



The Market Hall
Market Place
Whitehaven
Cumbria CA28 7JG
Telephone 0300 373 3730
cumberland.gov.uk

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

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

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

Easting (x)	Northing (y)
301069	510642

Description

Applicant Details

Name/Company

Title

First name

Diane

Surname

Ward

Company Name

Cumberland Council

Address

Address line 1

Cumbria House

Address line 2

117 Botchergate

Address line 3

Town/City

Carlisle

County

Cumbria

Country

United Kingdom

Postcode

CA1 1RD

Are you an agent acting on behalf of the applicant?

☐ Yes

☒ No

Applicant Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Six boards each 2440mm x 1220mm to be displayed on the existing hoarding to the front of the site.

The information on the boards are all regeneration related:

1. Introductory - text and symbols
2. Text regarding redevelopment of the former Red Lion site with cgi image and symbols
3. Text regarding works at Florence Mine with cgi image and symbols
4. Text regarding the Connecting Egremont scheme - text and symbols only
5. Timeline for delivery of the schemes - text, symbols and QR code
6. Partnership information - text and symbols

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

Advertisement Type:

Hoarding

Height:

1.2 metres

Width:

2.44 metres

Depth:

0.01 metres

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

1 metres

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

0.03 metres

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

50 centimetres

What materials will the advertisement be made of?:

Aluminium composite panel

The colour of text and background:

Black text on pale green (Pantone 130-8 at 30% tint) background Additional symbols purple (Pantone CMYK:92-8) Lower fifth of each board white background with black text and symbols of limited colour palette (black, green (pantone 130-8) purple (CMYK 92-8), blue and red). CGI images, limited colour palettes (brown, grey, green, red and blue) upto 0.8m high and 1.2m wide embedded in boards 2 and 3 with white surrounds

Will the advertisement be illuminated?:

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

06/09/2026

To Date

29/09/2028

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

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

If yes, please provide details of their name, role, and how they are related:

***** REDACTED *****

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

Diane Ward

Date

04/09/2026