WOKINGHAM BOROUGH COUNCIL

Wokingham Borough Council
Planning Services
PO Box 157, Civic Offices, Shute End
Wokingham, Berkshire
RG40 1WR
email: development.control@wokingham.gov.uk
Phone: 0118 974 6000

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

Westmead Centre

Address Line 1

Rances Lane

Address Line 2

Address Line 3

Wokingham

Town/city

Wokingham

Postcode

RG40 2LH

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

Easting (x)

482153

Northing (y)

168530

Description

Applicant Details

Name/Company

Title

Miss

First name

Abbie

Surname

Clarke

Company Name

Inspire Children's Day Nurseries

Address

Address line 1

Inspire Children's Day Nurseries Wokingham

Address line 2

Westmead Centre

Address line 3

Rances Lane

Town/City

Wokingham

County

Berkshire

Country

United Kingdom

Postcode

RG40 2LH

Are you an agent acting on behalf of the applicant?

◯ Yes
⊘ No

Applicant Contact Details

Primary number

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

Secondary number

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

Fax number

Email address

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

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Installation of external signage at Inspire Children's Day Nurseries Wokingham, comprising two building-mounted signs displaying the nursery name, logo, opening times/ days and contact details at the main front door; two freestanding totem entrance signs at the gate of the property displaying our name, logo, direction to the entrance, tagline and contact details; and two branded flags positioned outside the main entrance of the building. No changes to the existing building use, access, or parking arrangements are proposed.

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

Advertisement Type:
Other type

Height:
2 metres

Width:
0.89 metres

Depth:
0.06 metres

What is the height from the ground to the base of the advertisement?:
0 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?:
0.217 centimetres

What materials will the advertisement be made of?:
Shaped Totem with Laser Cut Acrylic Lettering and digitally printed vinyl / satin laminate to coloured areas. 2.5mm powder coated aluminium with shaped top. Satin finish.

The colour of text and background:
Purple background with predominantly white lettering, green highlights and a green and purple company logo.

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:
90 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
2 metres

Width:
0.89 metres

Depth:
0.06 metres

What is the height from the ground to the base of the advertisement?:
0 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?:
0.217 centimetres

What materials will the advertisement be made of?:
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The colour of text and background:
Purple background with predominantly white lettering, green highlights and a green and purple company logo.

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:
90 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Fascia Sign

Height:
0.866 metres

Width:
0.6 metres

Depth:
0.03 metres

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

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

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

What materials will the advertisement be made of?:
Shaped sign tray with Laser Cut Acrylic Lettering and digitally printed vinyl / satin laminate to coloured areas. 2.5mm powder coated aluminium with shaped top. Satin finish. 10mm Matt White Acrylic Sheet logo and sub text with print to face

The colour of text and background:
Purple background with predominantly white lettering, green highlights and a green and purple company logo

Will the advertisement be illuminated?:

Advertisement Type:
Fascia Sign

Height:
0.866 metres

Width:
0.6 metres

Depth:
0.03 metres

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

What is the maximum projection of the advertisement from the face of the building?:
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What is the maximum height of any of the individual letters and symbols?:
0.141 centimetres

What materials will the advertisement be made of?:
Shaped sign tray with Laser Cut Acrylic Lettering and digitally printed vinyl / satin laminate to coloured areas. 2.5mm powder coated aluminium with shaped top. Satin finish. 10mm Matt White Acrylic Sheet logo and sub text with print to face

The colour of text and background:
Purple background with predominantly white lettering, green highlights and a green, purple and white company logo

Will the advertisement be illuminated?:

Advertisement Type:
Other type

Height:
1.37 metres

Width:

0.68 metres

Depth:
2 metres

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

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

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

What materials will the advertisement be made of?:
DOUBLE SIDED 45º angled flag pole bracket with flag: Knitted Polyester double sided with additional Anti fray protection included in price. Weight: 110g/m2 Flame Retardant B1 Rated (available on request) Print Method Dye Sublimation

The colour of text and background:
Purple background with a green, purple and white Inspire logo

Will the advertisement be illuminated?:

Advertisement Type:
Other type

Height:
1.37 metres

Width:
0.68 metres

Depth:
2 metres

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

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

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

What materials will the advertisement be made of?:
DOUBLE SIDED 45º angled flag pole bracket with flag: Knitted Polyester double sided with additional Anti fray protection included in price. Weight: 110g/m2 Flame Retardant B1 Rated (available on request) Print Method Dye Sublimation

The colour of text and background:
Purple background with a green, purple and white Inspire logo

Will the advertisement be illuminated?:

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

Other - 2 x Freestanding Totems
Other - 2 x Flags

NOTE: No illumination for the Fascia Signs or the Flags.

Location of Advertisement(s)

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

◯ Yes
⊘ No

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

- ◯ Yes
- ⊘ No
- ◯ Not Applicable

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

- ◯ Yes
- ⊘ No

Advertisement(s) Period

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

From Date

01/01/2027

To Date

13/11/2080

Neighbour and Community Consultation

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

- ◯ Yes
- ⊘ No

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?

- [x] Yes
- [ ] No

Authority Employee/Member

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

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

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

Do any of the above statements apply?

- [ ] Yes
- [x] 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.

- [x] I / We agree to the outlined declaration

Signed

Abbie Clarke

Date

16/11/2026

Amendments Summary

I have updated the applicant details to Abbie Clarke.

I have tried to tick 'No' for the illumination of the fascia signs and the flags but it won't show up on the form. I will explain in the email also.