London Borough of Hillingdon, Residents Services, 3N Civic Centre, High Street, Uxbridge, Middlesex UB8 1UW
Tel: 01895 250230 Web: www.hillingdon.gov.uk

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number: 97

Suffix:

Property Name: Prospect House

Address Line 1: Oxford Road

Address Line 2:

Address Line 3: Hillingdon

Town/city: Uxbridge

Postcode: UB8 1LU

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

Easting (x): 505159

Northing (y): 184531

Description:

Applicant Details

Name/Company

Title

First name

Surname

-

Company Name

National Farmers Union Mutual Insurance Society Limited

Address

Address line 1

33 Margaret Street

Address line 2

Address line 3

Town/City

London

County

Country

United Kingdom

Postcode

W1G 0JD

Are you an agent acting on behalf of the applicant?

- [x] Yes
- [ ] No

Applicant Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Agent Details

Name/Company

Title

Miss

First name

Kate

Surname

Phipps

Company Name

Savills

Address

Address line 1

33 Margaret Street

Address line 2

Address line 3

Town/City

London

County

Country

GB

Postcode

W1G 0JD

Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Installation of two sets of ‘WILLOWBANK’ building-mounted lettering, illuminated chevron signage and an illuminated freestanding totem sign.

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

Advertisement Type:
Fascia Sign

Height:
0.462 metres

Width:
5.905 metres

Depth:
0.1 metres

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

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

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

What materials will the advertisement be made of?:
Fabricated aluminium letters with internal LED illumination and opal acrylic faces.

The colour of text and background:

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:
300 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Fascia Sign

Height:
1.007 metres

Width:
12.791 metres

Depth:
0.13 metres

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

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

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

What materials will the advertisement be made of?:
Fabricated aluminium letters with solid opaque faces

The colour of text and background:

Will the advertisement be illuminated?:

Advertisement Type:
Other type

Height:
2.828 metres

Width:

3.287 metres

Depth:
0.33 metres

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

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

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

What materials will the advertisement be made of?:
Fabricated aluminium chevrons with opal acrylic faces

The colour of text and background:

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:
400 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
4 metres

Width:
1.515 metres

Depth:
0.3 metres

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

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

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

What materials will the advertisement be made of?:
Mild steel internal frame clad with aluminium panels; opal acrylic and applied vinyl details

The colour of text and background:

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:
400 cd/m^2

Will the illumination be static or intermittent?:
Static

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

chevron and totem

Location of Advertisement(s)

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

◯ Yes
⊘ No

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

◯ Yes
◯ No
⊘ Not Applicable

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

◯ Yes
⊘ No

Advertisement(s) Period

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

From Date

24/09/2026

To Date

24/09/2041

Neighbour and Community Consultation

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

◯ Yes
⊘ No

Site Visit

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

⊘ Yes
◯ No

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

⊘ The agent
◯ The applicant
◯ Other person

Pre-application Advice

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

◯ Yes
⊘ No

Interest In the Land

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

- [x] Yes
- [ ] No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:
(a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- [ ] Yes
- [x] No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.
I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.
I/We also accept that, in accordance with the Planning Portal's terms and conditions:
- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

- [x] I / We agree to the outlined declaration

Signed

Amelia Robson

Date

24/09/2026