



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

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

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

2No Fascia signs with 3 dimensional letter sign with coloured vinyl background. 5no Glazing manifestations with a mix of text, artworks and stakeholder logos. This application is to support a change of use application "Change of use from Class E(c)(i) Financial services to E(e) Provision of medical or health services."

Advertisement Type:

Fascia Sign

Height:

0.75 metres

Width:

11.3 metres

Depth:

0.05 metres

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

2.4 metres

What is the maximum projection of the advertisement from the face of the building?:

0.1 metres

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

0.37 centimetres

What materials will the advertisement be made of?:

Letters – Powder coated metal. Background – Coloured Vinyl applied to existing fascia.

The colour of text and background:

Letters - White. Background – “Hope Haven Green” Pantone 342 and “Hope Haven Pink” Pantone 675

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

0.75 metres

Width:

17.7 metres

Depth:

0.05 metres

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

2.4 metres

What is the maximum projection of the advertisement from the face of the building?:

0.1 metres

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

0.37 centimetres

What materials will the advertisement be made of?:

Letters – Powder coated metal. Background – Coloured Vinyl applied to existing fascia.

The colour of text and background:

Letters - White. Background – “Hope Haven Green” Pantone 342 and “Hope Haven Pink” Pantone 675.

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2.2 metres

Width:

2.5 metres

Depth:

0.01 metres

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

0.2 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?:

25 centimetres

What materials will the advertisement be made of?:

Coloured, frosted and clear vinyl applied to existing glazing.

The colour of text and background:

Text - White. Background - Frosted vinyl, Pantone 675 (Pink).

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2.2 metres

Width:

2.5 metres

Depth:

0.01 metres

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

0.2 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?:

25 centimetres

What materials will the advertisement be made of?:

Coloured, frosted and clear vinyl applied to existing glazing.

The colour of text and background:

Text - White. Background - Frosted vinyl, Pantone 675 (Pink).

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2.2 metres

Width:

2.7 metres

Depth:

0.01 metres

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

0.2 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?:

25 centimetres

What materials will the advertisement be made of?:

Coloured, frosted and clear vinyl applied to existing glazing.

The colour of text and background:

Text - White. Background - Frosted vinyl, Pantone 342 (Mid green), Pantone 675 (Pink, approx 50% tint)

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2.2 metres

Width:

2.7 metres

Depth:

0.01 metres

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

0.2 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?:

9 centimetres

What materials will the advertisement be made of?:

Coloured, frosted and clear vinyl applied to existing glazing.

The colour of text and background:

Text - White. Background - Frosted vinyl, Pantone 342 (Mid green), Pantone 355 (light green).

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

Other type

Height:

2.2 metres

Width:

1.9 metres

Depth:

0.01 metres

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

0.2 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?:

12 centimetres

What materials will the advertisement be made of?:

Coloured and frosted vinyl applied to existing glazing.

The colour of text and background:

Text - White. Background - Frosted vinyl, Pantone 342 (Mid green), Pantone 355 (Light green), Pantone 675 (Pink), various colours within stakeholders logos.

Will the advertisement be illuminated?:

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

All - Glazing manifestations with a mix of text, artworks and stakeholder logos.

Manifestation 1 - Text quote on white background with green text, figurative "Dove" illustration in pink, web address with light green background, QR code with green background and Social media handle with pink background, door signage with pink and light green background, abstract wave motif to background.

Manifestation 2 - Large text quote inside pink box, abstract wave motif to background.

Manifestation 3 - Text quote inside green box with figurative "Dove" illustration in pink, abstract wave motif to background.

Manifestation 4 - Text quote inside light green box with dark green quotation marks, abstract wave motif to background. Solid coloured vinyl background to obscure IPS unit behind.

Manifestations 5 - Stakeholder logos within lined box (white and light green), web address with light green background, QR code with green background and Social media handle with pink background, abstract wave motif to background. Background fully frosted to provide privacy to room behind.

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

01/01/2026

To Date

01/01/2051

Neighbour and Community Consultation

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

- ☒ Yes
☐ No

If Yes, please provide details

The project is part of a national NHS England pilot to provide early intervention and support in the heart of local communities to transform access to mental health and wellbeing support. Local residents have chosen the name 'Hope Haven' and the hub will bring together a range of services and staff under one roof. People will be able to access support for mental health experiences and help to identify what areas may trigger or drive their mental health distress. The service will be individually tailored around the person's needs and priorities. Support will be provided by local organisations working closely together, including Cumbria Health; Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust (CNTW); Everyturn Mental Health; Home Group; iCan Wellbeing Group CIO; The Well Communities CIC; and Whitehaven Community Trust.

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

Peter Winterburn

Date

13/11/2025