

## 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)

Description

## Applicant Details

### Name/Company

Title

Mrs

First name

Joanne

Surname

Woodward

Company Name

Marketing Force Limited

### Address

Address line 1

Unit 11, Summit Business Park

Address line 2

Langer Road

Address line 3

Town/City

Felixstowe

Country

Postcode

IP11 2JB

Are you an agent acting on behalf of the applicant?

Yes

No

### Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Non-illuminated sponsorship signs x 4

**Advertisement Type:**

Other type

**Height:**

0.508 metres

**Width:**

1.016 metres

**Depth:**

0.03 metres

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

0.3 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?:**

30 centimetres

**What materials will the advertisement be made of?:**

3mm di-bond aluminium

**The colour of text and background:**

will vary

**Will the advertisement be illuminated?:**

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Other type

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0.508 metres

**Width:**

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30 centimetres

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**The colour of text and background:**

will vary

**Will the advertisement be illuminated?:**

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

Non-illuminated sponsorship signs

## 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**

## Advertisement(s) Period

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

From Date

03/11/2022

To Date

03/11/2032

## 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 this form and 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 persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available 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

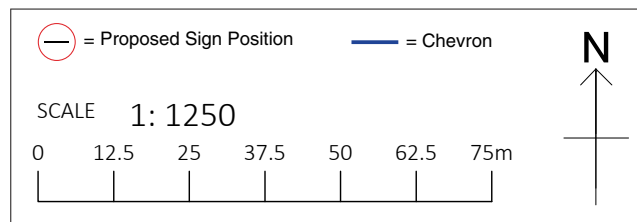
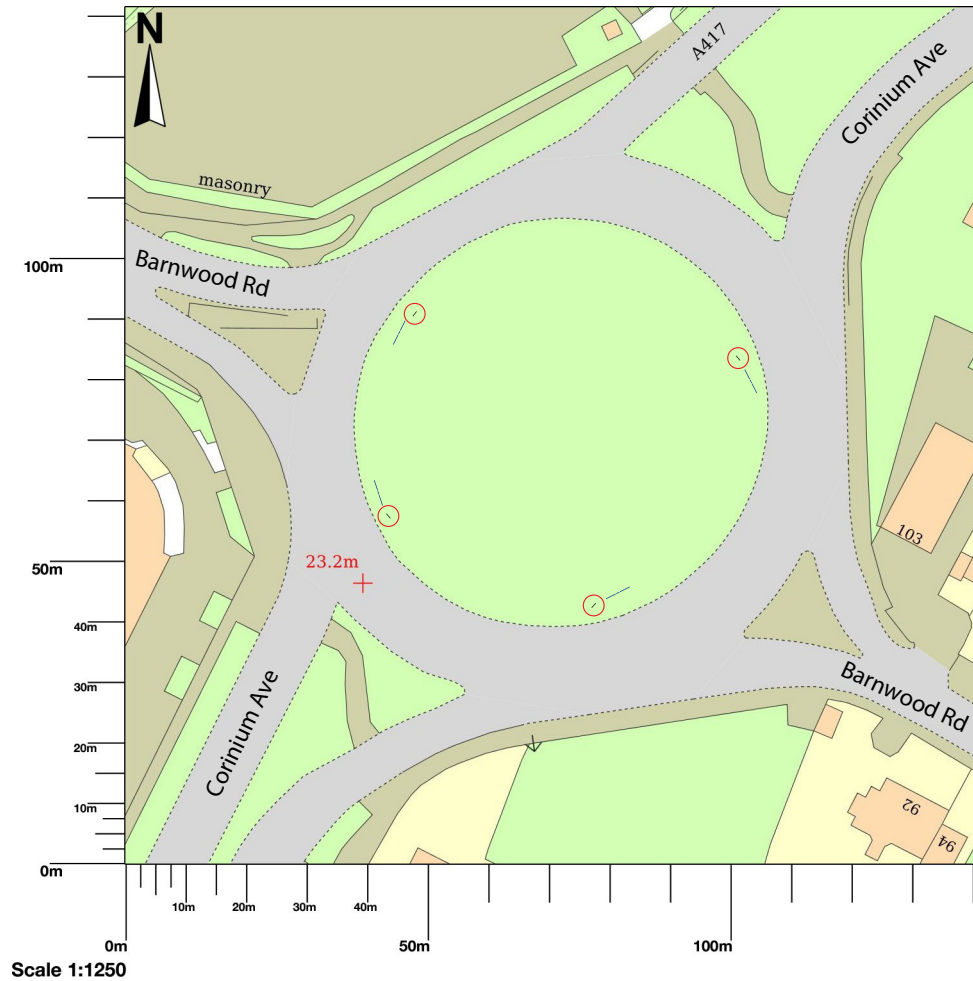
Signed

Joanne Woodward

Date

03/11/2022

## Gloucester - Walls Roundabout





## **MARKETING FORCE LTD – PLANNING STATEMENT**

### **APPLICATION FOR THE DISPLAY OF ADVERTISING SIGNS**

Marketing Force Limited (MFL) is the UK's market leader in small format sponsorship advertising on/adjacent to the public highway. We are currently working with over 120 highway authorities on highly successful sponsorship advertising initiatives which offer local businesses the opportunity to legally advertise in their local area. This form of sponsorship advertising also provides a significant supplementary income to the highway authority.

MFL has worked with Gloucester City Council for over 6 years on a highly successful roundabout sponsorship, which currently covers 12 roundabouts. This application is for an additional site to be included in the scheme.

I summarise the key elements of the application as follows: -

- The proposed signage will display the Gloucester City Council logo along the bottom of the sign.
- The location identified has been verified as suitable for this type of sponsorship advertising by Gloucester City Council.
- The location identified is in non-conservation and non-residential areas.
- The signs will be static, kept low to the ground and is at a location where there is no infringement on highway sight lines.
- The signs provide a legal platform on which local businesses can promote themselves at the selected locations.
- The initiative promotes Gloucester City Council's support of the local economy by enabling locally based businesses to legally promote themselves in this way.

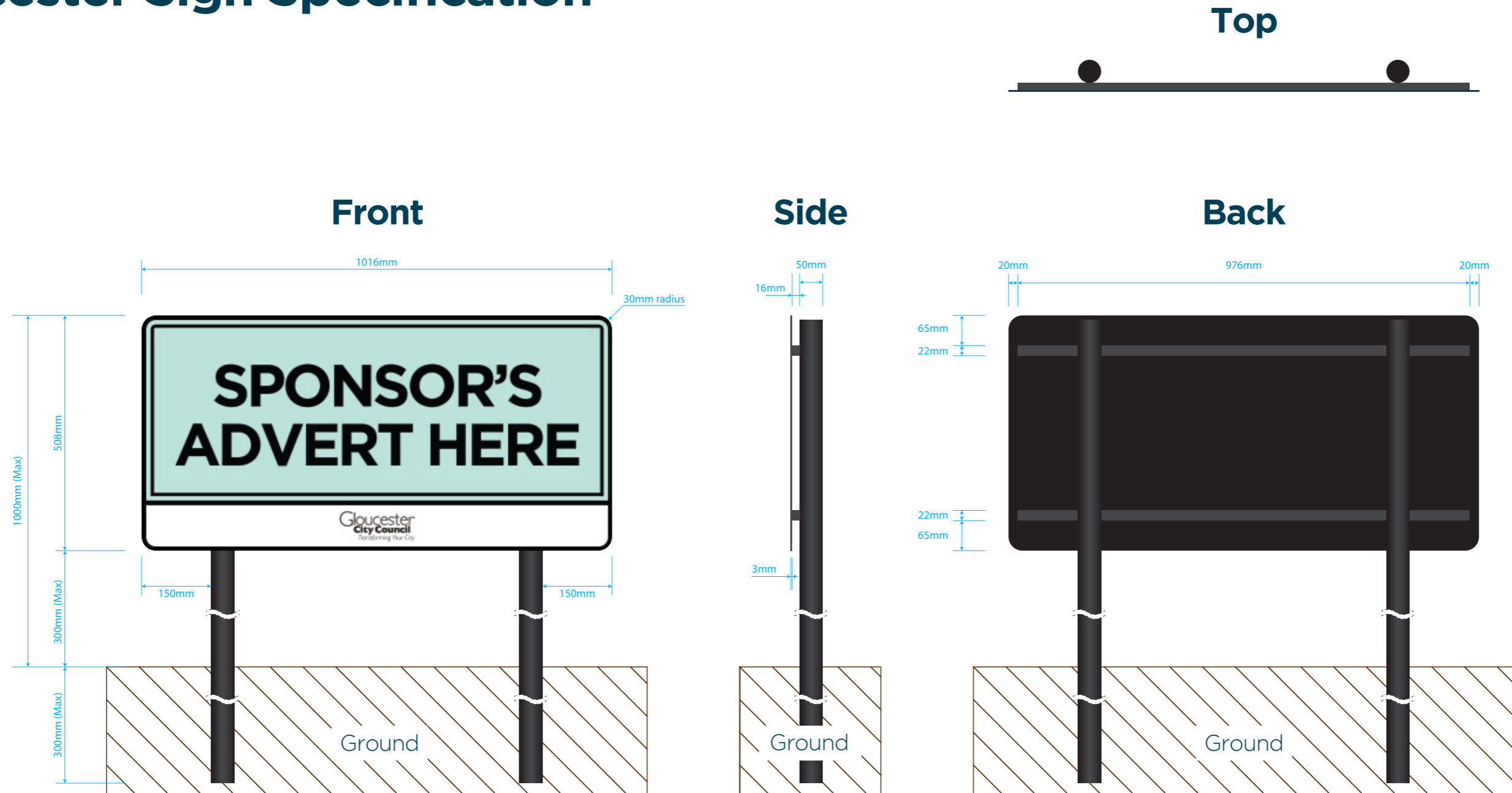
MFL is very keen to achieve a positive outcome, therefore if you have any queries in relation to this application, I will welcome entering discussion with the Planning Authority, prior to a decision being reached.

Name: Joanne Woodward

[REDACTED]  
[REDACTED]

Date: 3<sup>rd</sup> November 2022

## Gloucester Sign Specification



- Signs mounted on 1000mm x 50mm diameter black posts.
- Non-Illuminated.
- Signs will be positioned a minimum of 1000mm away from the road edge.
- Total overall height of signs from ground level no more than 1000mm.
- Sponsors permitted to display company name and logo, short message and contact details (Website / Address / Telephone Number).
- Signs fascia will be produced in full colour on digitally printed vinyl and applied to a 3mm di-bond aluminium board.
- Mounted to posts with fixing channels/clips on reverse.