



working on behalf of Barking and Dagenham

Be First
5th Floor, MAKE IT Barking
15 Linton Road
Barking
IG11 8HE

VALIDATION CHECKLIST

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT(S)

Please submit via the Planning Portal (our preferred method). If you are unable to submit via the Portal then please use other electronic means such as a memory stick or electronic transfer (for example We Transfer or equivalent). Do not send hard copies as we are a paperless office.

STATUTORY NATIONAL INFORMATION REQUIREMENTS An application MUST include the following information/documents:
Application Form The completed application form should be submitted.
The correct fee The quickest and most efficient way to submit your application and fee is via the Planning Portal. In cases where you are unable to submit via the Planning Portal you will need to pay on the Council's website and confirm payment details to us. Please note that we do not accept cheques sent to London Borough of Barking and Dagenham or Be First. The Planning Portal's Fee Calculator can help you calculate the planning fee required for your application.
Description of Advertisement(s) A detailed description of the proposed advertisement(s) should be included on the application form or on a separate sheet. The description should include the type of signs for which application is being made (e.g. fascia, projecting box, pole-mounted, free-standing) and the dimensions of each sign. If any of

the signs are to be illuminated then a description of the type of illumination should be provided (e.g. internal, external, floodlit, etc) along with details as to whether the illumination will be static, flashing, or have moving parts.

Location Plan (typically at a scale of 1:1250 or 1:2500)

The location plan should be based on an up-to-date map and should identify sufficient roads and/or buildings on land adjoining the application site. The application site should be edged clearly with a red line and a blue line should be drawn around any other land owned by the applicant, close to or adjoining the application site.

Site Plan (typically at a scale of 1:100 or 1:200)

The site plan should be drawn to an identified scale and should accurately show:

- a. the direction of north;
- b. the location of the site by reference to at least two named roads; and
- c. the proposed position of the advertisement(s).

Drawings

- Existing and Proposed Elevations (at a scale of 1:50 or 1:100); and
- Drawings of the proposed advertisement(s) showing the dimensions and position on the land or building in question. For a sign, the drawings should indicate the materials to be used, fixings, colours, height above the ground and, where it would project from a building, the extent of the projection. Details of any illumination should also be provided on the drawings.

LOCAL INFORMATION REQUIREMENTS

An application MAY also require the submission of the following information/documents:

Lighting Assessment

A Lighting Assessment may be required if the proposal includes illuminated advertisements or the installation of lighting.

Relevant local policies include policies BP7 and BP11 of the Borough Wide Development Policies Development Plan Document (March 2011).

Photographs and Photomontages

Photographs and photomontages can provide useful background information and can help illustrate how advertisements can be satisfactorily integrated within the street scene.

Planning Statement

A Planning Statement may be required for large advertisement proposals such as hoardings.

Last updated: 27th July 2026