



Report to Planning Committee 15 January 2026

Business Manager Lead: Oliver Scott – Planning Development

Lead Officer: Julia Lockwood, Senior Planner, 01636 655902

Report Summary			
Application No.	25/01917/ADV		
Proposal	Vinyl advertisement attached to hoardings		
Location	Newark Castle, Castle Gate, Newark On Trent		
Applicant	Newark and Sherwood District Council	Agent	
Web Link	25/01917/ADV Vinyl advertisement attached to hoardings Newark Castle Gardens Castle Gate Newark On Trent		
Registered	8 December 2025	Target Date	2 February 2026
Recommendation	That advertisement consent is APPROVED, subject to the conditions set out within Section 10 of this report		

This application is being presented to the Planning Committee in line with the Council's Scheme of Delegation because Newark and Sherwood District Council is the applicant.

1.0 The Site

- 1.1 The application relates to the northern boundary of Newark Castle and Gardens that fronts Beast Market Hill, opposite the Ossington, which is Grade II* listed and The Wharf which leads down to the east bank of the River Trent. To the west of the application site is the Grade II listed former Tollhouse, also known as Trent Bridge House, which was formerly occupied by the Federation of Women's Institute but is now vacant and which also fronts Beast Market Hill.
- 1.2 The castle is a Grade I listed building and a Scheduled Monument and dates back to 11th century. The gardens are a Grade II registered park and garden. The site is also located within Newark Conservation Area.
- 1.3 The Castle and Gardens are currently an active construction site, being developed to provide a new gatehouse approach as well as a new entrance pavilion and multi-

functional events facility and are therefore not currently open to the public. Part of the boundary with Beast Market Hill is currently defined by temporary 2.1 high solid steel fence coloured dark blue situated along the back edge of the footway. This has been erected whilst construction is taking place. This current hoarding has been erected under deemed consent and therefore does not require any express consent from the Local Planning Authority.

1.4 This access into Newark represents the most historically significant as well as most visually attractive, over the River Trent.

1.5 The site has the following constraints:

- Within the setting of a Scheduled Monument;
- Within the setting of all Grades of listed building;
- Within the setting of a Grade II Registered Park and Garden;
- Within Newark Conservation Area.

2.0 Relevant Planning History

2.1 24/01268/S73 - Application for Variation of condition 20 to substitute approved drawings with revised plans for the multi functional building following archaeological investigations attached to planning permission 21/02690/FUL (Engineering works to form new gatehouse approach, alterations to existing castle, creation of new pedestrian access, construction of new entrance pavilion and multi-functional events facility and landscaping works). Approved 06.09.2024.

2.2 24/00403/LDO - Application for draft Local Development Order to enable and control filming at Newark Castle - pending consideration.

2.3 21/02690/FUL - Engineering works to form new gatehouse approach, alterations to existing castle, creation of new pedestrian access, construction of new entrance pavilion and multi-functional events facility and landscaping works. Approved 19.01.2024.

3.0 The Proposal

3.1 The application seeks advertisement consent to apply vinyl advertisements to the temporary site enclosure hoardings which consists of solid steel blue fencing. The vinyls would advertise the Castle Gatehouse Project and various other projects within Newark. The vinyls would extend along a length of 20m x 2m and would be finished in a clear anti-graffiti and ant-scratch gloss over laminate. The advertisement would have white text over a purple background and the images below have been provided as an example. The vinyls would not be illuminated and would be in place until November 2026. Similar advertisements have been displayed at the former Marks and Spencer site at 32 Stodman Street.



Existing steel hoarding



Examples of advertisement appearance/colours provided

3.2 Documents assessed in this appraisal:

- Application Form;
- Site Location Plan;
- Location Plan and Example of Vinyls.

4.0 Departure/Public Advertisement Procedure

4.1 Occupiers of 16 properties have been individually notified by letter. A site notice has also been displayed near to the site and an advert has been placed in the local press.

4.2 Site visit undertaken on 11 December 2025

5.0 Planning Policy Framework

The Development Plan

5.1 Newark and Sherwood Amended Core Strategy DPD (adopted March 2019)

Core Policy 9 -Sustainable Design

Core Policy 14 – Historic Environment

NAP1 - Newark Urban Area

5.2 Allocations & Development Management DPD (adopted 2013)

DM5 – Design

DM9 – Protecting and Enhancing the Historic Environment

5.3 The [Draft Amended Allocations & Development Management DPD](#) was submitted to the Secretary of State on the 18th January 2024. Following the close of the hearing sessions as part of the Examination in Public the Inspector has agreed a schedule of 'main modifications' to the submission DPD. The purpose of these main modifications is to resolve soundness and legal compliance issues which the Inspector has identified. Alongside this the Council has separately identified a range of minor modifications and points of clarification it wishes to make to the submission DPD. Consultation on the main modifications and minor modifications / points of clarification took place between Tuesday 16 September and Tuesday 28 October 2025. The Inspector will now consider the representations and finalise his examination report and the final schedule of recommended main modifications.

5.4 Tests outlined through paragraph 49 of the NPPF determine the weight which can be afforded to emerging planning policy. The stage of examination which the Amended Allocations & Development Management DPD has reached represents an advanced stage of preparation. Turning to the other two tests, in agreeing these main modifications the Inspector has considered objections to the submission DPD and the degree of consistency with national planning policy. Therefore, where content in the Submission DPD is either not subject to a proposed main modification or the modifications/clarifications identified are very minor in nature then this emerging content, as modified where applicable, can now start to be given substantial weight as part of the decision-making process.

5.5 Other Material Planning Considerations

National Planning Policy Framework 2024 (as amended Feb 2025)

Planning Practice Guidance (online resource)

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

Planning (Listed Buildings and Conservation Areas) Act 1990

Newark and Sherwood Shopfronts and Advertisement Design Guide SPD 2014

Nottinghamshire County Council Highway Design Guide

6.0 Consultations and Representations

Please Note: Comments below are provided in summary - for comments in full please see the online planning file.

Statutory Consultations Nottinghamshire County Council (Highways) –

6.1. Historic England – No need to consult them.

- 6.2. Nottinghamshire County Council Highways Authority - Standing Advice applies (January 2021)
- 6.3. The Gardens Trust – Do not wish to offer any comments but this should not signify either their approval or disapproval of the proposals.

Town/Parish Council

- 6.4. Newark Town Council – no comments received at time of writing the report.

Representations/Non-Statutory Consultation

- 6.5 No comments have been received from any third party/local resident.

7.0 Comments of the Business Manager – Planning Development

- 7.1. The key issues are:

- Principle of Development
- Impact upon Amenity
- Impact on Public Safety

- 7.2. The National Planning Policy Framework (NPPF) promotes the principle of a presumption in favour of sustainable development and recognises the duty under the Planning Acts for planning applications to be determined in accordance with the development plan, unless material considerations indicate otherwise, in accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004. The NPPF refers to the presumption in favour of sustainable development being at the heart of development and sees sustainable development as a golden thread running through both plan making and decision taking.
- 7.3. As the application concerns designated heritage assets of the setting of listed buildings and the conservation area, sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (the 'Act') are particularly relevant. Section 66 outlines the general duty in exercise of planning functions in respect to listed buildings stating that the decision maker *"shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses."* Section 72(1) also requires the Local Planning Authority (LPA) to pay special attention to the desirability of preserving or enhancing the character and appearance of conservation areas.
- 7.4. The duties in s.66 and s.72 of the Listed Buildings Act do not allow a local planning authority to treat the desirability of preserving the settings of listed buildings and the character and appearance of conservation areas as mere material considerations to which it can simply attach such weight as it sees fit. When an authority finds that a proposed development would harm the setting of a listed building or the character or appearance of a conservation area, it must give that harm considerable importance and weight.

Principle of Development

- 7.5. In line with the Town and Country Planning (Control of Advertisements) Regulations 2007 and paragraph 141 of the NPPF, the main issues in determining this application for advertisement consent relate to amenity and public safety, taking account cumulative impacts. The intentions of national policy are mirrored by Policy DM5 of the Allocations and Development Management DPD.
- 7.6. The above regulations advise that in determining advertisement applications, the local planning authority shall exercise its powers 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. Other factors that are considered relevant to amenity include the general characteristics of the locality, including those of historic, architectural, cultural or similar interest.

Impact upon Amenity

- 7.7. “Amenity” is not defined within the Advertisement Regulations but in practice it is usually understood to mean the effect on visual and aural environment in the immediate neighbourhood of an advertisement, where residents or passers-by will be aware of it.
- 7.8. Core Policy 9 states that new development should achieve a high standard of sustainable design that both protects and enhances the natural environment and contributes to and sustains the rich local distinctiveness of the district and is of an appropriate form and scale to its context complementing the existing built and landscape environments. Policy DM5 states that local distinctiveness should be reflected in the scale, form, mass, layout, design and materials in new development. Matters of size, colour and brightness should reflect its locality.
- 7.9. Given its highly sensitive historic location, Core Policy 14 and DM9 are also relevant which seek to protect historic environments and manage heritage assets in a way that sustains their significance. The importance of considering the impact of new development on the significance of heritage assets is also expressed in Section 16 of the NPPF. This advises that the significance of designated heritage assets can be harmed or lost through alterations or development within their setting. Such harm or loss to significance requires clear and convincing justification. The NPPF also makes it clear that protecting and enhancing the historic environment is sustainable development.
- 7.10. The setting of heritage assets is defined in the Glossary of the NPPF which advises that setting is the surroundings in which an asset is experienced. Paragraph 13 of the Conservation section within the Planning Practice Guidance (PPG) advises that a thorough assessment of the impact on setting needs to take into account, and be proportionate to, the significance of the heritage asset under consideration and the degree to which proposed changes enhance or detract from that significance and the ability to appreciate it.
- 7.11. The application seeks consent for the installation of banner adverts on the construction hoardings that front Beast Market Hill. The advertisements are of a professional design, with a muted colour scheme and the finish has been designed to

ensure that the vinyls would not deteriorate through weathering or by graffiti. Although they would be large relative to most signs in the area, they would be appropriately sited relative to the size of the existing steel fence and would inform residents and passers-by of this important project for the Castle, as well as other projects around the town. The temporary hoarding is only expected to be in place until November 2026, when the construction period comes to an end. At that point both the hoarding and advertisements would be removed.

- 7.12. The impact on the surrounding listed buildings, Scheduled Monument, Grade II Registered Park and Garden and Newark Conservation Area have also been carefully considered. As the proposal relates to adding signage to a modern and temporary construction fencing and is considered to be of an appropriate scale and design and it is not considered that the proposal would result in any harm to the setting or significance of surrounding designated heritage assets or the character and appearance of Newark Conservation Area.
- 7.13. The proposals are considered to be appropriate for the location and would not result in any adverse visual amenity impact in accordance with Core Policies 9 and 14 of the Amended Core Strategy, Policy DM5 and DM9 of the Allocations and Development Management DPD, the principles set out in the adopted Shopfronts and Advertisement Design Guide SPD as well as the provisions set out in the NPPF. The objective to preserve required by Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 would also be secured.

Impact upon Public Safety

- 7.14. Policy DM5 acknowledges that the assessment of advertisements applications in terms of public safety will normally relate to the impact on highway safety. Owing to the nature of the application, it falls to be considered against the Highway Authority's standing advice. The advertisement would not be located within highway limits or projecting over the public highway. The vinyls would not obstruct or confuse road users' view of any traffic sign or signal. They are not illuminated or animated advertisements that would likely distract the attention of road users and they would not obstruct the line of sight for drivers emerging from private accesses or junctions.
- 7.15. On the basis of compliance with the above standing advice, it is not considered that the proposed advertisements would result in any unacceptable detriment to highway safety in this case. The advertisements are therefore considered acceptable in terms of public safety, in compliance with Policy DM5.

8.0 Implications

- 8.1. In writing this report and in putting forward recommendations officers have considered the following implications; Data Protection, Equality and Diversity, Financial, Human Rights, Legal, Safeguarding, Sustainability, and Crime and Disorder and where appropriate they have made reference to these implications and added suitable expert comment where appropriate.
- 8.2. Legal Implications – **LEG2526/6166**

Planning Committee is the appropriate body to consider the content of this report. A Legal Advisor will be present at the meeting to assist on any legal points which may arise during consideration of the application.

9.0 Conclusion

- 9.1. The proposed advertisements are considered appropriate and proportionate to the purpose to which they serve, which is to inform regarding the Castle Gate project being carried out at the site, as well as other projects being carried out within the town.
- 9.2. This report has identified no harm to amenity or public safety and would therefore accord with Core Policies 9 and 14 of the Amended Core Strategy, Policies DM5 and DM9 of the Allocations and Development Management DPD, as well as being in accordance with guidance set out in the NPPF and the adopted Shopfront and Advertisement Design Guide SPD. The objective to preserve required by Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 would also be secured.
- 9.3. Accordingly, it is recommended that advertisement consent is approved subject to the conditions set out below.

10.0 Conditions

01

This consent shall expire at the end of a period of 5 years from the date of this consent.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

02

The advertisements hereby permitted shall not be carried except in complete accordance with the site location plan and approved proposed plans reference:

- Application Form;
- Site Location Plan;
- Location Plan and Example of Vinyls.

Reason: So as to define this consent.

03

The advertisements hereby permitted shall be constructed entirely of the material details submitted as part of the advertisement consent application.

Reason: In the interests of visual amenity.

04

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.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

05

No advertisement shall be sited or displayed so as to:

- a) endanger persons using the highway.
- b) obscure, or hinder the ready interpretation of, any traffic sign; or
- c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

06

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

07

Any structure or hoarding erected or used principally for the purpose of displaying advertisements, shall be maintained in a condition that does not endanger the public.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

08

Where an advertisement under these regulations is to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To comply with the provisions of the Town and Country Planning (Control of Advertisement Regulations) 2007.

Informatives

01

The application as submitted is acceptable. In granting permission without unnecessary delay the District Planning Authority is implicitly working positively and proactively with the applicant. This is fully in accordance with Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended).

BACKGROUND PAPERS

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Application case file.

Committee Plan - 25/01917/ADV

