

Hinckley and Bosworth Borough Council  
Hinckley Hub  
Rugby Road  
Hinckley  
Leicestershire,  
LE10 0FR

18 September 2026

Our Ref: 26/8810

Dear Sir/Madam

**RE: Advertisement Consent and associated Listed Building Consent for 1no. fascia sign and 1no. hanging sign  
– 4A Castle Street, Hinckley, LE10 1DB**

### Application Context and Proposals

Planning Potential has been instructed by Merkur Slots Ltd (UK) to submit an application for advertisement consent for 1no. fascia sign and 1 no. hanging sign, as well as listed building consent for the aforementioned advertisements.

Further details, including dimensions, luminance levels and colours, are set out on the accompanying submission drawings. A proportionate heritage statement has also been submitted to accompany the application, which assesses the proposals against adopted heritage policy.

The proposals are as follows:

#### **Advertisement**

- Installation of 1no. fascia sign to the front elevation, with external illumination.
- Installation of 1no. hanging sign, with external illumination.

### Application Site and Context

The application site operates as an Adult Gaming Centre and has done since the early 1990's. The site is a Grade II nationally listed building and falls within the Hinckley Town Centre Conservation Area.

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Castle Street, Hinckley, is a key road located within the town centre. It is pedestrianised, with a high concentration of commercial premises.

### Relevant Planning History

The planning history is historic, however both planning permission and listed building consent has previously been obtained for non-illuminated projecting and fascia signs, of which this proposal seeks approval for. Historic applications include:

- 93/00416/4L - Installation of roller shutters - Listed Building Approval 26/06/93
- 93/00140/4L - Hanging sign - Listed Building Approval 24/03/93
- 90/00834/4L - Extension to listed building Listed Building Approval 21/08/90
- 90/00310/4L - Alteration to listed building - Listed Building Approval 24/04/90
- 90/00309/4L - Alterations to listed building - Listed Building Approval 24/04/90
- 93/00133/4A - Hanging sign - Advertisement Consent 24/03/1990

### Legislation and Planning Policy Context

The assessment of advertisements is governed by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, which require proposals to be considered solely in relation to the interests of amenity and public safety. National policy is set out within the National Planning Policy Framework (NPPF), whilst further guidance is provided by the Planning Practice Guidance (PPG) on advertisement control. At a local level, Policy DM23 (High Quality Shop Fronts and Advertisements) of the Local Plan Site Allocations and Development Management Policies DPD seeks to ensure that shopfronts and advertisements enhance the quality of the built environment through sympathetic design, appropriate scale and appearance, and careful integration with the host building, whilst safeguarding local character, heritage significance,

visual amenity and public safety. Together, these legislative and policy provisions provide the framework against which the proposed advertisements have been assessed.

Please note that a separate Heritage Statement has been prepared by Heritage Potential and submitted as part of this application.

## Planning Justification

### **Advertisements**

The proposed advertisements accord with the requirements of Policy DM23, the National Planning Policy Framework and Planning Practice Guidance on advertisement control. The scheme comprises the replacement of an externally illuminated fascia sign in an established position, along with a new externally illuminated traditional hanging sign. They are both proportionate to the host building and surrounding commercial frontages.

Illumination has been designed in accordance with the principles set out within the Institute of Lighting Professionals' *Guidance Notes for the Reduction of Obtrusive Light*, ensuring that brightness levels are appropriate to the city centre location and do not result in unacceptable effects on visual amenity or public safety. The proposal therefore satisfies the two principal tests of advertisement control, namely amenity and public safety.

## Conclusion

The proposed advertisements represent a modest refresh of the existing signage associated with the lawful use of the premises. Retaining the established advertisement locations and introducing signage that is proportionate to both the host building and surrounding commercial context, the scheme would preserve visual amenity and would not prejudice public safety. The proposals are therefore considered to accord with Policy DM23 of the Local Plan, the Advertisement Regulations, the National Planning Policy Framework, Planning Practice Guidance and the principles of the Institute of Lighting Professionals' guidance on obtrusive light. Advertisement Consent should therefore be granted.

## Submission Package

- Site Location Plan
- Site Plan
- Existing Advertisement Plan
- Proposed Advertisement Plan
- Planning Statement (within this letter)
- Design and Access Statement (within this letter)

Yours faithfully,

**Planning Potential**

Newcastle