



The Market Hall
Market Place
Whitehaven
Cumbria CA28 7JG
Telephone 0300 373 3730
cumberland.gov.uk

Application for Planning Permission; Consent to Display an Advertisement(s)

Town and Country Planning Act 1990 (as amended); 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

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

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

Easting (x)

Northing (y)

Description

Walkmill Community Woodland. A 38 hectare site owned by Moresby Parish Council. Eastings and northings are for centre of site. Planning permission required for installation of 3 monoliths and advertising consent for 31 signs total (6 different types of sign)

Applicant Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Agent Details

Name/Company

Title

First name

Jenny

Surname

Garbe

Company Name

West Cumbria Rivers Trust

Address

Address line 1

Keswick convention centre

Address line 2

Skiddaw Street

Address line 3

Town/City

Keswick

County

Country

United Kingdom

Postcode

CA124BY

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Site Area

What is the measurement of the site area? (numeric characters only).

246525.00

Unit

Sq. metres

Description of the Proposal

Please note in regard to:

- **Fire Statements** - From 1 August 2021, planning applications for buildings of over 18 metres (or 7 stories) tall containing more than one dwelling will require a 'Fire Statement' for the application to be considered valid. There are some exemptions. [View government planning guidance on fire statements](#) or [access the fire statement template and guidance](#).
- **Permission In Principle** - If you are applying for Technical Details Consent on a site that has been granted Permission In Principle, please include the relevant details in the description below.
- **Public Service Infrastructure** - From 1 August 2021, applications for certain public service infrastructure developments will be eligible for faster determination timeframes. See help for further details or [view government planning guidance on determination periods](#).

Description

Please describe details of the proposed development or works including any change of use

31 new information signs across the site varying in size and shape. No building works required. No change in land use.

Upright panels X 2, 170cm above ground

Threshold sign X 1, 200cm above ground

Small bollards X 19, 90cm above ground

Monolith X 3, 200cm above ground

Memorial X 1, 200cm above ground

Lectern panel X 5, 170cm above ground

One upright panel is on different landowners land- permission has been sought.

Has the work or change of use already started?

- ☐ Yes
☒ No

Existing Use

Please describe the current use of the site

Recreation site with surfaced footpaths used by public for walking/running etc. 75% woodland.

Is the site currently vacant?

- ☒ Yes
☐ No

If Yes, please describe the last use of the site

Recreation site with surfaced footpaths used by public for walking/running etc. 75% woodland.

When did this use end (if known)?

dd/mm/yyyy

Does the proposal involve any of the following? If Yes, you will need to submit an appropriate contamination assessment with your application.

Land which is known to be contaminated

- ☐ Yes
☒ No

Land where contamination is suspected for all or part of the site

- ☒ Yes
☐ No

A proposed use that would be particularly vulnerable to the presence of contamination

- ☐ Yes
☒ No

Materials

Does the proposed development require any materials to be used externally?

- ☐ Yes
☒ No

Pedestrian and Vehicle Access, Roads and Rights of Way

Is a new or altered vehicular access proposed to or from the public highway?

- ☐ Yes
☒ No

Is a new or altered pedestrian access proposed to or from the public highway?

- ☐ Yes
☒ No

Are there any new public roads to be provided within the site?

- ☐ Yes
☒ No

Are there any new public rights of way to be provided within or adjacent to the site?

- ☐ Yes
☒ No

Do the proposals require any diversions/extinguishments and/or creation of rights of way?

- ☐ Yes
☒ No

Vehicle Parking

Does the site have any existing vehicle/cycle parking spaces or will the proposed development add/remove any parking spaces?

- ☐ Yes
☒ No

Trees and Hedges

Are there trees or hedges on the proposed development site?

- ☒ Yes
☐ No

And/or: Are there trees or hedges on land adjacent to the proposed development site that could influence the development or might be important as part of the local landscape character?

- ☐ Yes
☒ No

If Yes to either or both of the above, you may need to provide a full tree survey, at the discretion of the local planning authority. If a tree survey is required, this and the accompanying plan should be submitted alongside the application. The local planning authority should make clear on its website what the survey should contain, in accordance with the current 'BS5837: Trees in relation to design, demolition and construction - Recommendations'.

Assessment of Flood Risk

Is the site within an area at risk of flooding? (Check the location on the Government's [Flood map for planning](#). You should also refer to national [standing advice](#) and your local planning authority requirements for information as necessary.)

- ☐ Yes
☒ No

Is your proposal within 20 metres of a watercourse (e.g. river, stream or beck)?

- ☒ Yes
☐ No

Will the proposal increase the flood risk elsewhere?

- ☐ Yes
☒ No

How will surface water be disposed of?

- ☐ Sustainable drainage system
☐ Existing water course

☐ Soakaway

☐ Main sewer

☐ Pond/lake

Biodiversity and Geological Conservation

Is there a reasonable likelihood of the following being affected adversely or conserved and enhanced within the application site, or on land adjacent to or near the application site?

To assist in answering this question correctly, please refer to the help text which provides guidance on determining if any important biodiversity or geological conservation features may be present or nearby; and whether they are likely to be affected by the proposals.

a) Protected and priority species

☐ Yes, on the development site

☐ Yes, on land adjacent to or near the proposed development

☒ No

b) Designated sites, important habitats or other biodiversity features

☐ Yes, on the development site

☐ Yes, on land adjacent to or near the proposed development

☒ No

c) Features of geological conservation importance

☐ Yes, on the development site

☐ Yes, on land adjacent to or near the proposed development

☒ No

Supporting information requirements

Where a development proposal is likely to affect features of biodiversity or geological conservation interest, you will need to submit, with the application, sufficient information and assessments to allow the local planning authority to determine the proposal.

Failure to submit all information required will result in your application being deemed invalid. It will not be considered valid until all information required by the local planning authority has been submitted.

Your local planning authority will be able to advise on the content of any assessments that may be required.

Biodiversity net gain

Biodiversity net gain is a legal requirement for planning permission introduced on 12 February 2024. All applications are required to either provide detailed information proving there will be a biodiversity increase; or explain why the requirement does not apply to the development.

Do you believe that, if the development is granted permission, the general Biodiversity Gain Condition (as set out in [Paragraph 13 of Schedule 7A of the Town and Country Planning Act 1990 \(as amended\)](#)) would apply?

☐ Yes

☒ No

Biodiversity net gain has been introduced as a general condition for planning permission. As set out in [The Environment Act 2021](#): "grants of planning permission in England [are] to be subject to a condition to secure that the biodiversity gain objective is met". Therefore, in England, all planning permissions are generally subject to biodiversity gain rules, unless they are specifically exempt or out of scope.

If you have stated that the biodiversity net gain requirement does not apply to your application you must provide the reason(s) why, and may also need to supply evidence (especially where you believe the application is eligible for the 'de minimis' exemption).

Please add all the reasons why biodiversity net gain does not apply and enter a justification for each one

Reason biodiversity net gain does not apply:

Development subject to the de minimis exemption (development below the threshold)

What best describes the size of your site?:

Under 25 square metres

Please justify the reason why biodiversity net gain does not apply:

None of reasons above are applicable. Planning is for small information signs which wont impact any land use or reduce biodiversity in anyway. The whole site/ project is relating to improving biodiversity/ conservation. The development involve 3 small holes to be dug in the ground

Note: Please read the help text for further information why developments may be exempt or not in scope.

Foul Sewage

Please state how foul sewage is to be disposed of:

- ☐ Mains sewer
- ☐ Septic tank
- ☐ Package treatment plant
- ☐ Cess pit
- ☒ Other
- ☐ Unknown

Other

Not applicable

Are you proposing to connect to the existing drainage system?

- ☐ Yes
- ☒ No
- ☐ Unknown

Waste Storage and Collection

Do the plans incorporate areas to store and aid the collection of waste?

- ☐ Yes
- ☒ No

Have arrangements been made for the separate storage and collection of recyclable waste?

- ☐ Yes
- ☒ No

Trade Effluent

Does the proposal involve the need to dispose of trade effluents or trade waste?

- ☐ Yes
- ☒ No

Residential/Dwelling Units

Residential/Dwelling Units

Does your proposal include the gain, loss or change of use of residential units?

- ☐ Yes
☒ No

All Types of Development: Non-Residential Floorspace

Does your proposal involve the loss, gain or change of use of non-residential floorspace?

Note that 'non-residential' in this context covers all uses except Use Class C3 Dwellinghouses.

- ☐ Yes
☒ No

Employment

Are there any existing employees on the site or will the proposed development increase or decrease the number of employees?

- ☐ Yes
☒ No

Hours of Opening

Are Hours of Opening relevant to this proposal?

- ☐ Yes
☒ No

Industrial or Commercial Processes and Machinery

Does this proposal involve the carrying out of industrial or commercial activities and processes?

- ☐ Yes
☒ No

Is the proposal for a waste management development?

- ☐ Yes
☒ No

Hazardous Substances

Does the proposal involve the use or storage of Hazardous Substances?

- ☐ Yes
☒ No

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Planning authority advised we needed Advertising Consent although haven't provided justification as to why. We don't believe we are advertising anything. Only providing site information i.e. about the history and nature of the site. There will be maps of the site shown and welcome signage.

Advertisement Type:

Other type

Height:

0.891 metres

Width:

0.594 metres

Depth:

0.19 metres

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

0.96 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?:

2.6 centimetres

What materials will the advertisement be made of?:

Aluminum mounted to Tricoya

The colour of text and background:

Background: dark/brown C00 M10 Y10 K85 Text is a variety of colours. Green: C52 M30 Y85 K10. Burnt orange: C52 M30 Y85 K10. Warm light grey: C18 M18 Y27 K00. Yellow: C00 M15 Y80 K00. Pink: C12 M75 Y33 K00. Pake blue: C46 M18 Y00 K00. White: C00 M00 Y00 K00

Will the advertisement be illuminated?:**Advertisement Type:**

Other type

Height:

2 metres

Width:

1.2 metres

Depth:

0.15 metres

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

1.3 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?:

8 centimetres

What materials will the advertisement be made of?:

Aluminum mounted to Tricoya

The colour of text and background:

Background: dark/brown C00 M10 Y10 K85 Text is a variety of colours. Green: C52 M30 Y85 K10. Burnt orange: C52 M30 Y85 K10. Warm light grey: C18 M18 Y27 K00. Yellow: C00 M15 Y80 K00. Pink: C12 M75 Y33 K00. Pake blue: C46 M18 Y00 K00. White: C00 M00 Y00 K00

Will the advertisement be illuminated?:**Advertisement Type:**

Other type

Height:

0.9 metres

Width:

0.15 metres

Depth:

0.15 metres

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

0.9 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?:

0.5 centimetres

What materials will the advertisement be made of?:

Charred wood with aluminium panel

The colour of text and background:

Background: dark/brown C00 M10 Y10 K85 Text is a variety of colours. Green: C52 M30 Y85 K10. Burnt orange: C52 M30 Y85 K10. Warm light grey: C18 M18 Y27 K00. Yellow: C00 M15 Y80 K00. Pink: C12 M75 Y33 K00. Pake blue: C46 M18 Y00 K00. White: C00 M00 Y00 K00

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2 metres

Width:

0.24 metres

Depth:

0.24 metres

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

1 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?:

1.8 centimetres

What materials will the advertisement be made of?:

Timber with aluminium panel on 4 sides

The colour of text and background:

Background: dark/brown C00 M10 Y10 K85 Text is a variety of colours. Green: C52 M30 Y85 K10. Burnt orange: C52 M30 Y85 K10. Warm light grey: C18 M18 Y27 K00. Yellow: C00 M15 Y80 K00. Pink: C12 M75 Y33 K00. Pake blue: C46 M18 Y00 K00. White: C00 M00 Y00 K00

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2 metres

Width:

0.24 metres

Depth:

0.24 metres

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

0 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?:

4 centimetres

What materials will the advertisement be made of?:

Timber routed with designs

The colour of text and background:

Background: dark/brown C00 M10 Y10 K85 Text is a variety of colours. Green: C52 M30 Y85 K10. Burnt orange: C52 M30 Y85 K10. Warm light grey: C18 M18 Y27 K00. Yellow: C00 M15 Y80 K00. Pink: C12 M75 Y33 K00. Pake blue: C46 M18 Y00 K00. White: C00 M00 Y00 K00

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.7 metres

Width:

0.59 metres

Depth:

0.19 metres

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

1.43 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?:

2.6 centimetres

What materials will the advertisement be made of?:

Aluminum mounted to Tricoya

The colour of text and background:

Background: dark/brown C00 M10 Y10 K85 Text is a variety of colours. Green: C52 M30 Y85 K10. Burnt orange: C52 M30 Y85 K10. Warm light grey: C18 M18 Y27 K00. Yellow: C00 M15 Y80 K00. Pink: C12 M75 Y33 K00. Pale blue: C46 M18 Y00 K00. White: C00 M00 Y00 K00

Will the advertisement be illuminated?:

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

Upright panel (x2)
Threshold sign
Small bollard (x19)
Monolith (x3)
Memorial, 9 posts
Lectern panel (X5)

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

01/04/2026

To Date

01/04/2036

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

First Name

Surname

Reference

Date (must be pre-application submission)

Details of the pre-application advice received

'Can confirm that you will need Advertisement Consent for the signage and Planning Permission for the totem signs'. Asked for clarification as we aren't doing totems so it didn't make sense, response as follows:
'The monoliths/totems were the part that needed planning permission.
Advertisement Consent is for the signs which is dealt with under separate legislation. The signs proposed fall within the definition of an advertisement as set out on the legislation'

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

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☒ Yes
- ☐ No

Ownership Certificates and Agricultural Land Declaration

Certificates under Article 14 - Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended)

Please answer the following questions to determine which Certificate of Ownership you need to complete: A, B, C or D.

Is the applicant the sole owner of all the land to which this application relates; and has the applicant been the sole owner for more than 21 days?

- ☒ Yes
- ☐ No

Is any of the land to which the application relates part of an Agricultural Holding?

- ☐ Yes
- ☒ No

Certificate Of Ownership - Certificate A

I certify/The applicant certifies that on the day 21 days before the date of this application nobody except myself/ the applicant was the owner* of any part of the land or building to which the application relates, and that none of the land to which the application relates is, or is part of, an agricultural holding**

* "owner" is a person with a freehold interest or leasehold interest with at least 7 years left to run.

** "agricultural holding" has the meaning given by reference to the definition of "agricultural tenant" in section 65(8) of the Act.

NOTE: You should sign Certificate B, C or D, as appropriate, if you are the sole owner of the land or building to which the application relates but the land is, or is part of, an agricultural holding.

Person Role

- ☐ The Applicant
- ☒ The Agent

Title

First Name

Jenny

Surname

Garbe

Declaration Date

19/08/2025

☒ Declaration made

Declaration

I/We hereby apply for Full planning & display of advertisements 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

Jenny Garbe

Date

21/08/2025