Hinckley & Bosworth Borough Council

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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: 2

Suffix:

Property Name: Wm Morrison Supermarkets Limited

Address Line 1: Cloverfield

Address Line 2:

Address Line 3: Leicestershire

Town/city: Hinckley

Postcode: LE10 1YA

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

Easting (x): 441948

Northing (y): 295303

Description:

Applicant Details

Name/Company

Title

First name

Surname

-

Company Name

Motor Fuel Group Limited

Address

Address line 1

St Albans

Address line 2

Address line 3

Town/City

Hertfordshire

County

Country

England

Postcode

AL1 3JX

Are you an agent acting on behalf of the applicant?

- [x] Yes
- [ ] No

Applicant Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

Miss

First name

Natasha

Surname

Strydom

Company Name

MBH Design Studio Ltd

Address

Address line 1

Brook House

Address line 2

Apex Court

Address line 3

Camphill Drive

Town/City

West Byfleet

County

Country

GB

Postcode

KT14 6SQ

Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Display of internally illuminated 7-meter EV pole sign

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

Advertisement Type:
Other type

Height:
7 metres

Width:
1.1 metres

Depth:
0.7 metres

What is the height from the ground to the base of the advertisement?:
0.7 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?:
Folded 3mm aluminum

The colour of text and background:
Blue-Ref Pantone 2174c, Green-Ref Pantone 376c

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
300 cd/m^2

Will the illumination be static or intermittent?:
Static

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

Display of internally illuminated 7-meter EV pole sign

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

11/11/2026

To Date

11/11/2031

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

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

MBH Design Studio Ltd

Date

16/11/2026