



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

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

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

New-build coastal activities centre including 16 hotel rooms, café, bar, meeting room, changing facilities, drying room, performance space, operator's office and public toilets.

Applicant Details

Name/Company

Title

Mrs

First name

Deanne

Surname

Shallcross

Company Name

Whitehaven Harbour Commissioners

Address

Address line 1

Whitehaven Harbour Commisioners

Address line 2

27 Lowther Street

Address line 3

Town/City

Whitehaven

County

Cumbria

Country

England

Postcode

CA28 7DN

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 *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

2 x free-standing pod signs to direct visitors to the new-build Edge coastal activities centre. One will stand beside the main entrance part-way down the side of the building, in view of the car park, to highlight this as being the main door and is proposed to be low-level back-lit behind The Edge name. The other will stand at the front of the building, facing down West Strand, so visitors can see they are heading to the right building and what facilities are included inside.

Advertisement Type:

Other type

Height:

2 metres

Width:

1 metres

Depth:

0.76 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?:

2 metres

What is the maximum height of any of the individual letters and symbols?:

7.7 centimetres

What materials will the advertisement be made of?:

Galvanised steel posts (not visible) and aluminium composite cladding

The colour of text and background:

Yellow/brown

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

0.54 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

2 metres

Width:

1 metres

Depth:

0.76 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?:

3 metres

What is the maximum height of any of the individual letters and symbols?:

7.7 centimetres

What materials will the advertisement be made of?:

Galvanised steel posts (not visible) and aluminium composite cladding

The colour of text and background:

Yellow/brown

Will the advertisement be illuminated?:

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

Free-standing signage to highlight the new building The Edge and to direct visitors to the correct entrance(s).

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

03/11/2025

To Date

03/11/2030

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☒ Yes
☐ No

If Yes, please provide details

We don't have immediate neighbours as such, given our location, but our nearest "neighbours" are considered to be National Trust (Candlestick land) and The Beacon Museum/Cumberland Council, all of whom have been kept updated on all our progress on The Edge site. Other neighbours are boat owners, some of whom live on board and occupy year-round berthings which they rent from our tenants Whitehaven Marina Limited. This group of people were invited to a community engagement event at The Edge in summer, in conjunction with a training course organised by the Marina team.

We have published regular updates about The Edge in general for the wider community to read, though not specifically about the external signage.

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

***** REDACTED *****

First Name

***** REDACTED *****

Surname

***** REDACTED *****

Reference

Date (must be pre-application submission)

08/10/2025

Details of the pre-application advice received

We meet regularly with Nick Hayhurst to discuss all manner of harbour activities and developments. We've kept him updated on our signage proposals from an early stage and have been guided on which types of signage would require planning permission and which ones wouldn't. A colleague of mine had held previous discussions with Nick before the date stated here, but that colleague then left our organisation, so I followed up to check how far the application had progressed, which was when I learned it hadn't yet been submitted.

I sought Nick's reassurance over the type of sign and illumination levels that were being proposed, and asked about the decision-making process and likely timescales. I explained my colleague had seemingly commissioned the signage prior to seeking permission, due to the long lead-in times and The Edge finally confirming its opening date for this month. However, these are still in production and not yet installed, so this is not yet a retrospective application as such.

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

Deanne Shallcross

Date

21/10/2025