

Planning Statement

Installation of a proposed Global street hub, including the associated display of advertisements on both sides of the unit

Land adjacent to 17 Victoria Road, Ruislip,
HA4 9AA



Client: BT Group



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Libre Solutions Lawley House, Butt Road, Colchester, CO3 3DG	Enquiries.: 01206 483 960 Email: Website: www.libresolutions.co.uk
Prepared by:	LH
Checked by	SC
Approved by:	SC
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INTRODUCTION

Application overview

This application for full planning permission and Advertisement consent is submitted by Libre Solutions on behalf of the BT Group to Hillingdon Council ('the Council') for Land adjacent to 17 Victoria Road, Ruislip, HA4 9AA

About BT

BT InLinkUK service was first launched in 2017 and since then 494 InLink units were rolled out in 23 UK cities. In 2019 InLinkUK went into administration and no longer support the supply of these units to BT, so meaning the InLink product is no longer available. The InLink estate is under the full ownership of BT and since then, they have been working on their own new and improved unit, namely BT Street Hub.

BT Street Hub Project

BT is continuing to move forward with public connectivity and Street Hubs will provide a sleek and modern answer to the demands of a digitally connected society. BT Street Hub has all the existing benefits of the previous structure but with better Wi-Fi range, air quality monitoring, insight counting and small cell mobile connectivity. The addition of the 5G small cells to Street Hubs is very much in line with current UK Government's guidance on telecommunications developments and the National Infrastructure Strategy. Since the start of the original BT InLink project, the Government's commitment towards telecommunications deployment has been strengthened and NPPF 19, para 112 in particular confirms that, 'Advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being. Planning policies and decisions should support the expansion of electronic communications networks, including next generation mobile technology (such as 5G)'.

The Street Hub will help future proof the high street making them smarter, safer, and more sustainable. Investment in the high street is at an all-time low, but that has not slowed BT down as they look to ramp up the upgrade of their kiosk estate with the rollout of new Street Hubs across the UK. They are continuing their commitment to invest and improve in the high street one Street Hub at a time, and with that decluttering these environments with the associated removal of existing BT phone boxes. Due to the increased functionality of the new Street Hub, it is a slightly larger structure from the first generation InLink units, in which it is 34cm longer, 7cm wider and 8.5cm taller.

Summary of the Proposal

The application seeks the **installation of a new generation BT Street Hub** measuring, 2986mm in height, 1236mm in width and 350mm in depth.



STRUCTURE OF THE REPORT

This Planning Statement is accompanied by the following supporting documents:

- Cover Letter
- Planning Drawings
- Anti-Social Management Plan
- Global Media Street Hub Unit Dimensions
- Street Hub Product Statement
- Street Hubs Beyond Connection
- Lighting Guidance
- Highways Notice

This planning statement is structured as follows:

- Site context
- Proposal description
- Pre-application consultation
- Assessment against national and local policy
- Summary and conclusion



SITE CONTEXT

Existing Site Description and Surrounding Area

The application site comprises a section of footpath along Victoria Road. The immediate street scene is characterised by a pedestrian route along a high street setting with a mix of retail units, the wider area is predominately residential. Street furniture in the vicinity includes a parking metre and associated signage, lampposts, bins, a post box, sheffield stands, a standalone cash machine, manhole covers, and street trees, a bus stop is located on the opposite side of Victoria Road.



Figure 1– Site and its surroundings (Source: Google Maps, 2025)

Relevant Planning History

There are no relevant planning applications relating to the site.



PROPOSAL DESCRIPTION

The proposal is for the installation of one Street Hub unit measuring 2986mm in height and 1236mm in width and 350mm in depth to be located on the section of footpath at the above address. The installation of a Street Hub will support the telephone and wi-fi coverage of the area.

The installation of the proposed Street Hub unit forms part of a strategic plan for the removal of existing, outdated BT payphones. The proposed street hub will contribute to modernising and decluttering the council's streetscape, supporting the objectives of the UK Digital Strategy, the National Planning Policy Framework, and the relevant policies within the local Development Plan.

The proposed Street Hub will be located 1.2 meters away from the existing manhole cover to the north, 3.4 meters away from the existing manhole cover to the south, and 5.3 meters away from 17 Victoria Road.

The new street hub, with its modern design and high-quality construction, will merge with the surrounding character and the existing mix of uses in the area and it is considered that the proposed advertising would be appropriate for this location.



LEGISLATION AND NATIONAL AND LOCAL PLANNING POLICY

This application is for full planning permission under section 62 of the Town and Country Planning Act 1990 [the 1990 Act] and express advertisement consent under regulation 9 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 [the Regulations]. Applications for full planning permission must be determined in accordance with the Development Plan unless material considerations indicate otherwise (Section 38(6) of the Planning and Compulsory Purchase Act 2004 and section 70(2) of the 1990 Act). Under the advertisement Regulations, Express Consent is required for the advertisement element, notably the 2no digital screens on each side of the Street Hub. As per regulation 3 of the Regulations, applications for Express Advertisement Consent must be determined in the interests of amenity and public safety, considering (a) the provisions of the development plan, so far as they are material, and (b) any other relevant factors.

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

PART I – Section 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) set out the Government’s advertisement control planning policies for England and how these are expected to be applied. The Regulations are a material consideration for the Express Advertisement Consent application.

The proposal fully accords with the requirements of these regulations which require local planning authorities to consider only amenity and public safety. In respect of amenity, the Street Hub is located within a commercial urban environment where illuminated displays are already an established characteristic. The design, scale and appearance of the unit are consistent with surrounding street furniture and do not detract from local character or any feature of architectural, cultural or historic interest. The removal of outdated BT kiosks also reduces visual clutter, resulting in a net improvement to the streetscape. In respect of public safety, the siting of the unit ensures that it does not obstruct pedestrian movement, sightlines or the interpretation of highway signage, nor does it interfere with CCTV, security systems or traffic-monitoring devices. The installation therefore meets the statutory tests of amenity and public safety and complies with the Regulations.

UK digital strategy

Digital connectivity is now considered to be a utility, and modern life is increasingly impossible without it. Connectivity drives productivity and innovation and is the physical underpinning of a digital nation. Being connected is fundamental to the success in our modern world and Street Hub provides a cost-free way for communities to get online and take advantage of available opportunities. The Government has committed that every individual and every business should have the skills and confidence to seize the opportunities of digital technology and have easy access to high-quality internet wherever they live, work, travel or learn.

The proposal directly supports the ambitions of the UK Digital Strategy, which recognises digital connectivity as a modern utility essential for everyday life and economic growth. The Street Hub provides free, high-



quality public Wi-Fi and modern communication services that help ensure residents, visitors and businesses can easily access digital information and online resources. This improved connectivity contributes to digital inclusion, offering support to individuals who may not have immediate access to personal broadband. By enhancing access to digital services within the town centre, the proposal advances the Strategy's aim of building a digitally confident society capable of participating fully in the modern economy.

UK Infrastructure Strategy: A 10 Year Strategy (June 2025)

The Report identifies that high-quality infrastructure boosts growth and plays a vital role in delivering higher living standards. Investment in infrastructure, including digital connectivity, will improve transport and communications networks, thereby supporting productivity and efficiency improvements.

The proposal is fully aligned with the UK Infrastructure Strategy, which emphasises the importance of high-quality infrastructure in boosting economic growth, supporting productivity and improving living standards. The installation of the Street Hub represents an investment in modern digital infrastructure that improves public access to reliable connectivity and online services. By replacing outdated telephone kiosks with a multifunctional, efficient and contemporary unit, the proposal contributes to the Strategy's objective of upgrading existing infrastructure to meet current and future digital needs. As such, the development clearly supports national aims to deliver infrastructure that is resilient, accessible and capable of supporting a modern, competitive economy.

Code of Practice for Wireless Network Development in England (March 2022)

The Code of Practice has been fully revised, and the latest version was published by DCMS in March 2022. It acknowledges that the planning system plays a key role in delivering the digital infrastructure.

The proposal is fully consistent with the principles and objectives of the Code of Practice for Wireless Network Development (March 2022), which recognises that the planning system plays a vital role in delivering high-quality digital infrastructure in a sustainable and well-designed manner.

The proposed Street Hub contributes directly to the Government's aim of ensuring fast, reliable and accessible digital connectivity, supporting the ambitions outlined in paragraphs 8–12 of the Code, including the need for universal dependable coverage, modern telecommunications capability and infrastructure that enables economic, social and well-being benefits. Although the Code refers broadly to wireless infrastructure such as masts and cabinets, it also encourages all communication operators to follow its principles, which focus on good design, appropriate siting, and engagement with local communities. The Street Hub is a modern, streamlined unit that reduces street clutter, enhances visual amenity and provides improved digital services such as free Wi-Fi and emergency capability.

The installation therefore supports the Government's wider strategy for delivering high-quality digital infrastructure and aligns with the Code's emphasis on upgrading connectivity in a manner that is environmentally responsible, well integrated into the urban context, and beneficial to residents, visitors and businesses.

National Planning Policy Framework 2024

Chapter	Paragraph number and text (abridged)	Comments
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2. Achieving Sustainable development	Paragraphs 7–14 of the NPPF define the purpose of the planning system as contributing to sustainable development, summarised as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” The Framework (at paragraphs 10–11) establishes a presumption in favour of sustainable development for decision-making, this means granting permission for proposals that accord with an up-to-date development plan without delay; or where the plan is absent or out-of-date, granting permission unless (i) specific policies provide a clear reason for refusal, or (ii) adverse impacts would significantly and demonstrably outweigh benefits.	The proposed Street Hub constitutes a sustainable development: it delivers social, economic, and environmental benefits, including improved digital connectivity, enhanced public realm and accessibility, and support for economic activity. There is no conflict with the current Development Plan, and no significant adverse effects are identified; accordingly, the presumption in favour of sustainable development strongly supports approval.
Building a strong competitive economy	Paragraph 85–89 promote a strong, competitive economy, encouraging planning decisions that help create conditions in which businesses can invest, expand and adapt. The national policy recognises the importance of digital and technology sectors among priority growth areas.	The Street Hub supports local economic growth by providing free high-quality digital connectivity, enhancing the attractiveness of the public realm, facilitating business access, and promoting digital inclusion. It aligns with national economic objectives and supports innovation and productivity.
10. Supporting High-Quality Communications Infrastructure	Section 10 of the NPPF emphasises that planning policies and decisions should support the expansion of high-quality communications infrastructure, including next-generation digital networks (e.g., 5G, full-fibre broadband). It encourages use of existing masts, buildings or structures before building new ones, and requires that the number of new masts and telecom infrastructure be kept to a minimum consistent with network need. Paragraph 123 clarifies that local planning authorities must determine electronic communications proposals on planning grounds only and must not seek to control competition between operators or impose health safeguards beyond those set by international guidelines.	The Street Hub is a modern telecommunications infrastructure unit. It leverages established street-level infrastructure rather than introducing a large new mast, thereby aligning with the NPPF’s requirement to minimise new telecom sites while improving network capacity. The proposal is consistent with promoting high-quality digital infrastructure and facilitating future network upgrades.
11. Making effective use of land	Section 11 supports the effective and efficient use of land, encouraging redevelopment of previously developed or under-used land and ensuring that new development makes appropriate use of land in sustainable locations.	The installation of the Street Hub represents efficient use of existing urban infrastructure, while increasing the provision of services. It enhances the utility of



		the site with minimal land take, consistent with Section 11 objectives.
12. Achieving well designed places	Though the NPPF does not repeat detailed advertisement control, its design and sustainable development aim overlap with amenity and public safety considerations. Combined with national regulation, the proposal's design must respect visual amenity and not create hazards or nuisances.	The Street Hub's compact, slender design preserves pedestrian flow (footway width maintained). Its illuminated screens are in the context of a commercial streetscape where similar signage exists. There is no detrimental impact on the local visual character, street clutter, pedestrian or vehicular safety, or public amenity.

National Planning Policy Guidance		
Chapter	Paragraph number and text (abridged)	Comments
Determining a planning application	Emphasises a positive approach to decision-making, working proactively with applicants to approve sustainable development where possible.	The Street Hub is a sustainable infrastructure proposal with no identified adverse impacts. The guidance supports approval where proposals accord with policy and deliver public benefits.
Effective use of land	Encourages efficient use of land and existing infrastructure, particularly in built-up areas, to meet development needs sustainably.	The proposal makes effective use of existing footway space, avoiding additional land take.
Design	Development should respond positively to local character, public realm quality, accessibility, and safety.	The Street Hub has a compact, contemporary design that integrates with existing street furniture, maintains pedestrian accessibility, and respects the surrounding town centre character.
Advertisements	Advertisements should be assessed in terms of amenity and public safety, considering location, scale, illumination, and cumulative impact.	The proposed digital advertising element is appropriate within a commercial town centre context, does not harm visual amenity, and does not create hazards to pedestrians or traffic.



Telecommunications	Supports expansion of digital communications infrastructure; proposals should be assessed on planning grounds only.	The Street Hub is modern telecom infrastructure, aligning with guidance.
Town centres and retail	Town centres should be supported as accessible, vibrant locations providing services and infrastructure that benefit users and businesses.	The Street Hub enhances town centre functionality by providing digital connectivity for residents, visitors, and businesses, supporting vitality and footfall.
Health and wellbeing	Planning should support environments that promote social inclusion, access to services, and wellbeing.	Free public Wi-Fi and charging facilities support social inclusion and accessibility, particularly for people reliant on digital services.
Historic environment	Development affecting the setting of heritage assets should be proportionate, contextual, and avoid harm.	The Street Hub does not adversely affect the setting of heritage assets and is appropriately scaled and sited within the existing streetscape.

London Plan 2021		
Chapter	Paragraph number and text (abridged)	Comments
GG1 Strong and inclusive Communities	Promote communities with access to services, amenities, and infrastructure that support social inclusion, connectivity and quality of life.	Street Hub enhances public infrastructure (free Wi-Fi/charging) supporting inclusivity, access to services, and improved connectivity across the street environment.
GG2 Making Best Use of Land	Encourage efficient use of land and infrastructure to support sustainable growth, mixed use and urban productivity.	Uses existing footway space efficiently to provide telecommunications infrastructure.
GG5 Growing a good economy	Development should support London's economic function and productivity.	Supports local businesses and economic activity by enhancing digital connectivity and town centre attractiveness.
GG6 Increasing efficiency and resilience	Promote resilient, adaptable infrastructure and efficient use of resources.	Provides resilient digital connectivity infrastructure and supports future adaptability for network upgrades.
Policy SD6 Town centres and high streets	Promote vitality and viability of London's town centres and high streets, encouraging accessible, diverse and inclusive hubs for people and businesses.	Enhances town centre environment, supporting accessibility and digital



		connectivity that contributes to vitality.
Policy D5 Inclusive design	Ensure development (including streets and public realm) is accessible to everyone, easy to use, and promotes inclusion.	Maintains footway accessibility, ensures all users can safely use the space.
Policy D8 Public realm	Public realm should be well-designed, safe, inclusive, attractive, and contribute positively to local character.	Integrates with existing street furniture; enhances public realm with modern, context-appropriate design.
Policy S1 Developing London's social infrastructure	Support provision and improvement of facilities and services that benefit communities.	Provides public service infrastructure (connectivity and charging) contributing to social infrastructure.
Policy HC1 Heritage conservation and growth	Protect and enhance heritage assets and their settings while enabling growth.	Does not adversely affect nearby heritage assets; design is sympathetic to streetscape context.
Policy SI 6 Digital connectivity infrastructure	Promote high-quality digital and mobile connectivity; ensure development meets demand and supports use of street furniture and public realm for digital infrastructure deployment.	Delivers high-quality digital connectivity, utilises street furniture, and aligns with policy emphasis on public realm digital infrastructure.

Hillingdon Local Plan: Part 1 and 2 (2012)		
Chapter	Paragraph number and text (abridged)	Comments
The Vision for Hillingdon 2026	Sets out overall vision: safe, attractive, accessible environment; high-quality design; infrastructure provision; protection/enhancement of heritage and open space.	Street Hub supports infrastructure provision (digital connectivity), maintains footway safety, integrates visually into streetscape, respects heritage setting.
Policy EM1: Climate Change Adaptation and Mitigation	Ensure new development promotes sustainability, efficient use of resources, and minimises environmental impact.	Street Hub is a compact, low-impact installation using existing street space, aligning with efficient use of resources.
Policy E5: Town and Local Centres	Seeks to improve town and neighbourhood centres across Hillingdon, while protecting and enhancing local parades.	Enhances town centre environment, supporting accessibility and digital connectivity that contributes to vitality.



Policy T1: Accessible Local Destinations	Ensure accessibility and inclusivity for all users.	Maintains footway width and accessibility for pedestrians, including people with disabilities.
Policy BE1: Built Environment	Development should be high-quality in design, fit with local context and enhance the public realm.	The Street Hub contributes positively to the function and usability of the public realm by introducing a modern, multifunctional unit; improves public realm appearance.
Policy HE1: Heritage and Policy DMHB 1: Heritage Assets	Development affecting heritage assets should conserve or enhance them.	No adverse impact on nearby heritage assets; design is sympathetic to context.
Policy DMHB 15: Planning for safer places	Development should promote safety and security.	Street Hub's location and design do not create hazards; well-lit units enhance perception of safety.



ASSESSMENT AGAINST NATIONAL AND LOCAL PLANNING POLICY

Assessment overview

The areas of assessment are set out as follows:

- Principle of development
- Amenity
- Design
- Heritage
- Public Realm
- Sustainable transport, accessibility and traffic
- Crime, Security and Safety

Principle of Development

Paragraph 123 of the National Planning Policy Framework (NPPF, 2024) confirms that “advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being” and that planning decisions should support the expansion of electronic communications networks.

The proposed BT Street Hub provides free public Wi-Fi, telecommunications services and smart infrastructure in a highly accessible town centre location. The proposal therefore aligns directly with national policy support for modern communications infrastructure.

At the strategic level, Policy SI6 of the London Plan (2021) supports the provision of digital connectivity infrastructure within the public realm, including as part of street furniture, where it is well designed and does not result in unacceptable impacts.

At the local level, the Hillingdon Local Plan (2012) recognises that delivery of appropriate infrastructure is essential to underpin sustainable development and growth.

The proposal therefore accords with the principle of development established in national, London-wide and local planning policy.

Amenity

Express advertisement consent must be assessed in accordance with Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, which limits consideration to the interests of amenity and public safety.

Paragraph 136 of the NPPF (2024) confirms that advertisements should only be restricted where they would cause demonstrable harm to the character or appearance of an area.

The digital screens are appropriately scaled, static and located within a commercial town centre environment where illuminated signage and advertising are already prevalent. The proposal does not result in unacceptable visual impact or cumulative harm to amenity.



In respect of noise, paragraph 135(f) of the NPPF (2024) requires development to mitigate and reduce noise impacts to acceptable levels. The Street Hub incorporates controlled sound output with reduced night-time volume levels, and sound is localised to users standing immediately adjacent to the unit. Headphone use disables external speakers. Given these controls, the proposal will not give rise to harmful noise effects.

Design

Paragraph 131 of the NPPF (2024) requires development to be visually attractive, sympathetic to local character and to establish a strong sense of place, while paragraph 135 requires development to contribute positively to the public realm.

The BT Street Hub is a purpose-designed, contemporary structure with a slim, vertical profile and a reduced footprint compared to traditional telephone kiosks. Its neutral and understated appearance allows it to integrate comfortably within the commercial town centre streetscape.

At the London-wide level, Policy D5 (Inclusive Design) and Policy D8 (Public Realm) of the London Plan (2021) require high-quality design that responds positively to context and improves the street environment. The proposal reflects these objectives and represents an improvement on older, more visually intrusive infrastructure.

Heritage

Chapter 16 of the NPPF (2024) and Policy HC1 of the London Plan (2021) require development affecting heritage assets or their settings to conserve their significance.

The application site is not located within a Conservation Area and does not affect any listed buildings or their settings. The proposal will not result in harm to heritage assets or the historic environment and is therefore compliant with heritage policy requirements.

Public Realm

Paragraph 112(c) of the NPPF (2024) requires development to create places that are safe, secure and attractive and to avoid unnecessary street clutter.

At the strategic level, Policy D8 of the London Plan (2021) requires development to be integrated into the existing streetscape and to support pedestrian movement and activity.

The siting of the proposed Street Hub has been carefully considered in relation to pedestrian desire lines, existing street furniture and the wider streetscape. The proposal consolidates digital and telecommunications services into a single structure and allows for the removal of redundant BT infrastructure in the surrounding area, resulting in a net reduction in street clutter.

The Street Hub is located on a wide section of footway within a busy town centre environment and does not obstruct pedestrian movement. The proposal therefore integrates appropriately with its surroundings and contributes positively to the public realm.



Sustainable Transport, Accessibility and Traffic

Paragraph 112(a) of the NPPF (2024) promotes development that provides safe and convenient access for all users, including pedestrians and those with disabilities, while paragraph 111 confirms that development should only be refused on highway grounds where there would be an unacceptable impact on highway safety.

The Street Hub has been positioned to retain clear footway widths that exceed the minimum standards set out in Manual for Streets and Inclusive Mobility. The interface is positioned at an accessible height and oriented to ensure users stand away from the kerb edge.

At the London-wide level, Policy D5 of the London Plan (2021) requires development to be accessible and inclusive for all users. Pedestrian movement, wheelchair access and step-free circulation are fully maintained, and the proposal does not generate traffic or servicing requirements.

Crime, Security and Safety

Paragraph 127(c) of the NPPF (2024) requires development to create places that are safe, inclusive and accessible.

At the London-wide level, Policy D11 (Safety, Security and Resilience) of the London Plan (2021) promotes environments that maximise safety and security through good design, lighting and natural surveillance.

The Street Hub contributes positively through integrated lighting, passive surveillance, emergency services access and the ability to display public safety messaging. A comprehensive Anti-Social Behaviour Management Plan is in place to address any issues that may arise.

The proposal therefore accords with national and London-wide policy objectives relating to crime prevention, security and public safety.



Planning Balance

The application seeks consent for the installation of a single Street Hub unit on the public footway. The proposal forms part of a wider programme to modernise telecommunications infrastructure and improve digital connectivity within town centres.

Benefits of the Proposal

The proposal delivers a range of social, economic, and environmental benefits, consistent with the objectives of the development plan and national planning policy.

- From a social perspective, the Street Hub will provide free public Wi-Fi, emergency calling facilities, and device charging, supporting digital inclusion and accessibility for residents, workers, and visitors. This aligns with the National Planning Policy Framework's objective of promoting healthy, inclusive and safe communities, as well as London Plan policies relating to inclusive design and social infrastructure.
- In economic terms, the provision of modern digital infrastructure within a town center location supports business activity, visitor experience, and overall town center vitality. Enhanced connectivity contributes to productivity and aligns with national and London-wide policy objectives to support a strong, competitive and digitally enabled economy.
- From an environmental and land-use perspective, the proposal represents an efficient use of land by reusing existing street infrastructure and removing redundant payphone kiosks. This contributes to streetscape decluttering and avoids the need for additional land take or the installation of larger telecommunications structures, consistent with national policy and guidance on effective use of land and high-quality communications infrastructure.
- Data indicates that between Nov 2024-Nov 2025 over 1,900,00 calls have been made to essential charities for vulnerable people via BT Street Hubs. 2,010 calls to Childline, 1,640 Call to Youth Homelessness, 2,896 calls to Samaritans and 1,558 calls to Missing People.

The design of the Street Hub is compact, modern, and appropriate to its commercial town center context. It maintains adequate footway width, does not impede pedestrian movement, and integrates with existing street furniture. The proposal therefore accords with development plan policies relating to design quality, public realm, and pedestrian safety.

Potential Impacts

The potential impacts of the proposal relate primarily to visual amenity, public safety, and heritage considerations.

- In terms of visual impact, the Street Hub is of modest scale and slender form and is located within an established commercial streetscape where signage and street furniture are already prevalent. Any associated digital advertising is controlled in scale and illumination and would not result in visual clutter or harm to local character.
- With regard to public safety and accessibility, the unit has been carefully sited to maintain pedestrian flow and avoid conflict with existing street furniture, trees, and transport infrastructure. No adverse impacts on highway or pedestrian safety have been identified.



- In relation to the historic environment, the proposal does not result in harm to the setting of any designated or non-designated heritage assets. The scale, design, and siting of the Street Hub ensure that the significance of heritage assets, where present, is preserved.

Conclusion

When assessed against the Development Plan as a whole, and in the context of national planning policy and guidance, the proposal is fully compliant with relevant policies of the London Plan 2021 and the Hillingdon Local Plan 2012. It also aligns with the National Planning Policy Framework, particularly the presumption in favour of sustainable development.

The identified benefits of the proposal, including enhanced digital connectivity, improved public realm, support for town centre vitality, and efficient use of existing infrastructure are substantial and carry significant weight. No material harms have been identified that would outweigh these benefits. Accordingly, in the overall planning balance, the proposal represents sustainable development and there are no adverse impacts that would significantly and demonstrably outweigh the benefits. The application is therefore considered acceptable in planning terms and should be supported and approved.