

Development Management, Economic Development and Planning,
County Hall, Bythesea Road, Trowbridge, BA14 8JN
Tel: 0300 456 0114 Email: developmentmanagement@wiltshire.gov.uk



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	Town Hall
Address Line 1	High Street
Address Line 2	
Address Line 3	Wiltshire
Town/city	Chippenham
Postcode	SN15 3ER

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

Easting (x)	Northing (y)
392030	173302
Description	

Applicant Details

Name/Company

Title

Mr

First name

Andy

Surname

Conroy

Company Name

Chippenham Town Council

Address

Address line 1

The Town Hall

Address line 2

High Street

Address line 3

Town/City

Chippenham

County

Wiltshire

Country

United Kingdom

Postcode

SN15 3ER

Are you an agent acting on behalf of the applicant?

- ☐ Yes
- ☒ No

Applicant Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Attachment of double sided White Ribbon Flag, Holocaust Memorial Day Trust Flag, Progress Pride Flag, 'Lest We Forget' Flag and Emergency Services Day Flag individually to existing flagpole on specific days or periods throughout the year

Advertisement Type:

Other type

Height:

2.6 metres

Width:

1.2 metres

Depth:

0.05 metres

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

5 metres

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

3.4 metres

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

120 centimetres

What materials will the advertisement be made of?:

Knitted polyester

The colour of text and background:

White symbol on orange background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2.6 metres

Width:

1.2 metres

Depth:

0.05 metres

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

5 metres

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

3.4 metres

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

80 centimetres

What materials will the advertisement be made of?:

Knitted polyester

The colour of text and background:

Purple symbol and grey lettering on white background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

3 metres

Width:

1.2 metres

Depth:

0.05 metres

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

5 metres

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

3.4 metres

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

0 centimetres

What materials will the advertisement be made of?:

Knitted polyester

The colour of text and background:

Multicoloured stripes

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2.6 metres

Width:

1.2 metres

Depth:

0.05 metres

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

5 metres

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

3.4 metres

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

40 centimetres

What materials will the advertisement be made of?:

Knitted polyester

The colour of text and background:

White text and red/black symbols on white background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2.6 metres

Width:

1.2 metres

Depth:

0.05 metres

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

5 metres

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

3.4 metres

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

30 centimetres

What materials will the advertisement be made of?:

Knitted polyester

The colour of text and background:

Red and blue text and symbol on white background

Will the advertisement be illuminated?:

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

Flag

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

24/02/2026

To Date

24/02/2031

Neighbour and Community Consultation

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

- ☒ Yes
☐ No

If Yes, please provide details

All of these flags are listed in the Town Council's Flag Flying Protocol (October 2025), which was discussed and approved at an open Council meeting

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

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

First Name

***** REDACTED *****

Surname

***** REDACTED *****

Reference

ENQ/2025/01403

Date (must be pre-application submission)

18/09/2025

Details of the pre-application advice received

I am writing further to your enquiry in respect of the above proposal, received on 28 August 2025.

From the information you have supplied, it would appear the proposal is NOT PERMITTED DEVELOPMENT under the provisions of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

Therefore advertisements consent IS required from this Council to display the flags you have detailed in your enquiry.

Express consent can be applied for using the planning portal website www.planningportal.co.uk

I am of the opinion that all the flags can be included on the one planning application.

Please note that this assessment is based solely on the information you have supplied which is assumed to be accurate. If the submitted information is not correct or the development is not carried out in accordance with the submitted details, this may result in a development which would be in breach of planning control and liable to enforcement action to remedy the breach.

You should also note that this assessment is an informal officer opinion, it does not constitute a formal decision under Section 192 of the Town and Country Planning Act (as amended) and is not binding on the Council. If you wish to obtain a formal determination you may apply for a 'Certificate of Lawfulness' for which the relevant application forms and scale of fees are available from this office.

Interest In the Land

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

- ☒ 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
- ☒ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Andy Conroy

Date

26/02/2026