs are unlikely to have any harm on public safety and will not appear obtrusive or dominant feature in the street scene.

No comments have been received from the Highway Authority.

On this basis, the signs are considered to comply with Policy BE6PU of the Copeland Local Plan, TR4 of the NPPF, and the 2007 Advertisement Regulations.

Planning Balance and Conclusion

The proposal seeks consent for the display of six advertisement boards on the existing hoarding along the site frontage. The boards will detail the Borderland Place Programme and the regeneration of Egremont and will only be required for a temporary period.

The proposed signs are of an acceptable scale, siting, and design to maintain visual amenity and it is unlikely to harm public safety. The signs are not considered to have an adverse impact on heritage assets.

Overall, the proposed signage is considered to comply with Policies of the Copeland Local Plan, the provision of the NPPF, and the Advertisement Regulations and, as such, is recommended for approval.

8. **Recommendation:**

Approve Advertisement Consent

9.

Conditions:

Standard Conditions:

1. This consent shall expire in 5 years from the date of this notice whereupon the signage shall be removed and any damage repaired unless further consent to display has been granted by the Local Planning Authority.

Reason

To accord with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and in the interests of amenity and public safety.

2. This permission relates to the following plans and documents as received on the respective dates and development shall be carried out in accordance with them:-
 - Application Form, received by the Local Planning Authority on the 17th September 2026.
 - Site Location Plan, Scale 1:1250, received by the Local Planning Authority on the 17th September 2026.
 - Description of the Proposed Signs, received by the Local Planning Authority on the 17th September 2026.
 - Siting of Proposed Advertisement Boards, received by the Local Planning Authority on the 17th September 2026.
 - Borderlands Egremont Hoarding Board Details, received by the Local Planning Authority on the 17th September 2026.

Reason

To conform with the requirement of Section 91 of the Town and Country Planning Act 1990, as amended by the Planning and Compulsory Purchase Act 2004.

3. Standard Advertisement Conditions



**Cumberland
Council**

Case Officer: C. Burns	Date : 20.10.2026
Authorising Officer: N.J. Hayhurst	Date : 26.10.2026
Dedicated responses to:- N/A	