

Business Centre G.2 Waverley Court 4 East Market Street Edinburgh EH8 8BG Email: [planning.support@edinburgh.gov.uk](mailto:planning.support@edinburgh.gov.uk)

Applications cannot be validated until all the necessary documentation has been submitted and the required fee has been paid.

Thank you for completing this application form:

ONLINE REFERENCE 100589925-001

The online reference is the unique reference for your online form only. The Planning Authority will allocate an Application Number when your form is validated. Please quote this reference if you need to contact the planning Authority about this application.

## Applicant or Agent Details

Are you an applicant or an agent? \* (An agent is an architect, consultant or someone else acting on behalf of the applicant in connection with this application)

Applicant  Agent

## Agent Details

Please enter Agent details

Company/Organisation:	Solutions 30		
Ref. Number:		You must enter a Building Name or Number, or both: *	
First Name: *	Callum	Building Name:	Centrum House
Last Name: *	McKenna	Building Number:	38
Telephone Number: *	07745734061	Address 1 (Street): *	Queen Street
Extension Number:		Address 2:	
Mobile Number:		Town/City: *	Glasgow
Fax Number:		Country: *	United Kingdom
		Postcode: *	G1 3DX
Email Address: *	callum.mckenna@solutions30.com		

Is the applicant an individual or an organisation/corporate entity? \*

Individual  Organisation/Corporate entity

## Applicant Details

Please enter Applicant details

Title:	<input type="text"/>	You must enter a Building Name or Number, or both: *	
Other Title:	<input type="text"/>	Building Name:	<input type="text" value="81"/>
First Name: *	<input type="text"/>	Building Number:	<input type="text"/>
Last Name: *	<input type="text"/>	Address 1 (Street): *	<input type="text" value="Newgate Street"/>
Company/Organisation	<input type="text" value="BT Telecommunications Plc"/>	Address 2:	<input type="text" value="81 Newgate Street"/>
Telephone Number: *	<input type="text"/>	Town/City: *	<input type="text" value="London"/>
Extension Number:	<input type="text"/>	Country: *	<input type="text" value="United Kingdom"/>
Mobile Number:	<input type="text"/>	Postcode: *	<input type="text" value="EC1A 7AJ"/>
Fax Number:	<input type="text"/>		
Email Address: *	<input type="text" value="callum.mckenna@solutions30.com"/>		

## Site Address Details

Planning Authority:	<input type="text" value="City of Edinburgh Council"/>
Full postal address of the site (including postcode where available):	
Address 1:	<input type="text"/>
Address 2:	<input type="text"/>
Address 3:	<input type="text"/>
Address 4:	<input type="text"/>
Address 5:	<input type="text"/>
Town/City/Settlement:	<input type="text"/>
Post Code:	<input type="text"/>

Please identify/describe the location of the site or sites

<input type="text" value="Pavement o/s Nicolson Square Gardens, Nicolson Street, Edinburgh"/>
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Northing	<input type="text" value="673187"/>	Easting	<input type="text" value="326080"/>
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## Description of Proposal

Please provide a description of your proposal to which your review relates. The description should be the same as given in the application form, or as amended with the agreement of the planning authority: \*  
(Max 500 characters)

Removal of (3) existing BT payphones and the installation of (1) freestanding BT Street Hub providing free ultrafast Wi-Fi and other community services and with excess space returned to the community.

## Type of Application

What type of application did you submit to the planning authority? \*

- Application for planning permission (including householder application but excluding application to work minerals).
- Application for planning permission in principle.
- Further application.
- Application for approval of matters specified in conditions.

What does your review relate to? \*

- Refusal Notice.
- Grant of permission with Conditions imposed.
- No decision reached within the prescribed period (two months after validation date or any agreed extension) – deemed refusal.

## Statement of reasons for seeking review

You must state in full, why you are seeking a review of the planning authority's decision (or failure to make a decision). Your statement must set out all matters you consider require to be taken into account in determining your review. If necessary this can be provided as a separate document in the 'Supporting Documents' section: \* (Max 500 characters)

Note: you are unlikely to have a further opportunity to add to your statement of appeal at a later date, so it is essential that you produce all of the information you want the decision-maker to take into account.

You should not however raise any new matter which was not before the planning authority at the time it decided your application (or at the time expiry of the period of determination), unless you can demonstrate that the new matter could not have been raised before that time or that it not being raised before that time is a consequence of exceptional circumstances.

Reasons for refusal 1. The proposal does not comply with LDP policy Des 1 - Quality and Context as it is likely to have a high impact in visual terms to the detriment of the area. 2. The proposal does not comply with LDP policy Des 5 - Amenity as it is likely to adversely impact on the amenity of neighbouring properties. 3. Contrary to the Local Development Plan Policy Env 6 - Development, as it would have a detrimental impact on the character and appearance of the conservation area.

Have you raised any matters which were not before the appointed officer at the time the Determination on your application was made? \*

Yes  No

If yes, you should explain in the box below, why you are raising the new matter, why it was not raised with the appointed officer before your application was determined and why you consider it should be considered in your review: \* (Max 500 characters)

Please provide a list of all supporting documents, materials and evidence which you wish to submit with your notice of review and intend to rely on in support of your review. You can attach these documents electronically later in the process: \* (Max 500 characters)

Completed Express Advertisement Consent Forms; Location Plan and Site Plan; Elevational Details of a Street Hub; Photomontage; Planning Design & Access Statement; Product Statement; Anti-Social Behaviour Statement FAQ's; BT Street Hub Brochure ICNIRP declaration of conformity; Full Planning supporting Design, Access and Heritage statement with cover letter.

## Application Details

Please provide the application reference no. given to you by your planning authority for your previous application.

22/01506/FUL

What date was the application submitted to the planning authority? \*

24/03/2022

What date was the decision issued by the planning authority? \*

26/05/2022

## Review Procedure

The Local Review Body will decide on the procedure to be used to determine your review and may at any time during the review process require that further information or representations be made to enable them to determine the review. Further information may be required by one or a combination of procedures, such as: written submissions; the holding of one or more hearing sessions and/or inspecting the land which is the subject of the review case.

Can this review continue to a conclusion, in your opinion, based on a review of the relevant information provided by yourself and other parties only, without any further procedures? For example, written submission, hearing session, site inspection. \*

Yes  No

In the event that the Local Review Body appointed to consider your application decides to inspect the site, in your opinion:

Can the site be clearly seen from a road or public land? \*

Yes  No

Is it possible for the site to be accessed safely and without barriers to entry? \*

Yes  No

## Checklist – Application for Notice of Review

Please complete the following checklist to make sure you have provided all the necessary information in support of your appeal. Failure to submit all this information may result in your appeal being deemed invalid.

Have you provided the name and address of the applicant?. \*

Yes  No

Have you provided the date and reference number of the application which is the subject of this review? \*

Yes  No

If you are the agent, acting on behalf of the applicant, have you provided details of your name and address and indicated whether any notice or correspondence required in connection with the review should be sent to you or the applicant? \*

Yes  No  N/A

Have you provided a statement setting out your reasons for requiring a review and by what procedure (or combination of procedures) you wish the review to be conducted? \*

Yes  No

Note: You must state, in full, why you are seeking a review on your application. Your statement must set out all matters you consider require to be taken into account in determining your review. You may not have a further opportunity to add to your statement of review at a later date. It is therefore essential that you submit with your notice of review, all necessary information and evidence that you rely on and wish the Local Review Body to consider as part of your review.

Please attach a copy of all documents, material and evidence which you intend to rely on (e.g. plans and Drawings) which are now the subject of this review \*

Yes  No

Note: Where the review relates to a further application e.g. renewal of planning permission or modification, variation or removal of a planning condition or where it relates to an application for approval of matters specified in conditions, it is advisable to provide the application reference number, approved plans and decision notice (if any) from the earlier consent.

## **Declare – Notice of Review**

I/We the applicant/agent certify that this is an application for review on the grounds stated.

Declaration Name: Mr Callum McKenna

Declaration Date: 29/07/2022

Business Centre G.2 Waverley Court 4 East Market Street Edinburgh EH8 8BG Email: [planning.support@edinburgh.gov.uk](mailto:planning.support@edinburgh.gov.uk)

Applications cannot be validated until all the necessary documentation has been submitted and the required fee has been paid.

Thank you for completing this application form:

ONLINE REFERENCE 100539226-001

The online reference is the unique reference for your online form only. The Planning Authority will allocate an Application Number when your form is validated. Please quote this reference if you need to contact the planning Authority about this application.

## Type of Application

What is this application for? Please select one of the following: \*

- Application for planning permission (including changes of use and surface mineral working).
- Application for planning permission in principle.
- Further application, (including renewal of planning permission, modification, variation or removal of a planning condition etc)
- Application for Approval of Matters specified in conditions.

## Description of Proposal

Please describe the proposal including any change of use: \* (Max 500 characters)

The removal of 3no. existing kiosk phone boxes and the installation of 1no. BT Street Hub.

Is this a temporary permission? \*

Yes  No

If a change of use is to be included in the proposal has it already taken place?

Yes  No

(Answer 'No' if there is no change of use.) \*

Has the work already been started and/or completed? \*

No  Yes – Started  Yes - Completed

## Applicant or Agent Details

Are you an applicant or an agent? \* (An agent is an architect, consultant or someone else acting on behalf of the applicant in connection with this application)

Applicant  Agent

## Agent Details

Please enter Agent details

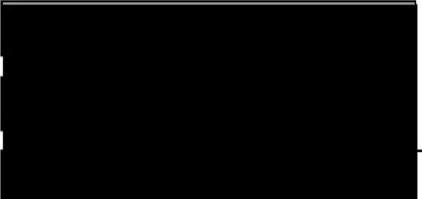
Company/Organisation:	Mono Consultants		
Ref. Number:		You must enter a Building Name or Number, or both: *	
First Name: *	Callum	Building Name:	Culzean House
Last Name: *	McKenna	Building Number:	36
Telephone Number: *		Address 1 (Street): *	36 Renfield Street
Extension Number:		Address 2:	
Mobile Number:		Town/City: *	Glasgow
Fax Number:		Country: *	United Kingdom
Email Address: *		Postcode: *	G2 1LU

Is the applicant an individual or an organisation/corporate entity? \*

Individual  Organisation/Corporate entity

## Applicant Details

Please enter Applicant details

Title:	Other	You must enter a Building Name or Number, or both: *	
Other Title:		Building Name:	81
First Name: *		Building Number:	81
Last Name: *		Address 1 (Street): *	81 Newgate Street
Company/Organisation	British Telecommunications Plc	Address 2:	81 Newgate Street
Telephone Number: *		Town/City: *	London
Extension Number:		Country: *	UK
Mobile Number:		Postcode: *	EC1A 7AJ
Fax Number:			
Email Address: *			

## Site Address Details

Planning Authority:

City of Edinburgh Council

Full postal address of the site (including postcode where available):

Address 1:

Address 2:

Address 3:

Address 4:

Address 5:

Town/City/Settlement:

Post Code:

Please identify/describe the location of the site or sites

Pavement o/s Nicolson Square Gardens, Nicolson Street, Edinburgh, EH8 9BH

Northing

673197

Easting

326070

## Pre-Application Discussion

Have you discussed your proposal with the planning authority? \*

Yes  No

## Pre-Application Discussion Details Cont.

In what format was the feedback given? \*

Meeting  Telephone  Letter  Email

Please provide a description of the feedback you were given and the name of the officer who provided this feedback. If a processing agreement [note 1] is currently in place or if you are currently discussing a processing agreement with the planning authority, please provide details of this. (This will help the authority to deal with this application more efficiently.) \* (max 500 characters)

Pre-application advice was given stating that the batch of street hub sites would be an incongruous addition to the World Heritage Site designation in Edinburgh. From this advice, a batch of sites were chosen as alternatives which were less sensitive, avoiding the World Heritage Site. The planning authority was contacted for comments on the new sites. The comments were that the street hubs would likely appear incongruous on the street scene however, the formal planning process may outweigh this

Title:

Mr

Other title:

First Name:

Alan

Last Name:

Moonie

Correspondence Reference Number:

Date (dd/mm/yyyy):

13/02/2022

Note 1. A Processing agreement involves setting out the key stages involved in determining a planning application, identifying what information is required and from whom and setting timescales for the delivery of various stages of the process.

## Site Area

Please state the site area:

0.42

Please state the measurement type used:

Hectares (ha)  Square Metres (sq.m)

## Existing Use

Please describe the current or most recent use: \* (Max 500 characters)

Site is host to two phone box kiosks (Approximately 0.9m2 each) on adopted highways land.

## Access and Parking

Are you proposing a new altered vehicle access to or from a public road? \*

Yes  No

If Yes please describe and show on your drawings the position of any existing, Altered or new access points, highlighting the changes you propose to make. You should also show existing footpaths and note if there will be any impact on these.

Are you proposing any change to public paths, public rights of way or affecting any public right of access? \*

Yes  No

If Yes please show on your drawings the position of any affected areas highlighting the changes you propose to make, including arrangements for continuing or alternative public access.

How many vehicle parking spaces (garaging and open parking) currently exist on the application Site?

0

How many vehicle parking spaces (garaging and open parking) do you propose on the site (i.e. the Total of existing and any new spaces or a reduced number of spaces)? \*

0

Please show on your drawings the position of existing and proposed parking spaces and identify if these are for the use of particular types of vehicles (e.g. parking for disabled people, coaches, HGV vehicles, cycles spaces).

## Water Supply and Drainage Arrangements

Will your proposal require new or altered water supply or drainage arrangements? \*

Yes  No

Do your proposals make provision for sustainable drainage of surface water?? \* (e.g. SUDS arrangements) \*

Yes  No

Note:-

Please include details of SUDS arrangements on your plans

Selecting 'No' to the above question means that you could be in breach of Environmental legislation.

Are you proposing to connect to the public water supply network? \*

- Yes  
 No, using a private water supply  
 No connection required

If No, using a private water supply, please show on plans the supply and all works needed to provide it (on or off site).

## Assessment of Flood Risk

Is the site within an area of known risk of flooding? \*

Yes  No  Don't Know

If the site is within an area of known risk of flooding you may need to submit a Flood Risk Assessment before your application can be determined. You may wish to contact your Planning Authority or SEPA for advice on what information may be required.

Do you think your proposal may increase the flood risk elsewhere? \*

Yes  No  Don't Know

## Trees

Are there any trees on or adjacent to the application site? \*

Yes  No

If Yes, please mark on your drawings any trees, known protected trees and their canopy spread close to the proposal site and indicate if any are to be cut back or felled.

## Waste Storage and Collection

Do the plans incorporate areas to store and aid the collection of waste (including recycling)? \*

Yes  No

If Yes or No, please provide further details: \* (Max 500 characters)

Proposal is a visual addition to the street scape. These services already exist.

## Residential Units Including Conversion

Does your proposal include new or additional houses and/or flats? \*

Yes  No

## All Types of Non Housing Development – Proposed New Floorspace

Does your proposal alter or create non-residential floorspace? \*

Yes  No

## Schedule 3 Development

Does the proposal involve a form of development listed in Schedule 3 of the Town and Country Planning (Development Management Procedure (Scotland) Regulations 2013) \*

Yes  No  Don't Know

If yes, your proposal will additionally have to be advertised in a newspaper circulating in the area of the development. Your planning authority will do this on your behalf but will charge you a fee. Please check the planning authority's website for advice on the additional fee and add this to your planning fee.

If you are unsure whether your proposal involves a form of development listed in Schedule 3, please check the Help Text and Guidance notes before contacting your planning authority.

## Planning Service Employee/Elected Member Interest

Is the applicant, or the applicant's spouse/partner, either a member of staff within the planning service or an elected member of the planning authority? \*

Yes  No

## Certificates and Notices

CERTIFICATE AND NOTICE UNDER REGULATION 15 – TOWN AND COUNTRY PLANNING (DEVELOPMENT MANAGEMENT PROCEDURE) (SCOTLAND) REGULATION 2013

One Certificate must be completed and submitted along with the application form. This is most usually Certificate A, Form 1, Certificate B, Certificate C or Certificate E.

Are you/the applicant the sole owner of ALL the land? \*

Yes  No

Is any of the land part of an agricultural holding? \*

Yes  No

Are you able to identify and give appropriate notice to ALL the other owners? \*

Yes  No

## Certificate Required

The following Land Ownership Certificate is required to complete this section of the proposal:

Certificate B

## Land Ownership Certificate

Certificate and Notice under Regulation 15 of the Town and Country Planning (Development Management Procedure) (Scotland) Regulations 2013

I hereby certify that

(1) - No person other than myself/the applicant was an owner [Note 4] of any part of the land to which the application relates at the beginning of the period of 21 days ending with the date of the accompanying application;

or –

(1) - I have/The Applicant has served notice on every person other than myself/the applicant who, at the beginning of the period of 21 days ending with the date of the accompanying application was owner [Note 4] of any part of the land to which the application relates.

Name:

NA NA NA

Address:

Edinburgh City Council, 4, East Market Street, Edinburgh, UK, EH8 8BG

Date of Service of Notice: \*

17/03/2022

(2) - None of the land to which the application relates constitutes or forms part of an agricultural holding;

or –

(2) - The land or part of the land to which the application relates constitutes or forms part of an agricultural holding and I have/the applicant has served notice on every person other than myself/himself who, at the beginning of the period of 21 days ending with the date of the accompanying application was an agricultural tenant. These persons are:

Name:

Address:

Date of Service of Notice: \*

Signed: Callum McKenna

On behalf of: British Telecommunications Plc

Date: 08/03/2022

Please tick here to certify this Certificate. \*

## Checklist – Application for Planning Permission

Town and Country Planning (Scotland) Act 1997

The Town and Country Planning (Development Management Procedure) (Scotland) Regulations 2013

Please take a few moments to complete the following checklist in order to ensure that you have provided all the necessary information in support of your application. Failure to submit sufficient information with your application may result in your application being deemed invalid. The planning authority will not start processing your application until it is valid.

a) If this is a further application where there is a variation of conditions attached to a previous consent, have you provided a statement to that effect? \*

Yes  No  Not applicable to this application

b) If this is an application for planning permission or planning permission in principle where there is a crown interest in the land, have you provided a statement to that effect? \*

Yes  No  Not applicable to this application

c) If this is an application for planning permission, planning permission in principle or a further application and the application is for development belonging to the categories of national or major development (other than one under Section 42 of the planning Act), have you provided a Pre-Application Consultation Report? \*

Yes  No  Not applicable to this application

Town and Country Planning (Scotland) Act 1997

The Town and Country Planning (Development Management Procedure) (Scotland) Regulations 2013

d) If this is an application for planning permission and the application relates to development belonging to the categories of national or major developments and you do not benefit from exemption under Regulation 13 of The Town and Country Planning (Development Management Procedure) (Scotland) Regulations 2013, have you provided a Design and Access Statement? \*

Yes  No  Not applicable to this application

e) If this is an application for planning permission and relates to development belonging to the category of local developments (subject to regulation 13. (2) and (3) of the Development Management Procedure (Scotland) Regulations 2013) have you provided a Design Statement? \*

Yes  No  Not applicable to this application

f) If your application relates to installation of an antenna to be employed in an electronic communication network, have you provided an ICNIRP Declaration? \*

Yes  No  Not applicable to this application

g) If this is an application for planning permission, planning permission in principle, an application for approval of matters specified in conditions or an application for mineral development, have you provided any other plans or drawings as necessary:

Site Layout Plan or Block plan.

Elevations.

Floor plans.

Cross sections.

Roof plan.

Master Plan/Framework Plan.

Landscape plan.

Photographs and/or photomontages.

Other.

If Other, please specify: \* (Max 500 characters)

Provide copies of the following documents if applicable:

A copy of an Environmental Statement. \*

Yes  N/A

A Design Statement or Design and Access Statement. \*

Yes  N/A

A Flood Risk Assessment. \*

Yes  N/A

A Drainage Impact Assessment (including proposals for Sustainable Drainage Systems). \*

Yes  N/A

Drainage/SUDS layout. \*

Yes  N/A

A Transport Assessment or Travel Plan

Yes  N/A

Contaminated Land Assessment. \*

Yes  N/A

Habitat Survey. \*

Yes  N/A

A Processing Agreement. \*

Yes  N/A

Other Statements (please specify). (Max 500 characters)

## Declare – For Application to Planning Authority

I, the applicant/agent certify that this is an application to the planning authority as described in this form. The accompanying Plans/drawings and additional information are provided as a part of this application.

Declaration Name: Mr Callum McKenna

Declaration Date: 15/03/2022

## Payment Details

Online payment: 6481305696366447204227;

Payment date: 24/03/2022 14:02:00

Created: 24/03/2022 14:02

# Planning Pre-Application Advice

## Service: Advice Letter

### STATUS OF PRE-APPLICATION ADVICE

Any advice provided under this service is given on behalf of the Council as Planning Authority, based on the information provided, and the planning policies and other site constraints relevant at the time of writing. This advice does not prejudice any subsequent decision which will be based upon all material considerations, including views of all stakeholders, including the public.

For the purposes of requests for information made under the Environmental Information Regulations, advice given will be treated as commercially sensitive (and its release contested) until such time as an application has been determined.

This advice should be read in its totality and in conjunction with the relevant legislation and planning policies and guidance, including the Local Development Plan, Statutory Guidance, non-statutory guidance, site specific briefs etc. The Council documents can be accessed on the Council website.

### 1. Site

The sites are public pavements in 11 locations within the New Town Conservation Area, including three on George Street and others within the linking streets between Princes Street and George Street. As the pre-application has been submitted as a single request, but for multiple sites, the advice contained in this response is a general assessment of the principle of the development, rather than a site specific assessment of each location.

### 2. Proposed development

The provision of 11 tablet interface street hubs, including illuminated advertisements on two faces. The hubs would be approximately 1.2m wide and 3m in height.

### 3. key issues and overall advice.

- Key issues:
  - Impact on character and appearance of the New Town Conservation Area and the Edinburgh World Heritage Site
  - Impact on public safety

#### 4. Development Plan policies

##### 4.1. Edinburgh Local Development Plan policies

The sites are located within the city centre, which is within the New Town Conservation Area and the Edinburgh World Heritage Site. The key considerations against which the eventual application will be assessed are:

- a) **Whether the proposed works would have an adverse effect on the character and appearance of the New Town Conservation Area and the Edinburgh World Heritage Site.**
- b) **Whether the proposals would have an adverse effect on public safety.**

The following policies are relevant:

Des 1 Design Quality and Context  
 Env 1 World Heritage Sites  
 Env 3 Listed Buildings - Settings  
 Env 6 Conservation Areas – Development

Edinburgh Planning Guidance

Outdoor Advertising and Sponsorship  
 Listed Buildings and Conservation Areas  
 Street Design Guidance

##### **New Town Conservation area and Edinburgh World Heritage Site**

The proposed hubs would be located in prominent locations, mainly within the First New Town. Relevant local development plan policies seek to prevent development that would erode or damage the character or the appearance of the surrounding area.

Policy Des 1 aims to ensure development that will create or contribute towards a sense of place, whilst Policy Env 1 establishes that development should respect and protect the outstanding universal value, including viewpoints identified in key views studies, and prominent landscape features.

Policy Env 3 states that development will only be permitted if it is not detrimental to the architectural character of a listed building or its setting. Policy Env 6 aims to preserve or enhance the special character or appearance of a conservation area and demonstrates high standards of design, utilising materials appropriate to the historic environment.

These policies are supplemented by non-statutory guidance that seek to provide more detailed information in respect of relevant development. The guidance on outdoor advertising refers to locations where small format outdoor advertising displays or adverts upon street furniture are not appropriate. These include areas of exceptional architectural or historic importance, such as George Street and the Royal Mile and within certain parts of the World Heritage Site where the streets are of exceptional architectural and/or historic interest or where advertising would adversely affect important views and vistas or the setting of designed landscapes or listed buildings.

In these areas, advertising displays would compete visually with the appreciation of the historic townscape character in which its historic buildings, monuments and open spaces of national importance have been carefully planned to provide outstanding vistas.

The Outstanding Universal Value of the Old and New Towns of Edinburgh World Heritage Site is defined as the remarkable juxtaposition of two clearly articulated urban planning phenomena: the contrast between the organic medieval Old Town and the planned Georgian New Town which provides a clarity of urban structure unrivalled in Europe.

The Old and New Towns of Edinburgh World Heritage Site Management Plan ('the Plan') refers specifically to major axes such as George Street, which are addressed by formal set piece architecture. Recognition is given to the extensive collection of statues and monuments which make a significant contribution to the richness and diversity of the townscape and provide a focus and punctuation points for many views. In addition, the Plan notes that the relationship of stone buildings, pavements and setted streets provides a disciplined unity and cohesion.

The Council's Street Design Guidance also reinforces the need to protect the special characteristics of streets such as George Street. It seeks a high standard of coordinated place management and street design interventions which will enhance the special character of these streets.

The proposed hubs would detract from these views particularly at street level and would interrupt the linearity of these views and would therefore harm the Outstanding Universal Value of the World Heritage Site, contrary to Edinburgh Local Development Plan (LDP) Policy Env 1.

The proposed structures would also have a detrimental impact on the visual relationship of stone buildings, certain monuments and the spaces between buildings due to their visual prominence.

They would disrupt the appreciation and the setting of nearby listed buildings and would form an uncharacteristic and visually disruptive addition to the streetscape. They would be contrary to LDP Policies Des 1, Env 3 and Env 6.

#### Public Safety

Given the number of sites that have been selected, it has not been possible to undertake an assessment of each location to determine whether the structures would have an effect on public safety. However, the illuminated advertisements could cause a distraction to drivers in certain locations and each proposal would have to be carefully considered to ensure they would not visually compete with traffic signals, to the detriment of public safety. It is unlikely that the structures would impinge on pavement flows to an unacceptable degree.

#### 5. Developer contributions

This proposal would not generate developer contributions

#### 6. Any other environmental factors that require consideration

Should the proposal come forward as applications, the applicant should submit the following:

- the historical context of the wider area, in particular buildings and areas of architectural and historic interest (listed buildings, conservation areas, world heritage site);
- the potential impact on local movement patterns;
- a local character appraisal of the immediate context (including for instance local topography, urban grain, scale and height, streetscape;
- scope for removing competing/unnecessary visual clutter.

**7. Expiration date**

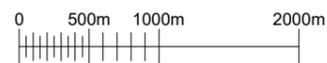
This advice is provided based on current legislation, policy, guidance and material considerations.

This advice has been provided based on an analysis by the case officer and signed off by a Planning team manager.

Name of Team manager – Alan Moonie

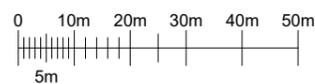
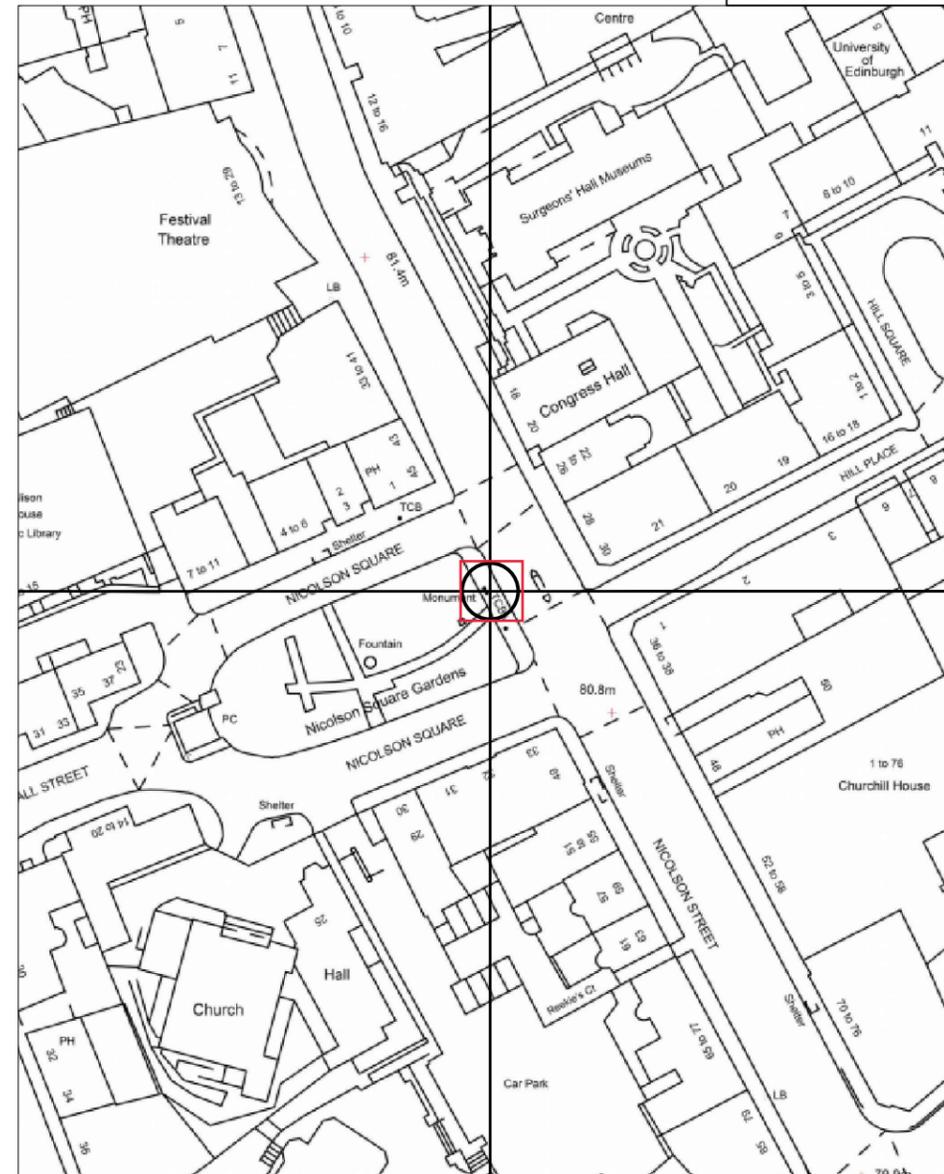
Date – 22.9.2021

CONFIDENTIAL



**SITE LOCATION**  
SCALE 1:50000

Ordnance Survey map extract based upon Landranger map series with the permission of the controller of Her Majesty's Stationery Office.  
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Crown copyright.



**DETAILED SITE LOCATION**  
SCALE 1:1250

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Crown copyright.

E326070 N673197

**GENERAL NOTES**

Use written dimensions only, do not scale from drawing. Use latest revision of all referenced information.

LAT 55.946103 LONG -3.1853129

Rev	Date	Description	Drawn	Chkd
A	08.03.22	New BT Streethub Structure	MD	JE

**mono** # MONO CONSULTANTS LIMITED  
70-76 Steam Packet House  
Cross Street  
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Drawing Title

SITE LOCATION MAPS

Scale As Shown Date 08.03.2022

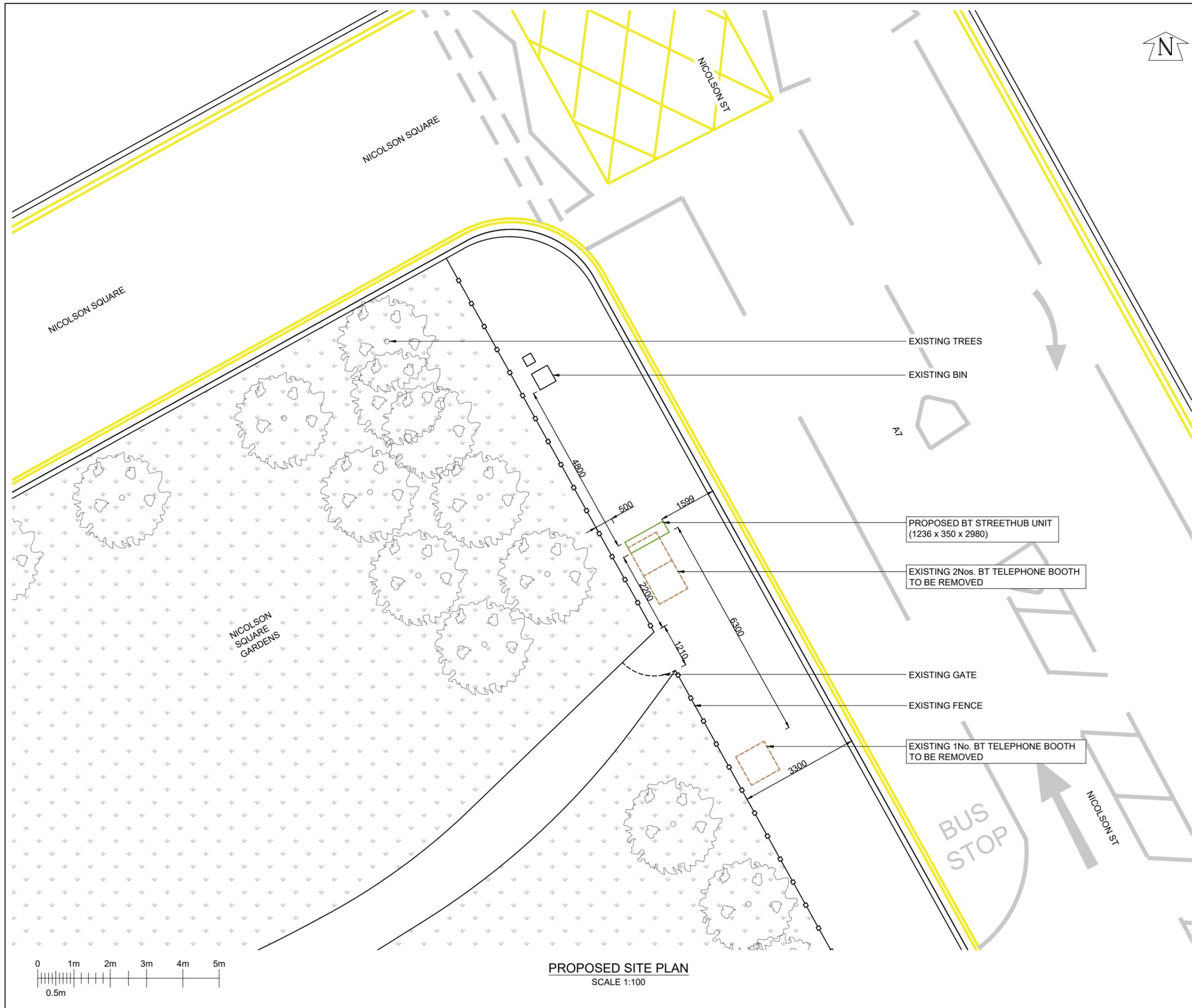
Drawn By MD Checked By JE

Drawing Number

001

Revision

A



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Rev	Date	Description	Drawn	Chkd
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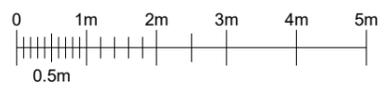
Site Name & Address  
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**PROPOSED SITE PLAN**

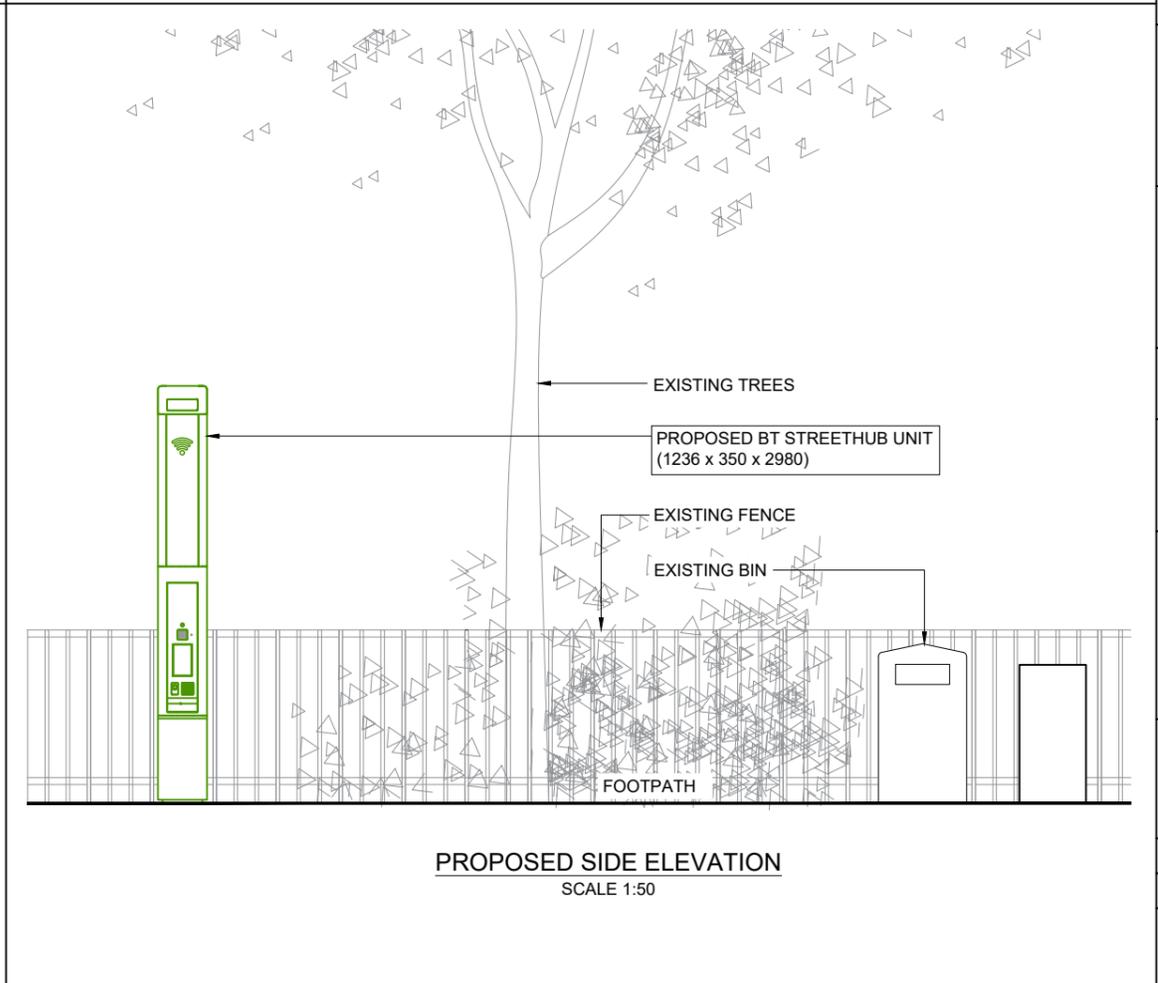
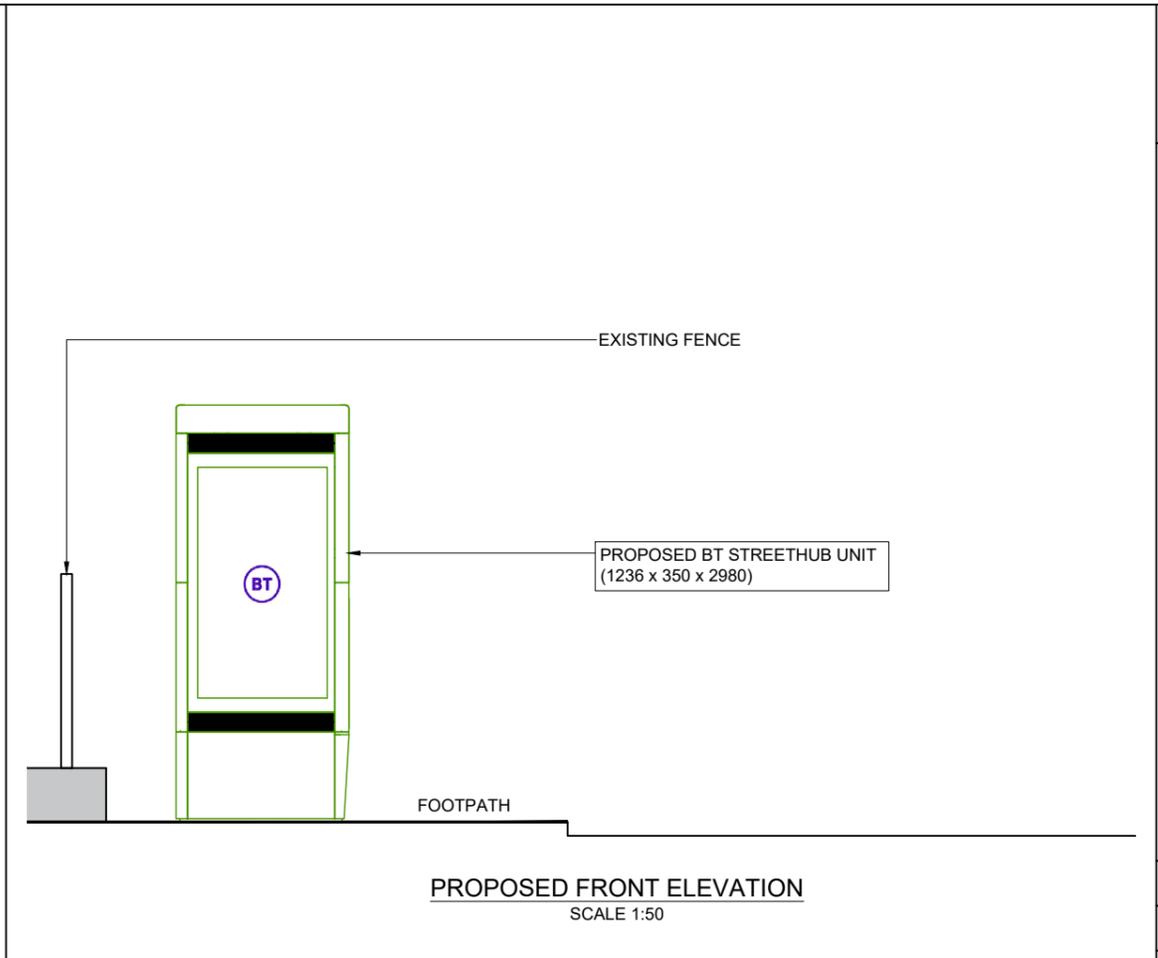
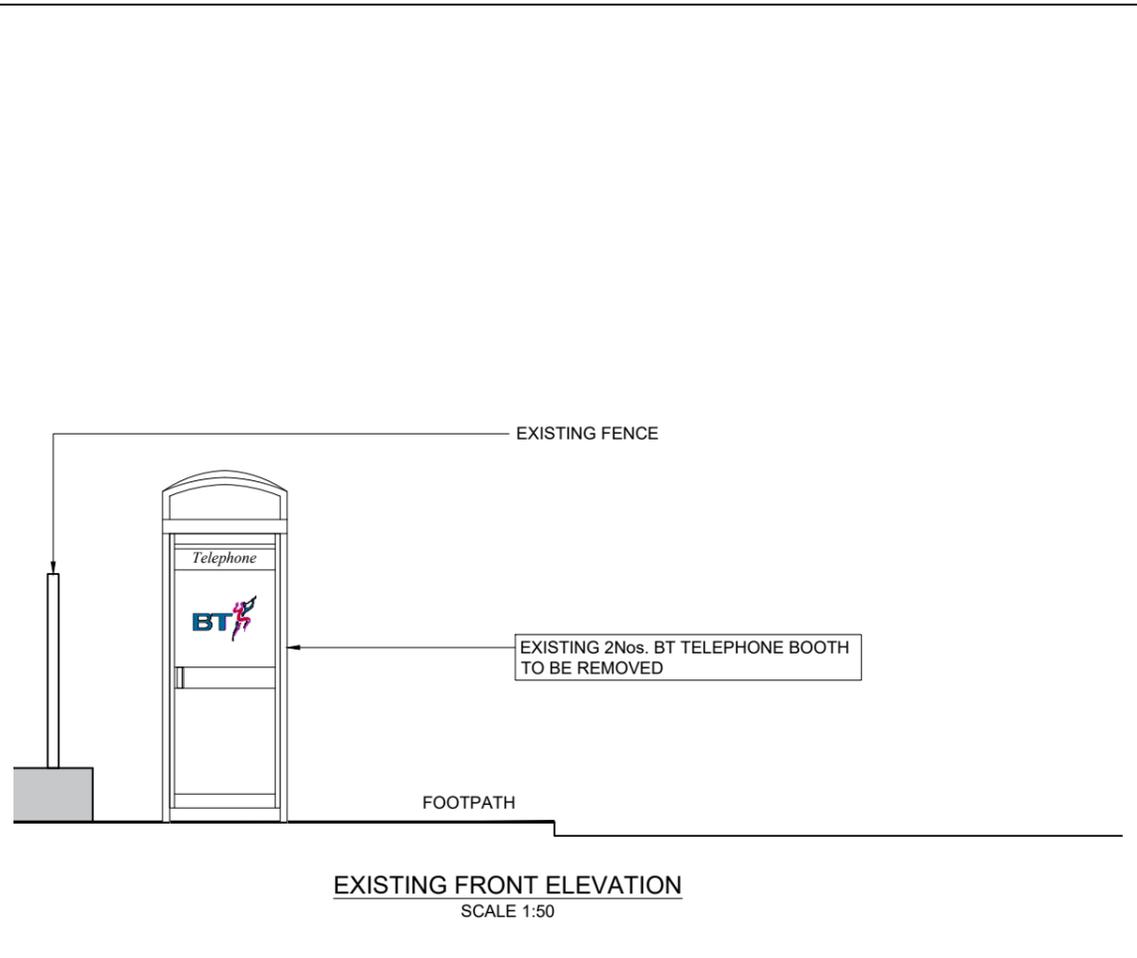
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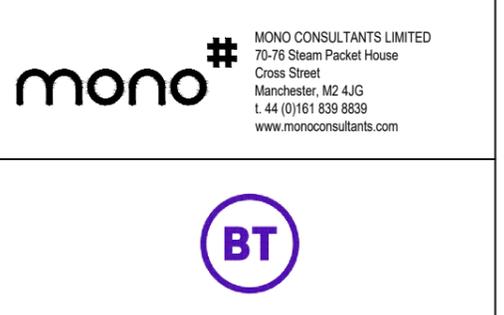
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ARTICLE

# LinkNYC kiosks improving quality of life in the Big Apple

Link shared its feedback on how its digital signage kiosks aren't just providing services, they are also boosting quality of life for residents.



Photo courtesy of Link.

July 26, 2018 | by [Bradley Cooper](#) – Editor, *ATM Marketplace*

**Editor's Note: An earlier version of this story ran on *Digital Signage Today*, a sister publication of *Retail Customer Experience*.**

In 2016, New York City went through a major smart city upgrade, as Intersection deployed multiple Link kiosks. The city replaced older phone booths with these kiosks, which offer free Wi-Fi to the public, as well as advertising and wayfinding.

The kiosks also allow customers to make free nationwide calls or report emergencies. There are now more than 1,600 kiosks in all five boroughs of the city. Digital Signage Today spoke with Ruth Fasoldt, director of community affairs for Link, to see how these devices are transforming the city and improving lives.



*Ruth Fasoldt cites numerous benefits that the LinkNYC kiosks have provided New Yorkers.*

**Digital Signage Today:** What are the main features the kiosks offer?

**Fasoldt:** LinkNYC is the first-of-its-kind communications network replacing the city's payphones to build the world's fastest and largest free public Wi-Fi network. Since Mayor Bill de Blasio announced the public launch of LinkNYC in early 2016, more than 1,600 Links are active across all five boroughs, with thousands more set to be deployed over the next several years.

In addition to free Wi-Fi, Links offer free nationwide phone calls, a dedicated 911 button, device charging, and a tablet to access maps and city services. Link's services come at no cost to users or taxpayers because Link generates its

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gigabit Wi-Fi service, with tens of thousands of users joining the network each week. The network also sees more than 250,000 free phone calls made every month. Using the tablet, people can access maps and directions on the go.

Along with ads that keep LinkNYC's services 100 percent free for users and taxpayers, the digital displays feature useful and enriching content, including community board meeting updates, real-time transit and weather information so people can make more informed decisions about their day on the go, PSAs, fun facts about NYC, historic photos and more. The screens are also used for emergency messaging, for instance, in an extreme weather event. We see tweets and Instagram posts all the time of people capturing our content and sharing it with others.

**Digital Signage Today:** How does LinkNYC deal with issues such as people loitering by the kiosks or watching inappropriate content in public?

**Fasoldt:** Back in 2016, there was an issue with some kiosks having long-term users. The LinkNYC tablet is meant to be an on-the-go resource, so the web browser was removed from Link tablets in September 2016, in exchange for curated content on the tablet, and loitering complaints dropped 96 percent immediately.

**Digital Signage Today:** What type of ads do the kiosks display?

**Fasoldt:** LinkNYC has a very high caliber of advertisers across categories — from Samsung to Delta to The Gap and The Met.

Utilizing DOOH to its fullest and breaking from the norm of basic, static ads, Link kiosks offer the ability for advertisers to display unique, dynamic ads. From weather and transit, to sporting events, movie times and more, Link ads can change based on real-time information and updates, keeping advertisements relevant and consumers engaged.

During the 2018 Winter Olympics in PyeongChang, for example, NBC partnered with Intersection to display Olympics content and coverage on LinkNYC screens, highlights, prime time previews, real-time medal counts, athlete bios and more. This digital OOH content campaign was the first of its kind for the U.S. Olympics broadcaster.

More recently, Intersection pioneered another first-of-its-kind campaign, partnering with Disney and Marvel to promote "The Avengers: Infinity War." On the movie's launch weekend, LinkNYC screens displayed ads for the blockbuster, as well as the closest theater location to each kiosk and the next show time, so that passersby, if inspired by the ad, could easily catch the next showing.

**Digital Signage Today:** Do the kiosks use any analytics?

**Fasoldt:** We have stats on usership, how often different services are used, the busiest Links and more. We have also made strategic use of our network capabilities like dayparting (for example, we increase transit info on our displays during peak commuting hours), geotargeting (playing historical photos in their place of original capture), and network flexibility (during Women's History month, we displayed facts about women's suffrage along the route of the women's march).

**Digital Signage Today:** Do you think smart cities will start to pop up everywhere? Why?

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### BRADLEY COOPER

Bradley Cooper has been editor of Digital Signage Today since 2016. His background is in information technology, advertising, and writing.

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## WiFi Marketing: What It Is and How Retailers Can Use It

by [Alexandra Sheehan](#) Marketing

Jun 26, 2018 6 minute read [Leave a comment](#)



I recently spent a month in Vietnam. My last trip to Southeast Asia was six years ago, in 2012, and WiFi was something you wanted but it wasn't readily available.

But that's no longer the case. Everywhere I went, many of the buses had WiFi (and it worked!).

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Retailers in Vietnam are on to something: According to data from Cisco, 96% of consumers prefer to shop at stores that have free WiFi, and they're also more likely to return. And Oracle found that almost 60% of shoppers actually *demand* in-store WiFi.

Let's dive into what WiFi marketing is and how retailers can leverage it to improve their businesses.

## What Is WiFi Marketing?

WiFi marketing is when retailers provide wireless internet access to shoppers and then use that as a channel to communicate messages and promotions. It's just one of the many ways that physical retailers are embracing the digital world — and creating a multichannel experience for their shoppers in the process.

Basically, your WiFi will have a coverage area, likely within the borders of your store. Anyone on a WiFi-enabled device, from smartphones to tablets to laptops, will be able to see and connect to your WiFi network.

Some retailers provide full Internet access. In other words, shoppers can use their devices to surf the web as they normally would. Others only grant access to certain sites or apps, such as your own online store or mobile app. This is more limiting for the browsers, but it also enables you to control the environment and drive them to your promotions.

Image: [ZionWifi](#)

And with WiFi marketing, you can also mandate that users view, engage with or share content before being granted access to your next in-store promotion. You can create a splash page that talks about your next in-store promotion and require that users must submit their email address.

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**FURTHER READING:** Want to know more about how to use those customer email addresses when you collect them? Read our [retailer guide to email marketing](#).

In some cases, the network will also periodically send additional messages or mandate additional action from the user so they can continue their session on the network without interruption.

## What Does WiFi Marketing Look Like?

Here's how it looks: You walk into a store and join the in-store WiFi network. Upon joining, your phone will redirect to a screen, or splash page, where you'll likely see a message from the store and more information about the network and its terms of use. You'll agree to those terms and possibly provide something like an email address or access to your Facebook profile to gain access to the network.

Image: [Bloom Intelligence](#)

Thinking ahead: The retailer then has some sort of information about you to either add to or create your customer profile. They can send you future targeted messages, be it through email or a targeted social ad, and can use your social media profiles and in-store browsing behaviors to further personalize the content.

**FURTHER READING:** Personalization is one of the top ways to get a customer's attention. Learn [four ways to personalize the customer experience](#) for your customers.

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# The Benefits of WiFi Marketing

The benefits of WiFi marketing in a retail environment are two-fold: There are advantages from both the consumers' and merchants' point-of-view.

## For the customer:

- **Convenience:** Shoppers have access to a potentially faster network than their cell phone service provider's, and they can also save on data usage.
- **Improved shopping experience:** Almost 62% of businesses that provide free WiFi report that their customers stay longer, according to [Devicescape survey](#). This could indicate that shoppers are enjoying their in-store experiences more, and therefore willing to spend more time with your brand.

## For the retailer:

- **Increased sales:** The main goal for most retailers — driving sales — receives a boost when you engage in WiFi marketing. That Deviscape survey found that half of businesses report that customers spend more money now that they have WiFi.
- **Understand your customers:** WiFi marketing grants you access to a wealth of data and knowledge about shoppers. You can use these insights to understand your business, the in-store experience, and what makes your customers tick. (And if you have more than one location, be sure to do a comparative analysis, too!)
- **Build an audience:** Whether you're collecting email address or social profiles (or both), these customers are becoming a list of interested individuals to whom you can market in the future. Not only that, you'll have information about their in-store and/or online behavior, which creates a richer customer profile that you can leverage for more targeted ads and promotions. Toronto's [Tokyo Smoke](#) implemented Yelp's WiFi marketing platform and gained [35 new sign-ons per week](#) — that's a passive and effortless way to continually grow.
- **Promote a product or campaign:** The use WiFi marketing to promote their brand. This can start with the message

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on your splash page, through to retargeted ads and [follow-up email campaigns](#). Bolivia's [Mall Las Brisas](#), for example, [uses WiFi marketing](#) to promote personalized offers based on users' activity and Facebook profiles. You can also use [foot traffic data](#) (such as how they've navigated your store, where they're converting, where they're spending the most time, etc.) to inform [store layout](#) and [visual merchandising](#) decisions.

**FURTHER READING:** Need other accurate ways to measure your store's foot traffic? Increase customer visits with these [methods to gauge foot traffic](#).

# How to Implement WiFi Marketing in Your Store

## Getting Your WiFi Network Up and Running

While you could set up your own guest network and provide shoppers with the password, that's not exactly WiFi marketing in action. Essentially, that works the same as it would if you were to have a guest in your home. You share the password, they surf the net, and then they leave. With true WiFi marketing, you'll have that opt-in where you collect some sort of data and consent from users.

Therefore, implementing WiFi marketing requires the use of some tools or partnering with companies that can tailor these WiFi services to your specific needs.

Here are a few places where you can look for WiFi marketing services:

- [Cloud4Wi](#)
- [Surefi](#)

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- [Moo Moo Networks](#)
- [Yelp WiFi](#)
- [Purple](#)
- [Bloom Intelligence](#)
- [Spectrio](#)
- [SecurEdge](#)
- [Aislelabs](#)

Vincent Panico heads up enterprise architect and corporate sales at [Moo Moo Networks](#), a networking hardware retailer that sells products you can use to create a WiFi network in your store.

Panico points to how each tool has its own set of unique features, and integrating various systems can also provide retailers with more capabilities. That's why they focus on a variety of integrations and plugins for their products (they use [Cisco's Meraki wireless option](#)).

"For example, we use Purple or Bloom Intelligence to capture customer data and convert that to marketing lists," he says. "Or we'll use Aislelabs or Mapwize to physically track customer movement."

One of Moo Moo Networks' clients, a well-known convenience store chain, uses the latter, more complex benefits of WiFi marketing.

"They track customer movement in the store and place the highest-margin items where customers are most likely to convert," Panico says. "We also have a furniture store chain that embeds [Bluetooth beacons](#) in their display models to target hyper-specific advertising to customers. If someone dwells at a certain chair or couch for a few minutes, that item will be remarketed to them on Facebook, Instagram and via email the next day."

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**FURTHER READING:** Read more about [how to use beacon technology to attract more customers](#).

## Getting Customers to Use Your WiFi Network

If you're going to all this trouble to provide a network for your customers, you'll want to make sure they know about it and actually use it. Leverage in-store signage and the universal WiFi network icon to raise awareness among shoppers. You could also incentivize using the network — maybe they get a discount or free gift for trying out your new fancy new WiFi network.

If you're looking to take it up a notch, why not make an event of it and throw a launch party to celebrate your WiFi network? You can generate some buzz about your store, drive foot traffic, *and* prove to the community that you're a forward-thinking, innovative brand.

In what ways do you use WiFi marketing in your store? How has it helped you grow your business?

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### About the author

#### Alexandra Sheehan

Alexandra Sheehan is a freelance writer/editor who writes about marketing for retailers ranging from Fortune 100 companies to Etsy shop owners, and is always

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looking for innovative ways to help her clients.

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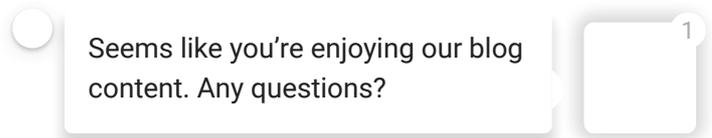
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## Free Wi-Fi would encourage over 80 per cent of shoppers to visit local retailers



Free internet access in-store is proving a big draw for retail customers

Some 82 per cent of British shoppers would be more likely to visit independent high street retailers if they had free Wi-Fi access, a new study has found.

Independent retailer customers with free Wi-Fi access are spending around 37, 000 minutes browsing the internet on average per store every month, according to research carried out by small business phone and broadband provider XLN.

Meanwhile, the average online session time per device in independent UK retail stores with free Wi-Fi access has increased over the last six months by 32 per cent, suggesting Britain's shoppers are now willing to visit well connected independent retailers more frequently and for longer.

The findings come after analysis of the UK's largest free public Wi-Fi network, which has more than 20, 000 internet hotspots across the country.

The network, launched by XLN, has been designed to encourage people to spend longer in independent stores as opposed to large corporate chains.

The network's founder, Christian Nelleman, claimed that access to free Wi-Fi would hugely improve the prospects for many independent high street retailers. It's always been our ambition to do more than simply save small businesses money. We want to help them grow too, he added.

The co-founders of independent venture Just Beer, Phil Ayling and Duncan Neil, who've recently begun to offer access to free Wi-Fi to customers in their store, said that it'd resulted in a boost to business.

Wi-Fi is so important in this day and age, the pair added. We would be missing out by not having Wi-Fi, so having access to a free network is a godsend for a small business like us. It drives a lot of footfall in through the door.

The business couldn't warrant paying the cost of something like The Cloud, Ayling went on to explain.

***Please tell us some of your views on the challenges facing high street retailers by taking our two minute survey.***

This article is part of a wider campaign called the High Streets Initiative, a new section of Business Advice championing independent and small retailers by identifying the issues that put Britain's high streets under pressure. Visit our High Streets Initiative section to find out more. (<https://businessadvice.co.uk/category/high-streets-initiative/>)

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[Fred Heritage \(https://businessadvice.co.uk/author/fred-heritage/\)](https://businessadvice.co.uk/author/fred-heritage/)  
 Fred Heritage was previously deputy editor at Business Advice. He has a BA in politics and international relations from the University of Exeter and a BA in international conflict from Kings College London.

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streets-initiative%2Ffree-wi-fi-would-encourage-over-80-per-cent-of-shoppers-to-visit-local-  
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## Appeal Decision

Site visit made on 13 November 2019

by **S. Rennie BSc (Hons), BA (Hons), MA, MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 14 January 2020

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**Appeal Ref: APP/K5030/Z/18/3211426**

**Outside 322 High Holborn, London, WC1V 7PB**

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
  - The appeal is made by British Communications Plc against the decision of the City of London Council.
  - The application Ref 18/00460/ADVT, dated 8 May 2018, was refused by notice dated 19 July 2018.
  - The advertisement proposed is 2No. LED digital displays measuring 1.22m in height by 0.79m in width at a height of 1.38m above ground level, one either side of an InLink.
- 

### Decision

1. The appeal is allowed and express consent granted for 2No. LED digital displays measuring 1.22m in height by 0.79m in width at a height of 1.38m above ground level, one either side of an InLink, at the site outside 322 High Holborn, London. Consent is for five years from the date of this decision and subject to the standard conditions set out in the Regulations and the additional conditions contained in the Schedule.

### Procedural Matters

2. The address of the site and the description of development are taken from the Appeal form, as this information is accurate and precise.
3. The Regulations and the National Planning Policy Framework (the Framework) both make clear that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
4. Section 38(6) of the Planning and Compulsory Purchase Act 2004 does not apply to advertisement control, however the development plan policies are material considerations and I refer to the relevant policies in my assessment of the appeal.
5. The appeal was originally accompanied by a second appeal in respect of an application for planning permission for construction of the InLink structure. The appellant subsequently withdrew the planning appeal. Accordingly, planning permission in respect of the construction of the InLink structure is not being considered in this Decision and would require separate consideration. I have therefore determined the appeal on this basis.

## **Main Issue**

6. The main issue is the effect of the proposed advertisements on the amenity of the surrounding area and on the setting of heritage assets.

## **Reasons**

7. Currently at the site is a telephone kiosk. The appellant has described its strategy of removing these kiosks and replacing them with the Inlink facility. This would provide access to the internet, together with calls and charging facilities. However, the 55 inch screens on either side of the 'totem' would also display digital illuminated advertisements.
8. The site is near to Chancery Lane Conservation Area (CA) together with listed buildings. The Council have identified these as 336 High Holborn (Grade II listed), 337-338 High Holborn (Grade II\*), 1-4 Holborn Bars (Grade I).
9. Section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (the Act) requires special attention to be paid to the desirability of preserving or enhancing the character or appearance of conservation areas. Section 66 Under Section 66 of the Act places a duty to consider whether granting planning permission for the proposal would preserve the listed building or its setting or any features of special architectural or historic interest which it possesses. Should I find less than substantial harm to designated heritage assets I will consider whether this harm would be outweighed by the public benefits of the proposal.
10. In this case, the Inlink would be positioned on a relatively wide section of footpath which already has street furniture, such as a bus shelter and metal cabinet for example. There are no illuminated advertisements on the street furniture, but this is an area where there are many commercial properties displaying signage and advertisements.
11. The Inlink is a slender and modest sized structure, and the scale of the advertisements would not be imposing or overly prominent. It will replace a telephone box and therefore not add significantly to street clutter. Furthermore, given the commercial and busy nature of High Holborn, the Inlink would not be an incongruous addition to the street scene.
12. The lighting level as described by the appellant would not be overly bright, in my opinion, and would be dimmed at dawn until dusk. The appellant has confirmed that the level of illumination of each panel during the hours of darkness would be restricted to 600cd/m<sup>2</sup> which, I understand, would be within the maximum levels recommended by the Institute of Lighting Professionals. This level of light from the advertisement display screens would not be to a degree that would result in high levels of unwanted light on High Holborn.
13. Although within the setting of the aforementioned listed buildings, given the Inlink design and nature of advertisements, together with the separation distance from these heritage assets, its effects to their character would be neutral. The illumination would not be to a level that would detract from the lighting of these listed buildings.
14. Whilst the Inlink and its digital displays would be visible from some parts of the CA, it would be viewed against a commercial setting with other advertisements

on relatively modern buildings also visible. Therefore, given the small scale of the advertisements on the Inlink, they would not have an adverse impact to the character or significance of the CA, which would be preserved.

15. I therefore conclude the siting of the proposed InLink display would not harm the visual amenity of the area or the setting and significance of heritage assets. The advertisements would not be obtrusive or overly prominent in this setting. The proposal therefore accords with policies CS10, DM 10.6, CS12 and DM12.1 of the City of London Local Plan, 2015. The proposal also accords with London Plan policy 7.8. These policies require the historic environment to be conserved or enhanced; promote a high standard of design, improving the street environments; and encourage a restrained amount of advertising in keeping with the character of the City; amongst other things.
16. There is no dispute in regard to the effect of the advertisements on public safety, with no objection from the Council in this regard. I have no reason to disagree with this view and regard the advertisements proposed as having no adverse impact to public safety.

#### *Condition Reasons*

17. I attach conditions relating to a limitation on the level of night time illumination; and a restriction limiting the advertisements to static images only, which shall not change quicker than every 10 seconds. These conditions are required in order to protect the quality of the visual environment at each location and safeguard public safety.
18. The displays are sited close to the public highway. To avoid confusion for highway users, it is necessary to ensure that any advertisement content does not resemble road traffic signs and a condition to that effect is attached.

#### **Conclusion**

19. For the reasons given above, the appeal should be allowed, subject to the conditions set out below.

*S. Rennie*

INSPECTOR

## **Schedule – Conditions**

1. The intensity of the illumination of the two digital display screens shall not exceed 600 candelas per square metre (cd/m<sup>2</sup>) 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'.
2. The digital display screens shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements) at any time. The screens shall at all times maintain a safety feature that will turn the screen off (ie show a black screen) or freeze the image in the event that the display experiences a malfunction or error.
3. No single image or item of content shall be displayed on either screen for fewer than 10 seconds. The interval between advertisements shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction.
4. No content on the digital display screens shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.



## Appeal Decisions

Site visit made on 16 December 2018

**by Andrew McGlone BSc MCD MRTPI**

**an Inspector appointed by the Secretary of State**

**Decision date: 21 December 2018**

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### **Appeal A Ref: APP/Z4310/W/18/3205104**

#### **Church Street (Outside No.1-5 Forever 21), Liverpool L1 1DA**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant planning permission.
  - The appeal is made by British Telecommunications Plc against the decision of Liverpool City Council.
  - The application Ref 18F/0604, dated 26 February 2018, was refused by notice dated 23 April 2018.
  - The development proposed is the removal of (2) existing BT payphones and the erection of (1) freestanding InLink providing free ultrafast WiFi and other community services and with excess space returned to the community.
- 

### **Appeal B Ref: APP/Z4310/W/18/3205102**

#### **Church Street (Outside No.1-5 Forever 21), Liverpool L1 1DA**

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
  - The appeal is made by British Telecommunications Plc against the decision of Liverpool City Council.
  - The application Ref 18A/0605, dated 26 February 2018, was refused by notice dated 23 April 2018.
  - The advertisement proposed is two digital LED display screens, one on each side of the InLink.
- 

## Decisions

1. Appeal A is allowed and planning permission is granted for the removal of (2) existing BT payphones and the erection of (1) freestanding InLink providing free ultrafast WiFi and other community services and with excess space returned to the community at Church Street (Outside No.1-5 Forever 21), Liverpool L1 1DA in accordance with the terms of the application, Ref 18F/0604, dated 26 February 2018, subject to the conditions set out in the attached schedule.
2. Appeal B is allowed and express consent is granted for the display of the two digital LED display screens, one on each side of the InLink as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations and the additional conditions set out in the attached schedule.

## Procedural Matter

3. In refusing planning permission and advertisement consent the Council referred to a number of listed buildings. The buildings referred to are not identical on each decision notice. Although the decisions are independent of each other, they do relate to the same site and the same freestanding InLink.

Given the statutory duty under Section 66(1) of the of the Planning (Listed Buildings and Conservation Areas) Act 1990 (the Act) to 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, I have considered both appeals having regard to all of the listed buildings cited by the Council.

### **Main Issues**

4. For Appeal A the main issues are: (i) whether the proposal would preserve or enhance the setting of the Liverpool Maritime Mercantile World Heritage Site (WHS), 81 to 89 Lord Street, 25 and 25a Church Street, 45 Whitechapel and 19 to 23 Sir Thomas Street and Compton House (33 to 45 Church Street), Grade II listed buildings, and the character or appearance of the Castle Street Conservation Area (CSCA); (ii) the effect of the proposed development on highway safety in Church Street, with regards to vehicular traffic; and (iii) the effect of the proposed development on pedestrian movement in Church Street.
5. For Appeal B the main issues are the effect that the advertisements would have on: (i) visual amenity and, thus, the character and appearance of the area, having regard to the WHS, Grade II listed buildings at Nos 81 to 89, Nos 25 and 25a, No 45 and 19 to 23, and Compton House, and the CSCA; and (ii) public safety, with regards to vehicular traffic.

### **Reasons**

#### *Heritage Assets*

6. In addition to Section 66(1) of the Act set out above, section 72(1) of the Act sets out the statutory duty to pay special attention to the desirability of preserving or enhancing the character or appearance of a Conservation Area.
7. The appeal site is part of the CSCA which covers part of Church Street which is pedestrianised and in the heart of the city centre. The site lies between two existing planters which form informal seating areas and contain street trees. Church Street is mainly occupied by three and four storey high retail premises. Modern glazed retail buildings are between Whitechapel and Williamson Street. A large digital advertisement is positioned above the ground floor of the Forever 21 store at the corner of Church Street and Whitechapel. Paradise Street, Whitechapel and Lord Street are also pedestrianised and predominately occupied by retail premises, with the mixed-use Liverpool One to the south-west. These streets are individually and collectively subject to significant levels of footfall throughout the day and night.
8. A variety of adverts, many of which are illuminated, populate Church Street and the nearby area. These include digital advertisement screens on Church Street, Lord Street and Paradise Street. Other street furniture includes fingerpost signs, payphones, visitor information boards and CCTV columns. The streets are, at times, occupied by market stalls and form a bustling city centre environment.
9. The CSCA extends from the River Mersey and the iconic 'Three Graces' into the civic and commercial core of the city. The styles, ambitious designs and lavish decoration of buildings within the CSCA celebrate the city's mercantile wealth and trading links. The WHS covers most of the city centre and its central docks embodying the civic, mercantile and maritime history of Liverpool.

10. The World Heritage Committee considers that the WHS has Outstanding Universal Value (OUL) because: Liverpool played a leading role in the development of dock construction, port management and international trading systems in the 18th and 19th centuries; the buildings and structures of the port and the city are an exceptional testimony to mercantile culture; and Liverpool played a major role in influencing globally significant demographic changes in the 18th and 19th centuries, through a) its involvement in the Trans-Atlantic Slave Trade and b) its involvement as the leading port of mass European emigration to the New World.
11. The appeal site is outside of the WHS, which is to the north-west of the site. However, the site is within its Buffer Zone which provides a visual setting for the WHS and includes some historically significant features and major landmarks and where development could potentially have an adverse impact upon that setting. The principle of new development and the conservation of significant historic buildings in the Buffer Zone is positively encouraged in order to repair the fractured urban landscape and to contribute to the social and economic life of the city. Development does need to be sensitive and respond to, and reflect the character of the area so that the setting of, and OUL of the WHS is preserved or enhanced.
12. A number of Grade II listed buildings are on the northern sides of Church Street and Lord Street. Nos 25 and 25a and Nos 81 to 89 date from the mid and late 19<sup>th</sup> century respectively. Both buildings are four storey high and have retail units on the ground floor with a variety of adverts. Distinctive horizontal bands of red and orange stone extend across the upper floors of Nos 81 to 89 which consists of three large segmental arches with foliated caps. The middle arch has a recessed reverse bay. The design recalls Siena Cathedral. The first floor of Nos 25 and 25a has round headed windows with keystones, ornamented spandrels, and divided by panelled pilasters. The second and third floors have rusticated flat pilasters behind giant columns with shaftings at second floor sill level.
13. Compton House is occupied by a longstanding department store. The building dates from 1865 – 1867 and it is built from stone and slate. The ground floor consists of a modern glazed shop front with advertisements. The upper floors form a dominate feature within Church Street, with pavilions at either end. The centre of the building is emphasised by a large round headed window with broken pediment at first floor over with ornamental brackets. Second floor windows have panelled pilasters and entablatures, while third floor windows have shouldered architraves. To the centre there is a rectangular panel with the Liverpool arms over. The mansard roof has bull's eye dormers.
14. The Grade II listed building at 45 Whitechapel and 19 to 23 Sir Thomas Street are three storey high with a canted corner bay, with further bays either side facing Whitechapel and Sir Thomas Street. Each window is sashed.
15. Designated heritage assets are irreplaceable resources, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations. When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation.
16. The listed buildings on Church Street and Lord Street are some distance from

the proposed InLink and digital advertisements, while the WHS is further away still. The listed buildings do, however, still form part of this busy commercial environment which the proposals seek to integrate into. The InLink would be clearly visible within Church Street when it is viewed from the east and west of the site and from the junction of Church Street with Paradise Street, Whitechapel and Lord Street. However, these views are long and include wide streets which lead into the WHS to the west. The proposals would be viewed in amongst other street furniture, such as several freestanding structures with LED advertisement screens that are of a similar size to the proposals. Even though these may be outside the CSCA, they are within the WHS Buffer Zone and are in some cases closer to the listed buildings on Lord Street and Church Street than the appeal schemes. The proposed InLink would not obstruct views into, out of and around the CSCA or of the WHS.

17. The InLink has been designed to be accessible and easy to use for all. The advertisements would be within an area where adverts form part of the areas commercial character and appearance. These draw the attention of people using, and experiencing the nearby area, especially to the ground floor commercial frontages. People generally experience long-range views of the upper floors of the listed buildings, other than when immediately next to or opposite them. The size, siting, design of the proposed InLink together with the size and means of display of the advertisements would not prevent people from experiencing these views.
18. I recognise that this part of the city centre has been subject of significant financial investment, development, regeneration and that the streets have been revitalised through high quality public realm works. However, the proposals would not be over dominant or incongruous in the site's context. The removal of two payphones would, even though they do not have digital advertisements, also help keep street furniture to a minimum.

#### Conclusions on this issue

19. The InLink subject of Appeal A would not harm the setting associated with the WHS or conflict with its OUL; or the setting of the CSCA and the listed buildings identified. As such, I conclude, on this issue that the proposal subject of Appeal A would preserve these heritage assets and accord with saved Policies HD5, HD14, HD18 and HD27 of The Liverpool Unitary Development Plan (UDP); which jointly seek, among other things, high quality design that is of a scale, design and siting that relates well to the localities character and appearance, to preserve the setting and important views of listed buildings and conservation areas, while keeping street furniture to a minimum and remove any redundant street furniture. I have also had regard to Section 16 of the National Planning Policy Framework (the Framework) which promotes the conservation and enhancement of the historic environment and heritage assets.
20. In respect of Appeal B, the Council have cited saved UDP Policies HD5 and HD25. I have taken both policies into account as they seek to protect amenity, including the presence of historic and architectural interests, and so are material in this case. I have also had regard to Framework paragraph 132 and Section 16; which seek to prevent the negative impact of poorly sited and designed advertisements and promote conservation and enhancement of the historic environment and heritage assets.
21. I conclude, on this issue, in terms of Appeal B that the advertisements would

be acceptable in terms of visual amenity and, thus, the character and appearance of the surrounding area, having regard to the WHS, the Grade II listed buildings, and the CSCA. Thus, Appeal B would not conflict with the policies set out above.

*Highway safety - vehicles*

22. Bollards prevent motorised traffic from using Church Street and the streets near to site other than service vehicles associated with commercial premises between the hours of 18:00 to 10:00 each day. Hence, the street is for large parts of the day pedestrianised. Church Street, Paradise Street, Lord Street and Whitechapel are wide, well-lit and there is good visibility along the streets.
23. I do not have any details of the number, type or frequency of vehicles using Church Street during the controlled period, but there is no substantive evidence which says that the shared use of this space currently presents any highway safety issues or that vehicles have not been able to access commercial premises. Nor is there any substantive evidence that the numerous existing digital screens on Paradise Street, Lord Street and Church Street, which are of a similar size, siting and design to the proposal, have distracted drivers using these streets.
24. The proposed freestanding InLink would be between two planters which inhibit the movement of vehicles between them. In practice, vehicles, depending on their size, would use the spaces either side of the planters given their width and the absence of street furniture. The proposal would add to the existing restriction between the planters, but the scheme subject of Appeal A includes the removal of two existing payphones. Given this, together with the siting, size and slim design of the proposed InLink, drivers would not be distracted; an improvement would be made in terms of access and circulation for all; and no effect would be caused to the free flow of vehicular traffic on the street.
25. I note the proposed luminance of the advertisements subject to Appeal B. This is high even in a city centre environment. However, a planning condition could be used to control the maximum lamination as suggested by the Council. By using this, coupled with the size and siting of the proposal subject of Appeal B, I do not consider that drivers would be distracted, and so the free flow of servicing vehicles using the street would not be harmed.

*Conclusions on this issue*

26. I conclude, on this issue, in respect of Appeal A that the proposal would not have an adverse effect on highway safety in Church Street, with regards to vehicular traffic. As such, Appeal A would accord with saved UDP Policies GEN 6 and GEN 9; which jointly seek to improve access and circulation and allow the safe, efficient and easy movement of good into and throughout the city.
27. Of the policies that the Council have referred to in respect of Appeal B, I have taken saved UDP Policies HD25, GEN 6 and GEN 9 into account as they jointly seek to protect amenity, and so are material in this case. I have also had regard to Framework paragraph 132 in relation to Appeal B as it is concerned with the control of advertisements in the interest of public safety. I conclude, on this issue, that the advertisement subject of Appeal B would be acceptable, insofar as public safety, with regards to vehicular traffic using the highway. Thus, Appeal B would not conflict with the policies set out above.

28. The Council have cited saved UDP Policies T8 and T9 in relation to Appeals A and B, but they relate to investment in roads and road safety measures, which are not relevant to the concerns raised in either appeal.

*Highway safety – pedestrian movement*

29. Large numbers of pedestrians use Church Street. Pedestrians travel along the length of Church Street, between retail premises on either side of the road, and onto Paradise Street, Lord Street and Whitechapel from their junction with Church Street to the west of the appeal site. Thus, pedestrians using Church Street move in a variety of directions, but primarily in an east/west direction.
30. The proposed Inlink structure (Appeal A) would be on the northern side of the street in-between existing planters, and near to a litter bin. The footway either side of the planters is unobstructed. The widest section is to the south, while a narrower section is to the north. Pedestrians move between these two areas using the space between the two planters, however the main flow of pedestrians is in the wider sections of the street.
31. Saved UDP Policies GEN9 and HD19 jointly seek to improve access and circulation for all. The proposed development would introduce a further physical barrier into the street, which pedestrians would need to navigate around. Nevertheless, the appeal scheme involves the removal of two existing payphones. This coupled with the design and siting of the InLink would improve existing access and circulation conditions for all. There is also no substantive evidence before me that existing street furniture in Church Street impedes pedestrian movement on the street.
32. As such, on this issue, I conclude that the proposal subject of Appeal A would accord with saved UDP Policies GEN9 and HD19 which jointly seek to improve access and circulation for all. Although the Council refer to saved UDP Policy T8 on this issue, this policy relates to investment in roads, and is not therefore relevant to the concerns raised.

**Conclusions and conditions**

33. I have had regard to the planning conditions suggested by the Council in respect of Appeal B in the event that I was minded to allow the appeal. No planning conditions were suggested by the Council for Appeal A. I have, in the interests of certainty imposed the standard commencement condition and a plans condition.
34. For Appeal B, I have imposed a condition to control the advertisements illuminance level and so that it is not intermittent to avoid glare, dazzle or distraction to passing motorists and pedestrians. For the same reason I have imposed conditions so that the display only shows two-dimensional static images, and about the frequency of changes to the displays.
35. For the reasons set out above, I conclude that Appeals A and B should be allowed.

*Andrew McGlone*

INSPECTOR

## SCHEDULES OF CONDITIONS

### **Appeal A**

- 1) The development hereby permitted shall begin not later than 3 years from the date of this decision.
- 2) The development hereby permitted shall be carried out in accordance with the following approved plans: Site Plan Rev A; Site Elevation Rev A; and LVP-019-EP-V1.

### **Appeal B**

- 1) The levels of the illuminance shall not exceed 600cd/m<sup>2</sup> during daylight hours or exceed 300cd/m<sup>2</sup> during twilight and night hours; as defined by official lighting up times.
- 2) The screen displays shall only show two dimensional static images, shall contain no moving images, animation, video or full motion images and no messaging should spread across more than one screen image.
- 3) The advertisement displays shall not change more frequently than every 10 seconds and the rate of change should be instantaneous.
- 4) The illumination of the advertisements shall not at any time be intermittent.

END OF SCHEDULES



## Appeal Decisions

Site visit made on 16 December 2018

**by Andrew McGlone BSc MCD MRTPI**

**an Inspector appointed by the Secretary of State**

**Decision date: 21 December 2018**

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### **Appeal A Ref: APP/Z4310/W/18/3205104**

#### **Church Street (Outside No.1-5 Forever 21), Liverpool L1 1DA**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant planning permission.
  - The appeal is made by British Telecommunications Plc against the decision of Liverpool City Council.
  - The application Ref 18F/0604, dated 26 February 2018, was refused by notice dated 23 April 2018.
  - The development proposed is the removal of (2) existing BT payphones and the erection of (1) freestanding InLink providing free ultrafast WiFi and other community services and with excess space returned to the community.
- 

### **Appeal B Ref: APP/Z4310/W/18/3205102**

#### **Church Street (Outside No.1-5 Forever 21), Liverpool L1 1DA**

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
  - The appeal is made by British Telecommunications Plc against the decision of Liverpool City Council.
  - The application Ref 18A/0605, dated 26 February 2018, was refused by notice dated 23 April 2018.
  - The advertisement proposed is two digital LED display screens, one on each side of the InLink.
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## Decisions

1. Appeal A is allowed and planning permission is granted for the removal of (2) existing BT payphones and the erection of (1) freestanding InLink providing free ultrafast WiFi and other community services and with excess space returned to the community at Church Street (Outside No.1-5 Forever 21), Liverpool L1 1DA in accordance with the terms of the application, Ref 18F/0604, dated 26 February 2018, subject to the conditions set out in the attached schedule.
2. Appeal B is allowed and express consent is granted for the display of the two digital LED display screens, one on each side of the InLink as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations and the additional conditions set out in the attached schedule.

## Procedural Matter

3. In refusing planning permission and advertisement consent the Council referred to a number of listed buildings. The buildings referred to are not identical on each decision notice. Although the decisions are independent of each other, they do relate to the same site and the same freestanding InLink.

Given the statutory duty under Section 66(1) of the of the Planning (Listed Buildings and Conservation Areas) Act 1990 (the Act) to 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, I have considered both appeals having regard to all of the listed buildings cited by the Council.

### **Main Issues**

4. For Appeal A the main issues are: (i) whether the proposal would preserve or enhance the setting of the Liverpool Maritime Mercantile World Heritage Site (WHS), 81 to 89 Lord Street, 25 and 25a Church Street, 45 Whitechapel and 19 to 23 Sir Thomas Street and Compton House (33 to 45 Church Street), Grade II listed buildings, and the character or appearance of the Castle Street Conservation Area (CSCA); (ii) the effect of the proposed development on highway safety in Church Street, with regards to vehicular traffic; and (iii) the effect of the proposed development on pedestrian movement in Church Street.
5. For Appeal B the main issues are the effect that the advertisements would have on: (i) visual amenity and, thus, the character and appearance of the area, having regard to the WHS, Grade II listed buildings at Nos 81 to 89, Nos 25 and 25a, No 45 and 19 to 23, and Compton House, and the CSCA; and (ii) public safety, with regards to vehicular traffic.

### **Reasons**

#### *Heritage Assets*

6. In addition to Section 66(1) of the Act set out above, section 72(1) of the Act sets out the statutory duty to pay special attention to the desirability of preserving or enhancing the character or appearance of a Conservation Area.
7. The appeal site is part of the CSCA which covers part of Church Street which is pedestrianised and in the heart of the city centre. The site lies between two existing planters which form informal seating areas and contain street trees. Church Street is mainly occupied by three and four storey high retail premises. Modern glazed retail buildings are between Whitechapel and Williamson Street. A large digital advertisement is positioned above the ground floor of the Forever 21 store at the corner of Church Street and Whitechapel. Paradise Street, Whitechapel and Lord Street are also pedestrianised and predominately occupied by retail premises, with the mixed-use Liverpool One to the south-west. These streets are individually and collectively subject to significant levels of footfall throughout the day and night.
8. A variety of adverts, many of which are illuminated, populate Church Street and the nearby area. These include digital advertisement screens on Church Street, Lord Street and Paradise Street. Other street furniture includes fingerpost signs, payphones, visitor information boards and CCTV columns. The streets are, at times, occupied by market stalls and form a bustling city centre environment.
9. The CSCA extends from the River Mersey and the iconic 'Three Graces' into the civic and commercial core of the city. The styles, ambitious designs and lavish decoration of buildings within the CSCA celebrate the city's mercantile wealth and trading links. The WHS covers most of the city centre and its central docks embodying the civic, mercantile and maritime history of Liverpool.

10. The World Heritage Committee considers that the WHS has Outstanding Universal Value (OUL) because: Liverpool played a leading role in the development of dock construction, port management and international trading systems in the 18th and 19th centuries; the buildings and structures of the port and the city are an exceptional testimony to mercantile culture; and Liverpool played a major role in influencing globally significant demographic changes in the 18th and 19th centuries, through a) its involvement in the Trans-Atlantic Slave Trade and b) its involvement as the leading port of mass European emigration to the New World.
11. The appeal site is outside of the WHS, which is to the north-west of the site. However, the site is within its Buffer Zone which provides a visual setting for the WHS and includes some historically significant features and major landmarks and where development could potentially have an adverse impact upon that setting. The principle of new development and the conservation of significant historic buildings in the Buffer Zone is positively encouraged in order to repair the fractured urban landscape and to contribute to the social and economic life of the city. Development does need to be sensitive and respond to, and reflect the character of the area so that the setting of, and OUL of the WHS is preserved or enhanced.
12. A number of Grade II listed buildings are on the northern sides of Church Street and Lord Street. Nos 25 and 25a and Nos 81 to 89 date from the mid and late 19<sup>th</sup> century respectively. Both buildings are four storey high and have retail units on the ground floor with a variety of adverts. Distinctive horizontal bands of red and orange stone extend across the upper floors of Nos 81 to 89 which consists of three large segmental arches with foliated caps. The middle arch has a recessed reverse bay. The design recalls Siena Cathedral. The first floor of Nos 25 and 25a has round headed windows with keystones, ornamented spandrels, and divided by panelled pilasters. The second and third floors have rusticated flat pilasters behind giant columns with shaftings at second floor sill level.
13. Compton House is occupied by a longstanding department store. The building dates from 1865 – 1867 and it is built from stone and slate. The ground floor consists of a modern glazed shop front with advertisements. The upper floors form a dominate feature within Church Street, with pavilions at either end. The centre of the building is emphasised by a large round headed window with broken pediment at first floor over with ornamental brackets. Second floor windows have panelled pilasters and entablatures, while third floor windows have shouldered architraves. To the centre there is a rectangular panel with the Liverpool arms over. The mansard roof has bull's eye dormers.
14. The Grade II listed building at 45 Whitechapel and 19 to 23 Sir Thomas Street are three storey high with a canted corner bay, with further bays either side facing Whitechapel and Sir Thomas Street. Each window is sashed.
15. Designated heritage assets are irreplaceable resources, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations. When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation.
16. The listed buildings on Church Street and Lord Street are some distance from

the proposed InLink and digital advertisements, while the WHS is further away still. The listed buildings do, however, still form part of this busy commercial environment which the proposals seek to integrate into. The InLink would be clearly visible within Church Street when it is viewed from the east and west of the site and from the junction of Church Street with Paradise Street, Whitechapel and Lord Street. However, these views are long and include wide streets which lead into the WHS to the west. The proposals would be viewed in amongst other street furniture, such as several freestanding structures with LED advertisement screens that are of a similar size to the proposals. Even though these may be outside the CSCA, they are within the WHS Buffer Zone and are in some cases closer to the listed buildings on Lord Street and Church Street than the appeal schemes. The proposed InLink would not obstruct views into, out of and around the CSCA or of the WHS.

17. The InLink has been designed to be accessible and easy to use for all. The advertisements would be within an area where adverts form part of the areas commercial character and appearance. These draw the attention of people using, and experiencing the nearby area, especially to the ground floor commercial frontages. People generally experience long-range views of the upper floors of the listed buildings, other than when immediately next to or opposite them. The size, siting, design of the proposed InLink together with the size and means of display of the advertisements would not prevent people from experiencing these views.
18. I recognise that this part of the city centre has been subject of significant financial investment, development, regeneration and that the streets have been revitalised through high quality public realm works. However, the proposals would not be over dominant or incongruous in the site's context. The removal of two payphones would, even though they do not have digital advertisements, also help keep street furniture to a minimum.

#### Conclusions on this issue

19. The InLink subject of Appeal A would not harm the setting associated with the WHS or conflict with its OUL; or the setting of the CSCA and the listed buildings identified. As such, I conclude, on this issue that the proposal subject of Appeal A would preserve these heritage assets and accord with saved Policies HD5, HD14, HD18 and HD27 of The Liverpool Unitary Development Plan (UDP); which jointly seek, among other things, high quality design that is of a scale, design and siting that relates well to the localities character and appearance, to preserve the setting and important views of listed buildings and conservation areas, while keeping street furniture to a minimum and remove any redundant street furniture. I have also had regard to Section 16 of the National Planning Policy Framework (the Framework) which promotes the conservation and enhancement of the historic environment and heritage assets.
20. In respect of Appeal B, the Council have cited saved UDP Policies HD5 and HD25. I have taken both policies into account as they seek to protect amenity, including the presence of historic and architectural interests, and so are material in this case. I have also had regard to Framework paragraph 132 and Section 16; which seek to prevent the negative impact of poorly sited and designed advertisements and promote conservation and enhancement of the historic environment and heritage assets.
21. I conclude, on this issue, in terms of Appeal B that the advertisements would

be acceptable in terms of visual amenity and, thus, the character and appearance of the surrounding area, having regard to the WHS, the Grade II listed buildings, and the CSCA. Thus, Appeal B would not conflict with the policies set out above.

*Highway safety - vehicles*

22. Bollards prevent motorised traffic from using Church Street and the streets near to site other than service vehicles associated with commercial premises between the hours of 18:00 to 10:00 each day. Hence, the street is for large parts of the day pedestrianised. Church Street, Paradise Street, Lord Street and Whitechapel are wide, well-lit and there is good visibility along the streets.
23. I do not have any details of the number, type or frequency of vehicles using Church Street during the controlled period, but there is no substantive evidence which says that the shared use of this space currently presents any highway safety issues or that vehicles have not been able to access commercial premises. Nor is there any substantive evidence that the numerous existing digital screens on Paradise Street, Lord Street and Church Street, which are of a similar size, siting and design to the proposal, have distracted drivers using these streets.
24. The proposed freestanding InLink would be between two planters which inhibit the movement of vehicles between them. In practice, vehicles, depending on their size, would use the spaces either side of the planters given their width and the absence of street furniture. The proposal would add to the existing restriction between the planters, but the scheme subject of Appeal A includes the removal of two existing payphones. Given this, together with the siting, size and slim design of the proposed InLink, drivers would not be distracted; an improvement would be made in terms of access and circulation for all; and no effect would be caused to the free flow of vehicular traffic on the street.
25. I note the proposed luminance of the advertisements subject to Appeal B. This is high even in a city centre environment. However, a planning condition could be used to control the maximum lamination as suggested by the Council. By using this, coupled with the size and siting of the proposal subject of Appeal B, I do not consider that drivers would be distracted, and so the free flow of servicing vehicles using the street would not be harmed.

*Conclusions on this issue*

26. I conclude, on this issue, in respect of Appeal A that the proposal would not have an adverse effect on highway safety in Church Street, with regards to vehicular traffic. As such, Appeal A would accord with saved UDP Policies GEN 6 and GEN 9; which jointly seek to improve access and circulation and allow the safe, efficient and easy movement of good into and throughout the city.
27. Of the policies that the Council have referred to in respect of Appeal B, I have taken saved UDP Policies HD25, GEN 6 and GEN 9 into account as they jointly seek to protect amenity, and so are material in this case. I have also had regard to Framework paragraph 132 in relation to Appeal B as it is concerned with the control of advertisements in the interest of public safety. I conclude, on this issue, that the advertisement subject of Appeal B would be acceptable, insofar as public safety, with regards to vehicular traffic using the highway. Thus, Appeal B would not conflict with the policies set out above.

28. The Council have cited saved UDP Policies T8 and T9 in relation to Appeals A and B, but they relate to investment in roads and road safety measures, which are not relevant to the concerns raised in either appeal.

*Highway safety – pedestrian movement*

29. Large numbers of pedestrians use Church Street. Pedestrians travel along the length of Church Street, between retail premises on either side of the road, and onto Paradise Street, Lord Street and Whitechapel from their junction with Church Street to the west of the appeal site. Thus, pedestrians using Church Street move in a variety of directions, but primarily in an east/west direction.
30. The proposed Inlink structure (Appeal A) would be on the northern side of the street in-between existing planters, and near to a litter bin. The footway either side of the planters is unobstructed. The widest section is to the south, while a narrower section is to the north. Pedestrians move between these two areas using the space between the two planters, however the main flow of pedestrians is in the wider sections of the street.
31. Saved UDP Policies GEN9 and HD19 jointly seek to improve access and circulation for all. The proposed development would introduce a further physical barrier into the street, which pedestrians would need to navigate around. Nevertheless, the appeal scheme involves the removal of two existing payphones. This coupled with the design and siting of the InLink would improve existing access and circulation conditions for all. There is also no substantive evidence before me that existing street furniture in Church Street impedes pedestrian movement on the street.
32. As such, on this issue, I conclude that the proposal subject of Appeal A would accord with saved UDP Policies GEN9 and HD19 which jointly seek to improve access and circulation for all. Although the Council refer to saved UDP Policy T8 on this issue, this policy relates to investment in roads, and is not therefore relevant to the concerns raised.

**Conclusions and conditions**

33. I have had regard to the planning conditions suggested by the Council in respect of Appeal B in the event that I was minded to allow the appeal. No planning conditions were suggested by the Council for Appeal A. I have, in the interests of certainty imposed the standard commencement condition and a plans condition.
34. For Appeal B, I have imposed a condition to control the advertisements illuminance level and so that it is not intermittent to avoid glare, dazzle or distraction to passing motorists and pedestrians. For the same reason I have imposed conditions so that the display only shows two-dimensional static images, and about the frequency of changes to the displays.
35. For the reasons set out above, I conclude that Appeals A and B should be allowed.

*Andrew McGlone*

INSPECTOR

## SCHEDULES OF CONDITIONS

### **Appeal A**

- 1) The development hereby permitted shall begin not later than 3 years from the date of this decision.
- 2) The development hereby permitted shall be carried out in accordance with the following approved plans: Site Plan Rev A; Site Elevation Rev A; and LVP-019-EP-V1.

### **Appeal B**

- 1) The levels of the illuminance shall not exceed 600cd/m<sup>2</sup> during daylight hours or exceed 300cd/m<sup>2</sup> during twilight and night hours; as defined by official lighting up times.
- 2) The screen displays shall only show two dimensional static images, shall contain no moving images, animation, video or full motion images and no messaging should spread across more than one screen image.
- 3) The advertisement displays shall not change more frequently than every 10 seconds and the rate of change should be instantaneous.
- 4) The illumination of the advertisements shall not at any time be intermittent.

END OF SCHEDULES



## Appeal Decisions

Site visit made on 16 December 2018

**by Andrew McGlone BSc MCD MRTPI**

**an Inspector appointed by the Secretary of State**

**Decision date: 21 December 2018**

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### **Appeal A Ref: APP/Z4310/W/18/3205104**

#### **Church Street (Outside No.1-5 Forever 21), Liverpool L1 1DA**

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant planning permission.
  - The appeal is made by British Telecommunications Plc against the decision of Liverpool City Council.
  - The application Ref 18F/0604, dated 26 February 2018, was refused by notice dated 23 April 2018.
  - The development proposed is the removal of (2) existing BT payphones and the erection of (1) freestanding InLink providing free ultrafast WiFi and other community services and with excess space returned to the community.
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### **Appeal B Ref: APP/Z4310/W/18/3205102**

#### **Church Street (Outside No.1-5 Forever 21), Liverpool L1 1DA**

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
  - The appeal is made by British Telecommunications Plc against the decision of Liverpool City Council.
  - The application Ref 18A/0605, dated 26 February 2018, was refused by notice dated 23 April 2018.
  - The advertisement proposed is two digital LED display screens, one on each side of the InLink.
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## Decisions

1. Appeal A is allowed and planning permission is granted for the removal of (2) existing BT payphones and the erection of (1) freestanding InLink providing free ultrafast WiFi and other community services and with excess space returned to the community at Church Street (Outside No.1-5 Forever 21), Liverpool L1 1DA in accordance with the terms of the application, Ref 18F/0604, dated 26 February 2018, subject to the conditions set out in the attached schedule.
2. Appeal B is allowed and express consent is granted for the display of the two digital LED display screens, one on each side of the InLink as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations and the additional conditions set out in the attached schedule.

## Procedural Matter

3. In refusing planning permission and advertisement consent the Council referred to a number of listed buildings. The buildings referred to are not identical on each decision notice. Although the decisions are independent of each other, they do relate to the same site and the same freestanding InLink.

Given the statutory duty under Section 66(1) of the of the Planning (Listed Buildings and Conservation Areas) Act 1990 (the Act) to 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, I have considered both appeals having regard to all of the listed buildings cited by the Council.

### **Main Issues**

4. For Appeal A the main issues are: (i) whether the proposal would preserve or enhance the setting of the Liverpool Maritime Mercantile World Heritage Site (WHS), 81 to 89 Lord Street, 25 and 25a Church Street, 45 Whitechapel and 19 to 23 Sir Thomas Street and Compton House (33 to 45 Church Street), Grade II listed buildings, and the character or appearance of the Castle Street Conservation Area (CSCA); (ii) the effect of the proposed development on highway safety in Church Street, with regards to vehicular traffic; and (iii) the effect of the proposed development on pedestrian movement in Church Street.
5. For Appeal B the main issues are the effect that the advertisements would have on: (i) visual amenity and, thus, the character and appearance of the area, having regard to the WHS, Grade II listed buildings at Nos 81 to 89, Nos 25 and 25a, No 45 and 19 to 23, and Compton House, and the CSCA; and (ii) public safety, with regards to vehicular traffic.

### **Reasons**

#### *Heritage Assets*

6. In addition to Section 66(1) of the Act set out above, section 72(1) of the Act sets out the statutory duty to pay special attention to the desirability of preserving or enhancing the character or appearance of a Conservation Area.
7. The appeal site is part of the CSCA which covers part of Church Street which is pedestrianised and in the heart of the city centre. The site lies between two existing planters which form informal seating areas and contain street trees. Church Street is mainly occupied by three and four storey high retail premises. Modern glazed retail buildings are between Whitechapel and Williamson Street. A large digital advertisement is positioned above the ground floor of the Forever 21 store at the corner of Church Street and Whitechapel. Paradise Street, Whitechapel and Lord Street are also pedestrianised and predominately occupied by retail premises, with the mixed-use Liverpool One to the south-west. These streets are individually and collectively subject to significant levels of footfall throughout the day and night.
8. A variety of adverts, many of which are illuminated, populate Church Street and the nearby area. These include digital advertisement screens on Church Street, Lord Street and Paradise Street. Other street furniture includes fingerpost signs, payphones, visitor information boards and CCTV columns. The streets are, at times, occupied by market stalls and form a bustling city centre environment.
9. The CSCA extends from the River Mersey and the iconic 'Three Graces' into the civic and commercial core of the city. The styles, ambitious designs and lavish decoration of buildings within the CSCA celebrate the city's mercantile wealth and trading links. The WHS covers most of the city centre and its central docks embodying the civic, mercantile and maritime history of Liverpool.

10. The World Heritage Committee considers that the WHS has Outstanding Universal Value (OUL) because: Liverpool played a leading role in the development of dock construction, port management and international trading systems in the 18th and 19th centuries; the buildings and structures of the port and the city are an exceptional testimony to mercantile culture; and Liverpool played a major role in influencing globally significant demographic changes in the 18th and 19th centuries, through a) its involvement in the Trans-Atlantic Slave Trade and b) its involvement as the leading port of mass European emigration to the New World.
11. The appeal site is outside of the WHS, which is to the north-west of the site. However, the site is within its Buffer Zone which provides a visual setting for the WHS and includes some historically significant features and major landmarks and where development could potentially have an adverse impact upon that setting. The principle of new development and the conservation of significant historic buildings in the Buffer Zone is positively encouraged in order to repair the fractured urban landscape and to contribute to the social and economic life of the city. Development does need to be sensitive and respond to, and reflect the character of the area so that the setting of, and OUL of the WHS is preserved or enhanced.
12. A number of Grade II listed buildings are on the northern sides of Church Street and Lord Street. Nos 25 and 25a and Nos 81 to 89 date from the mid and late 19<sup>th</sup> century respectively. Both buildings are four storey high and have retail units on the ground floor with a variety of adverts. Distinctive horizontal bands of red and orange stone extend across the upper floors of Nos 81 to 89 which consists of three large segmental arches with foliated caps. The middle arch has a recessed reverse bay. The design recalls Siena Cathedral. The first floor of Nos 25 and 25a has round headed windows with keystones, ornamented spandrels, and divided by panelled pilasters. The second and third floors have rusticated flat pilasters behind giant columns with shaftings at second floor sill level.
13. Compton House is occupied by a longstanding department store. The building dates from 1865 – 1867 and it is built from stone and slate. The ground floor consists of a modern glazed shop front with advertisements. The upper floors form a dominate feature within Church Street, with pavilions at either end. The centre of the building is emphasised by a large round headed window with broken pediment at first floor over with ornamental brackets. Second floor windows have panelled pilasters and entablatures, while third floor windows have shouldered architraves. To the centre there is a rectangular panel with the Liverpool arms over. The mansard roof has bull's eye dormers.
14. The Grade II listed building at 45 Whitechapel and 19 to 23 Sir Thomas Street are three storey high with a canted corner bay, with further bays either side facing Whitechapel and Sir Thomas Street. Each window is sashed.
15. Designated heritage assets are irreplaceable resources, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations. When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation.
16. The listed buildings on Church Street and Lord Street are some distance from

the proposed InLink and digital advertisements, while the WHS is further away still. The listed buildings do, however, still form part of this busy commercial environment which the proposals seek to integrate into. The InLink would be clearly visible within Church Street when it is viewed from the east and west of the site and from the junction of Church Street with Paradise Street, Whitechapel and Lord Street. However, these views are long and include wide streets which lead into the WHS to the west. The proposals would be viewed in amongst other street furniture, such as several freestanding structures with LED advertisement screens that are of a similar size to the proposals. Even though these may be outside the CSCA, they are within the WHS Buffer Zone and are in some cases closer to the listed buildings on Lord Street and Church Street than the appeal schemes. The proposed InLink would not obstruct views into, out of and around the CSCA or of the WHS.

17. The InLink has been designed to be accessible and easy to use for all. The advertisements would be within an area where adverts form part of the areas commercial character and appearance. These draw the attention of people using, and experiencing the nearby area, especially to the ground floor commercial frontages. People generally experience long-range views of the upper floors of the listed buildings, other than when immediately next to or opposite them. The size, siting, design of the proposed InLink together with the size and means of display of the advertisements would not prevent people from experiencing these views.
18. I recognise that this part of the city centre has been subject of significant financial investment, development, regeneration and that the streets have been revitalised through high quality public realm works. However, the proposals would not be over dominant or incongruous in the site's context. The removal of two payphones would, even though they do not have digital advertisements, also help keep street furniture to a minimum.

#### Conclusions on this issue

19. The InLink subject of Appeal A would not harm the setting associated with the WHS or conflict with its OUL; or the setting of the CSCA and the listed buildings identified. As such, I conclude, on this issue that the proposal subject of Appeal A would preserve these heritage assets and accord with saved Policies HD5, HD14, HD18 and HD27 of The Liverpool Unitary Development Plan (UDP); which jointly seek, among other things, high quality design that is of a scale, design and siting that relates well to the localities character and appearance, to preserve the setting and important views of listed buildings and conservation areas, while keeping street furniture to a minimum and remove any redundant street furniture. I have also had regard to Section 16 of the National Planning Policy Framework (the Framework) which promotes the conservation and enhancement of the historic environment and heritage assets.
20. In respect of Appeal B, the Council have cited saved UDP Policies HD5 and HD25. I have taken both policies into account as they seek to protect amenity, including the presence of historic and architectural interests, and so are material in this case. I have also had regard to Framework paragraph 132 and Section 16; which seek to prevent the negative impact of poorly sited and designed advertisements and promote conservation and enhancement of the historic environment and heritage assets.
21. I conclude, on this issue, in terms of Appeal B that the advertisements would

be acceptable in terms of visual amenity and, thus, the character and appearance of the surrounding area, having regard to the WHS, the Grade II listed buildings, and the CSCA. Thus, Appeal B would not conflict with the policies set out above.

*Highway safety - vehicles*

22. Bollards prevent motorised traffic from using Church Street and the streets near to site other than service vehicles associated with commercial premises between the hours of 18:00 to 10:00 each day. Hence, the street is for large parts of the day pedestrianised. Church Street, Paradise Street, Lord Street and Whitechapel are wide, well-lit and there is good visibility along the streets.
23. I do not have any details of the number, type or frequency of vehicles using Church Street during the controlled period, but there is no substantive evidence which says that the shared use of this space currently presents any highway safety issues or that vehicles have not been able to access commercial premises. Nor is there any substantive evidence that the numerous existing digital screens on Paradise Street, Lord Street and Church Street, which are of a similar size, siting and design to the proposal, have distracted drivers using these streets.
24. The proposed freestanding InLink would be between two planters which inhibit the movement of vehicles between them. In practice, vehicles, depending on their size, would use the spaces either side of the planters given their width and the absence of street furniture. The proposal would add to the existing restriction between the planters, but the scheme subject of Appeal A includes the removal of two existing payphones. Given this, together with the siting, size and slim design of the proposed InLink, drivers would not be distracted; an improvement would be made in terms of access and circulation for all; and no effect would be caused to the free flow of vehicular traffic on the street.
25. I note the proposed luminance of the advertisements subject to Appeal B. This is high even in a city centre environment. However, a planning condition could be used to control the maximum lamination as suggested by the Council. By using this, coupled with the size and siting of the proposal subject of Appeal B, I do not consider that drivers would be distracted, and so the free flow of servicing vehicles using the street would not be harmed.

*Conclusions on this issue*

26. I conclude, on this issue, in respect of Appeal A that the proposal would not have an adverse effect on highway safety in Church Street, with regards to vehicular traffic. As such, Appeal A would accord with saved UDP Policies GEN 6 and GEN 9; which jointly seek to improve access and circulation and allow the safe, efficient and easy movement of good into and throughout the city.
27. Of the policies that the Council have referred to in respect of Appeal B, I have taken saved UDP Policies HD25, GEN 6 and GEN 9 into account as they jointly seek to protect amenity, and so are material in this case. I have also had regard to Framework paragraph 132 in relation to Appeal B as it is concerned with the control of advertisements in the interest of public safety. I conclude, on this issue, that the advertisement subject of Appeal B would be acceptable, insofar as public safety, with regards to vehicular traffic using the highway. Thus, Appeal B would not conflict with the policies set out above.

28. The Council have cited saved UDP Policies T8 and T9 in relation to Appeals A and B, but they relate to investment in roads and road safety measures, which are not relevant to the concerns raised in either appeal.

*Highway safety – pedestrian movement*

29. Large numbers of pedestrians use Church Street. Pedestrians travel along the length of Church Street, between retail premises on either side of the road, and onto Paradise Street, Lord Street and Whitechapel from their junction with Church Street to the west of the appeal site. Thus, pedestrians using Church Street move in a variety of directions, but primarily in an east/west direction.
30. The proposed Inlink structure (Appeal A) would be on the northern side of the street in-between existing planters, and near to a litter bin. The footway either side of the planters is unobstructed. The widest section is to the south, while a narrower section is to the north. Pedestrians move between these two areas using the space between the two planters, however the main flow of pedestrians is in the wider sections of the street.
31. Saved UDP Policies GEN9 and HD19 jointly seek to improve access and circulation for all. The proposed development would introduce a further physical barrier into the street, which pedestrians would need to navigate around. Nevertheless, the appeal scheme involves the removal of two existing payphones. This coupled with the design and siting of the InLink would improve existing access and circulation conditions for all. There is also no substantive evidence before me that existing street furniture in Church Street impedes pedestrian movement on the street.
32. As such, on this issue, I conclude that the proposal subject of Appeal A would accord with saved UDP Policies GEN9 and HD19 which jointly seek to improve access and circulation for all. Although the Council refer to saved UDP Policy T8 on this issue, this policy relates to investment in roads, and is not therefore relevant to the concerns raised.

**Conclusions and conditions**

33. I have had regard to the planning conditions suggested by the Council in respect of Appeal B in the event that I was minded to allow the appeal. No planning conditions were suggested by the Council for Appeal A. I have, in the interests of certainty imposed the standard commencement condition and a plans condition.
34. For Appeal B, I have imposed a condition to control the advertisements illuminance level and so that it is not intermittent to avoid glare, dazzle or distraction to passing motorists and pedestrians. For the same reason I have imposed conditions so that the display only shows two-dimensional static images, and about the frequency of changes to the displays.
35. For the reasons set out above, I conclude that Appeals A and B should be allowed.

*Andrew McGlone*

INSPECTOR

## SCHEDULES OF CONDITIONS

### **Appeal A**

- 1) The development hereby permitted shall begin not later than 3 years from the date of this decision.
- 2) The development hereby permitted shall be carried out in accordance with the following approved plans: Site Plan Rev A; Site Elevation Rev A; and LVP-019-EP-V1.

### **Appeal B**

- 1) The levels of the illuminance shall not exceed 600cd/m<sup>2</sup> during daylight hours or exceed 300cd/m<sup>2</sup> during twilight and night hours; as defined by official lighting up times.
- 2) The screen displays shall only show two dimensional static images, shall contain no moving images, animation, video or full motion images and no messaging should spread across more than one screen image.
- 3) The advertisement displays shall not change more frequently than every 10 seconds and the rate of change should be instantaneous.
- 4) The illumination of the advertisements shall not at any time be intermittent.

END OF SCHEDULES



# Street Hub Anti-Social Behaviour Management Plan



# Beyond connection

BT are working to reduce digital inequality and help make communities better connected. From the iconic red phone boxes to the modern glass units, we've always been at the forefront of technology that brings people closer.

In today's digitally enabled world many phone boxes are sitting unused, prime sites for anti-social behaviour and vandalism. Following the success of our InLink programme where we brought free digital services to high streets across the UK, we're further transforming our legacy payphones into state-of-the-art, fibre-connected digital community hubs – called Street Hubs.

Not only does this remove old payphones, freeing-up space and reducing anti-social behaviour, but each Street Hub gives entire communities access to an unprecedented suite of essential free services. This includes ultrafast Wi-Fi, phone calls, wayfinding, device charging, a dedicated 999 call button and public messaging capabilities. It's also a platform for future technologies – air quality monitoring, emergency messaging, 4G / 5G mobile coverage and more.

Since June 2017, hundreds of first generation Streets Hubs (formerly InLinks) have gone live in cities throughout the UK, connecting over a million unique devices to Wi-Fi every month, with tens of thousands of tablet sessions and free calls each week.

Wherever a Street Hub is installed we work with local stakeholders like councils and the police to ensure they're a positive contribution to the area. We're committed to addressing the few users in limited locations who abuse this service.

## Automatic anti-social call restriction

The advanced nature of Street Hubs and our investment in quality systems means we can quickly identify and solve issues.

Working with local stakeholders has already led to significant technical and process advances that further help each Street Hub contribute positively to the local area.

A small number of locations drew attention to local drug issues, with those involved misusing free call services. Following this we invested significantly in developing call restriction capabilities. These were first used to prevent calls to mobiles on select Street Hubs in problem areas – identified with the help of police and council community safety teams.

**The automatic recognition of possible misuse and blocking of identified numbers is based on a proprietary algorithm and technical process developed in consultation with the police and councils from across the UK.** These consider a range of factors, including but not limited to the frequency of attempted and connected calls, the length and distribution of such calls, and insights provided by relevant stakeholders.

Once numbers are identified, their call data is continuously assessed and our algorithm always applied. When a blocked number is flagged by the algorithm this restriction is permanent. In some cases, on request, we may restrict numbers over a set period.

Should someone believe a number has been wrongly flagged, they can contact our team at [streethub@bt.com](mailto:streethub@bt.com) who will consider the case, consulting with the police and local council where appropriate. This option will be shown on the Street Hub screen as part of the warning notification when a restricted number is dialled.

Subject to internal processes, the police can 'whitelist' a specific number so it can still be called where there is an operational need, such as being involved in an active investigation.

This automatic anti-social call restriction technology is a dynamic feature of Street Hubs that can be adapted over time as further insights are gained or as patterns of misuse change.

# Identification of anti-social behaviour issues

We take our responsibility towards community wellbeing and anti-social behaviour seriously, as evidenced by our above investment. Where possible we address any concerns before (or as part of) the planning application process which every Street Hub must go through.

Unfortunately this is not always possible, and pre-existing or emerging concerns around misuse may need to be addressed once a Street Hub is active, if not picked up by the automatic anti-social call restriction technology.

In deciding the best course of action, advice from police, other emergency services and local authorities will always take precedence, followed by feedback from other government bodies and input from residents and businesses.

To best identify issues and how to address them, we need:

- a description of the issue and when it occurred(s)
- the location of the Street Hub(s) involved and how they contributed.

Supporting evidence is also important, where legally possible, to help us understand the issue (i.e. data or images) so that the appropriate action can be considered.

Each Street Hub is remotely monitored for service compliance 24 hours a day 7 days a week, and physically inspected and cleaned at least every two weeks. As such, any issues are likely to be quickly reported to us directly.

Where a police officer, member of the public or council officer identifies a possible anti-social behaviour issue, we can be contacted in a number of ways to take appropriate action.

Sending an email to [streethub@bt.com](mailto:streethub@bt.com) is the main method for reporting an anti-social behaviour issue associated with a Street Hub. This will automatically raise a ticket on our system, which is actively reviewed and managed by the Street Hubs team.

Emails sent from police.uk or .gov email addresses will be treated as priority.

Technical issues like display screen failures, graffiti, etc. should be reported to [streethub@bt.com](mailto:streethub@bt.com).

Should it not be possible or convenient to send an email, the Street Hubs helpline is open 24 hours a day, 7 days a week on [08003890917](tel:08003890917).

Although we're committed to working closely with communities to address concerns around anti-social behaviour, suspected criminal behaviour may need to be managed through official police channels by contacting [101](tel:101) or [999](tel:999) in an emergency.



# Assessment and determining the suitability of technical changes

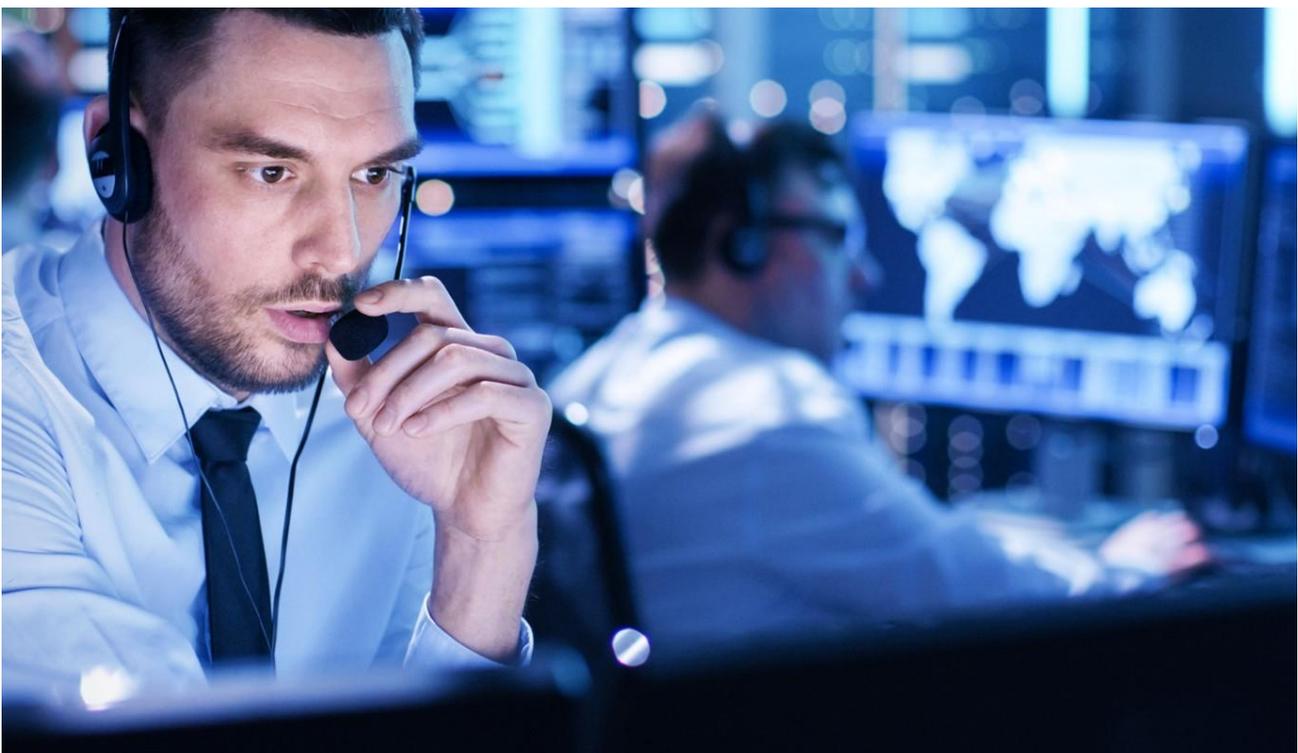
After receiving a police crime risk assessment or report from a local authority suggesting a Street Hub may be contributing to crime or anti-social behaviour, we will assess the technical solutions available to minimise / reduce this.

The location of each Street Hub means the way they are used and experienced varies, and so the solution will need to be bespoke.

Where a temporary or interim technical change to a Street Hub may be considered, we work with the local council and police wherever possible to gather timely evidence and information so we understand what is happening and how best to respond. This could include:

- reviewing the information provided from any previous tickets
- visiting the location and meeting with local stakeholders
- speaking with the local police and council to understand any reports they have received and what they are already doing to tackle similar issues in the area
- collating relevant media reports, historic records, and similar
- assessing Street Hubs data such as anonymised call information, Wi-Fi usage, etc.

Situations that follow a similar pattern may be handled more quickly based on recommendations from groups such as the police. For example, temporarily restricting the ability to call mobile numbers where it has been proven that a Street Hub is being misused to buy illegal drugs.



# Implementing available technical changes

Street Hubs are actively monitored and adaptable, with a range of temporary and interim technical measures available to help manage anti-social behaviour issues. These were part of the original design or developed as part of our dedication to community wellbeing.

These include but are not limited to:

- using the displays to include warnings and relevant information
- further reducing the Street Hub's call speaker volume
- disabling the USB port to prevent loitering around the unit
- preventing calls to types of phone numbers, such as mobile, landline or freephone
- blocking calls to specific numbers (only when agreed with the police, in addition to those captured under automatic anti-social call restriction).

We prefer to make changes in collaboration with relevant stakeholders to minimise any unintended social impact. For example, a local council or police command providing additional street teams in the area.

Our anti-social behaviour portal has advanced since the roll-out of InLink. As well as our algorithm, the portal now lets us block suspicious behaviour in real time so we can tackle any anti-social behaviour request without delay. We also have greater insight into reporting and numbers where thresholds are exceeded. These technical advances help reduce crime and allow us to work better with the police and community.



## Sign off and implementation

Any change made to how a Street Hub is configured at a hardware or software level will require our agreement.

As an OFCOM-designated Universal Service Provider of public call boxes for the provision of a publicly available telephone service, any decision to restrict provision of phone calls will need to be made exclusively by us. This will be based in part on detail provided by the police and local authority, and pay due regard to the evidence presented.

We would always seek to balance any requirement to restrict Street Hub services to manage anti-social behaviour with the desire to make them available to all, as part of our work to help make communities better connected and reduce digital inequality.



## Review process

Our approach to addressing anti-social behaviour associated with a Street Hub is to be collaborative. The success of any intervention relies on the police and / or councils taking reasonable steps to help address the underlying issues and the review process being tailored to each local situation.

In the small number of cases where the need for an operational change (such as restricting phone calls) has been identified, it will be considered temporary and applied for a limited period (typically three months but up to twelve months in high-risk locations). This temporary period allows police and the local council to investigate and take appropriate action.

## 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 contact [streethub@bt.com](mailto:streethub@bt.com).



**Offices Worldwide**

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

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**April 2021**



# Street Hub Noise Management Plan

Version 2



# Background

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 to 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 Hub 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

## Noise Management Plan

### 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.

### Night Time (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.

### 999 Calls

It should be noted that when the 999 is called through the tablet or the emergency button is pressed by a user the volume of calls is set to 100% to ensure that any user is able to effectively communicate with the emergency services. This volume can be lowered as requested by the user.



# 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 Hub are fitting in to the community.



## Noise Testing

We have conducted 2 separate tests on the Street Hub, the initial test are to simulate typical operating temperatures (Test Scenario 1), with the secondary test simulating the worst case operating temperature (fans setting at max speed; Test Scenario 2). Each test involved 16 different test points taking part at 1.5m above floor level, with 3 readings being taken at each location, resulting in over 48 readings per test condition (96 in total). The equipment used to conduct the tests was the ANENG-GN101 Decibel Monitor. The average results in test scenario 1 was 50.5dB (55.9dB without factoring in background noise), in test scenario 2 the average result was 59.1dB (60.4dB without factoring in background noise).

**NOISE TEST REPORT**

<b>DATE OF ISSUE</b>	16/11/2021
<b>DEVICE UNDER TEST</b>	BT STREET HUB 2 – MODEL BTSH-01
<b>TEST EQUIPMENT USED</b>	Decibel meter (ANENG-GN101), tripod, spirit-level, measuring tape

<b>SUMMARY OF TESTS PERFORMED</b>	
1	NOISE LEVELS UNDER TYPICAL OPERATING CONDITIONS
2	NOISE LEVELS UNDER WORST CASE OPERATING CONDITIONS

<b>TEST 1 : NOISE OUTPUT UNDER TYPICAL OPERATING CONDITIONS</b>		
EQUIPMENT SET-UP	OPERATING UNDER THERMAL MANAGEMENT SYSTEM AT AMBIENT TEMPERATURE	
AMBIENT TEMPERATURE DURING TEST	17.8°C	
BACKGROUND NOISE LEVEL	54.4dB	

<b>RESULTS</b>				
			Average	55.9
			<b>Factor for Background Noise</b>	<b>50.5</b>

<b>TEST 2 : NOISE OUTPUT UNDER WORST CASE OPERATING CONDITIONS</b>		
EQUIPMENT SET-UP	OPERATING WITH ALL EQUIPMENT RUNNING AT MAXIMUM LOAD	
AMBIENT TEMPERATURE DURING TEST	17.8°C (simulated to 35°C by setting fans to max. speed)	
BACKGROUND NOISE LEVEL	54.4dB	

<b>RESULTS</b>				
			Average	60.4
			<b>Factor for Background Noise</b>	<b>59.1</b>

## 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 contact [streethub@bt.com](mailto:streethub@bt.com)



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October 2021



# Street Hubs Beyond connection

Supporting local councils with  
digital street communication



# Street Hub product statement

v1.0 | February 2021

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# Beyond connection

BT is moving public connectivity forward. We're evolving the payphone estate further with a move from InLink to Street Hubs, a sleek modern answer to the demands of a digitally connected, converged-media society.

Councils across the UK used the InLink units to meet key challenges head-on, upgrading local infrastructure, tackling the digital divide, and freeing the high street from unnecessary furniture.

With Street Hubs, we're further transforming the payphone estate – it brings all the existing benefits of InLink but with 75" screens, better Wi-Fi range, environmental monitoring and expanded mobile network coverage with 5G enablement.

We're making streets smarter, with ultrafast Wi-Fi, public messaging and better mobile connectivity. We're making them safer, with ready access to public and emergency services. And we're making them more sustainable, with sensors allowing for 'smart city' planning and reduced street clutter.

Serve your citizens and gain greater insights into your streets for targeted improvements – all at no extra cost.

## What is a Street Hub?

**Street Hubs are free to use, fully accessible community assets connecting and improving local streets in urban areas.** At no cost to taxpayers or end users, Street Hubs provide communities with an unprecedented suite of essential urban tools:

- **Ultrafast public and encrypted Wi-Fi**
- **Access to public services**
- **Multiple accessibility options**
- Powered by **100% renewable carbon-free energy**
- **Inspected weekly and cleaned at least every two weeks**, monitored 24/7
- Secure power-only USB ports for **rapid device charging**
- **Free phone calls**
- **Direct 999 call button**
- **Display community and emergency** (i.e. police) awareness messaging
- **Environmental sensors** to measure air quality, noise, traffic and more.



## Contributing to the community

We are committed to ensuring that Street Hubs make a positive contribution to the public realm as well as the communities they are in.

- With a **footprint of just 0.42m<sup>2</sup>** Street Hubs are smaller than comparable street furniture, and their installation facilitates and **funds the removal of up to two existing BT payphone kiosks**, giving back 1.58m for each installation
- **876 hours of free council advertising** per unit per year
- Direct **access to charities** through the use of the dedicated charity icon on the fully accessible interactive tablet
- **Community notice board** with over 1,000 hours of content per year – the Street Hub team can work with local groups to promote events and activities
- **Discount advertising for local business groups** (such as BIDs and Chambers of Commerce) and their members through our Street Hub Partners Programme
- Business rates for each location are paid when requested by the council, ensuring Street Hubs **make an ongoing financial contribution to the local area.**

## Community feedback

Street Hubs are helping to improve streets and public spaces across the UK, as well as helping to better connect local communities.

*"We have always been a city with an eye for opportunity and believe the range of free services the InLinks provide is a significant contribution to the Greater Manchester Digital Strategy. As a city, we plan to continue to encourage and support digital innovation which strengthens businesses and investment."*

**Sir Richard Leese**

Leader of Manchester City Council

*"By providing facilities for people to make free calls, access free WiFi and information and charge their phones, we move one step closer to becoming an attractive modern city where people are proud to live and work."*

**Councillor Chris Hammond**

Leader of Southampton City Council and Cabinet Member for Clean Growth & Development

*"We're delighted to be on InLinks. At Childline we're always looking at new ways to increase our reach and help as many young people as we possibly can."*

**Grania Hyde-Smith**

National Services Communications Manager for Childline



## Our approach

Our approach to planning is to be collaborative with councils wherever possible, working closely with relevant stakeholders to identify suitable sites for Street Hubs and to select which payphones are to be removed.

Once the appropriate permissions have been gained we progress with removals and installations with the minimal possible disruption to residents and businesses.

Activation is as automated as possible to minimise the time our engineers spend setting-up and checking the units are ready for service.

We welcome the opportunity to collaborate on all stages of the rollout in an area wherever possible.

# Street Hub design and specifications

Street Hubs are free-standing structures featuring a fully accessible tablet interface and digital HD display screens on two sides. Overall Street Hub dimensions are 35cm deep and 123.6cm wide (reduced tapered footprint is 120.1cm), with a height of 298cm to maximise the Wi-Fi range without dominating the street. A narrow base limits the footprint while ensuring access to wheelchair users.

The screens display content at 10-second intervals, both the commercial content that funds the service as well as a wide range of local community and council content.

The two screens automatically dim at night to 600cd/m<sup>2</sup>, following daylight hours and in accordance with the levels set for this type and size of screen (those under 10m) by the Institute of Lighting Professionals, Professional Lighting Guide 05 2015:

The Brightness of Illuminated Advertisements.

This minimises disturbances to residents in the evening.

There is a video camera above each screen, as well as built into the tablet. These are not currently connected or used in the UK but are ready to deliver community benefits, after consultation and notifying the public and stakeholders through multiple channels.

## Accessible for all types of users

Street Hubs have been designed to be accessible to all users, regardless of their physical or technological capabilities, including:

- Tablet interface placed at 1m to provide easy access for wheelchair users
- Easy-touch 999 call button to ensure it can be used regardless of mobility restriction
- High-contrast large type labels
- TalkBack functionality facilitates full access to the tablet for all users
- Hearing induction loops integrated into each unit
- Intuitive touch screen interface.

**Next Generation Text Relay** makes Street Hubs even more accessible to those who are deaf, hard-of-hearing or speech impaired. Using the tablet callers can type words for a Relay Assistant to then speak to the call recipient. The Relay Assistant types back any responses to the caller, allowing for an effective two-way conversation.



## Our Wi-Fi in detail

Street Hubs connect their communities to the fastest and most robust free public Wi-Fi service in the UK, 1Gbps within 150m. Full fibre connectivity enables speeds up to 13.9<sup>1</sup> times faster than standard fixed line home broadband and can handle large numbers of connected users without any reduction in speed.

An omnidirectional outdoor Wi-Fi access point at the top of each Street Hub is connected directly to the fibre broadband network, with co-channel interference mitigated by directing Wi-Fi signals away from neighbouring access points. Our full fibre solution allows capacity upgrades by orders of magnitude (e.g. 1Gbps to 10Gbps) without street works.

Signing up is simple – a one-time email address registration allows automatic connection whenever a user is in range of an active Street Hub. Our customer-first policy means we don't sell email addresses on, and have no pop-up adverts when users reconnect. Content filtering also prohibits access to adults-only websites.

Where a 'superconnected cities' public Wi-Fi service is already provided to the council by BT, this signal can also be broadcast from all Street Hubs in that city at no additional charge.

## Interactive tablet

Every Street Hub includes a fully accessible interactive tablet that provides a series of icons that give users access to:

- Local council services
- BT's phone book
- Maps and wayfinding
- One touch connection to four national charities for support
- Local weather information
- FAQs and instructions.

Sessions timeout after 30 seconds of inactivity or when selected, wiping all user sessions clean. The ring-fenced system **does not allow open web browsing.**

<sup>1</sup> May 2020 figures revealed that the average fixed line internet download rate is now 71.8 Mbit/s (up 7.8 Mbit/s in November 2019) – [Ofcom's annual study of fixed line home broadband ISP speeds across the United Kingdom.](#)

## Free calls for everyone

Street Hubs allow users to make free calls using two different methods:

- **Directional speaker and built-in microphone**, with noise-cancelling technology and adjustable volume allowing calls to rival a traditional handset in clarity and quality
- **Plugging in a standard headset or earphones** into the built-in headphone jack.

Calls aren't time-limited, but almost all have lasted no more than a few minutes as people use them to call friends, family, local services, taxis, etc.

The tablet and speaker are set back and sheltered from the sides, allowing privacy for personal communications. In addition, **the speaker volume is automatically reduced at night** (except for emergency calls).

Unlike payphones, Street Hubs don't include or need a handset, nor accept incoming calls.

## Providing capacity and mobile coverage with small cells

Small cell mobile infill meets the increasing demand for connectivity in the UK, particularly useful in busy urban areas where it's needed most and installing mobile antennae is difficult.

Street Hubs boost 4G and 5G with installed small cells, improving coverage and capacity. Residents, local businesses and visitors get a fast, reliable connection for calls and internet access. Your citizens can enjoy mobile gaming, virtual reality and video streams wherever they are.

## Secure fast charging

**Two marine grade, waterproof USB ports** with Quick Charge 2.0 connected directly to a power source. They cannot exchange data.

These are compatible with all mobile devices, but **also support the next generation of phones** with 20x the charging speed, a great service to tourists and those in an emergency.

## Maps and wayfinding

Every Street Hub provides access to maps giving directions to nearby landmarks and services – a valuable resource for visitors or those without access to a smartphone.

They also act as wayfinding boards, giving walkers and cyclists clear directions.

Local advertisers are encouraged to give simple directions to their businesses.

## Useful real-time information

We are currently running real-time information from a range of sources, including local weather and transport information. LBC content displayed on the unit shares up-to-the-minute news with local communities, enhancing the outdoor experience.

In the future we're looking to create relevant community content with open APIs. Similarly, we happily work with local authorities, transport

providers, and others to determine what real-time information is most useful to the area and how it can be integrated.

For example, in London we display real-time Transport for London (TfL) tube status information. We're also working with TfL to explore how to incorporate other transport information to help people get around the city.

## A platform for community and council content

The rotating content on each Street Hub includes a ring-fenced allocation for community content provided by the local council and community.

**Each local authority is provided with 5% of screen time** on each Street Hub to promote and educate, equivalent to 876 hours per unit or 438 hours per screen.

This content would be scheduled and (where needed) developed in partnership with BT and Global, and can tell residents and visitors about local services, local events and news, as well as warnings and public notices.

Street Hubs designers also create 'house content' throughout the year relating to key events and holidays. Recent examples include supporting the local council elections through encouraging residents to register to vote, free events during school holidays, London Pride, Black History Month and a diverse editorial calendar throughout the year, supporting our vision for a 21st century community noticeboard.

Street Hubs are more than an advertising screen – they're a key point of reference for local information and **an asset to the community**.

## Advertising for businesses of all sizes

Street Hubs represent **the latest in advertising platforms** – an affordable, accessible digital advertising solution that specifically targets Street Hubs close to small businesses.

The Global sales team (responsible for all 'paid for' messaging on Street Hub screens) is set up to **work in partnership** with small and medium-sized enterprises, letting them use the screens to reach audiences and drive business growth.

This advertising revenue lets us provide all our services free of charge, and further rollout of Street Hubs.

Our Global team have increased the accessibility of Street Hubs in two ways:

### Programmatic connection

Global have connected Street Hub to DAX, their programmatic platform. This allows Demand Side Platforms (DSPs) to purchase individual ad slots automatically.

### Automated scheduling

Global are connecting the scheduling of Street Hub directly to their inhouse booking system. This allows key business partners who use API-enabled platforms to easily book and execute complex and flexible schedules.

Global's award-winning Data Planning team manages G-IQ, a data management platform that is used to ingest first and third-party data to prove the efficacy of our products and the value of the audience. Using trusted data sources and intelligent mapping tools we can plan effective campaigns.

Their unique position as a media owner of channels like Outdoor, Radio and Online allows for more creative scope. For example, it's seen innovative multiple-media campaigns deliver both digital Outdoor messaging in sync with Radio commercials.

## Content standards

Street Hubs are funded through the display of advertising in conjunction with other council and community content.

Our Global team coordinate with advertisers, brands and specialists on commercial content, guided by:

- Committee of Advertising Practice (CAP) Code of Practice
- Guidance for Digital Roadside
- Advertising and Proposed Best Practice from Transport for London
- Non Broadcast Advertising and Direct Promotional Marketing (CAP) Self Regulation Guidelines
- and resources from other authorities as necessary.

For full specifications of our screens please refer to page 15, 'Digital Display Screen Technical Specification'.

## Safer communities

Every Street Hub includes a direct **999 call button** that **automatically shares its location** with the authorities, improving safety in an area and helping in the reporting of crime and disorder.

A two-push approach reduces the chance of accidental calls, with a voice prompting users to push the button a second time to confirm.

Street Hubs can also support campaigns with local police and other authorities. For more information see the communities section.

## Emergency messaging

Back-end systems allow us to control screens dynamically through our head office. Groups such as the police can quickly display emergency and community awareness messaging – see our case study from Camden for an example.

In the event of an emergency or major event, regular content can be replaced with urgent, useful messaging alerting the public to major incidents and offering advice.

As each Street Hub is addressable, we can give specific instructions on individual screens steering people away from a particular area or providing alternatives to travel.



# Combating anti-social behaviour

Street Hubs are operated in accordance with the Street Hub Anti-Social Behaviour Management Plan that was developed with assistance from the police and a number of local authorities.

Automatic anti-social call blocking technology uses anonymised data to identify suspicious call patterns and phone numbers. Identified numbers are blocked on Street Hubs across the UK, while still allowing genuine users to benefit from the free phone call service.

Depending on circumstances, other measures can be taken including further reducing call volumes, restricting calls at certain times, or only allowing headset calls.

Recommendations from groups like the police may mean quicker implementation of measures, for example temporarily restricting mobile calls

As BT is designated by OFCOM as a Universal Service Provider of public call boxes, any decision to restrict phone service will need to be made exclusively by BT. Decisions to change any service will be based on details provided by police and local authorities:

- A description of the issue and when it occurred / occurs
- Location of the Street Hub(s) involved and how they contributed.

Changes will be viewed as temporary (typically 3 months, or 12 in high-risk areas) and reviewed later.

where a Street Hub has been misused to buy illegal drugs. Subject to internal processes, the police can 'whitelist' a specific number where there is an operational need, i.e. involved in an active investigation.

People can contact [StreetHub@bt.com](mailto:StreetHub@bt.com) to report technical issues, antisocial behaviour involving a Street Hub, or to claim their number has been flagged in error. Their case will be considered in

consultation with the police and local council where appropriate. This option will be highlighted on the screen when a call is attempted to a restricted number. Emails sent from [police.uk](mailto:police.uk) or [.gov](mailto:.gov) email addresses will be treated as a priority.

Should it not be possible or convenient to send an email, it's possible to call the Street Hub helpline on 0800661610 (open 24 hours 7 days).

# Environmental performance

All Street Hubs are **powered by 100% renewable carbon-free energy**, with energy efficiency prioritised throughout the design process.

- A state-of-the-art LED-backlit LCD screen that consumes approximately 60% less power than Cold Cathode Fluorescent Tubes
- Screen filters reflect light reducing the need for high power, noisy cooling systems typically seen in competing solutions
- Industrial-grade components designed to function at high temperatures lower the need for cooling without compromising performance
- Passive design for cooling, i.e. aluminium casing for better thermal dissipation
- High-efficiency power supplies providing 80% or better efficiency, compared to 65-70% of typical components.
- Noise from cabinet and equipment should not exceed: 41dB at a distance of 3 metres during day, 35 dB at a distance of 3 metres during night, Operational volume should not exceed 60dB at a distance of 1 metre.

## Air quality monitoring

Across the UK, we're trialling air quality monitoring equipment within Street Hubs. The information from these sensors could be used by participating (and interested) councils and researchers to complement other data sources and improve local decision making.

**Councils adopting Street Hub are invited to express interest in being involved in this trial.** Feedback from participants will guide how the data is communicated and used.

Initially, we're looking at the potential measurement of the following elements of air pollution:

- Carbon Monoxide (CO)
- Nitrogen Dioxide (NO<sub>2</sub>)
- Nitric Oxide (NO).

Further work is being undertaken on the possible measurement of:

- Ground Ozone Level (O<sub>3</sub>)
- Particles (PM<sub>2.5</sub>)
- Particles (PM<sub>10</sub>)
- Sulphur Dioxide (SO<sub>2</sub>).

Measurement for each of the above are being assessed on their individual merits, and a decision of which to include in a given Street Hub and when has not yet been made.

*"We are excited to be working with BT to equip their street furniture with our innovative technology to monitor and reduce carbon emissions. This will help local authorities monitor their carbon footprint in real-time, identify the best opportunities to cut emissions, and access new funding for the necessary investments. At scale, the UK could become the first nation to continuously monitor carbon emissions over its entire territory. This would boost its goal of net zero by 2050."*

**Mathieu Carlier**  
CEO of Everimpact

## Additional smart city sensors and data collection for community benefit



Street Hubs collect and display useful, real-time data and insights from communities to help government officials and local decision makers get more from the space around them.

As with the air quality trial highlighted above, the modular nature of Street Hubs lets us improve, evaluate and invest in tools and techniques to collect meaningful insights, i.e.:

- Counting pedestrian numbers
- Measuring traffic congestion
- Bike and vehicle counting
- Environmental factors like sound and light.

Continued investment allows 'smart cities' to improve public well-being and health with data. This kind of **data is most powerful when shared**, so we would look to make these insights available to communities as permitted by law and within our Privacy Notice and Terms of Use.

# Installing a Street Hub

Several steps are involved in the installation of a Street Hub once approval is obtained from the relevant local authority:

**1. Preparation works**

Before work starts each site is surveyed to identify services and other underground infrastructure (e.g. water or gas pipes) so our teams do not disrupt services.

**2. Safety comes first**

Our deployment teams will set up barriers to restrict access to the work area. These are based on permits obtained from the local authority.

**3. Payphone removals**

Street Hubs are often installed on the same location as an existing BT payphone so the first works you may see are teams disconnecting and removing existing kiosks.

**4. Preparation of foundations**

Each Street Hub sits on a metal base plate, part of a concrete foundation, 30-40cm below ground level with ducting to allow connection to fibre and power. It's designed to easily withstand being pushed by individuals or high winds, and fall slowly if struck by a vehicle – with internal sensors notifying us of the event.

**5. Connecting services**

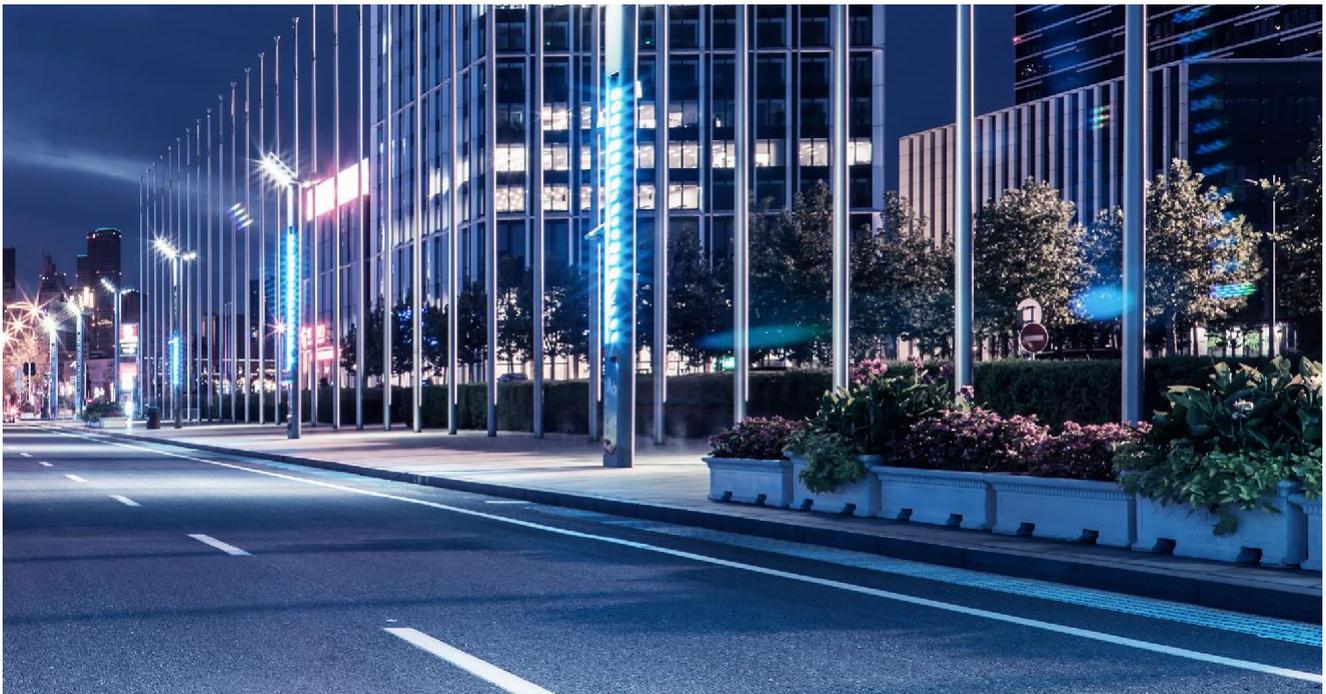
Power is connected by the Distribution Network Operator (DNO). Fibre is connected by Openreach. Both may need ducting run from nearby infrastructure, such as broadband cabinets. The teams responsible for this work will typically receive work permits from the local authority in accordance with an area identified at survey.

**6. Lifting the Street Hub into place**

Each Street Hub is typically lifted by small crane from a flatbed truck onto the metal baseplate about 1-3 days after the building of the foundation. At this time any remaining barriers are removed.

**7. Connecting services**

Once installed, our engineering teams do the necessary testing and configuration to go live – typically within two weeks of installation, but sometimes longer.



## Materials

Maintainability and durability were key considerations in the design, with regular cleaning and servicing planned – please see 'Management, maintenance and operational strategy' section below. High-quality materials ensure longevity, holding up to abuse and diminishing scratches.

- Galvanised mild steel structure, powder coated external grade aluminium exterior
- Painted powder coated aluminium main casing – attractive, durable, easy to service, and cooling
- Displays fronted by tempered and laminated glass to reduce glare
- RF transparent radio compartment

The modular design of exterior and interior components makes servicing simple and economical.

## Digital display screen technical specification

The technical specification of the two digital display screens are as follows.

Screen Panel Type:	LCD
Screen Dimensions:	95cm wide x 167cm high (75 inch in portrait)
<b>Screen Area:</b>	<b>1.586m<sup>2</sup></b>
Resolution:	3840 x 2160 UHD
Maximum Daytime Brightness:	2500 cd/m <sup>2</sup> (Typ.)
<b>Maximum Night-time Brightness:</b>	<b>600 cd/m<sup>2</sup> (Typ.)</b>
Contrast Ratio:	1200:1 (Typ.)
Display Colours:	10bit (D) 1.07 Billion Colours
Viewing Angle:	178/178 degrees
Lamp Type:	LED
Operating Temperature:	0~50°C
Sunlight Readable:	Yes

The proposed usage for the screens has been set in accordance with Transport for London's (TfL) policy document 'Guidance for Digital Roadside Advertising and Proposed Best Practice – 2013'.

In addition to the above conditions, each Street Hub location has been assessed against and would 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 are 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 eyeline 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 10m<sup>2</sup>) as set by the Institute of Lighting Professionals, Professional Lighting Guide 05: The Brightness of Illuminated Advertisements.

# Management, maintenance, and operational strategy

BT is responsible for the management of Street Hub services with each unit physically inspected weekly across the estate.

## Inspection regimes

The Street Hubs are visited every two weeks for cleaning, by hand and with pressure washers. The materials used make this process easy with defined materials and processes. Whilst cleaners are on site, they check for damage and ensure the tablets and screens are working.

In addition, our in-field quality inspection teams visit at least every two weeks on an alternative schedule to our cleaning team, performing several checks including (but not limited to):

- Full walk-around with supporting photos to check for damage, graffiti and black screens
- Functionality checks on the tablet to test calls, maps, 999 and USB charging.

We can also send out emergency visits if reported as necessary by internal sensors.

## Monitoring and repair management

Street Hubs are monitored remotely 24/7, our primary mechanism to spot faults with the above local inspections ensuring the effectiveness of this monitoring.

Once identified, we have processes to resolve issues within agreed service levels. Most will be resolved within three working days, with safety and power issues having a more rapid resolution target than cosmetic issues like graffiti.

## Future upgrades

We plan to make changes as needed to address identified faults or to improve services. Whilst some may involve physical attendance at the unit, the majority will be done remotely via software upgrades. All updates are rigorously quality assured before release.

# Appendices

The below case studies are from implementation of the current InLink units. With the improved functionality of Street Hubs, we would expect greater results across a larger number of areas, e.g. environmental protection and traffic monitoring with the additional sensors.

## Case study

# COVID-19 messaging

Millions of people in UK towns and cities saw public health information during the pandemic, thanks to the street transformation team's support of three key information initiatives.

### Public Health England campaign (PHE)



We **doubled screen time** for the PHE Stay at Home campaign, regularly updating guidelines into short, digestible snippets on Street Hubs across the UK.

### Local council support



We **collaborated with local councils** to offer support for localised messaging.

### London Mayor's Office (GLC)



We supported GLC messaging for consistent communication across **14 London boroughs** with the **Stay at Home** and **London Together** campaigns.

Case study

# Restoring pavements across the UK

Brixton is a key transport interchange, entertainment and shopping precinct, and civic centre in south London. This role means in the past there was strong demand for payphones with many previously provided by BT still in the area.

The InLink on Coldharbour Lane opposite the Town Hall has replaced existing payphones that were associated with a range of anti-social activities.

On this site we reclaimed 3.78m<sup>2</sup> of pavement space for the community, allowing for the future expansion of nearby bicycle parking racks.

Before



After



Case study

# Working with local police

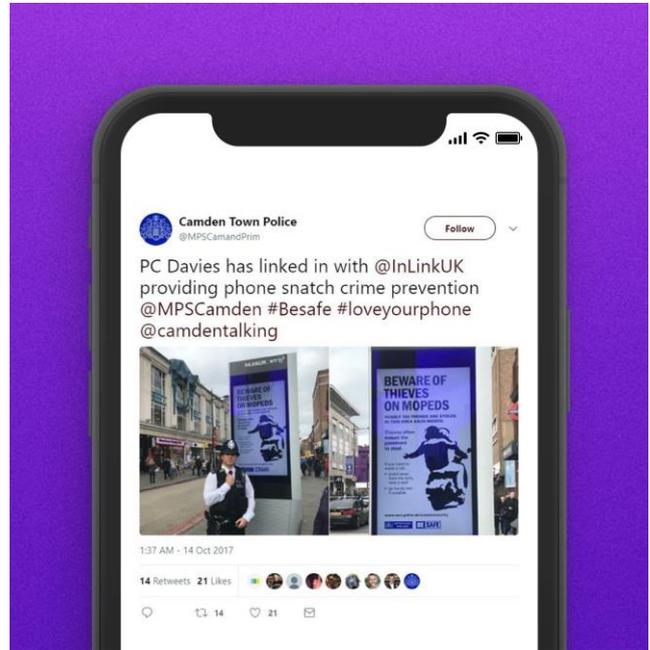
The InLinkUK team partnered with the Camden Town Police in north London to help raise awareness of the threat posed by phone snatchers on mopeds.

Content was created for the campaign and included on InLinks in the Camden area, as seen on this one with PC Davies just by Camden Town Tube.

Over the course of the campaign there was a significant reduction in the number of phones reported stolen. Our team is now looking to roll this and similar campaigns out in other areas.

InLinks have also been used to promote local neighbourhood meetings, such as the example shown here from a trial with the Safer Neighbourhood team in the London Borough of Southwark.

Similar content was shown on screens in the specific ward area to help raise awareness among the local community and to encourage those interested to attend.



Case study

# Supporting democracy

As local community infrastructure each InLink can act as a local notice board for its area, with this functionality proving particularly useful in the lead up to and during elections.

During the 2018 local government elections InLink screens throughout the UK encouraged voters check and update their voter registrations.

Screens were also used to promote government campaigns against voter intimidation, including this example from the London Borough of Tower Hamlets in conjunction with CrimeStoppers and the Electoral Commission that was presented in a range of different languages.



Case study

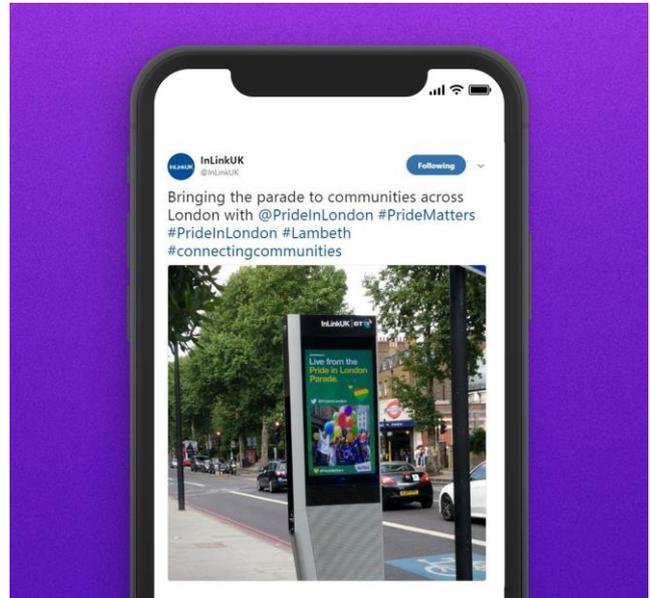
# Live content from London Pride

In 2018 InLinkUK were an official media partner for Pride in London with the InLink screens used in the lead up to and during major events to highlight the occasion.

Ahead of the major events, creative content was displayed to promote Pride Month across the entire InLink estate in the UK.

A range of special 'Did you know?' facts were also shown on InLink screens throughout London highlighting the challenges still faced by the LGBT+ community and the work of volunteers delivering Pride in London.

An estimated 30,000 people took part in the Pride March and more than one million came into the city to watch in person, with those in other parts of London able to see highlights that were being shown on the InLink screens.



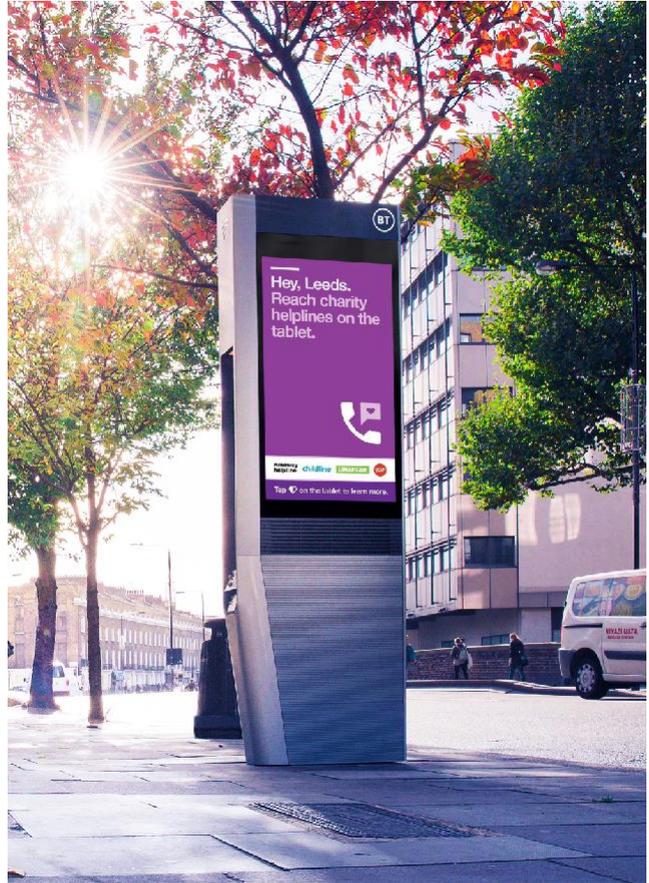
Case study

# Helped local and national charities

InLinkUK worked with a range of charity stakeholders to support their work in the community, with a 'Charity Tile' on the InLink tablet that provides access to a range of key organisations.

Childline, End Youth Homelessness, Runaway Helpline and Samaritans teamed up with InLinkUK to provide users with direct access to their services.

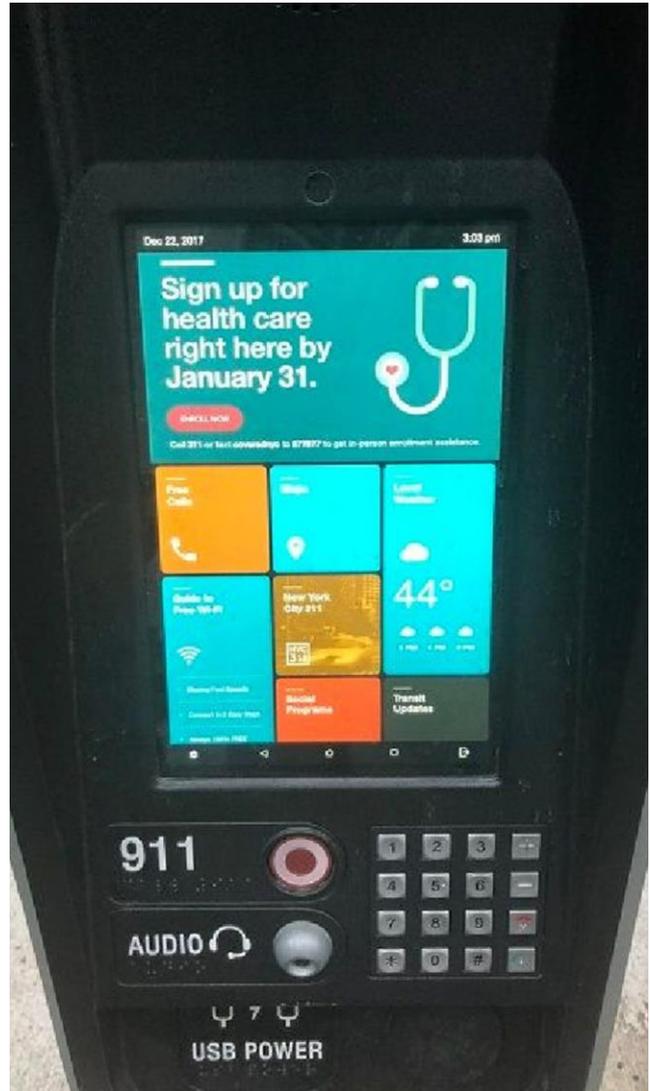
This was complemented by a range of content included on the screens to raise awareness and support the work of local and national charities.



Case study

# Helping rough sleepers

During the 'Beast from the East' storms in April 2018 InLinks were used to display content from StreetLink that provided those nearby with information on how to help rough sleepers who were still outside during the bad weather.





**Offices Worldwide**

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**February 2021**

## **Appeal against the City of Edinburgh Council's refusal of Planning Permission**

### **Appeal Site:**

Pavement o/s Nicolson Square Gardens, Nicolson Street, Edinburgh, EH8 9BH (E326080, N673187)

### **Our BT Street Hub Ref:**

EDN101

### **Council LPA Ref(s):**

22/01506/FUL

### **Proposal:**

Removal of (3) existing BT payphones and the installation of (1) freestanding BT Street Hub providing free ultrafast Wi-Fi and other community services and with excess space returned to the community.

### **Associated BT Public Kiosk Removals:**

Pavement o/s Nicolson Square Gardens, Nicolson Street, Edinburgh, EH8 9BH (E326080, N673187)



Image 1 – Existing Streetscene



Image 2 – Photomontage illustrating Proposed Streetscene

## **Appendix**

Appendix A – Application submission

Appendix B – Pre-Application Consultation

Appendix C – Planning and design drawings

Appendix D – Full Planning application Decision Notice

Appendix D – Full Planning Officers Report

Appendix E - LinkNYC kiosks improving quality of life in the Big Apple

Appendix F – WiFi Marketing\_ What It Is and How Retailers Can Use It

Appendix G – Free Wi-Fi would encourage over 80 percent of shoppers to visit local retailers

Appendix H – Appeal Ref APP/K5030/Z/18/3211426 Outside 322 High Holborn, London, WC1V 7PB by  
Inspector S Rennie.

Appendix I – Appeal Ref APP/N5660/W/18/3199793 Waterloo Road, Outside Waterloo Station &  
Opposite Junction with Sandell Street, London

Appendix J - Appeal APPZ4310W183205104 Church Street (Outside No.1-5 Forever 21) by Inspector A  
McGlone

## **Introduction**

For the avoidance of background reputation so far as is practicable in this appeal statement, the appointed Reporter is respectfully asked to refer to the documents submitted as part of the application

for planning permission. The BT project to replace the existing estate of telephone kiosks in Edinburgh has been ongoing on a national basis for over 5 years.

The proposed development is a freestanding Street Hub unit that forms an integral part of a new city-wide network across Edinburgh, based on upgrading the existing BT estate of public call boxes. The Street Hub network will provide the residents and visiting populations with an unprecedented suite of essential urban tools, including free ultrafast Wi-Fi, phone calls, wayfinding, device charging, an emergency 999 call button, public messaging capabilities, and a platform for interactive technologies on the streets such as air quality monitoring.

As part of a wider roll-out of Street Hub units across Edinburgh, the proposal will bring forward significant social, economic and technological benefits to the public. Street Hubs seek to upgrade the existing BT kiosk estate, by associating at least two kiosk removals for every new unit, in which the fall-back position is the retention of the existing payphone infrastructure.

A pre-application consultation email was sent to City of Edinburgh Council on 16<sup>th</sup> June 2021 which introduced the project and 11 potential BT Street Hub locations across the city. This consultation was then progressed to paid pre-app discussions with the Planning Department on 26<sup>th</sup> August 2021 and assigned the reference 21/04055/PREAPP.

On 22<sup>nd</sup> September 2021, a response was received and where practicable, all matters raised by the LPA were taken on board when finalising the planning and advert application submission. Given the operator's needs for improved public connectivity in the area, it is considered that this improved development proposal is wholly appropriate and will represent an overwhelmingly positive addition introduction to the locality bringing with it an array of social, economic, and environmental public benefits to the wider community.

An application for planning permission and consent to display advertisements was submitted to the Council on 24<sup>th</sup> March 2022 (Appendix A and C), where applications ran in parallel and were refused on 26<sup>th</sup> May 2022. The appellant's statement of the case in support of the applications is outlined below and will seek to prove that the proposal is supported by national planning policy and is not contrary to the Edinburgh Local Development Plan. The appeal will also outline the material considerations that further justify the proposal by highlighting the positive benefits that the proposal will provide.

## **The Positive Case for Street Hub**

This statement will outline in greater detail how the proposal is in accordance with National and Local Plan policies, guidance and the public benefits of the Street Hub proposal. We have outlined in detail

the tangible benefits, but we would go further by highlighting how this proposal and the overall strategy will help deliver the goals of the Local Plan and Digital Strategy.

It is important to note from the outset that this appeal forms part of an overarching project to remove and replace some of the existing BT kiosks in the City of Edinburgh that will improve the public realm by upgrading them with the modern Street Hub.

Whilst it is acknowledged that the proposed Street Hub may have some minor negative impacts, it is the appellant's considered opinion from an objective perspective, that these impacts are outweighed by the significant benefits provided by the proposed unit. This appeal statement will provide a comparative assessment of the positive benefits and negative impacts associated with the development to reinforce our view that this proposal should be supported and the appeal should be allowed.

### **Scottish Planning Policy June 2014**

#### Supporting Digital Connectivity

##### NPF Context

*292. NPF3 highlights the importance of our digital infrastructure, across towns and cities, and in particular our more remote rural and island areas. Our economy and social networks depend heavily on high-quality digital infrastructure. To facilitate investment across Scotland, planning has an important role to play in strengthening digital communications capacity and coverage across Scotland.*

##### Policy Principles

*293. The planning system should support:*

- *development which helps deliver the Scottish Government's commitment to world-class digital connectivity - As outlined in the application, the proposed Street Hub is a design of the highest technical specification that provides an unparalleled service in terms of free-to-use communications options.*
- *the need for networks to evolve and respond to technology improvements and new services - Whilst many existing BT phone kiosks are required under the terms of the Universal Service Obligation (USO) agreement between BT and Ofcom to provide and maintain publicly accessible call boxes on the street, they no longer meet the expectations of modern society.*
- *infrastructure provision which is sited and designed to keep environmental impacts to a minimum - It should be acknowledged that the proposed location is an existing telecommunications site and the proposal involves the removal of 3no existing BT kiosks that currently occupy a considerably larger footprint with a greater visual impact on the surrounding adjacent heritage assets.*

#### **Sustainability**

##### Policy Principles

*This SPP introduces a presumption in favour of development that contributes to sustainable development.*

*28. The planning system should support economically, environmentally and socially sustainable places by enabling development that balances the costs and benefits of a proposal over the longer term. The aim is to achieve the right development in the right place; it is not to allow development at any cost.*

29. This means that policies and decisions should be guided by the following principles:

- giving due weight to net economic benefit;

The economic benefits provided by improved telecommunications equipment are something that is never going to be immediately understood, although the impact of the industry over the last 3 decades is immeasurable. When telecommunications services are provided or improved, it can encourage more people to visit which creates demand for local services and the economy will therefore grow. For instance, free WiFi, consciously or not, is something that improves the quality of experience in a town centre but only if it is reliable and fast. If the WiFi experience is positive, people will return and reuse the service which is something that Street Hub contributes to. The use of Street Hub units in other parts of the UK and other major cities such as London and New York has been shown to greatly improve the visitor experience. Please refer to Appendix E or the link below.

<https://www.retailcustomerexperience.com/articles/linknyc-kiosks-improving-quality-of-life-in-the-big-apple/>

The following link helps to illustrate the benefits of providing high-quality free WiFi and states: *'Improved shopping experience: Almost 62% of businesses that provide free Wi-Fi report that their customers stay longer, according to Devicescape survey. This could indicate that shoppers are enjoying their in-store experiences more, and therefore willing to spend more time with your brand'*. Whilst relating to instore services, the same logic applies to the wider street scene. As such, it is clear that the longer people remain in the area, the growth will increase and contribute to a good mix of use in the area. Please refer to Appendix F or the link below.

<https://www.shopify.com/nz/retail/wifi-marketing-what-it-is-and-how-retailers-can-use-it>

Furthermore, *'Some 82 percent of British shoppers would be more likely to visit independent high street retailers if they had free Wi-Fi access, a new study has found.'* Please refer to Appendix G or the link below.

<https://businessadvice.co.uk/high-streets-initiative/free-wi-fi-would-encourage-over-80-per-cent-of-shoppers-to-visit-local-retailers/>

- responding to economic issues, challenges and opportunities, as outlined in local economic strategies;

As part of the Edinburgh Economic Strategy (November 2021), it outlines *'actions for a stronger Edinburgh economy. The City of Edinburgh Council will deliver the Digital and Smart Cities Implementation Plan to deliver our vision for a smart city where the application of data and technology increases efficiency, minimises costs and enhances convenience'*. The proposed Street Hub will directly contribute to this policy in a way that the existing kiosks do not with free Wi-Fi, Wayfinding services and device charging for convenience.

- supporting good design and the six qualities of successful places;

#### **Distinctive**

41. This is development that complements local features, for example, landscapes, topography, ecology, skylines, spaces and scales, street and building forms, and materials to create places with a sense of identity. Whilst we would acknowledge that the proposal represents a minor change to the

local area, it is located in a busy urban setting where the Street Hub would not be considered to be out of scale with the surrounding buildings. It could also be argued that the single Street Hub proposed would result in an overall improvement to the character and appearance of the local area following the removal of 3No existing BT phone kiosks, thereby resulting in a significant reduction in street clutter.

### **Safe and Pleasant**

42. *This is development that is attractive to use because it provides a sense of security through encouraging activity. A pleasant, positive sense of place can be achieved by promoting visual quality, encouraging social and economic interaction and activity, and by considering the place before vehicle movement.* One of the unfortunate consequences of the existing BT kiosk estate is that they can become magnets for antisocial behaviour. The proposed Street Hub seeks to prevent this by removing existing enclosed kiosks and implementing the Anti-Social Behaviour Management Plan to prevent the new development from repeating the mistakes of the past. The proposed Street Hub also has easily accessible features to contact the emergency services and also free Wi-Fi and charging facilities that ensure that users will always be able to use their devices.

### **Welcoming**

43. *This is development that helps people to find their way around.* One of the innovative features of the Street Hub's wayfinding facility is that it will highlight points of interest that people, who are unfamiliar with the area, such as tourists may be aware of. This includes local shops, services and attractions that are off the beaten track that people might not otherwise experience.

### **Adaptable**

44. *It takes into account how people use places differently, for example depending on age, gender and degree of personal mobility and providing versatile green space.* We would highlight that the core principle of the Street Hub design is to ensure that the unit is inclusive and accessible to all, something that the existing kiosks that have been designated for replacement are not.

### **Resource Efficient**

45. *This is development that re-uses or shares existing resources, maximises the efficiency of the use of resources through natural or technological means and prevents future resource depletion, for example by mitigating and adapting to climate change.* As outlined in the Product Statement, the Street Hub unit operates with the use of 100% renewable energy.

### **Easy to Move Around and Beyond**

46. *This is development that considers place and the needs of people before the movement of motor vehicles. It could include using higher densities and a mix of uses that enhance accessibility by reducing reliance on private cars and prioritising sustainable and active travel choices, such as walking, cycling and public transport. It would include paths and routes which connect places directly and which are well-connected with the wider environment beyond the site boundary. This may include providing facilities that link different means of travel.* The Street Hub offers improved services that encourage those who wish to use public transport, or cycle and walk as an alternative means of travel throughout the local area. When more information is made available through Wayfinding, for instance, people who would otherwise be hesitant will be encouraged to explore further into the local area, especially when integrated with free reliable Wi-Fi to make bookings for entertainment such as restaurants and cinemas. Not only will this encourage sustainable travel, but it will also contribute to and support the local economy.

- *making efficient use of existing capacities of land, buildings and infrastructure including supporting town centre and regeneration priorities; It is clear that the existing BT phone kiosks are not an efficient use of space in the immediate area.*
- *supporting delivery of infrastructure, for example transport, education, energy, digital and water;*
- *improving health and well-being by offering opportunities for social interaction and physical activity, including sport and recreation; The Street Hub encourages social interaction by the nature of its services and physical activity through greater participation in walking and cycling, thereby improving their health and well-being.*

### **Promoting Sustainable Transport and Active Travel**

#### **NPF Context**

*269. Planning can play an important role in improving connectivity and promoting more sustainable patterns of transport and travel as part of the transition to a low-carbon economy.*

#### **Policy Principles**

*270. The planning system should support patterns of development which:*

- *optimise the use of existing infrastructure;*
- *reduce the need to travel;*
- *provide safe and convenient opportunities for walking and cycling for both active travel and recreation, and facilitate travel by public transport;*
- *enable the integration of transport modes;*

### **National Planning Framework 3**

The following sections of NPF3 are considered relevant and applicable to the proposed Street Hub development:

#### **A successful, sustainable place**

*2.6 Our strategy aims to ensure that all parts of Scotland make the best use of their assets to build a sustainable future. Planning will help to create high-quality, diverse and sustainable places that promote well-being and attract investment.*

*2.7 Great places support vibrant, empowered communities, and attract and retain a skilled workforce. Emerging technologies for renewable energy and improved digital connectivity are changing our understanding of what constitutes a sustainable community. We must ensure that development facilitates adaptation to climate change, reduces resource consumption and lowers greenhouse gas emissions.*

#### **A Connected Place**

*5.8 Connectivity is not just about enabling physical movement, but also virtual links. High-quality mobile and fixed broadband connections have become essential to support communities and business development in both rural and urban areas. At present, there remains a significant gap between our most and least connected areas, with digital access being considerably better in more accessible urban areas. Many parts of rural Scotland have little or no connection and require public investment to rebalance the distribution of infrastructure.*

*5.15 To further reduce the need to travel and ensure continuing economic competitiveness, we will see a step change in digital connectivity in the coming years, supporting our broader aspirations for growth across the country. This will require significant investment in digital infrastructure to ensure coverage extends to our most remote, but asset-rich, rural and island communities. As well as providing new infrastructure to connect existing areas, future developments will build in digital connectivity as a matter of course.*

*5.16 Strengthened digital infrastructure will support our aspirations for more sustainable cities which attract new business. We can expect cities to become significantly 'smarter' in the next few years, using population density and shared infrastructure to further increase access to high-performing digital services.*

### **Digital Scotland - A Changing Nation: How Scotland will Thrive in a Digital World**

The most recent policy document on the priority placed on the importance of digital services was published in April 2021. The chapter 'No One Left Behind' states;

*It was observed that: " the internet is not a luxury, it is a necessity As we have responded as a nation to the pandemic, this has become more apparent than ever. The internet has provided access to essential services and up-to-date and accurate information, and helped us to maintain the social contacts that are so important to our wellbeing. In doing so however, it has also exacerbated the isolation of those who do not enjoy access to technology and focussed attention on the risk that, unless we tackle digital exclusion, we could increase, rather than reduce, inequalities in our society."*

In terms of Sustainable Development and where Scotland wants to be, the policy states: '*Future capital investment decisions will be driven by this understanding of the role that data and digital play in ensuring the economic and societal resilience of all our communities and our ability to trade with the world. They will also support our transition to a net zero society by enabling us to replace unnecessary journeys and make more efficient, environmentally friendly use of the more traditional infrastructure of transport and buildings.*'

In conclusion and in terms of tackling digital exclusion, the policy states: '*Progress has been made to tackle digital exclusion in Scotland, but we want to go further and achieve world-leading levels of digital inclusion. This depends, not only on the quality of Scotland's digital infrastructure, but on the ability of people to be able to afford data allowances and devices, and to acquire the skills and confidence to take advantage of the benefits and opportunities of being digitally connected.*'

### **Scotland's National Strategy for Economic Transformation.**

The importance of digital infrastructure is highlighted in paragraph 1.7 - Bold Programmes of Action, which states '*We will deliver a step change in our productivity performance and address regional inequalities in economic activity as well as boosting traditional and digital infrastructure across every sector, and every region, of the economy.*'

The policy document continues by outlining in section 4 - Productive Businesses and Regions that: '*All the policy programmes in this strategy are interconnected, and while the other programmes will also drive productivity improvements, through for example reducing structural inequalities, this programme focuses on the opportunities from digital infrastructure, leadership, pioneering new approaches and addressing current geographical disparities to deliver prosperity for all Scotland's people and places.*'

Section 4.4 - Our Programme of Action - Project 8: Improve Connectivity Infrastructure and Digital Adoption Across the Economy elaborates that *'We will provide an efficient and resilient digital infrastructure. This includes continued investment in improved broadband, fibre and mobile coverage for residential and business premises.'*

### **Scottish Government National Transport Strategy Delivery Plan (2022-2023)**

Based on the policy priorities set out in the Transport strategy, this appeal will outline how the proposed Street Hub will contribute to the goals of tackling climate change, delivering inclusive economic growth and improving health and wellbeing.

#### **Tackles Climate Action**

It is the position of this appeal that the proposed Street Hub will encourage more people to travel more sustainably by helping to provide the public with greater access to travel options in a coordinated manner via its modern Wayfinding and free Wi-Fi services. With greater connectivity provided to travel options, people will be encouraged to walk, cycle and use public transport more.

The strategy states that:

*'Scotland must transition to a net-zero emissions economy for the benefit of our environment, our people, our communities and our future prosperity. People and businesses will be supported to make alternative travel choices that help strengthen local economies and allow everyone to share in the benefits of taking climate action while ensuring that those least able to pay are not unfairly burdened and that existing inequalities are tackled, not exacerbated.'*

*Our actions will:*

- *Reduce the need to travel unsustainably*
- *Create better connectivity with sustainable, smart, cleaner transport options.'*

The strategy continues by outlining the intention of: *'Investing in Innovation - We are supporting advances in technology and new innovations through investment and research which will help increase the uptake and availability of low carbon and more efficient technologies and approaches. We will complete the procurement for digital travel data services to ensure continued and improved journey planning information in 2022. High-quality journey information services are essential to enable people to confidently use the public transport network and encourage modal shift to more sustainable travel.'*

#### **Helps Deliver Inclusive Economic Growth**

The transport strategy states *'The transport system plays a crucial role in the successful performance of Scotland's economy and ensuring regional cohesion. It enables people to get to work and ensures firms are able to get their goods and services to markets in Scotland and beyond. Our actions will:*

- *Provide for an integrated transport system that contributes to sustainable economic growth:*
- *Improve accessibility for residents, visitors and business.*

#### **Improves our Health and Wellbeing**

*In order to be empowered to make healthy choices and enjoy the places we live, it is important to feel and be safe and secure – whether you are walking, wheeling, cycling or using public transport. Our transport system and our built environment needs to offer trust and confidence for users to reach their destinations without fear or threat. Our actions will:*

- *Improve our health and wellbeing*
- *Give priority given to walking and wheeling, then cycling*
- *Provide a cohesive transport system that enhances communities as places – supporting health/wellbeing*
- *Create better connectivity with sustainable, smart, cleaner transport options.*

*Committing to 'Generation Active Travel' - By removing the barriers faced as a result of low income we can ensure children and young people have the same opportunities to succeed, regardless of their backgrounds – improving their outcomes now and in the future. By improving access to sustainable travel for children and young people we can remove cost barriers and help to develop healthy travel habits in the long term.*

As we have outlined above, the Street Hub project will make a positive contribution to the success and achievement of this National Transport Strategy Delivery Plan given that all of its services are accessible and free to use. What will start as initial curiosity will transform into a coordinated and essential feature of the modern public realm, in the same way telephone kiosks did over 100 years ago.

***“1. The proposal does not comply with LDP policy Des 1 Design - Quality and Context as it is likely to have a high impact in visual terms to the detriment of the area.”***

Edinburgh City Council's LDP Policy Des 1 Design states that *‘Planning permission will be granted for development where it is demonstrated that the proposal will create or contribute towards a sense of place. Design should be based on an overall design concept that draws upon positive characteristics of the surrounding area. Planning permission will not be granted for poor quality or inappropriate design or for proposals that would be damaging to the character or appearance of the area around it, particularly where this has a special importance.’*

Street Hub is a modern form of development, and in many ways its innovative design attributes reflect the technological advancements within the field of electronic communications over the last decade. To accommodate the equipment necessary to provide the immediate and future benefits to the area as previously outlined including the advertising feature, the unit has to be the height and design that is proposed.

The Planning Officer's Report of Handling for this application states that the Design Guide *‘seeks a high standard of coordinated place management and street design interventions which will enhance the special character of these streets.’* Whilst it is accepted that the proposal is within the general setting of important heritage assets, we would highlight that the proposal involves the removal of the 3no existing kiosks at the proposed location. We would emphasise that the kiosks are accepted features of the street scene, however they clearly no longer contribute to the quality of the public realm in a positive manner. Aside from the height difference, the existing kiosks represent a greater amount of street furniture and their removal will make a positive contribution to the appearance of the heritage assets and the Conservation Area.

The replacement of the existing kiosks which are smaller in height but take up a significantly greater amount of footpath space (2.38 square meters) compared to the Street Hub (0.43 square meters). We would also highlight the difference in combined density, as the existing kiosks are considerably larger (5.21 cubic meters) compared to the Street Hub (1.29 cubic meters). For reference, the measurements of the existing kiosk can be found at the following link (<https://www.britishtelephones.com/kxkiosk.htm>). This clearly illustrates that there is a significant reduction in physical structure and de-cluttering of the area.

The location of the proposal is in a commercial city centre area and given the scale and character of the area, the impact is not considered to be significant enough to warrant the refusal of the application. For instance, in the overarching context of the street scene illustrated in Image 3 below, the proposed Street Hub would not appear as a dominant or incongruous feature due to the scale of surrounding buildings; the busy nature of the setting and the existence of commercial properties with their associated signage and bright window displays.



Image 3 – The Streetscene surrounding the proposed BT Street Hub site

We would wish to refer to Appeal Ref APP/K5030/Z/18/3211426 (Appendix H), for a previous BT Inlink proposal that was allowed in the City of London in a similar location and close to high-value heritage assets. In the decision statement, the Inspector stated *‘The Inlink is a slender and modest sized structure, and the scale of the advertisements would not be imposing or overly prominent. It will replace a telephone box and therefore not add significantly to street clutter. Furthermore, given the commercial and busy nature of High Holborn, the Inlink would not be an incongruous addition to the street scene.’*

In summary, policy Des 1 Design states that *‘Planning permission will be granted for development where it is demonstrated that the proposal will create or contribute towards a sense of place’* and we would justify the proposal by the de-cluttering of the street scene and thereby positively contributing to the characteristics of the area.

***“2. The proposal does not comply with LDP policy Des 5 Development Design - Amenity as it is likely to adversely impact on the amenity of neighbouring properties.”***

In terms of the impact on amenity, we would refer to the Positive Case for the Street Hub above which outlines how the proposal supports the good design and the six qualities of successful places in the SPP, which addresses how the proposal will improve amenity.

The Street Hub’s modern and streamlined appearance will represent a significant improvement on the outdated and visually uninspiring kiosks that are to be replaced. It is contended therefore that the proposal fundamentally seeks to improve the amenity of this section of Nicolson Street, in keeping with the bustling and vibrant character of its wider context. In addition, given that there is the likelihood that the existing kiosks could fall further into disrepair and no longer meet the functionality requirements expected by modern society, their removal will demonstrably improve amenity.

We would add that amenity can also mean a desirable or useful feature or facility of a building or place. We would be confident that the Street Hub would be openly welcomed in the area given the features that it offers and that it would create an improved sense of vibrance and vitality. As we discussed in the positive assessment of the proposal and supported by Appendix E, F and G, the proposed Street Hub will improve the attractiveness of the street scene amenity for users and the improvement of choice for travel options will be facilitated by the Wayfinding and free Wi-Fi services provided.

An evitable question that is posed in the consideration of Street Hub proposals is why would the services provided be required given that most people own smartphones? The answer is simply that 'most people' does not mean that all people do. There will always be people who do not own smartphones and this means that social exclusion can be exacerbated. Furthermore, people with mobile devices may not have cellular coverage, may not have enough data to access their intended service and very often people could be faced with having a low or flat battery, particularly visitors and tourists. The proposed Street Hub will provide a solution to all of these issues, thereby protecting those who are vulnerable or unfamiliar with the area. This in turn improves the amenity of the area and the city in general.

It is contended therefore that the proposal fundamentally seeks to improve the amenity of this section of Nicolson Street, in keeping with the bustling and vibrant character of its wider context. On this basis, we would argue that the proposed Street Hub is not detrimental to the character and amenity of the street scene and public realm.

This position is supported by appeal Ref: APP/N5660/W/18/3199793 (Appendix I) for a similar proposal, where the Inspector noted that *'with the modest scale of the proposed InLink unit I find it difficult to accept the argument that the development would be perceived as having an adverse effect on visual amenity.'*

The Council's Report of Handling for the planning application outlines the objection from Transport and states *'Transport has been consulted on this application and has objected to the scheme. The width of the proposed advertisement shall reduce the footway to below a 2-meter width to the detriment of pedestrian flow through this busy area. The proposal does not comply with transport policy Tra 9 of the Edinburgh Local Development Plan.'*

Whilst we note the Transport comments and acknowledge that the proposal will be slightly wider than the existing kiosk, we should reiterate that the proposal involves the removal of 3no existing kiosks will be a significant reduction in street clutter and will demonstrably improve pedestrian movement around the site. On that basis, the proposal will not create an unacceptable obstruction or impact amenity that would be contrary to policy Tra 9 Cycle and Footpath Network.

It is therefore our opinion that the proposed Street Hub has been located in an appropriate location that does not affect the visual amenity of the area or reduce the visual openness of the area. The appeal site is found on a well-lit, footpath within the setting of modern commercial premises that have brightly lit shop frontages. It is therefore considered that the illuminated screens would have a neutral impact on the character, appearance and setting of the townscape but most importantly on highway safety.

***"3. The proposal is contrary to the Local Development Plan Policy Env 6 in respect of Conservation Areas - Development, as it would have a detrimental impact on the character and appearance of the conservation area."***

It is the appellant's considered opinion that the policy tests used to determine the planning application have relied too heavily on the consideration that the proposed Street Hub would detrimentally impact the setting of the Conservation Area and that of nearby Listed Buildings.

With regard to the impact on the heritage assets close to the site, the status and importance of the South Side Conservation Area are unquestionable, but the proposed Street Hub location was chosen specifically so that it replaces 3no existing kiosks and uses the trees in Nicolson Square as a backdrop to minimise any visual intrusion to the wider area.

Whilst there will always be some degree of harm from any form of development, the positive impact that the removal of 3no existing kiosks in a poor state repair and the benefits that the proposal will bring to the area will outweigh any minor detrimental consequence of the proposal. The proposed site's immediate vicinity is dominated by the frontage of Nicolson Square and 30 Nicolson Street on the opposite side of the road with its modern styled appearance with a glass, brightly lit commercial frontage on the ground floor. As such, the site blends in well with the bright and open nature of the ground floor premises in a harmonious way that is in no way obtrusive or detrimental to the character. The positioning of the Street Hub unit in the proposed location will clearly not result in any unacceptable harm to the character and appearance of the Conservation Area as purported above.

In terms of the characteristics of the surrounding area, we would also wish to highlight that there are existing illuminated advertising units in the area that are incorporated into the bus shelters on Nicolson Street, which represents a clear precedent for this type of feature within the Conservation Area and close to other heritage assets. It is noted in the Council's Report of Handling that the Council supports advertisements incorporated into bus shelters and therefore they accept that they are not visually incongruous or detrimental to the character or setting of the Conservation Area or any nearby Listed Buildings that would merit refusal of the application.

We would refer to Appeal Ref APP/Z4310/W/18/3205104 and APP/Z4310/W/18/3205102 (Appendix J). The appeal for a BT InLink was allowed at a very similar location to the location of this appeal site and was described by the Inspector as follows. *'The appeal site is part of the CSCA (Church Street Conservation Area) which covers part of Church Street which is pedestrianised and in the heart of the city centre. The site lies between two existing planters which form informal seating areas and contain street trees. Church Street is mainly occupied by three and four-storey high retail premises'* but it should be acknowledged that the appeal location is also within the buffer zone of the Liverpool World Heritage Site. The Inspector also recognises that *'the proposals would not be over dominant or incongruous in the site's context.'*

With regard to the specific perceived impact of the advertisement, the appeal decision states;

*'The advertisements would be within an area where adverts form part of the area's commercial character and appearance. These draw the attention of people using, and experiencing the nearby area, especially to the ground floor commercial frontages. People generally experience long-range views of the upper floors of the listed buildings, other than when immediately next to or opposite them. The size, siting, design of the proposed InLink together with the size and means of display of the advertisements would not prevent people from experiencing these views.'*

We would therefore reiterate that the benefits of the proposal outlined above outweigh any potential impact and therefore complies with Env 6. The importance of the heritage assets is noted, but care has been taken to replace the existing kiosks in the most sensitive manner possible in a city centre environment such as Nicolson Street and we would argue that this has been achieved.

We would also wish to highlight that the design of the proposal with an advertising feature, similar to well-established street furniture such as advertisements built into bus shelters, provides WiFi capability but also crucially small cell coverage and capacity for 5G services. The rollout of the 5G network is continuing at apace and the constant issue of providing effective coverage to areas such as the above is a constant source of frustration for all parties concerned. The antennas are camouflaged within the unit contributing to the extension of the 5G network, which will undoubtedly become a contentious issue in the near future for areas of heritage importance such as Edinburgh.

The under-appreciated benefit of the Street Hub, therefore, is that it offers the area small cell 5G coverage with inbuilt equipment, in a manner that does not impact the integrity or visual amenity of the heritage assets in the same way as traditional installations would do in the surrounding area.

***"4. The proposals are contrary to the non-statutory guidelines on Adverts and Sponsorship as - digital adverts are not supported on street furniture other than on bus shelters in appropriate locations."***

The Council's Report of Handling states that *'The advertisements both individually and cumulatively within the commercial streets of the South Side will result in a material change in character.'*

This appeal has outlined above that there is a clear precedent for this type of feature within the Conservation Area, in the form of advertisements on bus shelters and that the 3no existing kiosks at the proposed location designated for replacement also have advertisements. Whilst we accept that the non-statutory guidelines do not support digital adverts on all street furniture, the presence of existing advertisements in the surrounding street scene should be treated as a material consideration. Whilst they are not digital, the proposal represents the development of advertising design and represents how the majority of illuminated advertising will be in the near future given their efficiency in terms of energy consumption and flexibility. We would therefore contend that aside from the digital element, the proposed advertisement does not represent a material change in character.

The Council's Report of Handling continues: *'The proposal seeks to install digital advertising as a principal element of a freestanding structure that also incorporates a telecommunications interface. No exceptional circumstances have been identified in this location and the applicant has not provided specific evidence that would justify the erection of the freestanding structure in this location.'*

We would contend that the proposal is not a solely freestanding advertisement, but is a modern multi-functional communications kiosk that incorporates advertising in a similar manner to the bus shelters in the immediate area to fund the free-to-use services provided. The de-cluttering of the street scene, the installation of a sustainable modern facility and the services it will provide, whilst not exceptional, is the purpose of the project and is therefore acceptable.

## **Conclusion**

In conclusion, we will summarise the Determining Issues in the Council's Report of Handling assessment.

### **Do the proposals comply with the development plan?**

### **Do the proposals harm the character or appearance of the conservation area?**

The proposed BT Street Hub will contribute to the improvement of the local area by directly replacing 3no existing telephone kiosks with a more aesthetically pleasing structure that will provide a multitude of positive features that will benefit the community and businesses locally and throughout Edinburgh.

The proposed Street Hub unit will not appear out of context within this busy urban environment, nor will it represent a particularly dominant or overbearing feature within the street scene, given that it is directly replacing the existing payphone kiosks. It represents a significant improvement to the fall-back position of the existing kiosks being retained in which the Street Hub is a form of development that is positively encouraged by the Scottish Government.

The proposal, whilst within the setting of the Conservation Area, by its careful positioning in the street scene, has a greater connection to the nearby commercial buildings which are of a more modern appearance and therefore more in keeping with this type of development.

### **Any other material considerations that must be addressed?**

As we have highlighted, the proposal directly supports the policies and guidance set out in the Scottish Planning Policy and the National Planning Framework 3. It also directly contributes to the policies outlined in the Scottish Digital, Economic and Transport strategies.

The proposal also by virtue contributes to the goals of Sustainable Development by promoting a proposal that offers economic, environmental and social benefits whilst directly contributing to the six qualities of successful places.

Therefore, it is considered that there will be less than substantial harm to the character of the area and the significance of the nearby designated heritage assets, in which any such minor harm is outweighed by the public benefits of the proposal. Most notably the array of features it offers, as well as securing the appeal site's optimum viable use by replacing existing public call boxes. In this respect, it is concluded that full planning permission should be allowed.