

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	382
Suffix	
Property Name	Bowerhill Lodge
Address Line 1	Longleaze Lane
Address Line 2	
Address Line 3	Wiltshire
Town/city	Melksham
Postcode	SN12 6QJ

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

Easting (x)	Northing (y)
391412	163151
Description	

Applicant Details

Name/Company

Title

Mr

First name

Darren

Surname

Gaze

Company Name

the orders of st john care trust

Address

Address line 1

2 st pauls road

Address line 2

Address line 3

Town/City

clacton on sea

County

essex

Country

United Kingdom

Postcode

CO156AU

Are you an agent acting on behalf of the applicant?

- ☒ Yes
- ☐ No

Applicant Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Brick plinth with sign written plaque identifying care home with up lighting for night time visibility.

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

Advertisement Type:

Other type

Height:

0.75 metres

Width:

1.3 metres

Depth:

0.05 metres

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

0.44 metres

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

0.05 metres

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

22.9 centimetres

What materials will the advertisement be made of?:

Aluminium composite sign panel with applied vinyl graphics, mechanically fixed to facing brickwork plinth

The colour of text and background:

Background: dark blue (cobalt) Text: white Logo accents: red, white, and black

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

153.4 cd/m²

Will the illumination be static or intermittent?

Static

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

Illuminated freestanding identification sign mounted to a brick plinth, displaying the name of the care home and the operating organisation (The Order of St John Care Trust) for site identification purposes.

Location of Advertisement(s)

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

- ☐ Yes
☒ No

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

- ☐ Yes
☒ No
☐ Not Applicable

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

- ☐ Yes
☒ No

Advertisement(s) Period

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

From Date

01/06/2026

To Date

30/05/2031

Neighbour and Community Consultation

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

- ☐ Yes
☒ No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- ☒ Yes
☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- ☐ The agent
☒ The applicant
☐ Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- ☐ Yes
☒ No

Interest In the Land

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

- ☒ Yes
☐ No

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

Darren Gaze

Date

28/04/2026