

Our ref: NH/24/07385  
Your ref: 241605

**Herefordshire County Council**

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**Via email:** [planning\\_enquiries@herefordshire.gov.uk](mailto:planning_enquiries@herefordshire.gov.uk)

Dear Sir or Madam,

**241605 – 2 no. signs stating 'Berries Unlocked 24/7 Vending Machine' attached to property wooden fence (retrospective) - Land South of South Herefordshire Motor Caravan Centre Whitchurch Herefordshire HR9 6DF**

Thank you for consulting National Highways (formally Highways England) on the above-mentioned proposal. As this consultation is for an advertisement, the Town and Country Planning (Control of Advertisements) (England) Regulations, 2007 (as amended) apply. Consequently, the application will be determined on the issues of amenity and public safety only.

National Highways (“we”) has been appointed by the Secretary of State for Transport as strategic highway company under the provisions of the Infrastructure Act 2015 and is the highway authority, traffic authority and street authority for the Strategic Road Network (SRN). The SRN is a critical national asset and as such we work to ensure that it operates and is managed in the public interest, both in respect of current activities and needs as well as in providing effective stewardship of its long-term operation and integrity. The SRN in the vicinity of the proposed development is the A40 trunk road.

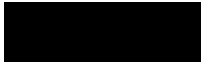
National Highways considers planning proposals under the requirements of the National Planning Policy Framework (NPPF) and DfT Circular 01/2022: The Strategic Road Network and The Delivery of Sustainable Development (“the Circular”). This latter document sets out our policy on sustainable development and our approach to proposals which may have an impact on our network. Our policy for advertisements can be found under paragraphs 60-61.

## Summary and Recommendation

Due to location and nature of the advert National Highways has **no objections** as the advert should not have an impact on the safety and free flow of traffic on the A40.

If I can be of any further assistance on this matter, please do not hesitate in contacting me.

Yours sincerely,



Ellie Smith  
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