



SMYTHEMAN
ARCHITECTURAL



PLANNING and HERITAGE IMPACT STATEMENT

for

**The Erection of Decorative Banners to promote the Centenary of
the Nicholson War memorial**

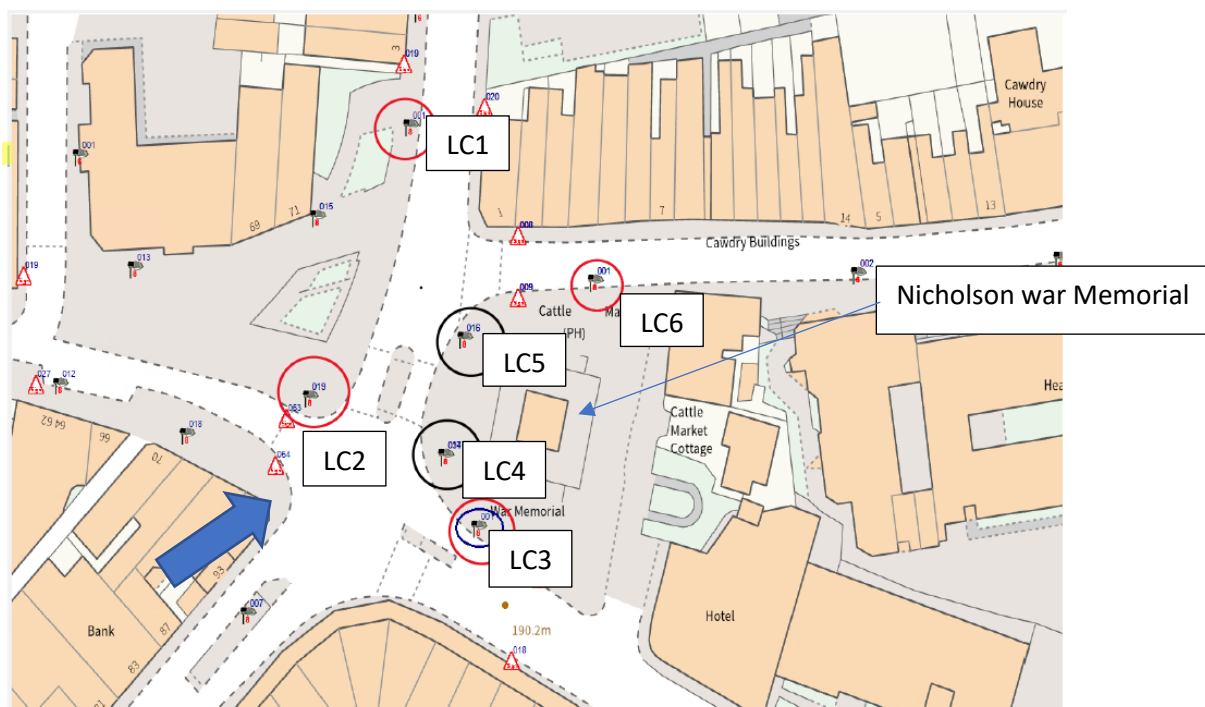
April 2025

Introduction

This statement is submitted in support of a planning application for the erection of 6no lamp post banners on existing lighting columns around the Nicholson War Memorial to celebrate its Centenary.

Site Description

The location of the Nicholson War Memorial is at the end of Derby Street at the Junctions of Ashbourne Road, Fountain St, Ball Haye Street and Haywood St. The 6no lamp posts are within 50meters of the monument and are detailed on the below site plan.



Plan showing the Nicholson War Memorial in context to the 6no lighting Columns (LC1-6) to be utilised to display the banners. The 4 lighting columns circled red are owned by EON SCC and the 2 circled black are owned by Leek Town Council., with the below image taken from the blue arrow showing all lighting columns in relation to the war memorial



Proposal

Advertisement consent is sought for the erection of 6 lamp post banners that are to be displayed to support and promote Leek and its Heritage in the Council's asset, the Nicholson War Memorial Monument in its Centenary year while also embracing the future and the diverse and colourful communities which make Leek a culturally dynamic vibrant town, and to also encompass the richness and skill of the Town's embodiment of the arts, through Buxton & Leek (formerly School of Art), the Foxlowe Arts Centre, the artisan Markets and the local independent shops which make Leek a unique place to visit for tourists.

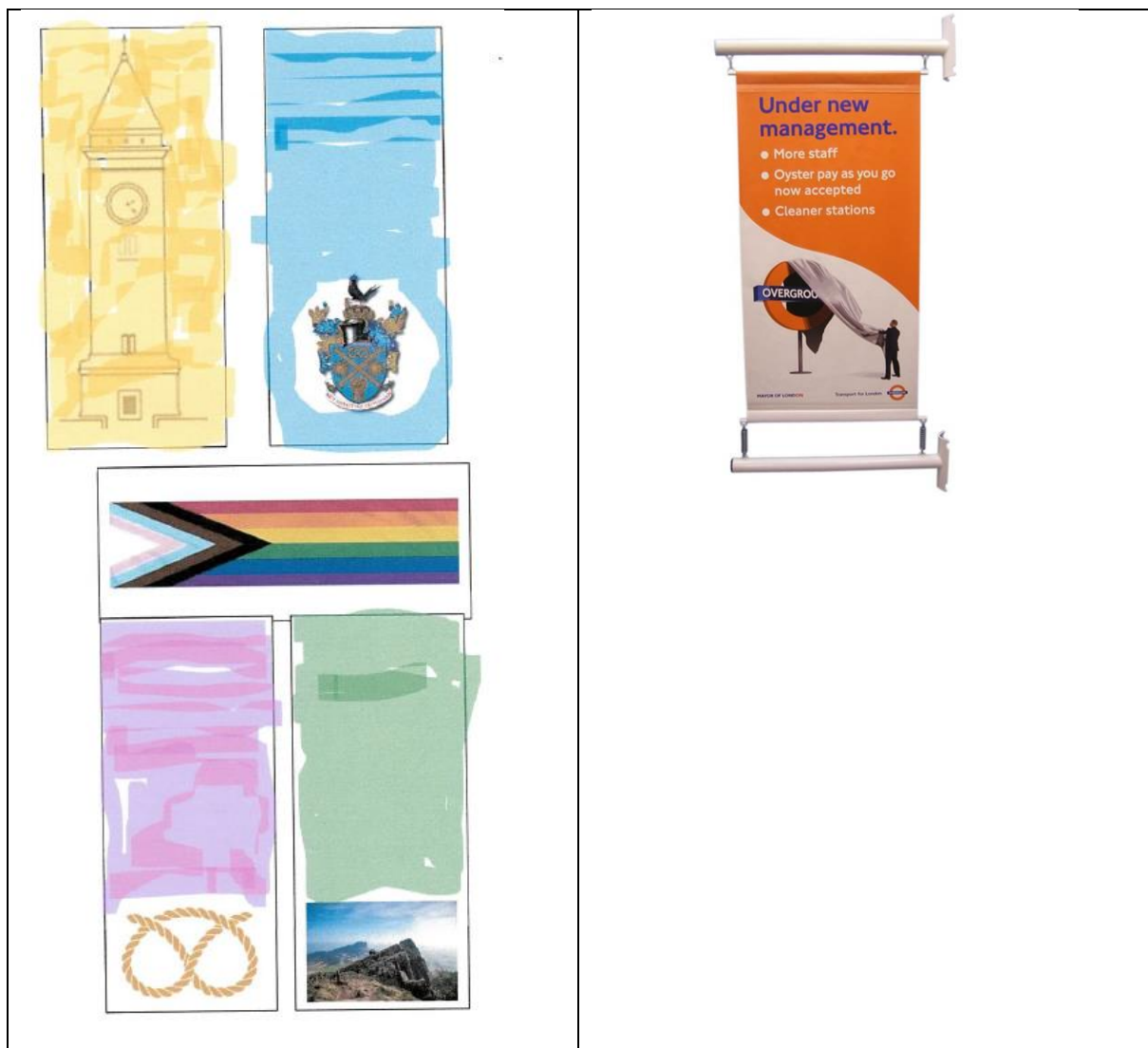


Illustration above outlines an artist's impression of the proposed banners to be designed by local artists depicting the diverse local community and the type of fixing bracket to be used to attach to the lighting column

Planning History

There are frames still in existence on Market St West Cat Park and Silk Street Car Park, so in the past similar banners have been displayed for other events. If allowed the Town Council could re-use these for other banners to promote the Markets and creative events we have planned for using the Trestle market in the future.

Policy

NPPF Policy 2025: In accordance with para 141 of the National Planning Policy Framework (NPPF) “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.”

Staffordshire Moorlands Local Plan Policy: DC2.7 seeks to promote development which sustains, respects or enhances buildings and features which contribute to the character or heritage of an area.

Justification

The proposed banners are required to promote and support the Grade 2 listed Nicholson Memorial Monument for a celebration of its 100 years as a landmark of the town of Leek.

The project has been awarded grants from UKSPF to illuminate the Monument with sustainable LED lighting, plus a County Council Sustainability Grant to illuminate the trees surrounding the Monument with LED festoon lighting. The War memorial Committee have invested in having all the bollards painted and also the windows and door of the Monument. The Town Councils aim it to brighten up the whole area.

Later in June the Towns Floral displays will be added. The Banners will add the final touches to make the area complete and to highlight the enormity of the Centenary event for the Town.

The banners are to be designed professionally by local graphic designers using artwork commissioned by the War Memorial Committee. Opportunities for local artists to submit proposals for the artwork have been publicized.

The banners will be erected in July 2025 on purpose designed and manufactured brackets. The proposal is for the banners to remain on the brackets fixed to the lighting columns until January 2026 at which point different banners will be allowed to be interchanged seasonally or when Leek Town Council promotes other local community events.

Conclusion

It is not considered that the proposed banners and fixing clamps would result in harm to the character or appearance of the Conservation Areas within which they will be located.

The banners are to be erected on existing lighting columns which are purposefully designed to display flag banners. The banners are to be secured, with no moving or audible parts and as such it is not considered that the proposed banners would result in harm to public safety.