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Barnsley Metropolitan Borough Council  
Planning and Building Control  
PO Box 634  
Barnsley  
S70 9GG

### **3-BNY009**

24<sup>th</sup> September 2025

Dear Planning,

### **BT Street Hub Project Full Planning and Advertising Application 3-BNY009 Pavement o/s 45-47 Peel Street, Barnsley, S70 2RL (E 434229 N 406313)**

We write on behalf of our client, BT, following our pre-application consultation relating to various sites across your authority for the installation of BT Street Hubs and the associated removal of BT payphones. BT are moving forward with this particular case and are applying to Barnsley Metropolitan Borough Council for full planning permission and advertisement consent for installation of 1no. BT Street Hub and removal of 1no. associated BT payphone.

### **InLink Project**

The InLink UK service was first launched in 2017 and since then 494 InLink structures were rolled out in 23 cities. These units offer 1Gbps free public Wi-Fi, free UK calls, USB charging, an emergency services button and a range of other digital services for those in the vicinity. HD displays on the sides are used to carry advertising, which helped to fund the units, but the screens can also show local content free of charge. After the suppliers of the InLinks went into administration in 2019 and are no longer able to supply units to BT, this product is no longer available. Since then, BT have been working on a new and improved unit, the BT Street Hub, that they are keen to rollout in Barnsley and all major UK towns and cities. The planned scheme as detailed herein relates to the removal of an existing phone box and the deployment of a new BT Street Hub. The New Hub is proposed upon the pavement outside 45-47 Peel Street, Barnsley, S70 2RL.

### **BT Street Hub Project**

BT is continuing to move forward with public connectivity and benefits in which Street Hubs will provide a sleek and modern answer to the demands of a digitally connected society. BT Street Hubs include the ability to house 5G small cells which is very much in line with current UK Government's guidance on communications infrastructure and the National Infrastructure Strategy. This is echoed in the Government's commitment towards telecommunications deployment which has been strengthened since the conception of InLinks and NPPF in particular, confirms that, "[Advanced, high](#)



*quality and reliable communications infrastructure is essential for economic growth and social well-being. Planning policies and decisions should support the expansion of electronic communications networks, including next generation mobile technology (such as 5G)."*

Since the rollout of InLinks, there has been increased focus on green initiatives and environmental monitoring. Street Hubs take this into account and can house sensors that count pedestrian, cyclist and vehicle movements as well as monitor air, sound and light. This free information will help the planning system actively manage patterns of growth in support of national air quality objectives and the Governments ten-point plan for a Green Industrial Revolution. It will be a useful source of real-time data in the delivery of the Council's own green agenda, travel plans and can be used to present a business case for carbon offset credit.

Overall, Street Hubs will help future-proof the high street making them smarter, safer, and more sustainable. Investment in the high street is at an all-time low, but that has not slowed BT down as they look to ramp up their rollout of new Street Hubs across the UK. They are continuing their commitment to invest and improve in the high street, with one Street Hub at a time, and with that decluttering these environments with the associated removal of existing BT phone boxes.

This submission is comprised of the following documents:

- Site specific Planning and Design & Access statement;
- I App forms and certificates generated by the Planning Portal;
- Drawings including location plan map, proposed site plan, existing and proposed elevations;
- BT Street Hub Product Statement giving full details of the proposed structure;
- BT Anti-Social Behaviour Management Plan;
- 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2023 for your reference;
- International Commission on Non-Ionizing Radiation Protection (ICNIRP) certificate.

Where possible, we have specifically drawn the red line around the proposed BT Street Hub and the associated BT phone box which currently occupies the site, to try and encompass the removal of this apparatus as part of the application. In this case, the existing phone booth to be removed is situated approximately 45 metres east of the proposed BT Hub.

The application site and proposal is within adopted highways-controlled land, maintained at public expense. As BT are a statutory undertaker on such land, a developer's notice has been served on the Highways Authority and any others who have been identified from Land Registry records as being an owner of the land.

We trust the application can be registered at your earliest opportunity, in which should you require any further information or have any queries, please do not hesitate to email me.

Yours faithfully,

**Lewis Baldwin MRTPI**  
Senior Acquisition & Planning Surveyor at Mitie



## Contents

Planning, Design and Access Statement .....	4
UK Digital Strategy .....	5
National Infrastructure Strategy .....	5
Town and Country Planning (Control of Advertisements) (England) Regulations 2007 .....	6
National Policy Planning Framework .....	6
Code of Practice for Wireless Network Development in England (March 2022).....	8
Local Planning Policy.....	10
Barnsley Local Plan (2019) .....	10
Pre-application advice.....	15
Planning History .....	15
Siting Justification against Planning Policy .....	15
Siting .....	16
Appearance .....	17
Pavement Width .....	18
Advertisements .....	18
Noise Management.....	19
Heritage Statement .....	20
Conclusion .....	21
Planning Conditions .....	21

## Planning, Design and Access Statement

Our Ref.'s	<b>BNY009</b>
Address	<b>Pavement o/s 45-47 Peel Street, Barnsley, S70 2RL</b>
Lat/ Long	<b>53.552339, -1.484827</b>
Site Type	<b>Relocation</b>

As part of our collaborative approach to connecting and improving local streets, Full Planning Permission and Express Advertisement Consent is sought for the installation of Ino. BT Street Hub and removal of Ino. associated BT payphone approximately 45 metres away.

### Photomontage of Proposed Installation



### Proposed Kiosk Removal

Tel: 01226 730 664

Address: Pavement at Peel Street, 34a Peel Street, Barnsley, S70 2RJ (E 434274, N 406322)



## **UK Digital Strategy**

Digital connectivity in 2024 is now considered to be a utility, and modern life is increasingly impossible without it. Connectivity drives productivity and innovation and is the physical underpinning of a digital nation. Being connected is fundamental to the success in our modern world and Street Hub provides a cost-free way for communities to get online and take advantage of available opportunities. The Government has committed that every individual and every business should have the skills and confidence to seize the opportunities of digital technology and have easy access to high-quality internet wherever they live, work, travel or learn.

## **National Infrastructure Strategy**

Published in November 2020, the Government acknowledges in its National Infrastructure Strategy that investment in our infrastructure is critical as the UK seeks to recover from the Covid-19 pandemic. The Strategy puts innovation and new technology at its heart, in which BT Street Hub is at the forefront of this technological revolution. The Government's ambition is to support fast and reliable digital connectivity that can deliver economic, social and well-being benefits because new technologies have enormous potential to improve the environment and the daily lives of people across the UK. BT Street Hub can contribute to this with its suite of features, including Wi-Fi and small 5G cells capabilities, air monitoring and much more.

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

This application is for full planning permission under section 62 of the Town and Country Planning Act 1990 [the 1990 Act] and express advertisement consent under regulation 9 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 [the Regulations]. Applications for full planning permission must be determined in accordance with the Development Plan unless material considerations indicate otherwise (Section 38(6) of the Planning and Compulsory Purchase Act 2004 and section 70(2) of the 1990 Act). Under the advertisement Regulations, Express Consent is required for the advertisement element, notably the 2no digital screens on each side of the Street Hub. As per regulation 3 of the Regulations, applications for Express Advertisement Consent must be determined in the interests of amenity and public safety, considering (a) the provisions of the development plan, so far as they are material, and (b) any other relevant factors.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 state the following specifically in relation to advertisement control:

### **PART I - General**

#### **Powers to be exercised in the interests of amenity and public safety**

3. (1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account;
  - (a) the provisions of the development plan, so far as they are material; and
  - (b) any other relevant factors.
- (2) Without prejudice to the generality of paragraph (1)(b);
  - (a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;
  - (b) factors relevant to public safety include;
    - (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
    - (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

## National Planning Guidance

Planning policy is provided at the national level by the National Planning Policy Framework (NPPF). It is a material consideration in planning decisions.

It is not necessary to quote extensively from this document but the following points are highlighted.

## National Planning Policy Framework (December 2024)

The Government's latest National Planning Policy Framework (NPPF) was published on the 12<sup>th</sup> December 2024 and the Government's approach is to continue to strongly support communications infrastructure. The NPPF remains very supportive of high-quality communications. Indeed, a whole chapter is dedicated to high-quality communications, emphasising the importance that the Government attaches to digital connectivity. Paragraph 119 states that *"advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being."* This wording echoes the guidance set out in paragraph 42 of the 2012 version of NPPF. However, it also includes the importance of *reliable* communications infrastructure for both economic growth and social well-being.

The NPPF continues to support the expansion of electronic communications networks at paragraph 119. It notes that policies should set out how high-quality digital infrastructure, providing access to services from a range of providers, is expected to be delivered and upgraded over time. The economic and social benefits of providing high-quality and reliable communications infrastructure are well documented and can be found later in this Supporting Information Statement.

The NPPF supports the provision and promotion of sustainable transport at section 9. These relevant policies are set out below:

Paragraph 116 – *"Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios."*

Paragraph 117 - Within this context, applications for development should: [...] *"c) create places that are safe, secure and attractive, which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards."*

The NPPF states the following specifically in relation to advertisement control in section 12:

Paragraph 141 - *The quality and character of places can suffer when advertisements are poorly sited and designed. "A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."*

The NPPF makes reference to 5G and electronic communications systems:

*"Planning policies and decisions should support the expansion of electronic communications networks, including next-generation mobile technology (such as 5G)."*

With the above in mind, the Government is already forward-thinking the evolution of data networks and seeks planning decisions to take account of this. 5G technology provides increased speed of data and more capacity in the network, to ensure that handheld devices can continue to be used for the purposes in which they were purchased. This will bring even greater economic and social benefits to the area.

Paragraph 120 of the NPPF retains the requirement to minimise the number of installations consistent with the efficient operation of the network but also includes being consistent with the needs of consumers and providing reasonable capacity for future expansion.

Paragraph 123 of the NPPF retains the guidance set out in paragraph 46 of the 2012 NPPF version which relates to determining applications on planning grounds only. *“They should not seek to prevent competition between different operators, question the need for an electronic communications system, or set health safeguards different from the International Commission guidelines for public exposure.”*

At the heart of the NPPF is the retained presumption in favour of sustainable development (para 11). For decision-taking, this means approving development proposals that accord with an up-to-date development plan without delay or where there are no relevant development plan policies or the policies which are most important for determining the application are out-of-date, granting permission, unless the application of policies within the revised Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed or any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits when assessed against the policies in the revised Framework taken as a whole.

The NPPF continues to provide guidance on decision-making. At paragraph 39 it states that:

*“Local planning authorities should approach decisions on proposed development in a positive and creative way. They should use the full range of planning tools available, including brownfield registers and permission in principle, and work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision-makers at every level should seek to approve applications for sustainable development where possible.”*

The NPPF builds on the aspiration to build a strong, competitive economy. Paragraph 85 states:

*“Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken, should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future. This is particularly important where Britain can be a global leader in driving innovation<sup>42</sup>...”*

Footnote 44 of the NPPF states:

*“The Government’s Industrial Strategy sets out a vision to drive productivity improvements across the UK, identifies a number of Grand Challenges facing all nations, and sets out a delivery programme to make the UK a leader in four of these: artificial intelligence and big data; clean growth; future mobility and catering for an ageing society. HM Government (2017) Industrial Strategy: Building a Britain fit for the future.”*

### **Code of Practice for Wireless Network Development in England (March 2022)**

The Code of Practice provides guidance to Code Operators (referred to as ‘operators’ throughout the Code of Practice), including the Mobile Network Operators and wireless infrastructure providers, their agents and contractors, local planning authorities, and all other relevant stakeholders in England on how to carry out their roles and responsibilities when installing wireless network infrastructure. It

is also a useful tool for other interested stakeholders such as community groups, amenity bodies and individuals with an interest in mobile connectivity.

The aim of the Code of Practice is to support the government's objective of delivering high-quality wireless infrastructure whilst balancing these needs with environmental considerations. It also has an important role in making sure that appropriate engagement takes place with local communities and other interested parties.

The Code of Practice covers all forms of wireless infrastructure development, including mobile towers and cabinets. It is recommended that other wireless communications operators follow the principles of this Code of Practice, where appropriate.

Unlike previous iterations this Code of Practice has been led by the Department for Digital, Culture, Media and Sport (DCMS) and developed in collaboration with representatives of the mobile network industry, other government departments and public bodies, local planning authorities, and protected landscapes. This document replaces the previous Code of Best Practice on Mobile Network Development, which was published in 2016 and is now published by DCMS.

The Code of Practice sets out the legal and policy framework for the delivery of wireless infrastructure development.

Paragraphs 8 – 12 of the Code of Practice set out the importance of connectivity:

8. *“Digital connectivity is vital to enable people to stay connected and businesses to grow. Fast, reliable digital connectivity can deliver economic, social and well-being benefits for the whole of the UK.”*

9. *“As the demand for mobile data in the United Kingdom is increasing rapidly, it is important that everyone has access to dependable and consistent mobile coverage where they live, work and travel.”*

10. *“The [Future Telecoms Infrastructure Review \(FTIR\)](#) and the [National Infrastructure Strategy](#) set out the government's long-term strategy for meeting its digital connectivity targets and delivering high-quality, the reliable digital infrastructure that works across the UK.”*

11. *“The government has committed to extending mobile coverage across the UK. The government has committed to extending mobile coverage across the UK. The government's [Levelling Up White Paper](#) has set a mission that the UK will have nationwide 4G coverage, with 5G coverage for the majority of the population by 2030. In support of this, the government and the UK's mobile network operators agreed to a [£1 billion Shared Rural Network deal](#) to extend 4G mobile geographical coverage to 95% of the UK by the end of the programme.”*

12. *“[Next Generation Mobile Technologies: A 5G Strategy for the UK](#), and the [update to this](#), set out the government's ambition for the UK to be a global leader in 5G to take early advantage of its potential and help to create a world-leading digital economy that works for everyone. The government also wants businesses and communities to benefit from investments in 5G as soon as possible. Through the government's [5G Testbeds and Trials programme](#) we have seen its value to manufacturing, farming, transport networks and healthcare.”*

The Government recognises the key role that the Planning System plays in delivering the digital infrastructure that we need, in a sustainable and well-designed way, especially as households and businesses become increasingly reliant on mobile connectivity.

The Code of Practice sets out 'How wireless networks function'.

Para. 16 states *"Cellular wireless networks use base stations to provide an area of radio coverage. Wireless technology uses the radio spectrum to broadcast radio waves between base stations and devices. Different radio frequencies have different characteristics which, along with the density of cell site locations, affect the extent of coverage and how much data can be carried over the network. Depending on the radio frequencies used, base stations can deliver coverage over a wide area or provide extra network capacity in areas where there is a high demand for network bandwidth."*

Para. 17 sets out that *"Wireless technology continues to evolve rapidly, and mobile devices are now capable of much more. Second-generation (2G) technology gave us voice calls and text messages, 3G led to the launch of smartphones, and 4G, which enabled faster browsing, allowed us to do things like watching videos on the move. 5G, the latest generation of wireless technology, is much faster than previous generations of wireless technology and can offer greater capacity and lower latency, allowing thousands of devices in a small area to be connected at the same time. 5G networks, and future mobile generations, will be vital for a range of Internet of Things uses (IoT) and Smart City applications."*

The Code of Practice establishes 'Principles and commitments' by which operators should develop their networks and that Local Planning Authorities should demonstrate their support.

Paragraph 18 of the Code of Practice sets out the principles and commitments that operators should follow when developing their networks inter alia:

- Site sharing and use of existing structures: make use of existing structures, sites and towers wherever possible to reduce the need for new development.
- Consultation with local planning authorities, local communities and other stakeholders.
- Standardised and high-quality approach to planning applications, and the notification procedure: provide standardised supporting documentation for planning applications (where appropriate) within the context of national and local requirements.
- Compliance with guidance laid out in the International Commission on Non-Ionizing Radiation (ICNIRP) public exposure levels guidance.

The Code of Practice also sets out the requirements of the LPA in relation to the deployment of digital infrastructure:

- Incentivising connectivity: support the expansion of telecommunications networks and take a 'joined-up' approach to the wireless infrastructure planning process, including ensuring that Local Plans effectively support the deployment of digital infrastructure.
- Facilitating sites: engage with operators when new sites have been proposed and discuss site requirements.
- Engagement with operators: respond positively to requests for engagement and make decisions in line with national policy and Local Plans. For planning applications, find solutions to issues and ensure timely decisions are made.

The added emphasis on support from Local Planning Authorities in the deployment of digital infrastructure is even more evident in the revised Code of Practice. The Code of Practice recognises the importance of collaboration and partnership to help drive network coverage across the country. It goes on to state that *"In all instances, it is important for all parties involved in the process to take a positive approach to consultation and engagement."*

## Local Planning Policy

### Barnsley Local Plan (Adopted January 2019)

The Barnsley Local Plan addresses the Borough's role in creating attractive places with a high-quality public realm. It is considered that the following policies are applicable and in accordance with this case:

- Policy SD1 – Presumption in favour of Sustainable Development
- Policy GDI – General Development
- Policy E5 – Promoting Tourism and encouraging Cultural Provision
- Policy T3 – New Development and Sustainable Transport
- Policy T4 – New Development and Transport Safety
- Policy DI – High Quality Design and Place Making
- Policy HE1 – Historic Environment
- Policy BTC3 – Public Spaces
- Policy RE1 – Low Carbon and Renewable Energy

#### **“Policy SD1 Presumption in favour of Sustainable Development**

*When considering development proposals we will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework. We will work proactively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.”*

#### **“Policy GDI General Development**

*Proposals for development will be approved if:*

*There will be no significant adverse effect on the living conditions and residential amenity of existing and future residents;*

*They are compatible with neighbouring land and will not significantly prejudice the current or future use of the neighbouring land;*

*They will not adversely affect the potential development of a wider area of land which could otherwise be available for development and safeguards access to adjacent land;*

*They include landscaping to provide a high quality setting for buildings, incorporating existing landscape features and ensuring that plant species and the way they are planted, hard surfaces, boundary treatments and other features appropriately reflect, protect and improve the character of the local landscape;*

*Any adverse impact on the environment, natural resources, waste and pollution is minimised and mitigated;*

*Adequate access and internal road layouts are provided to allow the complete development of the entire site for residential purposes, and to provide appropriate vehicular and pedestrian links throughout the site and into adjacent areas;*

*Any drains, culverts and other surface water bodies that may cross the site are considered;*

*Appropriate landscaped boundaries are provided where sites are adjacent to open countryside;*

*Any pylons are considered in the layout; and*

Existing trees that are to remain on site are considered in the layout in order to avoid overshadowing.”

### **“Policy E5 Promoting Tourism and encouraging Cultural Provision**

We will promote tourism and encourage the growth and development of cultural provision by:

Encouraging the provision of a wide range of venues and opportunities for cultural activity;  
Safeguarding and sustaining existing cultural provision;  
Promoting the existing cultural provision and tourism offer (for example museums, theatres, accommodation and hospitality); and  
Encouraging the growth of the tourism business sector.

Major new tourist and cultural facilities will be focused within existing centres where possible.

Tourist related development in rural areas will be protected and encouraged to support and diversify the local economy, subject to the requirements of Policy E6 Rural Economy.”

### **“Policy T3 New Development and Sustainable Travel**

New development will be expected to:

Be located and designed to reduce the need to travel, be accessible to public transport and meet the needs of pedestrians and cyclists;

Provide at least the minimum levels of parking for cycles, motorbikes, scooters, mopeds and disabled people set out in the relevant Supplementary Planning Document;

Provide a transport statement or assessment in line with guidance set out in the National Planning Policy Framework and guidance including where appropriate regard for cross boundary local authority impacts; and

Provide a travel plan statement or a travel plan in accordance with guidance set out in the National Planning Policy Framework including where appropriate regard for cross boundary local authority impacts. Travel plans will be secured through a planning obligation or a planning condition.

Where levels of accessibility through public transport, cycling and walking are unacceptable, we will expect developers to take action or make financial contributions in accordance with policy 11.

If it is not possible or appropriate for the minimum amount of parking for cycles, motorbikes, scooters and mopeds to be met on site, the developer must provide, or contribute towards, off-site parking, or improve or provide other forms of travel.”

### **“Policy T4 New development and Transport Safety**

New development will be expected to be designed and built to provide all transport users within and surrounding the development with safe, secure and convenient access and movement.

If a development is not suitably served by the existing highway, or would create or add to problems of safety or the efficiency of the highway or any adjoining rail infrastructure for users, we will expect developers to take mitigating action or to make a financial contribution to make sure the necessary improvements go ahead. Any contributions will be secured through a planning obligation or planning condition.”



## **“Policy DI High Quality Design and Place Making**

*Design Principles: Development is expected to be of high quality design and will be expected to respect, take advantage of and reinforce the distinctive, local character and features of Barnsley, including: Landscape character, topography, green infrastructure assets, important habitats, woodlands and other natural features;*

*Views and vistas to key buildings, landmarks, skylines and gateways; and*

*Heritage and townscape character including the scale, layout, building styles and materials of the built form in the locality.*

*Through its layout and design development should:*

*Contribute to place making and be of high quality, that contributes to a healthy, safe and sustainable environment;*

*Complement and enhance the character and setting of distinctive places, including Barnsley Town Centre, Penistone, rural villages and Conservation Areas;*

*Help to transform the character of physical environments that have become run down and are lacking in distinctiveness;*

*Provide an accessible and inclusive environment for the users of individual buildings and surrounding spaces;*

*Provide clear and obvious connections to the surrounding street and pedestrian network;*

*Ensure ease of movement and legibility for all users, ensure overlooking of streets, spaces and pedestrian routes through the arrangement and orientation of buildings and the location of entrances;*

*Promote safe, secure environments and access routes with priority for pedestrians and cyclists;*

*Create clear distinctions between public and private spaces;*

*Display architectural quality and express proposed uses through its composition, scale, form, proportions and arrangement of materials, colours and details;*

*Make the best use of high quality materials;*

*Include a comprehensive and high quality scheme for hard and soft landscaping; and*

*Provide high quality public realm.*

*In terms of place making development should make a positive contribution to achieving qualities of a successful place such as character, legibility, permeability and vitality.”*

The BT Street Hubs have been designed to be as minimal on the surrounding character and setting of the areas in which they are sited. The border of the main display consists of darker shades to soften the visual impact of each unit and to keep the impacts of amenity and setting to an acceptable level. Lighting is reduced at night to reduce the impact on light pollution and to keep from being an overbearing visual addition to the street scene. There is a frequent maintenance schedule for each unit wherein they are cleaned regularly and kept in working condition. Unlike the predeceasing phone boxes which have fallen into disrepair and accommodate anti-social behaviour, the new BT Street Hubs will act as a modern, clean and usable street furniture replacement. This proposal will be of a

high-quality design and usability, directly improving the street scene of the area by replacing a dilapidated, and anti-social item of street furniture.

### **“Policy HE1 The Historic Environment**

*We will positively encourage developments which will help in the management, conservation, understanding and enjoyment of Barnsley’s historic environment, especially for those assets which are at risk.*

*This will be achieved by:*

- a. *Supporting proposals which conserve and enhance the significance and setting of the borough’s heritage assets, paying particular attention to those elements which contribute most to the borough’s distinctive character and sense of place.*

*These elements and assets include:*

*The nationally significant industrial landscapes of the Don Valley which includes Wortley Top Forge and its associated water management system.*

*Elsacar Conservation Village, its former ironworks and its workshops which were once part of the Fitzwilliam Estate.*

*A number of important 18th and 19th century designed landscapes and parks including Wentworth Castle parkland (the only grade I Registered Park and Garden in South Yorkshire), and Cannon Hall Park.*

*The well preserved upstanding remains of the Cluniac and Benedictine monastery at Monk Bretton.*

*18 designated conservation areas of special and architectural interest including three town centre conservation areas, as well as large areas incorporating Stainborough Park, Cawthorne, Penistone and Thurlstone.*

*The 17th century Rockley Blast Furnace and its later engine house.*

*Gunthwaite Hall Barn, a large 16th century timber framed barn.*

*Barnsley Main Colliery Engine House and Pithead structures.*

*The 17th century Worsbrough Mill (the only historic working water mill in South Yorkshire).*

*Relatively widespread evidence of pre-historic settlements, and occupation which are often archaeological and below ground but sometimes expressed as physical or topographic features.*

*The boroughs more rural western and Pennine fringe characterised by upland and (often) isolated settlements or farmsteads surrounded by agricultural land and dominated by historic and vernacular buildings built from local gritstone.*

- b. *By ensuring that proposals affecting a designated heritage asset (or an archaeological site of national importance such as a Scheduled Ancient Monument) conserve those elements which contribute to its significance. Harm to such elements will be permitted only where this is outweighed by the public benefits of the proposal. Substantial harm or total loss to the significance of a designated heritage asset (or an archaeological site of national importance) will be permitted only in exceptional circumstances where there is a clearly defined public benefit.*

- c. *By supporting proposals that would preserve or enhance the character or appearance of a conservation area. There are 18 conservation areas in the borough and each is designated for its particular built and historic*



significance. This significance is derived from the group value of its constituent buildings, locally prevalent styles of architecture, historic street layouts and its individual setting which frequently includes views and vistas both into and out of the area. Particular attention will be given to those elements which have been identified in a Conservation Area Appraisal as making a positive contribution to its significance.

*d. By ensuring that proposals affecting an archaeological site of less than national importance or sites with no statutory protection conserve those elements which contribute to its significance in line with the importance of the remains. In those cases where development affecting such sites is acceptable in principle, mitigation of damage will be ensured through preservation of the remains in situ as a preferred solution. When in situ preservation is not justified, an understanding of the evidence to be lost must be gained in line with the provisions of Policy HE6.*

*e. By supporting proposals which conserve Barnsley's non-designated heritage assets. We will ensure that developments which would harm or undermine the significance of such assets, or their contribution to the character of a place will only be permitted where the benefits of the development would outweigh the harm.*

*f. By supporting proposals which will help to secure a sustainable future for Barnsley's heritage assets, especially those identified as being at greatest risk of loss or decay."*

The BT Street Hub is not within any designated area e.g. conservation area or in proximity to listed buildings/heritage assets.

### **"Policy BTC3 Public Spaces**

*New development must make a positive contribution to public spaces through its design, siting and use of materials.*

*The creation of new public spaces and improvements to existing public spaces must be made in accordance with the Barnsley Town Centre Public Spaces Strategy."*

### **Policy RE1 Low Carbon and Renewable Energy**

*All developments will be expected to seek to incorporate initially appropriate design measures, and thereafter decentralised, renewable or low carbon energy sources in order to reduce carbon dioxide emissions and should at least achieve the appropriate carbon compliance targets as defined in the Building Regulations.*

*We will allow development that produces renewable energy as long as there is no material harm upon: The character of the landscape and appearance of the area; Living conditions; Biodiversity, Geodiversity and water quality; Heritage assets, their settings and cultural features and areas; Key views of, from or to scenic landmarks or landscape features; Highway safety, or Infrastructure including radar. In assessing effect, we will consider appropriate mitigation which could reduce harm to an acceptable level. Proposals will be expected to include information regarding their efficiency. Proposals must be accompanied by information that shows how the local environment will be protected, and that the site will be restored when production ends.*

The BT Street Hubs provide a network service to the immediate area without the requirement for harsh, utilitarian street additions (e.g. Telecommunication Masts) while simultaneously acting as an advertisement, interactive tourist information hub, air quality monitoring hub with emergency services. This proposal accords with the local polices as it sensitively integrates, telecommunications equipment through a valuable addition to the street scene.



## Pre-application advice

A formal pre-application consultation request was sent to Barnsley Metropolitan Borough Council on the 08<sup>th</sup> August 2025 which introduced the BT Street Hub project and sought to agree a bespoke fee for paid pre-application advice given the unique nature of the project and multiple potential sites identified across the authority.

The Council responded and confirmed that pre-application advice would be subject to a fee and timescales.

Taking this into account, the decision was made to progress the site without pre-application advice in an effort to move the project as efficiently as possible. However, BT are keen to ensure that communication channels remain open and are open to discussions about the site over the course of the application in order to address any unforeseen issues.

## Planning History

There is no history of InLink or Street Hub units at the application site on Peel Street.

However, the following applications for similar infrastructure have been identified nearby:

- 2025/0598 - Installation of internally illuminated fascia signs and illuminated projecting sign - Unit R3, The Glassworks, Barnsley, S70 1GW (Under Consideration) July 2025.
- 2024/0982 - Installation of non-illuminated fascia and projecting signage, and installation of internal digital marketing display (Amended Plans and Description) - 21 The Glass Works, Barnsley, S70 1GW (Approved with Conditions) November 2024.
- 2024/0821 - Installation of 1no. internally illuminated fascia sign and 1no. internally illuminated projecting sign - Unit SUI6B, The Glass Works, Barnsley, S70 1GW (Approved with Conditions) September 2024.
- 2020/0533 - Double-sided digital advertising unit within bus shelter. - Bus stop opp John Rideal House, Shambles Street, Barnsley, S70 2RL (Approve with Conditions) May 2020

## Relocation

In this instance, the location of the proposed Street Hub has been moved by approximately 45 metres west of the nearest BT phone box, which is to be decommissioned. The position of the Hub has been relocated to be more in keeping with the immediate street scene, improving pedestrian manoeuvrability along this stretch of pavement. Albeit a subtle change, the siting and appearance of the Street Hub is a clear improvement from the existing arrangement. This is because the pavement at the current location of the phone box is too narrow and therefore does not provide sufficient space in accordance with government guidelines.

## Siting Justification against Planning Policy

At the conception stage, we have tried to focus on pursuing direct conversions of existing kiosks wherever practicable. Also, we have looked for locations with wide pavements, and where a sites relationship with existing street furniture avoids undue proliferation of clutter. It should be recognised that BT's legacy estate of payphones has grown up organically over the years, in which the whereabouts of BT kiosks can sometimes sit in environments that have changed dramatically around them. In some instances, the BT Street Hub project has been seen as an opportunity to improve the pedestrian



environments by removing awkward BT kiosks and repositioning the new unit to a more in-keeping spot in the street scene.

It is appreciated that streets are ever-evolving environments, amidst society's changing connectivity demands. BT has a universal service obligation with Ofcom to provide a street level phone service, so the selection process of kiosks to be removed had to cater for this, however there is a recognition that the use of phone boxes has dramatically changed since kiosks were first conceived, whilst now the need for Wi-Fi and mobile coverage has increased massively. In this respect we have tried to build a sequence of Street Hub sites wherever possible, so that this can improve the user connectivity experience as they travel through an area.

Likewise, as Street Hubs can provide the Council with valuable data as each unit has environmental sensors that can monitor air, sound and light, we have tried to plan a sequence of Street Hub sites along key routes, so that the information gathered can be better analysed. This free environmental data has its own dashboard and will help the planning system actively manage patterns of growth in support of national air quality objectives and will be a useful source of real-time data in the delivery of the Council's own green agenda. In a similar vein, Street Hubs have the capability to monitor pedestrian, cyclist, and vehicle movements, hence in building a strategic network of Street Hub units it will help the Council to monitor and develop travel plans for the area.

The introduction of any form of development within a particular environment will always be, to some degree, a noticeable addition or change to those residents, businesses and regular passers-by found closest. However, it should be appreciated that the visibility of something that is new or the change in form of something that has an established presence on-site, like a telephone kiosk to a Street Hub unit, does not automatically result in an overwhelming adverse harm occurring. The starting point and fundamental principle applied by the applicant is always to replace existing BT call boxes with Street Hub units where they will be in-keeping with their existing surroundings. In this regard, it is seen as an opportunity to help future proof the high street making them smarter, safer, and more sustainable.

In progressing new Street Hub sites, so far as practicable, we have sought to minimise the contrast between the development itself and its immediate environment through appropriate siting and design. The siting of each Street Hub has been considered having regard to the available footpath widths, the whereabouts of the existing payphones to be removed and the visual character of that particular street scene where the new Street Hub is proposed. With regards to its associated advertisement screens, thought has been given to its immediate context and public safety in terms of pedestrian and vehicular movements. These criteria have been adjusted where necessary on a site-by-site basis to account for local context and policy requirements when reassessing the site's suitability to accommodate a new Street Hub unit.

Justification for the siting and appearance of the proposed Street Hub, has been assessed against up to date national and local planning policies and any other material considerations. Our assessment has concentrated on whether the removal of the existing BT call box when balanced against the replacement of new Street Hub at the application site, creates a significant visual harm as to outweigh the public benefits.

In this regard matters of siting, appearance and advertisements are discussed as follows: -

### **Siting**

The proposal involves the removal and relocation of 1 no. BT existing call box in association with 1 no proposed new Street Hub. Also, as previously highlighted at a strategic level, there are generally 2 no BT call boxes removed with every Street Hub proposed. The removal of these existing call boxes will declutter street scenes throughout the authority and when comparing the footprint of existing call boxes to be removed and proposed Street Hub, it will declutter pavements and free up space.



The development site is within commercial street, on the outskirts of the main Town Centre. The location is pedestrianised with ample space for the safe passing of pedestrians. The street scene context immediate to the proposed BT Street Hub site is generally commercial and comprises of a number of shops, restaurants, commercial services. We consider the proposed BT Hub will match the character of this modern area and presents a seamless transition in place of an existing phone box. Please note, the BT Hub will be set towards the front of the pavement, in line with an existing streetlight and signpost.

## **Appearance**

The proposed BT Street Hub unit is an advanced, modern development which has been designed following significant improvements in technology and digital content over recent years. It can promote the image of the authority as a vibrant place, and we believe it will improve the quality of the immediate streetscape for residents, businesses and visitors.

The proposed design is slimmer and takes a more compact profile than the existing BT payphone boxes that the proposed Street Hub is replacing. The user interface is located at a low level and is a similar height to an existing BT payphone unit to ensure that it is accessible to all users.

The appearance of the BT Street Hub unit has a vertical emphasis and by reason of its reduced footprint will give a slender more elegant form of development when compared to an existing payphone unit. The appearance of the structure is not considered to be harmful to the wider street scene, especially when taking into account the nature of the existing payphones to be removed. We consider the appearance of the area and street scene will not be compromised by the proposed new BT Street Hub.

The new structure will be set within a generally commercial setting and busy stretch of road that is dominated by vehicular and pedestrian movements; hence it is well-lit throughout the day. While it is accepted that the BT Street Hub advertisements will be more visible during the hours of darkness or in dull conditions, its appearance would not be out of keeping with this stretch of road which is well lit by streetlights, window displays and headlights. In this context, the BT Street Hub design would not appear detrimental to the amenity of Peel Street and is located outside any heritage designations.

It is concluded that the design of the proposed Street Hub is justified, and its appearance is an improvement when compared to the BT call boxes that are to be removed in association. Therefore, it is considered that the appearance of the proposed Street Hub is acceptable and is in accordance with national and local planning policies.

## **Pavement Width**

The total existing pavement width at this location is approximately 4.43m. The total width of the Street Hub is 1.236 metres. With the Street Hub being located at the recommended distance of 0.5 metres from the kerb. The remaining footway of 2.7 metres is clear for the safe passing of pedestrians. It is of note that the structure is only 350mm wide, so any minor narrowing of the footway occurs for just a few centimetres.

## Advertisements

When seen in the overarching context of the street scene, it is considered that the location, size and height of the digital advertisement panels will on balance be acceptable. As previously discussed, it is believed that the siting and appearance of the BT Street Hub would not create significant harm to the amenity of the area that would outweigh the public benefits and other material factors of consideration.

In terms of public safety, the site of the BT Street Hub and the display of digital advertisements on its sides will allow for the continued safe movements of motorists and pedestrians. In this regard, its presence within the street scene would not endanger public safety of those people who are taking reasonable care for their own and others' safety.

It is recognised that all advertisements are intended to attract people's attention, however in this case their siting and size would not create an untoward feature within the street scene. The position where the BT Street Hub is to be located and the orientation of the advertisements in relation to the road would not cause unacceptable interference with nearby road signs and or navigational lights. Viewed within the street scene setting, the digital advertisements would be seen by passing motorists but would not create confusion nor influence the behaviour of drivers to such a degree that they would cause a hazard by reason of their presence. The proposed Street Hub would be sited away from road junctions so it would not unduly interrupt any visibility splays or sightlines. When viewed within the street scene context of the wider environment, it is not considered that the Street Hub would appear as an untoward feature to passing motorists.

Regarding pedestrian safety, the Street Hub is positioned away from the road edge on a wide section of pavement without impeding pedestrian movements as ample footway width would be retained. Allowing for the orientation of the BT Street Hub's user interface in relation to passing motorists, the public safety of those using it would not be put at risk as they would be set off the kerb edge.

The area surrounding this specific site is visually busy and typical of this area within Barnsley at ground elevation. The proposal would be an addition to the ground elevation and in context with the surrounding street furniture.

The proposed usage for the screens has been set in accordance with Schedule 1 of The Town and Country Planning (Control of Advertisements) (England) Regulations 1984:

1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.
4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military)

The Transport for London's (TfL) policy document 'Guidance for Digital Roadside Advertising and Proposed Best Practice – 2013' [the TfL Guidance] has also been a key document in the design and site selection process.



In addition to the above conditions, each Street Hub location has been assessed against and would comply with the following additional criteria from the TfL Guidance.

- There would be no conflict with any traffic signs, signals, crossing points, schools, hospitals or low bridges.
- No sightlines or clearances would be affected.
- The TfL guidance states that ‘Static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted.’ There is existing traditional advertisement on similar sections of the respective roads in many cases.
- The geometry of the roads is not complicated, and the driving conditions are not considered to be demanding or complicated.
- The advertisements would not be experienced by a driver in conjunction with any other similar digital advertisements.
- As per the TfL guidance, the advertisements would be located as close to the driver’s natural eye line as possible and facing as head-on to the traffic as is practical.

The lighting levels noted above are within the levels set for this type and size of screen (those under 10m<sup>2</sup>) as set by the Institute of Lighting Professionals, Professional Lighting Guide 05: The Brightness of Illuminated Advertisements (2023). A copy of this document is appended for clarity.

### Noise Management

As one of many features, Street Hubs provide free phone calls via a speaker and microphone system. The following document identifies the steps we are able take to ensure that these calls, like all the features of the Street Hub, help improve the amenity of a local area whilst also respecting the expectations of local community over time. Please note: this noise management plan refers specifically to the noise from the Street Hub. Noise from pedestrians, users of the Street Hub, or from other nearby sources are not included and would typically be considered matters for the Police and other authorities who have the appropriate and relevant powers to act on such issues if necessary.

We have designed our Street Hub so that they create a ‘sound cloud’ for the person making a call with noise levels sufficient to make calls with background noise for the surroundings. Whilst this generates a reasonable conversational volume in proximity to the Street Hub, it is intended to result in minimal to no noise being noticeable further away. The average volume settings are 65dB average at 3m distance from each Street Hub. Users may also choose to use headphones when making calls or using the tablet, which deactivates the speaker for the duration of their use.

It is worth noting that the Street Hubs are situated on public streets, in the most part close to roads where high volumes of traffic will be seen, examples of background noise experienced on streets are details below:

Noise Level, dB	Example
60-70	Conversational Speech
70-80	Average traffic on Street Corner
80-90	Heavy lorries at 6m

### Daytime (07:00 – 21:00)

Street Hub have controllable volume levels. This will default to 50% at the start of any user activity during the day and can be increased and decreased based on the preferences of the user.

### Nighttime (21:00 – 07:00)

Between the hours of 21:00 to 07:00 all Street Hub will be governed so that the volume cannot be increased to greater than 60% of the maximum volume.



## Exceptional Circumstances

We manage noise by exception based on feedback from users and the local community. If we receive any feedback that the Street Hub may be causing detrimental environmental impact, we take the following actions:

1. Understand the reason for the issue and any extenuating circumstances. At this point we will separate out any Police or community safety matters and work directly with the relevant authorities, and support the local residents in raising these issues through official channels where appropriate.
2. We will then verify the evidence provided against the Street Hub's call history and other operational data as required. This will allow us to understand the number, time, and frequency of outbound calls being made and better understand the severity of the reported situation.
3. Once we have verified the situation, we will typically look to apply local bespoke volume governor controls appropriate to the situation. We have found that reducing the Street Hub's maximum volume to 40% during relevant periods tends to resolve issues where they have been identified.
4. We will continue to monitor the situation and listen to ongoing feedback from the community as we do take matters seriously. We continue to learn as part of our roll out how Street Hubs are fitting into the community.

## Further information

We want each Street Hub to provide the best possible experience for users and the communities around them, and will continue to work with councils, police, and the wider community to make sure they do. For more information on Street Hubs and how they are managed, please contact [streethub@bt.com](mailto:streethub@bt.com)



## Conclusion

BT Street Hubs have the potential to significantly enhance the provision of local community communications facilities and services. It is precisely the type of high-speed digital infrastructure that the government is seeking to support as part of the presumption in favour of sustainable development. It will deliver social, economic, and environmental benefits by providing a suite of essential urban tools/services, including free ultrafast Wi-Fi to residents, businesses and visitors in this area. Overall BT Street Hubs will help future proof the high street making them smarter, safer, and more sustainable through their adaptable design and function.

The proposed BT Street Hubs structures are of a high quality, accessible design that would be a significant improvement when compared to the existing payphone that will be replaced. Modern signage which is interactive and multi-faceted in its use has become more acceptable on the street scape due to its functionality, clean and modern look. We consider the proposal in this case to be appropriately sited; to reduce street clutter, to improve available footway widths, not located within any heritage assets nor adversely affect amenity or public safety.

We believe this statement has demonstrated that the BT Street Hub proposal is in accordance with national policy set out in the NPPF and local development plan policies, in which we would hope that this application can be supported by your Council.

## Planning Conditions

To give assurance that each Street Hub will operate as intended and the associated payphone removals will occur, we would be pleased to accept the following conditions or a mutually agreed version of them to be included as part of any planning consent:

- a. Within three (3) months of development commencing the existing BT payphones shown above shall be removed in their entirety and the land made good to the same condition as the adjacent land.
- b. Pavement surrounding the Street Hub shall be made good to the same condition as the adjacent land.
- c. The intensity of the illumination of the two digital display screens shall not exceed 600 candelas per square metre (cd/m<sup>2</sup>) between dusk and dawn in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.
- d. The digital display screens shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements).
- e. The minimum display time for each piece of content on the digital display screens shall be 10 seconds.
- f. The interval between each piece of content on the digital display screens shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction.
- g. No content on the digital display screens shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.

Should Barnsley Metropolitan Borough Council wish to append any other conditions to either the full planning or advertisement application, we would be most grateful if you could discuss these with us at your earliest opportunity during the course of the determination process.