



**Hinckley & Bosworth
Borough Council**

planning@hinckley-bosworth.gov.uk
01455 238141

Hinckley Hub
Rugby Road
Hinckley
Leics
LE10 0FR

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	25
Suffix	
Property Name	
Address Line 1	Station Road
Address Line 2	
Address Line 3	Leicestershire
Town/city	Hinckley
Postcode	LE10 1AP

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

Easting (x)	Northing (y)
442652	293598

Description

Please note that Lester & Co is no longer the business at this address. Armstrongs acquired this business in 2020 and the business at 25 Station Road is Armstrongs (Hinckley) Limited. Thanks.

Applicant Details

Name/Company

Title

Mrs

First name

Cheryl

Surname

Stanley

Company Name

Armstrongs (Hinckley) Limited

Address

Address line 1

25 Station Road

Address line 2

Address line 3

Town/City

Hinckley

County

Leicestershire

Country

England

Postcode

LE10 1AP

Are you an agent acting on behalf of the applicant?

☐ Yes

☒ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The proposed advertisement is an external sign that shows our company name and who we are, so people passing by know what the business located at 25 Station Road is.

The dimensions of the sign are included below in the type and details question. I've also attached a visual to show the size of the sign in relation to the wall.

I've answered 0 for the question below about the projection, as I believe this question isn't applicable as the sign is not affixed to the building.

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

Advertisement Type:
Other type

Height:
1.34 metres

Width:
2.78 metres

Depth:
0.1 metres

What is the height from the ground to the base of the advertisement?:
1.95 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?:
28 centimetres

What materials will the advertisement be made of?:
The sign and posts will be made of powder coated aluminium.

The colour of text and background:
The text will be white and black. The background will be black and teal.

Will the advertisement be illuminated?:

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

There is only the above.

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

01/01/2026

To Date

01/01/2041

Neighbour and Community Consultation

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

- ☒ Yes
☐ No

If Yes, please provide details

We informed numbers 23 and 27 Station Road of our application.

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

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

Date (must be pre-application submission)

05/09/2025

Details of the pre-application advice received

I just emailed the planning team at Hinckley & Bosworth Borough Council to ask if we needed permission to install the sign. Rudi replied back with:

You will need to apply for advertisement consent to display an advertisement bigger than 0.3 square metres. However, temporary notices up to 0.6 square metres relating to local events, such as street parties and concerts, may also be displayed for a short period.

You can apply for consent to display an advertisement online at www.planningportal.co.uk/applications. Alternatively, you can download the appropriate application form here <https://www.planningportal.co.uk/app/downloadable-forms> and return to us via email or in the post.

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

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

Cheryl Stanley

Date

20/11/2025