

Application Reference Number:		2025/0373 and 2025/0379	
Application Type:		Advertisement and Listed Building Consent.	
Proposal Description:		Installation of replacement signage.	
Location:		Elsecar Heritage Centre, Wath Road, Elsecar, Barnsley, S74 8HJ.	
Applicant:		Lynne Minett (Barnsley Council).	
Third-party representations:	None.	Parish:	
		Ward:	Hoyland Milton.

Summary:

This application is being brought before members as the applicant is the Council.

These applications for advertisement and listed building consent have been submitted on behalf of the applicant and seek approval for the installation of replacement signage throughout the Elsecar Heritage Centre to include the replacement of 39no. existing signs and the installation of one new sign. All signs would be vinyl wrapped Dibond panels with lamination to increase durability and prevent vandalism. The advertisements to be replaced are informative only and comprise site maps, introductory content and heritage information.

The development site falls within the Elsecar Conservation Area and the proposals will affect listed assets and their setting within the Elsecar Heritage Centre. Development comprising the installation of signage is considered acceptable in principle if it would be appropriate in scale and respectful of local character and will conserve and enhance the significance and setting of the borough's heritage assets. Any proposal will also be expected to demonstrate that it is not likely to result, directly or indirectly, in an increase in pollution which would otherwise unacceptably affect or cause nuisance to the natural and built environment or to people.

The proposal would have no adverse impact on highway safety, residential or visual amenity and is considered acceptable in policy terms. The proposal is therefore considered to be an acceptable and sustainable form of development in accordance with Section 2 of the National Planning Policy Framework (NPPF, 2024).

Recommendation: **APPROVE subject to conditions.**

Site Description

The application relates to the Elsecar Heritage Centre as a whole. The Heritage Centre site contains a number of Grade II*-listed buildings of great heritage significance as well as the former ironworks which is a scheduled monument. The Heritage Centre is noted for its group value being a remarkable survival nationally of an influential centralised workshop facility.



Planning History

There is an extensive planning history associate with the Elsecar Heritage Centre. However, the most relevant applications are:

Application Reference	Description	Status
2025/0182	Proposed removal of existing building signage and display of 1no. 2150 x 300mm hanging sign and 1no. 500mm x 400mm fascia sign (Listed Building Consent in connection with application 2025/0183).	Under Consideration.
2025/0183	Proposed removal of existing building signage and display of 1no. 2150 x 300mm hanging sign and 1no. 500mm x 400mm fascia sign (Advertisement Consent in connection with application 2025/0182).	Under Consideration.

The applicant is seeking advertisement and listed building consent for the installation of replacement signage throughout the Elsecar Heritage Centre to include the replacement of 39no. existing signs and the installation of one new sign. All signs would be vinyl wrapped Dibond panels with lamination to increase durability and prevent vandalism. The advertisements to be replaced are informative only and comprise site maps, introductory content and heritage information. Some examples are included below depicting some existing and proposed visuals:





The Carpenters' Workshop

For decades they bustled with busy carpenters, engineers and blacksmiths. The clatter of hammers and engines filled the smoky air.

Take a walk around the workshops. Imagine the sheer amount of money and time invested in their building. They are some of the most majestic industrial architecture to be found anywhere.

At its centre stands what was originally the Carpenters' Workshop. A chimney towers above where steam engines once powered complex lathes and saws. When built in 1856, this really was the height of technology. Look up. High at either end are messages engraved in stone - powerful moral instructions from Earl Fitzwilliam to his workers.



A LOVE LIT BY THE FURNACES

Scottish engineer and steam hammer inspector James Nasmyth journeyed close to Florence in the late 1830s. Spinning his furnaces through bad weather, he sought a bed for the night. The next day, Nasmyth proposed to the Ironworks Manager's daughter. It was the start of a long relationship with Florence too. Nasmyth soon found mighty steam hammers, ventilation fans and much else in the workshops and collieries.



1893
A short image caption goes here



Relevant Policies

The Development Plan

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires development proposals to be determined in accordance with the development plan unless material considerations indicate otherwise. The Development Plan for Barnsley consists of the Barnsley Local Plan (adopted January 2019).

The Local Plan review was approved at a full Council meeting held 24th November 2022. The review determined that the Local Plan remains fit for purpose and is adequately delivering on its objectives. This means, no updates to the Local Plan, in whole or in part, are to be carried out ahead of a further review, which is due to take place in 2027, or earlier, if circumstances require it.

The development site is allocated as urban fabric within the adopted Local Plan which has no specific allocation. The Elsecar Heritage Centre is in the Elsecar Conservation Area and comprises various listed assets. The following Local Plan policies are relevant in this case:

- *Policy SD1: Presumption in favour of Sustainable Development.*
- *Policy D1: High quality design and place making.*
- *Policy HE1: The Historic Environment.*
- *Policy HE3: Developments affecting Historic Buildings.*
- *Policy HE4: Developments affecting Historic Areas or Landscapes.*
- *Policy GD1: General Development.*
- *Policy POLL1: Pollution Control and Protection.*
- *Policy T4: New Development and Transport Safety.*

National Planning Policy Framework (NPPF) and the National Planning Practice Guidance

In December 2024, the Government published a revised NPPF which is the most recent revision of the original Framework, first published in 2012 and updated several times, providing the overarching planning framework for England. The NPPF sets out the Government's planning policies for England and how they are expected to be applied. The NPPF must be taken into account in the preparation of local and neighbourhood plans and is a material consideration in planning decisions. The revised document has replaced the earlier planning policy statements, planning policy guidance and various policy letters and circulars, which are now cancelled.

Central to the NPPF is a presumption in favour of sustainable development (paragraph 10) and plans and decisions should apply this presumption in favour of sustainable development (paragraph 11). There are three dimensions to sustainable development: economic, social and environmental; each of these aspects are mutually dependent. The following NPPF sections are relevant in this case:

- *Section 2: Achieving sustainable development.*
- *Section 4: Decision-making.*
- *Section 12: Achieving well designed places.*
- *Section 16: Conserving and enhancing the historic environment.*

The National Design Guidance (2019) is a material consideration and sets out ten characteristics of well-designed places based on planning policy expectations. A written ministerial statement states that local planning authorities should take this guidance into account when taking decisions.

Supplementary Planning Guidance

In line with the Town and Country Planning (Local Planning) (England) Regulations 2012, Barnsley has adopted twenty-eight Supplementary Planning Documents (SPDs) following the adoption of the Local Plan in January 2019. The following SPDs are relevant in this case:

- *Advertisements (Adopted May 2019).*

The adopted SPDs should be treated as material considerations in decision making and are afforded full weight.

Planning (Listed Buildings and Conservation Areas) Act 1990

- *Section 16: Decision on application.*
- *Section 66: General duty as respects listed buildings in exercise of planning functions.*
- *Section 72: General duty as respects conservation areas in exercise of planning functions.*

Other Material Considerations

- *Elsecar Conservation Area Appraisal.*

Consultations

Whilst there is no statutory requirement for local planning authorities (LPA) to publicise applications for advertisement consent, an LPA should consider whether any application would affect the amenity of neighbours. Where it would affect them, it is good practice for the views of neighbours to be sought before determining an application. Both applications were publicised in accordance with Section 67 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

Site notices were posted nearby, and press notices were used, expiring 31st May 2025 and 7th June 2025 respectively. Additionally, both applications have been advertised on the Council website, and no representations have been received.

Historic England	<i>No comments.</i>
Conservation Officer	<i>No objections.</i>
Local Ward Councillors	<i>No comments received.</i>

Planning Assessment

For the purposes of considering the balance in this application, the following planning weight is referred to in this report using the following scale:

- Substantial
- Considerable
- Significant
- Moderate
- Modest
- Limited
- Little or no

Principle of Development

The development site falls within the Elsecar Conservation Area and the proposals will affect listed assets and their setting within the Elsecar Heritage Centre. Development comprising the installation of signage is considered acceptable in principle if it would be appropriate in scale and respectful of local character and will conserve and enhance the significance and setting of the borough's heritage assets. Any proposal will also be expected to demonstrate that it is not likely to result, directly or indirectly, in an increase in pollution which would otherwise unacceptably affect or cause nuisance to the natural and built environment or to people.

Impact on Design, Heritage and Visual Amenity

The development site falls within the Elsecar Conservation Area and the proposals will affect listed assets and their setting within the Elsecar Heritage Centre. There is existing non-illuminated signage throughout the Elsecar Heritage Centre which is used for informative purposes such as providing site maps, introductory content and heritage information. The proposed signage would maintain this function through improved legibility and an improved aesthetic. The proposed signage would largely replace existing signage on a like-for-like basis in terms of size and location.

Given the above, the Council's Conservation Officer was consulted on the proposals. It was stated that the Officer had discussed the proposals with relevant colleagues within the Council and Wignall and Moore at the pre-application stage. The Officer adds that essentially, the proposals are a design and content refresh of all existing signage apart from one new sign (Sign 40). The new sign is similar to the orientation sign to be refreshed but exists with a different design under the archway adjacent to Building 7. The design and appearance of the signage scheme is considered to be sympathetic and would use graphics and a colour palette that is subdued and consistent with the setting. Fixings are to be reversible and into joints in the mortar. Whilst the signage would have some visual impact and there would be an increase of one sign on the gable of Building 17, the Officer feels it is justified because it would improve visitor orientation and better reveal the heritage significance and therefore, no objections were raised. The local planning authority has no reason to disagree with the comments of the Conservation Officer.

Considering the above, this is considered to weigh significantly in favour of the proposal.

The proposal is therefore considered to conserve or enhance the character and appearance of the Elsecar Conservation Area and the Elsecar Heritage Centre in accordance with Section 66(1) and Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 and would comply with Local Plan Policies D1: High Quality Design and Placemaking, HE1: The Historic Environment, HE3: Developments affecting Historic Buildings and HE4: Developments affecting Historic Areas or Landscapes and is acceptable regarding visual amenity.

Impact on Residential Amenity

The proposed replacement signage would be installed on buildings throughout the Elsecar Heritage Centre in similar locations as existing and the signage would be non-illuminated. Whilst the proposal is unlikely to result in a significant detrimental impact to the existing amenity levels of people living and/or working in the locality, there could be some temporary disruption and nuisance caused during works. A condition could be used to control construction hours.

Considering the above, this is considered to weigh modestly in favour of the proposal.

The proposal is therefore considered to comply with Local Plan Policy GD1: General Development and Local Plan Policy POLL1: Pollution Control and Protection and is considered acceptable regarding residential amenity.

Impact on Highways

The proposed development is not considered to be prejudicial to highway safety; the signage would be non-illuminated and would be fixed to buildings, and designated advertisement stands throughout the Elsecar Heritage Centre.

Considering the above, this is considered to weigh modestly in favour of the proposal.

The proposal is therefore considered to comply with Local Plan Policy T4: New Development and Transport Safety and is considered acceptable regarding highway safety.

Planning Balance and Conclusion

In accordance with the provisions of paragraph 11 of the NPPF(2024), the proposal is considered in the context of the presumption in favour of sustainable development and therefore, for the reasons given above, and taking all other matters into consideration, the proposal complies with the relevant local and national planning policies and guidance. Advertisement and listed building consent should be granted subject to necessary conditions.

RECOMMENDATION: Approve subject to conditions.

Justification

Statement of compliance with Article 35 of the Town and Country Development Management Procedure Order 2015.

In considering both applications, the Local Planning Authority has worked with the applicant to find solutions to the following issues that arose whilst dealing with the planning application:

- *A revised Design, Access, Planning & Heritage Statement to reflect the correct proposals.*
- *A revised application form to accurately reflect the site location.*
- *The applicant also submitted revised plans to include an additional sign.*

Due regard has been given to Article 8 and Protocol 1 of Article 1 of the European Convention for Human Rights Act 1998 when considering representations, the determination of the application and the resulting recommendation. It is considered that the recommendation will not interfere with the applicant's and/or any objector's right to respect for his private and family life, his home and his correspondence.