



Mitie Telecoms
TSOC, Pacific House
Atlas Business Park
Simonsway
Wythenshawe
Manchester
M22 5PR

E info@mitie.com
W www.mitie.com

The Department of Planning
North Lincolnshire Council
Church Square House
30-40 High Street
Lincolnshire
DN15 6NL

SCU-02

25th November 2025

Dear Planning,

BT Street Hub Project Full Planning and Advertising Application SCU-02 Pavement o/s 132 High Street, Scunthorpe, DN15 6ES (E 489458, N 411380)

We write on behalf of our client, BT, regarding various sites across your authority for the planned installation of BT Street Hubs and the associated removal of BT payphones. BT are moving forward with this particular case and are applying to North Lincolnshire Council for full planning permission and advertisement consent for the installation of Ino. BT Street Hub and removal of 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 across Lincolnshire including all major UK towns and cities.

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 and redundant BT phone boxes.

This submission is comprised of the following documents:

- Site specific Planning and Design & Access statement;
- IApp forms and certificates generated by the Planning Portal;
- The prescribed fee of £1,176 (plus VAT) paid directly to the Council via 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.

In this particular case, a new BT Street Hub is proposed on the pavement outside 132 High Street, Scunthorpe. In certain situations, redundant phone boxes will be removed and replaced with a new Street Hub. While no phone kiosk is to be removed from the application site, an existing kiosk is to be decommissioned as part of the proposed scheme by the junction of Frances Street and High Street, Scunthorpe, North Lincolnshire, DN15 6ER (approximately 35 metres west of the application site).

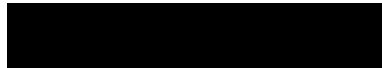
The application site and proposal is within adopted highways-controlled land, maintained at public expense. As BT are a statutory undertaker on such land, a developer’s notice has been served on the Highways Authority and any others who have been identified from Land Registry records as being an owner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





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Planning, Design and Access Statement

Our Ref.'s	SCU-02
Address	Pavement o/s 132 High Street, Scunthorpe, DN15 6ES
Lat/ Long	53.591372, -0.649944
Site Type	Relocation

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 1no. BT Street Hub and removal of existing BT kiosk.

Photomontage of Proposed Installation



Proposed Kiosk Removal

Tel: 01724840529

Address: Junction of Frances Street and High Street, Scunthorpe, North Lincolnshire, DN15 6ER



UK Digital Strategy

Digital connectivity in 2025 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 the 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 cell 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 12th 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 innovation⁴²...”

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

Saved Policies within the North Lincolnshire Local Plan 2003 (Updated 2024) and the North Lincolnshire Core Strategy (June 2011)

North Lincolnshire Council is preparing a new single Local Plan for the region and once adopted, will replace the abovementioned documents. For now, development within North Lincolnshire is covered by the North Lincolnshire Local Plan 2003 (Saved Policies) which was updated in 2024 and the North Lincolnshire Core Strategy (adopted June 2011). It is considered the following policies are applicable and in accordance with this case:

The North Lincolnshire Core Strategy

- Policy CS2 (Delivering More Sustainable Development)
- Policy CS5 (Delivering Quality Design in North Lincolnshire)
- Policy CS6 (Historic Environment)
- Policy CS14 (Retail Development)
- Policy CS15 (Culture and Tourism)
- Policy CS22 (Community Facilities and Services)

Saved Policies of the North Lincolnshire Local Plan 2003 (updated 2024)

- Policy T2 (Access to Development)
- Policy T6 (Pedestrian Routes and Footpaths)
- Policy DS1 (General Requirements)
- Policy DS18 (Advertisement Control)
- Policy DS19 (Telecommunications Equipment)

North Lincolnshire Core Strategy

“CS2 – Delivering More Sustainable Development

In supporting the delivery of the spatial strategy set out in policy CS1, as well as determining how future development needs will be met in North Lincolnshire, a sequential approach will be adopted. Development should be focused on:

- 1. Previously developed land and buildings within the Scunthorpe urban area, followed by other suitable infill opportunities within the town, then by appropriate greenfield urban extensions*
- 2. Previously developed land and buildings within the defined development limits of North Lincolnshire’s Market Towns, followed by other suitable infill opportunities then appropriate small scale greenfield extensions to meet identified local needs.*
- 3. Small scale developments within the defined development limits of rural settlements to meet identified local needs.*

Any development that takes place outside the defined development limits of settlements or in rural settlements in the countryside will be restricted. Only development which is essential to the functioning of the countryside will be allowed to take place. This might include uses such as that related to agriculture, forestry or other uses which require a countryside location or which will contribute to the sustainable development of the tourist industry.

A 'sequential approach' will also be applied to ensure that development is, where possible, directed to those areas that have the lowest probability of flooding, taking account the vulnerability of the type of development proposed, its contribution to creating sustainable communities and achieving the sustainable development objectives of the plan. Where development does take place in the flood plain, mitigation measures should be applied to ensure that the development is safe.

All future development in North Lincolnshire will be required to contribute towards achieving sustainable development. Proposals should comply with the overall spatial strategy together with the following sustainable development principles:

- Be located to minimise the need to travel and to encourage any journeys that remain necessary to be possible by walking, cycling and public transport. It should be compliant with public transport accessibility criteria as set out in the Regional Spatial Strategy.*
- Be located where it can make the best use of existing transport infrastructure and capacity, as well as taking account of capacity constraints and deliverable transport improvements particularly in relation to junctions on the Strategic Road Network*
- Where large freight movements are involved the use of rail and water transport should be maximised*
- Contribute towards to the creation of locally distinctive, sustainable, inclusive, healthy and vibrant communities*
- Contribute to achieving sustainable economic development to support a competitive business and industrial sector*
- Ensure that everyone has access to health, education, jobs, shops, leisure and other community and cultural facilities that they need for their daily lives*
- Ensure the appropriate provision of services, facilities and infrastructure to meet the needs of the development, but where appropriate it is to be recognised that a phased approach may not be required on small scale development proposals.*
- To be constructed and operated using a minimum amount of non-renewable resources including increasing the use of renewable energy in construction and operation.*
- Take account of local environmental capacity and to improve air, water and soil quality and minimise the risk and hazards associated with flooding, and*
- Be designed to a high standard, consistent with policy CS5, and use sustainable construction and design techniques.*



All change will be managed in an environmentally sustainable way by avoiding/minimising or mitigating development pressure on the area's natural and built environment, its existing utilities and associated infrastructure and areas at risk of flooding. Environmental impacts to or from development that cannot be avoided should be adequately mitigated for it to be acceptable."

"CS5 – Delivering Quality Design in North Lincolnshire

All new development in North Lincolnshire should be well designed and appropriate for their context. It should contribute to creating a sense of place. The council will encourage contemporary design, provided that it is appropriate for its location and is informed by its surrounding context. Design which is inappropriate to the local area or fails to maximise opportunities for improving the character and quality of the area will not be acceptable.

New development in North Lincolnshire should:

- *Contribute towards creating a positive and strong identity for North Lincolnshire by enhancing and promoting the image of the area through the creation of high quality townscapes and streetscapes.*
- *Ensure it takes account of the existing built heritage from the earliest stages in the design process, in particular terms of scale, density, layout and access.*
- *Incorporate the principles of sustainable development throughout the whole design process. This will include site layout, minimising energy consumption, maximising use of on-site renewable forms of energy whilst mitigating against the impacts of climate change; for instance flood risk.*
- *Create safe and secure environments, which reduce the opportunities for crime and increase the sense of security for local residents through the use of Secured by Design guidance.*
- *Consider the relationship between any buildings and the spaces around them, and how they interact with each other as well as the surrounding area. The function of buildings should also be considered in terms of its appropriateness for the context in which it is located.*
- *Create attractive, accessible and easily distinguished public and private spaces that complement the built form.*
- *Support sustainable living and ensure that a mix of uses, which complement one another are incorporated.*
- *Provide flexibility in that new and existing buildings and spaces are able to respond to future social, technological, environmental and economic needs.*
- *Be easily accessible to all users via recognisable routes, interchanges and landmarks that are suitably connected to public transport links, community facilities and services and individual communities and neighbourhoods in North Lincolnshire. Buildings and spaces should be accessible by all sections of the community, and ensure that the principles of inclusive design are reflected.*
- *Incorporate appropriate landscaping and planting which enhances biodiversity or geological features whilst contributing to the creation of a network of linked greenspaces across the area.*

Tree planting and landscaping schemes can also assist in minimising the impacts of carbon emissions upon the environment.

- *Integrate car parking provision within the existing public realm and other pedestrian and cycle routes.”*

“CS6: Historic Environment

The council will promote the effective management of North Lincolnshire’s historic assets through:

- *Safeguarding the nationally significant medieval landscapes of the Isle of Axholme (notably the open strip fields and turbaries) and supporting initiatives which seek to realise the potential of these areas as a tourist, educational and environmental resource.*
- *Preserving and enhancing the rich archaeological heritage of North Lincolnshire*
- *Ensuring that development within Epworth (including schemes needed to exploit the economic potential of the Wesleys or manage visitors) safeguards and, where possible, improves the setting of buildings associated with its Methodist heritage.*
- *Ensuring that development within North Lincolnshire’s Market Towns safeguards their distinctive character and landscape setting, especially Barton upon Humber, Crowle and Epworth.*
- *The council will seek to protect, conserve and enhance North Lincolnshire’s historic environment, as well as the character and setting of areas of acknowledged importance including historic buildings, conservation areas, listed buildings (both statutory and locally listed), registered parks and gardens, scheduled ancient monuments and archaeological remains.*

All new development must respect and enhance the local character and distinctiveness of the area in which it would be situated, particularly in areas with high heritage value.

Development proposals should provide archaeological assessments where appropriate.”

“CS14: Retail Development

The Council will work with partner organisations to identify, protect and enhance the following hierarchy of vital and viable town, district, and local centres in North Lincolnshire:

1. Scunthorpe Town Centre

To fulfil its sub-regional role, identified in the RSS, Scunthorpe town centre will be main location for all new retail, leisure, cultural and office development. Development will be provided which meets the quantitative and qualitative needs for these uses. To support the Scunthorpe Urban Renaissance Programme the town centre will be subject to major redevelopment with increased comparison and convenience retail floorspace together with an improved market and enhanced cultural facilities. New development should make a positive contribution to improving the town centre’s viability and vitality, support the creation of a comfortable, safe,

attractive and accessible shopping environment, and improve both the overall mix of land uses in the centre and its connectivity to adjoining areas.

2. Market Town Centres of Barton upon Humber, Brigg, Crowle and Epworth

To fulfil their role as key shopping and service centres in North Lincolnshire, the market town centres will be supported as locations for further retail, leisure, cultural and tourism development. Development will only be permitted that meet the needs of the area served by the centre in a sustainable way, is of a scale appropriate to the centre, and that will not adversely impact upon the vitality or viability of other nearby town and district centres. Within the town centres, any new development should respect their historic character.

3. District Centres of Kirton in Lindsey and Winterton

To fulfil their role as key shopping and service centres the district centres will be supported as locations for further retail, leisure, cultural and tourism development. Development will only be permitted that is required to meet the needs of the area served by the centre in a sustainable way, is of a scale appropriate to the centre, and that will not adversely impact upon the vitality or viability of other nearby town and district centres. Within the district centres, any new development should be respect their historic character.

4. District Centres of Ashby High Street and Frodingham Road

These centres will continue to have an important role in providing shopping and services within the Scunthorpe urban area. However, no proposed development will take place within these centres, unless it can be demonstrated that it is to meet local needs, is of a scale appropriate to the centre and will not adversely impact upon the vitality or viability of other nearby centres.

5. Local Centres/Corner Shops

To fulfil their role in providing vital day-to-day shopping facilities for local communities in both urban and rural areas, the retention and enhancement of Local Centres and corner shops will be supported.

In supporting the vitality and viability of North Lincolnshire's network of town centres, it will be important to ensure that:

- The existing retail character and function of centres is safeguarded. Development that detracts from vitality and viability of the area's town centres will be resisted.*
- New town centre development complies with the sequential approach to site selection, which prioritises development in existing centres, then edge-of-centre sites, and only then out of centre sites that are accessible by a choice of means of transport.*
- The scale and type of development reflects the centre's existing and proposed function and its capacity for new development.*
- The retail function of town centres are protected by way of restricting non-A1 uses particularly within the defined town centres boundaries.*

- A balanced range of facilities and uses are encouraged within district and local centres in keeping with their size and function to meet the every day needs of the local population. Local shops located within smaller settlements, in particular in rural areas will be protected where they are important to the day-to-day needs of people.
- Shopping facilities are accessible by a range of means including by car, walking, cycling and public transport.
- New developments are of an appropriately high quality design, particularly in the town centre.”

“CS15 – Culture and Tourism

A balanced and socially inclusive cultural and evening economy will be promoted within North Lincolnshire by supporting uses such as museums, theatres, restaurants, café bars and leisure uses within Scunthorpe town centre and market towns provided that the proposals:

- Are managed to minimise crime, disorder and public concern
- Are of a high quality design
- Do not have an unacceptable adverse impact on neighbouring uses in terms of noise, traffic and disturbance.

Elsewhere, schemes that extend the range of cultural and evening economy uses will be supported where they are consistent with the size and function of the centre. The loss of leisure, arts or cultural facilities will be permitted only where there are overriding regeneration or community benefits from such a development, in which case consideration must be given to the replacement of the facilities elsewhere.

Existing tourist facilities and infrastructure will be protected and enhanced and the development and promotion of sustainable tourism focusing on the area’s natural and built assets will be supported, particularly the Humber Estuary, Thorne and Crowle Moors and Market Towns.”

“CS22 – Community Facilities and Services

The provision of new community facilities, or the improvement of existing community facilities, which meet the needs of local residents will be supported in principle.

Good quality services and facilities will be provided that meet the needs of local communities and are accessible by public transport, cycling or on foot.

The provision of new facilities should be focused in the following locations:

- a) Sites allocated for such purposes, or as part of a mixed use allocation.
- b) In town centres, market town centres, district centres or local centres subject to policies in the local development documents.
- c) In market towns, rural settlements and rural settlements in the countryside where the facility is needed to serve the immediate local area and could not be provided elsewhere.
- d) In residential areas where there is no adverse affect on the amenities of neighbouring properties.

The provision of services and facilities will be of the scale appropriate to the type and size of the settlement.

The loss of community facilities or land allocated for such purposes will be resisted, unless there is no longer a need for the land or building in any form of community use, or there is an acceptable alternative means of meeting such need.

Developers will be expected to make an appropriate contribution towards necessary improvements or additional provision for community services and facilities arising from their development proposals.”

Saved Policies of the North Lincolnshire Local Plan 2003 (updated 2024)

“T2 – Access to Development

All development must be provided with a satisfactory access. In larger developments it should be served adequately by:

- i) being readily accessible by a choice of transport modes; and*
- ii) existing public transport services and infrastructure; or*
- iii) additions or extensions to such services linked directly to the development; and*
- iv) the existing highway network.”*

“T6 – Pedestrian Routes and Footpaths

The safety, convenience and attractiveness of footpaths and pedestrian areas will be improved, and areas created, to form a pedestrian-friendly network throughout North Lincolnshire. Major new developments will be required to include links to nearby existing or proposed pedestrian routes.”

“DS1 – General Requirements

A high standard of design is expected in all developments in both built-up areas and the countryside and proposals for poorly designed development will be refused. All proposals will be considered against the criteria set out below:

Quality of Design

- i) The design and external appearance of the proposal should reflect or enhance the character, appearance and setting of the immediate area; and*
- ii) the design and layout should respect and where possible retain and/or enhance the existing landform of the site.*

Amenity

- iii) No unacceptable loss of amenity to neighbouring land uses should result in terms of noise, smell, fumes, dust or other nuisance, or through the effects of overlooking or overshadowing; and*
- iv) amenity open space in the area should be retained, wherever possible; and*
- v) no pollution of water, air or land should result which poses a danger or creates detrimental environmental conditions.*

Where appropriate, conditions will be imposed requiring the provision of landscaping to enhance new development.

Conservation

- vi) *There should not be an adverse effect on features of acknowledged importance, on or surrounding, the site, including species of plants and animals of nature conservation value (particularly species protected by Schedules 1, 5 and 8 of the Wildlife and Countryside Act 1981), Scheduled Ancient Monuments, archaeological remains, listed buildings and Conservation Areas or trees and woodland covered by Tree Preservation Orders; and*
- vii) *the development must ensure the retention of those existing site features that make an important contribution to the character or amenity of the site or the surrounding area; and*
- viii) *development proposals should include the results of archaeological assessment, where appropriate, and adequate measures to ensure that there would be no unacceptable impacts on archaeological remains. Conditions will be imposed to secure suitable mitigation at the appropriate time in the development process.*

Resources

- ix) *There should be no conflict with an allocated or approved land-use proposal in the locality nor should the reasonable potential for development of a neighbouring site be prejudiced; and*
- x) *the location and design of developments on the urban fringe (sites adjoining settlement development limits) should take into account the need to minimise the impact of the development on adjoining agricultural land or other countryside interests; and*
- xi) *measures to conserve energy will be expected in:*
 - a) *the design, orientation and layout of buildings; and*
 - b) *the location of development; and*
 - c) *improvements to the transport network and in the management of traffic.*

“DS18 – Advertisement Control

Applications for the display of advertisements will be granted provided that:

- i) *the advertisement is appropriately positioned in relation to the design of the building and is of an appropriate scale; and*
- ii) *the advertisement does not create a hazard to public safety; and*
- iii) *advertisements are kept to the minimum to avoid clutter which would detract from the character of the building and street scene; and*
- iv) *where a sign is lit the type and level of illumination is appropriate to the location; and*
- v) *the construction, materials and colour of the advertisement are sympathetic to the building and locality.”*



“DS19 – Telecommunications Equipment

When considering planning applications for telecommunications equipment consideration will be given to:

- i) the siting, design and visual impact of the equipment;*
- ii) the impact upon the character or setting of any listed building, Conservation Area or site of archaeological importance, the open countryside, or the amenities of a residential area;*
- iii) whether the operator has explored the possibility of erecting antennae on existing buildings, other structures or mast sites;*
- iv) whether the operator has explored the possibility of sharing an existing mast or replacing it with one suitable for shared use;*
- v) securing the removal of any telecommunications apparatus that is no longer required for its original purpose and the restoration of the site.”*

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 an ability to connect with emergency services. This proposal sensitively integrates telecommunications equipment through a valuable addition to the street scene.

The BT Street Hubs have been designed to be a minimal addition to the surrounding character and setting of the areas in which they are sited. The border of the main display encompasses 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 prevent 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 good working condition. 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.

As outlined in the following section, the proposed Street Hub will provide the Local Authority with valuable environmental data to assist the Council in their own green agenda and is considered to assist the Authority in shaping the planning system.

Please note, the site is not within a conservation area or near to listed buildings.

Pre-application advice

Due to the minor scale of the proposed development and in an effort to move the project forward as efficiently as possible, we have not undertaken any pre-application consultation in this instance. However, BT are keen to ensure that communication channels remain open over the course of the application to address any unforeseen issues.

Planning History

An assessment of the planning history associated with the site and its locality has been undertaken in which no planning applications relevant to the determination of this planning application have been identified.



Relocation

In this instance the proposed Street Hub has moved slightly away from the position of the nearest associated BT phone box to be removed. This was done to be more in keeping with the immediate street scene and improve pedestrian manoeuvrability. Albeit a subtle change, the siting and appearance of the Street Hub is a clear improvement from the existing arrangement.

The kiosk to be removed outside 140 High Street is awkwardly placed within a café's outdoor seating area and on a narrow section of pavement. It is considered that the removal of the kiosk will improve the experience of the local business and the wider street scene. It is considered that this should be afforded considerable weight in the determination of this planning application.

Siting Justification against Planning Policy

At the conception stage, we have sought locations with wide pavements, and where a sites relationship with existing street furniture avoids undue proliferation of clutter.

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, whilst the need for Wi-Fi and mobile coverage has increased significantly. 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 with each unit housing 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 does not automatically result in an overwhelming adverse harm occurring.

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 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 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 a 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 installation of a new BT Street Hub upon the High Street. The proposed site is positioned within a pedestrianised street which is lined with a variety of two and three storey buildings which house retail space on the ground floor. Premises include a betting shop, a jewellery store, clothing store, bakery and bank.

Shop fronts dominate both sides of the street and the proposed BT Street Hub will be positioned within the centre of the street, alongside other street furniture and fixtures including planters, seating benches, lampposts and litter bins.

As outlined within the covering letter, an existing and outdated kiosk will be removed from the junction of Frances Street and High Street, approximately 35 metres west of the application site, which will further enhance the area.

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 to the area.

The proposed design is slimmer and takes a more compact profile than a conventional phone box, which this installation shall replace. 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 a typical payphone. As a result, the appearance of the structure is not considered to be harmful to the wider street scene and we consider the appearance of the area and street will not be compromised by the installation.

The new structure will sit within a commercial setting, typical of a town centre and busy stretch of road that is dominated by 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 will not be out of keeping with the surroundings which are well lit by streetlights, window displays and signage. In this context, the BT Street Hub design will not appear detrimental to the amenity of this section of the High Street.

It is concluded that the design of the proposed Street Hub is justified, and its appearance will blend into the surrounding shop frontages. Overall, we consider the appearance of the proposed Street Hub is acceptable and in accordance with national and local planning policies.

Pavement Width

The site will be positioned upon a fully pedestrianised street. The proposed Hub will be positioned some 8.2 metres from buildings to the south of the site and 6.5 metres from buildings along the north of the street. Furthermore, the proposed Hub will be set alongside other street furniture, maintaining the clear and safe passage of pedestrians. It is of note the structure only has a depth of 350mm, so any minor narrowing of the footway will occur 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 will not create significant harm to the amenity of the area that will 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 pedestrians. In this regard, its presence within the street scene will 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 will not create an untoward feature within the street scene.

The application site is situated within a pedestrianised area and so there will be no impact to motor vehicles.

The area surrounding this specific site is visually busy with many retail premises and shop fronts. The proposal shall 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 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 10m2) 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



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 Hub is a high quality, accessible design, bringing significant improvements when compared to conventional phone boxes which are still commonplace in city and town centres throughout the Country. As outlined within this application, an existing and outdated phone kiosk is to be removed. 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; not to negatively affect heritage assets nor adversely affect amenity or public safety. The proposed site is not within a conservation area or within proximity of listed buildings/heritage assets.

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 hope 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. Pavement surrounding the Street Hub shall be made good to the same condition as the adjacent land.
- b. The intensity of the illumination of the two digital display screens shall not exceed 600 candelas per square metre (cd/m²) 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'.
- c. No content on the digital display screens shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.

Should your department 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.