

Our ref: NH/25/10451
Your ref: 25/00239/ADV

Hinckley and Bosworth Borough Council

Ijas Muhammed
National Highways
Operations Directorate
The Cube
199 Wharfside Street
Birmingham
B1 1RN

21st March 2025

Via email: planning@hinckley-bosworth.gov.uk

Dear Sir/Madam,

25/00239/ADV - M1 Junction 22 At The Junction Of M1 Slip Roads A50, Little Shaw Lane, And Cliffe Lane, Markfield, Leicestershire

Thank you for providing National Highways the opportunity to comment on the aforementioned planning application. As this consultation is for an advertisement, the Town and Country Planning (Control of Advertisements) (England) Regulations, 2007 (as amended) apply. Consequently, the application will be determined on the issues of amenity and public safety only.

National Highways (“we”) have been appointed by the Secretary of State for Transport as strategic highway company under the provisions of the Infrastructure Act 2015 and is the highway authority, traffic authority and street authority for the Strategic Road Network (SRN). The SRN is a critical national asset and as such we work to ensure that it operates and is managed in the public interest, both in respect of current activities and needs as well as in providing effective stewardship of its long-term operation and integrity. The SRN in the vicinity of the proposed development is M1 Junction 22.

National Highways considers planning proposals under the requirements of the National Planning Policy Framework (NPPF) and DfT Circular 01/2022: Strategic Road Network and The Delivery of Sustainable Development (“the Circular”). This latter document sets out our policy on sustainable development and our approach to proposals which may have an impact on our network. Paragraphs 60 and 61 of the circular set out our position and policy with regards to adverts.

Development Proposal

The proposal is to erect five non-illuminated free standing signs on the island at the junction of M1 slip roads A50, Little Shaw Lane, and Cliffe Lane. The signs are proposed to be 1.2m x 0.6m in size and 350mm above ground level, and are proposed to be located at five points around the island.

It is understood that this parcel of land falls outside of the operational land under the ownership of National Highways. The Local Highway Authority is responsible for the maintenance of this particular island.

Summary and Recommendation

It is considered that the proposed advertisement boards would not have any impact on the safety of the users of the SRN. Furthermore, as the island is located away from the SRN and does not form part of the operational land under the ownership of National Highways, we do not have any concerns regarding the use of the land for advertisement purposes.

In view of the above, we do not raise any objections against the proposals.

If I can be of any further assistance in this matter, please do not hesitate to contact me.

Yours sincerely,

For a copy of the full document, please contact the author.



Ijas Muhammed
Spatial Planning Team
Midlands Operations Directorate