

11th September 2025

Barnsley Metropolitan Borough Council
Place Directorate
Regeneration & Culture
Planning and Building Control
PO Box 634
Barnsley
S70 9GG

Barnsley Council Reference: StairfootJR2025
Wildstone Reference: 16259
Planning Portal Reference: PP-14246435

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Address: Land at Wombwell Lane, Stairfoot, Barnsley, S70 3NT

Proposal: Relocation of existing digital advertising displays to support A635 Stairfoot and Cundy Cross highway improvement scheme

Dear Sir/Madam,

At the request of Barnsley Council's Strategic Transport department, please find enclosed an application submitted to Barnsley Council for express advertisement consent.

The application concerns two existing digital advertising displays which benefit from Class 14 deemed consent having been granted express consent on 2 July 2019 under reference 2019/0523 by Barnsley Council.

By means of a new application for express consent, Barnsley Council seeks to relocate both existing digital advertising displays a short distance to the north to enable the Council's implementation of the A635 Stairfoot and Cundy Cross highway improvement scheme.

In all other aspects, the new application for express advertising consent is identical to that granted express advertising consent on 2 July 2019 under reference 2019/0523 by Barnsley Council.

The Applicant

Barnsley Council's Strategic Transport Department submit the application for express advertising consent on behalf of the site owners; Wildstone Investments (C) Limited, which is part of the Wildstone Group, an outdoor media infrastructure provider that owns and manages the land and equipment required for advertising.

The Proposal

The proposal concerns two existing digital advertising displays which benefit from Class 14 deemed consent having been granted express consent on 2 July 2019 under reference 2019/0523 by Barnsley Council. The proposal seeks to relocate both digital advertising displays to a new site which borders the existing site. The existing displays would therefore be positioned 7m north of their current position (see drawings PA 02, PA 03).

The proposal will enable the Council's Strategic Transport department to acquire land for the development and implementation of the A635 Stairfoot and Cundy Cross highway improvement scheme.

The proposal has been requested by the Council, in lieu of a Compulsory Purchase Order, who have contacted and liaised with Wildstone as they are the owner of the site. Wildstone, in principle, are in agreement with the Council's proposal, however, for the proposal to move forward, a new grant of express advertising consent (for the existing digital displays) at the newly proposed site location needs to be granted by the Council.

Once express consent is granted by the Council, the existing advertising displays can be relocated, and the highway improvement scheme implemented.

As there will be no material difference between the existing site / advertising displays and the proposed site / advertising displays, the proposal will conform to the following:

- 2no. standard 48-sheet digital displays measuring 6m in width, 3m in height, 0.1m in depth and elevated 2.5m above ground level
- Each display will incorporate a system of threshold controls, timers, and light sensors to ensure that luminance never exceeds the Institute of Lighting Professional's (ILP) guidelines held within Technical Note 5 'The Brightness of Illuminated Advertisements including Digital Displays' (BIADD).
- Illumination will therefore adapt in real time to ambient conditions ensuring images are neither too bright nor too dim. Maximum daylight illumination will be limited to 5,000cd/m² and night time illumination limited to 300cd/m².
- Advertisements will rotate 1/10 seconds over a one minute cycle.
- Images will update instantly (0.1s) with no special effects

As with the existing site, the newly proposed site for the relocation of the existing advertising displays will also be monitored and controlled remotely in real time from a Network Operation Centre (NOC) to facilitate responsive maintenance where necessary. Engineers can respond within 24 hours to any issues that cannot be dealt with remotely. Diagnostics software can report any small technical faults and enable content to be blanked in advance of an engineer attending site.

At the point of the application submission, the timings, rate of progress, and the completion date for the highway improvement scheme have not been confirmed. The successful completion of the highway improvements works

and ability to implement a grant of express consent may exceed the standard express consent period. The applicant therefore seeks a 10 year grant of express consent instead of the standard 5 year grant of express consent to ensure the proposal can be built out.

Conditions

All advertisements are subject to the five standard conditions set out in the Regulations. In addition, digital advertisements also operate within an established set of parameters that control illumination, the duration of each advertisement, and the update from one advertisement to the next. These “industry standard” conditions address common concerns relating to amenity and public safety.

The 10 year grant of express consent, Regulation ‘standard’ conditions, industry best practice conditions, and the ILP BIADD guidelines are combined to form the proposal’s ‘Recommended Conditions’ which are set out in **Appendix 1**. The recommended conditions match those for the existing digital advertising displays.

The Site

The proposal site is located on a small section of land to the north of the A633 Wombwell Lane. It lies adjacent to the existing advertising site which hosts two digital advertising displays which are in an adjacent position to the southbound lane of Wombwell. To the immediate west of the site lies a used car sales forecourt and business, to the south on the opposite side of Wombwell Laes is the Stairfoot Business Park and a car valet service. To the south lie automotive businesses and beyond those a small residential terrace. To the east, the site is bound by mature vegetation.

The wider surroundings largely consist of commercial / industrial built form, extensive highway network, and managed woodland / parkland. Notably, the Stairfoot Roundabout junction is to the north west and large scale / commercial / industrial built form is to the south west.

Approaching the site from both directions of travel on the A633 Wombwell Lane, highway users would view and experience the proposed advertising displays within a largely commercial and industrial environment, as they do with the existing and identical digital displays.



Figure 1 - 2: Views of the site location travelling north and south (respectively) on Wombwell Lane. The immediate and wider surroundings consist of the Wombwell Lane highway and commercial / industrial built form. As with the existing digital displays, the repositioned displays would successfully integrate to the street scene and would not appear out of place.

The proposal site is an established location for large format digital advertising, having supported the presentation of digital advertisements for over five years since being built out in 2019 under express consent 2019/0523. The advertising site is familiar to highway users and is located, as with the proposed site, where such advertisements would typically be found.

The character, appearance, and land use of the site, immediate area, and wider surroundings indicate that the proposal to relocate the existing digital advertising displays to the adjacent site 7m north of their current position, is acceptable, and would not detract from the site location, as is the case with the existing digital displays.

Planning Policy

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the “Regulations”). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The National Planning Policy Framework 2024 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 141 of the National Planning Policy Framework (NPPF) advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts.

Planning Considerations

The proposal for a new 10 year express consent to support the relocation of the existing digital displays to an adjacent site would not result in any material change to the circumstances of the immediate and surrounding area. In terms of amenity and public safety, there is no indication the proposed displays would be detrimental as detailed below.

Amenity

Concerning amenity, the proposal would not be detrimental in either an immediate or wider sense. It is not within a Conservation Area, attached or adjacent to a Listed building or within proximity of any local heritage assets. The commercial / industrial context of the immediate and surrounding area in conjunction with the successful operation of the existing displays granted express consent, establishes the site and immediate area as an appropriate location for large format roadside advertising.

The proposal to relocate the existing digital displays to the adjacent site will continue the use of modern digital technology, providing increased efficiency, reduced energy consumption, an improved life cycle, and the ability to more readily recycle and re-use hardware and common parts. The operation, orientation, and dimensions of the proposed displays will not materially differ from the existing displays which have long been considered acceptable as street scene features.

The proposal’s impact upon the character and appearance of the surrounding area would be neutral, as the new site would remain within an urbanised area of commercial / industrial land use, with the existing built form dominant throughout the immediate and wider surroundings. The long term presence of the existing advertising

site further indicates the acceptance of large format roadside advertising as part of the area's character, street scene, and appearance.

Concerning illumination, the strict controls placed over the proposed displays operation (in accordance with the ILPs BIADD document), sees that they would remain respectful of their surroundings at all times. At night, the displays are programmed to accord with the ILP's guidance for Environmental Zone 3 (EZ 3) and will not therefore exceed 300cd/m².

It is clear, that in the context of both the site and area's character, the existing built form, and the function of the wider environment, the digital displays would successfully integrate to the street scene. The relocation of the existing digital displays would have a neutral impact upon amenity.

Public Safety

When assessing public safety, the key considerations are whether the location is appropriate (i.e. undemanding on the driver) and whether the level of illumination and the sequential change between advertisements is controlled to prevent distraction from the driving task. As the principle of large format digital roadside advertising has already been established at this location, consideration is only required as to whether the proposed controls are sufficient to ensure that there would be no detrimental impact on highway safety.

The surrounding highway network (A633 Wombwell Lane) is straightforward and uncomplex, allowing highway users to view the proposal site without issue or concern.

The proposal site, as with the existing site, is viewed from the A633 Wombwell Lane which is limited to 30mph, is straight, well lit, appropriately signed / marked, and has good forward visibility on approach and when passing the site location. There are no traffic signals, pedestrian crossings, or junctions within the site's immediate vicinity.

The proposal would enable the A635 Stairfoot and Cundy Cross highway improvement scheme to take place, and it is therefore considered the proposal to relocate the existing advertising displays would contribute to a material improvement to highway and public safety conditions. The proposed relocation site has been selected by the Council's Strategic Transport department as it is considered to have a neutral impact upon highway safety whilst enabling the highway scheme to take place. It is therefore determined that the proposal would be acceptable regarding public safety.

Moreover, highway users viewing the proposed displays would have good visibility of the site, existing traffic conditions, and surrounding traffic movements. In conjunction with the strict control over illumination levels and the operation of the displays, the proposal is unlikely to have any detrimental impact upon the safe usage of the highway network; highway users would continue to assimilate advertisements without issue.

Under these circumstances, it is determined the proposal to relocate the existing advertising displays consented under application reference 2019/0523 would have no detrimental impact upon public safety. Consequently, the proposal would not give rise to public safety issues that would prevent the granting of express advertising consent.

Conclusion

The proposal to relocate two existing digital advertising displays which benefit from Class 14 deemed consent (express consent 2019/0523) on land adjacent to Wombwell Lane, to a new adjacent site, would not detract from amenity of public safety.

The proposal is at the request of Barnsley Council's Strategic Transport department to enable the 'A635 Stairfoot and Cundy Cross highway improvement scheme' to take place. The proposal would therefore lead to an improvement to the highway environment and public safety surrounding the site location.

The proposal ensures drivers would remain entirely capable of assimilating advertisements without endangering highway or public safety. There would be no impact upon the straightforward section of highway which leads towards and passes the site location in this regard.

In terms of amenity, the proposal site, immediate area, and the wider surroundings are predominantly commercial and industrial in character, appearance, and land use. Highway users would view and experience the site in this context.

Whilst the proposal necessitates a new application for express consent, it will not alter the size and scale of advertising. Moreover, in consideration of the size and scale of the surrounding built form, the proposed digital displays would not appear overly prominent or dominant, and would successfully integrate to the street scene, as is the situation for the existing digital displays.

The proposed display's operation would be strictly controlled by specifically developed management software, ambient lighting sensors, timing / lighting schedules, and a network operations centre. The displays would operate in full accordance with the ILPs BIADD 2023 guidance, and would appear appropriately illuminated at all times.

For these reasons and the positive benefits set out, it is considered that the application should be granted a 10 year express consent to support the implementation of the A635 Stairfoot and Cundy Cross highway improvement scheme.

Application Submission

In order to complete the application, please find attached the following documentation:

- Completed application forms
- Letter Statement (this letter)
- Architectural drawings including:
 - 16259 PA 01 Site Location Plan
 - 16259 PA 02 Existing Site Plan
 - 16259 PA 03 Proposed Site Plan
 - 16259 PA 04 Existing and Proposed Elevations

Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

Yours faithfully,



Richard Page MRTPI
Senior Planner

