

Yasmin Boyd

From: Sophie Iliffe
Sent: 10 November 2025 13:09
To: Planning Application Comments
Subject: FW: 25/00847/Ful, 25/00848/FUL, 25/00849/FUL and 25/00836/ADV, 25/00837/ADV, 25/00838/ADV

Categories: Yasmin

Hi Support Team,

Please can the below revised comment be indexed to all of the above application numbers?

Kind Regards,

Sophie Iliffe

Planning Officer

(Development Management)

Tel: 01455 255777

Email: sophie.iliffe@hinckley-bosworth.gov.uk

Web: www.hinckley-bosworth.gov.uk

Hinckley Hub, Rugby Road, Hinckley, Leicestershire, LE10 0FR

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Please note that any advice is given at officer level only and does not prejudice any formal decision the Council makes in the future.

From: Giles Rawdon <Giles.Rawdon@hinckley-bosworth.gov.uk>

Sent: 10 November 2025 12:17

To: Sophie Iliffe <Sophie.Iliffe@hinckley-bosworth.gov.uk>

Subject: 25/00847/Ful, 25/00848/FUL, 25/00849/FUL and 25/00836/ADV, 25/00837/ADV, 25/00838/ADV

Good afternoon

I have been reviewing our guidance on illuminated advertising and in light of this would like to revise my comments on applications reference: 25/00847/Ful, 25/00848/FUL, 25/00849/FUL and 25/00836/ADV, 25/00837/ADV, 25/00838/ADV.

My original comments were:

"I recommend the following conditions as stated in the submitted Planning Supporting Statement:

The intensity of the illumination of the two digital display screens shall not exceed 600 candelas per square metre (cd/m²) between dusk and dawn in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.

The digital display screens shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements).

The minimum display time for each piece of content on the digital display screens shall be 10 seconds.

The interval between each piece of content on the digital display screens shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction."

I recommend that the first recommendation is changed to:

Notwithstanding the details provided, the intensity of the illumination of the screens permitted shall not exceed 300cd/m² in the hours of darkness and the maximum daytime luminance values set out in table 10.5 of the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05/23) 'The Brightness of Illuminated Advertisements including Digital Displays' (2023) in cd/m².

The remaining recommendations do not require change.

Kind regards

Giles Rawdon

Environmental Health Officer

(Environmental Protection)

Tel: 01455 255684

Email: giles.rawdon@hinckley-bosworth.gov.uk

Web: www.hinckley-bosworth.gov.uk

Hinckley Hub, Rugby Road, Hinckley, Leics LE10 0FR



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