

Planning amendment letter

Following discussions with RVBC regarding our ongoing planning application for advertisements surrounding the football pitch at Chipping as the agent we would be willing to make a compromise on our initial application.

We are aware of a letter which has been submitted by a member of the local parish council suggesting a folding 'book-like' design which would allow any boards to be folded shut following each event. After consulting several manufacturers about such a design I have found someone who had suggested they may possibly be able to make a bespoke sign like this, however the cost to the customer more than doubles.

This alteration to design and the substantial increase in cost it brings would mean that the price of using these boards as advertising space would be undesirable to most businesses. Especially as the target market to whom the sale of this advertising space would be focussed, would be small, local businesses who may directly benefit from someone seeing their advertisement pitch-side and subsequently using their near by business. It is our hope that local companies wish to advertise their goods/services with us whilst helping to support a volunteer run sports organisation in the process.

It is my conclusion that the suggested folding design is not a realistic compromise.

Taking on board feedback and working within the boundaries of what would be both realistically achievable and would still yield the financial gain anticipated, the football club would be happy to only display any advertisement hoardings during the football season. The club would then remove them all and place them into storage annually where they could remain throughout the close season. An average football season at our level of the amateur football pyramid spans Aug-May. We would also ensure that all the back sides of every board are Green to help to in-keep with the surrounding area.

We feel these compromises would help to minimise the visual impact as much as is possible whilst still allowing the project to remain financially viable and worthwhile.