

Simpatico
Town Planning



Good Shepherd Centre, 63/65 Waterloo Road, Wolverhampton, West
Midlands, WV1 4QU



Proposed display of hand painted murals

Supporting Statement

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Introduction

1. This Statement is submitted by Simpatico Town Planning in support of an application by Good Shepherd Services ('the Applicant') which seeks the grant of Advertising Consent for the display of temporary, hand painted murals on the flank wall of the charity's premises at 63/65 Waterloo Road, Wolverhampton, WV1 4QU. The property is the administrative headquarters of the Good Shepherd Services charity (Charity number: 1165909), from which its organisation is principally run. The property is not Listed and does not sit within a Conservation Area.
2. This application is borne out of a collaborative project, which would bring about the display of hand painted murals, including community artwork, to the flank wall of the Good Shepherd's premises at 63/65 Waterloo Road. The application therefore seeks the grant by Wolverhampton City Council ('the LPA') of a five-year advertising consent for the display of various artworks, including some sponsored works. Given the application site's location immediately adjacent to Molineux Stadium, in what has come to be known as the City's footballing quarter, it is proposed that the content of the proposed murals be football related, in keeping with the cultural significance of the location. Simpatico Town Planning have been commissioned by the project partners to submit the application on their behalf and to act as agent during the planning process.
3. The project seeks to bring about the display of world class street art in the shadow of Molineux Stadium. As will be further described in this submission, the works would be hand painted, temporarily in each case, onto the flank wall of 63 Waterloo Road, which forms part of the charity's premises. Briefly, it is proposed, in order to fund the painting of 'pure' football-related artwork, that some of the designs to be painted upon the wall would feature imagery, including, on occasion, corporate logos or brands which are either historically, or currently, associated with the world of football.
4. The income from sponsorship of any commercial displays would be partly used to fund the painting of 'pure' street art murals upon the wall, which again would relate either to football, to local history and culture, or to other identified community projects. The project would also generate income for the Good Shepherd charity, supporting its highly valued work with the City's homeless and disadvantaged people.
5. Usually, the display of hand painted artworks such as that proposed in this application would not require the consent of the LPA, as they constitute permitted development under Part 2 Class C of the Town and Country (General Permitted Development) Order 2015 (as amended). These Regulations permit the painting of a building's exterior surfaces without planning permission being required. The relevant extract from the Order is included below:

Class C – exterior painting

Permitted development

C. The painting of the exterior of any building or work.

Development not permitted

C.1 Development is not permitted by Class C if the painting is for the purpose of advertisement, announcement or direction.

Interpretation of Class C

C.2 In Class C, “painting” includes any application of colour.

6. However, in this instance, due to the fact that some of the proposed murals would include a limited element of branding associated with football, Advertising Consent would be required for these particular proposed works. Therefore, the Applicant, working in collaboration with the Global Street Art Agency (GSA), has brought forward this application for Advertising Consent for the painting of murals, occasionally including football-related commercial content, upon the wall. GSA is an artistic agency which specialises in creating externally painted ‘street’ art, around the world. The project which will be outlined in this submission would comprise a joint initiative between the Good Shepherd and Global Street Art, with the aim of supporting and enhancing the important cultural role of football within the City and beyond, whilst also helping the Good Shepherd charity to continue its vital work in the City going forward.
7. This Statement will therefore present the project, explaining its objectives in more detail, with the aim of engaging the LPA to seek its support for the overall concept. On the basis that the project would require the issuing of the grant of Advertising Consent to permit the occasional display of murals which include football-related branding, this Statement will also present examples of similar projects and artworks created by GSA around the UK, in order to give the LPA a flavour of the proposed mural designs. And the overall ethos of the project.
8. As with any proposal which requires Advertising Consent, it will also consider the impact of the proposal upon visual amenity and public safety, which are not considered, in this case, to present any concern in planning terms.

About Good Shepherd Services....



"If it weren't for the Brothers I would have been on the streets. I have friends and football in my life now and on Tuesday we are celebrating my three years of not drinking."

AMO - GOOD SHEPHERD SERVICE USER



9. The Good Shepherd mission is to end homelessness, support recovery, and create pathways out of poverty. They achieve this by providing crisis support including food, practical support, and interventions to relieve homelessness, support to prevent people from becoming homeless and interventions and activities that support recovery from homelessness, mental health, and addiction.
10. The organisation has a long history of supporting the most disadvantaged people in Wolverhampton, and Christmas Eve 2022 marked the 50th anniversary of the Little Brothers of the Good Shepherd opening a night shelter in the City.
11. The charity delivers services in a way that makes people feel valued, and always tries to hear their voice.
12. Good Shepherd's key strategic goals are:
 1. *To be a provider of quality care and support driven by our values*
 2. *To be a trusted and responsible employer*
 3. *To be an innovative and dynamic charity*

4. To remain a strong and financially viable charity

13. **The Charity's work:** Wolverhampton is a diverse city, and Good Shepherd has service users from sixty-one different countries of origin. There is a fantastic community spirit and sense of togetherness and the charity works closely with local partners from grassroots voluntary groups through to the local authority and statutory partners. Because Good Shepherd have been in the city for so long, they have an excellent relationship with the local community, charities, community groups, and the people that use their services.

14. Wolverhampton has real strengths, however it is also a deprived city, with levels of poverty and inequality being in the top 10% of deprived areas in England. Wolverhampton sadly has some of the highest unemployment rates in the country, with the youth unemployment rate almost double the national average. These challenges drive the Good Shepherd charity's work, and they support people who are marginalised and disadvantaged including people experiencing homelessness, poor mental health, migrants and new communities, people who are unemployed or surviving on low incomes, families with support needs, and people with complex and multiple needs.

15. Since 2003, the Good Shepherd organisation has provided a regular food service in the City and, more recently, have expanded the support they offer to include a day centre, meaningful activity programme, Housing First service and private sector supported lettings scheme. They also host a multi-agency hub bringing together a wide range of agencies including health, education, training, and support services.

About Global Street Art...



16. Global Street Art is one of the world's leading street art platforms, which centres itself around hosting and sharing the world's most iconic and emerging street artists, past and present.
17. Global Street Art Agency, which operates with artistic purpose, has a strong community focus. Since being founded in 2012, they have organised over 3000 pure art murals around the UK and beyond. Their 'Art for Estates' programme has made headlines, transforming housing estates across the city with some of the best street artists in the world, at no cost to the authorities or residents.
18. Commercially, Global Street Art Agency is a leading hand-painted advertising agency specialising in providing commercial and commissioned murals for property owners and developers, as well as local and international brands and organisations. The agency provides a complete service on all kinds of real estate sites, including risk assessment to execution, post-product assets, PR and social media amplification.
19. In terms of this current project, GSA has extensive experience in creating and delivering football-related street art, having painted murals at football grounds across the UK, and also in Europe. It is considered that the initiative which is the subject of this application represents a hugely exciting project, which would enable GSA to bring football-related mural artwork, occasionally including branding associated with the

sport; both historic and present day. Into the bargain, it would also facilitate the painting of 'pure' community-based art which would have a significant cultural resonance within the local community.

- 20. Some examples of GSA's football-related community artworks, used to promote community engagement with the game, in particular the women's game, are included below, in order to provide a flavour of the kind of works it is proposed to bring to this site within Wolverhampton's footballing quarter.

'Nothing Stops Us' – Chelsea FC Women



Jack Grealish 'This is Where We Believe' – Manchester City



Erling Haaland 'This is Where We Grow' – Manchester City



'Mission to Burnley' – Burnley FC



'Lionesses: London Loves You' – Euston Road (in collaboration with Mayor of London)



'Bournemouth – A History of Shaping the Future' – Community mural including AFC Bournemouth



21. In the context of the artwork GSA has already brought to footballing communities across the UK, the following section of this submission will consider in more detail the qualities of this proposal site and its surroundings.

Site and Surroundings

22. The application site forms a gable wall at 63 Waterloo Road, which forms part of the headquarters of Good Shepherd Services. The wall forms the left hand side elevation of the building, and faces southward along Waterloo Road, being visible from various public vantage points in that direction. Figure 1, below, shows the proposal wall, with the potential display area edged in red. Figure 2, overleaf, shows the wall in its context on Waterloo Road, as viewed from the south.

Figure 1 – The application wall (63 Waterloo Road)



23. As can be seen in the images, the wall is currently persistently subjected to tagging and other unauthorised painting, to the detriment of amenity. Currently, the cost of removing this and of maintaining the wall is met by the Good Shepherd organisation, causing a drain on its resources. The wall clearly also forms part of the setting of the Molineux Stadium, with its main Reception area, in the adjacent Billy Wright Stand, being right opposite the site. Given the site's central location within the footballing quarter, it is considered that the introduction of temporary, football-related artwork upon the wall during certain defined periods, and on clearly defined terms, would be beneficial to amenity and would enhance the setting of the Stadium,

celebrating the City's footballing heritage, to the enjoyment of the local community and also of visitors to the City.

Figure 2 – Waterloo Road street scene



24. It is envisaged that the occasional inclusion of any consented branding or corporate logos/copy within the proposed murals would generate revenue, part of which would directly fund the work carried out by Good

Shepherd Services, with all of its associated community benefits. Part of the revenue generated would also be used to directly fund the display of community-based, not-for-profit art upon the wall, including 'pure' art, and murals relating to local history, and culture.

25. The application wall is sited in a particularly important location in terms of its relationship with Molineux Stadium. It is located adjacent to the iconic 'Molineux Alley' route which leads from the West Park/Newhampton areas through to the ground. This historic route to the stadium is of great cultural importance to the Wolves fanbase, having been used for decades as a pedestrian 'shortcut' through which thousands of fans walk on every matchday, to get to Molineux. Figure 3, below, is shows the spatial relationship between the application wall (centre) and Molineux Alley (left).

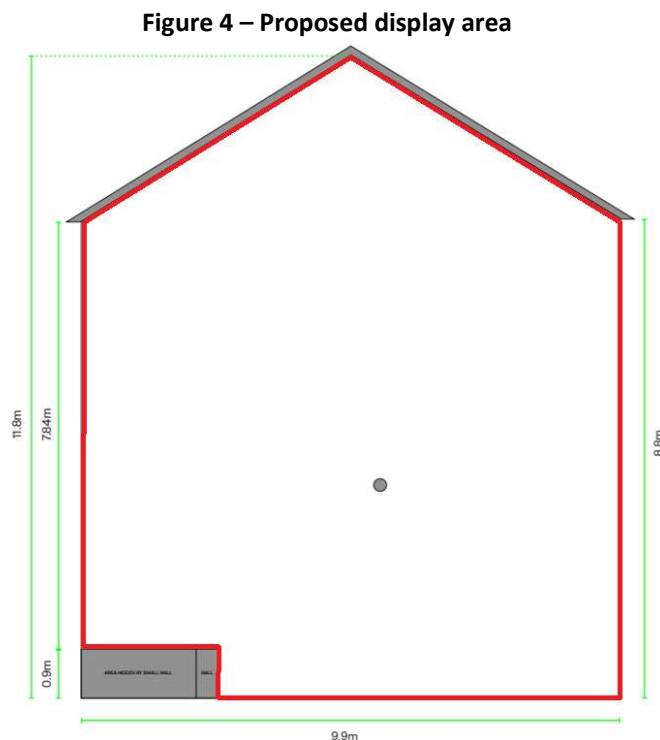
Figure 3 – Relationship between the application wall and Molineux Alley



26. Molineux Alley is a genuinely iconic location amongst Wolves fans, and features widely in paintings and other fan-led artwork. This proposal seeks to secure, through the appropriately controlled display of football-related murals, revenue to support the work of Good Shepherd Services, whilst simultaneously funding the display of community artwork upon the wall, complementing and recognising the cultural importance of Molineux Alley, and making an innovative and colourful contribution to the character of what is clearly a unique area of the City.

Details of proposal

27. This application seeks the grant of advertising consent to for the of display of temporary, ephemeral mural artworks upon the application wall, sometimes including an element of football-related branding. It is only the inclusion, within the artworks, of commercial branding, which triggers the need for Advertising Consent. As has been noted, murals not including any commercial imagery can be painted in this location without the consent of the LPA being required. So it is to this end that this application is brought forward.
28. It is proposed that Advertising Consent be granted for the painting of mural artwork, occasionally including logos, branding or other identifiable imagery associated with mural sponsors, who would be associated with the world of football. The submitted 'proposed' elevation plan defines the area which it proposed to paint, as shown in Figure 4, below.



29. Under the proposal, GSA would assume responsibility, as the art agency, for maintaining the lower section of the wall, which is currently subject to tagging and other unauthorised painting. The proposed consent would therefore offer a mechanism for managing the maintenance of the wall, ensuring that, for the life of the consent, it is kept clean and free of tagging or other unauthorised painting. It is therefore proposed that maintenance of this lower section of the wall would be formally associated with any consent granted by the LPA, resolving the current issue, to the benefit of local amenity.

30. The proposed murals would be painted directly onto the gable wall of the building, being visible only to passers-by who were travelling northward on Waterloo Road. It is proposed that the murals to be painted onto the wall would each be displayed for approximately 28 days, after which time the wall would be 'reset' and returned to its current neutral colour, once again matching the remainder of the building. Wherever possible, all paints used both when creating the proposed mural would contain pollution-absorbing 'Airlite' materials, to the benefit of the environment. Whilst the proposal building is not Listed, nor is it located within a Conservation Area, this traditional method of display is considered to be the most subtle and appropriate style in this location, where heritage and the setting of Molineux Stadium itself are an important consideration.
31. The application seek the grant of a five year advertising consent, subject to any reasonably appropriate controls, restrictions or limitations which the LPA may wish to enshrine, in consultation with the Applicant, via planning condition. As has been noted, the nature of the proposal is such that the designs to be painted upon the wall will be temporary in nature, with the wall being returned to its present, neutral appearance in between display periods (usually lasting 28 days). The content of the proposed murals will also be ephemeral and will change, and as such cannot be submitted here for assessment. However, in anticipation for the submission of this application, collaboration has taken place with partners within the City, specifically Wolverhampton Art Gallery, whose work, it is envisaged, would be publicised in the first mural to be displayed at the site. Details of this indicative proposal are considered further in the following section of this Statement.

Example of possible proposed design

32. As explained above, the nature of the proposal means that, as recognised within the Advertising Regulations, the designs to be painted onto the wall would change periodically. It is not, therefore, possible to propose a specific, individual design as part of this application. Notwithstanding this, in preparation for the submission of this application, the respective partners within the project have been liaising with colleagues at Wolverhampton Art Gallery, and have agreed with them the inaugural design which it is envisaged would first appear upon the wall, should this application be successful and consent granted.

‘Football: Designing the Beautiful Game’ Exhibition

33. At the time of writing, Wolverhampton Art Gallery is preparing to unveil a new art exhibition which explores and celebrates the history of design in football, entitled ‘Football: Designing the Beautiful Game’. The exhibition will run from 25th May up to 1st September, with further details being available on the Council’s Wolverhampton Arts and Heritage website [here](#). The website describes the exhibition as follows:

‘Football: Designing the Beautiful Game is a large-scale international touring exhibition from the Design Museum, London which explores the design story behind football and surveys how design has been used to push the game to its technical and emotional limits. From the master-planning of the world’s most significant football stadiums to the innovative materials used in today’s boots, the graphic design of team badges and the grassroots initiatives pushing back against the sport’s commercialisation, the exhibition will provide a rare and fun insight into the people and processes that have made football what it is today.’

34. Prior to submission of this application, collaboration has taken place between the project partners, the London Design Museum, and also Wolverhampton Art Gallery, with the aim of creating a mural artwork which will publicise and celebrate the arrival of this exciting exhibition within the City. On the back of this work, a design has been produced which it is envisaged would form the first mural to be displayed at the application site should this application be successful. It is anticipated that the mural, the indicative design of which is included overleaf at Figure 5, would set the tone for the future use of the wall, incorporating all of the themes upon which this project is founded; football and its cultural importance to the City, community focus and public enjoyment of artwork. Figure 5 is a digital impression of the design as it could look on the proposal wall, should support for this application be received.

Figure 5 – Digital impression of possible design



35. Whilst the design is primarily artistically orientated, it does feature, towards the bottom of the display, the branding both of the Design Museum London and Wolverhampton Art Gallery. It would also include a QR code which would direct members of the public to the relevant webpages, where they can find out more about the exhibition. It is the inclusion of these features which triggers the need for Advertising Consent, and it is in order to accommodate the inclusion of features of this kind, both in this mural and future displays, that this application is submitted.

36. As has been noted, this application is submitted on behalf of Good Shepherd Services, and the proposed murals would be commissioned by them, celebrating the area's footballing culture and history, to the

benefit of public enjoyment and amenity. The display of the murals would be intended to generate interest in the locality, complimenting the setting of Molineux Stadium and attracting visitors both from members of the local community and also from further afield to the City's footballing quarter.

Other material considerations – Public Safety

37. Whilst it is appreciated that the LPA will consult with its own highway engineers regarding the potential impact of the proposed mural artworks upon public safety, it is considered that no danger would be presented either to drivers or pedestrians as a result of this proposal.
38. The application wall is only visible from restricted public vantage points, generally confined to Waterloo Road when approaching travelling from in a northward direction. Vehicular traffic on this section of Waterloo Road is slow moving, being subject to a 30mph speed limit. Traffic flow is also regulated by traffic lights, pedestrian crossings and also the presence of bus stops. This section Waterloo is also closed entirely to vehicular traffic on matchdays.
39. When approaching from the south, on Waterloo Road, the application wall is initially screened by tree cover, but does become visible to drivers as they pass the bus stop outside of the Billy Wright Stand, approximately 75 metres away from the application site. It would, however, be in their peripheral vision only, rather than being in their direct line of sight and distracting attention from the oncoming highway, and it is considered that 75 metres would allow sufficient time for oncoming drivers to register the painted mural without undue surprise or disorientation. Figure 6, below, illustrates the view when driving northward on Waterloo Road.

Figure 6 - View when approaching the site on Queen's Road travelling westward



40. In addition, on the basis that no illumination or moving imagery are proposed, it is considered that the artworks to be displayed on the wall would not prove a dangerous distraction to drivers, but would assimilate well visually in the surroundings. The painting of mural artwork upon the wall would also not require the installation of any fixtures, fixings, or any other physical paraphernalia. The wall would simply be cleaned, and painted, with the necessary access equipment (usually a 'scissor lift') being situated on the Good Shepherd car park, rather than on the public highway. The proposal is therefore considered to present no threat or concern to public safety.

Summary

41. This Statement has sought to set out the broad parameters of a potential multi-agency project which will support the work of Good Shepherd Services charity in and around Wolverhampton City Centre, and also secure exciting community-led public art in a culturally significant location, in the shadow of Molineux Stadium and adjacent to the iconic Molineux Alley.
42. The content of the murals to be displayed on the Good Shepherd building, which would sometimes include an element of football-related branding to complement the setting of Molineux Stadium, would be displayed only temporarily, with the wall being 'reset' to its normal appearance when not in use. The applicant is content to discuss with the LPA the size, type and number of displays which could potentially be supported within a calendar year, in order to maximise the local benefits, and also to consider the percentage of the wall's surface which could be given away, within the overall painted mural, to logos, branding or QR codes. Revenue generated by the commercial element within the murals to be displayed upon the application wall would be used to fund community artworks and also to support the work of the Good Shepherd Services charity, to the benefit of the local community in Wolverhampton.
43. The proposal is put forward following consideration of the relevant provisions the National Planning Policy Framework, the Development Plan, and local supplementary planning guidance, and it is considered that the proposed murals would represent a positive form of development in an appropriate location, which would bring clear public benefits and also attract visitors to the City's footballing quarter. The proposal would also secure a management plan for the wall, and ensure that it was well-maintained going forward, and protected from any unsightly unauthorised painting, which is presently a long term issue at the site and a drain upon the resources of the Good Shepherd charity organisation. The proposed murals would also be non-illuminated, comprising entirely hand-painted, static artworks. The proposal would therefore pose no threat to public safety, nor to visual amenity.
44. On the basis of the above presentation, the LPA is invited to lend its support to this proposal and grant the requested five year Advertising Consent. This exciting cross-agency project will bring environmental and cultural benefits amenity in this important area of the City, and consequently to members of the local community. It will also bolster the continued excellent work of the Good Shepherd Services charity in its mission to end homelessness, support recovery, and create pathways out of poverty.