

**From:** [REDACTED]  
**Sent:** 02 February 2023 13:54  
**To:** Planning  
**Subject:** Fwd: Planning application numbers: 3/2023/0005 and 0006; 3/2023/0001 and 0002; 3/2023/0007 and 0008, 3/2023/0003/0004

  
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Dear Emily,

Re: Planning application numbers: 3/2023/0005 and 0006; 3/2023/0001 and 0002; 3/2023/0007 and 0008, proposing installation of BT/ Harlequin LCD Display screens on King Street, Castle Street and Market Place.

I wish to object to the applications for 3 BT Advertising screens on Market Place, King Street and Castle Street. The proposals will have a negative impact on the character of Clitheroe and are not in keeping with our historic town.

[REDACTED] it is not currently permitted for us to hang an illuminated sign outside [REDACTED] however BT are proposing to have huge 3metre illuminated advertising screens/HUB in 3 locations.

The intrusive units present a hazard to road and pavement users alike. They are a startling bold and undesirable addition to the streetscape and a huge distraction for drivers. The Hubs would impair drivers sightline of the road and would cause obstruction for pedestrians, scooters or buggies especially if people are stood around the Hubs whilst using them. Lancashire County Council have just installed 3 pedestrian crossing points on King Street due to safety concerns in this area.

We live in a time where everyone has use of their own mobile phones and data which questions the need for the Hubs at all. Phone boxes must be so rarely used, they seem to be almost wholly unnecessary since most people carry a mobile phone with them. BT needs to make money instead by selling advertising space and it seems these installations main commercial purpose would be advertising.

The clientele an anonymous internet public phone may attract are the type of clientele I do not want hanging around the front of [REDACTED] I have done some research into areas these Hubs have been installed and found evidence from Police CCTV cameras showing an increase in anti-social behaviour, hoax 999 calls, [REDACTED] using/buying/ selling and [REDACTED] activity all linked with using the free calls facility of the hub.

These to me are advertising displays (not a street hub!) and are an eyesore as well wasteful use of power. They block the pavement and provide nothing for the local population.

Clitheroe is a historic town and this factor keeps a visiting footfall high for us. Large LED screens will change the style and appeal of our town dramatically and negatively. They clutter the pavements and they're not in the remotest bit compatible with a heritage town like Clitheroe. W don't want a giant glass mobile phone shaped piece of street furniture telling us all the things we can get on our smartphones if we so choose.

Research done by [REDACTED] clearly demonstrates how advertising screens impact road users' attention. Advertising's goal is exactly to get your attention. Those screens are designed to distract road users with bright LEDs, bold colours and changing images, resulting in micro-accidents every day.

Given the above, the fact they are totally out of character for our historic market town and the safety concerns, I sincerely hope you will refuse the installation of these Hubs.

Yours sincerely,

[REDACTED]

**From:** [REDACTED]  
**Sent:** 02 February 2023 19:17  
**To:** Planning  
**Subject:** Applications 3/2023/0001, 0002, 0005, 0006, 0007, 0008, 0003 & 0004

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Planning applications relating to

7-9 King Street, Clitheroe

11 Market Place, Clitheroe

15-19 Castle Street, Clitheroe

75-77 King Street, Whalley

Applications 3/2023/0001, 0002, 0005, 0006, 0007, 0008, 0003 & 0004

FAO Emily Pickup

I wish to object to the above planning applications for advertising hubs in our town centres.

My understanding is that there are two legal basis for objecting, harm to safety & amenity:

#### Safety

The presence of 75" double LCD screens and associated housings on the pavement provides a distraction to road users and pedestrians alike. A momentary distraction could cause an accident or injury.

Highways are in the process of spending a considerable amount of money in order to improve pedestrian safety with crossing points, that would be lost should these applications be approved.

**They constitute a hazard for all, due to their height, size and content**

**They affect sightlines for all and create blind spots for drivers and pedestrians**

**They are visual clutter within our streetscene**

These 3 points in bold are reiterated from BT's Plan design heritage statement that claim the opposite. These are simply untruths.

Large illuminated signage, constantly changing every 10 or so seconds. What about the poor residents who live on the streets?

Amenity

Our Ribble Valley towns are different, historic, quaint and very proud of their heritage. Any change needs to be in keeping with these core values. Visitors come and return to our towns because we are not homogenous. That is their attraction. Our towns are different, individual and should be celebrated as such.

Do not be misled with the promise of free wi-fi, call etc...everyone has their own phones with the requisite mobile data capability. The BT giveaways are inconsequential.

RVBC have previously refused any large illuminated advertising hoardings as they "are not in keeping with our historic market town appearance". No difference here.

Experience from other BT hub locations have illustrated issues with [REDACTED] using the free calls/hubs to facilitate [REDACTED] See online references to Bristol, Tower Hamlets etc...

Why multiple applications. [REDACTED]

In conclusion, these applications will have a detrimental impact on our defining characteristics on our historic market towns and effect the towns amenities for us all. As such they should all be refused.

Regards

[REDACTED]



[REDACTED]

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**From:** [REDACTED]  
**Sent:** 03 February 2023 11:51  
**To:** Planning  
**Subject:** 3/2023/001, 002, 003, 004, 005, 006, 007 and 008 (Jeez!)

⚠ External Email

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FAO Emily Pickup

Re Planning applications 3/2023/001, 002, 003, 004, 005, 006, 007, 008

I wish to object to the applications for three BT advertising hubs on Market Place, King St and Castle St in Clitheroe, plus the one in Whalley - because let's be honest, if the Whalley one gets passed, Clitheroe will be even more likely to succumb. (I promise I'm a little bit positive towards the end of this email!)

I'm aware that BT promote such hubs as "communication apparatus", since they provide access to Wi-Fi and free phone calls, but if that were their main purpose, why do they need to be so large? Larger in fact, than an old school phone box that had to fit a fully grown human being inside! Given the fact a smart phone can fit in someone's pocket, it seems unnecessary for these hubs to provide the same services but be about 12 times bigger! Which leads me to think these are primarily a money-spinning advertising board with a secondary capacity for communication. Do we need massive advertising boards in Clitheroe and Whalley? Absolutely not. They are unsightly, obstructive and potentially distracting to road users.

I mean, to be fair, do we even need access to free Wi-Fi from a 75inch advertising screen when pretty much every single person now has a smart phone and most cafes, pubs, restaurants and shops in Clitheroe and Whalley already offer free internet access? By using the existing services a person is also encouraged to patronise a small business, which provides a positive knock on effect to the local community. I will also happily charge people's phone [REDACTED] [REDACTED] local businesses. Much handier, and warmer, than using an outside advertising hub!

The free 30 second phone calls, let's discuss those a bit. Yes, these could be useful for children wanting to call their parents to collect them (although I do suspect they may use their own phones), however, as has been reported in the press, this service has regularly been linked to an increase in facilitating [REDACTED] As we know, the Ribble Valley has some continuing issues with drugs, not to the levels of some inner city areas, but it is surely better to try and minimise further exposure to dealing.

Ok, now that's my negativity out, I do want to say I am open to a compromise. I think three advertising hubs in Clitheroe town centre is excessive, but I do think there is potential with the site on King Street, Clitheroe. It will replace an existing phone box, which I absolutely agree is an eyesore in its current state, and so a new hub will likely to be less intrusive there than at the other two proposed sites. That said, I do think that the 75inch option is a little extravagant. I'm led to believe that there is a smaller 55 inch version, which I think would be a more reasonable, and potentially safer, option.

Furthermore, if this hub was given the go ahead I would anticipate that local businesses and community groups would get free advertising to promote town events. This is currently the case with the Bradford city centre hubs, so I would expect it to be transferable to Clitheroe.

In a nutshell, given the fact they they are too large, totally out of character for an historic market town and have the potential to encourage criminal activity, I hope you will decide to refuse these 3 proposals - or at least recommend a compromise to BT in line with my suggestions.


Many thanks,



[REDACTED]

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**From:** [REDACTED]  
**Sent:** 02 February 2023 17:36  
**To:** Planning  
**Subject:** Planning applications 3/2023/0002, 3/2023/0006 and 3/2023/0008

 This email originated from outside Ribble Valley Borough Council. Do **NOT** click links or open attachments unless you recognize the sender and are sure the content within this email is safe.

Dear Sir/Madam

I wish to lodge an objection to the recently submitted applications by BT to install advertising panels outside the White Lion (02), on King Street (06) and outside the Boots store (08) in Clitheroe town centre.

I support the comments provided by Clitheroe Town Council and the [REDACTED] each of whom have drawn attention to the inappropriate presence of the proposed hubs within a statutory conservation area. There is no justification for the presence of said hubs in order to offer fast data connections as mobile data is already available over the whole area. BT are clearly not wishing to provide a communications/information hub - they simply want to generate revenue from the highly conspicuous and intrusive advertising panels.

This objection also covers applications 3/2023/0001, 03/2023/0005 and 3/2023/0007 which seek permission to advertise.

It is noted that Edinburgh, Blackburn, Harrogate and Cheltenham have already refused similar applications from BT. Ribble Valley Council would be wise to follow suit.

Yours faithfully

[REDACTED]