Planning Services, Adur & Worthing Councils

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Worthing,
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BN11 1HS

Tel : 01903 221065
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Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x)

515083

Northing (y)

102709

Description

The proposed information boards will be located outside the sub-station for Worthing Heat Network, situated on the southern grass verge outside High Street Multi-Storey on High Street, adjacent to the junction with Ann Street. The two information boards will sit on the verge just off the pavement, allowing pedestrians to read the boards from the pavement without obstructing the footway itself.

Applicant Details

Name/Company

Title

Mr

First name

Joseff

Surname

Reed

Company Name

Hemiko

Address

Address line 1

Castletown Office

Address line 2

Rockliffe

Address line 3

Town/City

Carlisle

County

Cumbria

Country

United Kingdom

Postcode

CA6 4BN

Are you an agent acting on behalf of the applicant?

◯ Yes
⊘ No

Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The proposed advertisement consists of two tilted, A1 information boards that will sit in front the Worthing Heat Network sub-station on High Street. The information boards will provide an overview of the heritage of the area. The boards will include logos for the Worthing Heat Network, Worthing Borough Council, and may also include the logos of other organisations who have contributed to the board (e.g. Worthing Society). We therefore require advertisement consent.

INFORMATION BOARD 1

The first board will cover the history of the energy hub site on High Street, both in terms of buildings and people. It will include approx. 1000 words and up to six historic images.

INFORMATION BOARD 2

The second board will provide a history of energy generation and supply in Worthing, including gas and electricity. This will include approx. 1000 words and up to six historic images.

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:
Other type

Height:
1.2 metres

Width:
0.841 metres

Depth:
0.45 metres

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

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

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

What materials will the advertisement be made of?:
Powder coated aluminium. Clear acrylic framed graphics cover.

The colour of text and background:
Base of the lectern will be anthracite grey (RAL 7016). The design of the content on the board itself will use a range of colours to mirror the style of the Worthing Heat Network, including coral, teal, white, grey, black.

Will the advertisement be illuminated?:

Advertisement Type:
Other type

Height:
1.2 metres

Width:
0.841 metres

Depth:
0.45 metres

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

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

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

What materials will the advertisement be made of?:
Powder coated aluminium. Clear acrylic framed graphics cover.

The colour of text and background:
Base of the lectern will be anthracite grey (RAL 7016). The design of the content on the board itself will use a range of colours to mirror the style of the Worthing Heat Network, including coral, teal, white, grey, black.

Will the advertisement be illuminated?:

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

2No titled A1 lectern signs. This will include a sign tray with a fret cut aperture and internally mounted graphic, protected by acrylic. The sign is mounted to waist height posts that are cut to a 45 degree angle to allow for easy reading of the information board.

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

◯ Yes
⊘ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

◯ Yes
⊘ No
◯ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

◯ Yes
⊘ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

01/10/2025

To Date

30/09/2124

Neighbour and Community Consultation

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

⊘ Yes
◯ No

If Yes, please provide details

Hemiko has actively engaged local stakeholders in shaping the proposal for the information boards outside the Energy Hub on High Street. We held discussions with the Worthing Society to better understand the local heritage context and to identify topics that would be most meaningful and valuable to the community. Their insight has helped ensure that the content of the boards reflects the rich history of the area in a way that is accessible and engaging to residents and visitors alike.

In parallel, we have consulted with Worthing Borough Council, including their Neighbourhood Lead, to explore the most effective and appropriate use of the space outside the Energy Centre. These conversations have helped guide the design of the boards, and have ensured alignment with local priorities around placemaking, public realm enhancement, and community engagement. This approach has shaped the proposal into something that not only informs but also celebrates the identity of Worthing, creating a small but meaningful cultural asset for the town centre.

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

⊘ Yes
◯ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

◯ The agent
⊘ The applicant
◯ Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

◯ Yes
⊘ No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

◯ Yes
⊘ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

◯ Yes
⊘ No

If No, why has permission not been obtained?

Hemiko is in the process of seeking permission from the owner of the freehold for the land, Worthing Borough Council, and will engage with the Estates team over the coming weeks to ensure permission is obtained in good time.

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:
(a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

◯ Yes
⊘ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.
I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.
I/We also accept that, in accordance with the Planning Portal's terms and conditions:
- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☑ I / We agree to the outlined declaration

Signed

Joseff Reed

Date

01/08/2025